



VSIN

CROSSOVER
MEDIA GROUP



VSiN Platform Overview

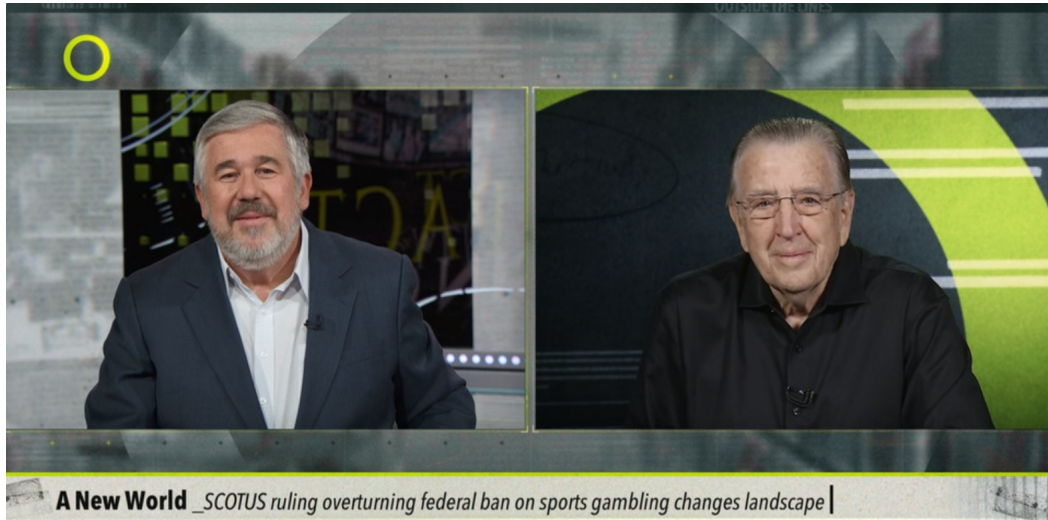
VSiN is the first sports media network dedicated to coverage of the multi-billion dollar sports gambling markets

VSiN produces news, analysis and proprietary data on sports gambling and leverages its multimedia platform for distribution via live video streaming, satellite radio, websites and mobile and social applications

VSiN Positioned To Ride Wave of 3 Big Sports & Media Trends

- ✓ **Rise in value of the sports industry**, especially in media and gaming
- ✓ The opportunity for video content makers in the emerging **OTT ecosystem**
- ✓ Accelerated change in mainstream **attitudes toward sports gambling in U.S.** (including from leagues and potentially from the courts)

Sports gambling is Now Legal Across the U.S.!



A New World _SCOTUS ruling overturning federal ban on sports gambling changes landscape |

Musburger not surprised by sports gambling decision

how legalized sports betting will affect the gambling industry

99.9 The Fan
@999TheFan

Follow

Up next on [@GolicAndWingo](#), the legendary Brent Musburger shares his thoughts on the change in sports gambling laws.



Sports Illustrated

Los Angeles Times

SPORTS

NEW YORK POST

Fan's guide to gambling law:
Watching sports **may never be the same**

ESPN



Chicago Tribune

Sports in America changed forever Monday the moment the Supreme Court struck down the Professional and Amateur Sports Protection Act, **paving the way for legalized gambling** in New Jersey and other states that choose to follow the same lucrative path.



VSiN Sizing the Consumer Marketplace

Market Opportunity: **Sports gambling Enthusiasts**

- Of the estimated **118 million U.S. bettors** wagering an estimated **\$400 billion annually** (legally and illegally), 27% of them seek stats and tips and 10% pay for stats and tips. This translates into a potential market of 11.8 million passionate and invested consumers who seek actionable information along with accurate news about sports events that is currently not available
- Legalized sports gambling in Nevada is forecast to **hit \$5 billion for the first time in 2017**. Mobile phone apps and increased mainstream media coverage of sports gambling are two major drivers of this growth

**Sports gambling
Media Space**

VSiN STANDS OUT:
authoritative information on multiple platforms.

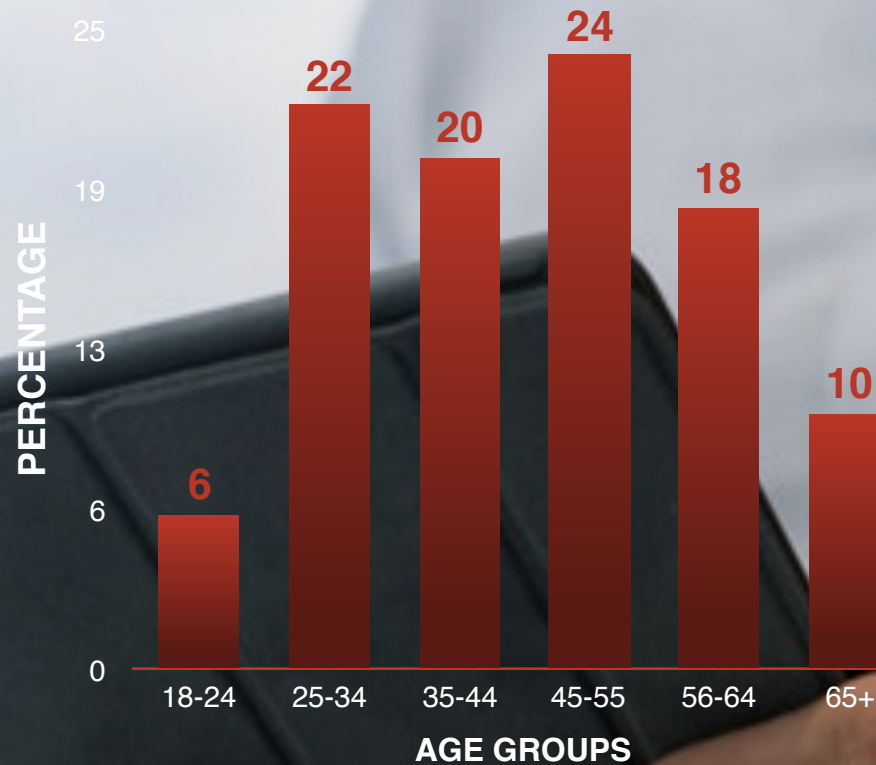
VSiN Expanding Ratings

With the current distribution outlets, VSiN has already attained the following reach:

Source	Monthly Hits
Sirius	2,000,000
VSIN Stream	200,000
Yahoo! Sports	118,000
Podcasts	112,500
Total	2,430,500

- With no out-of-pocket marketing or promotion, VSiN has already gained a sizable audience
 - Nearly **2.5 million combined experiences** per month
 - Viewers are very high income, and have disposable funds
 - 92% male
- VSIN's live stream from the website and app alone can reach over **52,000 simultaneous viewers**
- Average Time Spent Viewing on VSiN stream is 28 minutes
 - Up from 23 minutes in 2017

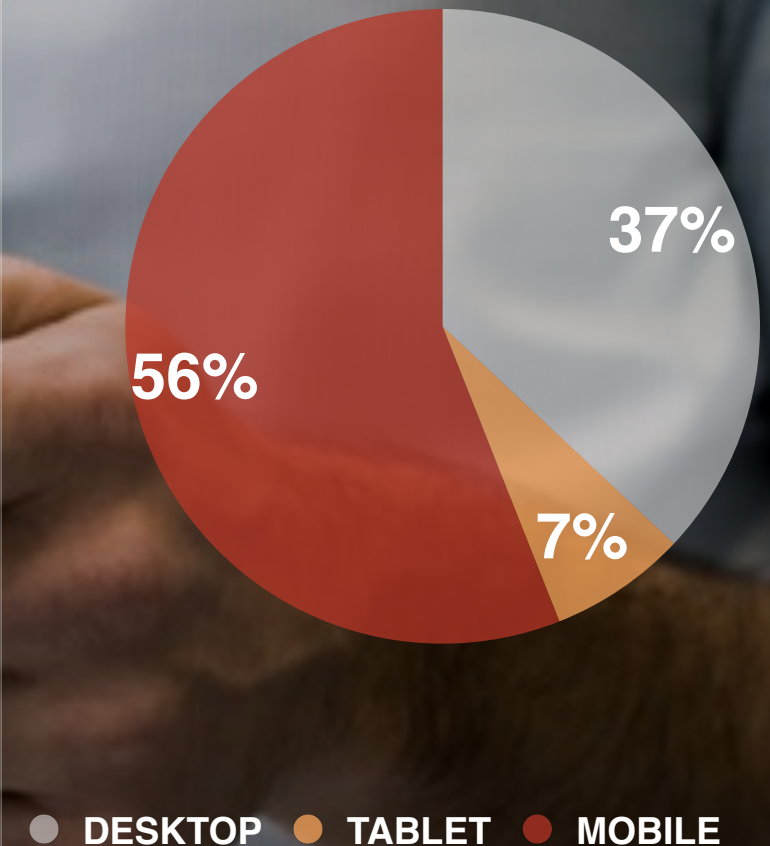
Demographic Breakdown of Streaming Viewers



Viewership is fairly evenly distributed across age groups

Strong presence of young viewers (25-34)

Breakdown of how viewers are watching live stream on the website



Lifestyle of the American Gambler

"X% > X% =
Gamblers vs
Non-Gamblers"

Sources: American Gaming Association,
Las Vegas CVA, Harrah's Survey

***"I'm in control
of personal
spending and
borrow only
when
necessary."***
57% > 44%

***"I donate to
social
issues."***
33% > 20%

***"I'm into
trying new
restaurants."***
21% > 12%

***"I'm connected
and
comfortable
with
technology."***
79% > 65%

***"I'm
optimistic
about my
financial
situation."***
78% > 68%

***"I own 2 or
more
vehicles."***
72% > 55%

***"My work is
a career."***
58% > 51%



Demographics of the American Gambler

***15% Gamble
At Least
Once Per
Week***

***120 Million
US Adults
Wager
Annually***

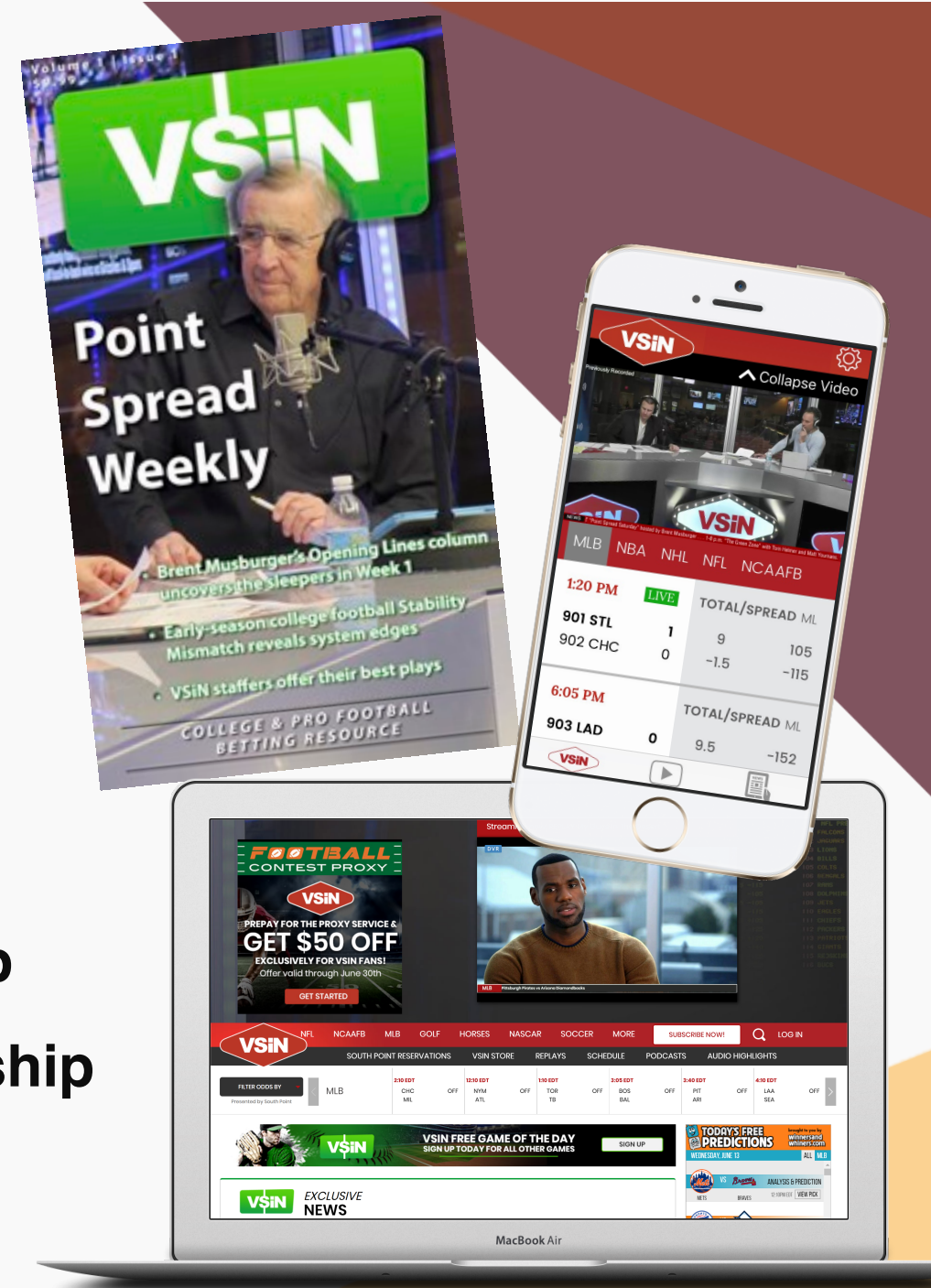
***\$74k
Ave
Income***

87% Male

Sources: American Gaming Association,
Las Vegas CVA, Harrah's Survey

Products to sell

- ✓ Newsletter
- ✓ VSiN app
- ✓ VSiN.com
- ✓ *OTT Streaming*
- ✓ Point Spread Weekly
- ✓ Action updates
- ✓ Sirius Channel 204
- ✓ SuperContest sponsorship
- ✓ Fantasy Football sponsorship



VSIN
WEEKDAY
Programming

**Follow
The Money**

with Mitch Moss and
Pauly Howard

*Monday–Friday:
7am–10am EST*

**The
Edge**

with Matt Youmans and
Jonathan Von Tobel

*Monday–Friday:
3pm–5pm EST*

**A Numbers
Game**

with
Gill Alexander

*Monday–Friday:
10am–12n EST*

**Russia
2018**

Special *World Cup*
Coverage

*Monday–Friday:
5pm–6pm EST*

**Follow
The Money**

REPLAY

*Monday–Friday:
7am–10am EST*

**My Guys In
The Desert**

with Brent Musburger, Vinny
Magliulo and Ron Flatter

*Monday–Friday:
6pm–9pm EST*





VSIN
WEEKEND
Programming

**Point Spread
Saturday**

or Sunday,
if it's a Sunday

*Saturday–Sunday:
11am-2pm EST*

**The Green
Zone**

with Matt Youmans and
Jonathan Von Tobel

*Saturday–Sunday:
2pm-5pm EST*

**Russia
2018**

Special *World Cup*
Coverage

*Saturday–Sunday:
5pm-6pm EST*



CHANNEL 204

... hosted by Brent Musburger ... 1-8 p.m. "The Green Zone" with Tom Helmer and Matt Youmans.

Partnership Proposal

Sirius/XM
TV Live OTT Stream
Podcasts
VSiN App & Website
VSiN Newsletter
VSiN Social Media

Details

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COST: \$1,000,000

CONTACT

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VSIN

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