

austin360

STUDIO SESSIONS

By Austin American-Statesman

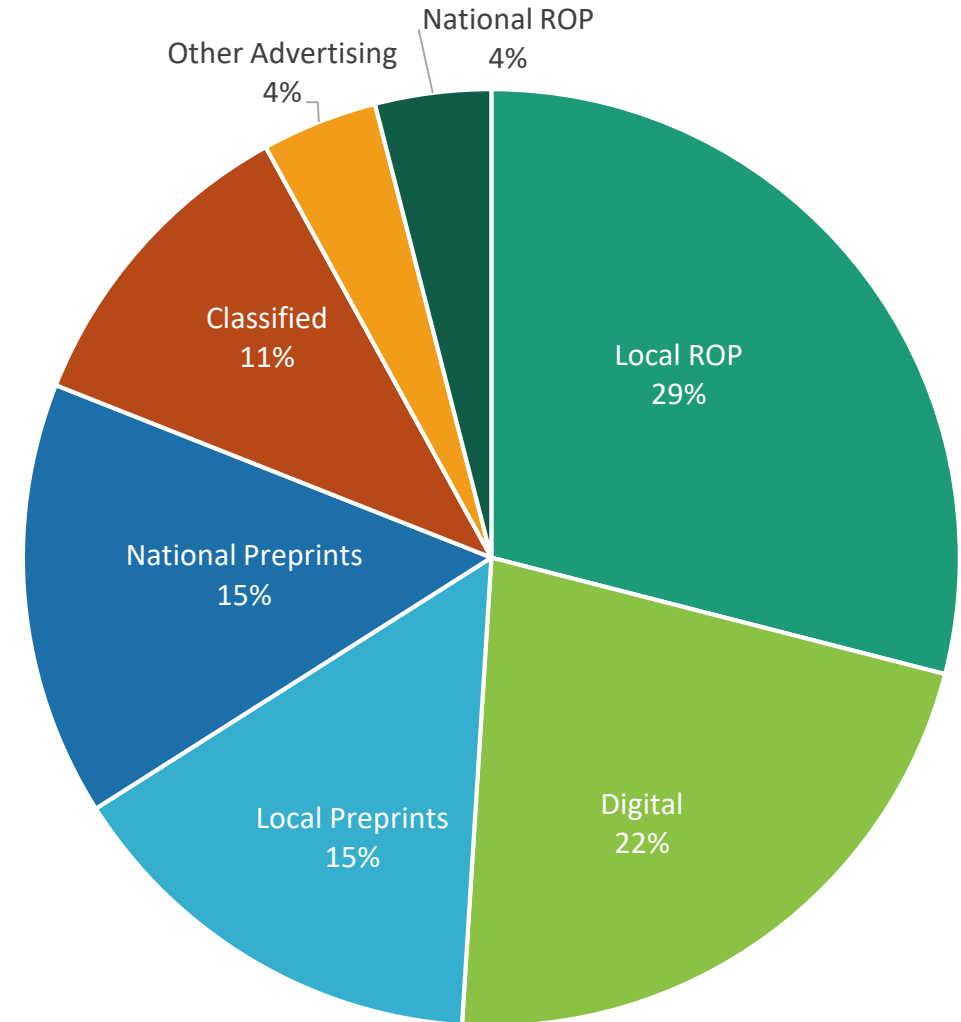
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BY

BUD LIGHT[®]




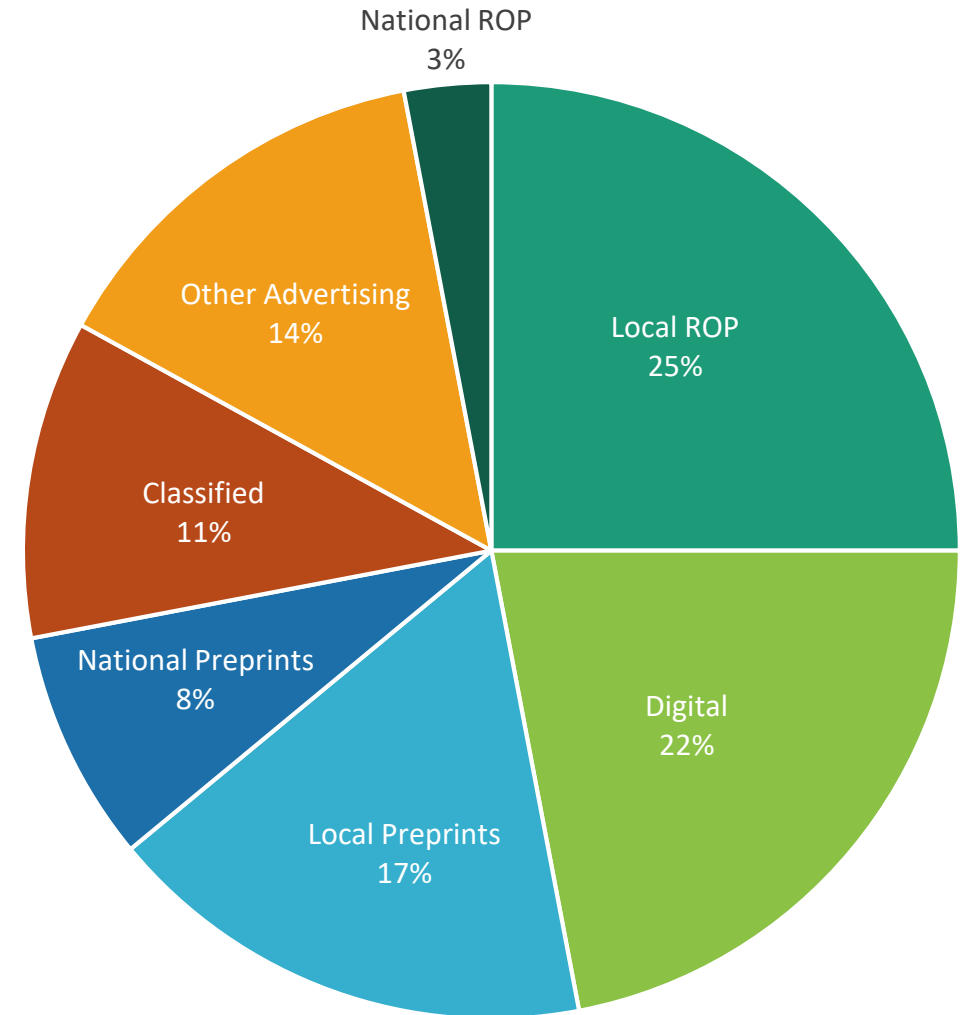
2017 Product Mix

- Core
- Digital
- Third revenue stream
 - **STUDIO**
 - Experiential Events



2018 Product Mix

- Core
- Digital
- Third revenue stream
 -  **STUDIO**
 - Experiential Events



EVENTS

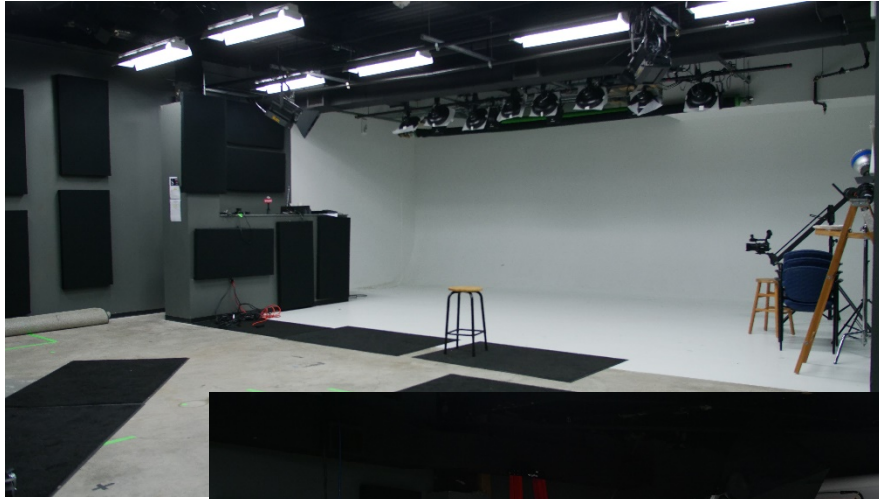
Statesman | CAP**10K**



STUDIO

- Research
- Creative
- Branding
- Media Placement







VIDEO: BUDLIGHT SXSW CAN REVEAL





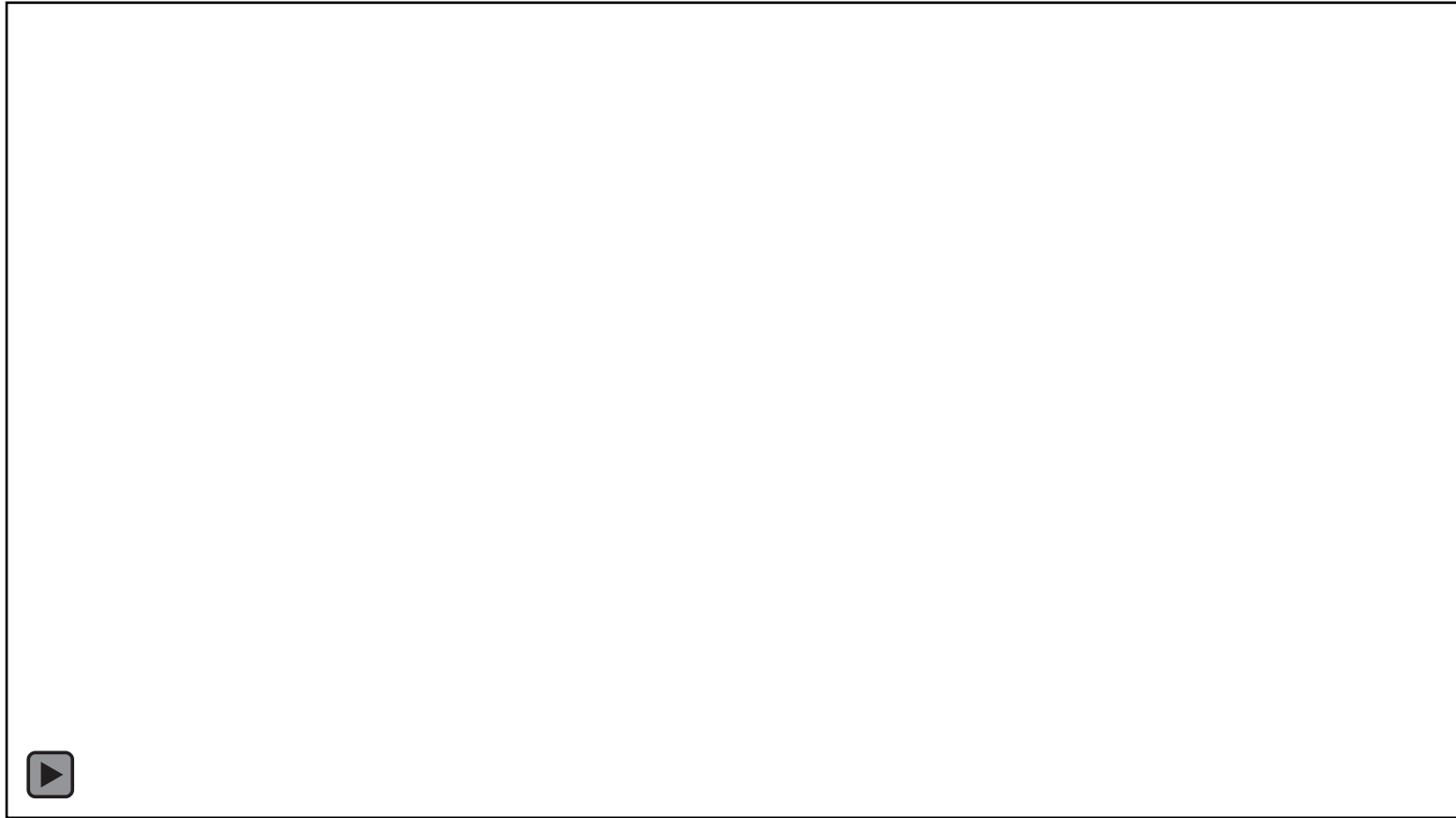


Video: Austin360 Studio Sessions



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STUDIO SESSIONS
By Austin American Statesman
PRESENTED BY 

HOOK'EM.COM
By Austin American Statesman



BY THE NUMBERS

2018 Overall Facebook Statistics

479,069 views

300,309 minutes viewed

968,925 people reached

10,690 engagement

2018 Episode Averages

29K views

18k minutes viewed

668 engagement



austin360 RADIO



Austin360.com

Pageviews	Sessions	Users
1,540,703	483,999	360,118
↑ 28.5%	↑ 7.9%	↑ 12.7%



austin360 RADIO



Radio Alert

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Austin360 Radio Airstream with Branding Opportunity



THANK YOU!

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