



Spanish Broadcasting System (SBS) signs exclusive agreement with AdsWizz to sell audio advertising in the United States

Agreement expected to enhance access to Hispanic audio content for advertisers

Spanish Broadcasting System to migrate onto AdsWizz's technology stack

(San Mateo, CA – Oct 04, 2022) - US-based Spanish Broadcasting System (**SBS**) Inc. today announces **AdsWizz** Inc. as the exclusive programmatic sales representative of SBS's Hispanic audio inventory, following SBS's migration onto the AdsWizz technology stack. SBS will now benefit from AdsWizz's hosting, ad insertion, campaign management, yield optimization and more.

As the largest publicly traded minority-owned media and entertainment company in the US, SBS has unparalleled reach within the Hispanic community for four decades thanks to its culturally relevant audio, digital, video and live music experiences. For example, SBS's AIRE Radio Networks delivers Spanish-language radio programming to more than 300+ affiliated stations, reaching 95% of the U.S. Hispanic audience.

This new relationship allows SBS to leverage AdsWizz's state-of-the-art audio technology and regional media sales channels, including SXM Media, the combined advertising sales group of Sirius XM Holdings Inc., to make demand source connections and monetization more efficient and streamlined.

For advertisers, this also means easier and broader access to SBS's highly engaged and sought-after Hispanic community of listeners. Advertisers can connect with SBS's audio inventory via SBS's direct sales team or through AdsWizz's connected demand sources: AudioMatic, AdsWizz's demand-side platform; the AdsWizz Marketplace, which enables publishers and advertisers to easily transact on audio inventory; and AdsWizz direct integrations with major third-party demand-side platforms (DSPs).

Marsha Fischer, VP of Strategic Partnerships at AdsWizz said of the announcement: "*We are building important momentum in the audio advertising landscape through strategic relationships that help us connect advertisers with an ever-growing community of diverse*

listeners. SBS fit this bill perfectly - thanks to their enviable scope and incredible history serving engaging audio content to the U.S. Hispanic community since 1983. Now that we have exclusive access to their audio inventory, alongside a full stack migration, we will be able to deliver a truly holistic audio strategy that benefits not only SBS publishers and advertisers, but ultimately provides an incredible listening experience for audiences.”

Albert Rodriguez, President of SBS added: *“AdsWizz is truly leading the charge on bridging the gap between publishers, ad tech, and sales channels. Today’s announcement demonstrates we are in very capable hands to accelerate our growth as a company looking to ramp up our efforts in the digital audio space. Although our roots are in radio broadcasting, we know the importance of adapting to evolving audience behaviors and having a relationship with AdsWizz means we will be at the forefront of that change and will help ensure we keep delivering the best experiences to our dedicated audiences.”*

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About AdsWizz

AdsWizz, a subsidiary of SiriusXM, is the technology engine powering the monetization of audio content worldwide. A pioneer in the space, AdsWizz provides publishers and independent content creators with the tools they need to scale their audio business, while offering marketers innovation at scale, allowing them to connect with audiences globally. From radio, streaming, and podcasts to dynamic ad insertion, advanced programmatic, contextual targeting, and first-to-market audio ad formats, only AdsWizz seamlessly connects an entire ecosystem of audio buyers and sellers with the click of a button. To learn more about AdsWizz, visit adswizz.com.

About Spanish Broadcasting System and AIRE Radio Networks

Spanish Broadcasting System, Inc. is a leading Hispanic media company that owns and operates 17 radio stations located in the top U.S. Hispanic markets of New York, Los Angeles, Miami, Chicago, San Francisco and Puerto Rico, airing the Spanish Tropical, Regional Mexican, Spanish Adult Contemporary, Top 40 and Latin Rhythmic format genres. SBS also operates AIRE Radio Networks, a national radio platform which creates, distributes and markets leading Spanish-language radio programming to over 300+ affiliated stations reaching 95% of the U.S. Hispanic audience. SBS also owns MegaTV, a television operation with over-the-air, cable and satellite distribution and affiliates throughout the U.S. and Puerto Rico. SBS also produces live concerts and events and owns multiple bilingual websites, including www.LaMusica.com, an online destination and mobile app providing content related to Latin music, entertainment, news and culture. For more information, visit us online at www.spanishbroadcasting.com.