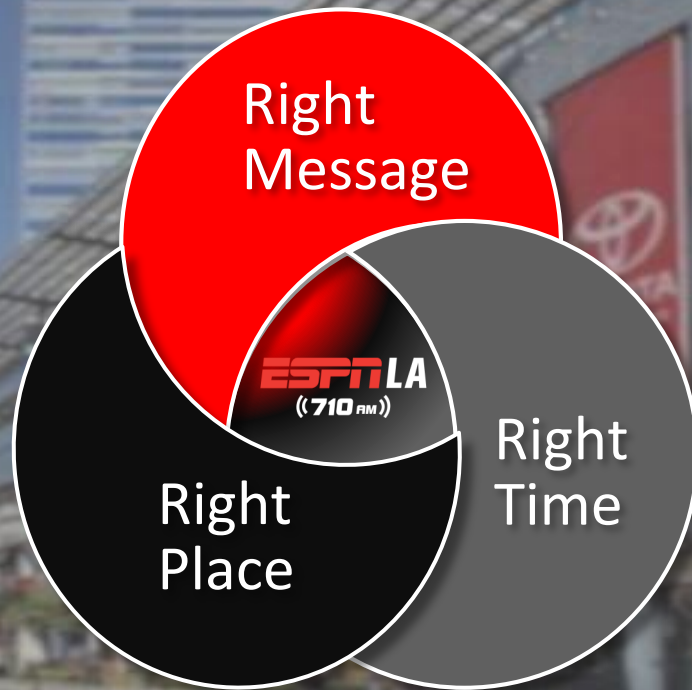


ESPNLA Local Cross-Platform Opportunities



Best Sports Content On-Air and Online!

ESPNLA Creates Quality Content for Los Angeles and Beyond

ESPNLA 710AM is the Play-By-Play Home for the Lakers, Rams, USC, Angels; NBA, MLB, NFL, College

ESPNLA offers the best local Los Angeles Sports Talk Radio.

ESPN Content on the Top Sports Website and App.

ESPN TV Production Home for **SportsCenter**, **The Jump**, **NBA Countdown** and more.



Audio Advertising Opportunities

Brands With Trusted Endorsers Drive Sales

ESPN Talent Endorsements

In-Show Content Features

Live Read/Recorded Live Reads

Promotions/Contests

Appearances

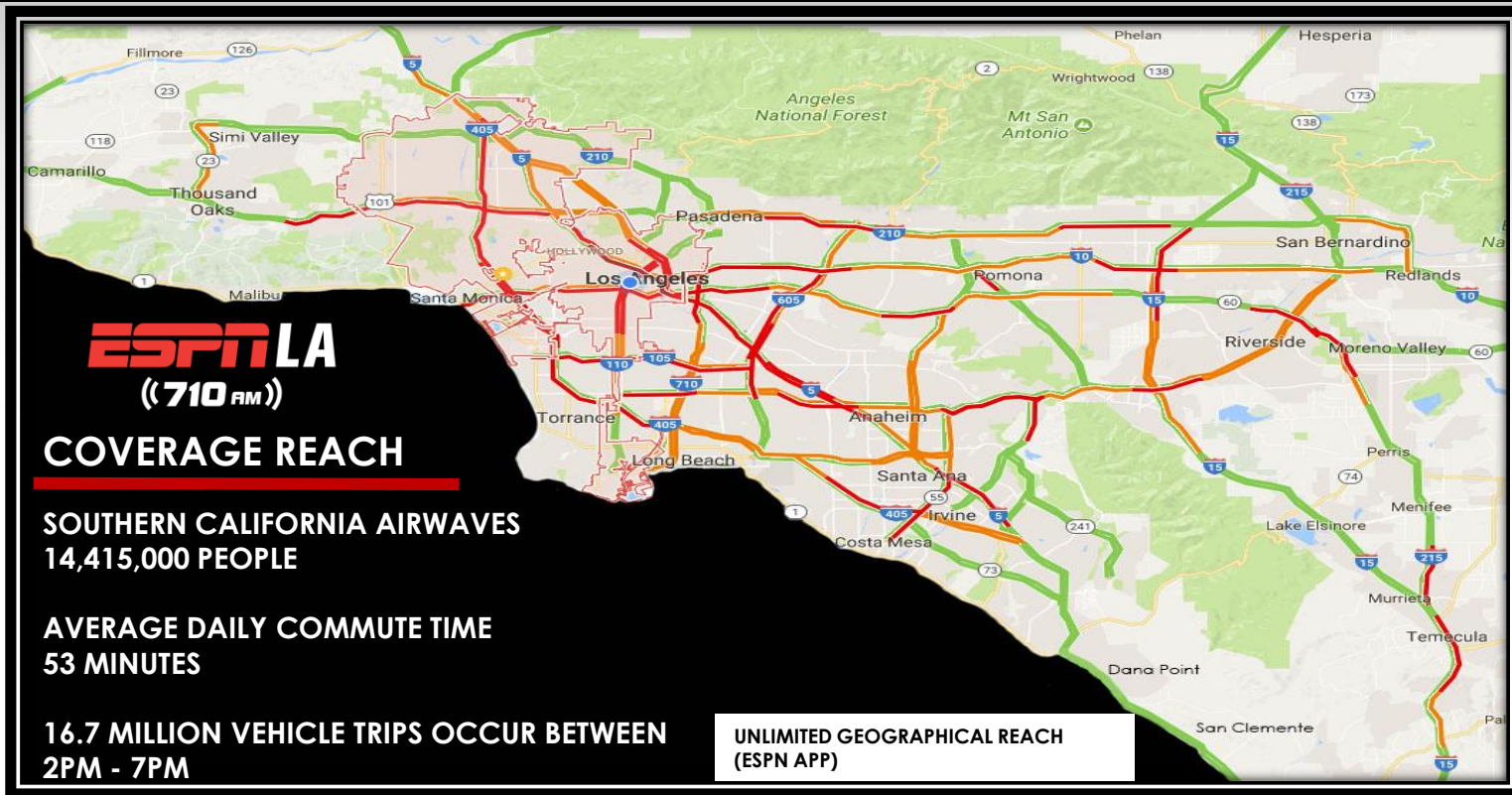
:10, :15, :30, :60 Second Ads

Play-By-Play In-Game, Pre and Post
Game.

Special Programming



Los Angeles: The Most Traffic Anywhere



Sources: SCAG Travel Demand Model Output from 2016 Regional Transportation Plan/Sustainable Communities Strategy and U.S. Census, 2016 American Community Survey, 1-year estimates (Metro and Micro Statistical Area). Comparisons are expressed as rough equivalents of the population in various U.S. Metro and Micro Statistical Areas.

ESPN LA

ESPNLA's Audience Reflects LA

#1 Sports Station in LA by 2x!

ESPN



#1 Top rated AM/Spoken Word M 25-54* AQH persons by 12% over closest competition

#1 Top Rated AM/Spoken Word Station For African Americans M-F 6a-7p* AQH persons by 100% over closest competition

#1 Top rated AM/Spoken Word, English Language For Latinos M-F 6a-7p* AQH persons by 31% over closest competition (#1 Sports English Language)

*Nielsen January – May 2019

ESPNLA

Listen to ESPNLA On-Air and In-App

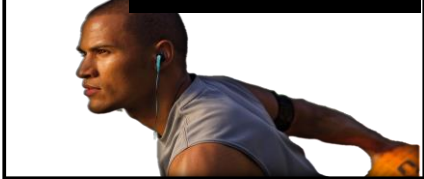
The ESPN App Makes ESPNLA Available Anytime. Anywhere.

Home

"Alexa: Listen to ESPNLA"



On The Go



In The Car



Available on:



tunein



amazon

*ESPN Streaming Data on Triton Digital Platform – in market, in demo
*Streaming subject to limitations on Lakers, Rams, and Angels Play-By-Play
Over 20 Million Smart Home Devices purchased through **September 2017**.

ESPNLA

Best Play-By-Play On ESPNLA

Play-By-Play Broadcasts air in drive-time when most vehicles are on the road!

ESPN LA

Partners



**ESPN
(AUDIO)**

Partners



*March Madness in Partnership with Westwood One

ESPN LA

Local Play-By-Play Programming

And Promotional Appearance Opportunities

Pre-Game Shows with
Customized Features

Play-By-Play Broadcast

Halftime Shows

Post-Game Shows with
Customized Features

Current and Former Player
and Coach Appearances

Cheerleader Appearances

Co-Branded Promotions



ESPN LA

ESPNLA's Live, Local Weekday Lineup



Mornings w/ Keyshawn, LZ & Travis | Weekdays 6am – 10am

USC and NFL great **Keyshawn Johnson** and co-hosts **LZ Granderson** and **Travis Rodgers** are LA's only local sports morning show. If you want the best reaction to the Lakers, Rams, Dodgers USC, and more, this is your morning show. Plus, if having fun while talking sports is important to you, then you are in the right place.

Stephen A. Smith Show | Weekdays 10am – 12pm

Stephen A. Smith is one of ESPN's pre-eminent voices heard on ESPNLA and on **ESPN's First Take**. Stephen A.'s no-nonsense style holds the biggest names in sports accountable daily.

The Will Cain Show | Weekdays 12pm – 3pm

Will Cain's national M25-54 radio audience across all platforms in July was up 13% year over year. The show experienced a 33% increase year over year in national audience in July for both terrestrial radio in PPM markets and its ESPNEWS simulcast. Cain, whose radio show has been added in two top 5 markets – LA and San Francisco – this summer, will remain a frequent contributor to *First Take*, where he often enjoys heated debates with Smith.



ESPNLA's Live, Local Weekday Lineup



Mason & Ireland | Weekdays 3pm – 6:30pm

Steve Mason & John Ireland bring strong opinions and interviews with the biggest names in sports. This is the highest-rated and longest-running sports show in L.A. John also calls Lakers audio play-by-play on ESPNLA.

The Sedano Show | Weekdays 6:30pm – 9pm

Jorge Sedano will shift forward to anchor early evenings. Sedano, who will play an integral role in ESPNLA's Lakers and NBA content, covered LeBron James in Miami and has showcased his NBA expertise across multiple ESPN platforms. Sedano will also continue his NBA duties on ESPN TV.



ESPNLA Weeknight & Weekend Lineup



Soccer Weekly, Hosted by Dave Denholm. The only local soccer show in Los Angeles. All major pro soccer leagues. Featuring interviews with key players, coaches and influencers.



Lakers Talk, Hosted by Allen Sliwa. Only Lakers focused show in Los Angeles with interviews with players, analysts, and listener call-in.



Coach Sean McVay Show, Host: JB Long, D'Marco Farr, with Coach Sean McVay. On Monday nights during Rams Season, the trio recap a prior game and preview the next game.



Rams All-Access, Hosted by JB Long and Super Bowl Champion D'Marco Farr. The show features prior week re-caps, previews of upcoming games, and discussion of key LA Rams Topics. .Angeles



Weekend Warrior, Hosted by Dr. Robert Klapper (Chief of Orthopedic Surgery at Cedars-Sinai Medical Group). Dr. Klapper reviews key injuries in sports, audience call-ins and a virtual potpourri of topics.

Stream Adds Up-To 15% to Audience AQH

The ESPN App Makes ESPNLA Available Anytime. Anywhere.



ESPNLA Total Audience Graph	710AM Radio	EPNLA Stream	Total
ESPNLA Gross AQH (W/ Raw Stream M-F 6a-7p)	10,200	1475	11,675
Adjusted AQH (In DMA Stream 6a-7p)	10,200	1032	11,232

Available on:




ESPNLA

ESPNLA Social Media

The Most Social Following of Major Sports Radio Stations

Estimated 180,000,000 Impressions in 2019

Tweet activity



ESPNLosAngeles @ESPNLosAngeles
LeBron has been putting in work. #LakeShow
pic.twitter.com/bZw61WpF4f

times people interacted with this Tweet	
Total engagements	447,214
Media engagements	274,556
Retweets	1,444
Profile clicks	512
Replies	67
Link clicks	62
Hashtag clicks	34
Follows	19



LeBron James @KingJames · 21h
Just trying to do my part and get this Dubs! Let's keep going #LakeShow 🏀



ESPNLosAngeles @ESPNLosAngeles
LeBron has been putting in work. #LakeShow 🏀

542 6.1K 40K

ESPN Los Angeles
Published by Tommy Lam [?] · January 12 · 🌐

Welcome (back) to Los Angeles!



1,760,280 people reached **Boost Post**

Like Comment Share

16K Top Comments

8,350 shares

Write a comment...

Embedded Logos | Text to Win Contests | Event promotion
| Photo Albums | Facebook Live Product Placement |
Sweepstakes Sponsored Retweets | Custom Hashtags |
Redirects to Client Pages and Hashtags



*Executions subject to product/editorial approval and development lead time. **Exact pricing determined by Asset Management.

ESPN LA

ESPN Digital Overview

Targeting: Geo, 1P/FRM, 3P, Content, Device



Content: All Major Sports, Leagues and Teams



Platforms: Over 100 Million Unique Visitors Mo.

Digital Products: Display, Video, Audio



FiveThirtyEight



ESPNLA LED Sign at LA Live

Overview:

Extend the reach of your ESPNLA campaign with an ad placement on the LA Live LED sign located right **across the street from the entrance to Staples Center!**

The prime location at the corner of Figueroa and Chick Hearn Court offers high visibility to thousands of commuters, as well as people who visit every week to attend Lakers/Clippers/Sparks/Kings games, concerts and conventions at LA Live!

Video Specs:

- LED sign dimensions are 26' 3-0" High and 47' 3-0" Wide
- Video: 1280x720, QuickTime H.264, 59.94 frames per second.
Graphics and text must be above line 640 (80 pixels from bottom) to be visible.
- Capability: Full motion/No audio
- 60,000 impressions per day average – 1,680,000
- 63 minutes per day / 7.3 hours per week
- Creative flips: :15, :30, :60

Static Specs:

- Image Format: JPG
- Size: 1280x720

Sponsorship Opportunity:

- 4 week flight
- 3 minutes per hour, 5a-2a
- 7 days per week



Total = \$15,000 Monthly

*Our LED board does run with our bottom ticker, so please make sure that all material is above the ticker line



ESPNLA Signature Events

Sponsorships Currently Available for Each Event



February 2020

Concept: Special Evening featuring ESPN Host with current MLB Stars.



March 2020

The 4th Annual ESPNLA Tournament Challenge Group Contest rolls out. Fans have a chance to compete against ESPN personalities and each other for prizes. Over 28K fans played in 2019.



June 2020

Join ESPN Talent, Athletes, Celebrities, Clients, and Fans at ESPNLA's Annual Golf Classic raising money for the Jimmy V Foundation for Cancer Research at Pacific Palms Resort



September 2019

Lakers opening night

ESPNLA Annual Podcast Partner

*Estimated Downloads and Pricing Yearly



520K/\$25K



1.6M/\$52K



1.6M/\$52K

*Fixed Pricing Based On \$32 CPM for Pre, Mid, and Post-Roll Ads Combined.

*Talent/Endorsement Fees/Extensions May Apply

The ESPN Audio Network

ESPN Audio is The Largest Sports Radio Network in the United States

Broad Reach Across the United States

Over 400 Network Affiliates Across The United States. 3 Owned and Operated stations. (LA, NYC, Chicago)

National Daily Programming

Available On-Air, In-Stream, and via Podcast On-Demand

ESPN Network Play-By-Play

Your source for the NFL, NBA, MLB, College, and beyond. Including Championships, Playoffs, All-Star Games, Drafts and more.

Top Shows

Golic and Wingo, Jalen and Jacoby, Stephen A. Smith Show, Fantasy Focus, and more!

Always On

Over 9000+ Hours of talk and live sport content annually.

Local Play-By-Play Offerings

Lakers, Knicks, Rams, Jets, USC, Notre Dame, Rangers (NY), and more across our 3 Owned and 400 Affiliate Stations.



ESPNLA Fans Are Streaming

Stream Adds 15% to Audience AQH



KSPN – Los Angeles, CA

Period	AAS	TLH	CUME	AS	SS	ATSL
JANUARY 2019	1072.62013	798029.3797	220184	1281491	1281346	0.62274
FEBUARY 2019	1185.20429	796457.2842	219999	1266546	1265981	0.62884
MARCH 2019	957.48287	712367.255	200351	1139106	1138788	0.62537
APRIL 2019	1135.36773	817464.7631	226017	1313530	1313249	0.62234
MAY 2019	1097.38748	816454.2836	222054	1293842	1293478	0.63103
Total And Averages	1087.66876	3124318.682	N/A	N/A	4999364	0.62482

*Triton Key: AAS=Average Active Sessions, TLH=Total Listening Hours, Cume=Gross Total Listeners, AS=Active Sessions, SS=Sessions Started, ATSL+Active Time Spent Listening

**Add Triton AAS to Nielsen AQH For The Actual Delivery

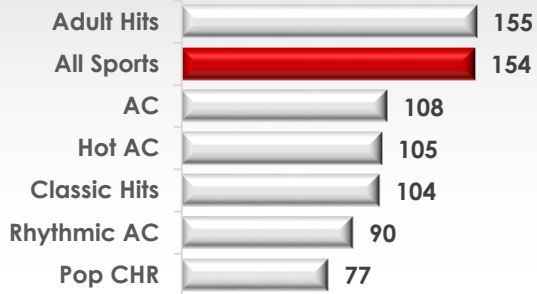
*** 70% of AAS are in the LA DMA

****70% of listeners are M 25-54

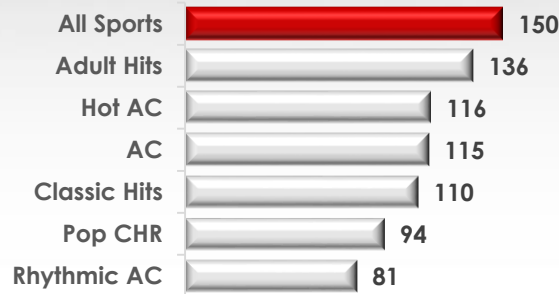
All Sports Format Consistently At The Top

Key Qualitative Targets

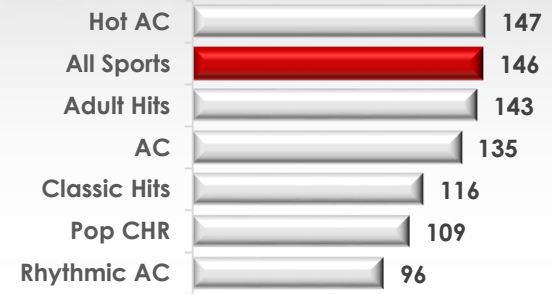
\$150k+ Individual Income



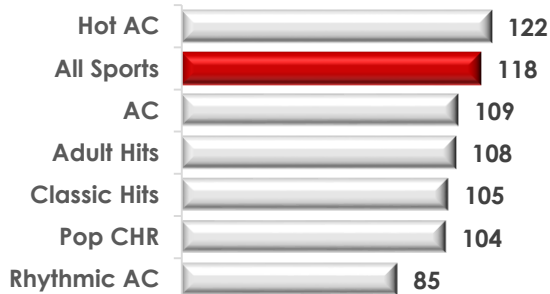
\$150k+ HHI



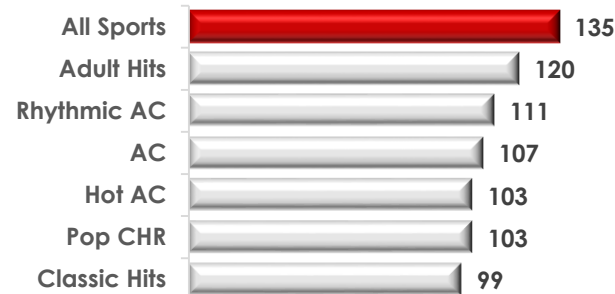
\$750k+ Owned Home



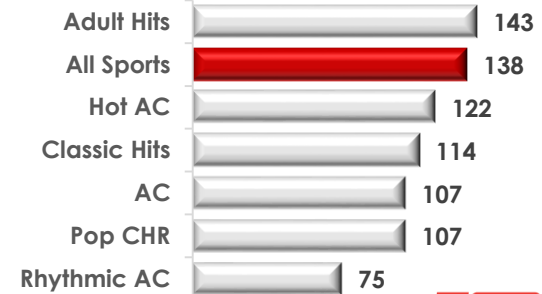
Any College Graduate



Management, Business & Fin Operations



Owns 2nd Home/Real Estate Property



ESPNLA Fans Are Streaming

Podcast Opportunities



Title	Completed	Partial	Total	Hits
LA: ESPNLA Mornings with Keyshawn, LZ, and Travis	111,457	273,490	384,947	614,429
LA: ESPNLA Mornings with Keyshawn, LZ, and Travis (Cuts)	381	270	651	1,095
LA: Experience with LaFern Cusack	151	256	407	550
LA: Lakers Talk	43,346	78,248	121,594	201,059
LA: Mason & Ireland	240,608	541,473	782,081	1,273,250
LA: Mason & Ireland (Cuts)	1,366	1,634	3,000	3,795
LA: Rams All Access	310	856	1,166	1,493
LA: Soccer Weekly	1,477	2,731	4,208	6,191
LA: The Sedano Show	95,868	167,256	263,124	454,461
LA: The Sedano Show (Cuts)	440	367	807	1,271