

# SPORTS CONSUMER HABITS ARE CHANGING



**-150,000**

TV subscribers  
per month



**90M**

Monthly Podcast  
Listeners



**12%**

of Gen-Z reads an  
article daily

# WE'VE BUILT A PODCASTING PLATFORM



➔ 50+ Podcasts

➔ Every Team, Every Topic

➔ Sports Influencers with  
3.1M Combined Followers

➔ For the New  
Decentralized Fan

# CREATORS ARE SEEKING OUT BLUE WIRE



# TRACTION



The  
New York  
Times

**Listens**  
Doubling every quarter



**2.5 Million**  
listens in 11 months

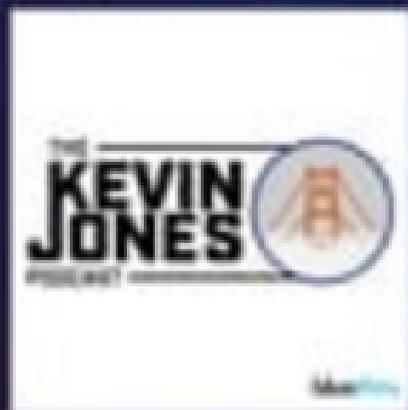
## MARKET VALIDATION



**\$78B** Sports Media

KEVIN@BLUEWIREPODS.COM

Experience



Traction



Global Vision



blueWire

The Future of Sports  
Is Podcasting

# HOW BLUE WIRE WAS FOUNDED

**KNBR 680**  
K.I.B. SPORTS LEADER



Edit profile

**Kevin Jones** ✓

@Mr\_KevinJones

Founder/CEO of Blue Wire, a sports podcasting startup. Host a 49ers analysis Pod. email me: kevin [@bluewirepods.com](mailto:kevin@bluewirepods.com)

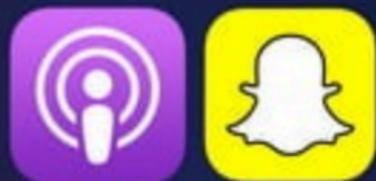
📍 SF [🔗 bluewirepods.com](https://bluewirepods.com)

📅 Joined February 2009

1,168 Following 15.2K Followers

# DRASTIC MEDIA CHANGES

## EMERGING TALENT



## OLD GUARD



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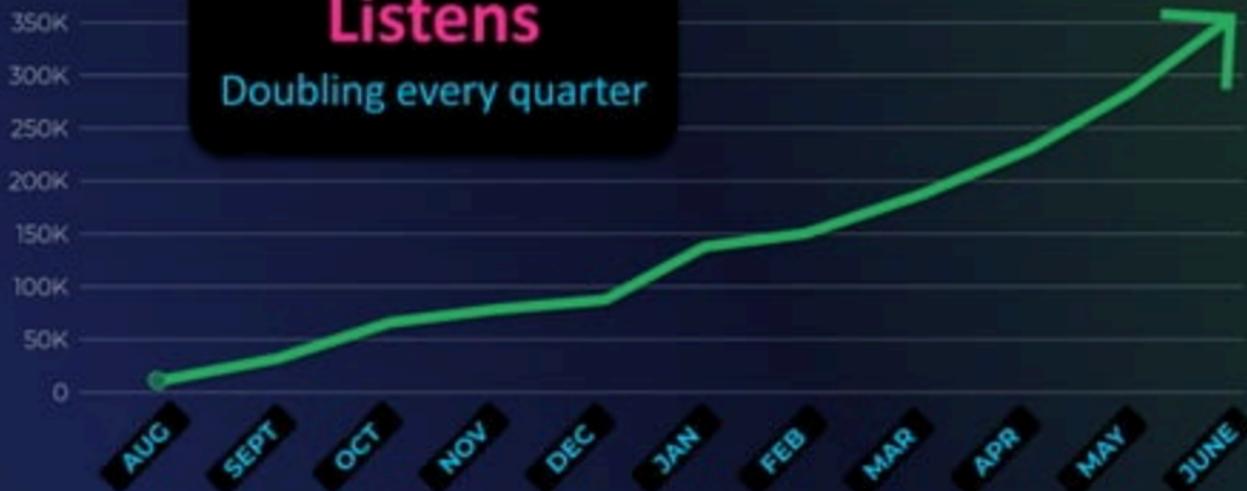
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RADIO



PODCASTING

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