CROSSOVER MEDIA GROUP
VSiN is the first sports media network dedicated to coverage of the multi-billion dollar sports gambling markets

VSiN produces news, analysis and proprietary data on sports gambling and leverages its multimedia platform for distribution via live video streaming, satellite radio, websites and mobile and social applications

VSiN Positioned To Ride Wave of 3 Big Sports & Media Trends

✓ Rise in value of the sports industry, especially in media and gaming
✓ The opportunity for video content makers in the emerging OTT ecosystem
✓ Accelerated change in mainstream attitudes toward sports gambling in U.S. (including from leagues and potentially from the courts)
Sports gambling is now legal across the U.S.!

Fan’s guide to gambling law: Watching sports may never be the same.

Musburger not surprised by sports gambling decision: how legalized sports betting will affect the gambling industry.

Sports in America changed forever Monday the moment the Supreme Court struck down the Professional and Amateur Sports Protection Act, paving the way for legalized gambling in New Jersey and other states that choose to follow the same lucrative path.
Market Opportunity: Sports gambling Enthusiasts

- Of the estimated 118 million U.S. bettors wagering an estimated $400 billion annually (legally and illegally), 27% of them seek stats and tips and 10% pay for stats and tips. This translates into a potential market of 11.8 million passionate and invested consumers who seek actionable information along with accurate news about sports events that is currently not available.
- Legalized sports gambling in Nevada is forecast to hit $5 billion for the first time in 2017. Mobile phone apps and increased mainstream media coverage of sports gambling are two major drivers of this growth.

VSiN STANDS OUT: authoritative information on multiple platforms.
With the current distribution outlets, VSiN has already attained the following reach:

<table>
<thead>
<tr>
<th>Source</th>
<th>Monthly Hits</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sirius</td>
<td>2,000,000</td>
</tr>
<tr>
<td>VSiN Stream</td>
<td>200,000</td>
</tr>
<tr>
<td>Yahoo! Sports</td>
<td>118,000</td>
</tr>
<tr>
<td>Podcasts</td>
<td>112,500</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>2,430,500</strong></td>
</tr>
</tbody>
</table>

- With no out-of-pocket marketing or promotion, VSiN has already gained a sizable audience
  - Nearly 2.5 million combined experiences per month
- Viewers are very high income, and have disposable funds
  - 92% male
- VSiN’s live stream from the website and app alone can reach over **52,000 simultaneous viewers**
- Average Time Spent Viewing on VSiN stream is 28 minutes
  - Up from 23 minutes in 2017
Demographic Breakdown of Streaming Viewers

Viewership is fairly evenly distributed across age groups

Strong presence of young viewers (25-34)

Breakdown of how viewers are watching live stream on the website
Lifestyle of the American Gambler

"I'm in control of personal spending and borrow only when necessary."
57% > 44%

"I'm connected and comfortable with technology."
79% > 65%

"I'm optimistic about my financial situation."
78% > 68%

"I own 2 or more vehicles."
72% > 55%

"My work is a career."
58% > 51%

"I donate to social issues."
33% > 20%

"I'm into trying new restaurants."
21% > 12%

Sources: American Gaming Association, Las Vegas CVA, Harrah’s Survey
Demographics of the American Gambler

15% Gamble At Least Once Per Week

120 Million US Adults Wager Annually

$74k Ave Income

87% Male

Sources: American Gaming Association, Las Vegas CVA, Harrah’s Survey
✓ Newsletter
✓ VSiN app
✓ VSiN.com
✓ OTT Streaming
✓ Point Spread Weekly
✓ Action updates
✓ Sirius Channel 204
✓ SuperContest sponsorship
✓ Fantasy Football sponsorship
WEEKEND Programming

Point Spread Saturday or Sunday, if it’s a Sunday
Saturday–Sunday: 11am-2pm EST

The Green Zone with Matt Youmans and Jonathan Von Tobel
Saturday–Sunday: 2pm-5pm EST

Russia 2018 Special World Cup Coverage
Saturday–Sunday: 5pm-6pm EST
Partnership Proposal

Sirius/XM
TV Live OTT Stream
Podcasts
VSiN App & Website
VSiN Newsletter
VSiN Social Media

Details

COST: $1,000,000
CONTACT

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