

live Kelly & Mark



Daytime's #1 Entertainment
Talk Show

+2.2 Million Viewers Daily

“Live” is THE most upscale
daytime talk show

36th Season in National
Syndication

ATTACHMENT #2

Objective: Greater Palm Springs as host destination for Live with Kelly & Mark, showcasing the region's unique offerings to a national audience.

Audience: Live with Kelly & Mark boasts a dedicated audience seeking with The coveted women ages 18-54 demographic.

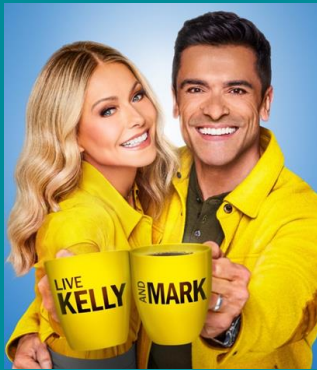
Benefits:

- National exposure through a popular daytime talk show
- Showcasing Greater Palm Springs' attractions, accommodations, events and culinary
- Increased tourism and economic impact for the region

Kelly and Mark's love for the destination presents a **unique opportunity to leverage their endorsement**, further enhancing the region's appeal to a national audience.



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“Live” delivers on average

- **+10% more** viewers than the "TODAY SHOW" 3rd hour
- **+55% more** than "The Talk"
- **+75% more** than "The Kelly Clarkson Show"
- **+119% more** than "Sherri"
- **+91% than** "The Drew Barrymore Show"

Source: Nielsen Npower, Live+SD (9/5/22 - 7/30/23)



1.7M+



727.5K+



1.9M+



YouTube

477K+