



Key Networks Brings “Quick Hits” and “Game Pop” Esports Features to Sports and Music Stations Through Partnership With Beasley Media Group

High Energy, Entertaining Gaming Content Gives Radio Listeners the Inside Scoop on the Future of Sports; Ties Esports to the Traditional Sports World in Quick and Captivating Segments

Bite-Sized Esports Features Help Deliver New and Younger Listeners While Resonating With Hardcore Radio Audiences of Sports and Music Stations, Including Top 40, CHR, and Rock Formats

NEW YORK, NY, and ORLANDO, FL, April 18, 2022 – **Key Networks**, a next generation radio syndication company, announces that it will offer to radio stations across the U.S. the esports features **Quick Hits** and **Game Pop** through a partnership with **Beasley Media Group**. Esports **Quick Hits** (for Sports stations) and **Game Pop** (for music-oriented stations) deliver high energy, entertaining video gaming and pop culture content that ties esports to the traditional sports world by keeping listeners up to date on the latest esports and pro-gaming news. Both are available now through a minimum of five 30-second segments each with a 30-second network spot for airing Monday through Friday from 6am-7pm. **Quick Hits** and **Game Pop** are produced by Benztown, and are upbeat, relatable, and easily sponsorable for both sports and music stations as a primetime benchmark feature.

In addition, **SportsMap Radio** will be running the feature on over 100 U.S. stations on the SportsMap network four times a day every Monday through Friday.

Esports and video gaming is one of the hottest and fastest-growing sectors of the sports and entertainment industries. As the younger market continues to migrate its entertainment interest to gaming and esports, stations can deliver short-form, easy to understand, entertaining audio content segments that will turn every sports enthusiast or pop culture fan into a video game-savvy tastemaker. With 600 million viewers watching esports, and 79% of esports fans falling under the age of 35 - including 1/3 of all men aged 18-34 spending more time playing and watching video games than watching TV – esports is on the brink of passing the NFL in terms of fan popularity, and video gaming is now displacing Pop Warner Football, Youth Hockey and Little League.

Caroline Beasley, Chief Executive Officer, Beasley Media Group, said: “Beasley Media Group and our Beasley Esports division couldn’t be more excited about this new partnership! Key Networks is very aligned with us on developing and distributing next-generation content that reflects the growing popularity of digital sports.”

David Gow, CEO, Gow Media, owner of SportsMap Radio, commented: “Esports is an exciting, high growth content category. We are excited to partner with Beasley and Key Networks to add this high-quality content to our SportsMap Radio Network. We are confident our affiliates and audiences will enjoy the feature.”

“Airing *Quick Hits & Game Pop* is a great short-form way for our P1’s to discover and embrace the cool, exciting personalities and happenings in the exploding esports and video gaming space—which keeps our audiences relevant, illuminated and ahead-of-the-curve,” cited Mac Edwards, VP & Market Manager, Beasley Media Group/Detroit, representing a few of the many stations presently carrying the Esports Network.

Dennis Green, Chief Operating Officer, Key Networks, noted: “Key Networks continues to partner with best-in-class brands, and we are delighted to bring the esports features *Quick Hits* and *Game Pop* to stations across the country. Our partners at Beasley Media Group discovered early on that esports appeals to a young audience that continues to grow by leaps and bounds. Now is the time to get on board, as the future for esports is NOW!”

For more information or to lock in *Quick Hits* and *Game Pop* for your market, visit: www.keynetworks.com or contact Dennis Green, Chief Operating Officer, Key Networks, at 844.KEY.NETS or dennis@keynetworks.com. For advertisers and sponsors, contact Deidra Hoye, SVP, Ad Sales, Key Networks, at 310.739.8015 or deidra@keynetworks.com.

About Beasley Esports

Beasley Esports is the newest division of Beasley Media Group, LLC is a subsidiary of Beasley Broadcast Group, Inc., which owns and operates 62 stations (46 FM and 16 AM) in 15 large and mid-size markets in the United States. As a company, we are committed to creating high-quality cross-platform content for consumers; catering to esports and video game fans and fanatics. Beasley Esports brands include the Overwatch League’s Houston Outlaws, the Rocket League Championship Series Team—Team AXLE-R8, CheckpointXP, and CheckpointXP on Campus. Beasley Esports is committed to delivering premier content and entertainment for professional esports players and casual gamers across all media platforms.

About Key Networks

Key Networks is a next generation syndication company serving the radio industry. Key Networks brings to radio an independent and dedicated team with more than 75 years of collective experience in radio programming, syndication, and marketing. By committing to a small and carefully crafted roster, Key Networks gives every show and partner the attention, service, and innovation they deserve. Our focus may be radio, but we are in the relationship business. Key Networks is a Sun & Fun Media affiliated company and is based in Orlando, FL, and New York, NY. For more information, visit: www.keynetworks.com.

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