PodUp Unveils Next-Generation Platform Built to Turn Podcasts Into Recurring Revenue

Rebuilt platform gives aspiring podcasters a path to a live show in as little as two hours, and gives existing podcasters 11 built-in ways to earn.

REXBURG, ID, UNITED STATES, September 15, 2026 /EINPresswire.com/ -- PodUp, the AI-powered all-in-one podcasting platform, unveiled its next-generation platform on September 15, 2026, rebuilt around a single goal: helping creators start and grow podcasts with recurring revenue in a lot less time, effort, and cost. The release is the biggest update in the company's six years of development. It includes 70+ integrated tools, 18+ AI-powered features, and 11 built-in ways to monetize, brought together in one much easier-to-use platform for one low cost.

> “I realized somebody was going to build the Shopify of podcasting, a single platform that brings all the tools together," Gwilliam said. "And I thought it might as well be me.”
>
> *Nathan Gwilliam*

The release answers a problem Gwilliam sums up plainly: most podcasts take too much time and money, grow too slowly, and earn too little. Many creators quit within a handful of episodes, a pattern so common the industry has a name for it: podfade. This PodUp next-generation release attacks and helps solve all three problems for two kinds of creators at once. For someone who has not started a podcast yet, new guided AI-powered setup wizards walk them step by step through starting their show, so a new podcaster can become a published podcaster in as little as two hours. For podcasters already grinding, the platform replaces a stack of 20+ separate tools that would cost more than $1,400 per month if purchased separately, saving them more than $1,300 per month. PodUp gives them the tools to grow their audience and turn their reach into monthly recurring income.

"A podcast that costs you money every month is a hobby. A podcast that pays you every month is a business," said Nathan Gwilliam, founder and CEO of PodUp.

The revenue engine is built in, not duct-taped on. Creators can earn through ads and sponsorships, their own affiliate system, courses, coaching, memberships, community, crowdfunding, a shop, premium content, and webinars without leaving the platform or duct-taping together 20+ other tools.

The platform's next-generation AI-powered Repurposer turns one recording into more than 25

content pieces, including edited long-form video, up to 15 short clips, a blog article, a newsletter draft, social posts, thumbnails, and transcripts, then publishes them across more than 20 other platforms.

New in this release:

-Guided AI-powered setup wizards that take a creator through show setup to a live podcast.

-A redesigned interface across the platform to improve user experience.

-Next-generation AI-powered Repurposer

-An expanded tool set now includes more than 70 integrated tools, including the new webinar and affiliate tools.

The release builds on a series of company milestones. PodUp introduced PodAllies, its done-for-you podcast production and marketing service, in October 2023; the service has since produced more than 1,600 episodes. In August 2025, the company announced it had raised $5.8 million from investors including North Texas Angels and Harvard Business School Alumni Angels, and that it reached monthly cash flow positive status for the first time in May 2025. Shows produced on the platform and through its services have grown alongside it, for example: Podcasting Secrets, the company's official podcast, and Why We Believe, produced through PodAllies, have surpassed a combined 5.4 million views and listens, with nearly 60,000 subscribers, reaching audiences in more than 120 countries. In July 2026, the company launched MyPlatforms, a done-for-you platform-building service for businesses and CEOs.

"What Shopify did for e-commerce, PodUp is doing for podcasters," said Stuart Draper, Chairman of the Board at PodUp.
Gwilliam founded PodUp after taking on a challenge from digital marketing leader Russell Brunson to publish a podcast episode daily for a year. Nathan realized he needed more than 30 separate tools, that were hardly integrated at all, costing nearly $2,000 per month while demanding hours of daily labor even after recording was finished.

Before PodUp, Gwilliam built and sold three companies, including Adoption.com, which he founded in 1997 during his junior year at Brigham Young University and which grew into the world's most-used adoption platform before being acquired. At Deseret Digital Media, he developed the strategy and led the team that built the platforms that went on to reach 280 million monthly uniques and combined social follows past 130 million. Earlier, he led the team that added $5 million in new revenue for FamilyLink in his first year.

Creators on the platform have already seen results. For example: Eileen Noyes from The Unsidelined Life signed 11 high-ticket clients within two weeks. Dr. Tamara Nall's Lead with AI podcast reached number one on Apple Podcasts in the Technology category, and Zach Dancel's

Legacy and Longevity podcast passed 769,000 views in less than 12 months.

What creators say about PodUp:
"There's no way I could do this on my own." Eileen Noyes, The Unsidelined Life
"Amazingly simple and easy." Dr. Joseph Schneider, My POTS Podcast
"All the tools under one umbrella." LaMont Levitt, Fountain of Vitality
"Our guests ask which platform we use." Joey Albertson, The Profitability Pod

PodUp at a glance:
More than 70 integrated tools in one platform
18+ AI-powered features
11 built-in ways to earn
One recording can become more than 25 content pieces, published across more than 20 platforms
Replaces a stack of 20+ saving creators over $1,300 per month
A new creator can go live in as little as two hours
Creators can save up to 50% or more of their time podcasting using PodUp
Plans start at as little as $15 per month with annual billing. New users can start with a 14-day free trial at PodUp.com.

About PodUp:
PodUp Inc. is a podcasting technology and services company based in Rexburg, Idaho. Its all-in-one platform helps creators and businesses create, grow, and monetize podcasts with more than 70 integrated tools, including 18 or more AI-powered features and 11 built-in monetization methods. The company also operates PodAllies, a done-for-you podcast production and marketing service with guaranteed traffic built into every standard package, and MyPlatforms, a done-for-you platform-building service. Learn more at PodUp.com.

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