

TargetSpot Becomes The Exclusive Streaming Sales Network for Spanish Broadcasting System



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NEW YORK, Feb. 15, 2017 /PRNewswire/ -- TargetSpot, the largest and most advanced digital audio ad network is announcing today an exclusive network partnership with Spanish Broadcasting System, Inc. (SBS) (OTCQX: SBSAA), the largest publicly-traded Hispanic-controlled media and entertainment company in the United States.

SBS and TargetSpot agreed today that TargetSpot will be the exclusive third party sales network for all of SBS's Spanish Radio streaming inventory.

97% of all US Hispanic Americans are reached by radio every week, the highest penetration that Nielsen measures across demographics, ethnicities and platforms. According to a survey executed by Oh!Panel in May 2016, the average US Hispanic listener spends at least two to three hours a day with Internet radio. The survey also looked at the role of advertising, revealing that 69% of respondents have bought at least one product pitched on online radio in the past year. An even more impressive 44% said they have bought between two and five products advertised in online radio.

Thanks to this partnership, SBS will have access to the most advanced targeting technology of the TargetSpot network as well as the most effective network sales extension to monetize their audience. The expanded partnership gives TargetSpot one of the largest footprints among Hispanics in digital audio and enables its advertising partners to reach millions of additional Hispanic listeners across multiple devices.

"SBS has been an amazing partner in the past and we are very happy to become closer. They have strong brands and the most dynamic and innovative strategy in terms of digital audio, TargetSpot is proud to be part of that strategy. The Hispanic consumer is young and connected, and music is central to their lifestyle and culture. Brands can't afford to play catch up because this audience is too savvy and typically ahead of the general market in terms of media trends. That's why we're continuing to strengthen our partnerships with the leading Hispanic media groups such as SBS to make sure we can help brands keep up with this fast moving audience," says Thierry Ascarez – Chief Business Development Manager at TargetSpot.

"With this announcement, we emphasize our commitment in growing our strategic partnership with TargetSpot. SBS, throughout the years has consistently led the US Hispanic marketplace with proven and revolutionary audio brands inside the space. Our aggressive digital strategy has continued to play a vital role for our present and future growth. This leads to a constant drive for further development, across all of our product offerings. This commitment to innovate and serve our listening audience, in addition to client partners alike remains ever constant. With this in mind, we feel there is no one better suited than Target Spot to help us best monetize our streaming inventory," says Eric Garcia Chief Radio Revenue Officer and General Manager of SBS New York.

About TargetSpot

TargetSpot is the largest most advanced digital audio advertising platform, connecting top national brands, regional, and local advertisers to highly engaged Internet and mobile audiences across desktop, mobile and connected devices. Advertisers work with TargetSpot to reach more

than one third of all digital audio listeners [over 50 Million people] however and wherever they listen through high-impact audio, display, and pre-roll video, and branded content advertising solutions. TargetSpot advertisers can target consumers by demographics, listening preferences, psychographic segmentation, and geography down to postcode level, while benefitting from real-time reporting and analytics, as well as access to its more than 85 distribution partners. TargetSpot is a unit of the RadionomyGroup part of Vivendi Village (Vivendi), the global media and content group. www.targetspot.com

About Spanish Broadcasting System, Inc.

Spanish Broadcasting System, Inc. owns and operates 17 radio stations located in the top U.S. Hispanic markets of New York, Los Angeles, Miami, Chicago, San Francisco and Puerto Rico, airing the Spanish Tropical, Regional Mexican, Spanish Adult Contemporary, Top 40 and Latin Rhythmic format genres. SBS also operates AIRE Radio Networks, a national radio platform which creates, distributes and markets leading Spanish-language radio programming to over 100 affiliated stations reaching 93% of the U.S. Hispanic audience. SBS also owns MegaTV, a television operation with over-the-air, cable and satellite distribution and affiliates throughout the U.S. and Puerto Rico. SBS also produces live concerts and events and owns multiple bilingual websites, including www.LaMusica.com, an online destination and mobile app providing content related to Latin music, entertainment, news and culture. For more information, visit us online at www.spanishbroadcasting.com.

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