

- **SPORTS MEDIA
IN THE 21ST
CENTURY**



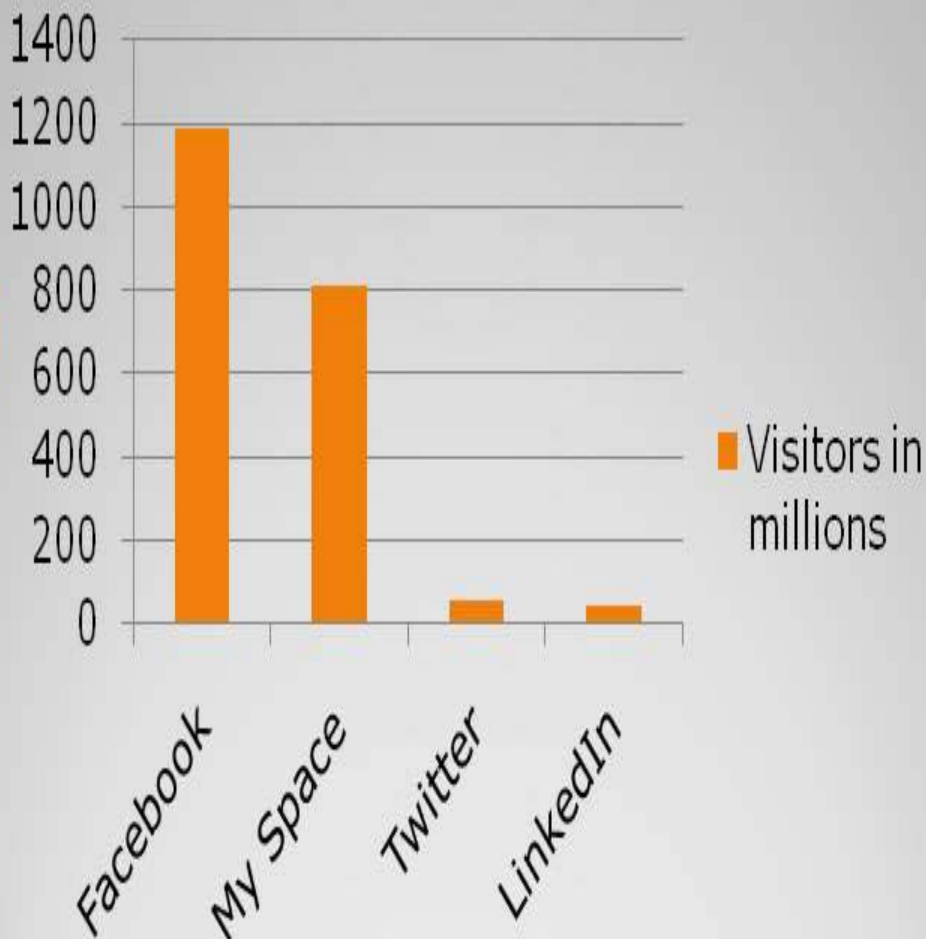
Speaking Specialists



The communications experts



Visitors in millions



facebook

myspace.com
a place for friends

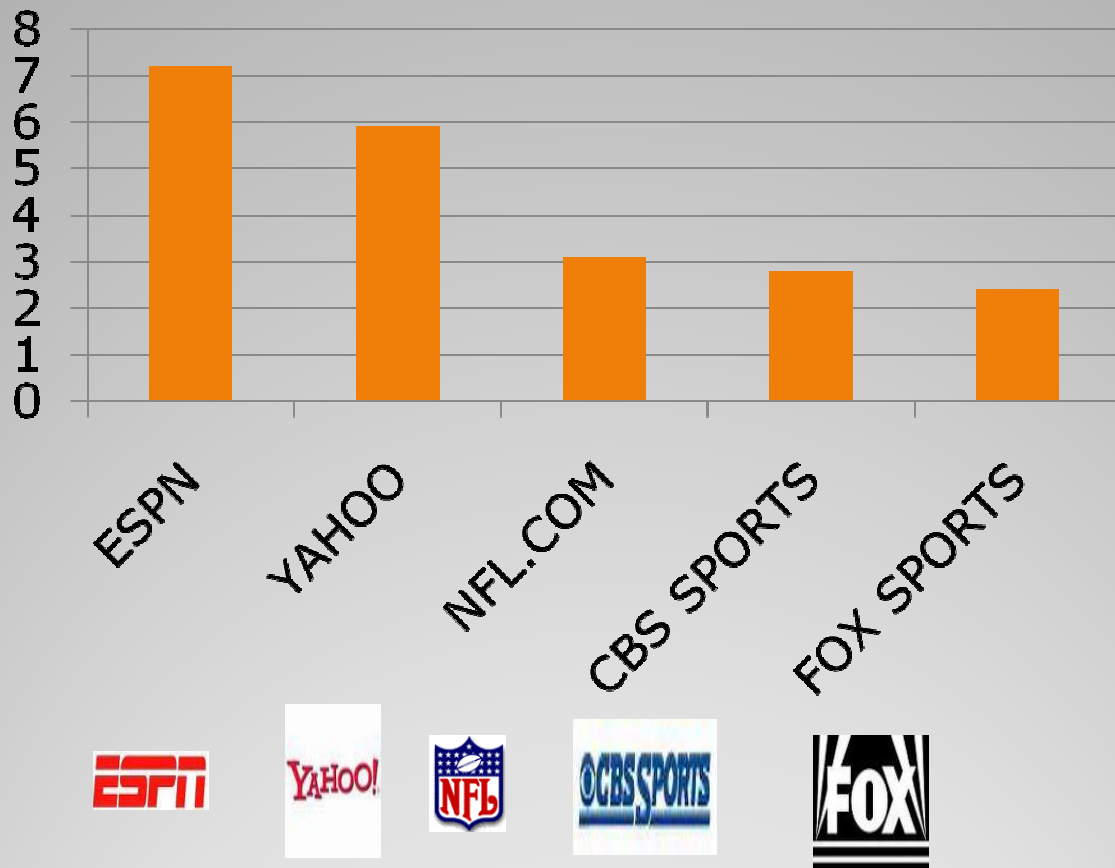
twitter

LinkedIn

Impact of social media websites

- TOP RANKED SPORTS WEBSITES IN USA

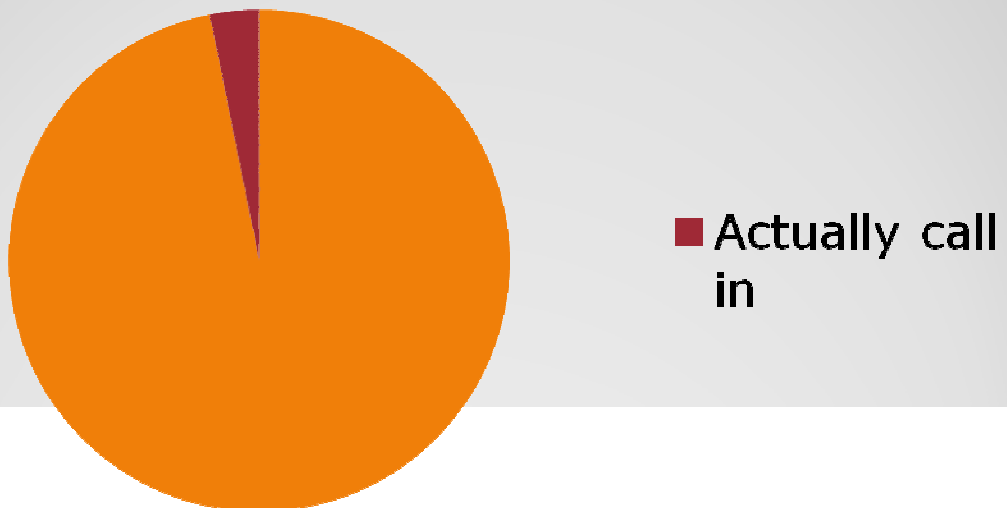
PERCENTAGE MARKET SHARE



- **SPORTS TALK RADIO FACTS**

- There are 535 talk radio stations in the US
- Top-rated sports station WFAN New York
- 93 percent stream their broadcasts online
- Several companies (ESPN, Sporting News, Premiere Radio) syndicate shows nationally to sports radio outlets

PERCENTAGE OF LISTENERS WHO ACTUALLY CALL INTO SPORTS TALK RADIO



TOP SPOTS BLOGS

Deadspin

#neworleanssaints

B



THE SPORTING BLOG

THE BIG LEAD



Stubbornly Uncorrupted and Unbeholden.

MLBTRADERUMORS

» IF IT'S WHISPERED, WE HEAR IT.