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RESEARCH

# PodcastOne, Inc.

## PODC (NASDAQ) - Buy $7 Price Target

**August 12, 2026**

### Better Monetization and Broader Distribution Drive 172% EBITDA Growth

Analyst: Barry M. Sine, CFA, CMT

- PodcastOne delivered another strong quarter, with revenue of $16.1 million, up 7.5%, and adjusted EBITDA of $1.6 million, up 172%. Operating leverage continues to improve as contribution margins expand and the company generates more revenue from each podcast.
- PodcastOne held the #6 U.S. podcast publisher ranking for the second consecutive month, up from #10 in March. The company continues to gain audience share despite competing against much larger diversified media companies such as Fox and Disney.
- Revenue per podcast increased 12% in the June quarter after rising 15% last year. Higher advertiser demand, Sue McNamara's experienced sales organization, and Amazon's ART19 platform are all improving monetization.
- Netflix has opened an important new distribution channel, beginning with *STASSI with Tay*. PodcastOne is already generating premium advertising rates on Netflix, while additional shows could meaningfully expand audience and ad revenue.
- Video is making PodcastOne's talent more valuable to advertisers and distribution partners. Hosts can demonstrate products on camera, command higher CPMs, and extend the same content across podcasts, social media, YouTube, and streaming television.
- We reiterate our Buy rating and $7 target.

| | |
|---|---|
| Rating | Buy |
| Target Price | $7.00 |
| Ticker Symbol | PODC |
| Market | NASDAQ |
| Stock Price | $3.14 |
| 52 wk High | $5.20 |
| 52 wk Low | $1.30 |
| Shares Outstanding: | 30.2 M |
| Public Market Float: | 4.2 M |
| Avg. Daily Volume | 114,119 |
| Market Capitalization: | $95 M |
| Institutional Holdings: | 3.5% |
| Dividend Yield: | 0.0% |

| **Earnings Per Share** | **Normalized to exclude unusual items** | | |
|---|---|---|---|
| **FYE - March** | **FY2026** | **FY2027E** | **FY2028E** |
| 1Q - June | ($0.04) | ($0.05) A | $0.03 |
| 2Q - September | ($0.04) | ($0.02) | $0.03 |
| 3Q - December | ($0.01) | ($0.01) | $0.03 |
| 4Q - March | ($0.02) | ($0.01) | $0.04 |
| **Year** | **($0.10)** | **($0.09)** | **$0.13** |
| **Revenue ($mm)** | **$61.7** | **$67.5** | **$81.0** |
| EV/Rev | 1.5X | 1.4X | 1.2X |
| **EBITDA ($mm)** | **$6.3** | **$9.6** | **$10.1** |
| EV/EBITDA | 14.8X | 9.7X | 9.3X |

### Risks/Valuation

- The dominant risk is that the company's competitors are mainly much larger, diversified media companies.
- We value PODC shares at 22x our FY27 EBITDA estimate, reflecting a premium versus radio comps.

**Company description**: PodcastOne is the only publicly traded podcasting pure-play company in the U.S. It has 185 programs over a range of popular genres. Unique for an American media company, it offers content targeted at the entire market, both ends of the political spectrum.

## Better Monetization and Broader Distribution Drive 172% EBITDA Growth

PodcastOne reported strong fiscal first-quarter results with revenue of $16.1 million, up 7.5%, and adjusted EBITDA of $1.6 million, up 172%. The company ended the quarter with $7.0 million of cash and no debt. Adjusted EBITDA benefited from both higher revenue and improved contribution margins, with contribution margin increasing to $3.1 million, or 19.5% of revenue, from $2.4 million, or 16.0%, a year ago.

As the table at the end of this report shows, PodcastOne was ranked the number 6 podcast publisher in the U.S. for the second consecutive month by industry tracking firm Podtrac, Inc. PodcastOne was ranked number 10 as recently as January, number 7 in May, and number 6 in both June and July, so it is steadily gaining share. The July ranking included 5.8 million unique U.S. monthly listeners and 19.1 million monthly downloads and streams across 192 active shows, putting PodcastOne ahead of Disney, Fox Audio Network, and several other much larger media companies.

More importantly, the company is doing a better job monetizing its podcasts. Based on the podcast counts in the table at the end of this report, revenue per podcast increased 12% in the June quarter, following a 15% increase last year.

We attribute this improvement to three factors:

- First, major advertisers are directing more of their spending to podcasts, where listeners actively choose a particular show and often develop a relationship with the host. Since they are spoken word, listeners actually focus, compared to music on the radio, which is often just background noise. This allows advertisers to do far more than simply run a traditional radio spot. CEO Kit Gray cited Progressive, State Farm, O'Reilly Auto Parts, Lowe's, and Macy's as examples of major brands increasing their use of podcasts. Macy's, for example, has talent actually trying on clothes during a show while discussing products, discounts, and where listeners can buy them. These campaigns can extend across audio, video, and social media, while digital distribution also gives advertisers better attribution than traditional radio. As Gray put it, advertisers are increasingly buying access to the talent's community rather than merely buying advertising spots.

- Second, selling into this improved demand environment is Sue McNamara, PodcastOne's Chief Revenue Officer, and her team. McNamara joined PodcastOne in April 2019 following more than 20 years in radio and audio advertising, including almost a decade as Senior Vice President of Advertising Sales at CBS and more than 12 years at Interep/CBS Radio Sales. At Interep, she led advertising sales for talent including Howard Stern, while at CBS Radio she helped grow annual revenue to more than $100 million. She therefore brings to podcasting both the sales discipline and advertiser relationships developed during decades in traditional radio.

- Third, on January 15, 2025, PodcastOne moved its podcast network onto Amazon's ART19 hosting platform. The original three-year agreement included a $15 million minimum guarantee and a revenue-sharing arrangement, but the relationship has subsequently grown considerably, with PodcastOne reporting that its Amazon relationship had expanded to a $20+ million annual revenue run rate by November 2025. ART19 provides another monetization layer for PodcastOne's inventory: its own sales force sells directly to advertisers at the highest CPMs, while Amazon and other programmatic partners help monetize additional available impressions as audience consumption grows.

## Netflix Opens Another Distribution Channel

PodcastOne's advertising follows its programming across a growing number of distribution channels, with the newest major addition being Netflix. Since advertising is generally sold based on audience using the CPM, or cost-per-thousand-impressions, model, more distribution means more opportunities to monetize the same content. Importantly, management said PodcastOne is running commercials in its Netflix programming and is seeing higher advertising rates and revenue as a result.

Netflix is also a good example of the power of PodcastOne's talent lineup. PodcastOne currently has one show on Netflix, STASSI with Tay, hosted by Stassi Schroeder and Taylor Strecker. Schroeder originally became famous as a waitress at a restaurant called SUR in West Hollywood on Bravo's long-running TV show Vanderpump Rules, but has since developed into a media franchise in her own right. PodcastOne signed her podcast in November 2024 under a multiyear, seven-figure agreement. She now has 3.6 million Instagram followers, is a three-time New York Times bestselling author, and stars in her own new Freeform/Hulu reality series, House of Stassi.

That audience is now being extended to Netflix, which reaches more than 700 million people worldwide. PodcastOne sells and inserts advertising, and management said the additional Netflix distribution is already allowing it to obtain premium advertising rates. In other words, PodcastOne can monetize the same talent and content across its traditional podcast distribution, video, social media, and now Netflix without having to create an entirely new property for each platform.

This also illustrates a fundamental difference between podcasts and streaming music. Every major music streaming service essentially licenses the same songs, while podcast networks control relationships with differentiated talent and programming. Netflix can license substantially the same music catalog available elsewhere, but it cannot simply buy a universal podcast catalog containing Stassi Schroeder, Adam Carolla, LadyGang or PodcastOne's other talent. That makes successful individual shows potentially much more valuable as streaming platforms compete for differentiated programming.

The Netflix relationship is just beginning. STASSI with Tay is currently PodcastOne's only show on the platform, but management said Netflix wanted a phased rollout and that the companies are already discussing additional shows. Gray specifically cited the recently acquired The Magnificent Others with Billy Corgan as the type of video podcast that could fit Netflix. The show, hosted by the Smashing Pumpkins founder, already has more than two million downloads and has featured guests including Courtney Love, Billy Idol and Tom Morello.

We also see a potentially larger opportunity for parent LiveOne if its relationship with Netflix expands. If Netflix ultimately elects to add a streaming music offering, LiveOne's Slacker platform already has the technology and experience to provide music on a white-label basis. There is no indication that Netflix has made such a decision, but PodcastOne's entry onto the platform establishes a relationship that did not previously exist and could create additional opportunities across LiveOne over time.

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# PodcastOne, Inc.

## PODC - Buy

## PodcastOne, Inc. – Income Forecast

| Dollars in thousands, except per share data | | | FY2026 | | | | | FY2027E | | | | | FY2028E | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Fiscal years ended March 31 | 1Q | 2Q | 3Q | 4Q | YEAR | 1QA | 2Q | 3Q | 4Q | YEAR | 1Q | 2Q | 3Q | 4Q | YEAR |
| | June | Sept | Dec | March | | June | Sept | Dec | March | | June | Sept | Dec | March | |
| **Revenue** | **14,994** | **15,156** | **15,856** | **15,665** | **61,671** | **16,125** | **16,672** | **17,442** | **17,232** | **67,470** | **19,350** | **20,006** | **20,930** | **20,678** | **80,964** |
| YoY growth | 13.9% | 24.7% | 24.8% | 11.1% | 18.3% | 7.5% | 10.0% | 10.0% | 10.0% | 9.4% | 20.0% | 20.0% | 20.0% | 20.0% | 20.0% |
| Seq growth | 6.4% | 1.1% | 4.6% | -1.2% | | 2.9% | 3.4% | 4.6% | -1.2% | | 12.3% | 3.4% | 4.6% | -1.2% | |
| Cost of Sales | 13,555 | 13,543 | 13,244 | 13,759 | 54,101 | 14,223 | 13,671 | 14,128 | 13,785 | 55,807 | 15,867 | 16,405 | 16,953 | 16,542 | 65,767 |
| | 90.4% | 89.4% | 83.5% | 68.0% | 87.7% | 88.2% | 82.0% | 81.0% | 80.0% | 82.7% | 82.0% | 82.0% | 81.0% | 80.0% | 81.2% |
| Gross Margin | 1,439 | 1,613 | 2,612 | 1,906 | 7,570 | 1,902 | 3,001 | 3,314 | 3,446 | 11,663 | 3,483 | 3,601 | 3,977 | 4,136 | 15,196 |
| As a percent of revenue | 9.6% | 10.6% | 16.5% | 12.2% | 12.3% | 11.8% | 18.0% | 19.0% | 20.0% | 17.3% | 18.0% | 18.0% | 19.0% | 20.0% | 18.8% |
| Sales and Marketing | 879 | 678 | 849 | 833 | 3,239 | 783 | 810 | 847 | 837 | 3,276 | 774 | 800 | 837 | 827 | 3,239 |
| As a percent of revenue | 5.9% | 4.5% | 5.4% | 5.3% | 5.3% | 4.9% | 4.9% | 4.9% | 4.9% | 4.9% | 4.0% | 4.0% | 4.0% | 4.0% | 4.0% |
| Product Development | 12 | 11 | 9 | 14 | 46 | 12 | 12 | 13 | 13 | 50 | 19 | 20 | 21 | 21 | 81 |
| As a percent of revenue | 0.1% | 0.1% | 0.1% | 0.1% | 0.1% | 0.1% | 0.1% | 0.1% | 0.1% | 0.1% | 0.1% | 0.1% | 0.1% | 0.1% | 0.1% |
| General and Administrative | 1,477 | 1,774 | 1,746 | 1,357 | 6,354 | 2,505 | 2,590 | 2,710 | 2,677 | 10,481 | 1,742 | 1,801 | 1,884 | 1,861 | 7,287 |
| As a percent of revenue | 9.9% | 11.7% | 11.0% | 8.7% | 10.3% | 15.5% | 15.5% | 15.5% | 15.5% | 18.8% | 9.0% | 9.0% | 9.0% | 9.0% | 11.1% |
| Amortization | 125 | 125 | 161 | 162 | 573 | 158 | 125 | 125 | 125 | 533 | 125 | 125 | 125 | 125 | 500 |
| **Operating income** | **(1,054)** | **(975)** | **(153)** | **(460)** | **(2,642)** | **(1,556)** | **(536)** | **(381)** | **(205)** | **(2,678)** | **823** | **855** | **1,110** | **1,302** | **4,090** |
| Operating margin | -7.0% | -6.4% | -1.0% | -2.9% | -4.3% | -9.6% | -3.2% | -2.2% | -1.2% | -4.0% | 4.3% | 4.3% | 5.3% | 6.3% | 5.1% |
| Interest expense | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - |
| Change in fair value of derivatives | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - |
| Other | - | - | (1) | (1) | (2) | (2) | - | - | - | (2) | - | - | - | - | - |
| | - | - | (1) | (1) | (2) | (2) | - | - | - | (2) | - | - | - | - | - |
| Pretax Income | (1,054) | (975) | (154) | (461) | (2,644) | (1,558) | (536) | (381) | (205) | (2,680) | 823 | 855 | 1,110 | 1,302 | 4,090 |
| Taxes | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - |
| **Net income - continuing ops** | **(1,054)** | **(975)** | **(154)** | **(461)** | **(2,644)** | **(1,558)** | **(536)** | **(381)** | **(205)** | **(2,680)** | **823** | **855** | **1,110** | **1,302** | **4,090** |
| Net income margin | -7.0% | -6.4% | -1.0% | -2.9% | -4.3% | -9.7% | -3.2% | -2.2% | -1.2% | -4.0% | 4.3% | 4.3% | 5.3% | 6.3% | 5.1% |
| Diluted shares outstanding | 24,134 | 26,507 | 26,900 | 27,121 | 26,648 | 28,814 | 28,914 | 29,014 | 29,114 | 28,964 | 32,414 | 32,514 | 32,614 | 32,714 | 32,564 |
| Seq change | (977) | 2,373 | 393 | - | | 1,693 | 100 | 100 | 100 | | 3,300 | 100 | 100 | 100 | |
| **EPS diluted** | **($0.04)** | **($0.04)** | **($0.01)** | **($0.02)** | **($0.10)** | **($0.05)** | **($0.02)** | **($0.01)** | **($0.01)** | **($0.09)** | **$0.03** | **$0.03** | **$0.03** | **$0.04** | **$0.13** |
| **Adjusted EBITDA** | | | | | | | | | | | | | | | |
| GAAP Net Income | (1,054) | (975) | (154) | (461) | (2,644) | (1,558) | (536) | (381) | (205) | (2,678) | 823 | 855 | 1,110 | 1,302 | 4,090 |
| Addback: | | | | | | | | | | | | | | | |
| Depreciation and amortization | 152 | 131 | 167 | 166 | 616 | 164 | 164 | 164 | 164 | 656 | 500 | 500 | 500 | 500 | 2,000 |
| Stock-based comp | 1,465 | 1,930 | 2,708 | 2,108 | 8,211 | 2,897 | 2,897 | 2,897 | 2,897 | 11,588 | 1,000 | 1,000 | 1,000 | 1,000 | 4,000 |
| Non-recurring | 17 | | 66 | 39 | 122 | 75 | - | - | - | 75 | - | - | - | - | - |
| Taxes | - | - | - | - | | (2) | - | - | - | (2) | - | - | - | - | - |
| **Adjusted EBITDA** | **580** | **1,086** | **2,787** | **1,852** | **6,305** | **1,576** | **2,525** | **2,680** | **2,856** | **9,639** | **2,323** | **2,355** | **2,610** | **2,802** | **10,090** |
| Margin | 3.9% | 7.2% | 17.6% | 11.8% | 10.2% | 9.8% | 15.1% | 15.4% | 16.6% | 14.3% | 12.0% | 11.8% | 12.5% | 13.5% | 12.5% |
| YoY growth | | | | | | 171.7% | 132.5% | -3.8% | 54.2% | 52.9% | 47.4% | -6.7% | -2.6% | -1.9% | 4.7% |

*Source: Company reports and Litchfield Hills Research LLC*

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# PodcastOne, Inc.

## PODC - Buy

## PodcastOne, Inc. – Podtrac Data

| | FY2024 | | | | | FY2025 | | | | | FY2026 | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | 1Q | 2Q | 3Q | 4Q | YEAR | 1Q | 2Q | 3Q | 4Q | YEAR | 1Q | 2Q | 3Q | 4Q | YEAR | 1Q |
| | June | Sept | Dec | March | | June | Sept | Dec | March | | June | Sept | Dec | March | | June |
| **Rank** | | | | | | | | | | | | | | | | |
| month 1 | 11 | 10 | 10 | 10 | | 12 | 11 | 12 | 9 | | 9 | 9 | 9 | 10 | | 9 |
| month 2 | 11 | 10 | 11 | 10 | | 13 | 11 | 13 | 10 | | 9 | 9 | 8 | 10 | | 7 |
| month 3 | 11 | 10 | 12 | 12 | | 11 | 12 | 8 | 9 | | 9 | 9 | 9 | 10 | | 6 |
| **Average** | 11.0 | 10.0 | 11.0 | 10.7 | | 12.0 | 11.3 | 11.0 | 9.3 | | 9.0 | 9.0 | 8.7 | 10.0 | | 7.3 |
| **Audience** | | | | | | | | | | | | | | | | |
| month 1 | 5,378,000 | 5,463,748 | 5,977,000 | 5,342,000 | | 5,678,000 | 5,446,000 | 5,539,939 | 5,166,000 | | 5,899,000 | 5,381,000 | 6,369,000 | 5,983,000 | | 6,099,000 |
| month 2 | 5,324,000 | 6,512,000 | 5,691,000 | 5,499,000 | | 5,483,000 | 5,494,000 | 5,431,000 | 5,183,000 | | 6,006,000 | 5,830,000 | 6,009,000 | 5,801,000 | | 6,592,000 |
| month 3 | 5,476,000 | 5,661,243 | 4,660,000 | 5,306,004 | | 5,494,000 | 5,401,000 | 5,177,000 | 5,898,000 | | 5,437,000 | 5,940,000 | 5,904,000 | 6,147,000 | | 6,073,000 |
| **Quarter** | 16,178,000 | 17,636,991 | 16,328,000 | 16,147,004 | | 16,655,000 | 16,341,000 | 16,147,939 | 16,247,000 | | 17,342,000 | 17,151,000 | 18,282,000 | 17,931,000 | | 18,764,000 |
| **Adjusted to include YouTube** | 20,741,026 | 22,611,527 | 20,933,333 | 20,701,287 | | 21,352,564 | 20,950,000 | 20,702,486 | 20,829,487 | | 22,233,333 | 21,988,462 | 23,438,462 | 22,988,462 | | 24,056,410 |
| YoY growth | | | | | | 2.9% | -7.3% | -1.1% | 0.6% | | 4.1% | 5.0% | 13.2% | 10.4% | | 8.2% |
| Revenue per listener | $0.51 | $0.47 | $0.50 | $0.57 | | $0.62 | $0.58 | $0.61 | $0.68 | | $0.67 | $0.69 | $0.68 | $0.68 | | $0.67 |
| **Streams and downloads** | | | | | | | | | | | | | | | | |
| month 1 | 31,934,000 | 48,419,941 | 34,672,000 | 19,160,000 | | 19,139,000 | 17,771,000 | 16,836,115 | 16,158,000 | | 18,125,000 | 20,329,000 | 19,091,000 | 20,848,000 | | 21,371,000 |
| month 2 | 30,613,000 | 44,901,000 | 29,417,000 | 19,378,000 | | 19,256,000 | 17,018,000 | 15,843,000 | 15,033,000 | | 16,947,000 | 18,899,000 | 17,754,000 | 19,545,000 | | 20,560,000 |
| month 3 | 30,992,000 | 36,489,472 | 22,217,000 | 20,618,762 | | 17,461,000 | 16,151,000 | 15,994,000 | 18,049,000 | | 16,364,000 | 18,968,000 | 20,200,000 | 21,713,000 | | 18,554,000 |
| **Quarter** | 93,539,000 | 129,810,413 | 86,306,000 | 59,156,762 | 368,812,175 | 55,856,000 | 50,940,000 | 48,673,115 | 49,240,000 | 204,709,115 | 51,436,000 | 58,196,000 | 57,045,000 | 62,106,000 | 228,783,000 | 60,485,000 |
| **Adjusted to include YouTube** | 119,921,795 | 166,423,606 | 110,648,718 | 75,842,003 | 472,836,122 | 71,610,256 | 65,307,692 | 62,401,429 | 63,128,205 | 262,447,583 | 65,943,590 | 74,610,256 | 73,134,615 | 79,623,077 | 293,311,538 | 77,544,872 |
| YoY growth | | | | | | -40.3% | -60.8% | -43.6% | -16.8% | -44.5% | -7.9% | 14.2% | 17.2% | 26.1% | 11.8% | 17.6% |
| Rev. per stream/download | $0.09 | $0.06 | $0.09 | $0.15 | $0.09 | $0.18 | $0.19 | $0.20 | $0.22 | $0.20 | $0.23 | $0.20 | $0.22 | $0.20 | $0.21 | $0.21 |
| **Active shows** | | | | | | | | | | | | | | | | |
| month 1 | 168 | 177 | 176 | 181 | | 181 | 186 | 182 | 186 | | 201 | 194 | 195 | 190 | | 192 |
| month 2 | 168 | 174 | 180 | 183 | | 182 | 180 | 184 | 189 | | 197 | 187 | 184 | 181 | | 190 |
| month 3 | 168 | 177 | 178 | 182 | | 182 | 184 | 184 | 195 | | 196 | 185 | 186 | 190 | | 189 |
| **Quarter** | 168.0 | 176.0 | 178.0 | 182.0 | 176.0 | 181.7 | 183.3 | 183.3 | 190.0 | 184.6 | 198.0 | 188.7 | 188.3 | 187.0 | 190.5 | 190.3 |
| YoY growth | | | | | | | | | | | 9.0% | 2.9% | 2.7% | -1.6% | 3.2% | -3.9% |
| Rev. per show | $63,315 | $59,750 | $58,663 | $64,324 | $246,034 | $72,435 | $66,295 | $69,322 | $74,195 | $282,360 | $75,727 | $80,332 | $84,191 | $83,770 | $323,732 | $84,720 |
| **YoY change** | | | | | | **14.4%** | **11.0%** | **18.2%** | **15.3%** | **14.8%** | **4.5%** | **21.2%** | **21.4%** | **12.9%** | **14.7%** | **11.9%** |

*Source: Podtrac, Inc., Company reports and Litchfield Hills Research LLC*

**Disclosures:**

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Total return is defined as price appreciation plus dividend yield.

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