

**WESTWOOD ONE**

a multiplatform content provider



2009  
GRAMMY Awards



# The GRAMMYs have shaped popular culture yearly by providing exposure to talented artists across the music spectrum.

There aren't many (if any) shows with the direct effect on sales the GRAMMYs wield. GRAMMY exposure is heavily correlated with sales increases.

## 368% increase in sales

In the week after her GRAMMYs performance and 5 awards, Amy Winehouse's *Back in Black* went from 24<sup>th</sup> to 2<sup>nd</sup> on the billboard charts.





## 967% increase in sales

Herbie Hancock, the top album winner had the most dramatic-looking increase with its tenfold-plus increase in sales.



# Welcome to the VIP Entrance

Westwood One's longstanding partnership with one of the most powerful event brands, the GRAMMYS, puts us in the unique position to offer integration opportunities far beyond the realm of simple spots.

-  Fully Integrated On-site Branding at Backstage Events
-  Live Brand Interaction, Live Reads and On-Air Banter with Local Radio Jocks and Entertainment Superstars
-  Online and On-Air Promotion
-  Creation of Content Inside Customized Programming





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# The GRAMMYS

Without a doubt, the most exciting music event in the world. Everyone who's anyone in music attends and Westwood One, *The Official GRAMMY Radio Network Worldwide*, brings all the excitement to listeners around the globe.

The GRAMMY Awards is the most prestigious, star-studded event in all of music. The pinnacle of achievement for the music industry, producing some of the most memorable performances ever.

-  Music's Biggest Night
-  Worldwide Audience
-  All-star Cast of Performers
-  Alicia Keys, Kanye West , Rihanna...

Westwood One's broadcast provides advertisers this golden association.





# On Air

Westwood One will seamlessly integrate a promotional campaign that will tie *your brand* into the unique GRAMMYS experience.

- 📶 On Air Promotional Announcements
- 📶 Road to the GRAMMYS - In-program promotional announcements will run in a 6-8 week long media campaign within Westwood One's highly targeted networks and programs.
  - 📶 GRAMMY Vignettes - :30 vignettes that highlight nominees to fit *your brand's* target demographic.
- 📶 GRAMMYS Specials - Three (3) two-hour specials will air on more than 400 radio stations nationwide.
- 📶 Backstage at the GRAMMYS - Nearly forty (40) of the country's biggest music radio stations will broadcast LIVE from backstage at the GRAMMYS for the two days of rehearsals prior to the award show. Each station will air live announcements and run sponsor commercials.
  - 📶 GRAMMY "Congratulatory" Vignettes – air after the live telecast with sponsor congratulation for winning artists.



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# Online – Remote Webcast

## GRAMMY Backstage Video Player

- Lives on the local websites of Radio Station across the country, many in the Top 25 markets
- Skinned with the look & feel of sponsor's brand
- Supported by adjacent banners that can tie directly to the video content (i.e. "buy the new Kanye West CD at Target" banner ad runs adjacent to Kanye West interview clip)
- Branding of the physical set on site at the GRAMMYS
- Wide Distribution – in addition to radio station websites video players:
  - Can be embedded into social network sites like MySpace and Facebook
  - Live on artists websites
  - Live on sponsors websites



Amy Lee of Evanescence and Randy Jackson with SuChin Pak and Blaire

### 2008 Webcast Statistics

- 21 stations in all Top Ten markets
- 33 stations in the Top 20
- 51 stations in the Top 50
- 300,000+ Video Ad Impressions
- 35,000+ Unique Visitors
- 15:33 avg. time spent





# On Site – Radio Remote

Westwood One's *Backstage at the GRAMMYS* Radio Remote will take place at the Staples Center in Los Angeles on Wednesday, February 8<sup>th</sup>, 2009.

- 🔑 Nearly 40 of the nation's hottest music radio stations will broadcast live, airing interviews with top artists.
- 🔑 Amazing opportunity to showcase brands in a unique environment with LIVE Radio DJs, celebrities and guests.
- 🔑 Your products will be seamlessly integrated into Westwood One's Backstage at the GRAMMYS event.
- 🔑 Westwood One will create signage for the event, aligning your brand with the GRAMMY Awards.
- 🔑 Sampling opportunities are available, and product samples can be included in DJ and celebrity gift packs.





# On Site – Radio Remote

Station Reach for *Westwood One Presents Backstage at the GRAMMYS*:

## Affiliate Lineup



Nearly 40 Domestic stations



10 International stations



MTV Radio Network – Over 160 affiliates



VH1 Radio Network – Over 90 affiliates



BET Radio Network – Nearly 55 affiliates



# On Site - Media

The GRAMMY Awards are music to Madison Avenue's ears and remain a huge draw in an era of increased audience fragmentation.

Westwood One will deliver *Your Brand message* through:

-  Sponsorable GRAMMY Vignettes
-  Ten (10) :30 commercials within each of the two long-form specials
-  Opening and closing billboards in all relevant and appropriate programming
-  In-program feature sponsorships in appropriate GRAMMY music programming
-  Six (6) :30 commercials to air during the week leading up to the event
-  Six (6) LIVE :15's read by station personalities during LIVE broadcasts
-  Opportunities for product placement and signage at the event
-  "Congratulatory" GRAMMY vignettes

Total Value: \$2,250,000

Total Investment: \$1,500,000

