

“Life Wide Open with CboysTV” Taps Libsyn to Power & Monetize Podcast Reaching 10 Million-Plus Fans

DALLAS – February 18, 2026 – Today, [Liberated Syndication Inc.](#) (“Libsyn”), the leading podcasting platform for creators and advertisers, announced a new multi-year exclusive hosting and advertising partnership with [Life Wide Open with CboysTV](#), an entrepreneurship, leisure, and motorsports podcast produced by the YouTube creator collective [CboysTV](#). Under the agreement, Libsyn will exclusively host and monetize the weekly show, connecting premium advertisers with a high-energy, action-first audience of adventure seekers, automotive enthusiasts, and next-gen entrepreneurs.

“CboysTV has built a standout brand by blending entertainment, entrepreneurship, and adrenaline in a way that consistently earns attention and sparks loyalty,” said **Stephen Perlstein**, Senior Vice President of Business Development at Libsyn. “Life Wide Open brings that same momentum to podcasting – delivering a high-impact environment for advertisers looking to connect with a passionate, culture-driving audience. We’re excited to partner with the team and help bring premium brands into the mix.”

CboysTV added, “Life Wide Open is where we get to share the real story—what we’re building, what we’ve learned, and what’s happening behind the scenes,” said **Ben Roth, Ryan Iwerks, CJ Lotzer, Micah Sandman, Ken Matthees, and Evan Sheff**. “Libsyn gets what we’re about: keeping things authentic, moving fast, and creating video and audio content people actually want to be part of. We’re pumped to team up with Libsyn to grow the show and bring in advertisers that fit the Life Wide Open vibe.”

Launched in 2021, Life Wide Open with CboysTV creates a high-energy listening and viewing environment where audiences show up and consistently come back week after week – making it a natural home for bold, lifestyle-forward advertisers. From business tips to dating advice to behind-the-scenes stories from the CboysTV universe, the weekly podcast shares the untold moments and unfiltered perspectives of CJ, Ben, Ryan, Ken, Evan, and Micah.

CboysTV is a motorsports and comedy collective based in Cormorant, Minnesota that gained widespread recognition through a powerhouse content engine built around cars, daring stunts, and entertaining challenges. With an engaging mix of thrill-seeking adventure and engine-revving entertainment, the collective captivates nearly 10 million followers across [YouTube](#) (5.2M), [Instagram](#) (1.9M), [TikTok](#) (1.3M), [Facebook](#) (1.2M), and [Snapchat](#) (.4M) – appealing to automotive enthusiasts and creator culture fans.

Libsyn delivers podcast hosting built for creators who are serious about growth. The platform combines intuitive workflows with advanced analytics, audio and video publishing, and integrated monetization and marketing tools – giving growth-minded creators the support they need to scale their shows, expand their audiences, and build lasting brands without giving up creative control.

[Libsyn Ads](#) empowers brands to effectively target and reach a fast-growing and coveted podcast audience while helping creators monetize their audio and video content. The ad buying and management platform delivers end-to-end capabilities, streamlining the process for podcast advertisers to initiate and oversee highly targeted and measurable campaigns, while maximizing returns for creators. This partnership leverages Libsyn Ads’ advanced solutions, including **Host-Read** (available for episodic and simulcast formats), programmatic **Automatic Podcast Ads**, and **Integrated Brand Opportunities**, allowing Life Wide Open with CboysTV to seamlessly integrate premium brand messaging that matches the energy of the show while maintaining a riveting audience experience.

For more information or to advertise on Life Wide Open with CboysTV, please contact ad-sales@libsyn.com.

Cboys TV is represented by UTA.

About Liberated Syndication

A pioneer in podcasting for more than two decades, Liberated Syndication Inc. (“Libsyn”) is the leading podcasting platform for creators and advertisers to host, distribute, monetize, amplify, and measure their audio and video content. The Company has powered more than 250,000 shows and delivered over 75 billion downloads to listeners

around the world. [Libsyn Ads](#), trusted by over 2,000 advertisers, offers industry-leading podcast advertising solutions, serving as a comprehensive ad buying and management offering for creators, advertisers, and agencies to initiate and manage highly targeted campaigns across thousands of shows. Visit [libsyn.com](#) or [investor.libsyn.com](#) for more information on the Company and the platforms that it powers.

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