



FOR IMMEDIATE RELEASE

CrossCheck Media Launches “Madden On The Line,” a New Global Sports Betting Show Hosted by Jo Madden

WASHINGTON, DC — March 4, 2026 — CrossCheck Media Inc. today announced the launch of *Madden On The Line*, a new sports betting analysis program hosted by sports betting media personality Jo Madden. The show will debut Thursday, March 5 at 3:00 p.m. ET and air twice weekly on Mondays and Thursdays at 3:00 p.m. ET.

Produced by CrossCheck Media, the program will be distributed through the Biz Talk Today TV (BTT) network, as well as the company’s global streaming partners. Viewers will be able to watch the program live on the CrossCheck Media YouTube channel, while audiences who prefer listening will have access across 14 major worldwide audio platforms.

Madden On The Line will feature sports betting market analysis, line movement insights, data-driven wagering strategy, and interviews with influential voices across the sports and wagering industries.

The show launches as sports wagering continues to expand rapidly. Since the legalization of sports betting in the United States in 2018, Americans have placed well over \$160 billion in annual legal wagers, with the global sports betting market projected to reach nearly \$187 billion by the end of the decade.

“Sports wagering has become one of the fastest-growing segments of the sports economy,” said Todd M. Schoenberger, CEO of CrossCheck Media. “Jo Madden brings a rare combination of on-air credibility and deep understanding of betting market psychology. *Madden On The Line* is designed to deliver meaningful insight into how these markets actually work.”

Madden currently contributes to WagerTalk/Picks & Parlays and BettingPros, and previously hosted live programming on SportsGrid.

“Sports betting markets are driven by information, psychology, and timing,” Madden said. “Our goal with *Madden On The Line* is to give viewers a deeper understanding of what’s actually moving the lines and how bettors can interpret those signals.”

The show also marks the beginning of a new sports programming vertical at CrossCheck Media, which will expand beyond betting analysis to include sports commentary, athlete interviews, and live broadcasts of games at the high school, club, and collegiate levels.

About CrossCheck Media

CrossCheck Media Inc. is a multi-platform media company producing television, streaming video, podcasts, and digital publications. Its programming is distributed globally through the Biz Talk Today TV network and major streaming platforms.

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