

NEWS RELEASE



FOR IMMEDIATE RELEASE
August 7, 2018

49ERS LAUNCH SPANISH-LANGUAGE CONTENT INITIATIVE WITH 20 GAME RADIO BROADCASTS, WEEKLY IN-STUDIO WEB SHOW

New for the 2018 season, the award-winning 49ers Studios team will produce Spanish radio broadcasts of all 49ers games and a weekly live in-studio show on 49ers.com

SANTA CLARA, CALIF. – The San Francisco 49ers today announced the launch of a new Spanish-language content initiative for the 2018 season that will feature live radio broadcasts of every 49ers game and a weekly in-studio show, all airing on 49ers.com. Committed to developing the most comprehensive content offering ever produced for the team's Hispanic fanbase, the organization's 49ers Studios broadcast team is partnering with Telemundo 48 to broadcast 49ers games in Spanish after a one-year hiatus. As a subsidiary of NBC Sports Bay Area, Telemundo 48 is an official broadcast partner of the 49ers.

#Los49ers Promo Video: <https://49ers.egnyte.com/dl/yMzZdebuBJ>

“Backed by a diverse 49ers fan base throughout the Bay Area and beyond, our goal in providing in-game radio broadcasts and weekly in-studio shows in Spanish is to deliver exciting content to more members of the Faithful than ever before,” said **Robert Alberino**, 49ers Vice President and Executive Producer of 49ers Studios. “The 49ers global social media reach of more than 8 million followers shows us the Faithful have a great appetite for Spanish-language content and we look forward to delivering that to our fans everywhere.”

While the 49ers previously licensed rights to its Spanish-language radio broadcasts from at least 2005 to 2016, the 49ers Studios team will now directly produce the game broadcasts and studio shows while providing unprecedented access to the team for play-by-play announcer **Jesus Zarate** and color commentator **Gabriel Sotelo**. Supported by engineer **Matias Godinez** and spotter **Enrique Zarate**, the Spanish language broadcasts will begin with the preseason opener on August 9th against the Dallas Cowboys. **Sarina Soriano** of 49ers Studios will co-produce the game broadcasts and host the weekly studio show with Zarate and Sotelo.

The Spanish-language in-game radio broadcasts, along with accompanying pre and post-game analysis by the broadcast team, will be streamed at no cost to fans exclusively on 49ers.com. This broadcast coverage augments the extensive Spanish-language written coverage available now and throughout the season at 49ers.com/news/espanol/. There are no current plans for the broadcasts to be carried on terrestrial radio, as the online model provides the potential for a larger audience.

“Growing up as a 49ers fan in Eastside, San Jose, I have a strong appreciation for what this content will mean to so many members of the Faithful who are hungry to experience the drama of 49ers football in their native language,” said Soriano. “Jesus, Gabriel, and I are committed to delivering Spanish-language coverage of the 49ers that will bring that audience closer to the team than they’ve ever felt before.”

A weekly, live in-studio show will also be streamed each Monday following 49ers Live presented by Microsoft Surface on 49ers.com. The Telemundo 48 evening news will also provide weekly game previews featuring the 49ers team of Soriano, Zarate, and Sotelo on the eve of each game throughout the season. Fans following the 49ers Spanish-language coverage are encouraged to use the hashtag #Los49ers while engaging on social media.

The Hispanic initiative being rolled out by the 49ers in 2018 is indicative of the innovative content that 49ers Studios, the team’s production arm, has been delivering since its inception in 2013. With multiple regional and national awards, 49ers Studios continues to be a league leader in creative content while bringing the Faithful unparalleled access to their 49ers that produces increased engagement every year.

Sotelo is a six-time Emmy award winning weekday sports director and anchor for Telemundo 48, a Spanish station serving the Latino community in the bay area. He began his broadcasting career in Univision 17 in San Diego as a morning host while spending three years as a Spanish-language broadcaster for the San Diego Chargers. During Sotelo was a correspondent for Univision for the 2010 FIFA World Cup in South Africa before joining the Telemundo 48 team in 2014.

Zarate is a veteran of five seasons as the Spanish-language play-by-play announcer for the 49ers. He previously called games on the local ESPN Deportes Radio while hosting the sports talk show “Mundo Deportivo” from 2012 to 2017. Jesus has also called play-by-play for the San Jose Sharks special broadcast to celebrate Hispanic Heritage Night in 2017 and also served as a guest play-by-play and color commentator for select San Francisco Giants games. Currently Jesus works on KIQI 1010AM/990AM on the production and operations department.

This 49ers new Spanish-language content initiative continues the organization’s mission to get its content directly to more of its fans, wherever they are. Earlier this summer the 49ers became the first team to announce free live streaming of each of its four 2018 preseason games on 49ers.com, activating its streaming rights with their local broadcast partner via the primary club website. As the official preseason broadcast partner of the 49ers and local CBS affiliate, KPIX 5 will air all four preseason games locally while their production will also now be available via 49ers.com and the 49ers Mobile App throughout the Bay Area.

San Francisco 49ers Media Contact

Roger Hacker, P: (408) 986-4890, roger.hacker@49ers.com

-- 49ers.com --