

## YAHOO! AND LIVE NATION ENTERTAINMENT UNVEIL: THE LIVE NATION CHANNEL ON YAHOO

*- Live Nation Channel on Yahoo to Stream a Live Concert Every Day, 365 Days a Year -*

*- Kellogg's First Strategic Partner Signed -*



NEW YORK (April 29, 2014) – In front of a live audience on the New Fronts stage at Lincoln Center, Live Nation Entertainment Chief Executive Officer Michael Rapino and Yahoo! Chief Marketing Officer Kathy Savitt unveiled the Live Nation Channel on Yahoo.

“The Live Nation Channel on Yahoo will build on Live Nation’s leading live music platform of 23,000 annual concerts, including the world’s largest festival portfolio. With Yahoo, we will leverage our scale to establish a media platform unlike any that exists today,” said Rapino. “Launching this summer, this channel will offer fans a new destination where they can watch their favorite artists and also discover new ones.”

“This endeavor could only be created by Yahoo and Live Nation,” said Savitt. “The Live Nation Channel on Yahoo will only become a reality because of the combined power of Yahoo’s reach of 800 million users and Live Nation’s, unrivaled position in the concert industry. This is the most ambitious live concert network ever undertaken, and Live Nation is the only partner with whom we could achieve this.”

Live Nation’s dedicated online channel creates a new paradigm in the music industry for artists, fans and advertisers through unprecedented scale and scope. While some festivals and individual concerts have been streamed, no previous effort compares to one live concert every day, 365 days a year. In addition to the daily live concert, fans will have access to behind the scenes footage, interviews with select artists and a VOD live concert library.



The Live Nation Channel on Yahoo provides advertisers with a new global platform. Yahoo and Live Nation are collaborating to create and sell corporate partnerships, which will enhance the fan experience. Kellogg's is the first to confirm their strategic partnership with the new channel.

The next dimension in music discovery, the Live Nation Channel on Yahoo is scheduled to launch in the summer of 2014.

### **About Live Nation Entertainment**

Live Nation Entertainment (NYSE: LYV) is the world's leading live entertainment company comprised of four market leaders: Ticketmaster, Live Nation Concerts, Artist Nation Management and Live Nation Media/Sponsorship. For additional information, visit [www.livenationentertainment.com](http://www.livenationentertainment.com).

### **About Yahoo**

Yahoo is focused on making the world's daily habits inspiring and entertaining. By creating highly personalized experiences for our users, we keep people connected to what matters most to them, across devices and around the world. In turn, we create value for advertisers by connecting them with the audiences that build their businesses. Yahoo is headquartered in Sunnyvale, California, and has offices located throughout the Americas, Asia Pacific (APAC) and the Europe, Middle East and Africa (EMEA) regions. For more information, visit the pressroom ([pressroom.yahoo.net](http://pressroom.yahoo.net)) or the Company's blog ([yahoo.tumblr.com](http://yahoo.tumblr.com)).

### **Media Contact:**

Jacqueline Peterson  
[jacquelinepeterson@livenation.com](mailto:jacquelinepeterson@livenation.com)  
310.360.3051

### **Investor Contact:**

Maili Bergman  
[IR@livenation.com](mailto:IR@livenation.com)  
310.867.7000