



MAGNA EQUITY *UPFRONT*



CHANGING THE MARKETPLACE



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Broadcast tycoon Byron Allen on being a role model for future Black business leaders

SUNDAY MORNING FEBRUARY 17, 2022 / 4:08 PM / CBS NEWS f t v

Byron Allen, head of a major media company that includes the Weather Channel, TV stations, cable networks and more, says he sees his company as leverage to affect real change in the way corporate America does business, in an interview with correspondent Lee Cowan for "CBS Sunday Morning," to be broadcast Sunday, February 20 and streamed on Paramount+.


Allen is planning to bid for the Denver Broncos which - if successful - would make him the first Black

BLACK ENTERPRISE **BLACK DIGITAL MEDIA BRAND** BUSINESS ▾ NEWS ▾ LIFESTYLE ▾ EVENTS ▾ VIDEOS ▾

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MEDIA MOGUL BYRON ALLEN CHALLENGES AD AGENCIES AND BRANDS TO SPEND WITH BLACK MEDIA

by Derek Major March 17, 2021 #1062 f t in @



Byron Allen Explains How Racial Equity In Media Can Help Create 'A Survivable Scenario For America'

May 26, 2021 By Tomra Mosley and Allison Heenan t f m e



Comedian and media mogul Byron Allen in Los Angeles in 2019. (Chris Carlson/AP)



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TELEVISION

**BLACK OWNED,
BLACK TARGETED**

MOST VISITED **BLACK** TARGETED DESTINATION

A dedicated audience:

6.9 MM
Avg Monthly Uniques

39
Median Age

1.5MM
Social
Followers

\$100K
HHI

Viewers Per Platform:

 **90%**
Mobile

 **8%**
Desktop

 **2%**
Tablet



NEW CABLE NETWORK
theGrioTV

BLACK CULTURE AMPLIFIED

TheGrio's mission is to focus on news, entertainment, lifestyle programming and events that have an impact on Black audiences globally.

We are an omni-channel community providing an incomparable connection to the Black audience with daily talk, original programming and an exclusive library of blockbuster films.



ORIGINAL SERIES
Masters of the Game



NEW PROGRAMMING
Perspective with Marc Lamont Hill



NEW PROGRAMMING
Ebony Williams

the **g**rio

***LIVE CULTURAL
EXPERIENCES***



the **grio** events

BYRON ALLEN PRESENTS *COMEDY AND MUSIC SUPERFEST*

Byron Allen & Allen Media Group presents an unforgettable spectacular television event.

During Black History Month, The Comedy & Music Superfest brings together two of America's favorite pastimes with a 2-hour multiplatform event.

The event will be broadcast on NBC network and the Allen Media Group broadcast, cable & digital platforms.





TENTPOLE EVENT *OPPORTUNITIES*



Feb

Byron Allen
Presents:
Comedy &
Musicfest

March

Oscar Gala

April

White House
Correspondents
Gala

June

Juneteenth

Aug

HBCUGo
Sports Kick Off
Special

Sept

HBCUGo
Battle of the
Bands

Oct

Byron Allen
Presents:
theGrio
Awards

Nov

Merry Soulful
Christmas

theGrio | A SEAT AT THE TABLE

WHITE HOUSE *CORRESPONDENT'S GALA*

theGrio celebrates Black Media and amplifies Black culture with the exclusive White House Correspondent's Gala.

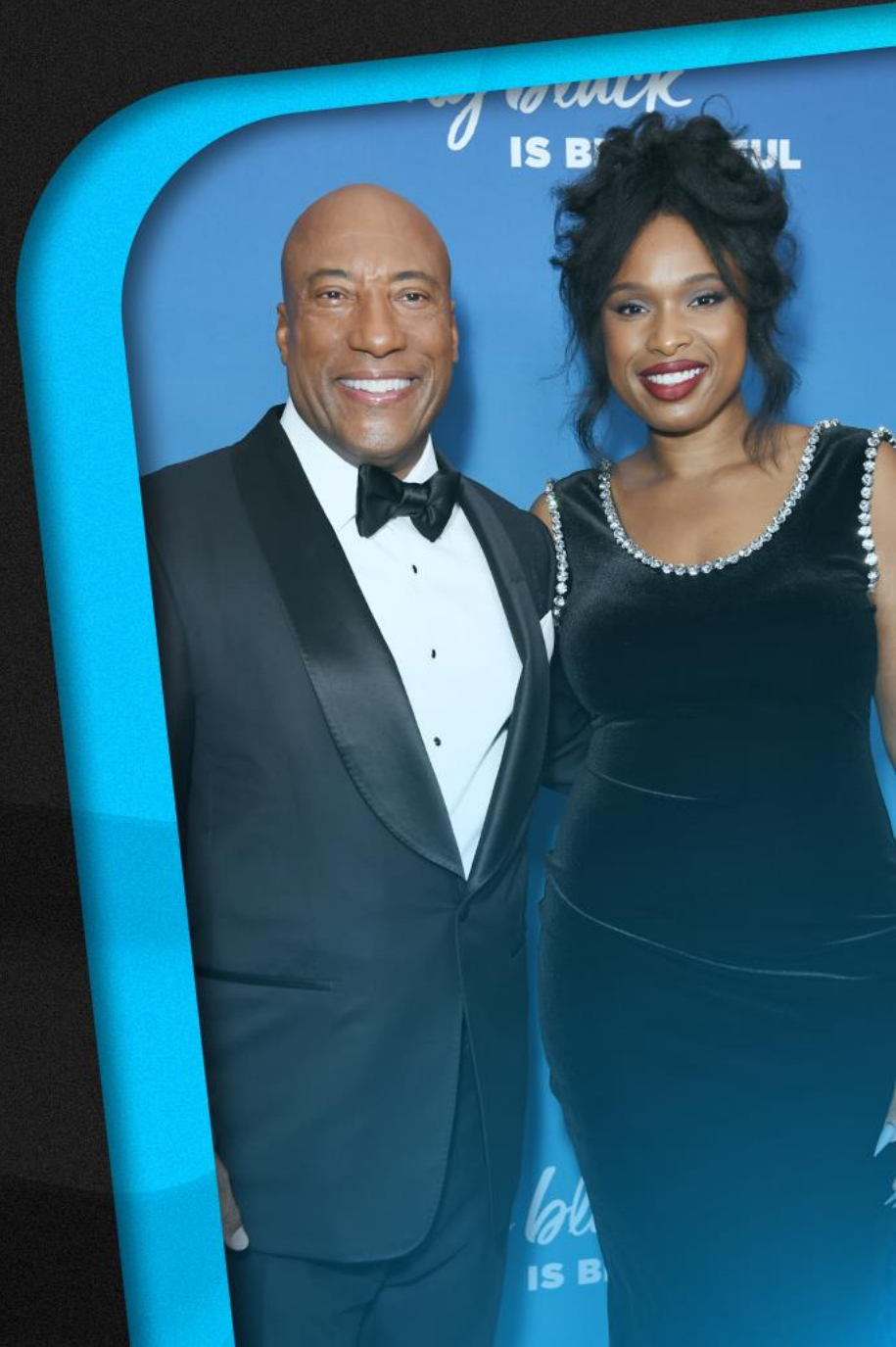
The second annual event will be held at the National Museum of African American History & Culture in Washington DC and honors an elite Black journalist who has contributed to the elevation of the Black community.



THEGRIO AWARDS

TheGrio Awards celebrates Black excellence across key categories including film, music, comedy, sports, television, education, and philanthropy.

Past honorees include- Tyler Perry, Queen Latifah, Dave Chappelle, Jennifer Hudson, Patti LaBelle, Kenan Thompson and more!





HBCUGO SPORTS

Amplifying Our Legacy





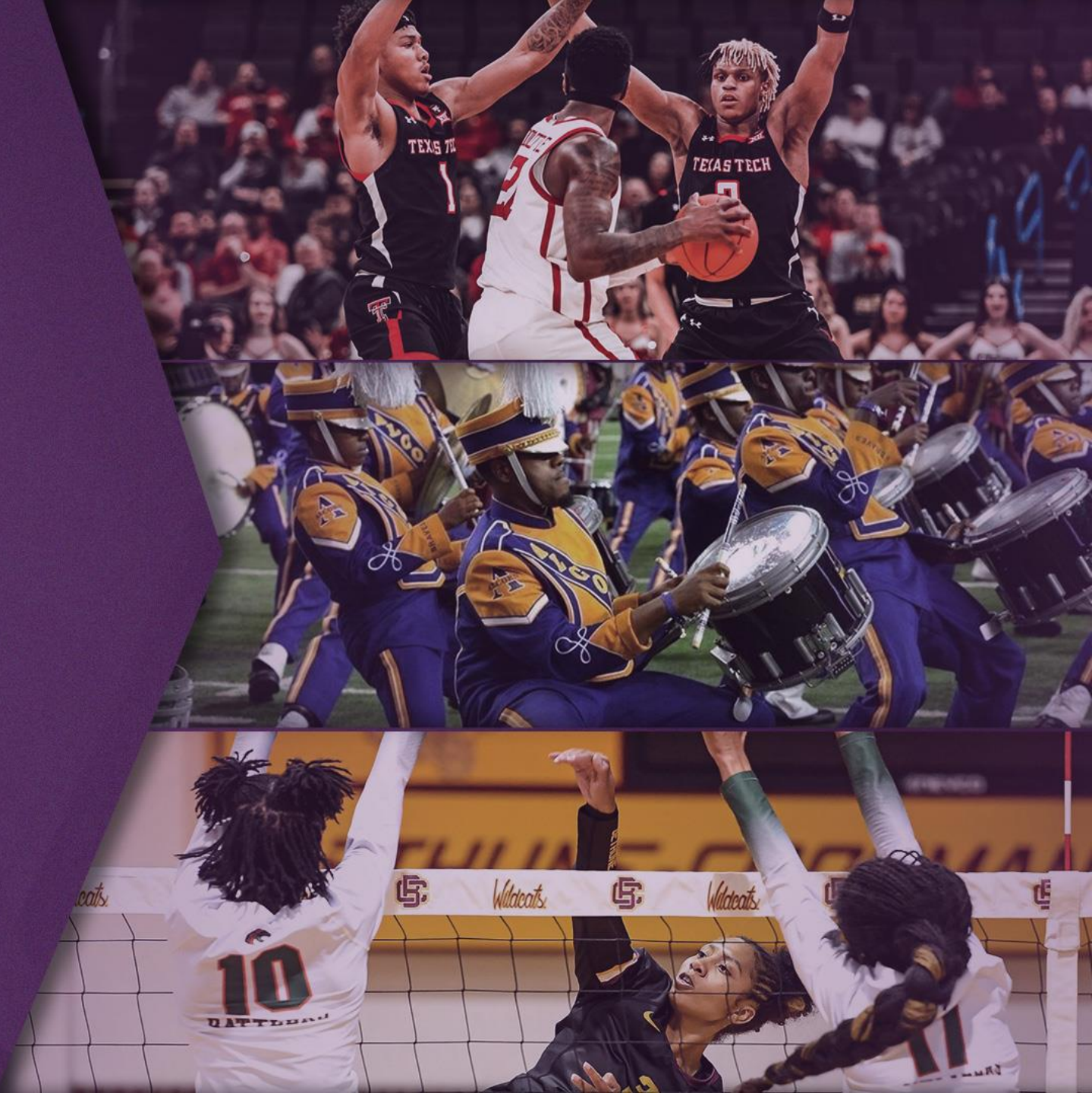
CELEBRATE LEGACY

HBCUGO is the leading sports media provider for Historically Black Colleges and Universities.

We are dedicated to changing the lives of the next generation of black leaders.

Distributed on:



HIGHLY

ENGAGED AUDIENCE



18-24 YR OLD
COLLEGE AGED
STUDENTS



25-49+
ALUMNI &
FAMILIES



COLLEGE
BOUND
STUDENTS &
FAMILIES

AN ENGAGED *GEN Z AUDIENCE*

80 Million Strong



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CREATORS**



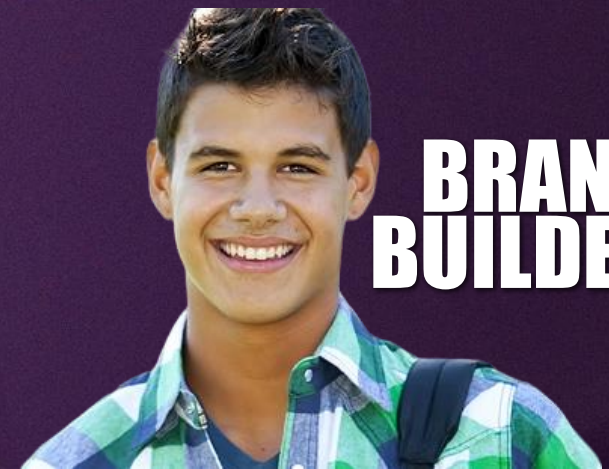
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SETTERS**



**BRAND
BUILDERS**





FOOTPRINT *LIKE NO OTHER*

Elevating HBCU sports across all divisions of Men's and Women's season games, classics and tournaments

Spring | Basketball, Softball, Track & Field, Volleyball & Tennis

Fall & Winter Sports | Football & Basketball



Exclusive Sports



HBCUGO TALENT

CHARLIE NEAL
PLAY-BY-PLAY



- 35 Year Veteran
- BET, ESPN, FOX
- MEAC Hall of Fame
- Black College Football Hall of Fame

JON KELLEY
ANALYST



- Played 4 seasons as RB for U Nebraska
- Signed as a free agent with Denver Broncos
- Sports Anchor, NBC Chicago
- Fox Sports Network "National Sports Report"
- Host of "Funny You Should Ask"

COURTNEY TATE
SIDELINE REPORTER



- Field reporter for San Francisco 49er's
- ESPN LA in studio sports reporter
- Fumble Sports LA in studio host
- Howard University graduate

LOU HOLDER
PLAY-BY-PLAY



- Anchor, NBC Sports Regional Networks
- Host, Washington Redskins Broadcasting
- Former Host, BACK 9 Network

HBCUGO TALENT

RENEE MONTGOMERY

ANALYST



- Former professional basketball player
- WNBA Sports analyst
- Currently VP and part-owner of WNBA Atlanta Dream
- First player in the WNBA to become an owner and executive of a team

SIERRA HENRY

SIDELINE REPORTER



- Field reporter, NCAA Final Four
- Field reporter, Super Bowl LI
- Field reporter, ESPN
- Host, NFL Network.

MEGHAN MCPEAK

PLAY-BY-PLAY



- Current play-by-play for the Washington Mystics and the Capital City Go-Go
- NBA G-League / Washington Wizards
- Play-by-play, Toronto Raptors
- First female play-by-play in 30 years to call an NBA game

NICOLE HUTCHINSON

SIDELINE REPORTER



- Sports Anchor/Reporter
- FOX 56 Lexington, KY
- Sports Host, MEAC Conference
- Retired professional tennis player

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