



TV ASIA

BRIDGING CULTURES

Media Kit

We are the new age
entertainment plethora



Journey of essence

- The only constant is change. Evolving to the needs of its viewer demographics, TV Asia continues to reinvent after three decades.
- Programming equates to certain viewership. Thoughtful programming transcends age and generational barriers of viewer demographics.
- TV Asia has acquired new programs with high benchmarks in the South Asian TV space in the US to stay fresh, relevant.

So how does a TV Channel crack the code of producing or acquiring content that retains the old viewership while enticing the new?

- Given its unique position as having consistently retained most of its first-generation viewers over the last three decades, TV Asia is aggressively acquiring content that will echo well with the middle-aged and younger audiences. This is being done while not alienating the loyalty of time-tested first-generation viewers of TV Asia.

Preserving the past, nurturing the present

Bridging Cultures


Our brand tagline '**Bridging Cultures**' has been heavily inspired by our connect to the South Asian community and our values, traditions and roots. It is vital that we portray our age-old beliefs in this brand with a touch of modernization.

By stating this, we intend to depict that we're actually bringing you a step closer to your roots and thus reducing the gap or connect between the South Asian community and their hometowns.

TV Asia is much more than just an educative, entertaining platform. It is an emotion backed by nostalgia and a plethora of culture and tradition.

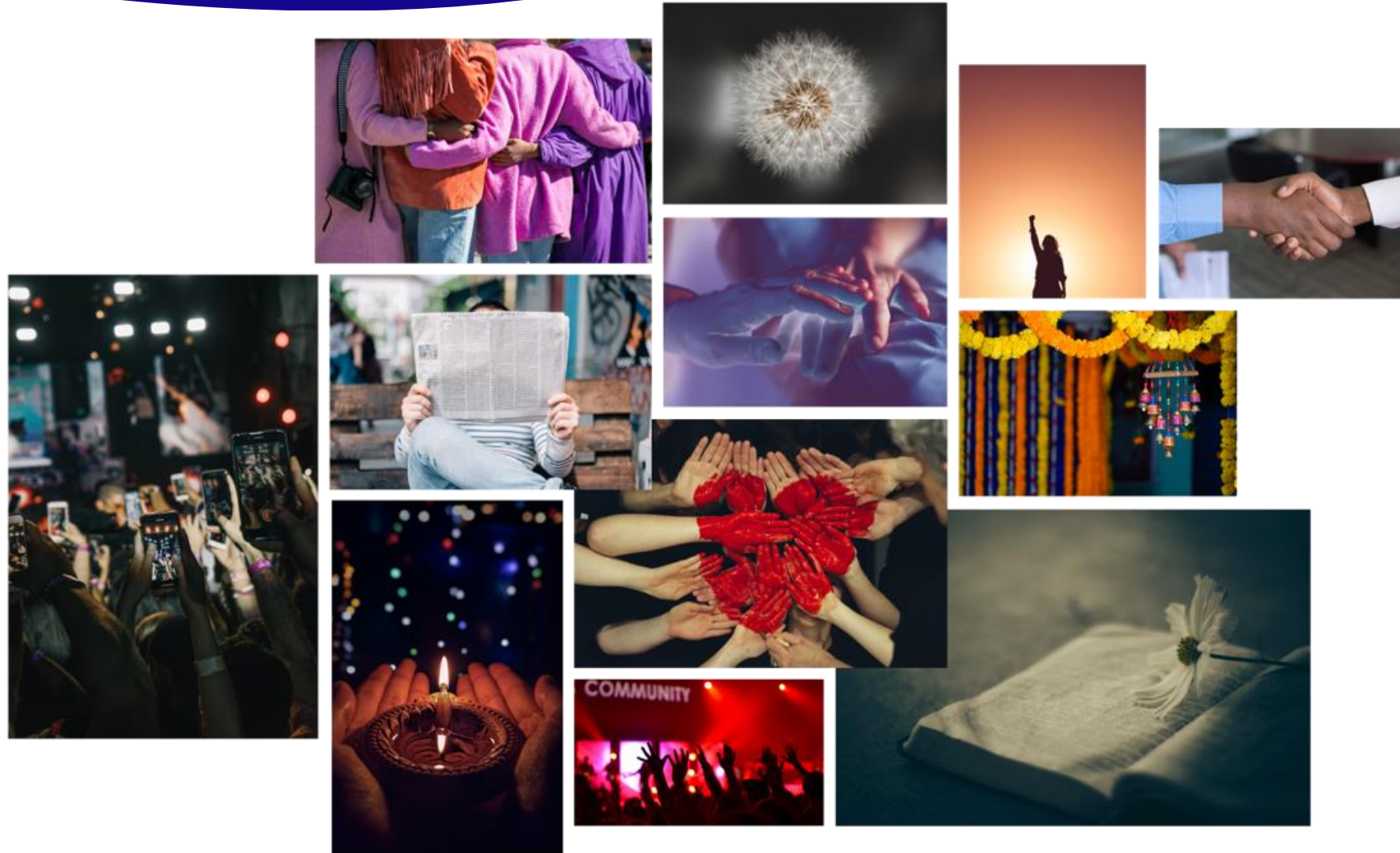
Bridging Cultures that span and connect Baby Boomers to Gen.Z.

**Indian Americans are at the
core of our business idea**

A photograph of a family of five, including a man, a woman, and three children, smiling and posing together outdoors on a rocky shore. The man is in the foreground, wearing a red polo shirt and glasses. The woman is to his right, wearing a black top and glasses. Three children are also present: a young girl is perched on the man's shoulders, a young boy is in the bottom left corner, and another young girl is to the right of the woman. The background shows a rocky coastline with waves.

**we reach out to every individual
who is looking for a concise
platform for news &
entertainment**

Brand personality



Social
Active
Educative
Collective
Cultural
Loyal
Emotional
Sensitive

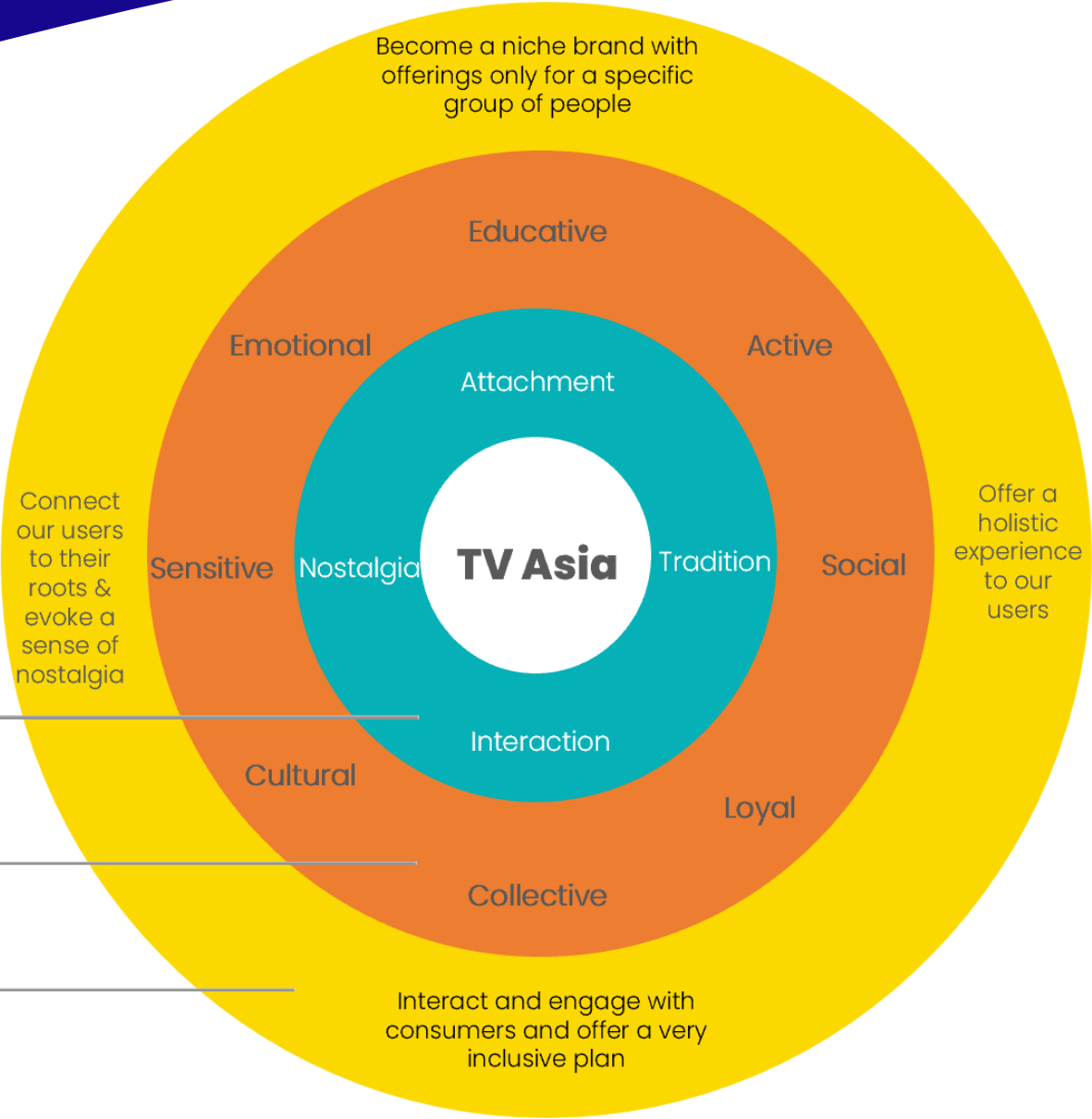
Brand attributes

Brand Atom

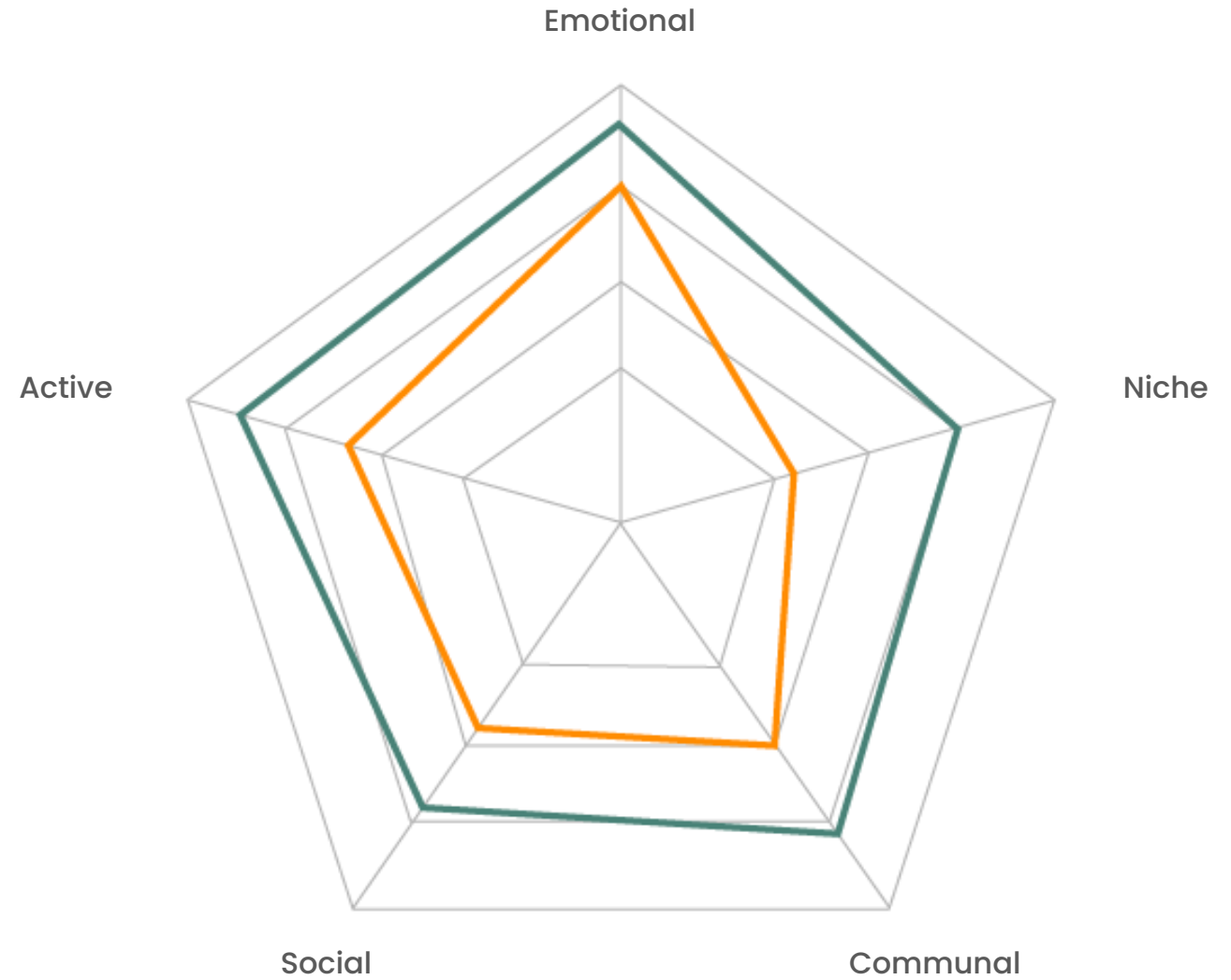
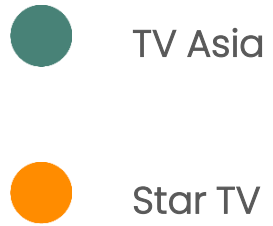
Brand Values

Brand Personality

Brand in Action



Our USP

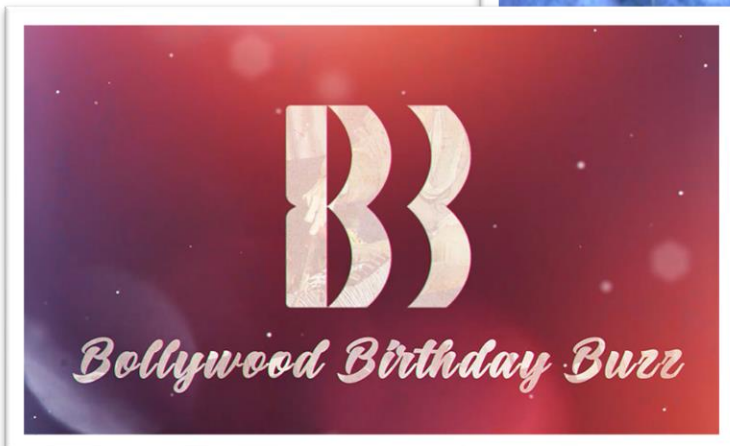


Programming with a purpose

- TV Asia recently created and acquired several path-breaking shows.
- The first being **Bollywood Birthday Buzz**, showcasing the birthdays of famous Bollywood personalities with a narrative that combines famous personalities of yesteryears with new ones. This helps retain viewership from across the age spectrum.
- TV Asia acquires iconic **Sa Ra Ga Ma Pa**, reality singing talent show, aired in India since 1995, with a huge fan following and brand loyalty. In the first two weeks of airing the show, TV Asia social media pages and emails were inundated with fan mails. The promo was viewed by over 150K fans.
- Food is essential to the South Asian DNA. TV Asia has acquired two unique cooking shows – **India's Kitchen** and **La Se Larry**. The first show features young inspiring chefs spinning their magic in the kitchen while the second one focuses on street food in India.

Iconic Partnership, Engaging content

Showtime!



For the foodies!



Soaps to watch out for!



Community TALK!

FOCUS LIVE



C.R.U.P

Community Roundup

Women TALK!



THINK
ABOUT
THINGS
DIFFERENTLY

RAW
WITH RASHA



Distribution platforms

Distribution agreements with:

Cablevision
Comcast
Cox
RCN
Charter
Adelphia

In Canada:

Rogers
Shaw
Bell Canada



TV Asia is aired simultaneously on three EchoStar's satellites:

EchoStar III at 61.5° W
EchoStar IV at 148° W High - (18" Dish) powered satellites
Medium Power satellite at 118.7° W - (35" Dish)

Distribution agreement with:

Verizon FiOS
AT&T U-verse
Sling TV (IPTV)
World BBTB (IPTV)

** TV Asia launched in Canada on Feb 6, 2020 on 5 platforms
(Rogers, Rogers Ignite TV, Bell Fibe, Telus & Cogeco)

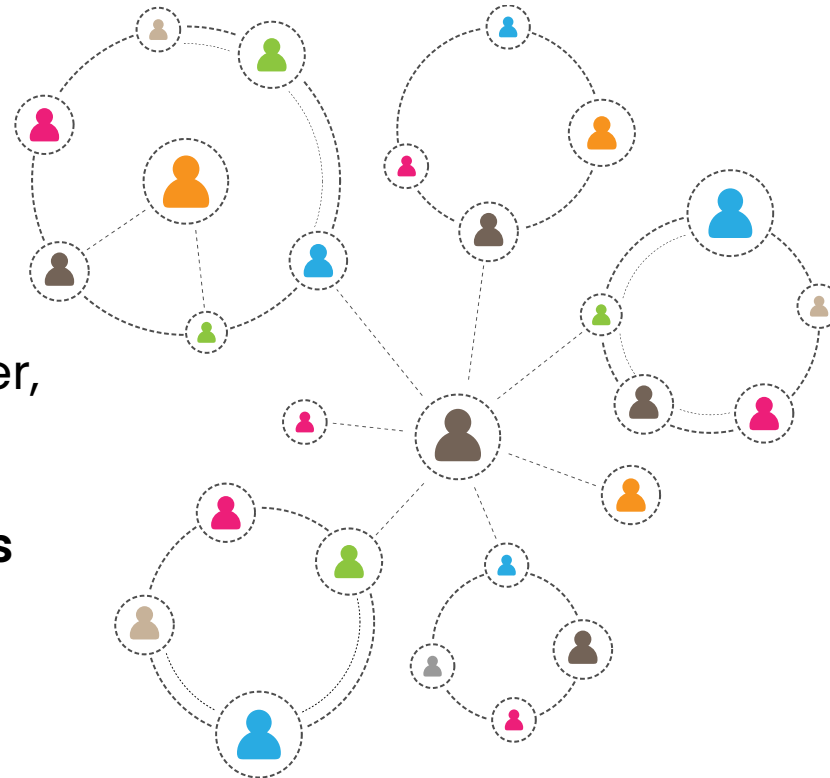
Ubiquitous distribution in North America

Our reach

Dish Network, Sling, OTT &
SAFE **1.8 Million**

Combined Reach on
Facebook, Instagram, Twitter,
Facebook Live: 150,000 plus.
90-day traction on Social
Media exceeds **160,000 plus**

Weekly Newsletters: **75,000
plus**



As of 2018, collated data from Pew Research/Migration Institute
(including 210,000 students & 250,000 H1-B workers)

The South Asian DIASPORA

Indians	5,700,000*
Pakistani	735,000
Bangladeshi	235,000
Indo-Caribbean	275,000
Nepali	122,000
Sri Lankan	83,000
Fiji	90,000
Bhutanese	71,000

TOTAL **SOUTH ASIANS 7,311,000**

Cultural commonalities stronger than political differences

Our audience

The reality of local audiences

- Local news, Business, Community events
- Bollywood Movies
- Talk shows, Issues of local relevance
- American College Cricket
- Culture, Heritage, People & Diaspora
- Mainstream American TV
- Extended Family Drama and Soaps



**Local relevance is the
key to engagement**

Our demography

- **Age Breakdown :** 25 – 49 yrs (75%), 50 and above – (25%)
- **Gender :** 55% Female – 45% Male
- **Marital Status :** Married (75%) – Single/Students (25%)
- **Annual Income Levels :** \$ (75,000.00 – 125,000.00 (60%), over \$125,000.00 (40%)
- **Education Levels :** Graduate School – (60%), College Degree – (40%)
- **Occupation :** Professionals : (60%), Business – (40%)
- **Languages spoken :** English, Hindi, Gujarati, Punjabi & Telugu
- **Home Ownership :** 60%
- **Household Size :** Approx. 4 per household
- **Residency :** 90% (Citizens or Green Card Holders), 10% Foreign Students/Visitors
- **Ethnic Diversity Split :** 80% Indians, 10% Pakistanis, 10% Bangladesh/Sri Lankan/West Indies

Affluent & intelligent shoppers

User personas

Mili Gandhi, 32 **Software consultant**

Mili enjoys reading news, and always likes to stay updated. She is a busy woman & being a mother of a little girl, gets very little time for herself. She enjoyed watching bollywood films once upon a time and still misses old Hindi films. She doesn't have time to visit various platforms and search for films or even news. She wished there was an easy way out!

Mr. & Mrs. Joshi, 74 & 72 **Retired Bank employee & homemaker**

Mr. & Mrs. Joshi moved to the States to stay with their only son 10 years ago after the former's retirement from Bank. They have spent most of their years in their homeland, India and get nostalgic about it sometimes. Mr. Joshi loves listening to Marathi news and debates while Mrs. Joshi loves watching daily soaps and serials & they are currently looking for a user friendly platform for the same.

Rana Akkineni, 53 **Chef**

Rana is a bachelor & very fond of travelling. He is currently settled in LA and works as a head chef at a restaurant. He loves his job and is always open to learning new & exciting recipes. He loves watching different cooking shows and has himself been invited to a couple of them. He makes a wide range of cuisines, right from Indian, Chinese and Italian to continental & Thai and also has a special love for desserts and sweets. He is always on a hunt for an exciting cooking show to watch during his leisure time.

Vriddhi Agarwal, 28 **Fashion designer & influencer**

It has been 4 years since Vriddhi started practicing Fashion. She was born in New York and is quite modern and hip. She is often reminded of her Indian roots by her grandmother when she listens to the latter's childhood tales. She has been fascinated by bollywood ever since she was a little kid & plans on visiting India soon. She strives to create content that is heavily inspired by her Indian roots & was also invited as a guest speaker in one of the fashion schools.

Babyboomers to gen Z

Spot advertising

SPOT DURATION PRIME & NON-PRIME

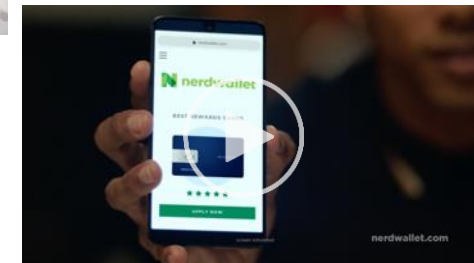
15:

30:

45:

60:

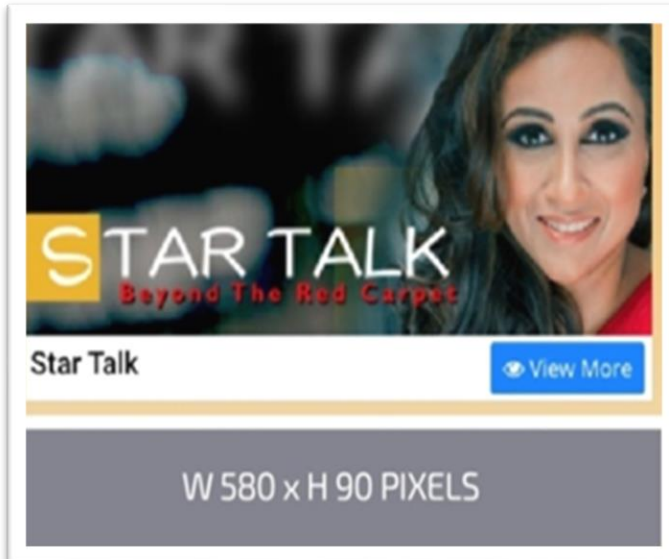
120:



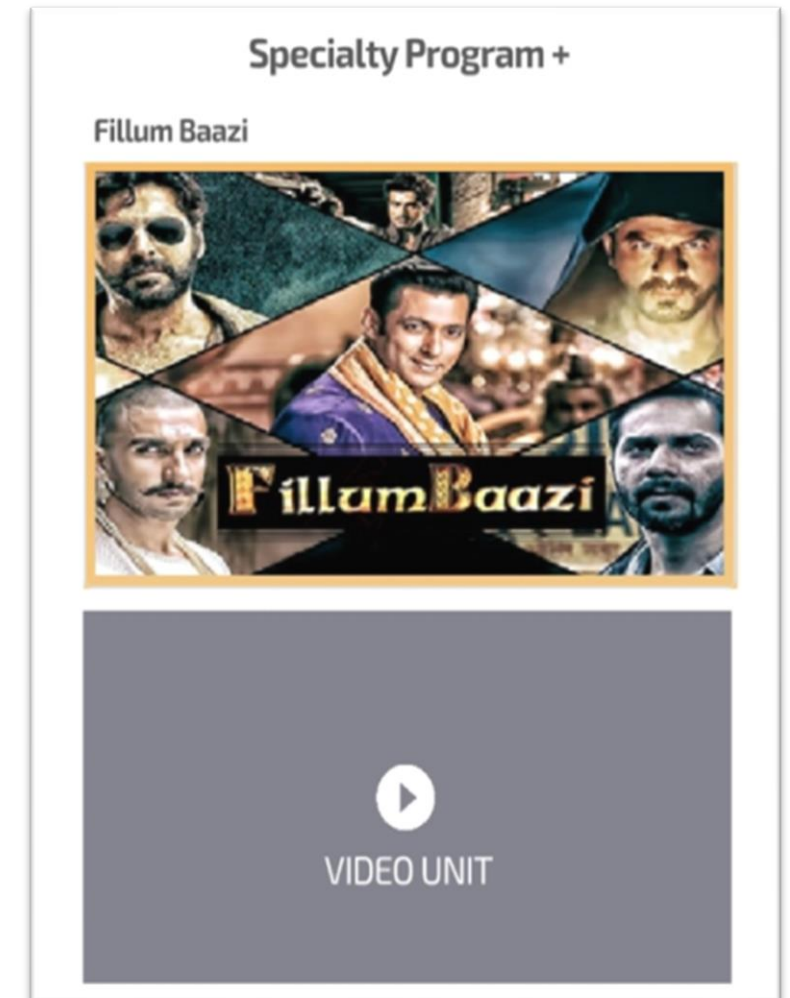
- Rates are net & not inclusive of agency commission
- Frequency discounts available for 3 month plus campaign
- Sponsorship of specific program request for pricing

Enquire for spot rates with your representative

Newsletter advertising



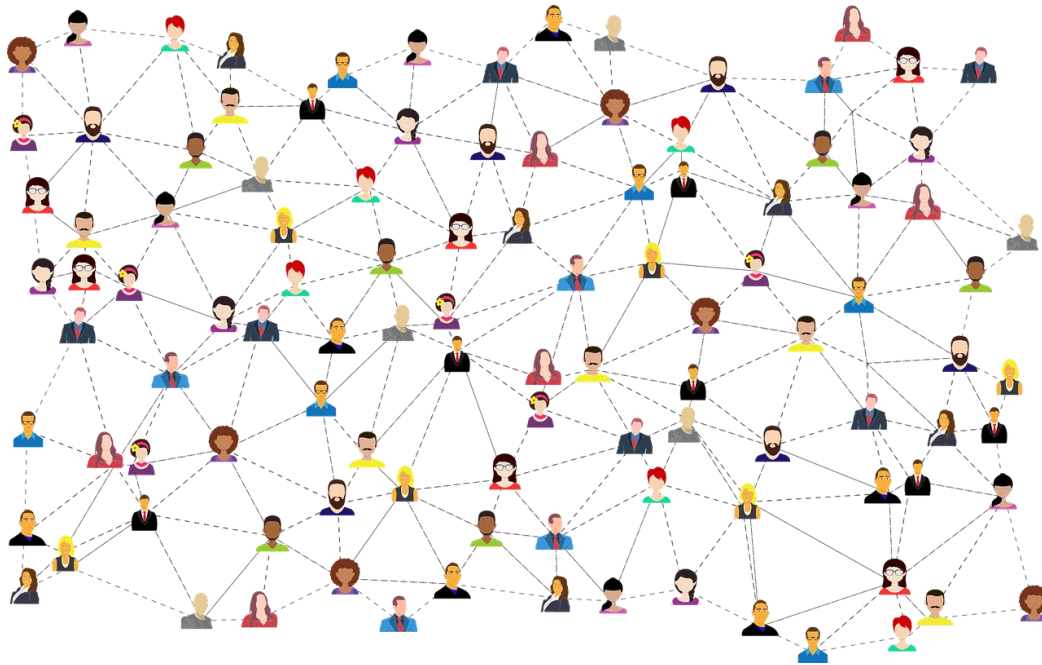
Position: Newsletter
Middle unit w 580 x h 270 pixels



Position: Newsletter Middle
unit – Video

Your advertisement will be included in our weekly newsletter mail which reaches all our digital subscribers

Social Media Campaigns

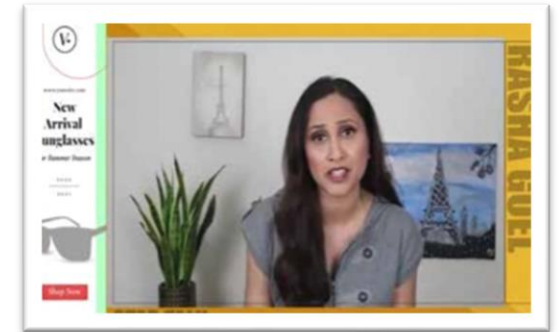
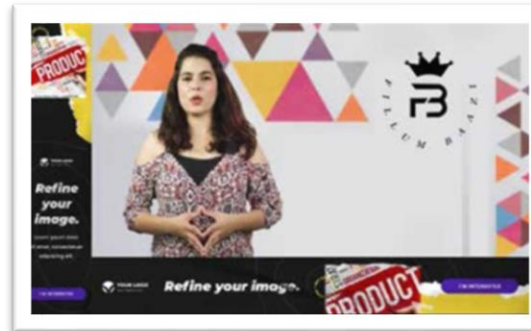


Advertise on our Social Media Platforms

Advertising on **social** is a hyper-direct way to reach the audience you want. You can target brand new customers or returning ones. At TV Asia we provide an affordable package enabling your campaign effective targeting.

Screen banner advertising

sign up
for a content
driven
contextual
banner
campaign
on **live TV**



Tower Ad Box Banner
Site skin – Custom
options

Screen seller – unique targeting opportunities

Combos & sponsorships

**For COMBO spot,
banner, newsletter,
screen seller
campaigns &
sponsorship request
for rates.**





TV ASIA

BRIDGING CULTURES

Reach us