



2014 Media Kit



Who We Are

An independently-owned, fully equipped global media broadcasting, video production and post-production company based in the heart of New York City's TV and motion-picture district

Provider of media services for over 20 international TV channels

From India, Pakistan, Bangladesh, Africa, Egypt, the U.S. and elsewhere to audiences from the United States, Canada, Europe and the UK

A producer, distributor, and network originator of international television programming

We are a minority-owned business with a multicultural staff complimenting technical expertise with essential language skills and cultural awareness



Our Channels

Pakistani



Bangla



Indian



African



Greek



What We Offer

Marketing & Media

- Media Consulting
- Media Planning & Buying
- Strategy Development
- Marketing Communications
- Marketing Consulting
- Insights and Targeting

Broadcasting & Transmission Services

- Satellite Downlink Services in Middle East, Asia, Europe, USA
- Fiber Connectivity to Major Teleports in Singapore, Hong Kong, Athens, Islamabad
- Fiber Connectivity to Major Platforms, e.g. Dish Network, DirecTV, Time Warner, Cablevision, Rogers, Bell, SKY
- Co-locate Facilities Available in Manhattan and Queens
- International Backhaul Services
- Signal or Feed Backup
- Format Conversion
- Channel Origination and Signal Turn around

Production & Post-Production

- Live Broadcast
 - SD & HD Editing
 - Live Switching & Insertion
 - Studio Audience Shows
 - News Programs, Talk Shows
 - Commercial Insertions
 - Filmed Drama and Comedy Series
 - Infomercials
 - Five Studios in New York
- Additional Studios in Orlando, Toronto and London

Event Space

- Production Office Space
- Conference Rooms
- Event & Entertainment Areas
- Corporate Events
- Casting & Rehearsal Space
- Public & Private Functions
- Fundraisers
- Press Conferences

IT Services & IP Infrastructure

- Co-location Services
- IPTV Infrastructure
- Hosting: Web Servers, Mail Servers and FTP Services
- Firewall & Network Security
- Multiple 100MB Circuits – Fully Redundant
- Remote Access Capability

**24/7 Direct Feed to Major
Satellite and Cable TV Carriers**



South Asian Demographics

About the Audience

Over 4 million South Asians live in the United States

The growth rate for the South Asian population exceeds that of the Asian-American population as a whole, as well as that of Hispanic-Americans and non-Hispanic whites.

The three fastest-growing Asian American groups in the United States are all South Asian:

Indian, Pakistani and Bangladeshi. These groups all doubled or tripled in size from 2000 to 2010.

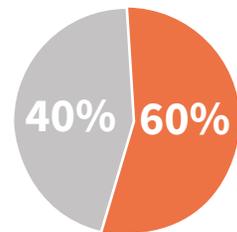
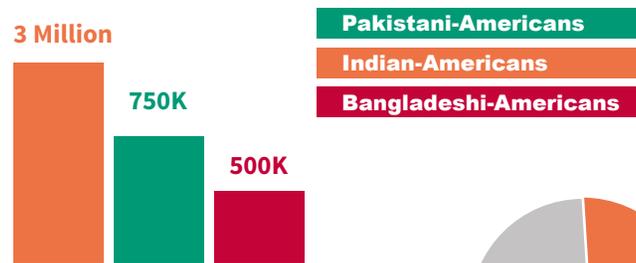
Careers: include healthcare, law, finance, education, engineering, technology and entrepreneurs

Metropolitan areas with the largest South Asian populations are:

New York City, Chicago, Washington, D.C., Los Angeles and San Francisco

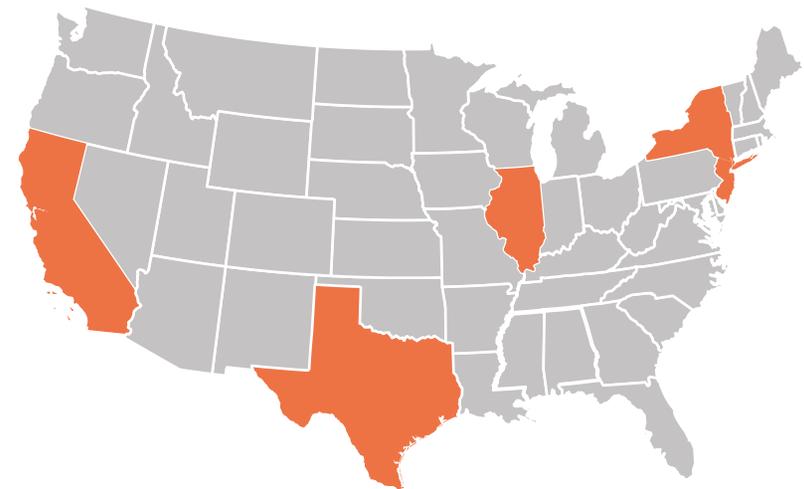


Estimated U.S. Population



The five states with the largest South Asian populations are:

CA, NY, NJ, TX and IL



Bachelor's Degree or Higher

Over 4 Million
South Asians in the U.S.



\$60K Median Household Income: \$60,000

Pakistani Channels

Pakistani-Americans love keeping up with news, sports and entertainment from home. SoundView Broadcasting is the exclusive North American distributor of PTV Global and AAJ TV.



PTV Global

Pakistan's National Channel
DISH Network Channel # 679

- National News
- Music
- Lifestyle
- Interviews
- Politics
- Religious
- Talk Shows
- Dramas



AAJ USA

*Pakistan's Premiere News
& Entertainment Channel*
DISH Network Channel # 684

- News
- Sports
- Talk Shows
- Current Affairs
- Comedies
- Reality Programming



Indian Channels

Indian-Americans, also referred to as East Indians and Asian Indians, are among the most rapidly expanding ethnic groups in the United States. SoundView Broadcasting is the sole North American provider of Sahara One, Sahara Samay, MH1 and Filmy.



Sahara One
South Asian Entertainment
DISH Network Channel # 702

- National News
- Mini-Series
- Game Shows
- Lifestyle
- Dramas
- Telefilms
- Movies



MH1
Punjabi Music Channel
DISH Network Channel # 740

- Punjabi music
- Information on Emerging Artists
- Interviews



Sahara Samay
India's Leading 24/7 News Channel
DISH Network Channel # 707

- Local and National Coverage
- Sports
- Politics



Filmy
#1 Hindi Movie Channel
Direct TV channel # 2008
Time Warner Cable Channel # 562

- Bollywood Movies
- News and Talk Shows
- Bollywood Gossip
- Music



Bangladeshi Channels

The Bangladeshi-American community eagerly embraces entertainment and information from their homeland. SoundView Broadcasting is the North American provider of NTV, Mohana TV, Cine Bangla, Massangra TV and BanglaVision.



NTV
#1 News & Entertainment
DISH Network Channel # 790

- News
- Movies
- Educational
- Children's Shows
- Religious
- Politics



Cine Bangla
First 24/7 all-Bangla Movie Channel
DISH Network Channel # 795

- Single Biggest Source for Bangladeshi Cinema in the World



Mohona TV
A Fusion of Current Affairs & Info
Time Warner Cable channel # 575

- News
- Education
- Entertainment



Maasranga TV
General Entertainment
DISH Network Channel # 793

- News & Sports
- Children's Shows
- Movies
- Family Dramas
- Talk Shows



BanglaVision
Cutting Edge Entertainment
DISH Network Channel # 794

- Comedy
- Drama
- Youth
- Thrillers
- Lifestyle
- Game Shows



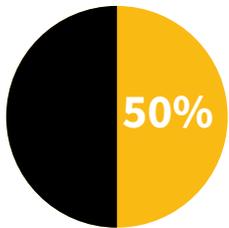
African American Demographics

About the Audience

The vast native African-American community, a mosaic of immigrants from many nations, is one of the most dynamic and entrepreneurial ethnic consumer groups in the USA

More than 3.7 million Sub-Saharan Africans live in the USA

Median Household incomes: between \$45,000 and \$75,000 a year
Their projected combined spending power is estimated at \$300 billion



Bachelor's Degree or Higher:

Almost 50%. One of the most educated groups in the nation.

Largest African-born communities are in

NY, NJ, CA, TX, DC, VA, MD and GA



3.7 Million
Sub-Saharan Africans in the U.S.



African Channels

Bridging the cultural gap between American-born individuals of African descent and the African Diaspora living in the United States, SoundView's African lineup includes Afrotainment, Afro Music, TV 9JA and ABO.



Afrotainment

Leader in African Home Entertainment
DISH Network channel # 9859
Optimum Channel # 1101

- Movies
- Dramas
- Comedy Shows



Africa Box Office (ABO)

Leader in African Home Entertainment
DISH Network Channel # 9868

- Movies exclusively from Nollywood, the prolific Nigerian film industry, and other major African and Caribbean motion picture centers



Afro Music

First and only African Music Channel in the U.S.
DISH Network channel # 9870

- Music Videos
- African Music Awards
- Artist News



TV 9JA

Official Gateway to Nigeria and Nollywood
DISH Network Channel # 9871

- Nollywood Movies
- News
- Dramas
- Lifestyle Shows
- Nollywood Gossip



African Channels

Bridging the cultural gap between American-born individuals of African descent and the African Diaspora living in the United States, SoundView's African lineup includes Afrotainment, Afro Music, TV 9JA and ABO.



Afro Sports

Leader in African Home Entertainment

- Soccer games from the best Afro-Caribbean leagues over 200 games per year, including 90 Live games, soccer news, results and analysis.



Yebo

YEBO is offered for free to subscribers of Afrotainment Music or any Afrotainment channel (authenticated).

- Yebo is the world's leading service for Afro-Caribbean music video on Demand in High Definition. Via our curation and a recommendation engine fans and enthusiasts will discover and watch the best Afro-Caribbean music videos and discover new artists.



O'Town

Orlando's Arts and Culture Television helping people discover what to do in and around Orlando.

- Orlando, FL is the the #1 family vacation destination in the USA and world's most popular vacation destinations, welcoming over 55 million visitors a year, roughly 1/3 of US population.



OUI TV

OUI TV Broadcasts the best African sitcoms and Dramas 100% in French.

- Format: SD
- Language: French
- Target Audience: French Speaking Africans
- Market Size: 350.000



Haiti HD

Haitian focused channel broadcasting the best Haitian movies, music, series, talk-shows and entertainment news.

- Language: English, Creole
- Target Market: Haitian American
- Market Size: 1Million (350k in FL alone)
- Market: Florida, Nationwide



Greek Demographics

About the Audience

Greek-Americans stand as one of the proudest immigrant communities in the United States, which is home to the world's largest overseas Greek population

Approximately 3 million Americans are of Greek descent

Greek is spoken at home by more than 25% of households



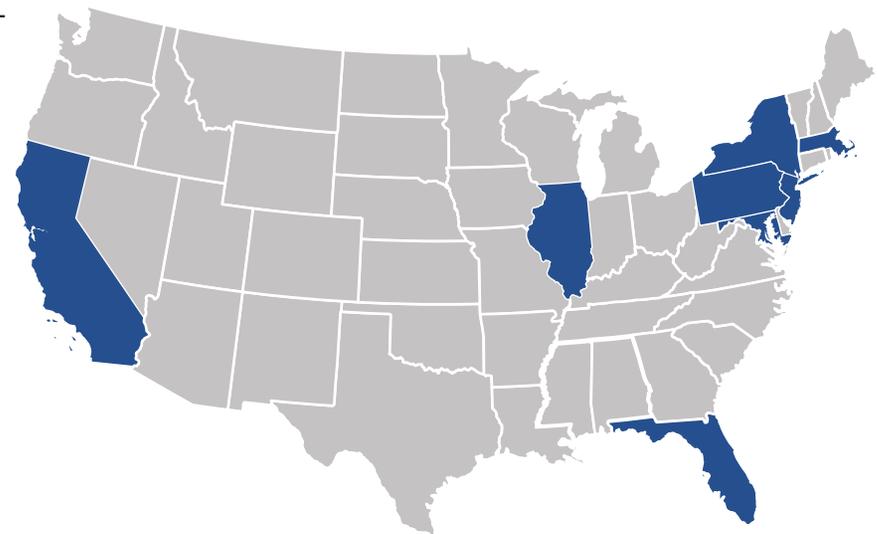
3 Million
Greek Americans



The Tri-State area is home to the highest concentration of Greek-Americans followed by CA, IL, MD, MA and FL

25% of household speak Greek

“Γεια σας”



Greek Channels

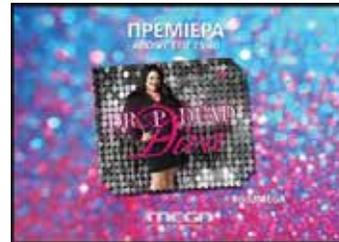
We offer a variety of Greek Television channels including Mega Cosmos, Alpha Sat, and Star International.



MEGA Cosmos

#1 Greek News, Entertainment & Lifestyle Channel in the U.S.
DISH Network Channel # 9839

- News
- Music
- Sitcoms
- Entertainment
- Information
- Game Shows
- Soaps
- Talent Competitions
- Reality Shows
- Movies



Alpha Sat

Greek Language channel offering the latest local and international news, and unique entertainment
DISH Network Channel # 9831

- News
- Comedy
- Cooking
- Live Entertainment
- Reality



Star International

A mix of foreign and Greek programming

- Live Shows
- Children Shows
- News
- Entertainment
- Fashion
- Foreign Series
- Family Shows
- Movies

