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Mel Robbins to Launch Her Highly Anticipated New Show, The Mel Robbins Podcast, with SiriusXM's Stitcher

Multiyear agreement with SiriusXM gives SXM Media, SiriusXM's combined sales group, exclusive global ad sales rights for the podcast

Co-produced and hosted by Robbins, the show arrives October 6 tobring her signature blend of storytelling and research-backed advice



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NEW YORK – September 22, 2022 – Stitcher, the Triton-ranked #1 podcast network and SiriusXM subsidiary, today announced *The Mel Robbins Podcast*, their highly anticipated new original podcast co-produced and hosted by the motivational audio creator and international best-selling author.

Mel Robbins has signed a multi-year deal with SiriusXM which gives SXM Media, the combined advertising sales group from Sirius XM Holdings Inc., exclusive global ad sales rights for *The Mel Robbins Podcast*. SXM Media is the gateway for marketers to access the best content, talent, and shows in podcasting.

Robbins is already an inimitable voice in the audio market, dominating audio charts with six #1-ranked Audible Originals productions, selling over a million copies of her self-published audiobooks *The 5 Second Rule* and *The High 5 Habit*, and ranking #1 on Audible's charts with her podcast series, *Start Here with Mel Robbins*, which she created, produced and hosted. With over 29 million views, her TEDxtalk is among the most viewed in the world.

With *The Mel Robbins Podcast*, Robbins delivers her signature blend of storytelling and research-backed advice twice a week. Every episode is packed with deeply relatable topics, science-backed tools, hilarious screwups, compelling conversations, and the takeaways and inspiration listeners need to create a better life.

Beginning October 6, new episodes of *The Mel Robbins Podcast* are available every Monday and Thursday on [Stitcher](#), the SXM App, and all major podcast listening platforms. A trailer is available [by clicking here](#).

The Mel Robbins Podcast joins Stitcher's slate of acclaimed original shows, including *The Sporkful*, *Vibe Check*, *LeVar Burton Reads*, *Podcrushed*, and more.

Robbins will also release longer, uncut versions of each episode on [her Youtube channel](#), which has 1.45 million subscribers and billions of video views, including over 800,000 watch hours in the last month alone.

Robbins' female-led 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 online, with her advice going viral almost daily. Her work has been translated into 41 languages, and has changed the lives of millions of people worldwide.

"My mission with *The Mel Robbins Podcast* is simple - to inspire, motivate and empower you to create a better life," says Mel Robbins. "I am excited to connect with you, learn with you, cheer for you, and invite you into my life every week in a deeply personal way."

"Mel Robbins has already changed the lives of millions of people throughout her impressive career in audio," said Josephine Martorana, Executive Producer at Stitcher. "With the launch of *The Mel Robbins Podcast*, we're proud to help bring her thoughtful, funny, research-backed, and perhaps most importantly, relatable advice to listeners around the world. We know Mel will move, motivate, and inspire listeners into action to make their lives more meaningful, and we're excited for them to hear it."

The Mel Robbins Podcast is created, produced, and hosted by Mel Robbins. The show is executive produced by 143 Studios' Andrea Puckett and Stitcher's Josephine Martorana. The show's music and sound design is by Brendan Byrnes.

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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 SiriusXM

Sirius XM Holdings Inc. (NASDAQ: SIRI) is the leading audio entertainment company in

North America, and the premier programmer and platform for subscription and digital advertising-supported audio products. SiriusXM's platforms collectively reach approximately 150 million listeners, the largest digital audio audience across paid and free tiers in North America, and deliver music, talk, news, comedy, entertainment and podcasts. SiriusXM offers the most extensive lineup of professional and college sports in audio. Pandora, a subsidiary of SiriusXM, is the largest ad-supported audio entertainment streaming service in the U.S. SiriusXM's subsidiaries Stitcher, Simplecast and AdsWizz make it a leader in podcast hosting, production, distribution, analytics and monetization. The Company's advertising sales arm, SXM Media, leverages its scale, cross-platform sales organization, and ad tech capabilities to deliver results for audio creators and advertisers. SiriusXM, through Sirius XM Canada Holdings, Inc., also offers satellite radio and audio entertainment in Canada. In addition to its audio entertainment businesses, SiriusXM offers connected vehicle services to automakers. For more about SiriusXM, please go to: www.siriusxm.com.

Source: SiriusXM

Media contacts

Ron Gaskill
Stitcher
ron.gaskill@siriusxm.com

Jessica Casano-Antonellis
SiriusXM
jessica.casano@siriusxm.com

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