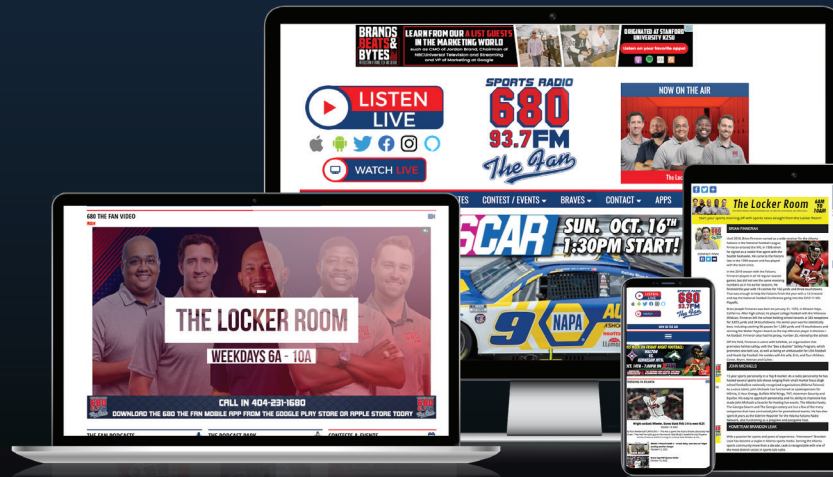




THE FUTURE OF SPORTS RADIO



FROM ZERO TO INFINITY IN ENGAGEMENT & REVENUE

THE CHALLENGE

Early 2020, COVID stalled all revenue for Dickey Broadcasting's 680 The Fan, Atlanta's first and preeminent sports radio station with a growing reputation in the Southeast as the home for everything Georgia sports. Nick Constantino, VP of Business Development, said, "COVID changed the business. We're a sports station, and there were no sports, and no one was sitting in their car listening to the radio. We lost several sources of revenue and had no way to compensate for it."

THE SOLUTION

Frankly organized all client content in a way that would appeal to an online audience of sports fans so listeners could engage with the station's personalities and shows from any device anywhere. Then they supported the content with a robust implementation of monetization opportunities, including programmatic advertising, live video streaming, video simulcast of on-air shows, pre and mid-roll video ads, and first-person data collection and analysis.

THE RESULTS

Comparing first half of 2020 to first half of 2021:

630%

Increase in Page Views

400%

Grew Digital Advertising Revenue

50 MILLION

Monthly Page Views

+ Live Stream of On-Air Show

SUCCESS NOTES

- Grew digital audience from 60,000 monthly page views to 500,000
- Greater station reach, with 60 million monthly impressions
- Monetization opportunities for podcasting, influencer-brand deals, and live-listener interaction
- Provided programmatic relationships originally unavailable to Dickey Broadcasting

“ We started at zero. Everything we’ve gained in ad revenue is because of the Frankly team’s work. ”

- Nick Constantino, VP of Business Development

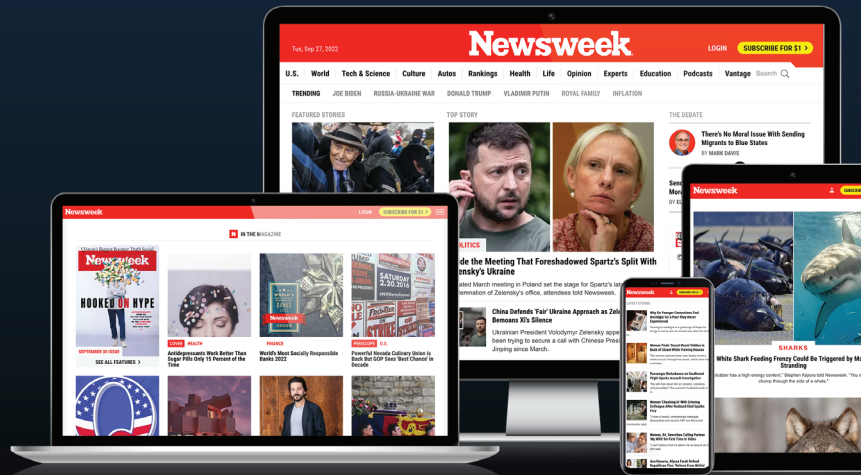


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THE RESULTS

Comparing first half of 2020 to first half of 2021:



SUCCESS NOTES

- Provided programmatic relationships originally unavailable to Newsweek.
- Improved visibility in specific environments positioning Newsweek above industry benchmarks for maximized revenue.
- Improved Newsweek’s programmatic margins by 15% in some cases for their programmatic marketplace business.
- Optimized target and floor CPMs to deliver maximum yield resulting in improved margins, RPMs, and revenue.

“ We started at zero. Everything we’ve gained in ad revenue is because of the Frankly team’s work. ”

- Nick Constantino, VP of Business Development **Newsweek**

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