



## **Sports Radio Scores with Mobile Marketing and HipCricket**

*Around the U.S., Sports Radio Stations Embrace the Power of Mobile to Increase Revenues and Relevance in Their Listeners' Lives Even When the Radio is Turned Off*

**Kirkland, Wash. - April 29, 2009** - Sports radio stations working with mobile marketing leader [HipCricket](#) have increased cumulative audience (cume) and time spent listening, built robust remarketable databases and consistently recorded the most text messaging activity among HipCricket's hundreds of stations.

By nature a highly interactive medium – first with call-in programs and later with e-mail and Web sites – sports radio has always embraced media that allows it to interact with fans. Now, stations are increasing that connection to their listeners through an on-air window that gives fans unmatched access to show hosts, and while the radio is off – through mobile alerts and information delivered to an opt-in audience.

HipCricket's list of sports stations reads like a Who's Who - The Ticket Dallas, WEEI-AM Boston, KJR Seattle, KESN-AM Dallas, KTKR-AM San Antonio and ESPN Seattle. Syndicated sports radio host Jim Rome is also a client.

Prior to HipCricket, The Ticket was signing up an average of 75 new listeners per month to its VIP database. In the first two months of working with HipCricket, the station opted in 2,615 new members. Also, The Ticket sent a text push to its entire database encouraging listeners to tune in for a major announcement. Portable People Meter (PPM) data showed that the station's cume doubled in each of the three quarter hours that the Cowboys' programming push messages were sent to the station's text club.

“In a PPM world, getting as many listeners as possible to all tune in at the same time is critical,” said Jeff Catlin, program director, The Ticket. “The answer is push text messaging for breaking news. On October 14, 2008 in Dallas Fort Worth there were three breaking sports stories in one day and we sent text message alerts to our database for each one. In each instance, our cume spiked in the quarter hour immediately after the text message was sent. Tune ins equal cume, time spent listening and higher AQH (average quarter hour) shares.”

KJR-AM Seattle was one of HipCricket’s first clients and remains one of the company’s most successful. The station has effectively built loyalty clubs that have spawned sponsorship opportunities for brands looking to tap into the ongoing engagement between KJR and its listeners.

“Text messaging has strengthened our bond with our listeners,” said Gus Swanson, who oversees KJR-AM in his role as Clear Channel Seattle marketing director. “The most powerful part of our relationship with HipCricket is that when our team or I have an off the wall idea and say 'What If we tried this', they embrace the concept as a way to make the entire system better. The result delivers more impact for our stations, our listeners and our clients.”

“While many perceive teens as the most fervent texters, we consistently see the most activity from our sports stations’ listeners,” said Ivan Braiker, CEO of HipCricket. “Broadcasters and brands that are embracing the power of mobile are engaging their audience and bringing further value to their opted-in listeners. Moreover, they’re generating additional revenue at a minimal cost – a win-win in today’s rough broadcasting economic climate.”

### **About HipCricket**

HipCricket, Inc. drives new revenue and customer loyalty for consumer brands and broadcast stations through strategic, creative and measurable mobile marketing interactivity. Recognized as a pioneer by CTIA, the preeminent wireless association, the mobile marketing software and solutions company has delivered more than 33,000 successful campaigns for customers including Coca Cola, Staples, Hershey’s, Jameson, Clear Channel Radio, Premiere Radio Networks, Sandusky Broadcasting and NBC. With its unique technology and experienced, customer-focused team, HipCricket produces interactive campaigns through SMS, Mobile Web/WAP, and mobile advertising and now connects brands with audiences they desire to reach via the first comprehensive Hispanic Mobile Marketing Network. The company is based

near Seattle with additional operations in New York and Mexico City. More information can be found at [www.hipcricket.com](http://www.hipcricket.com).

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