

Audacyis

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 Millon Isteners Monthly





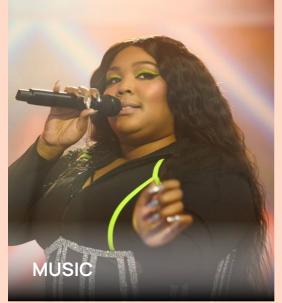








SPORTS



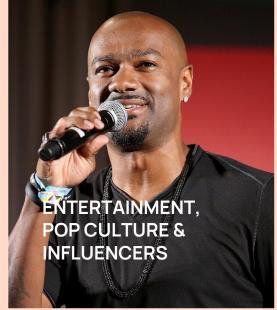


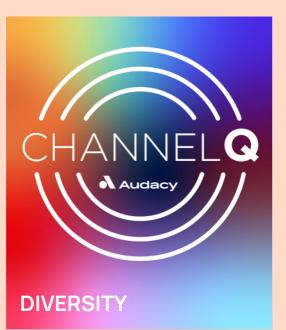


LIFESTYLE

& WELLNESS











Data-Driven Solutions

Audiences

Audiences Based Insights and Targeting

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

Attribution ^I

Tie Advertising Exposure Directly to Performance Outcomes

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

Data as a Service

Amplify Advertiser & Agency Planning With First Party Data

- Media Planning
- Attribution Conversion Data
- Digital Dashboard

DATA PARTNERS











KANTAR MII WARDBROWN





neustar

podsights

Quantcast











Buffalo

The Live, Local & Influential Force of Western New York.

Buffalo

The most live and local content that connects with Buffalonians and builds communities, such as Loyal Sports Fans, News Junkies and New Music Discoverers

Our stations are centers of local influence with industry veterans that are trusted, credible and have the ability to mobilize listeners

The trusted voice of local news and local sports coverage

A marketing-first approach that gets results: homegrown management team of experts in marketing, creative, branding, positioning and jingles, collaborate to deliver custom, out-of-thebox cross-platform campaigns

Connecting brands with audiences in meaningful, engaging ways.



Market Overview

SPORTS

MUSIC

NEWS





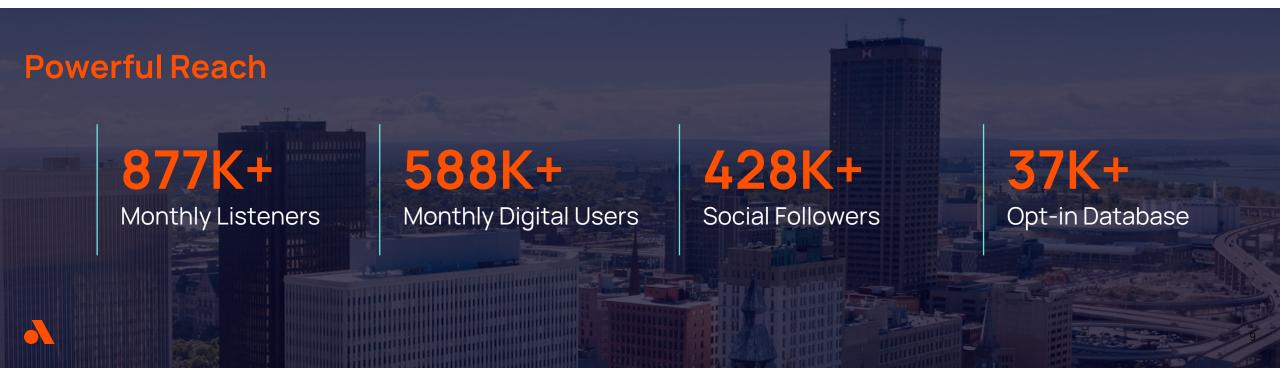












The Voice of News In Buffalo



FORMAT

TARGET DEMO

MONTHLY LISTENERS¹

MONTHLY STREAMING TLH²

SOCIAL FOLLOWERS³

NEWSLETTER SUBSCRIBERS

NEWS/TALK

A35-64

198,300

270,949

57,688

8,217

CURATED CONTENT

- Most-trusted source of local news, delivered in real time, goes all in on local coverage.
- On-air personalities include Buffalo Broadcast Hall of Famers who go above and beyond connecting with and assisting the community.
- Continuous and non-stop digital coverage.

ENGAGED AUDIENCE

- Delivering valuable, loyal, engaged audience of coveted Baby Boomers.
- **Listeners with buying power**; more than 63% of audience earns \$50k+.



ROSE AND MAZUROWSKI WEEKDAYS 5AM-9AM



TOM BAUERLEWEEKDAYS 2PM-6PM



OUR AMERICAN STORIES
WITH LEE HABEEB
WEEKDAYS 10PM-12AM



BRIAN MAZUROWSKI AND JOE BEAMER WEEKDAYS 9AM-10AM



NEWS HOUR WITH TOM PUCKETT AND THE WBEN NEWS TEAM WEEKDAYS 6PM-7PM



DAVID BELLAVIAWEEKDAYS 10AM-2PM



MARK LEVIN WEEKDAYS 7PM-10PM



COAST TO COAST AM WEEKDAYS 12AM-5AM

Engagement Through Connection, Passion, Experiences









SUSAN ROSE & BRIAN MAZUROWSKI

Every weekday morning from 5a-9a, Western New Yorkers get their news, traffic and information from the most trusted news source in town. With live interviews on the most important stories of the day as well as exclusive features like "Three Things To Know" and "In Depth", Susan & Brian make sure WNYers have all the information to start their day!

SEVERE WEATHER COVERAGE

When the weather takes a turn for the worse and becomes a matter of public safety, only one Buffalo media outlet consistently clears the decks and broadcasts LIVE wall to wall coverage. WBEN hits the air with LIVE and LOCAL coverage from the heart of a snow storm, tornado, flooding or any natural disaster and offers the public a place to turn to for critical information and details of what they need to know. During coverage of a recent line of tornadoes that hit the region, a listener wrote, "I turned on my TV and qot nothing...thank God for WBEN!"

SPCARADIOTHON

Each year WBEN teams up with the SPCA to host a LIVE full day radiothonto raise critically needed funding for the SPCA serving Erie County. WBEN broadcasts LIVE from the SPCA with guests and topics relating to the important work the SPCA carries out. The broadcast is filled with heartwarming and emotional stories from listeners and raises hundreds of thousands of dollars that stays in Western New York to help the SPCA carry out its responsibilities while receiving no public funding.



Home of the Buffalo Bills and Sabres



FORMAT

TARGET DEMO

MONTHLY LISTENERS¹

MONTHLY STREAMING TLH2

SOCIAL FOLLOWERS³

OPT-IN DATABASE³

SPORTS

M25-54

192,200

813,157

196,672

14,720

CURATED CONTENT

- The ONLY local sports station, talking Bills and Sabres all day.
- Drives opinion and sets the agenda for sports in Buffalo

ENGAGED AUDIENCE

- Sports fans' go-to source for sports news vs. newspaper, TV, and blogs.
- Delivers more male listeners than any other Buffalo station⁴.
- Active in digital content creation and social media with more Twitter followers than local TV stations. Over 12,000 get text alerts.

INFLUENTIAL VOICES



HOWARD & JEREMY WEEKDAYS 6AM-10AM



ANDREW PETERS AND CRAIG RIVET WEEKDAYS 10AM-12PM





ONE BILLS LIVE WITH JOHN **MURPHY AND STEVE TASKER** WEEKDAYS 12PM-3PM



SCHOPP & BULLDOG WEEKDAYS 3PM-7PM



NIGHTCAP WEEKDAYS 7PM-9PM



ESPN RADIO WEEKDAYS 9PM-12AM



ESPN Overnights WEEKDAYS 12AM-6AM



Sources: 1. Nielsen Audio; P12+ Spring 22, M-Su 6a-12m Cume. 2. TRITON WCM, November 2022. 3. Social media (3.25.19) and database (2.28.19). 4. Nielsen Scarborough, Market/Release: Buffalo, NY 2022 Release 2 Total (Aug 2021 - Jul 2022), Base: Total Adults 18+, Projected: 1,275,014, Respondents: 1,972, Target: Total Adults 18+, Men.

Engagement Through Connection, Passion, Experiences









SPORTS IS BUFFALO'S PASSION AND WGR IS ITS CONNECTION

With one of America's most passionate fan bases WGR connects Bills and Sabres followers to their favorite teams not just on-air, but also online, through mobile and social, creating one of the largest interactive engagements by radio market size in the country. WGR engages these hardcore passionate fans 24/7/365.

SCHOPP AND BULLDOG-VOTED ONE OF TOP 30 SPORTS SHOWS IN USA

Sports talk should be entertaining and informative, which is why Mike Schopp and the Bulldog control the WGR 550 airwaves every weekday from 3pm to 7 pm. Chris 'The Bulldog' Parker bleeds Buffalo, and Mike Schopp keeps the callers in line while dishing out his unique perspective and opinions. Bills reporter Sal Capaccio and veteran Sabres reporter Paul Hamilton appear daily, and top notch weekly guests include Bills coach Sean McDermott, NFL Insider John Clayton, Rob Ray and Sabres management.

HOWARD & JEREMY

If there's a Buffalo sports team that has dominated for over a decade in Western New York - that team is Howard Simon and Jeremy White. Walk up to a stranger on any corner for an update on what Howard and Jeremy discussed on the show that morning and 10 out of 10 times you'll get full recap. Appealing to audiences young, old, male, female and every combination in between. If you love sports and live in Buffalo you listen to Howard and Jeremy... And if you live in Buffalo, you love sports.



Buffalo's Home for the Buffalo Bills



TOTAL COVERAGE

BUFFALO BILLS RADIO NETWORK AFFILIATES

BROADCAST AUDIENCE

70% MALE / 30% FEMALE

CURATED CONTENT

- The Official Voice of Buffalo Bills Football and the flagship station for Bills Play by Play!
- Home of Buffalo Bills Football Monday and Exclusive shows with Bills Coach Sean McDermott, Bills Players, and Exclusive talk with the Offensive and Defensive. Coordinators.

ENGAGED AUDIENCE

- **Largest Radio ratings** of any professional Pro team.
- WGR 550 **mobile and social** platforms has one of the largest **interactive engagements** by radio market size in America.





Buffalo's Home for the Buffalo Sabres



TOTAL COVERAGE

BUFFALO BILLS RADIO NETWORK AFFILIATES

CURATED CONTENT

- WGR 550 is the Official Voice of Buffalo Sabres Hockey and the flagship station for Sabres Play by Play.
- Exclusive shows with Sabres & GM Jason Botterill and Exclusive Sabres Alumni Shows with Rob Ray and Martin Biron.
- Buffalo boasts the NHL team with the largest fan base in the country by percentage of fans that follow the team

ENGAGED AUDIENCE

- Largest Radio ratings for Hockey. Always top 3 even when the Sabres are NOT in the NHL Playoffs!
- WGR 550 mobile and social platforms has one of the largest interactive engagements by radio market size in America

BROADCAST AUDIENCE

70% MALE / 30% FEMALE







Buffalo's Most Listened To Station



FORMAT

TARGET DEMO

MONTHLY LISTENERS¹

MONTHLY STREAMING TLH²

SOCIAL FOLLOWERS³

OPT-IN DATABASE³

TOP 40

W18-34 & 25-54

345,400

59,066

146,800

8,175

CURATED CONTENT

- Buffalo's ONLY Top 40 station focusing on new and breaking music.
- Top 5 station with wide reach among trendsetting, well-educated millennials and women with growing income.⁴
- Buffalo's #1 Female Personality⁵, Janet Snyder—always #1 in the morning reaching women.
- Most active station in the market with lifestyleappropriate events and charitable activities.

INFLUENTIAL VOICES



JANET, NICK AND WEASE WEFKDAYS 6AM-10AM



JANET SNYDER
WEEKDAYS 10AM-12PM



GREG WEEKDAYS 2PM-6PM SATURDAYS 2PM-6PM



NICHOLAS PICHOLAS WEEKDAYS 10AM-2PM



Sources: 1. Nielsen Audio; P12+ Spring 22, M-Su 6a-12m Cume. 2. TRITON WCM, November 2022. 3. Social media (3.25.19) and database (2.28.19). 4. Nielsen Scarborough, Market/Release: Buffalo, NY 2022 Release 2 Total (Aug 2021 - Jul 2022), Base: Total Adults 18+, Projected: 1,275,014, Respondents: 1,972, Target: Total Adults 18+. 5. Buffalo-Fall '18/-Cume-MF6a-10°

Engagement Through Connection, Passion, Experiences









KISSMAS BASH

Kiss 98.5's annual Kissmas Bash concert is a rite of passage for most young people in Western New York, with a 14k person sellout crowd every year. Past performers include Ed Sheeran, Maroon5 and Robin Thicke.

JANET SNYDER & NICHOLAS PICHOLAS

Janet and Nick have been waking Western New York for 25 years. They are ingrained in the community and champions of Children's Hospital, High School Sports and Women's Health.

KISS CARES FOR KIDS RADIOTHON

With the money raised in part by this amazing event, a new Children's Hospital is being built.

Over two million dollars has been raised to date.

The Hot AC Station that Delivers the "President" of Buffalo Families



FORMAT

TARGET DEMO

MONTHLY LISTENERS¹

MONTHLY STREAMING TLH²

SOCIAL FOLLOWERS³

NEWSLETTER SUBSCRIBERS³

HOT AC

W25-54

355,600

276,266

32,305

6,762

CURATED CONTENT

- Family friendly, upbeat current hits that connect with key decision makers on the go.
- Less clutter on air means marketing messages stand out.
- Marquee events that resonate with audience lifestyle.

ENGAGED AUDIENCE

- On-air personalities with long history and deep relationships in the market.
- Delivers valuable female audience: college educated, employed women and moms.

INFLUENTIAL VOICES



ROB LUCAS
WEEKDAYS 6AM-12PM



SUE O'NEIL
WEEKDAYS 3PM-7PM



STAR MUSIC
WEEKDAYS 12PM-3PM | 7PM-12AM

START 102.5

Engagement Through Connection, Passion, Experiences







STARRY NIGHT IN THE GARDEN

An annual event at the Botanical Gardens. This is a Wine and Food sampling event with National recording artists performing like - Leanne Rimes, Sara Bareilles, Michelle Branch and more! This signature event sells out every year! In addition to putting 3,000 people on the lawn of the gardens, we've

SPCA Radiothon

Star 102.5's annual SPCA Radiothon. Twelve hours of live broadcasting from the SPCA to raise money - countless animals saved, hundreds and hundreds of thousands of dollars raised.

BUFFALO'S CHRISTMAS STATION

Star 102.5 continues its all Christmas format beginning in November through New Year's Day! Buffalo's original Christmas station keeps Western New Yorkers in the holiday spirit! Area businesses love the retail connection.

The #1 Name in Sports



FORMAT

SPORTS

TARGET DEMO

MONTHLY LISTENERS¹

MONTHLY STREAMING TLH²

A25-54

16,100

2,146

CURATED CONTENT

- Home of University at Buffalo Football and Basketball.
- Bringing the reputable sports brand and its legendary hosts to Buffalo fans.
- New morning show debuted November 27th, 2017; the Trey & Mike show has set the bar for sports talk radio.
- Trey Wingo a primary ESPN figure since November 1977, joining ESPN after a nine-year NFL career.
- Ryen Russillo brings daily flavor and depth to the latest games and topics in sports.

ENGAGED AUDIENCE

 Deep digital and social media presence incorporated on air allowing listeners on all platforms to feel like they've been invited to the daily party.



KEYSHAWN, JAY & ZUBIN



THE DAN LE BATARD SHOW WITH STUGOTZ
WEEKDAYS 10AM-12PM



THE JIM ROME SHOW WEEKDAYS 12PM-3PM



THE MAX KELLERMAN SHOW WEEKDAYS 3PM-4PM



CHINEY & GOLLIC JR. WEEKDAYS 4PM-7PM



SPAIN AND FITZWEEKDAYS 7PM-9PM



FREDDIE & FITZSIMMONS WEEKDAYS 9PM-12AM

Buffalo's TRUE Alternative Station



FORMAT

TARGET DEMO

MONTHLY LISTENERS1

MONTHLY STREAMING TLH²

SOCIAL FOLLOWERS³

OPT_IN DATABASE³

ALTERNATIVE

A18-34

103,600

29,465

35,996

4,800

CURATED CONTENT

- The true alternative station playing the **soundtrack for Buffalo's revitalization**.
- Unique familial feel that **delivers a hard-to-reach audience** in the age of acquisition.
- All about the music and bringing people closer to the artists; with focus on new music discovery, education and the alt-music lifestyle.

ENGAGED AUDIENCE

- **Listener-powered station**, giving fans a voice to influence programming, featuring the 2-minute promise.
- Active on social media and in local live music scene.



BRYCEWEEKDAYS 12AM-5AM



CANE & COREY
WEEKDAYS 6AM-10AM



BRADYWEEKDAYS 2PM-7PM



KEVAN KENNEYWEEKDAYS 7PM-12AM



POSTMODERN WITH SCOTT LOWE
SUNDAYS 7AM-11AM

Buffalo's Classic R&B



FORMAT

TARGET DEMO

WEEKLY LISTENERS1

A35-64

37,500

MONTHLY STREAMING TLH1

3,686

CURATED CONTENT

CLASSIC R&B

 Feel-good, familiar rhythmic and R&B hits from the 70s and 80s.

ENGAGED AUDIENCE

- Super-serving Buffalo's adult African-American audience.
- Loyal audience not reached elsewhere.



DON ROBINSONPODCASTS / ON-DEMAND AUDIO



MARY DAVIS
PODCASTS / ON-DEMAND AUDIO



Key Ownership Programs & Opportunities

EVENTS AND CONCERTS

- Cupcake Challenge
- Mac Attack
- Plantasia
- Starry Night in the Garden
- Kiss the Summer Hello
- Kerfuffle
- Buffalo Means Business
- Brews & Wines on the Water
- Pink Party
- World's Largest Disco
- Kissmas Bash
- Kerfuffle Before Christmas
- WGR Celebrity Roast

UNIQUE FEATURES

- WBEN Tune Into Health
- WBEN Buffalo Business Report
- WGR Inside High School Sports

SPORTS PARTNERSHIPS

- Buffalo Bills
- Buffalo Sabres
- Buffalo Bisons
- UB Bulls
- WGR Golf Tournament
- NFL Draft
- NHL Draft

CAUSE MARKETING TIE-INS

- SPCA Radiothon
- SPCA Wine & Wags
- SPCA Paws in the Park
- Kiss Cares for Kids Radiothon

COMMUNITY EMPOWERMENT

• Earth Day Volunteer Project



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

