



**EVERYTHING HISPANIC
HAPPENS HERE.**



**WE CREATE
ORGANIC
CONNECTIONS
WITH YOUR BRANDS
ACROSS OUR
PLATFORMS**



OUR MISSION

TO CONNECT OUR BRANDS, TO OUR AUDIENCE, IN CULTURALLY RELEVANT AND ENGAGING WAYS ACROSS AUDIO, DIGITAL AND LIVE MUSIC TOUCH POINTS - ALL WHILE ADVOCATING FOR INCLUSIVITY.

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**WE ARE THE LARGEST
MINORITY OWNED
AND OPERATED
MEDIA COMPANY**

**... AND WE ARE
COMMITTED TO THE
COMMUNITIES WE SERVE
AND REPRESENT:
HISPANICS**





OUR SBS AUDIENCE IS **LOYAL,** **COMMITTED** AND **EXCLUSIVE** TO OUR PLATFORM

70%

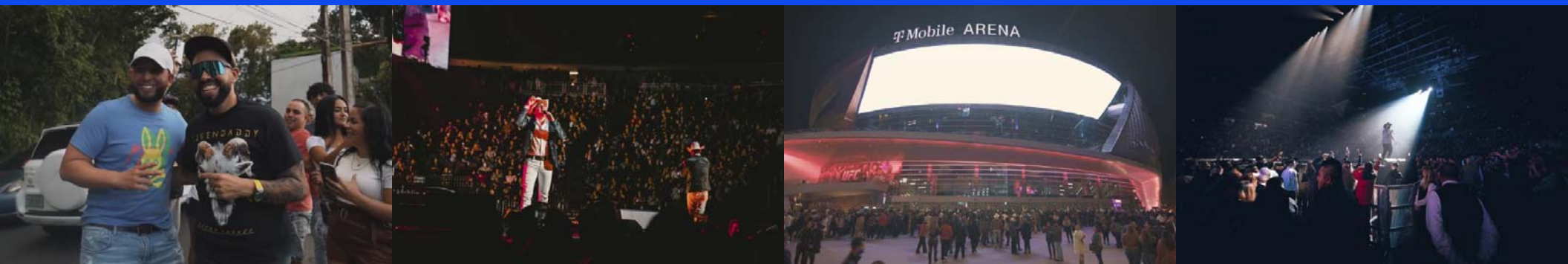
Almost 70% of the Hispanic audience in owned markets, exclusively listen to Spanish Broadcasting System stations.

11 HRS

Hispanic listeners spend 11 hours a week engaged with our content

44%

SBS audience represents 44% of the U.S. population. SBS owns and operates top ranking stations in the top 20 U.S. Hispanic markets

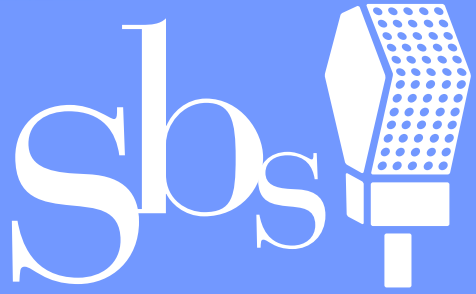


EVERYTHING HISPANIC
HAPPENS HERE.

RADIO NETWORK WITH 300+ AFFILIATES
ACROSS THE COUNTRY



MINORITY OWNED & CERTIFIED



SPANISH BROADCASTING SYSTEM

CELEBRATING FOUR DECADES SERVING HISPANIC AUDIENCES AND ADVERTISERS THROUGH EXCLUSIVE AND PROPRIETARY RADIO, TV AND DIGITAL CONTENT OFFERINGS, AS WELL AS LIVE CONCERTS AND EVENTS

A NATIONALLY
DISTRIBUTED TV NETWORK



A DIGITAL PLATFORM
ENCOMPASSING 37 LOCAL WEBSITES PLUS TWO MOBILE APPS: LA MUSICA & HITZMAKER



IT HAPPENS HERE

THE LARGEST INDEPENDENT
HISPANIC CONCERT PROMOTER
IN THE NATION



NEW YORK CHICAGO

MIAMI

TAMPA ORLANDO

LOS ANGELES SAN FRANCISCO

PUERTO RICO

LEADING STATIONS
COAST TO COAST



SBS IS THE LEADING HISPANIC AUDIO PLATFORM IN THE U.S.A FOR OVER 4 DECADES

SBS OWNS AND OPERATES 20 HIGH RANKING STATIONS IN TOP U.S. HISPANICS MARKETS, APPROACHING FOUR DECADES OF OUR COMMITMENT TO THE LATINO COMMUNITY.

LOS ANGELES

KLAX WAS THE FIRST SPANISH LANGUAGE RADIO STATION IN LOS ANGELES TO RANK #1 BOTH STATIONS ARE A PART OF THE TOP 5 HISPANIC RADIO STATIONS IN LA

SAN FRANCISCO

LA RAZA 93.3 IS HIGHLY RECOGNIZED IN SF'S HISPANIC COMMUNITY WITH CONSISTENT RANKINGS AND LOCAL ACTIVATIONS+EVENTS

CHICAGO

LEADING HISPANIC RADIO STATION ACROSS ALL DEMOS & DAYPART WITH POWERFUL RADIO DJS & COMMUNITY EVENTS

NEW YORK

WSKQ LA MEGA 97.9 IS THE #1 MIDDAY RADIO STATION IN NEW YORK AND THE #1 LATIN RADIO STATION IN THE USA

MIAMI ORLANDO TAMPA

SBS IS THE LARGEST BROADCASTER IN FLORIDA, AND HOLDS THREE TOP 10 STATIONS IN MIAMI

PUERTO RICO

TOP RANKED RADIO STATIONS IN PUERTO RICO ARE RECOGNIZED & RESPECTED BY THE COMMUNITY



**WE ARE HOME TO THE
MOST LISTENED TO AND
MOST STREAMED
STATION IN THE NATION.**



Source: Nielsen's Spring 2021 survey period among Persons 12+; M-Su 6a-12m; Weekly Cume Persons.



EVERYTHING HISPANIC
HAPPENS HERE.

UPFRONT 2022

MEMO

TO: [REDACTED]

FROM: [REDACTED]

DATE: [REDACTED]

RE: [REDACTED]

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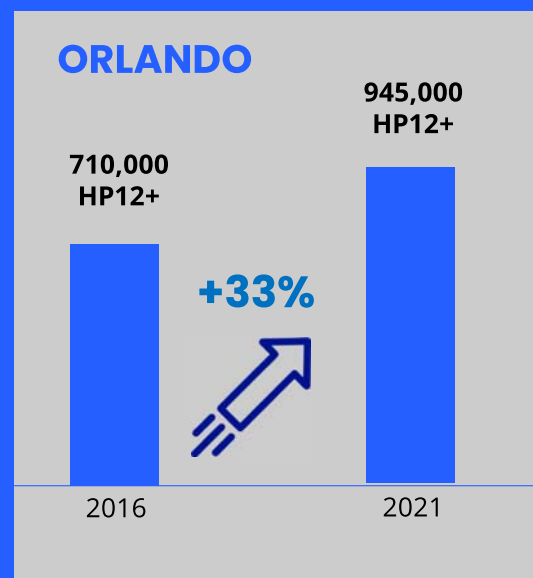
BREAKING NEWS

THE LARGEST MINORITY OWNED MEDIA COMPANY IS COMMITTED TO RADIO

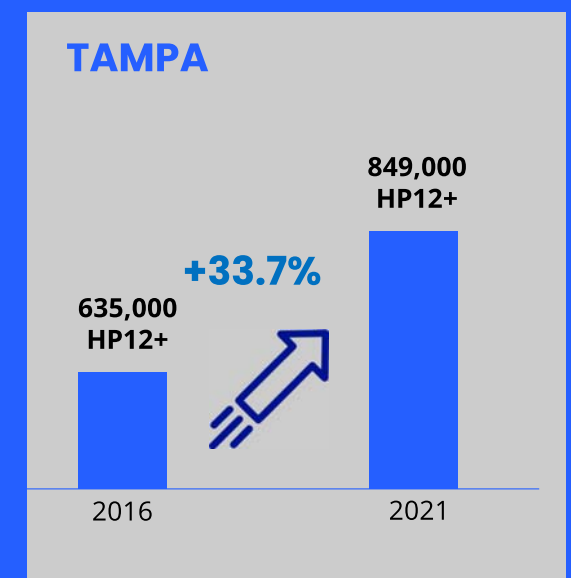
SBS ACQUIRES ORLANDO AND TAMPA STATIONS WPYO-FM AND WSUN-FM MAKING SBS THE LARGEST RADIO PLATFORM IN SPANISH IN ALL OF FLORIDA.

Source: Nielsen Audio DMA, Spring 2021; M-Sun 6a-12m; HP12+; UGA Selig Center Economic Growth 2021 "Multicultural Economy".

Market #13



Market #16



Orlando and Tampa Hispanic populations are growing at nearly triple the rate of the U.S. average!

WE CONNECT BRANDS TO CONSUMERS WITH SPENDING POWER



\$1.9T

TOTAL HISPANIC BUYING POWER



\$506B

#1 CALIFORNIA
HISPANIC BUYING POWER



\$361B

#2 TEXAS
HISPANIC BUYING POWER



\$208B

#3 FLORIDA
HISPANIC BUYING POWER

These 3 states alone, (CA, TX & FL) represent more than half, 57%, of total Hispanic buying power.

California and Florida are home to AIRE's top performing owned and operated stations and our newest terrestrial acquisitions solidify our commitment to our agency and brand partners.



EVERYTHING HISPANIC
HAPPENS HERE.

AIRE Radio Networks

LET'S GET STARTED



POWERFUL NATIONAL REACH WITH LOCAL MARKET INFLUENCE



15MM

Hispanic Listeners
Reached in an
Average Week



95%

Hispanic DMA
Coverage



300+

U.S. Spanish-Language
Affiliates



92

Highly Ranked Stations
in 92 HDMA's including
WSKQ La Mega 97.9 FM in New York
#1 Latin Radio Station in the U.S.

Source: Nielsen Audio DMA; Various by Network Daypart; Total & Hispanic Persons 12+; 2022 active affiliates

AN EXCLUSIVE AUDIENCE THAT TRULY TUNES-IN



AIRE Radio Networks captures **42%** of total Spanish-language radio listeners each week!

26%

Of the total U.S. Spanish-language radio listeners tune in **exclusively** to AIRE Radio Networks.

Source: Nielsen Audio DMA, Spring 2021; M-Sun 6a-12m; Weekly Cume; MStreet Formats & Owner; HP 12+.



THE ORIGINAL INFLUENCERS HAPPEN HERE.

The Influencer Network gives brands the opportunity to broaden the reach of their campaign messaging through a national platform while penetrating local markets through leading radio influencers.

THE INFLUENCER NETWORK IS CULTURAL RELEVANCY AT ITS FINEST.



63%

Of consumers say that they trust what influencers say about brands more than they trust the brand's advertisements.

EDELMAN

Source: 2020 Edelman Trust Barometer
Special Report: Brand Trust



YOUR BRAND CENTER STAGE

Our team will work with your brand to identify influencers that will effectively and authentically reach your target audience.



NATIONAL PROMOTION

Activate a national promotion on [Aire Radio Networks](#) With custom branded reads.



LOCAL INFLUENCE

Further engage audiences in your key markets using the voice and trust of local radio DJs—[the original influencers.](#)

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ALEX SENSATION THE HOTTEST ON-AIR DJ IN THE NATION

Radio's best DJ, Alex Sensation, hosts the **highest-rated show** in the country, *La Mezcla*, live from WSKQ-FM, **the #1 station and stream in the nation regardless of language**. Alex features everyone's favorite tunes – from salsa, bachata, pop to reggaeton, dembow and freestyle - in a seamless mix that makes everyone dance at home, on the road or even at work.

Sponsorship opportunities include:

- Studio Takeover naming rights
- Music Mix Livestreams on La Musica App
- Social Media extensions
- Voiced Reads



f 230K i 1.8M t 294K

Source: Nielsen National Regional Database; Spring 2021; US Total; M-Su 6a-12m; P 18-34. Station Rankings based on: Top 100 All stations; Nielsen Digital Streaming.

AL AIRE CON EL TERRIBLE THE #1 MORNING SHOW

The most entertaining radio show option in the morning! Thousands of Spanish-speaking radio listeners who enjoy the Regional Mexican format tune-in every morning to this fun and diverse show, which brings listeners the latest news, lifestyle, motivation and entertainment.

Sponsorship opportunities include:

- Studio Takeover naming rights
- Social Media extensions
- Voiced Reads
- Brand interviews
- Podcast Integrations in Se Tenia que Decir

(It Had to be Said)

f 72K **@ 23K** **🐦 2K**



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ARTISTA **S360**

UNPRECEDENTED ACCESS TO ARTISTS

We have been instrumental in the launch and promotion of the careers of top Latin music artists for the past four decades. We believe that music is the most authentic connection to **nuestra cultura**, and our advertisers agree.

Together, your brand, AIRE, and Latin music artists can create innovative integrated marketing partnerships that align brands with the lifestyle of artists beyond the stage.



ESTABLISH PARTNERSHIPS

Align brands to artists to create a customized organic ad campaign.



LAUNCH CAMPAIGN

We create all deliverables and launch the campaign exclusively on AIRE Radio Networks properties.



DELIVER RESULTS

AIRE Radio Networks elevates a brand's message via the artist's authentic connection with their fans.

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**SOLD-OUT
LIVE EVENTS
HAPPEN HERE.**



2023 LIVE EVENTS Q1-Q2

Q1 2023



**CALIBASH
LOS ANGELES**
Crypto.com Arena
2 Nights
Reggaeton/Urban Artists
Jan 21-22

20K Capacity



**DIA NACIONAL
DE LA BANDA
LAS VEGAS**
T-Mobile Arena
1 Night
Regional Mexican
Jan 28th

20K Capacity



**CALIBASH
LAS VEGAS**
T-Mobile Arena
1 Night
Reggaeton/Urban Artists
March 31st

20K Capacity



**GUAYA GUAYA
ORLANDO**
Central Florida
Fairgrounds
1 Night
Reggaeton/
Urban Artists
April 2023 TBA

10K Capacity



**DIA NACIONAL
DE LA ZALSA
ORLANDO**
Central Florida
Fairgrounds
1 Night
Salsa/Tropical
May 2023 TBA

10K Capacity

Q2 2023



**MEGA MEZCLA
NEW YORK**
Prudential Center
1 Night
Reggaeton/Urban
Artists
May 2023 TBA

19,500 Capacity



**DIA NACIONAL
DE LA ZALSA
PUERTO RICO**
Location TBA
1 Night
Salsa/Tropical
June 2023 TBA

10.5K Capacity



2023 LIVE EVENTS – Q3-4

Q3 2023



**KLAX
CONCERT
LOS ANGELES**
Anaheim
Convention Center
1 Night Regional
Mexican
AUG 2023 TBA

10K Capacity

**L'ATTITUDE
LIVE**

**L'ATTITUDE LIVE
SAN DIEGO**
The Rady Shell
at Jacobs Park
1 Night
Latin Pop/
Reggaeton
Sept 2023 TBA

10K Capacity

MEGATON

**MEGATON
LOS ANGELES**
TBD
1 Night
Reggaeton/Urban
Artists
Oct 2023 TBA

Q4 2023



**EN PRIVADO CONCERT
ORLANDO**
Amway Arena
1 Night
Reggaeton/Urban
Oct 2023 TBA

20K Capacity



**AMOR CONCERT
NEW YORK**
Prudential Center
1 Night
Latin Pop
Oct 2023 TBA

19.5K Capacity



**EN PRIVADO CONCERT
TAMPA**
Amalie Arena
1 Night
Reggaeton/Urban
Oct 29, 2023 TBA

21.5K Capacity



La Música is the digital platform of Spanish Broadcasting System dedicated to the creation and distribution of original Spanish music content and entertainment.

**WE ARE THE ONE-STOP
DESTINATION FOR LATIN
MUSIC AND ENTERTAINMENT
IN SPANISH.**

OFFERINGS INCLUDE:



RADIO
STREAMS



ORIGINAL
PODCASTS



VIDEO
INTERVIEWS



MUSIC
PLAYLISTS

#1 HISPANIC STREAMING APP

EVERYTHING HISPANIC
HAPPENS HERE.
UPFRONT 2022



120 MILLION+
MONTHLY AUDIO IMPRESSIONS

Source: AdWizz Reporting, Persons 18+



mega tv

**MEGATV AVAILABLE
IN 21 MILLION PAID HOMES
VIA DIRECTV AND ATT U-VERSE**

MEGATV NATIONAL CABLE NETWORK IS CURRENTLY DISTRIBUTED BY:



PLUS (2) FULL POWER OWNED AND OPERATED STATIONS

- WSBS 22 Miami, FL
- WTCV 32 San Juan, P.R.

EVERYTHING HISPANIC
HAPPENS HERE.

mega tv



HIGH DEFINITION OVER-THE-AIR, CABLE AND SATELLITE DISTRIBUTION
ACROSS MAJOR HISPANIC MARKETS IN THE U.S.



WHERE U.S. HISPANICS TUNE IN FOR A FRESH VOICE OF USEFUL AND MEANINGFUL INSIGHTS



MEGA NEWS

M-F 5P-6p & 11p-11:30p (EST)
TUES & THURS - 10PM & 11PM

Mario Andres Moreno provides extensive local, national and global news coverage including the day's topic, breaking news stories, trending news and information regarding current events.



AHORA WITH OSCAR HAZA

M-F 8P-9P(EST)

Hosted by the award-winning renowned Dominican journalist and TV/Radio host Oscar Haza. A daily News and political analysis - interviews via a "round table" panel discussion format. The show has been a beacon at Mega TV for 6 years



BUENA VIDA CON DR. MARITZA FUENTES

M-F 3P-4P (EST)

Dr. Maritza Fuentes and "the experts" are joined by notable guests bringing our audience cutting edge information for creating health in all areas of life -wellness, nutrition, fitness, attitude and relationships



BAYLY

M-F 9P-10P (EST)

Hosted by the un-conventional, brilliant, witty, and controversial award-winning Peruvian writer and Journalist Jaime Bayly. A balanced dose of news analysis, international guests and Bayly's unique perspective of what's newsworthy in the US, LATAM and the world.

MEGATV RUNS CDC'S COVID-19 PSA'S ACROSS ALL PROPERTIES



**LET'S GET
STARTED.**