

La Mega 105.7 FM Lands Philadelphia Eagles Radio Rights

Patrick John September 07, 2016



La Mega 105.7 FM, a Spanish broadcasting radio station in Philadelphia, has announced exclusive Spanish Broadcast rights of Eagles games for Spanish speaking Philadelphia markets.

(Newswire.net -- September 7, 2016) Philadelphia, PA -- Philadelphia's La Mega 105.7 FM, a latin radio station in Philadelphia, has announced a brand new addition to their programming and entertainment offerings. The recently purchased station, which serves the the Philadelphia, Allentown, and Atlantic City areas, will be simulcasting all Philadelphia Eagles games in 2016 season.

The [Philadelphia Eagles](#) face the Cleveland Browns in their season opener at Lincoln Financial Field on September 11th. This will be the first broadcast their bi-lingual listeners can enjoy exclusively on [La Mega 105.7](#).

The Spanish Sports Network purchased La Mega recently in a crucial acquisition that will allow them to expand their brand and reach a market segment that is one of the fastest growing in radio markets today. The media network's C.E.O. Michael Sciore says, "We are excited to present exclusive Spanish broadcasting for the Philadelphia Eagles and give our listeners live coverage of every game this season."

The [National Football League](#)'s enjoyed a rising fan base in Hispanic markets since playing American-style "futbol" games in Mexico City in the past decade in it's NFL International Series. The last time an NFL game was held in Mexico City was on October 2, 2005, when the Arizona Cardinals defeated the San Francisco 49ers by a score of 31-14 at Estadio Azteca under the name NFL Futbol Americano. It was the first regular season NFL game held outside of the United States and drew the NFL's highest game attendance at the time with 103,467.

The Houston Texans this year signed an affiliation broadcast agreement with Mexico's Grupo Radio Centro to export broadcasting of all their games in Guadalajara (XEDKR/700), Monterrey (XESTN/1540) and Mexico City's XEN/690.

La Mega agreement secures an exclusive for the Spanish broadcast of Philadelphia Eagles games in 2016 to the Philadelphia metro area.

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