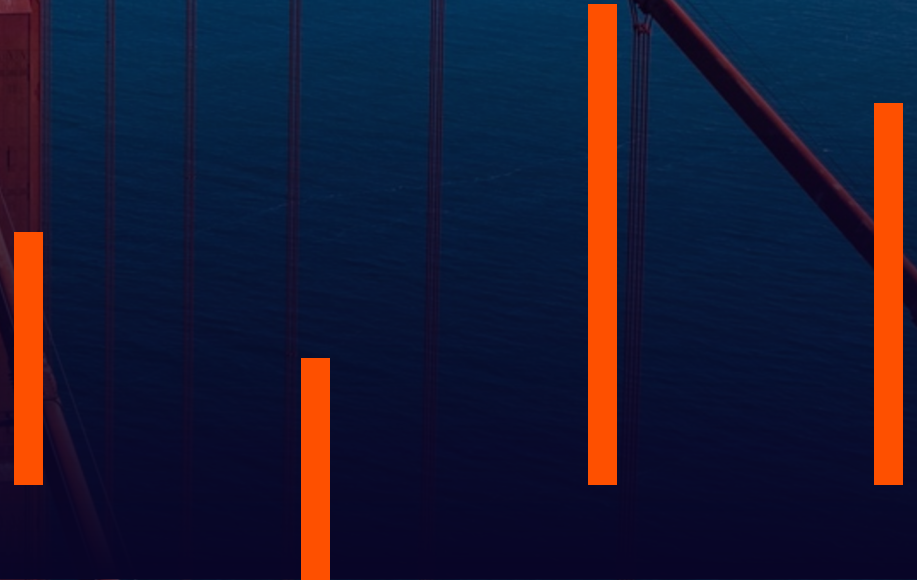




San Francisco

May 2023



Audacy is

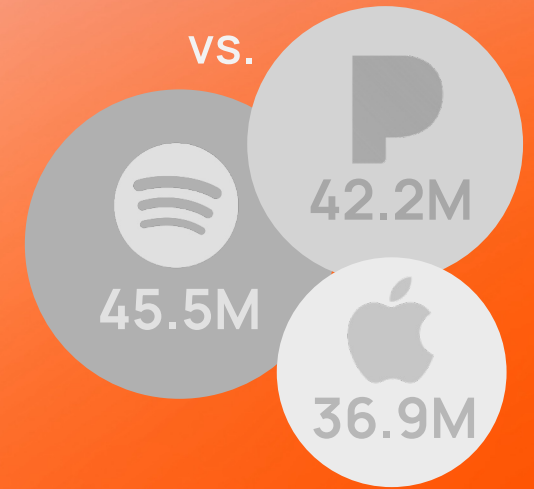
a leading, multi-platform audio
content and entertainment company.

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



AUDACY REACHES

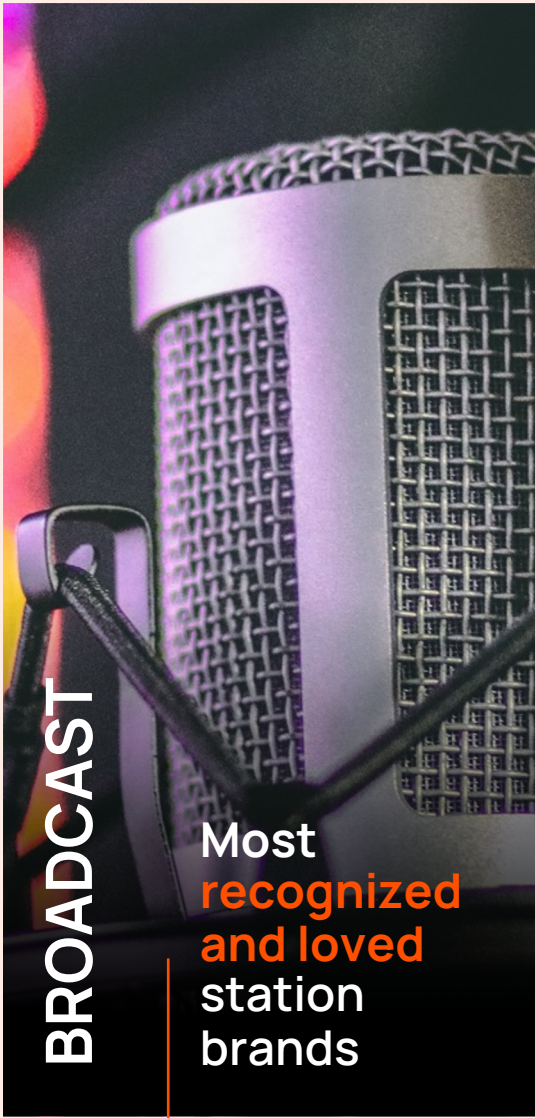
200 Million Listeners Monthly



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

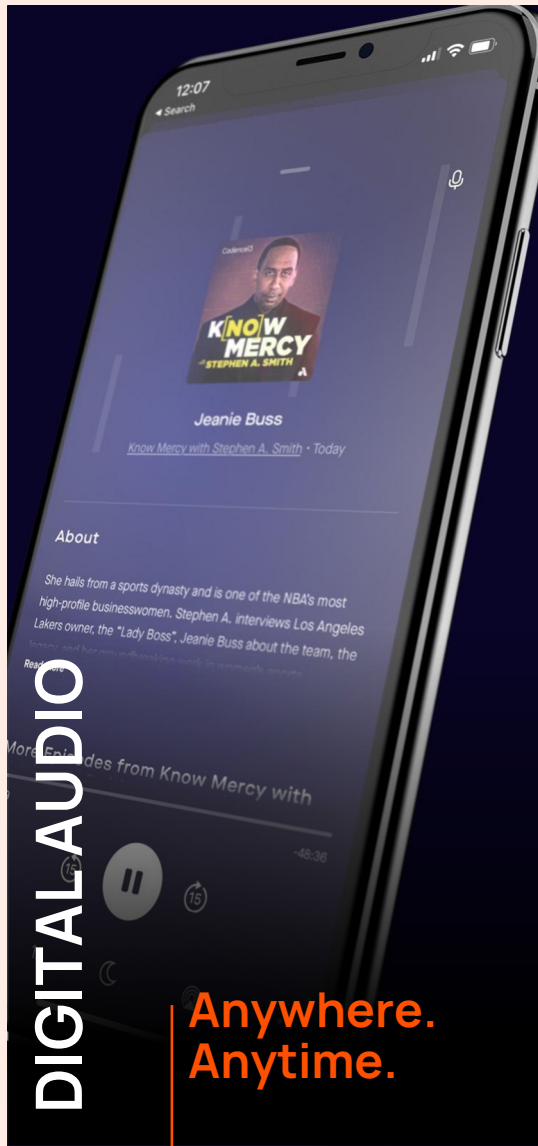


One Audio Home.



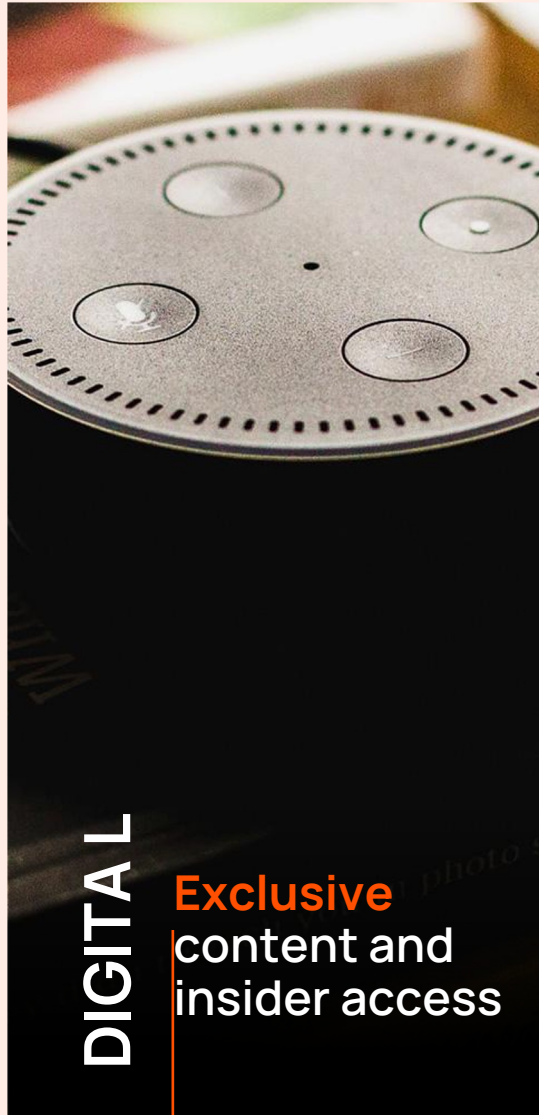
BROADCAST

Most **recognized and loved** station brands



DIGITAL AUDIO

Anywhere. Anytime.



DIGITAL

Exclusive content and insider access



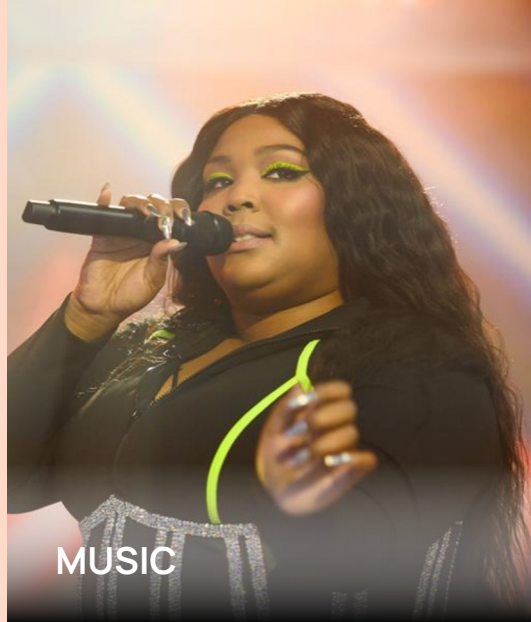
EXPERIENTIAL

Once-in-a-lifetime memories

**#1 creator of original,
premium Audio content**



SPORTS



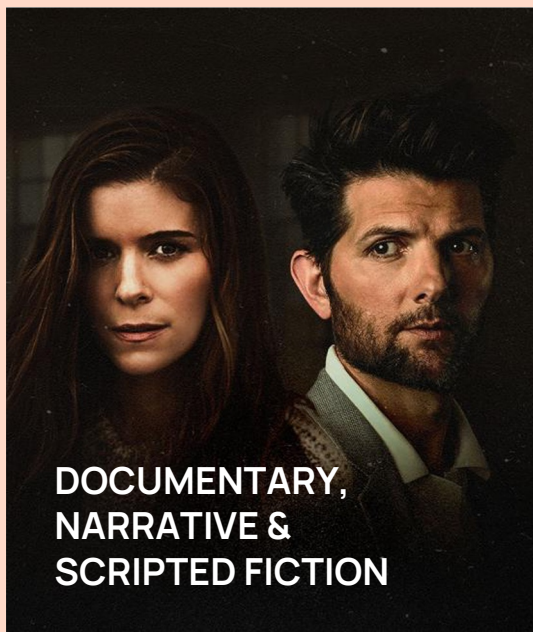
MUSIC



NEWS,
BUSINESS
& TECH



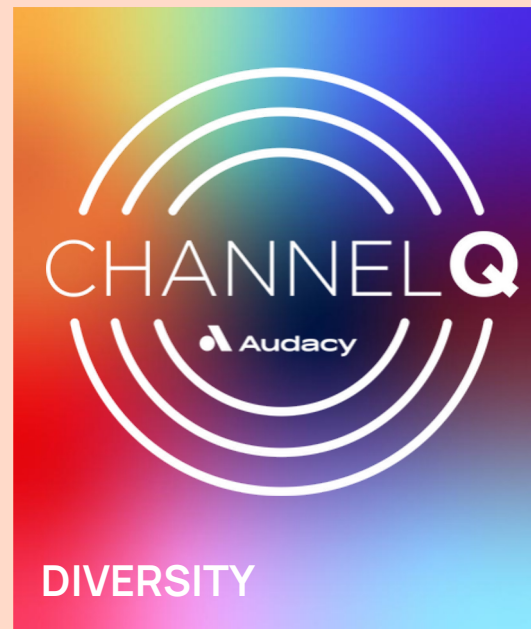
LIFESTYLE
& WELLNESS



DOCUMENTARY,
NARRATIVE &
SCRIPTED FICTION



ENTERTAINMENT,
POP CULTURE &
INFLUENCERS



DIVERSITY



EVENTS &
EXPERIENCES

Data-Driven Solutions

Audiences¹

Audiences Based Insights and Targeting

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

Attribution¹

Tie Advertising Exposure Directly to Performance Outcomes

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

Data as a Service¹

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





San Francisco

Massively Influential.
Daringly Innovative.

San Francisco

Six distinct stations that reflect and serve the diversity of Bay Area lifestyles.

Local personalities and shows with mass appeal and reach across the entire Bay Area including a leading, appointment- listening morning show and the biggest radio brand in the United States

Iconic, award-winning, dominant all news station delivering live and local news 24/7.

Number one sports station with engaging sports content and the flagship of the six-time NBA Champion Golden State Warriors.

Trusted partner in local events and causes with deep fan engagement and community resonance.

We strive to be a partner not a vendor – creating custom, integrated campaigns that deliver strong ROI.

Connecting brands with audiences in meaningful, engaging ways.



Market Overview

SPORTS



MUSIC



NEWS



Powerful Reach

3.7M

Monthly Listeners

2.3M

Monthly Digital Users

852K

Social Followers

34K

Newsletter Subscribers

Complete Coverage for Young, Passionate Sports Fans

FORMAT

SPORTS & PXP

TARGET DEMO

MEN 25-54WEEKLY LISTENERS¹**242,100**

SOCIAL FOLLOWERS

534,100

NEWSLETTER SUBSCRIBERS

15,078

CURATED CONTENT

- Complete coverage of all Bay Area sports teams
- Golden State Warriors Play by Play
- Daily high-profile, local and national sports celebrity interviews, like Steve Kerr, Steph Curry, Jerry Rice to name a few...
- Up-to-the-minute coverage of breaking news sports stories

ENGAGED AUDIENCE

- Passionate engagement with sports fans.
- 25-54 coverage with Sports Fans (55% of comp) vs competitor KNBR with 56% who are 55+.
- Affluent audience with 63% of our A25-54 earning \$100K+.
- Connecting with sports enthusiasts over the air, on the stream and live on YouTube and Twitch (Mon-Fri 6A-6P).

INFLUENTIAL VOICES



THE MORNING ROAST
WEEKDAYS 6AM-10AM



STEINY & GURU
WEEKDAYS 10AM-2PM

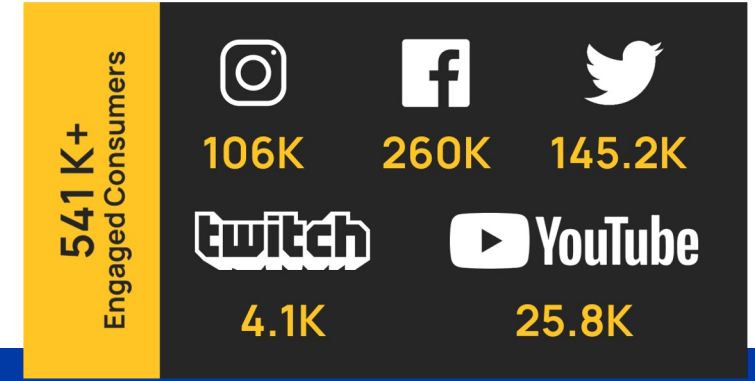


WILLARD & DIBS
WEEKDAYS 2PM - 6PM



Sources: 1. Weekly Listeners: Nielsen Audio; SAN FRANCISCO; MAR23 / FEB23 / JAN23 / DEC22 / NOV22 / OCT22; Metro; M-Su 6a-12m; P 12+; Station Combos Used: *KGMZ FM/Stream; Social media and Database (4/2023).

Always trending. Always breaking. Always engaging.



THE BIGGEST INTERVIEWS IN AUDIO AND VIDEO

Catch the best of our interviews, from Joe Lacob to Steve Kerr, shared across all our digital platforms – Twitter, Instagram, Facebook and the web – as audio and video clips.

CHAMPIONSHIP-LEVEL PLAY-BY-PLAY COVERAGE

95.7 The Game provides the best in sports coverage as the official radio broadcast partner of the Golden State Warriors.

With dynamic shoulder programming, commentary and hosts The Game brings sports fans complete coverage of all Bay Area teams.

TRENDING. BREAKING. ENGAGING.

KGMZ has the listener covered through Over the Air, Streaming Audio, Twitch, YouTube, and through Social Media. KGMZ is serving over 15,000,000+ social media impressions a month. This Audience is Engaged!

The Bay Area’s News Leader

FORMAT	TARGET DEMO	WEEKLY LISTENERS ¹	SOCIAL FOLLOWERS	NEWSLETTER SUBSCRIBERS
ALL NEWS	ADULTS 35-64	687,000	95,400+	6,662

CURATED CONTENT

- Trusted and exclusive all news format providing up-to-the-minute, information on news, traffic, weather, finance, sports and entertainment, 24/7.
- Traffic leader with over 1000 reports a week in the nation’s worst commute region.
- Powerful lean-in foreground environment reaching over one million listeners a week delivering strong ROI.
- Enduring dedication to serving the Bay area for over 50 years has made it the most honored news station in America

ENGAGED AUDIENCE

- Delivers the Bay Area’s decision makers and business leaders.
- Delivers a loyal, educated highly affluent audience (HHI 100K+), C-level executives, business owners, and decision makers.
- Reaches commuting, employed listeners close to point of purchase.
- 56% of listeners 35-64 are employed full time, and 88% of their average listening takes place out of home!

CREDIBLE, INFLUENTIAL VOICES



LIFESTYLE FEATURES: TECH REPORT, ENTERTAINMENT REPORT, FOODIE CHAP, OUTDOORS REPORT, PHIL MATIER AND DAILY PODCAST BAY CURRENT

 sources: 1. Weekly Listeners: Nielsen Audio;SAN FRANCISCO; MAR23 / FEB23 / JAN23 / DEC22 / NOV22 / OCT22; Metro; M-Su 6a-12m; P 12+; Station Combos Used: *KGMZ FM/Stream ;Social media and Database (4/2023).

Engagement Through Connection, Passion, Experiences



BREAKING NEWS

KCBS keeps Bay Area listeners engaged and informed with up-to-the minute local, national and international news.



TRAFFIC

KCBS is the traffic leader. The station provides Bay Area listeners with the information they need to keep on schedule. KCBS is first for traffic, every ten minutes on the :08s



A DISTINGUISHED NEWS STATION

KCBS has the distinction of being one of the most honored news stations in America, repeatedly receiving accolades and recognition for the station's breaking news reporting and in-depth coverage from the most prestigious news organizations.

The Quintessential Contemporary Hit Music Station for Bay Area Adults

FORMAT	TARGET DEMO	WEEKLY LISTENERS ¹	SOCIAL FOLLOWERS	NEWSLETTER SUBSCRIBERS
HOT AC	ADULTS 25-54	516,500	109,200+	7,421

CURATED CONTENT

- Iconic Bay Area station with the most engaging talent (Sarah and Vinnie in mornings, V. Hale in middays, and Jayn in afternoons) *and* a local and national reputation for curated music and breaking new artists (for example, Alice was the first station in America to play Ed Sheeran.)
- Sarah and Vinnie are a premiere Bay Area morning destination: #1 Music Station P25-54 and #1 Music Station W25-54! Plus, their full show podcasts are some of the MOST downloaded in our company’s podcast portfolio.
- Alice gives back and takes care of the community, from annual partnerships with local charities to acting quickly when there is a local emergency.

ENGAGED AUDIENCE

- The Alice listener is educated, upscale and engaged with 57% of our A25-54 audience having a college degree or higher and 65% making 100k+.
- Family is everything and 51% of our A25-54 listeners have at least one child under 17 in the home.
- Our audience lives and breathes an active lifestyle, indexing far above the rest of the market in healthy activities like hiking, yoga and running.
- Alice listeners give back. They care about the environment, and volunteer their time to their communities.
- When you message your brand to this audience, you tap into massive buying power - and a community that cares.

INFLUENTIAL VOICES



SARAH & VINNIE
WEEKDAYS 5:30AM-10AM



V. HALE
WEEKDAYS 10AM-3PM



JAYN
WEEKDAYS 3PM-7PM

 sources: 1. Weekly Listeners: Nielsen Audio; SAN FRANCISCO; MAR23 / FEB23 / JAN23 / DEC22 / NOV22 / OCT22; Metro; M-Su 6a-12m; P 12+; Station Combos Used: *KGMZ FM/Stream ;Social media and Database (4/2023).

Engagement Through Connection, Passion, Experiences



SARAH & VINNIE

The San Francisco Bay Area wakes up with Sarah and Vinnie on Alice @ 97.3. Sarah & Vinnie's decades-long relationship with their listeners has translated into an incredible bond and response, reflected in ratings (the top-rated morning show in the coveted Women and Adults demos) and with engagement (listeners can download full Sarah & Vinnie shows from the Audacy app - and on average, more than 700,000 listeners a month do just that.)



ALICE MUSIC

With a 100% local programming team, Alice @ 97.3 has the luxury and leeway to curate their music specifically for exactly who they know their Bay Area audience to be. Not *just* riding the pop culture wave, but also embracing new artists and sounds. Alice's team knows that sonic barriers only exist in limited minds; so they embrace what they know to be right for Alice instead of simply what "everyone else" might be playing. Alice was the first station in America to play Ed Sheeran (and Ed heard himself on the radio in America for the very first time on Alice) ... Alice was the first station in the format to play John Legend, the first station in the world to play Christina Perri (with the release of one of her singles, she flew to San Francisco to actually be in the studio the first time it was ever played) and these incredible moments keep coming - solidifying Alice's place on the local and national stage.



FORMAT	TARGET DEMO	WEEKLY LISTENERS ¹	SOCIAL FOLLOWERS	NEWSLETTER SUBSCRIBERS
RHYTHMIC	ADULTS 25-54	429,800	38,187	4,380

CURATED CONTENT

- The Bay Area’s New 102 JAMS is #1 for Throwbacks
- 102 JAMS delivers a steady dose of 90s/00s Hip Hop (Dr. Dre, Snoop, 2pac, E40, Ice Cube) sprinkled with the right Bay Area RnB (Mary J, Fugees, Aaliyah) to bump loud and proud!
- Anchored in PM Drive by legendary DJ Chuy Gomez who reps the Bay and creates a party over the air every day making it your all day long tune in destination.
- 102 JAMS brings exactly what our audience craves every time they tune in! Get ready for a speaker thumping, throwback station tailored solely for the Bay Area!

ENGAGED AUDIENCE

- Reach and engage with our diverse audience. Of our 18+ listeners, we are 17% Black and 26% Hispanic.
- Upscale and educated with 57% of our A25-54 listeners having a HHI of \$100k+ and 53% of our audience has a college degree or more.
- Family matters and 37% of our audience A25-54 has at least 1 child in the home under the age of 17.
- 102 JAMS attracts an active listener and we over index in healthy lifestyle activities!



THE BAKA BOYZ
WEEKDAYS 6AM-10AM



MIA AMOR
WEEKDAYS 10AM-3PM



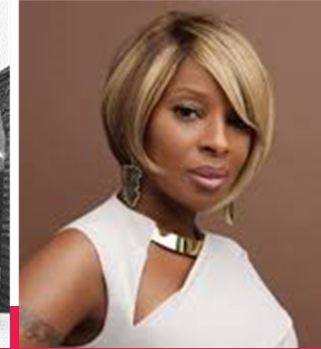
CHUY GOMEZ
WEEKDAYS 3PM-7PM



THE ED LOVER EXPERIENCE
WEEKDAYS 7PM-10PM

 sources: 1. Weekly Listeners: Nielsen Audio;SAN FRANCISCO; MAR23 / FEB23 / JAN23 / DEC22 / NOV22 / OCT22; Metro; M-Su 6a-12m; P 12+; Station Combos Used: *KGMZ FM/Stream ;Social media and Database (4/2023).

Engagement Through Connection, Passion, Experiences



CONTENT CURATED FOR OUR LISTENERS

Every song is curated specifically with the Bay Area in mind. Songs and artists are threaded together in such a way that the party never stops.

COMMERCIAL FREE FRIDAYS ON 102 JAMS

You're invited to our Commercial Free Party with 102 JAMS EVERY FRIDAY as we roll through the day playing our favorite Throwback hip hop artists with no breaks.

It's appointment listening every Friday for listeners to join the party with all their friends like Tupac, Dr Dre, Ice Cube, Snoop, E40, Mary J and more!

There's no better way to roll into the weekend than Commercial Free classic hip hop from 102 JAMS!

Let's GO!

Bay Area’s Adult Hits station, built for a diverse and random music taste! It’s totally random radio!

FORMAT	TARGET DEMO	WEEKLY LISTENERS ¹	SOCIAL FOLLOWERS
ADULT HITS	ADULTS 35-54	374,800	74,800

CURATED CONTENT


- Dave plays the most expansive music library in the Bay Area, delivering a combination of Pop and Rock with a splash of just about everything else. Kinda like a wedding reception.
- With a foundation of hits from the 80s, some 70s, some 90s with the flexibility to unleash what we want when we want. Dave FM is totally random radio.
- The music is 100% familiar, not trendy and brings a sense of humor and fun.

ENGAGED AUDIENCE

- Targeting Adults 35-54, 35-49 skewing slightly male, Dave 105.3 delivers upbeat, fun tunes, many of which aren’t played on the airwaves in the Bay Area.
- Dave FM, the exclusive Adult Hits format in the San Francisco Bay Area, is delivering music to an underserved audience who is affluent, active and in the acquisition years.
- Dave FM targets adults, especially men, with a passion for work, family, and recreation.
- These fans are engaged fans with established lifestyles.
- They are high end consumers who want quality and are able to upgrade. These are consumers who want to buy, and can buy right now.

INFLUENTIAL SOUNDS



 Sources: 1. Weekly Listeners: Nielsen Audio; SAN FRANCISCO, MAR23 / FEB23 / JAN23 / DEC22 / NOV22 / OCT22; Metro; M-Su 6a-12m; P 12+; Station Combos Used: *KGMZ FM/Stream ; Social media and Database (4/2023).

Key Ownership Programs & Opportunities

EVENTS AND CONCERTS

- 102 JAMS partners with Dia de los Muertos
- 102 JAMS: Hip Hop Made the Bay Concert
- Alice @ 97.3: Alice in Winterland
- 95.7 The Game Tailgate events
- KCBS Town Hall Events

UNIQUE FEATURES

- Studio Naming Rights
- Alice's 97 Minutes Commercial Free
- Alice's Saturday Morning Special & Acoustic Sunrise
- Alice's What the Hale
- Alice's "Best Mom Ever" Takeover
- 102.1 JAMS Hip Hop Made the Bay & Sample This
- 102.1 JAMS Commercial Free Friday
- Dave FM Commercial Free Monday
- Dave FM House Party Weekend
- Dave FM Social Side of Antisocial Dave
- KCBS: Sports Desk Entitlement
- KCBS: Money Desk Entitlement
- KCBS: Time Check
- KCBS: Foodie Chap
- 95.7 The Game: Guest Line
- 95.7 The Game: Twitch & YouTube sponsorship

SPORTS PARTNERSHIPS & FAN EVENTS

- Golden State Warriors
- NBA Playoff Parties
- NFL Draft Party
- NFL Pre/Post Viewing Parties
- LIVE from Warriors Games
- Bay Area Panthers
- Elevate Your Tailgate Video Series
- Ask Me Anything (AMA) Segments with high profile talent





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



San Francisco

Massively Influential. Daringly Innovative.