



EMERGING NETWORKS

The Nation's Largest Multicultural Television Platform:
Representing "the Other" Multicultural Markets

Emerging Networks LLC



EMERGING NETWORKS

The largest multicultural television platform in the United States.

Specializing in delivering South Asian, Filipino, Arabic and other emerging ethnic segments with a “one-stop shop.”

- Representing over 110 Multicultural Television Channels.
- Serving nearly 15,000,000 of the nation’s most affluent multicultural consumers.
- Accounting for over \$700 BILLION in buying power!



In Ten Years We've Grown Exponentially



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2013

2023

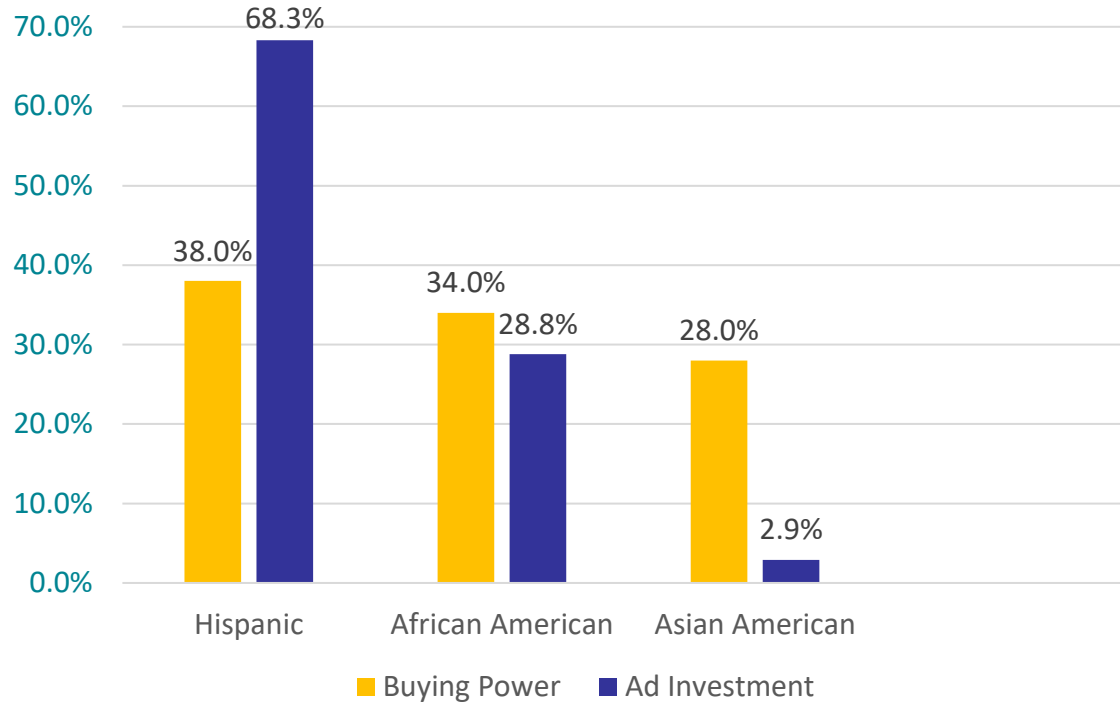
1Television Networks.....	110+
4Agencies.....	115+
2National Brands.....	500+
1Million Households.....	75+
1Multicultural Segments.....	16+

These dramatic growth numbers have totally been fueled by our PERFORMANCE!

The Buying Power for the U.S.'s 3 primary multicultural markets are relatively similar



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But the percentage of Total Advertising dollars is dramatically different!

The South Asian Market

At a glance...



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\$152,341 South Asian
vs.
\$74,755 Total U.S.

Median Annual HH



78.0% South Asian
vs.
35.7% Total U.S.

% College Grads



75.6% South Asian
vs.
42.5% Total U.S.

% Professional/Managerial

The Filipino American Market

At a glance...



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\$109,090 Filipinos
Vs.
\$74,755 Total U.S.

Median Annual HH



51.9% Filipino
vs.
35.7% Total U.S.

% College Grads



49.0% Filipino
vs.
42.5% Total U.S.

% Professional/Managerial

The Arabic American Market

At a glance...



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\$78,640 Arab American
vs.
\$74,755 Total U.S.

Median Annual HH

64.1% Arab American
vs.
35.7% Total U.S.

% College Grads

71.0% Arab American
vs.
42.5% Total U.S.

% Professional/Managerial

Connecting with our consumers does not require any additional creative costs.



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Virtually all of our viewers speak English!



South Asian
95% speak English
(Pew Research)



Filipino
97% speak English
(Pew Research)



Arab American
88% speak English
(U.S. Census Bureau)

100% of all creative currently on the air is in English!

National HH Distribution:



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Our distribution includes Cable, Satellite, Telco, OTT, and over the air:



Reaching over 75 million U.S. TV Households

Programming Genres



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- Local and International News
- Talk Shows
- Bollywood Movies
- Cricket
- Comedy Shows
- Soap Operas
- Reality Programming
- Game Shows
- Lifestyles
- Popular Music and Videos
- Drama Series
- Documentary
- Interactive Chat Shows
- Variety Shows

Through our networks' vast variety of programming genre, Emerging Networks has the ability to reach every conceivable advertiser's target demo.

The vast majority of our viewers are NOT watching Mainstream Media!



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Sony Entertainment Television



Willow Cricket



Aapka Colors



The Filipino Channel

Network	Unduplicated viewership of SET (%)
CBS	52%
ABC	46%
FOX	45%
USA	84%
CW	75%
TNT	80%
DSC	88%
FX	83%
COM	88%

Network	Unduplicated viewership of Willow (%)
ESPN	57%
USA	77%
TNT	67%
HISTORY	77%
DSC	78%
TBS	71%
FX	72%
A&E	81%
SKE	82%
NFL NET	82%
GOLF CH.	89%
TENNIS CH.	91%
NHL TV	95%

Network	Unduplicated viewership of Aapka Colors (%)
CBS	72%
FOX	70%
ABC	68%
PBS	89%
ESPN	82%
CW	91%
TNT	90%
USA	94%
FX	92%
DSC	96%
HBO	95%
COM	96%

Network	Unduplicated viewership of TFC (%)
NBC	41%
CBS	42%
FOX	45%
ABC	40%
ESPN	70%
TNT	74%
TBS	83%
HGT	84%
DSC	82%

Emerging Networks truly expands your reach for no additional cost!

Source: Comscore Ratings

A Partial list of our TV Networks:







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Emerging Networks uses unwired customized cluster optimization to deliver optimum results



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Adults 25-54	Men 35+	Female W25-54	Senior 55+
			

- ✓ Specific Daypart or wide rotations
- ✓ More weight on weekdays or weekends
- ✓ Substitute networks in and out based on target demo and performance

Emerging Networks has been delivering results for many National Brands for more than a decade!



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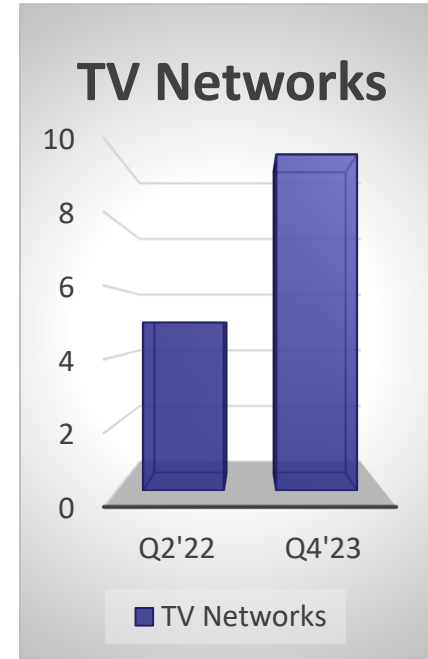
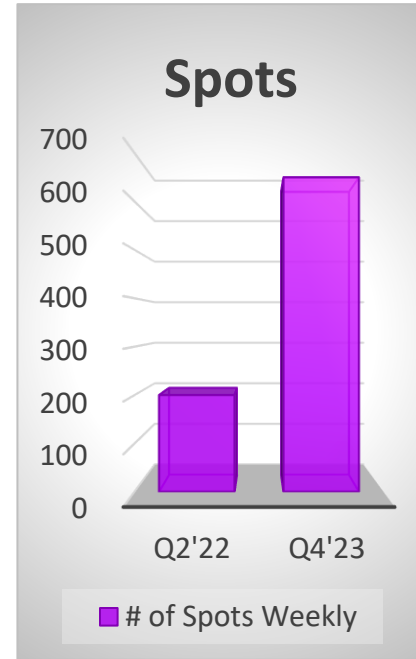


CASE STUDY: Online Financial Investment App



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- ✓ Advertiser started airing in Q2 '22 on **FIVE Emerging Networks. 200 spots** weekly
- ✓ Currently on **TEN Emerging Networks! 650 spots** per week!
- ✓ Agency reports **Emerging Networks TV** produces the most qualified leads and easiest to convert
- ✓ Sales Conversion is 25% above average
- ✓ Emerging Networks is one of the top 3 performing networks and has earned its place for this advertiser as a core network to buy every Quarter

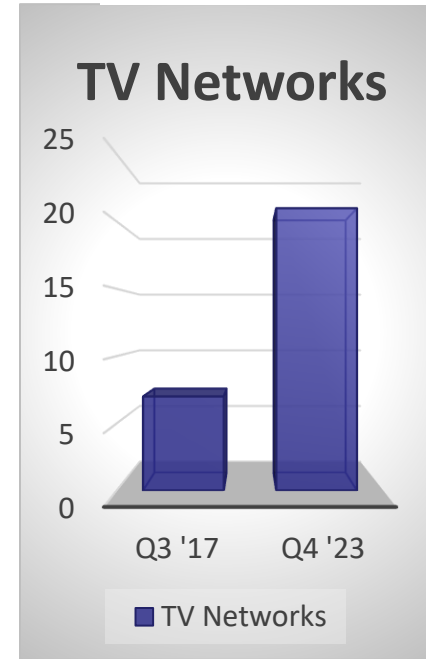
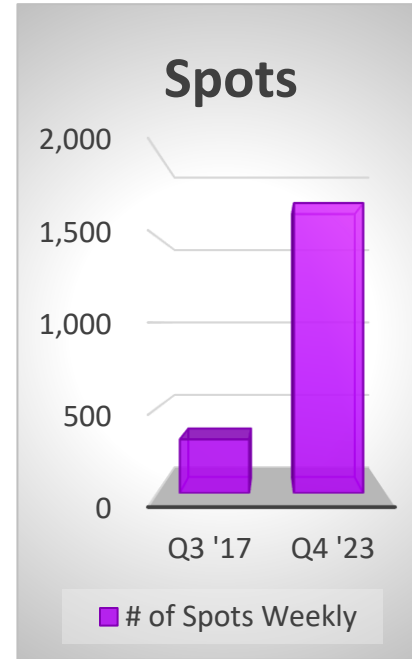


CASE STUDY: Non-Profit Organization



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- ✓ Advertiser started airing in Q3 '17 on **SEVEN Emerging Networks**. **315 spots** weekly
- ✓ Currently on **TWENTY-TWO Emerging Networks!** **1,800 spots** per week!
- ✓ Sales Conversion consistently between 18%-20%
- ✓ Agency reports **Emerging Networks TV** platform generates more than 300 Sales Leads per week via phone
- ✓ **Emerging Networks** is a Top 5 TV performer for this client which buys 20+ national mainstream TV networks per week



Listen to what our clients say...



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"I have experienced strong results with Emerging Networks. They are an exceptional business partner."

Lindsay Schultz
SVP/Media Director, Intermedia



"Emerging Networks really delivers results; particularly with the most affluent consumers!"

Chad Crammer
Multicultural Director, AAG



"Emerging Networks has proven to be an excellent business partner. Their hard work, respect, motivation to see our campaigns succeed have been evident in every interaction we've had."

Kyle Farrell
Senior Media Buyer
DIRECTavenue



"Emerging Networks has delivered consistent performance and stellar servicing for our clients. They are a pleasure to deal with and always accommodating to our needs."

Marion Burgess
Senior Buyer, Media Culture



"Emerging Networks delivers new, qualified consumers with one buy."

Rochelle Starr
V.P. Media, Planning, BMG 360



"Emerging Networks go above and beyond in terms of service and have continually delivered superb results."

Loril Hirsch
Director of Broadcast, RAPP

Let us connect you to today's most affluent multicultural consumers



EMERGING NETWORKS



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