



Audacy

# Atlanta

March 2023



# Audacy is

a leading, multi-platform audio content and entertainment company.

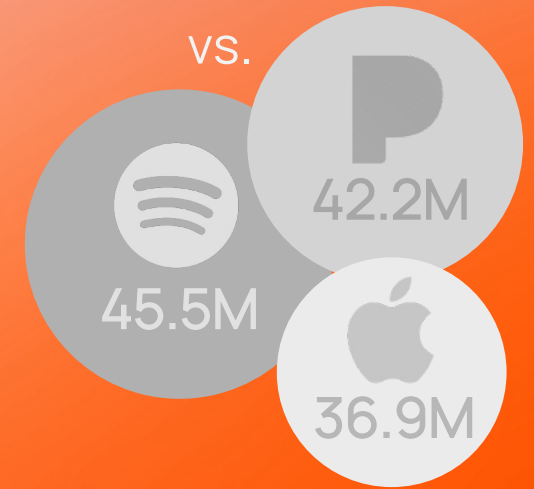
Purposefully serving communities of passionate music, news, sports and lifestyle listeners. Curated for humans, by humans across every platform.





AUDACY REACHES

# 200 Million Listeners Monthly

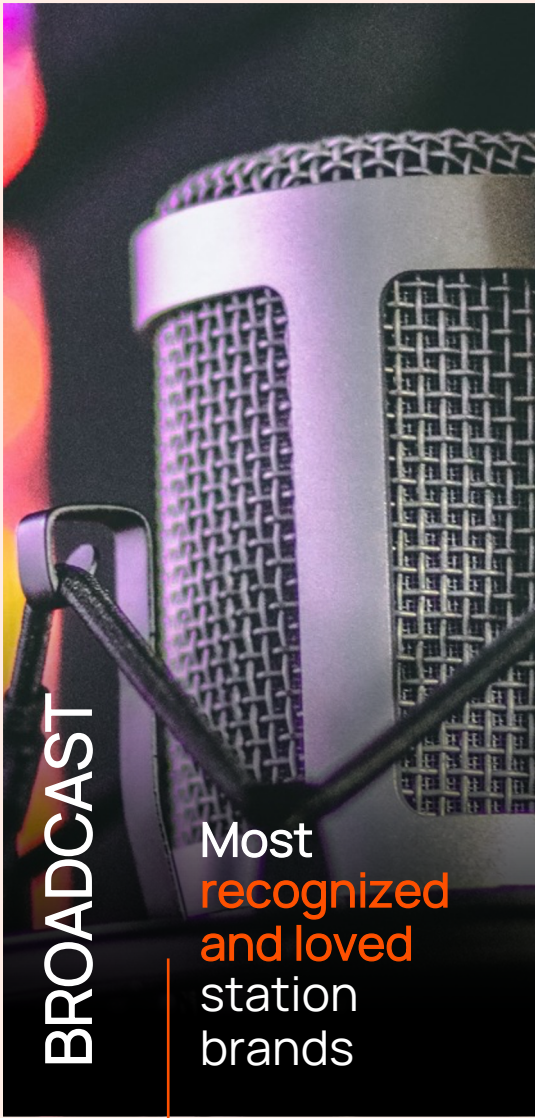


Sources: Most Current Data by platform: OTA: Nielsen Audio, Spring '21, 4 week cume, Mon-Sun 6a-6a, P12+, P6+ in PPM Markets All Audacy O & O stations, All Audacy affiliates of Audacy produced content for : CBS Sports Network, MLB, NFL, NHL, NCAA Football, NCAA Basketball, America's Greatest Hits, Texas State News Network, Michigan State News Network. Streaming: Oct'21, Triton Digital, Google Analytics, comScore VMX, Podcast: Oct'21 Triton Digital, Pro Forma Combined Podcast Listeners. De-duplication using Edison Research, Triton Digital, Infinite Dial Survey '21 factors



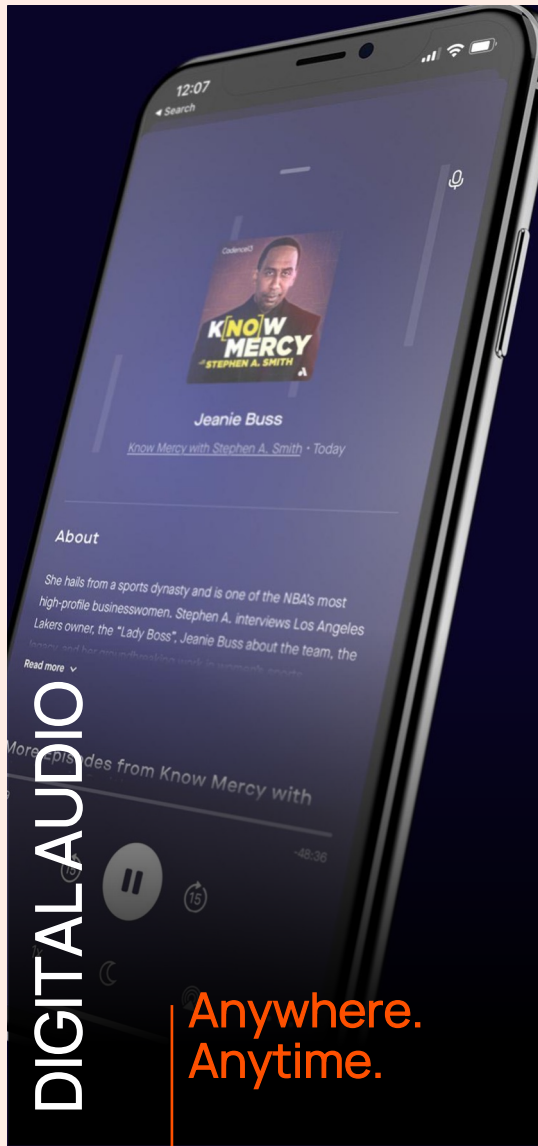


# One Audio Home.



**BROADCAST**

Most **recognized and loved** station brands



**DIGITAL AUDIO**

**Anywhere. Anytime.**



**DIGITAL**

**Exclusive** content and insider access



**EXPERIENTIAL**

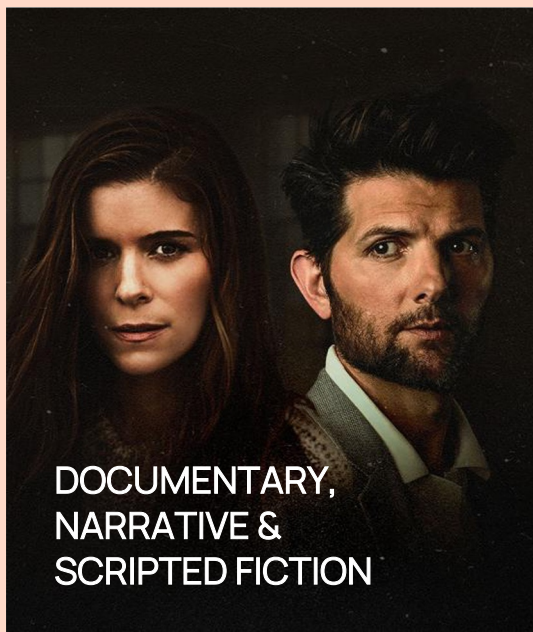
**Once-in-a-lifetime** memories



#1 creator of original,  
premium Audio content



SPORTS



DOCUMENTARY,  
NARRATIVE &  
SCRIPTED FICTION



MUSIC



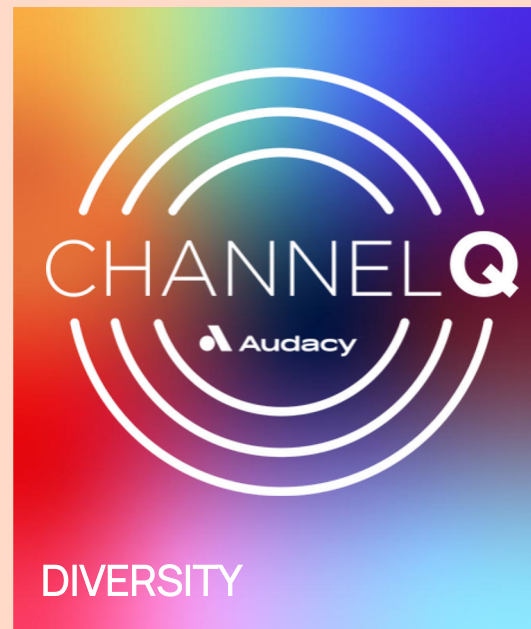
NEWS,  
BUSINESS  
& TECH



LIFESTYLE  
& WELLNESS



ENTERTAINMENT,  
POP CULTURE &  
INFLUENCERS



DIVERSITY



EVENTS &  
EXPERIENCES

# Data-Driven Solutions

## Audiences<sup>1</sup>

Audiences Based Insights and Targeting

- Data-Driven OTA Radio
- Audience Match
- Behavioral Targeting

## Attribution<sup>1</sup>

Tie Advertising Exposure Directly to Performance Outcomes

- Web Conversion
- Foot Traffic
- Brand Lift
- App Download
- Sales Lift
- Optimization

## Data as a Service<sup>1</sup>

Amplify Advertiser & Agency Planning With First Party Data

- Media Planning
- Attribution Conversion Data
- Digital Dashboard

DATA PARTNERS

claritas

Chartable

DEEP  
ROOT



dynata™

FOURSQUARE

KANTAR MILLWARD BROWN

LiveRamp

Megaphone

neustar

podlights

Quantcast



snowflake



VERITONE



VERITONIC







# Atlanta

Live and Local with a Personal Touch.

# Atlanta

**We are a total solutions partner** tailoring unique plans to meet our clients' objectives across on-air, digital, social and events platforms

**We deliver results** through proprietary systems and processes, and our personal attention to every detail

**We are committed to doing business with integrity**, delivering on promises and being accountable for a premium partnership experience

**Our local connections, resources and investments** are backed by a leading national media brand, Audacy.

Connecting brands with audiences  
in meaningful, engaging ways.





# Market Overview

## SPORTS



## MUSIC



## NEWS



## Powerful Reach

2.8M+

Monthly Listeners

2M+

Monthly Digital Users

661k+

Social Followers

50k+

Opt-in Database



# The Rhythm of Atlanta



FORMAT	TARGET DEMO	MONTHLY LISTENERS <sup>1</sup>	MONTHLY STREAMING TLH <sup>2</sup>	SOCIAL FOLLOWERS <sup>3</sup>	OPT-IN DATABASE <sup>3</sup>
RHYTHMIC AC	WOMEN 25-54	1,341,500	44,037	120,281	17,925

## CURATED CONTENT

- Atlanta’s **Feel Good Station** brings upbeat music you can dance to. If we were a person, we’d be the life of the party. Era Deep and focused on Fun!
- 30-year legacy** of serving music fans, local communities and charitable organizations.
- Beloved on-air personalities** consumers connect to and love to laugh with. Both homegrown and transplants – mirroring the Atlanta demographic at large.

## ENGAGED AUDIENCE

- Top 5 station for W25-54<sup>4</sup>**; Highly successful women with college-degrees, married families and household incomes of \$75K+<sup>4</sup>

Sources: 1. Nielsen Audio; P12+ Spring 22, M-Su 6a-12m Cume. 2. TRITON WCM, November 2022. 3. Social media and database (2022). 4. Nielsen Scarborough Ranker Report, Market/Release: Atlanta, GA 2022 Release 1 Total (Feb 2021 - Feb 2022); Base: HHI: Married College Graduate Women with 75k+ HHI, Projected: 418,022, Respondents: 249, WSTR-FM, M-Su 6a-12a.



## INFLUENTIAL VOICES



JENN HOBBY



KANNON





# The ATL's #1 for Hip-Hop and R&B

FORMAT	TARGET DEMO	MONTHLY LISTENERS <sup>1</sup>	MONTHLY STREAMING TLH <sup>2</sup>	SOCIAL FOLLOWERS <sup>3</sup>	OPT-IN DATABASE <sup>3</sup>
URBAN	ADULTS 18-54	1,462,100	209,594	476,801	11,987

## CURATED CONTENT

- Atlanta's TOP Choice and best mix of current hits and hits from the 90s and 80s.
- V-103 is the original social media where our consumers come to us first to be informed, entertained, and engaged with live and local content.

## ENGAGED AUDIENCE

- V-103 is a one-stop shop for reaching college educated, working African Americans in Atlanta for over 40 years.
- Annual listener retail spending power is over \$11.5 Billion<sup>4</sup>
- Top station for A25-54<sup>5</sup>
- From boutique events of 600 to large consumer events of 25,000+, V-103 creates legacy concerts and events with staying power in Atlanta.
- Best way to reach active, employed, commuting African-Americans in Atlanta. 37% of AA25-54 in Atlanta listen to V103 each week<sup>6</sup>

## INFLUENTIAL VOICES



Sources: 1. Nielsen Audio; P12+ Spring 22, M-Su 6a-12m Cume. 2. TRITON WCM, November 2022. 3. Social media and database (2002). 4. Nielsen Audio-FA22, P18+, M-Su 6a-12a Demo Profile. 5. Nielsen Scarborough Ranker Report, Market/Release: Atlanta, GA 2022 Release 1 Total (Feb 2021 - Feb 2022); Base: A25-54, Projected: 2,961,566, Respondents: 960, WVEE-FM, M-Su 6a-12a. 6. Nielsen Scarborough Ranker Report, Market/Release: Atlanta, GA 2022 Release 1 Total (Feb 2021 - Feb 2022); Base: AA25-54, Projected: 945,968, Respondents: 290, WVEE-FM, M-Su 6a-12a.



FORMAT	TARGET DEMO	WEEKLY LISTENERS <sup>1</sup>	MONTHLY STREAMING TLH <sup>2</sup>	SOCIAL FOLLOWERS <sup>3</sup>	OPT-IN DATABASE <sup>3</sup>
SPORTS	MEN 25-54	463,100	209,970	62,434	3,351

CURATED CONTENT

- Atlanta sports fans’ first choice for news and information about their favorite sports teams, featuring locally produced programs.
- Former Athletes and Emmy winning journalists creating one of a kind relationships with sports enthusiasts.
- LIVE play by play action for Atlanta Falcons, Atlanta Hawks and Atlanta United!
- Dukes & Bell voted BEST Local Sports Radio Show in Atlanta by Creative Loafing.

ENGAGED AUDIENCE

- Annual listener retail spending power over \$5.7 Billion<sup>4</sup>
- Top 5 radio choice to reach loyal, highly engaged M25-54 in Atlanta. 48% of M25-54 Game audience are ‘P1’s’ who listen to The Game more than any other station in ATL<sup>5</sup>.

INFLUENTIAL VOICES



JOHN FRICKE & HUGH DOUGLAS  
WEEKDAYS 5AM-10AM



MIDDAY SHOW WITH RANDY & ANDY  
WEEKDAYS 10AM-2PM



DUKES & BELL  
WEEKDAYS 2PM-7PM



THE JON CHUCKERY SHOW  
WEEKDAYS 7PM-11PM

WEEKENDS: Sam Crenshaw, Dan Kamal, Grant McAuley, Robb Tribble, John Chuckery/Randy McMichael, Andy Bunker/Stam Norfleet, Jeff Benedict, Duane Walker

Sources: 1. Nielsen Audio; P12+ Spring 22, M-Su 6a-12m Cume. 2. TRITON WCM, November 2022. 3. Social media and database (2022). 4. Nielsen Audio, M-Su 6a-12m, Oct 22-Nov 22-Dec 22 P18+ Retail Spending Power. 5. Nielsen Scarborough Ranker Report, Market/Release: Atlanta, GA 2022 Release 1 Total (Feb 2021 - Feb 2022); Base: M25-54, Projected: 1,431,364, Respondents: 455, WZGC-FM 6am-mid M-S cume, Radio P1: WZGC-FM.





# Atlanta's News & Talk that Speaks for the Community



FORMAT	TARGET DEMO	MONTHLY LISTENERS <sup>1</sup>	MONTHLY STREAMING TLH <sup>2</sup>	SOCIAL FOLLOWERS <sup>3</sup>	OPT-IN DATABASE <sup>3</sup>
NEWS/TALK	A 35-64/M 35-54	39,000	118,209	8,511	n/a

## CURATED CONTENT

- Atlanta's Refreshing and Strong VOICE OF THE COMMUNITY for over 17 years providing breaking news and local news coverage.
- News and Talk 1380 is **on the front lines** within the community bringing up-to-date perspectives on local and national issues to this college educated listening audience.
- Engaging and informative local personalities with deep community ties.
- National News & Talk personality, **Rev. Al Sharpton** offer the right mix of national insights to keep our listeners informed and engaged.

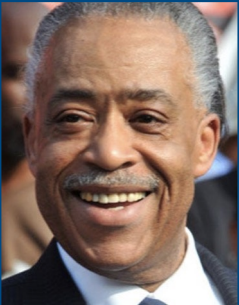
## INFLUENTIAL VOICES



JUANDOLYN STOKES  
WEEKDAYS 10AM-1PM



RASHAD RICHEY  
WEEKDAYS 7AM-10AM



REV. AL SHARPTON  
WEEKDAYS 1PM-4PM



DERRICK BOAZMAN  
WEEKDAYS 4PM-7PM



DARYL KILLIAN  
AUTO INSIDER  
SATURDAY 10AM - 12PM



MARY GILL  
REAL ESTATE 101  
SATURDAY 12PM - 3PM



JOYCE LITTLE  
THE QUIET STORM



LARRY TINSLEY  
SUNDAY MORNING  
PRAISE 6AM - 12PM



Let's put the power of Audacy  
to work for your brand





# Atlanta

Live and Local with a Personal Touch.

