We ARE New York.

June 6, 2016
CBS RADIO New York is engrained in the culture & lifestyle of locals... delivering the best in habitual information & entertainment

AND

providing brands with a powerful conduit to connect and engage all throughout the day.
WE REACH 63% OF NYers EVERY WEEK

THE WORLD OF CBS NEW YORK
WE'RE HOME TO SOME OF THE MOST
Influential
VOICES IN NEW YORK (AND THE COUNTRY)

Boomer Esiason  Craig Carton  Mike Francesa  Shoboy & Nina
John Montone  Joe Connolly  Scott Shannon

ONLY IN NEW YORK
CBS NEW YORK

CONNECTS NEW YORKERS AND THEIR PASSIONS WITH UNRIVALLED CONTENT & COVERAGE

SPORTS
#1 SPORTS STATION
IN NEW YORK & ACROSS THE COUNTRY

NEWS
#1 NEWS STATION
IN NEW YORK & ACROSS THE COUNTRY

MUSIC
#1 CLASSIC HITS STATION
IN NEW YORK & ACROSS THE COUNTRY

Source: Nielsen Audio Spring 2015 National Regional Database - Persons 12+ Cume, Mon-Sun 6a-6a (24 hours)
(* ranking based on Persons 12+ AQH, Mon-Sun 6a-6a)
With MASSIVE DISTRIBUTION

- RADIO
- WEB
- STREAMING
- LIVE EVENTS AND EXPERIENCES
- PLAY-BY-BLAY
- ON-DEMAND
- MALLS
- MOBILE

NEW YORK
Here’s what we mean

Challenge
Connect with Spanish-speaking and English-speaking Hispanics in the greater NY market

Solution
Leveraged AMP’s marquee talent, Shoboy for a “Spanglish” language (50/50 Spanish/English) creative approach

Challenge
Increase sales of Maxify printers to Small Business Owners through Staples online and in-store

Solution
1010 WINS launched the Small Business Breakfast Grant Challenge, a year-long program focused on Small Business Grants
HERE’S WHAT WE MEAN

CHALLENGE

Engage golf-loving New Yorkers with the Lexus brand to drive interest in the F Sport model and traffic into dealerships

SOLUTION

Leveraged Carton & his love for golf into a content series, showcasing how to get the Perfect Drive at the best golf courses in the region
Amplify M&Ms Super Bowl sponsorship in the host market

Took WFAN on the road during Super Bowl week to the flagship M&Ms store in the heart of Super Bowl Boulevard with full-day live broadcasts and athlete & celebrity interviews, bringing massive hype to M&Ms
SO, WHAT’S NEXT?

How can we connect you to New Yorkers?
Appendix

Station & Talent Profiles

CBS Radio Overview

CBS Local Overview
The Perfect Mix of Demographics
#1 SPORTS STATION
IN THE NATION & NEW YORK
WE. ARE. NEW YORK SPORTS. [PERIOD]

COMPREHENSIVE LOCAL SPORTS COVERAGE
EVERY NEW YORK SPORTS FRANCHISE
PLAY BY PLAY HOME OF THE YANKEES, GIANTS, NETS & DEVILS NFL PLAYOFFS AND SUPERBOWL

NATIONALLY RENOWNED SPORTS TALK PERSONALITIES

Boomer & Carton
Joe & Evan
Mike Francesa

WFAN OFFERS PROGRAMMING ALIGNMENT FOR ANY MAJOR SPORTING EVENT BOTH IN NEW YORK CITY AND NATIONWIDE

Source: Nielsen Audio Spring 2015 National Regional Database - Persons 12+ Cume, Mon-Sun 6a-6a (24 hours)
(* ranking based on Persons 12+ AQH, Mon-Sun 6a-6a)
WIN WITH WFN

THE MOST POWERFUL AND INFLUENTIAL SPORTS RADIO STATION IN THE COUNTRY

INCREDIBLY ENGAGED AUDIENCE

THE STANDINGS

- Unparalleled Local Sports Personalities on a Heritage New York Brand
- Flagship station for Yankees Baseball, New York Giants Football, Brooklyn Nets Basketball and New Jersey Devils Hockey
- 50,000 watt clear channel signal blanketing the Tri-State
- Regular 20/20 Sports Updates
- Listeners spend over $24 Billion annually in Metro Area Retail Sales

OUR STATS

- 48K Facebook Followers
- 76K Twitter Followers
- 2.7M+ Streaming Listeners Monthly
- 669K Boomer & Carton Podcast Listeners Monthly
- 412K Mike Francesa Podcast Listeners Monthly

AGE COMPOSITION

- P6-17: 5%
- A18-24: 4%
- A25-34: 11%
- A35-44: 16%
- A45-54: 23%
- A55-64: 25%
- A65+: 16%

BOOMING ACROSS THE TRI-STATE

POPULATION

- New Jersey (9 NJ Counties that are part of the NY Metro): 34%
- New York City (5 Boroughs): 32%
- Northern Suburbs (Westchester, Rockland, Putnam, & Fairfield Cty. split): 11%
- Long Island: 23%

WEEKLY LISTENERSHIP: 1,441,200

SOURCE: NY Arbitron Dec’15, Jan-Feb’16, Cume Comp Dec’14-Dec’15
THE VOICES OF WFAN

BOOMER & CARTON
6-10am
NYC’s #1 rated morning show
M25-54 pairs former NFL MVP & noted TV football analyst Boomer Esiasion with one of the most energetic, irreverent and well-respected radio hosts in the country, Craig Carton.

MIKE FRANCESA
1-6:30pm
For 25 years, Mike Francesa has graced the WFAN afternoon airwaves, delivering knowledgeable, opinionated, informed, and insightful sports reports.

JOE & EVAN
10am-1pm
Take a former frozen food salesman and match him with a prodigy who was doing sports updates on Imus in the Morning at age 10, and you get Joe & Evan.

STEVE SOMERS
6:30-10pm
A true WFAN original, Steve Somers has been an on-air fixture since the station signed on in 1987. His opening monologue — the schmooze-fest — cannot be missed.
#1 NEWS STATION
IN THE NATION & NEW YORK

EVERY 22 MINUTES 1010 WINS GIVES NEW YORK CITY ALL THE NEWS IT NEEDS.
ALL DAY. EVERY DAY. FOR THE LAST 50 YEARS.

Source: Nielsen Audio Spring 2015 National Regional Database - Persons 12+ Cume, Mon-Sun 6a-6a (24 hours)
(* ranking based on Persons 12+ AQH, Mon-Sun 6a-6a)
THE WINS HEADLINES

• 1010 WINS reaches over 2.2 million listeners – Imagine filling Yankee Stadium over 41 times each week.
• Foreground Radio – Listeners tune in to actively listen for information
• Limited duplication with CBS 880 – Five Borough-focused
• Spending power of over $38 Billion annually in New York

CBSNEWYOUR.COM

8M
Unique Website Visitors*

4.4M+
Unique Streaming Listeners Monthly

AGE COMPOSITION

WEEKLY LISTENERSHIP: 2,243,900

New Jersey
(9 NJ Counties that are part of the NY Metro) 22%
New York City
(5 Boroughs) 54%
Northern Suburbs
(Westchester, Rockland, Putnam, & Fairfield Cty. split) 7%
Long Island 17%

SOURCE: NY Arbitron Dec’15, Jan-Feb’16 * CBSNewYork.com
IN-DEPTH COVERAGE on WCBS NEWSRADIO 880

RADIO HOME OF CBS NEWS
- CBS TOP-OF-HOUR NEWSCASTS
- CBS EVENING NEWS WITH SCOTT PELLEY
- 60 MINUTES SUNDAY NIGHT SIMULCAST
- FACE THE NATION

BLOOMBERG BUSINESS WITH WCBS’s JOE CONNOLLY

TRAFFIC & WEATHER TOGETHER ON THE 8S
- BRIDGE & TUNNEL UPDATES ON THE 3S
- DRIVE TIME TRAFFIC EVERY 5 MINUTES

MORE THAN JUST HEADLINES: PROVIDING CONTEXT ON THE DAY’S TOP STORIES
THE FLAGSHIP STATION
OF CBS NEWS

BROADCASTING FOR NEARLY FIVE DECADES

- Foreground Radio: Active listeners tune in specifically for the credibility and in-depth reporting of CBS News
- One of the largest, most experienced local news teams on the radio in America
- Bringing Tri-State Commuters the info they need: Bridge & Tunnel Updates on the 3s.
- Limited duplication with 1010 WINS – Commuter-focused
- Listeners spend over $22 Billion annually in Metro Area Retail Sales

NEWSRADIO 880 EVENTS

- Small Business Breakfast
- 880 Conversation Series
- Political Networking Events

AGE COMPOSITION

<table>
<thead>
<tr>
<th>Age Group</th>
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<td>P6-17</td>
<td>6%</td>
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<td>A18-24</td>
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<td>A25-34</td>
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<td>A45-54</td>
<td>19%</td>
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<tr>
<td>A55-64</td>
<td>24%</td>
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<tr>
<td>A65+</td>
<td>29%</td>
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</table>

HEARD THROUGH THE METRO

<table>
<thead>
<tr>
<th>Region</th>
<th>Population</th>
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<tbody>
<tr>
<td>New Jersey (9 NJ Counties that are part of the NY Metro)</td>
<td>25%</td>
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<td>New York City (5 Boroughs)</td>
<td>33%</td>
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<tr>
<td>Northern Suburbs (Westchester, Rockland, Putnam, &amp; Fairfield Cty. split)</td>
<td>17%</td>
</tr>
<tr>
<td>Long Island</td>
<td>25%</td>
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WEEKLY LISTENERSHIP: 1,263,900

Source: NY Arbitron Jan-Mar’16
*CBSNewYork.com
THE AUDIENCE
YOU NEED

ADULTS 18-34
SLIGHT FEMALE SKEW
MALE: 45%
FEMALE: 55%

ADULTS 25-54
SLIGHT FEMALE SKEW
MALE: 46%
FEMALE: 54%

ADULTS 25-64
SLIGHT MALE SKEW
MALE: 53%
FEMALE: 47%
KEEPS NEW YORKERS MOVING

Shoboy & La Familia in the morning
AMP Live Sessions music performances
Live mixing broadcasts from the hottest spots in & around NYC
Just the right mix of pop, rhythmic & R&B

EXAMPLE ARTISTS...
SELENA GOMEZ | PITBULL | JUSTIN BIEBER | RIHANNA | ARIANA GRANDE
RETAIL SALES

ALMOST
$40 BILLION
ANNUALLY

ONLINE STATS

117K
Facebook Followers

51K
Twitter Followers

11K
Instagram Followers

32K
Unique Streaming Listeners per Month

AGE COMPOSITION

HEARD THROUGH THE METRO

P O P U L A T I O N

New Jersey
(9 NJ Counties that are part of the NY Metro) 41%

New York City
(5 Boroughs) 37%

Northern Suburbs
(Westchester, Rockland, Putnam, & Fairfield Cty. split) 7%

Long Island 15%

Source: Jan-Mar'16 Nielsen Radio

WEEKLY LISTENERSHIP: 2,876,700
SHOBOY IN THE MORNING
5:30-10am

Shoboy brings Latin flavor to AMP up New York’s mornings with a focus on pop culture, music and fun.

ASTRA
3-7pm

Astra’s positive energy and great sound make her the perfect match for 92.3 AMP Radio. She constantly keeps listeners updated with up to the minute entertainment news on Twitter, Instagram and Facebook.

NIKO
10am-3pm

As Music Director for 92.3 AMP, Niko has a vast knowledge of music. He brings an upbeat vibe to middays!

DJ TORO
7-11pm

Born and raised in Coney Island, DJ Toro has been at the epicenter of DJ culture from the start. It's no surprise to fans that Toro was voted "Best MixShow DJ" in America.
Fresh 102.7 FM

Fresh Music... Better Variety

THE BEST VARIETY FROM ’90s, 2000s & TODAY

New Music Focus

Up Close & Personal music performances

Where families find common ground

EXAMPLE ARTISTS...

ED SHEERAN | P!NK | TAYLOR SWIFT | KATY PERRY | MAROON 5 | ADELE
**FRESH FACTS**

- Targeting adults 25-54, skewing female, FRESH is all about the BEST variety of music from the 90s, 2K and Today!
- Fresh 102.7 listeners spend almost $44 Billion Annually in Retail Spending!

**ENGAGED AUDIENCE**

- Unique Streaming Listeners Monthly: 59K
- Avg. time spent listening per streaming session: 115 MIN

**EVENTS SNAPSHOT**

- Fresh Up Close & Personal Concert Series at Adorama Live Theatre
- Fresh Flicks Movie Nights
- Fresh in the Park Summer Concert
- Acoustic Sunrise
- Fresh Fall Fest
- Fresh Holiday Jam

**AGE COMPOSITION**

- P6-17: 14%
- A18-24: 11%
- A25-34: 16%
- A35-44: 17%
- A45-54: 18%
- A55-64: 13%
- A65+: 11%

**HEARD THROUGH THE METRO POPULATION**

- New Jersey (9 NJ Counties that are part of the NY Metro): 38%
- New York City (5 Boroughs): 43%
- Northern Suburbs (Westchester, Rockland, Putnam, & Fairfield Cty. split): 7%
- Long Island: 12%

Source: NY Arbitron Jan-Mar’16

**WEEKLY LISTENERSHIP:** 2,862,500
THE VOICES OF fresh 102.7 fm

CARSON & CANE
6-10am
We are Carson and Cane from the Fresh 102.7/NYC Morning Show! We say things! But no politics or religion. Unless we've been drinking.

TREY & GHIA
3-7pm
What do you get when you combine a model & TV personality with someone who loves all the food? Trey & Ghia – only on Fresh!

CHRISTINE RICHIE
10am-3pm
Christine is a lifelong music and radio fan. As soon as she stepped into the studio, she knew that was what she was born to do!

MATT SNEED
7pm-12am
Born and raised in Scotch Plains, NJ, Matt Sneed has spent the last 15 years on-air connecting with tristate locals.
#1 CLASSIC HITS STATION
IN NEW YORK

THE EAGLES
BILLY JOEL

STEVIE NICKS

ICONIC MUSIC NEW YORKERS KNOW AND LOVE
BRUCE SPRINGSTEEN

QUEEN
STEVIE WONDER

SATURDAY IN THE PARK

Free Concert draws 25,000 attendees annually

Source: Nielsen Audio Spring 2015 National Regional Database - Persons 12+ Cume, Mon-Sun 6a-6a (24 hours)
#1 Classic Hits Station

New York's Greatest Hits

In the Nation & New York

**Retail Sales**

Almost $55 Billion annually

**Engaged Audience**

- Facebook Followers: 27K
- Unique Streaming Listeners Monthly: 37K

**Example Artists...**

Michael Jackson, The Eagles, Elton John, The Rolling Stones

**Age Composition**

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**Pulsing Through New York & Jersey Population**

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<td>New Jersey (9 NJ Counties that are part of the NY Metro)</td>
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<tr>
<td>New York City (5 Boroughs)</td>
<td>44%</td>
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<td>Northern Suburbs (Westchester, Rockland, Putnam, &amp; Fairfield Cty. split)</td>
<td>9%</td>
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<tr>
<td>Long Island</td>
<td>14%</td>
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**Weekly Listenership:** 3,318,300

Source: NY Arbitron Jan-Mar’16
THE VOICES OF

SCOTT SHANNON
6-10am
An acknowledged authority on music from early rock ‘n roll to today’s hits, the "Shannon in the Morning" show is filled with music, entertainment news and celebrity interviews.

BROADWAY BILL LEE
3-7pm
Able to rhyme on a dime in perfect time! Fool around on the phone and get your mind blown with a blast from the past, Broadway Bill Lee. Catch him every afternoon during PM Drive.

DAN TAYLOR
10am-3pm
Dan has been rocking the new York airwaves since graduating high school in 1976. He started at CBS-FM at the young age of 20 and has been on-air at CBS-FM for more than a decade.

JOE CAUSI
7pm-12am
Joe Causi is among New York's legendary disc jockeys. He has been a staple in New York radio since the early '80's. Raised in Bensonhurst, Brooklyn, Causi can truly claim to be one of 'Brooklyn's Own.'
Even Beyond New York, WE HAVE YOU COVERED.
CBS RADIO is one of the largest major-market broadcast media operators in the United States and the undisputed leader in news and sports radio.
CBS LOCAL DIGITAL MEDIA is a national network of web, mobile and social properties that serve as a trusted and valued resource for local news, sports, life style and music content.

- 38% of users have families
- 40% of users earn $100K+ household income
- 69% of users are ages 18-49

**Downloads & Streams**

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<td>All Platforms (M)</td>
<td>11.2</td>
<td>11.2</td>
<td>11.8</td>
<td>13.7</td>
<td>15.4</td>
<td>16.2</td>
<td>16.9</td>
<td>16.9</td>
<td>16.5</td>
<td>17.4</td>
<td>17.2</td>
<td>20.5</td>
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**Monthly Metrics**

- 61 million monthly unique users
- 157 million monthly page views
- 36.3 million monthly mobile users
- 103 million monthly mobile page views
- 26.1 million monthly total listening hours
- 85.7 million monthly video clip views

Sources: Google Analytics, March 2016; Triton Digital March 2016 AM/FM/Digital (HD+2.0); Podcasts Source: Adswizz & Podtrac (reflects total downloads & streams across all platforms); ComScore March 2016 Multiplatform Demographic Profile; comScore DAX Video Analytics, May 2015
LOCAL MARKET PENETRATION

RADIO
DIGITAL
TV

ATLANTA
Baltimore
Boston
Chicago
Cleveland
Dallas
Denver
Detroit
Hartford
Houston
Las Vegas
Los Angeles
Miami
Minneapolis
New York
Orlando
Philadelphia
Phoenix
Pittsburgh
Riverside
Sacramento
San Diego
San Francisco
Seattle
St. Louis
Tampa
Washington DC