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Mel Robbins and SiriusXM Sign Multi-Year Podcast Deal, Including Exclusive New Weekly Show to Premiere in 2025

The new agreement keeps Robbins in SiriusXM's podcast portfolio, where she headlines the inspiration, mental health and life improvement category

NEW YORK – October 23, 2024 – Today, **SiriusXM** announced a new three-year agreement with podcast powerhouse and *New York Times* best-selling author **Mel Robbins**. This deal keeps Robbins' award-winning **"The Mel Robbins Podcast,"** the #1 ranked education and inspirational podcast globally, on the SiriusXM Podcast Network, and expands Robbins' influence with a new weekly show exclusively for SiriusXM subscribers to launch in early 2025.

"The Mel Robbins Podcast" has experienced meteoric growth over the past two years, becoming the fifth most-followed podcast on Apple Podcasts in 2023. Robbins' success is driven by her raw storytelling, using personal experiences to offer powerful lessons on mindset, relationships, habits, health, and life improvement. Since its 2022 debut, "The Mel Robbins Podcast" has amassed over 188 million streams and downloads across platforms, regularly topped charts on Apple Podcasts and Spotify, and earned Webby and Signal Awards.

The new deal keeps global ad sales rights for "The Mel Robbins Podcast" exclusive to SiriusXM Media, the company's advertising division, and expands to include Robbins' YouTube channel, where listeners have spent over fifteen and a half million hours watching her podcast. This cross-channel reach, combined with Mel's unique point of view, has made "The Mel Robbins Podcast" a success, and a fantastic addition to the SiriusXM Podcast Network, which reaches 1 in 2 podcast listeners in the US each month.

"I am so thrilled to continue my relationship with SiriusXM," said Mel Robbins. "The impact this show is making in the lives of people around the world is incredible. It's an honor to not only spend time with you, but to have you share the episodes with people you love. Continuing this collaboration with SiriusXM will help me make an even bigger difference in your life, and I can't wait to spend more time with you."

"Mel Robbins has inspired and motivated millions through her thoughtful and relatable advice, and we couldn't be more excited to help her continue her journey," said **Scott Greenstein, President, and Chief Content Officer at SiriusXM**. "With the launch of her new weekly show, she'll have the opportunity to reach even more people in order to connect, learn, and transform their lives. Her impact is exceptional, and we can't wait to see how many more lives she'll change."

Twice a week, Mel Robbins delivers her signature mix of storytelling and research-driven insights on "The Mel Robbins Podcast." Each episode tackles deeply relatable topics,

offering science-backed strategies, candid conversations, hilarious missteps, and the actionable takeaways listeners need to transform their lives. Robbins' unique blend of humor, authenticity, and practical advice keeps her audience coming back for the inspiration and tools they need to create a better life.

Before launching her podcast, Mel Robbins had already established herself as a powerhouse in the audio space. She produced six #1-ranked Audible Originals, sold over a million copies of her self-published audiobooks *The 5 Second Rule* and *The High 5 Habit*, and topped Audible's charts with her series *Reinvent Your Life*, which she created, produced, and hosted. Her TEDx Talk, with over 33 million views, ranks among the most-watched in the world, further cementing her as a transformative voice in personal development.

"The Mel Robbins Podcast" will continue to be available every Monday and Thursday on the SiriusXM App and all major podcast listening platforms. Robbins will also continue to release longer, uncut versions of each episode on [her Youtube channel](#), which has nearly 3 million subscribers and billions of video views.

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About Mel Robbins

Mel learned everything she knows about personal development the hard way: by first screwing up her own life. She is a former lawyer turned bestselling author, respected expert in personal development and top-ranking content creator. Mel's female-led digital media company, 143 Studios Inc., produces provocative, life-changing content, with millions of books sold, six #1 audiobooks, billions of video views, and millions of followers, and her advice going viral online almost daily. Her work has been translated into 41 languages and has changed the lives of millions of people worldwide.

About Sirius XM Holdings Inc

SiriusXM is the leading audio entertainment company in North America with a portfolio of audio businesses including its flagship subscription entertainment service SiriusXM; the ad-supported and premium music streaming services of Pandora; an expansive podcast network; and a suite of business and advertising solutions. Reaching a combined monthly audience of approximately 150 million listeners, SiriusXM offers a broad range of content for listeners everywhere they tune in with a diverse mix of live, on-demand, and curated programming across music, talk, news, and sports. For more about SiriusXM, please go to: www.siriusxm.com.

Source: SiriusXM

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