

WESTWOOD ONE

a multiplatform content provider

2009
**CMT
MUSIC
AWARDS**



There are nearly 2,100 country music radio stations across America, more than any other format.

Nearly 55% of U.S. women and 45% of men are country music listeners.*

Be a part of the next big awards show for country radio –

Associate your brand with two of the biggest names in country music – CMT and Westwood One.

*according to the Country Music Association.

*according to the Country Music Association.



The CMT Music Awards

One of the most exciting nights from the biggest brand in the world of country music. Westwood One's *All Access at the CMT Music Awards* puts your brand center stage as we bring the excitement to country fans across the land.

Country artists, record label executives, celebrities, and ... well ... just about the entire industry flocks to the country music capital of the world in Nashville for the annual event – and so can you.



This Brand is Your Brand

Associate your brand with the biggest brand in country music, CMT, exclusively through Westwood One.

- 🎸 On-site event delivers on-air brand integration through live-read billboards and topical banter between LOCAL radio personalities and celebrities
- 🎸 Visual branding via on-site signage
- 🎸 Tactile branding via on-site sampling
- 🎸 Online and on-air promotions/contests
- 🎸 Customized programming



WESTWOOD ONE

On Air

Westwood One will create a comprehensive marketing campaign that associates *your brand* with one of the biggest events in Country Music.

-  Customized in-program and network commercials to promote *Your Brand's* CMT Music Awards sponsorship
-  **The Road to the CMT Music Awards** is a four-to-six week media campaign aired within Westwood One's outstanding roster of Country Music programs and on our Country Music networks.
 -  "Vignettes," billboards, entitlements and live DJ reads to create a CMT sponsorship specifically designed for YOUR BRAND.
-  **CMT Music Awards Pre-Show Nomination Special** - a two-hour special hosted by one of country music's hottest stars, that includes live interviews, performances and discussions centered around the CMT Awards Show.
-  **All Access at the CMT Music Awards** - America's biggest Country radio stations will broadcast live from backstage at the CMT Music Awards during the one (1) day prior to the Awards Show. Station personalities conduct one-on-one interviews with nominees, presenters and performers.



WESTWOOD ONE

Online

Examples of exclusive audio and video available on branded multimedia player that lives on station websites

Backstage at the 2008
ACADEMY of COUNTRY MUSIC AWARDS



About Your Host...

Lon Helton has been the host of Westwood One's Country Countdown USA since its inception in 1992. Country Countdown USA can be heard 0:00 a.m. - 12 midnight Monday through Sunday, on over 200 stations nationwide. Lon is Editor and Publisher of Country Week, a country music and radio information service.

Embed Tell a Friend



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Use only as directed.

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GET YOUR HEAD BACK WHERE IT BELONGS.™



Use only as directed.

Point of Grace



A visit to the set by Point of Grace

Kellie Pickler



Kellie talks about her nights out on the town

Rascal Flatts



Superstars Rascal Flatts stop by the set

Reba McEntire



The 2008 host of the ACM Awards

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ALL NEW CHEVY MALIBU
2008 NORTH AMERICAN CAR OF THE YEAR
STARTING AT \$19,995*

TAKE A CLOSER LOOK ▶

Backstage at the GRAMMYs
Thursday 2/7 & Friday 2/8 | 3pm et

WESTWOOD ONE
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Backstage at The GRAMMYs

Randy Jackson with SuChin & Blaire
Randy dishes on his new show America's Best Dance crew.

Randy Jackson and Amy Lee
Amy Lee comes back to join Randy Jackson and the girls.

Chyna
Chyna shares with SuChin and Blaire that she is ready to get her life and career back on track.

Flavor Flav
Flavor Flav gets crazy with the girls and gives their Flavor of Love names.

Walt
Walt talks with Chocolatee and his wife Susan and Blaire, and talks about his



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Starts at \$19,995

As shown \$25,995 MSRP. Tax, title, license, dealer fees and optional equipment extra.

GRAMMY AWARDS

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ivp new media

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Online

Players

Users will be able to embed the player on their social network sites as well as share clips via email.

Digital Ad Unit package overview

Video Player

- Includes backstage interviews, footage and clips
- Lives on appx. 20 radio station sites
- 100% Share Of Voice of skinned video player
- Embeddable on 3rd party sites

On-Site Presence

- Roped-off "Client Lounge"
- Product sampling if applicable
- Signage around video set

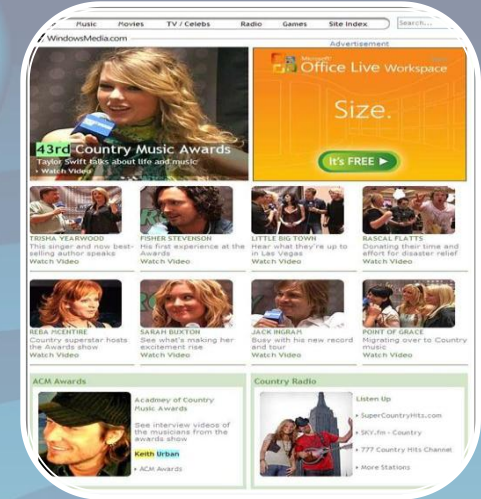
Promotions

- Affiliate stations drive users to websites to view video content
- Westwood One drive users to sponsor site to use and share the video player
- Search engine buys to increase player visibility (Example - if someone types in CMT in a search engine like Google, we would have a paid link that brings people to your player)

Media

- Display units/Banner ads
- Pre-roll on all video clips
- Logo on video player

Windows Media Player



You Tube Player



The CMT Brand

Get to know your brand partner.

CMT.com

- In April 2008, CMT.com recorded its best month ever according to data from comScore. Traffic on the site grew 68% over April 2007 with more than 4.3 million unique visitors.

CMT Music Awards

- Traffic on CMT.com surged the day after the 2008 CMT MUSIC AWARDS, shattering all previous records with 26 million page views and beating the 2007 record by 246%.
- Total uniques to the site were up 346% at 1.6 million for the single day, and streams were up 173% with more than 994,000 streams in a single day.
- Fans cast a record 5 million votes online to determine the winners.
- For the first time, CMT partnered with national publications *USA Weekend* and *People* for extensive coverage of the 2008 CMT MUSIC AWARDS. *USA Weekend* ran multiple stories leading up to the awards, including a cover story featuring nominee Taylor Swift. In addition, *People* was the exclusive sponsor of the CMT Awards after-party, and hosted a backstage photo booth at the awards show resulting in multiple pages in their magazine.

