

A man in a grey suit and glasses stands on a red carpet, gesturing with his arms outstretched. He is surrounded by VSIN signs, including a large diamond-shaped one in the foreground and several rectangular ones on the background wall. The scene is illuminated with red and blue lights.

The Bet[♠]R Network

**Radio Platform for the
VEGAS STATS & information NETWORK**

The New York Times

Supreme Court Ruling Favors Sports Betting

WASHINGTON — The Supreme Court [struck down a 1992 federal law](#) on Monday that effectively banned commercial sports betting in most states, opening the door to legalizing the estimated \$150 billion in illegal wagers on professional and amateur sports that Americans make every year.

May 14, 2018



Supreme Court strikes down ban on sports betting

The justices declared unconstitutional a law passed by Congress a quarter century ago that forced states to keep sports gambling bans on the books. The 6-3 decision clears the way for other states to join Nevada in allowing bets to be placed on individual games.

May 14, 2018

THE WALL STREET JOURNAL.

Supreme Court Ruling Opens Door to Sports Betting

WASHINGTON—The Supreme Court opened the door to legal sports betting across the country by invalidating federal prohibitions on such wagers, in a ruling Monday that could mark a groundbreaking shift for sports leagues, fans and casinos.

Updated May 14, 2018 7:17 p.m. ET





AMERICAN GAMING ASSOCIATION

39% of adult Americans – about 100 million people – are either current or potential future sports bettors.

46% of current sports bettors in newly legalized states report that legalization has led to an increase in sports betting frequency.

Nearly 8 in 10 Americans support legalizing sports betting in their state.

63% of Americans support the Supreme Court's ruling that struck down the sports betting ban.

*Current and Future Sports Betting Behavior Post-PASPA
A survey conducted by the American Gaming Association*

Audience Profile



- 45% of sports bettors fall into the 25-34 demographic
- 69% of sports bettors are male
- 41% are multi-cultural
- 69% of sports bettors have an annual income of \$50,000+
- 53% of sports bettors have a bachelors degree or better

The BetR Network - VSiN's Radio Platform



The Vegas Stats & information Network (VSiN) is the nation's first-ever network dedicated to delivering news and information about the nation's regulated betting markets. VSiN programming is distributed on multiple platforms across North America, including: Sirius XM; MSG Networks; the New England Sports Network (NESN); fuboTV; sling TV; and game+ in Canada. "The BetR Network" is VSiN's radio platform and is the first-ever terrestrial radio network dedicated to sports betting.



BetR Network Affiliates



New York



Chicago



Boston



Philadelphia



San Francisco



Houston



St. Louis



Portland



Pittsburgh



Nashville



Louisville



Las Vegas



Reno



Home of the **Bet•R** Network

Atlantic City



The Bet[♠]R Network

TOTAL AUDIENCE PLAN

OVERVIEW

The BetR Network's Total Audience Plan (TAP) delivers more than 31-million monthly impressions on multiple platforms, including: digital; radio; satellite; and television.

The BetR Network

The BetR Network is heard on 172 terrestrial radio stations, including: 1050 ESPN New York; WLS Chicago; 98.5 The Sports Hub in Boston; and KNBR in San Francisco.

SiriusXM 204

BetR Network programming is heard on a dedicated SiriusXM channel (204).

VSIN.COM

All BetR Network shows stream live online at VSIN.com, where our premium subscribers can access live and on-demand programming.

MSG & NESN

BetR Network programming also airs on regional sports networks, Madison Square Garden Network (MSG) and the New England Sports Network (NESN).

ONE READ, MULTIPLE PLATFORMS

When our hosts deliver your advertising message, it's wrapped around relevant, real-time content and simultaneously delivered on multiple platforms.

31-MILLION MONTHLY IMPRESSIONS



1.32-Million Monthly Impressions



5.98-Million Monthly Impressions



6.272-Million Monthly Impressions



18.057-Million Monthly Impressions



Live from the Indeed Studios in Las Vegas, I'm Brent Musburger.

NAMING RIGHTS



Our naming rights package delivers more than 31-million monthly impressions on multiple platforms, including: satellite radio (SiriusXM); digital (VSIN.com); radio (BetR Network); regional sports networks (NESN, MSG); and over-the-top (OTT) content providers (fuboTV, sling). We guarantee a minimum of eight (8) mentions and/or graphic representations of your branding each hour during programming from our Las Vegas studios. That's an inventory commitment of 192 mentions per day or more than 70,000 annually. This category exclusive partnership includes a spot schedule on all platforms.

GUEST LINE



ON THE PHONE

CHRIS "MAD DOG" RUSSO

**SIRIUSXM
MAD DOG SPORTS RADIO**

@MADDOGUNLEASHED

indeed

VSIN

FOLLOW THE MONEY
WITH MITCH MOSS & PAULY HOWARD



During each hour of programming, VSIN hosts interview the biggest names in sports, sports media, and sports gambling. Prior to each appearance, the host will mention the sponsor, deliver a 10-second read of sponsor copy, and your branding will appear on-screen whenever the "On The Phone" graphic. We guarantee one mention per hour, one 10-second sponsor read per hour, inclusion of your graphics in our social media posts (@vsinlive), and mentions to promote guests during the shows.



Brent Musburger's Action Update Vegas Stats & information Network

Overview

Gow Media produces and distributes the Brent Musburger Action Update for the Vegas Stats & Information Network (VSIN). The short-form feature delivers relevant, real-time sports betting news and information.

Sports Gambling

The recent U.S. Supreme Court ruling has sparked an unprecedented expansion of sports gambling in the United States. Sports gambling is going mainstream, and there are millions hungry for sports gambling content.

Effective

Our Action Updates wrap your advertising message around essential content that the listener wants to hear. This will help your advertising message to cut through the clutter and deliver a significant impact for your business.

Consistent

The VSIN updates air during morning and afternoon drive on many of the biggest radio brands in the country, including: 1050 ESPN New York (WEPN-AM); Boston's 98.5 The Sports Hub; 890 WLS-AM in Chicago; and Philadelphia's 97.5 The Fanatic (WPEN-FM).

Affordable Live Reads

With each live read, the legendary Brent Musburger will wrap your advertising message around content the listener wants to hear during prime time on many of the biggest sports radio stations in the country.



New York



Boston



Chicago



Philadelphia



San Francisco



Houston



St. Louis



Pittsburgh

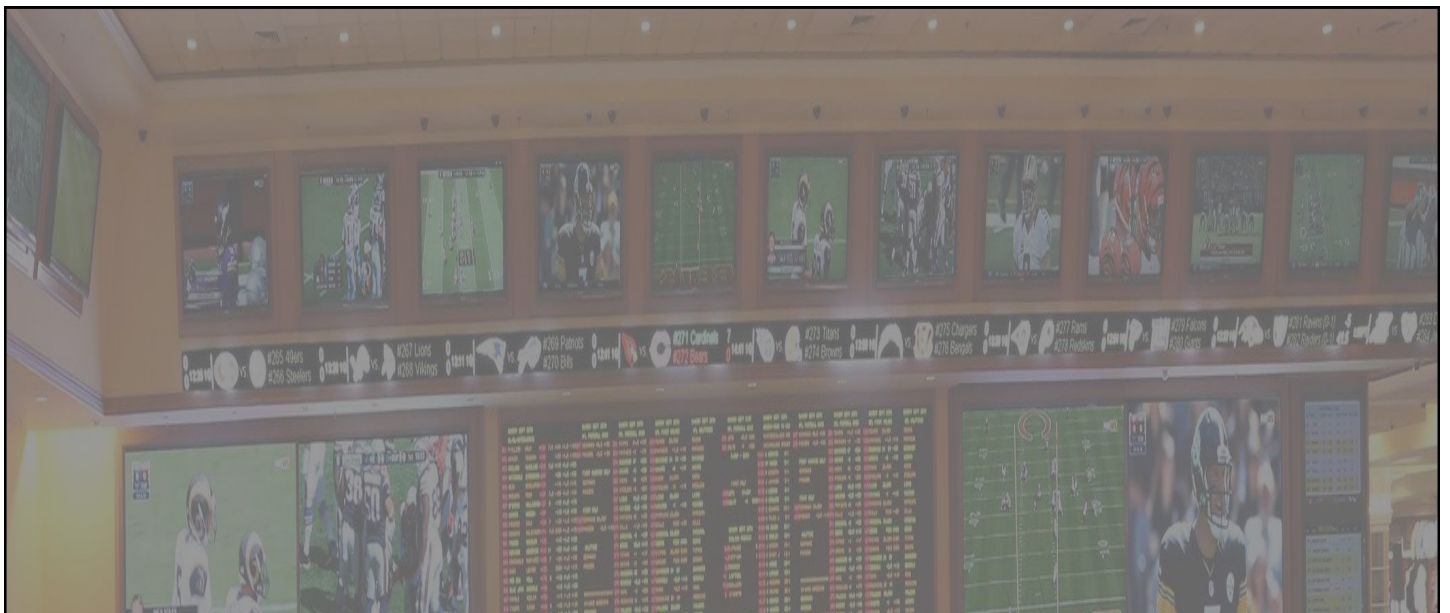


Portland



Louisville





The Bet[♠]R Network

