

“Legendary” Canadian podcast producer Pacific Content sold to UK start-up Lower Street

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Canadian podcast producer Pacific Content has been sold to UK start-up Lower Street for an undisclosed amount.

Founded in Somerset, England, by Harry Morton in 2017 Lower Street is a full-service podcast production agency and works with such brands as Adobe, Pepsico and Hewlett Packard Enterprise.

Morton, 38, explains. “When I founded Lower Street I looked up to one company in particular, Pacific Content. Their podcasts were legendary - super-creative, expertly produced and showed a real understanding of how to cultivate and grow passionate audiences.

“They really pushed the branded content space forward and became a benchmark of quality for me. To be able to now buy such an amazing brand as Pacific Content is a real testament to the hard work, talent and passion I see at Lower Street every day. It will most certainly help supercharge our growth as we move into the next phase of our development and that of the branded podcast industry overall.”

Pacific Content's Founder Steve Pratt says: “Harry is one of my favourite leaders in the podcast industry. I'm consistently impressed with how thoughtful he is about building the Lower Street culture and team, and how generous he is in publicly sharing his thinking and strategy with the marketing and podcast industries. I am very grateful that Harry and his team are building an exciting new chapter in the Pacific Content story and I can't wait to see where they take it next.”

Lower Street is a full-service podcast production agency and has a fully remote team of 29 people. It is on a mission to produce the best podcasts on the internet and believes the future of content marketing is binge-worthy episodic shows that power brands to build an intimate relationship with their key audiences over time.

A number of Pacific Content employees will be joining Lower Street over the coming weeks.

www.lowerstreet.co

Ends

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