



URBAN ONE

Capabilities Presentation (Media Kit)

ANA AIMM GROWTHFRONT

December 2024





URBAN ONE INTRO

“When I started Radio One over 40 years ago, it was with the intent of giving my people a voice. Today, Urban One fulfills that mission with radio, television and digital media and is even more critical as the day we started.”

Ms. Cathy Hughes
Urban One Founder and Chairperson

FOUR DISTINCT REASONS TO PARTNER WITH URBAN ONE



44+

YEAR LEGACY OF
REPRESENTING
BLACK CULTURE



93MM

REACHING NINETY-
THREE MILLION
UNIQUE CONSUMERS



2/3

CONNECTING WITH
TWO OUT OF THREE
BLACK CONSUMERS



1/3

ENGAGING WITH
ONE OUT OF THREE
UNIQUE AMERICAS

THE LARGEST BLACK-OWNED, BLACK-TARGETED MULTIMEDIA COMPANY



**Leading
Local Radio**

17MM

Monthly Listeners

70 Radio Stations

150+ DJs

250+ Experiences &
Activations



**Leading
Syndicated Radio**

35MM

Monthly Listeners

Top-Rated Radio
Personalities

315 Affiliates
95 Markets

94% AA Coverage
82% GM Coverage



**#1
Digital Portfolio**

49MM

Monthly UVs

35% Gen Z
51% Millennial

32MM Fans + Followers

230MM+ Monthly
Video Views



**#1
Black-Owned
Cable Network**

49MM

Homes

Award-Winning and
Critically-Acclaimed
Programming

Top Ten Network on
Cable in Prime
Among AA P25-54



**Leading
Lifestyle Cable
Network**

43MM

Homes

Targeting Millennial and
Gen X Women of Color

Highest Composition of
AA W18-49 & W25-54 on
Cable

URBAN ONE UNIQUE AUDIENCE BY GENDER & DEMO

57% FEMALE



43% MALE



3%

12-17



23%

18-34



49%

25-54



34%

35-54



40%

55+

iOne Digital slightly delivers young males and general market viewers inclusive of both Blacks and Hispanics. Both Audio and Linear deliver a marginally older Black female audience. (P12+)

AWARD-WINNING, SOLUTIONS-ORIENTED TEAMS

ONE SOLUTION: ONE STOP SHOP

INTEGRATED MARKETING

We develop out of the box solutions through ideation and execution from Urban One's programming and event initiatives.

STRATEGIC PARTNERSHIPS

Our in-house client services team manages our top tier partnerships. This team takes a holistic approach to client's business. These creative problem-solvers provide custom client services from strategy to activation.

PRODUCTION HOUSE

We are a branded content studio comprised of designers, directors, producers, writers and strategists dedicated to illuminating stories that often go untold. We harness the power of Black culture to ignite brands through content audiences crave.

RECIPIENT OF 55 INDUSTRY AWARDS (2016-2024)
INCLUDING BEST BRANDED CONTENT STUDIO TWO YEARS IN A ROW (2017-18)

URBAN ONE SIZZLE REEL



MEASUREMENT CAPABILITIES



ONE COMMUNITY

Measurement & Analytics Capabilities



ONE OF THE NATION'S LARGEST BLACK CONSUMER ADVISORY PANELS, CONSISTING OF A PANEL OF EMPLOYED, COLLEGE EDUCATED ADULTS WITH HHI \$50K+.



BUILDING STRONGER CUSTOMER RELATIONSHIPS THROUGH ONGOING AND ENGAGING CONVERSATIONS.



PROVIDING CULTURAL INSIGHTS, AD CAMPAIGN EFFECTIVENESS, BRAND AFFINITY, CONCEPT TESTING AND PROGRAMING INSIGHTS.

*A new **AA Cultural Study** is slated for 4Q 2024.
Find out how your brand can collaborate with Urban One on the insights.

NEW INITIATIVES



URBAN ONE

PODCAST NETWORK

Launched in February 2023, the Urban One Podcast Network is a curated slate of premium content across diverse genres, enriched in information, insight and entertainment powered by Black stories.

- Sports
- True Crimes
- Health & Fitness
- Interviews
- Lifestyle
- Society & Culture
- Music & Entertainment
- Comedy
- Docu-series

The Urban One Podcast Network keeps expanding, introducing fresh and engaging content driven by trusted voices, reaching dedicated audiences, and ensuring brand-safe environments.

Just Added:



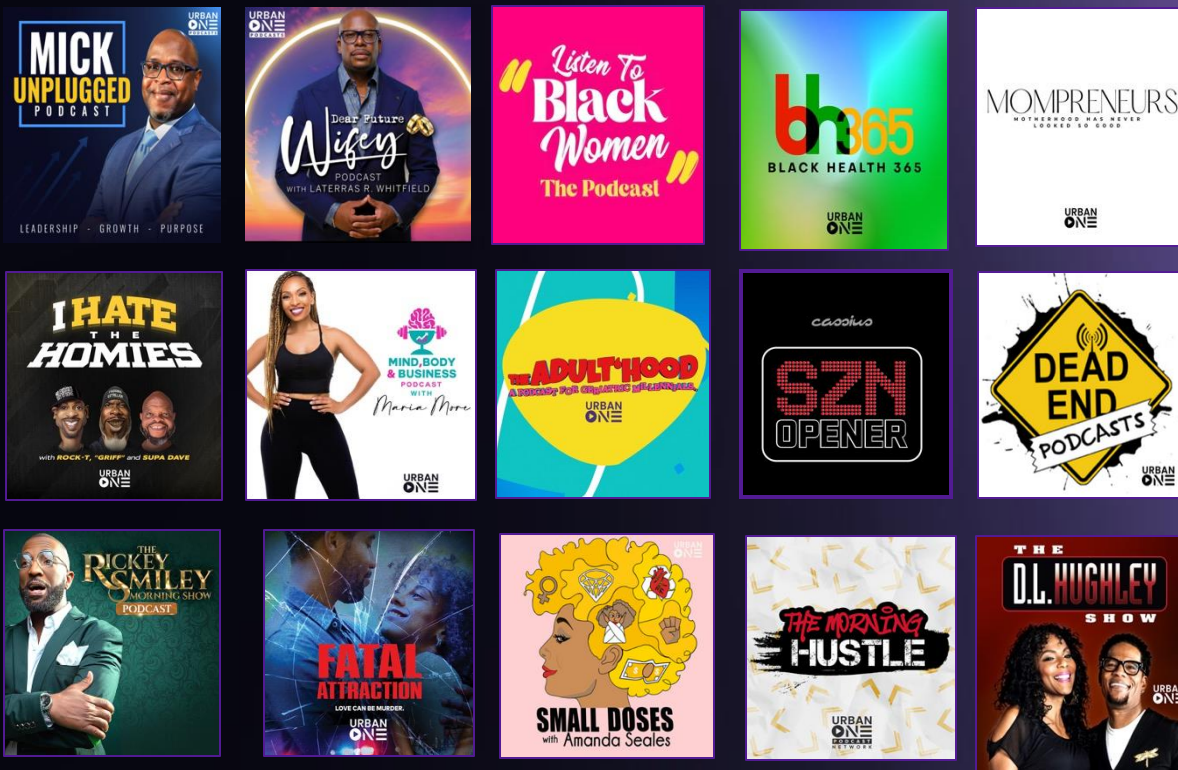
Mick Unplugged has reached as high as

- #1 Self Improvement
- #3 Educational
- Top 56 of all podcasts on Apple



- Over 200K Downloads monthly
- Top Rated Relationship Podcast

ORIGINALS



53MM+

LIFETIME DOWNLOADS SINCE FEB 2023

URBAN ONE CTV

CONTENT EVERYWHERE

We are intentional about making our premium content accessible through varied platforms, effectively helping us grow and scale our footprint while connecting and engaging with new, broader audiences

- **230M+ MONTHLY VIDEO VIEWS**
- **+10-15% GROWTH WITH EACH NEW DISTRIBUTION PARTNER***
- **300M+ MONTHLY VIDEO VIEWS BY EOY**

CURRENTLY AVAILABLE ON...



PARTNERS COMING SOON...



*Built-in marketing is included in select distribution partnerships

URBAN ONE DIGITAL PLATFORM

To represent Black truth, iOne Digital illuminates a vivid spectrum of voices otherwise unheard by modern media. Lifting these voices creates a platform for the African American community and a power source for the culture. Through innovative storytelling and digital experiences - we create and curate the most authentic and unapologetic content.

- Sports
- HBCU
- Health & Fitness
- Interviews
- Lifestyle
- Beauty & Style
- Music & Entertainment
- Comedy
- News



9 ANCHOR BRANDS

NEWSONE HIPHOPWIRED **blAck**
Americanweb.com
 HELLOBEAUTIFUL MADAMENOIRE
 @GLOBALGRIND *cassius*
 ★BOSSIP ELEVS



BRANDED CONTENT & EXPERIENCES

Award-winning team:
 One X & One Solution



GROWING SOCIAL FOOTPRINT

151.7% Average Growth YOY



3 YOUTUBE BRANDS

THE FUMBLE NERD *Nine*
 HOLLYSCOOP



GROWING FOOTPRINT

R1 Digital and Partners
 34 Original Franchises and Growing
 Video First Podcasts



CULTURAL INSIGHTS

Campaign Performance
 Custom Studies
 Industry Webinars



NEW TO MARKET SOCIAL OFFERINGS



SMALL BLACK BUSINESS VISITS

A month-long social series will spotlight small Black business owners within the community featuring their business and entrepreneurship journey. Each day, the iOne Digital team will share small businesses in their area by giving them a bump of exposure for being a Black-owned small business.



MY FIRST

Social video series that will break down tips and advice for someone learning the ins and outs of financial wellness for the first time. It will serve as a financial educational resource hub designed to peel back the layers and demystify the complicated world of personal finance.



HBCU ALUMNI INSIDER

Social series that will take you behind the scenes of the most exciting events in the HBCU homecoming calendar. Told from the insider perspective of alumni with a focus on community and camaraderie, this initiative provides unique and exciting look into the world of HBCU Homecoming.



GREATER GATHERING

A first-to-market social guide intended for those who love to host social gatherings at home. Brand partner will be featured as a must-have party item that will elevate the gathering to a whole other level.



SWAG SETTERS

A dedicated series paying respect to some of the biggest disruptors, curators and influencers of Black style and fashion. The episodes give insights to their origin stories, career progression and the specific contribution in design and style extending the Black culture into the mainstream.



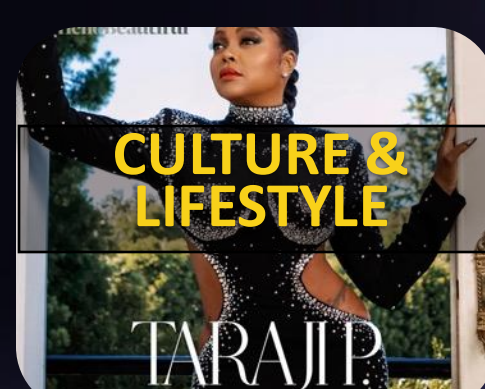
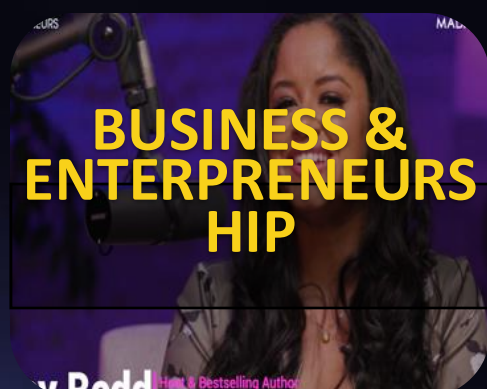
BLACK = CULTURE

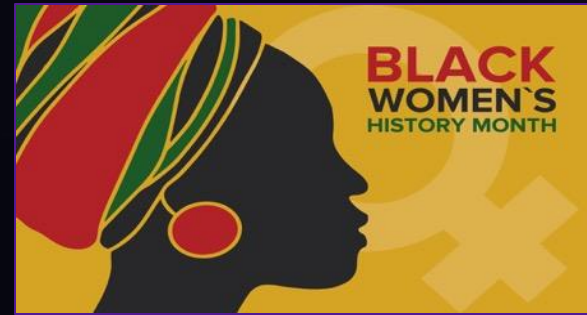
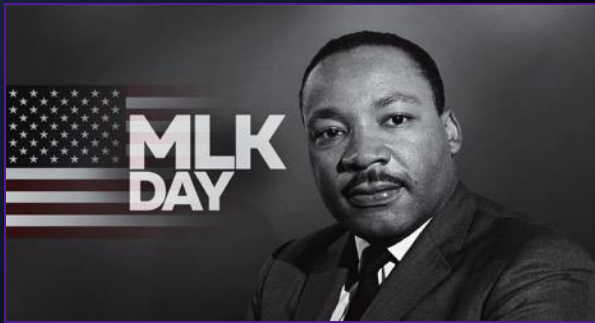
Blackness has pushed varied advancements around the world. From music and film to science and engineering. Through montage of videos, this series will spotlight pioneers making contributions and impact in their chosen field.

**URBAN ONE
PASSION POINTS, TENTPOLES
AND CULTURAL MOMENTS**



ORIGINAL CONTENT FOCUSED ON KEY PASSION POINTS





CROSS COUNTRY WITH 250+ PREMIER EVENTS & TENTPOLES





THANK YOU!

For more information,
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