



YAHOO!
SPORTS RADIO

"The Sports Flash" Radio Network
GOALS - October 2012

- 1. Increase affiliates***
- 2. Increase revenue***



OCTOBER 2012

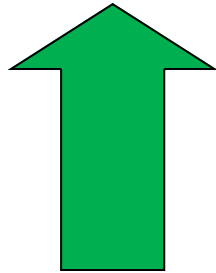
163
AFFILIATES

26.5%
U.S. COVERAGE

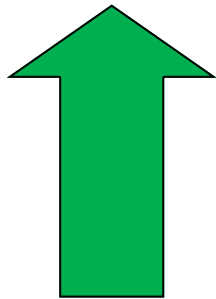
71,400
AQH



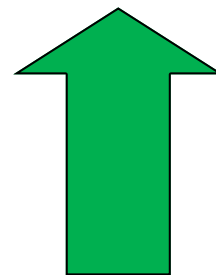
Since October 2012,
"The Sports Flash" powered by Yahoo! Sports
Radio has experienced significant growth:



169
AFFILIATES



118%
U.S. COVERAGE



58,400
AQH



NOVEMBER 2014

332
AFFILIATES

71.1%
U.S. COVERAGE

129,800
AQH





STATE-BY-STATE AFFILIATE BREAKDOWN

