



THIS IS HAPPENING

WITH MARK ZITO AND RYAN SAMPSON

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Every so often a show comes along that can change everything. The way you speak. The way you act. The way you think.

This...is NOT that show.

Weekends, Mark Zito and Ryan Sampson briefly abandon their full-time jobs to discuss the big stories of the week, relationship issues, and talk with celebrities from all areas of pop culture.

It is fun. It is unpredictable. **It IS happening.**



Sebastian Maniscalco

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YOUR HOSTS



Mark Zito's friend may have summed it up best. "I think people will find you funny. But I don't think that anyone can truly like you until they've had the opportunity to hate you on their own terms first."

If that's the case, a lot of people should LOVE Mark Zito.

Zito has worked at SiriusXM since 2009 when he became the youngest talk host in the history of the company with the launch of "Mark Zito's College Radio on Satellite Radio." When not hosting "This Is

Happening," Zito produces events for the company around the country.

In addition to scaling Everest at age 11 and dating Beyonce, he serves as a prime example of why you should not let people write their own bios in the third person.



Ryan Sampson is a longtime host on SiriusXM. He began his radio career while attending high school in his hometown of Titusville, PA, when he was hired as a part time news anchor on WTIV-AM.

After stops at student stations at his alma mater of Syracuse University and extended stays in Central New York, Baltimore, MD and Lincoln, NE, Sampson found his way to SiriusXM where he has hosted The Morning Mash Up on SiriusXM Hits1 since 2005.

In that role, he has helped launch the pop careers of artists like Taylor Swift and Selena Gomez and has interviewed and made headlines with numerous A list celebrities. "This Is Happening" is the first time Sampson has teamed up with Mark Zito for a talk show, but they have been practicing by yelling at each other for years.

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ABOUT SIRIUSXM

- 34.9 Million Subscribers
- 69.8 Million Listeners
- 49% Male/51% Female
- Nearly 2 out of every 3 trust the ads on SiriusXM.
- More than 1 out of every 4 say they are likely to purchase a product they heard about on SiriusXM.
- Compared to podcast listeners, SiriusXM listeners are 53% more likely to purchase/use products advertised.



Terry Crews



Bill Burr



Kristin Cavallari

(((SiriusXM®)))

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ADVERTISING

- **The average This Is Happening listener spends 24 minutes listening to the program.**
- Past guests have included: Bill Burr, Kristin Cavallari, Terry Crews, Hootie & The Blowfish, Sebastian Maniscalco, Kumail Nanjani, Panic! At The Disco, Rob Thomas, and Walk The Moon...just to name a few!
- Ryan Sampson has 50k followers on Twitter and 9k followers on Instagram. Mark Zito also has an active social media presence with over 3k followers.
- The show airs Saturday AND Sunday on Dan Patrick Radio, channel 211. It also has a dedicated following under the Faction Talk banner on the SiriusXM app.

Please reach out to happeningshow@gmail.com for rates.

Other opportunities, including presenting sponsorship and in-show branding, available by request.

