

# Fox acquires Red Seat Ventures to diversify into podcasts

Article

**The news:** Fox acquired Red Seat Ventures, a digital media company that produces content for high-profile independent creators, including former Fox News hosts Tucker Carlson, Megyn Kelly, and Bill O'Reilly.

- **Red Seat Ventures will operate as a standalone entity under Fox's Tubi unit**, keeping it separate from Fox News but aligned with Fox's broader digital strategy. No financial details were disclosed, but the acquisition strengthens Fox's push into the **creator economy**, a rapidly growing segment of the media industry.

**Why it matters:** Fox is doubling down on diversification beyond linear and cable TV..

- By integrating Red Seat into **Tubi**, Fox gains deeper access to the **creator-driven news and opinion economy**, an area increasingly competing with legacy media.
- Although not currently tied to Fox News, Carlson, Kelly, and O'Reilly have all served as anchors on the network before. Now they will be affiliated with a Fox-owned entity again, adding an intriguing dynamic to their independent ventures.
- Red Seat had **200 million monthly active views** as of November 2024, underscoring the shifting media consumption trends from traditional broadcast to on-demand, personality-driven platforms.

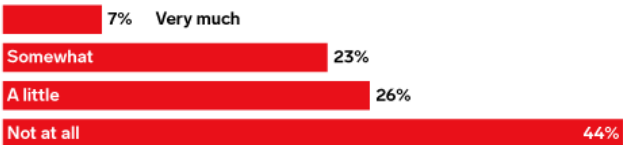
**Our take:** This deal reflects a shift in media power dynamics.

- **Fox is strategically future-proofing its media business.** The company recognizes that audiences are **increasingly consuming news and political commentary through podcasts and digital video**, making Red Seat's expertise highly valuable.
- **Tubi's role signals Fox's digital-first ambitions.** Keeping Red Seat under Tubi instead of Fox News suggests that **Fox sees streaming and digital distribution as the next frontier for news, commentary, and entertainment.**
- **Red Seat's client list provides Fox with opportunities beyond politics.** While known for its roster of right-leaning political commentators, Red Seat also has true crime brands, lifestyle content, and a growing entertainment segment, broadening its potential reach.
- **This move is part of a larger industry trend.** Traditional media companies are increasingly partnering with podcasters, YouTubers, and digital-first creators to maintain relevance in an era where independent voices often outdraw legacy media in engagement.
- **Monetization and advertising potential.** Red Seat's success in direct-to-consumer media and independent ad sales could help Fox monetize digital audiences more effectively, complementing its streaming and ad-supported media strategy.

By acquiring Red Seat Ventures, Fox isn't just expanding its content portfolio—it's **staking a claim in the growing host-driven podcast industry** which offers unique monetization opportunities.

**Extent to Which a Podcast Host's Endorsement Influences Trust in a Product/Service According to US Adults, Oct 2024**

% of respondents



Note: ages 18+  
Source: Quill Inc., "2024 Podcast Marketing Trust Index Report" conducted by Ipsos, Nov 7, 2024

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