

ROC SOLID

HOSTED BY MEMPHIS BLEEK

MEDIA KIT // 2026

STAY SOLID WITH ROC SOLID PODCAST



Where Legacy Speaks + New Legends Are Recognized.

Created and hosted by Hip-hop veteran and Roc-A-Fella Records alum Memphis Bleek, *Roc Solid* Podcast brings the past and the present into the same room. Half Roc-A-Fella retrospective, half cultural prospective, this dynamic series explores voices from Bleek's Roc-A-Fella past and expands beyond the label to spotlight impactful figures across music, business, sports and culture who embody what it means to be **solid**.

Episodes feature raw, candid conversations with artists, executives, producers, athletes and more to explore exclusive experiences with one of the most influential labels in music history—told by the people who lived it—and to discuss how they've built a legacy that is rock solid. Not just in fame and funds, but in **foundation**.

From power players to platinum plaques to business pivots, *Roc Solid* highlights the hustle behind the headlines. These aren't just celebrity interviews. They're real conversations about the mindset, moves, and moments that birthed legacy out of the walls of **the Roc**, and defines grit and greatness.

With unfiltered storytelling, high-wattage guests, and a host who lived the history and knows the hustle, *Roc Solid* bridges eras, industries, and icons.

Part retrospective. Part masterclass. This isn't just nostalgia. This is blueprint talk.

BUILT ON SOLID GROUND

Roc Solid stands on a foundation built by the culture's most trusted voices and backed by powerhouse partnerships.

The podcast is part of the Drink Champs Podcast Network, a new venture from Hip-hop and media icon N.O.R.E. and executive producer DJ EFN. Created in collaboration with iHeartMedia and The Black Effect Podcast Network, the network is committed to building platforms for authentic, unfiltered Hip-hop storytelling at scale.

With the backing of three major forces in culture and audio, *Roc Solid* benefits from top-tier influence, visibility, credibility, and reach.

- **Drink Champs**, one of the most culturally resonant shows in podcasting, with hundreds of millions of impressions across platforms.
- **The Black Effect Podcast Network**, a leading destination for Black voices in audio, founded by Charlamagne tha God in partnership with iHeartMedia.
- **iHeartMedia**, the number-one audio platform and podcast publisher, providing distribution, promotion, and scale.

Built by Icons. Delivered through Influence. Powered by Culture.

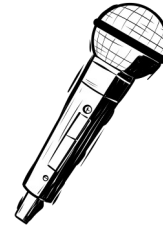
This partnership represents more than media; it's a cultural ecosystem. With Roc Solid, that system now extends to the voices that built the Roc, the minds shaping what's next, and the audiences that demand real talk, not soundbites.



FROM LAUNCH TO LIFT-OFF!

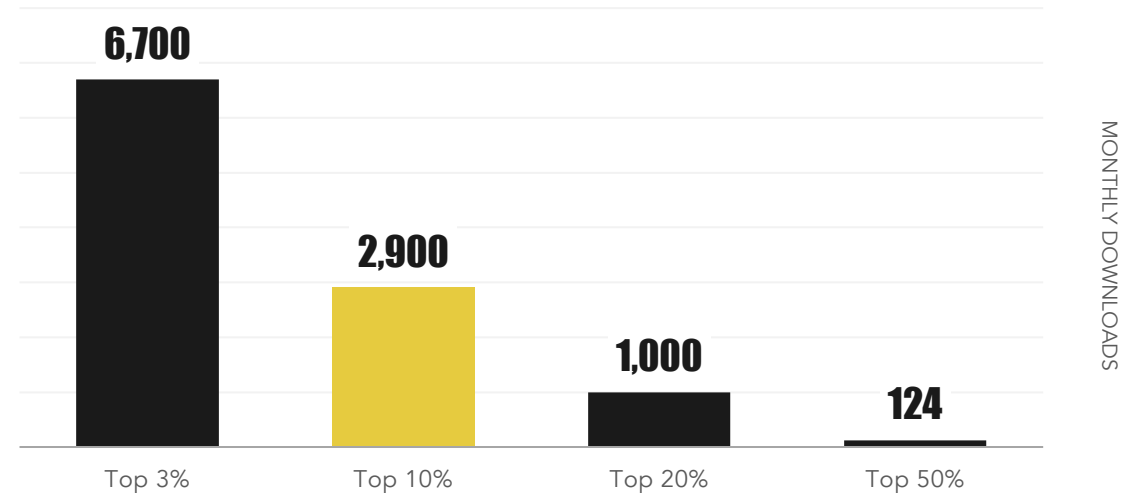
After a strong Season 1, *Roc Solid* built real momentum and sustained audience traction and cultural relevance across episodes. The show continues to maintain top-tier performance within the global [audio] podcast ecosystem, and consistent engagement across video.

As *Roc Solid* enters Season 2, it does so with proven staying power, offering partners and guests, a platform with established reach, consistent engagement, and growing visibility.



TOP 1% GLOBALLY.

Roc Solid's audio performance ranks in the top 1% of all podcasts worldwide.*

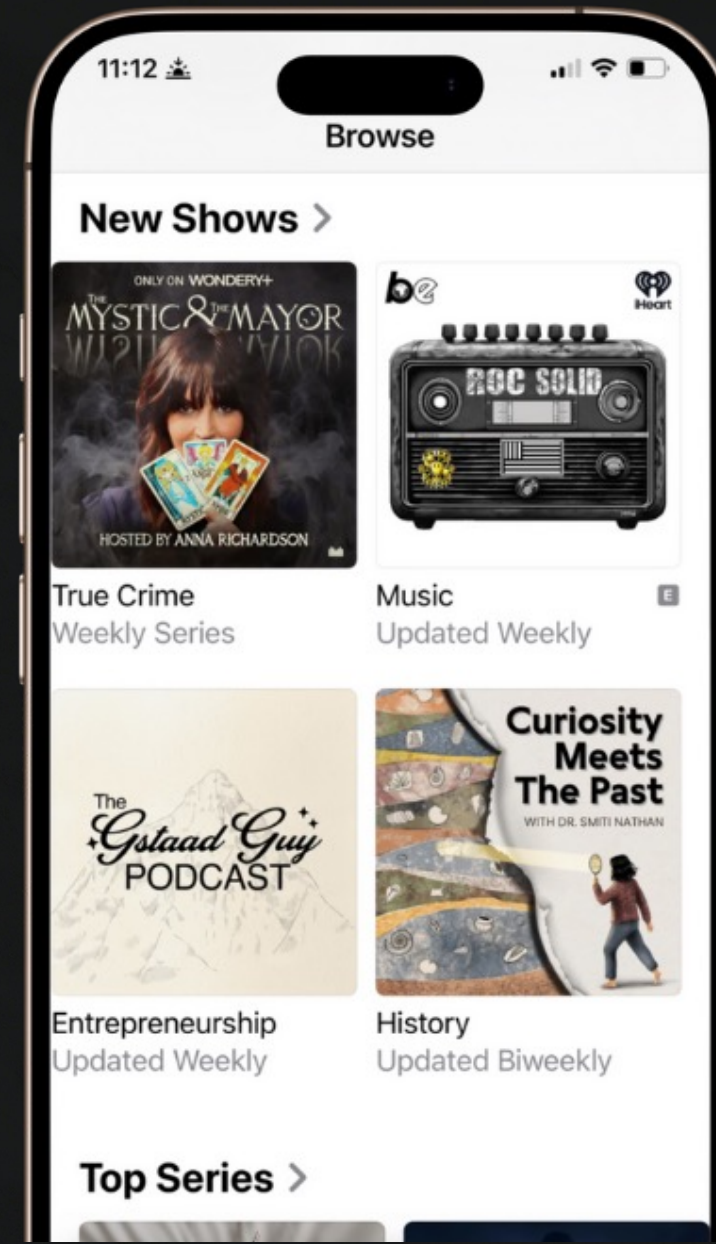


Podcast Percentile Benchmarks*

SPOTLIGHTED FROM THE START

Roc Solid was hand-selected as a New Show and climbed to #10 in Apple Podcasts' Top Shows music category, only 2-months after launch. This exclusive editorial placement, chosen by Apple's team, is reserved for podcasts with cultural resonance and audience potential. The recognition signaled instant credibility, cultural relevance, and momentum from day one, positioning *Roc Solid* as a must-listen new show!

The show is seeing the same momentum in video consumption, with each episode garnering tens of thousands of views within days.



THE HOST

MEMPHIS BLEEK

Memphis Bleek was one of the first artists signed to Roc-A-Fella Records, introduced to the world as Jay-Z's protégé at just 14 years old. His breakout verse on "Coming of Age" set the tone for a career rooted in loyalty and authenticity. He quickly became a fixture in Hip-hop, appearing on hits like "It's Alright" and releasing four solo albums that helped define the Roc-A-Fella era.

Bleek is a mogul in his own right, continuously expanding his business portfolio. As a longtime ambassador of D'USSÉ, the founder of premium cannabis brand Mind Right, and a recording artist still dropping new music, he exemplifies the entrepreneurial spirit and cultural influence that the Roc helped cultivate.

As someone who was there from day one, Bleek brings a first-hand perspective on the people, stories, and pivotal moments that built Roc-A-Fella from the ground up, making him the ideal voice to lead conversations about its legacy and long-standing influence on the culture.

With *Roc Solid*, Bleek steps behind the mic to preserve the stories that built the culture and spotlight the voices carrying it forward. He brings real perspective, peer-level respect, and a rare ability to connect generations through conversation.



@MEMPHISBLEEK

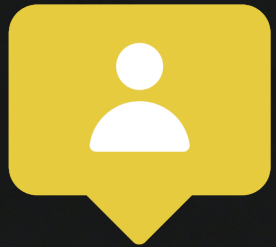
DISTRIBUTION PLATFORMS



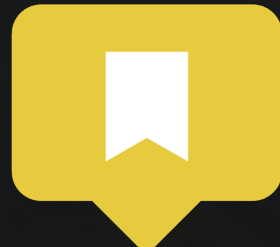
New audio episodes Tuesdays on iHeartRadio and all digital audio podcast platforms. Video release on Drink Champs YouTube Channel every Thursday.



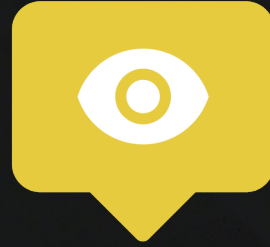
SOCIAL MEDIA REACH



600K
FOLLOWERS*
(BLEEK + ROC SOLID)



532K+
DRINK CHAMPS
YOUTUBE SUBSCRIBERS**



64M
DRINK CHAMPS
YOUTUBE VIEWS***



THE LINE UP: PAST GUESTS



NICK CANNON

Entertainer, Actor, Comedian, Producer and Mogul; Host of *Wild 'N Out* and *The Masked Singer*; CEO of Ncredible Entertainment



CAM'RON

Artist, Actor, Entrepreneur; Host of *Talk with Flee* and Co-Host of *It Is What It Is*. Known for Influence on Hip-Hop, Fashion, and Film



JA RULE

Artist, Actor, and Entrepreneur; Multi-Platinum Artist with Hits like "Always On Time" and "Livin' It Up"; Co-Founder of Murder Inc. Records

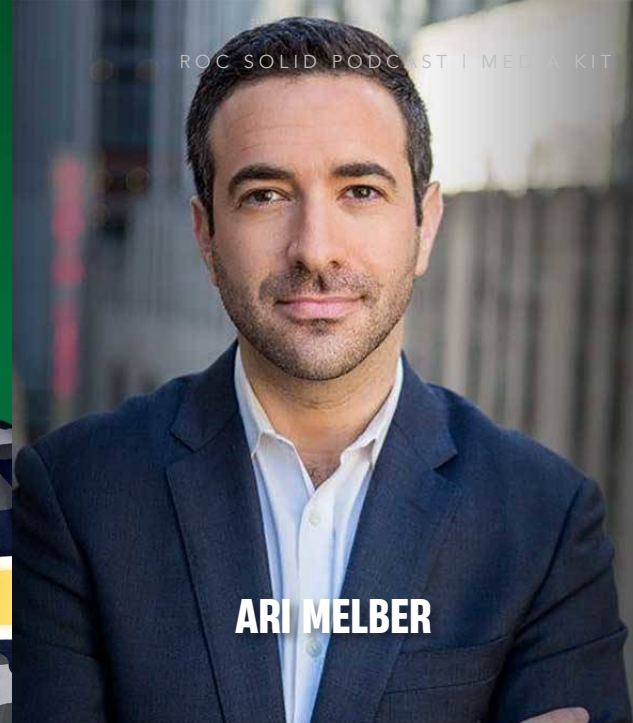
FUTURE GUESTS



RICH PAUL



KEVIN DURANT



ARI MELBER



LEBRON JAMES



RYAN CLARK



EBRO DARDEN



RICK KLEIMAN

PODCAST FORMAT

Listeners are welcomed into a raw, unfiltered, and deeply personal conversation led by Memphis Bleek, featuring iconic and emerging voices across music, business, sports, and culture. Episodes blend Bleek's unique perspective with stories from people he's grown with, worked with, or respects—offering both legendary insight and fresh perspective. Each episode follows a clear theme with a focus on fun, legacy, and the mindset it takes to remain rock solid.



Intro

Show opens with a pre-cut theme intro, followed by Bleek introducing the episode's guest. When a guest is featured, the intro may include a personal story or key moment that sets the tone for the conversation. (2-5 minutes)

Body

Core of the episode features Bleek in conversation, reminiscing, unpacking pivotal moments from Roc-A-Fella era, and exploring what it means to build something that lasts. Whether reflecting on his own journey or conversing with someone he deems rock solid, the dialogue is always candid, culture-rich, and rooted in respect. (90–120 mins)

Outro

Each episode wraps with a closing reflection or takeaway that ties back to the theme, leaving listeners with insight, intention, or a hard-earned gem. (2–5 min)

CORE AUDIENCE

Meet *Roc Solid's* core audience. Grounded in Hip-hop history and cultural fluency, this community spans generations and industries, but they all value legacy, realness, and impact.



Primary Target
Male-skewing,
ages 25–44,
multicultural
(Black, Latinx)



Secondary Target
Hip-hop culture
enthusiasts, music
industry nerds,
podcast lovers



Psychographics
Culturally fluent,
aspirational-
driven, nostalgic,
brand-conscious

Culture Curators

Deeply tapped into the pulse of music, media, and the moves behind the scenes. They follow not just the artists, but the architects. They value authenticity, backstories, and blueprints.

Industry Heads

Working in or adjacent to music, business, sports, or entertainment. Hungry for insight, game, and unfiltered conversations from people who've built real careers and lasting businesses.

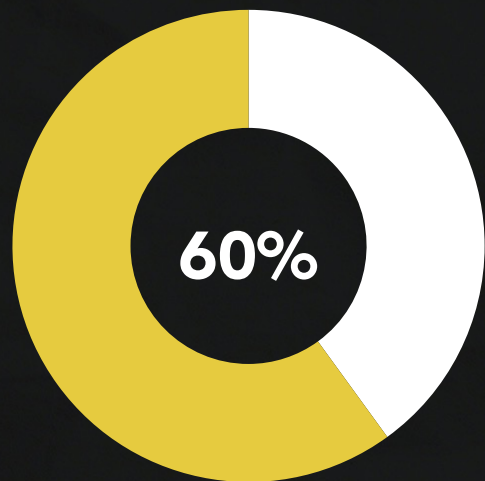
Legacy Lovers

Grew up on Roc-A-Fella and the golden era of Hip-hop. They're here for the stories that shaped the culture and the ones that never got told. Nostalgic, but still forward-facing.

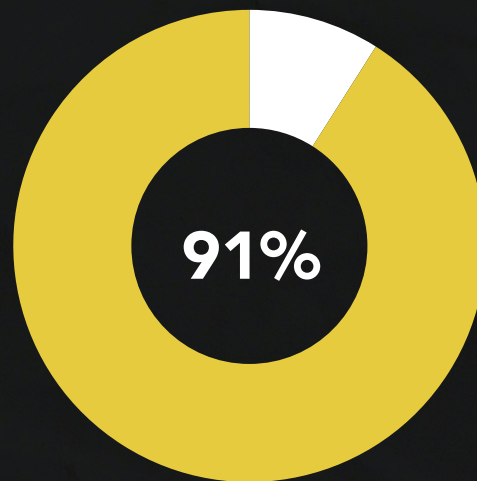
Next-gen Grinders

Young creatives, founders, and fans looking for inspiration, real talk and game. They're listening to learn how to build their own lanes from those who did it first and did it right.

WHO IS ENGAGING



AGES 35-44



MALE



PARTNERSHIP OPPORTUNITIES

Roc Solid is the platform for brands looking to authentically reach an audience that is deeply tapped into music and culture.

Our audience isn't casual. They're loyal, influential, and highly engaged across platforms. Whether they're Hip-hop heads or culture-first consumers, *Roc Solid* offers direct access to consumers who drive conversation and conversion.

With a built-in foundation of authenticity, *Roc Solid* delivers premium ad inventory and marketing opportunities that drive brand affinity and measurable return-on-ad-spend (ROAS).

- // Pre-Recorded + Live Host-read Spots
- // Episode Sponsorship
- // Brand Integration (product placements)
- // Sponsored & Branded-Content Segments
- // Social Media Amplification
- // Live Event Activations
- // Custom Campaign Development
- // Audio Ads (pre-roll, mid-roll, post-roll)

SEASON ONE

AUDIO PERFORMANCE

Roc Solid's audio podcast delivers consistent, repeat listening across major platforms, anchored by long-form conversations with culturally influential voices. The show attracts a loyal audience that returns episode after episode, making audio an effective channel for sustained engagement, message frequency, and host-led brand integrations.

~50K

AVERAGE MONTHLY DOWNLOADS

390K+

TOTAL AUDIO DOWNLOADS TO-DATE



SEASON ONE

VIDEO PERFORMANCE

Roc Solid's video series delivers scaled reach and strong engagement on YouTube through long-form conversations with culturally influential voices. Distributed via the Drink Champs Network, the show attracts intentional viewers who spend significant time with each episode, making video an effective channel for brand visibility, storytelling, and integrated sponsorships.

3.34M

TOTAL VIDEO VIEWS

48.3M+

TOTAL IMPRESSIONS

333K+

TOTAL HOURS WATCHED



A ROC SOLID BRAND SOLUTION

Roc Solid isn't just a podcast; it is an effective advertising solution. Our approach goes beyond the rate card to deliver fully integrated campaign ideas that align with brand voice, target audience, and business objectives.

From custom creative to cross-channel activations, we work with advertisers to build strategic, creative, culturally intelligent campaigns that resonate, convert, and sustain.

Let's build something solid together!
Contact our team to start talking strategy.

Roc Solid offers more than ad placement, we offer partnership.

Strategic Marketing Integration

We don't just run ads. We co-create stories that align with brand voice and audience behavior.

Full-Funnel Value

Whether it's awareness, engagement, or conversion, we tailor tactics to meet your metrics.

Cultural Fluency + Insight

With deep ties to hip-hop, business, and Black media, we build campaigns that feel authentic, not performative.

Creative + Consulting Built-in

From branded content concepts to rollout planning, we deliver as both a publisher and a marketing strategist.

@ROC.SOLIDPODCAST

CONNECT WITH ROC SOLID

PRODUCTION, PARTNERSHIP + PRESS

Curize Richards, Executive Producer

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