

# Crossings TV – serving Asian Americans since 2005



CONTACT US

Crossings TV is a homebase where Asian Americans find comfort, empowerment, and a sense of belonging.



BLACK-OWNED WR03467

Serving 7 Asian-language groups in 7 top markets of the U.S.

- **TV commercial airtime opportunities:**
  - standard commercial spots
  - billboards
  - feature segments& interviews, special sponsorship
- **Full video production** services: new production and repurposing English spots (translation included)
- **Digital extension:** social media support and website posting
- And more...



Asian language news and entertainment Programming



Video Production



Social Media Support

## Crossings TV Coverage (linear TV on cable & OTA)

★ Houston, Washington DC & more DMAs in 2024

	Chinese	Filipino	Hmong	Japanese	Korean	South Asian	Vietnamese	Total	Channel Number
Central Valley, CA	107,555	153,657	90,755	24,558	19,327	133,375	59,351	588,578	xfinity KBTV 8.2 CHANNEL 398
Chicago	150,362	138,096	825	21,786	64,143	269,576	33,136	677,924	xfinity CHANNEL 691
Los Angeles	691,974	565,913	3,736	145,506	342,785	201,398	368,681	2,319,993	Spectrum CHANNEL 1519
Minneapolis/St. Paul	27,034	11,734	98,452	3,781	13,771	50,642	25,811	231,225	xfinity CHANNEL 175
New York	562,118	78,067	40	24,000	122,871	235,365	11,864	1,034,325	Spectrum CHANNEL 1519
San Francisco	808,231	449,289	2,487	77,099	96,699	449,054	223,005	2,105,864	xfinity KQTA 15.3 CHANNEL 238
Seattle	180,485	125,116	3,890	41,745	76,454	145,657	90,107	663,454	xfinity CHANNEL 152
<b>Total Coverage</b>	<b>2,525,479</b>	<b>1,521,443</b>	<b>200,182</b>	<b>338,261</b>	<b>735,757</b>	<b>1,484,557</b>	<b>811,449</b>	<b>7,617,128</b>	

\*Some viewers in Los Angeles will find Crossings TV on Charter Spectrum, SD Ch. 346 and HD Ch. 878.

\*\* Source: Claritas 2023

