Williams Sisters to Launch Video Podcast on X

Tennis icons Venus and Serena Williams are partnering with X, formerly Twitter, to launch a video podcast providing audiences with an opportunity to get to know them better.

Launching in August, the video podcast will provide an opportunity to witness the undeniable bond and enjoy the playful banter between the sisters, as well as possibly hear some tennis talk.

In a joint statement, the Williams sisters said, “We’re so excited to be launching our new podcast, a place where we will share our personal stories, have authentic conversations, spotlight important topics, and laugh a lot.”

They added, “This platform gives us the chance to engage directly with our fans who have supported us throughout our careers, and we’re excited to connect with audiences, old and new, in a way we’ve never done before.”

The sisters have a large presence on the social media platform with a combined following of 11.8 million. X said 86% of digital mentions of Venus and Serena occur on its platform, and the number jumps up to 92% when looking at all social mentions.

“Venus and Serena are among the most recognizable and revered athletes in the world, and their decision to team up with X places them at the center of our rapidly evolving original content strategy,” Mitchell Smith, head of original content at X, said in a statement. “We’ve seen significant momentum with premium programming in 2025, and we look forward to building

on this success. We could not be more excited to partner with them.”

X has already seen success with its venture into video podcasting, courtesy of Khloé in Wonderland featuring Khloé Kardashian. Adding the Williams sisters enhances the platform’s video roster and strengthens its sports presence, which saw 5 million viewers tune in to stream Women’s National Basketball Association games directly on X during the 2024 season.

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