TYT Names Airwave as Exclusive Advertising Sales Partner Across Premium Video, Audio and Live Inventory

Partnership expands TYT's advertising capabilities and marks the beginning of a broader commercial growth strategy in undisclosed seven-figure deal

LOS ANGELES, CA, UNITED STATES, September 14, 2026 /EINPresswire.com/ -- TYT, one of the largest independent news and politics networks in digital media, today announced a strategic partnership with Airwave, naming the podcast and video network its exclusive third-party advertising sales representative across a defined portfolio of TYT's premium inventory.

> "There is tremendous opportunity in independent media right now, particularly for companies willing to move quickly and think creatively. We intend to pursue it."
>
> *Chief Business Officer, Praveen Singh*

Under the agreement, Airwave will represent premium advertising opportunities across TYT's podcast, digital video and live programming, including TYT's premium Google Ad Manager 360 inventory - YouTube's partner sales program.

Airwave is expanding its in-house sales operation and recently hired Charles Dannison as Senior Vice President of Podcast Sales to oversee the expansion of its sales team and lead strategic sales initiatives. Dannison brings more than 20 years of experience in audio and digital advertising, including more than a decade in podcast monetization.

The agreement brings together two independent digital media companies with complementary strengths: TYT's multiplatform reach and highly engaged news audience, and Airwave's growing advertising sales infrastructure and expertise in monetizing independent media brands.

"Over the past 20+ years, Cenk Uygur has built a media juggernaut. The Young Turks is one of the most trusted names in news and politics. The fact that our values align so perfectly makes this partnership even sweeter! We cannot wait to start presenting The Young Turks' fantastic roster of shows to advertisers, with a particular emphasis on TYT's exciting GAM360 capabilities!" said Ben Mathis, Chief Content Officer of Airwave.

For TYT, the partnership is one of the first major commercial initiatives led by Praveen Singh in

her new role as Chief Business Officer of TYT. Singh, a 15-year TYT executive who previously served as the company's CFO and CMO and has led revenue and business development initiatives across the organization, now oversees TYT's business operations, revenue strategy, distribution and new growth initiatives.

"Since TYT was founded in 2002, we've proven that an independent media company can build enormous audience, loyalty and cultural relevance without following the traditional media playbook," said Singh. "The opportunity in front of us now is to be just as ambitious and innovative about the business we build around that audience. I was drawn to Airwave because Ben and his team have built a strong, entrepreneurial business and share our perspective on where media, advertising and video are headed. This partnership is an important first step in a broader strategy to expand TYT's commercial capabilities, develop new revenue opportunities and build creative partnerships that can take the company into its next stage of growth."

"TYT has always grown by seeing where media is going before the rest of the industry gets there," said Cenk Uygur, founder and CEO of TYT. "We built this company by betting on digital video when almost no one believed it could become a real media business. We're bringing that same mindset to the next stage of TYT. Praveen is leading an ambitious new business strategy for the company, and Airwave is exactly the kind of partner we want alongside us: independent, entrepreneurial and willing to build something new. We have tremendous scale and an incredibly engaged audience. Now we're going to be equally ambitious about the business opportunities around it."

TYT built YouTube's first partner channel into a major independent digital news network and today reaches audiences across digital video, streaming television, podcasts and social platforms. The company's programming includes its flagship news and politics show The Young Turks with Cenk Uygur and Ana Kasparian, Webby Award-winning The Damage Report with John Iadarola, Indisputable with Dr. Rashad Richey and additional original and partner programming.

The partnership comes as audio, video, connected television and creator-led media increasingly converge. For TYT, the Airwave relationship is the first of several initiatives designed to broaden distribution, strengthen monetization and create new commercial opportunities around the company's programming, intellectual property and audience.

"We're looking across the entire TYT ecosystem, including content, advertising, distribution, platforms and partnerships, and asking where we can do things differently and better," Singh added. "There is tremendous opportunity in independent media right now, particularly for companies willing to move quickly and think creatively. We intend to pursue it."

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ABOUT TYT

Founded in 2002, TYT is one of the world's largest independent digital news and politics networks. The award-winning company produces a portfolio of news, commentary and entertainment programming including The Young Turks, The Damage Report, Indisputable and additional owned and partner programming. TYT has more than 30 million followers, more than 30 billion lifetime views and hundreds of millions of views each month across its network. TYT reaches audiences across digital video, connected television, streaming, audio and social platforms, with distribution including YouTube TV, Samsung TV Plus, Roku, Prime Video, LG TV, Amazon Fire TV, Xumo, TCLtv+ and Fubo. Its podcasts are available on Apple Podcasts, Spotify, YouTube, TuneIn, Amazon Music and other major platforms. For more information, visit TYT.com.

ABOUT AIRWAVE

Airwave is a Los Angeles-based curated podcast and video network created to help independent creators grow their audiences and businesses. Its network includes more than 130 podcasts and video channels from brands and creators including The Motley Fool, This Week in Tech, NerdWallet, America's Test Kitchen, TechCrunch, The History Channel, Fast Company, 1000 Hours Outside, Clark Howard and The New Republic. Airwave provides flexible monetization and strategic support including advertising sales, programmatic advertising, sponsored integrations, subscriptions and more. For more information, visit AirwaveMedia.com.

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