**How GE is Trailblazing Sponsored-Podcast Drama**

General Electric has partnered again with Panoply on a 10-episode podcast drama called "LifeAfter," which tells the story of an FBI worker who becomes fixated with the social media footprint of his late wife. The brand's collaboration with Panoply last year, "The Message," garnered close to 5 million downloads and hit the top spot on iTunes' podcast download chart.

***The New York Times 11.20.16***

<http://www.nytimes.com/2016/11/21/business/media/marketers-make-the-podcasts.html?WT.mc_id=SmartBriefs-Newsletter&WT.mc_ev=click&ad-keywords=smartbriefsnl&_r=0>