

PodcastOne and Jay Walker's Revive Media Group Strike Content Licensing Deal for New Cross-Platform Network

New Network to Reach Over 125 Million Pay Cable Subscribers and Free Streaming Viewers via REVIVE TV and REVIVE FAST Channels, Launching with More Than 200 Podcasts and 15,000 Hours of Premium Library Content

REVIVE

Atlanta, Georgia Dec 19, 2025 ([IssueWire.com](https://www.IssueWire.com)) - PodcastOne and Jay Walker's REVIVE Media Group, LLC ("REVIVE") today announced a landmark **content and licensing partnership** under which REVIVE will launch a new cross-platform television, FAST, and podcast network powered by PodcastOne's catalog and originals, anchored by an all-new daily *Jay Walker Podcast*. **The new network is set to launch later this month.**

The network will premiere to **over 125 million pay cable subscribers and free streaming viewers** via **REVIVE TV** and **REVIVE FAST** channels, immediately positioning the collaboration as one of the most far-reaching cross-platform podcast and television networks in modern media.

At launch, the network will feature **more than 200 podcasts** and **over 15,000 hours of premium library content** drawn from the combined catalogs of PodcastOne and REVIVE. **Under the terms of the licensing agreement, PodcastOne will provide REVIVE with more than 200 podcasts and over 15,000 hours of premium library content for distribution across REVIVE TV, REVIVE FAST channels, and associated streaming platforms.** All new REVIVE podcast content will be broadcast on the company's national TV networks and built for both audio and video from day one, rolling out across linear TV, streaming platforms, FAST channels, and digital endpoints.

The partnership combines PodcastOne's top-tier creators with Jay Walker's comprehensive national media presence and mass-scale social reach, delivering a fully integrated podcast listening, viewing, and advertising suite across **TV, streaming, and digital platforms**.

"This partnership is about scale, culture, and ownership," said **Jay Walker**, Founder & CEO of REVIVE Media Group and #1-ranked podcast host-producer. "PodcastOne has one of the strongest podcast engines in the world. REVIVE brings TV, FAST, live news, and a culture-first national network. Together, we're turning shows into full franchises that live everywhere—on cable, on FAST, on your phone, and in your headphones."

In addition to Walker's flagship presence, the network will create original daily audio and video content by cross-leveraging the companies' combined talent rosters and programming, including:

- *The Adam Carolla Show*
- *The Fighter and The Kid* with Brendan Schaub
- *The Jordan Harbinger Show*
- *The Dr. Gundry Show*
- *YOUR WELCOME* with Michael Malice
- *A+E's Cold Case Files*
- *Chrisley Confessions*
- *Unlocked with Savannah Chrisley*
- *Varnamtown*

These series, alongside new REVIVE originals, will be formatted for both podcast and television, with select titles premiering day-and-date across podcast platforms, REVIVE TV, and REVIVE FAST channels.

"Creators want reach. Brands want results. Audiences want choice," said a **PodcastOne spokesperson**. "By teaming with Jay Walker's REVIVE Media Group, we can take our hit shows and the next generation of voices and put them everywhere—podcast apps, cable, FAST, and CTV—with one cohesive content and ad strategy behind it. This is how premium spoken-word content scales in 2025 and beyond."

All-New Daily Jay Walker Podcast as the Network Anchor

At the center of the alliance is the **all-new daily Jay Walker Podcast**, a high-energy, culture-driven program blending faith, humor, news, and unfiltered conversation with celebrities, creators, business leaders, and everyday people.

The show will be produced in a multi-format structure:

- **Daily audio podcast** available on all major podcast platforms
- **Television broadcast** as part of the REVIVE TV linear lineup
- **Streaming/FAST video format** carried on REVIVE FAST channels and partner CTV apps

This architecture allows advertisers and partners to activate across audio, TV, and digital simultaneously, creating premium opportunities for fully integrated campaigns, custom segments, and brand storytelling.

Fully Integrated Advertising, Sponsorship, and DTC Suite

The new PodcastOne–REVIVE network is built as a **scalable launchpad** for both established stars and emerging creators, with unified infrastructure for promotion and monetization.

Key capabilities include:

- **Unified ad products** across podcast audio, linear TV, FAST, CTV, and digital
- **Custom-integrated sponsorships** embedded directly into show formats, recurring segments, and tentpole events
- **DTC and commerce pathways** enabling creators and brands to build subscription products, live events, tours, and premium drops
- **Cross-network promotional reach** leveraging Jay Walker’s national media footprint and PodcastOne’s established listener base for maximum awareness

“If you’re a creator, you’re not just getting a podcast slot—you’re getting a full media runway,” Walker added. “If you’re a brand, you’re not just buying impressions—you’re buying culture, conversation, and measurable conversion in one place.”

Original Content Launchpad for Established and Emerging Creators

Beyond the initial slate, PodcastOne and REVIVE will jointly identify, develop, and launch new original series designed from inception to live across both audio and video. The alliance will focus on:

- **Incubating emerging talent** through dedicated development pipelines
- **Expanding hit franchises** into TV specials, documentary series, and live-event IP
- **Premium limited series and documentaries** in true crime, sports, culture, and inspirational storytelling

The companies also plan to leverage Walker’s existing touring and live-event infrastructure to create **live tapings, specials, and fan experiences** that extend the network’s flagship brands beyond the screen.

About PodcastOne

PodcastOne is a leading podcast platform and network, home to a diverse slate of top-performing shows across comedy, sports, true crime, lifestyle, and culture. With millions of downloads each month and distribution across all major listening platforms, PodcastOne partners with creators and brands to deliver premium audio content and innovative advertising solutions supported by robust data and deep audience engagement.

About REVIVE Media Group, LLC

Launched in July 2025 in the Dallas–Fort Worth metroplex, **REVIVE Media Group, LLC** is the latest full-service national media venture from #1-ranked podcast host and producer **Jay Walker**. REVIVE is a multi-platform content development, production, and distribution company delivering original series, an owned library, and licensed entertainment programming across television, streaming, FAST channels, and digital platforms. Its portfolio includes live news and information, citizen journalism, live sports, documentary films and series, and other immersive programming experiences designed to inform, inspire, and engage audiences nationwide.

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