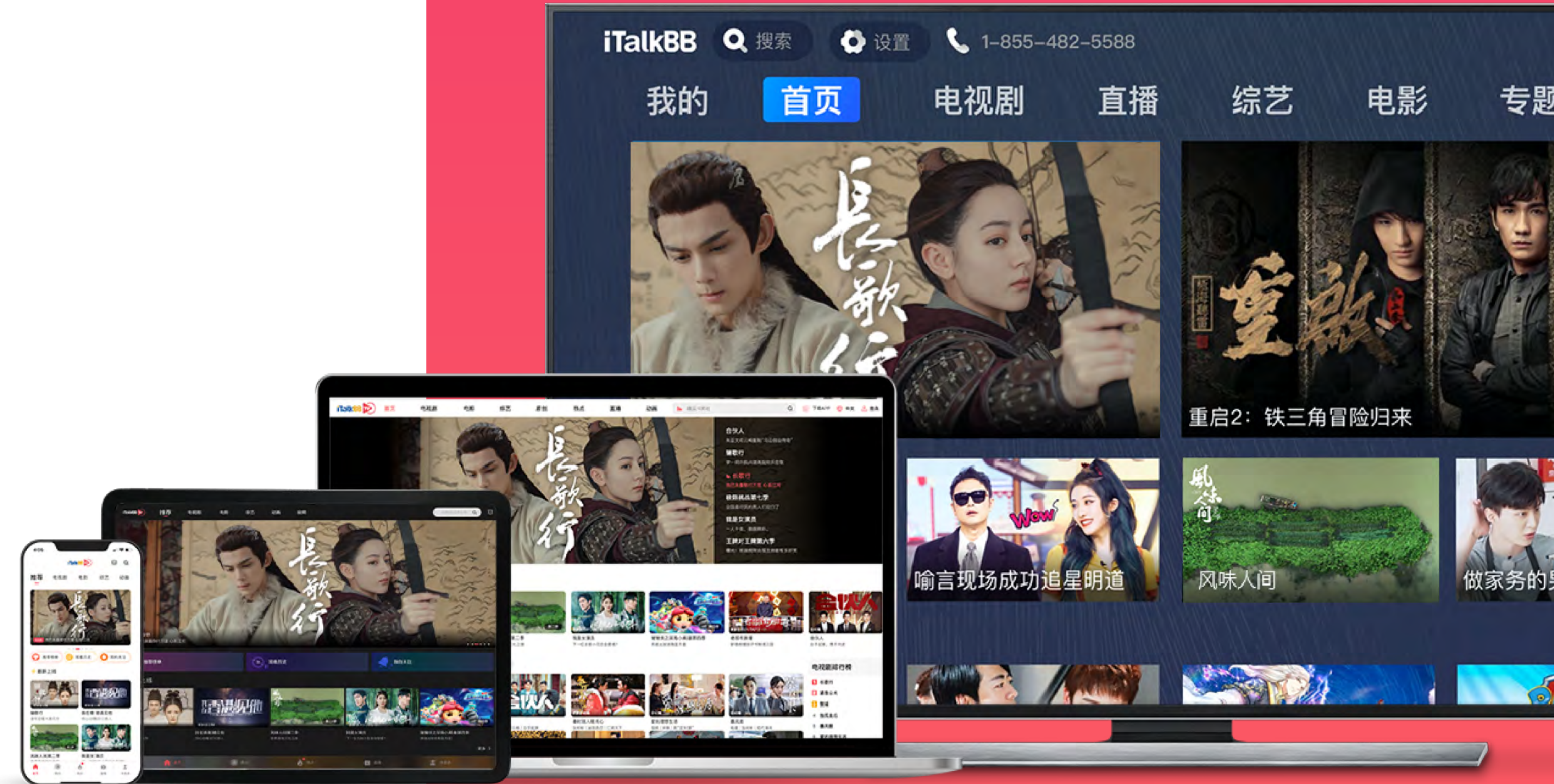


iTalkBB Media

Bridge Your Brand with Chinese Speaking Audience

2024 Media Kit





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Mission

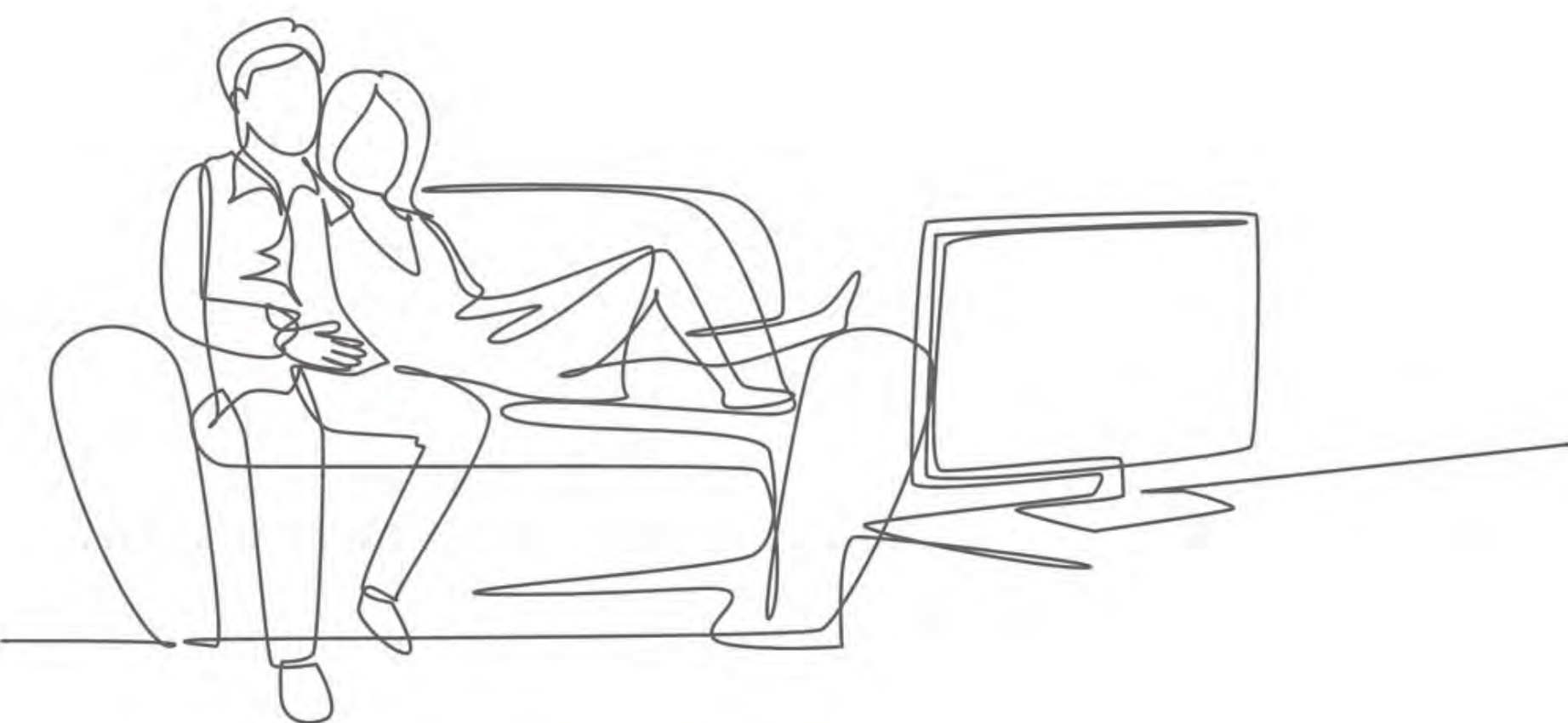
To connect brands with Chinese consumers in North America by leveraging the in-language entertainment and livestream on iTalk TV platforms.

Vision

Be the best top-down marketing funnel for brands to reach the Chinese American market.

iTalkBB Media is an award-winning marketing firm that connects brands with the leading providers of Chinese In-language entertainment in North American

As a member of the iTalk Group of Companies, iTalkBB Media has the exclusive advertising rights for placement of advertising on its affiliate companies' Chinese language platforms- the iTalk TV Platforms.



Winner of
3AF 2022
Excellence Awards'
Media Partner of the Year



300+

Brands and Agencies Collaborated

Global leading brands have chosen iTalkBB Media



iTalk TV Platforms

The leading provider of Chinese **In-language** Entertainment in North America

2.6M

User Base

650K

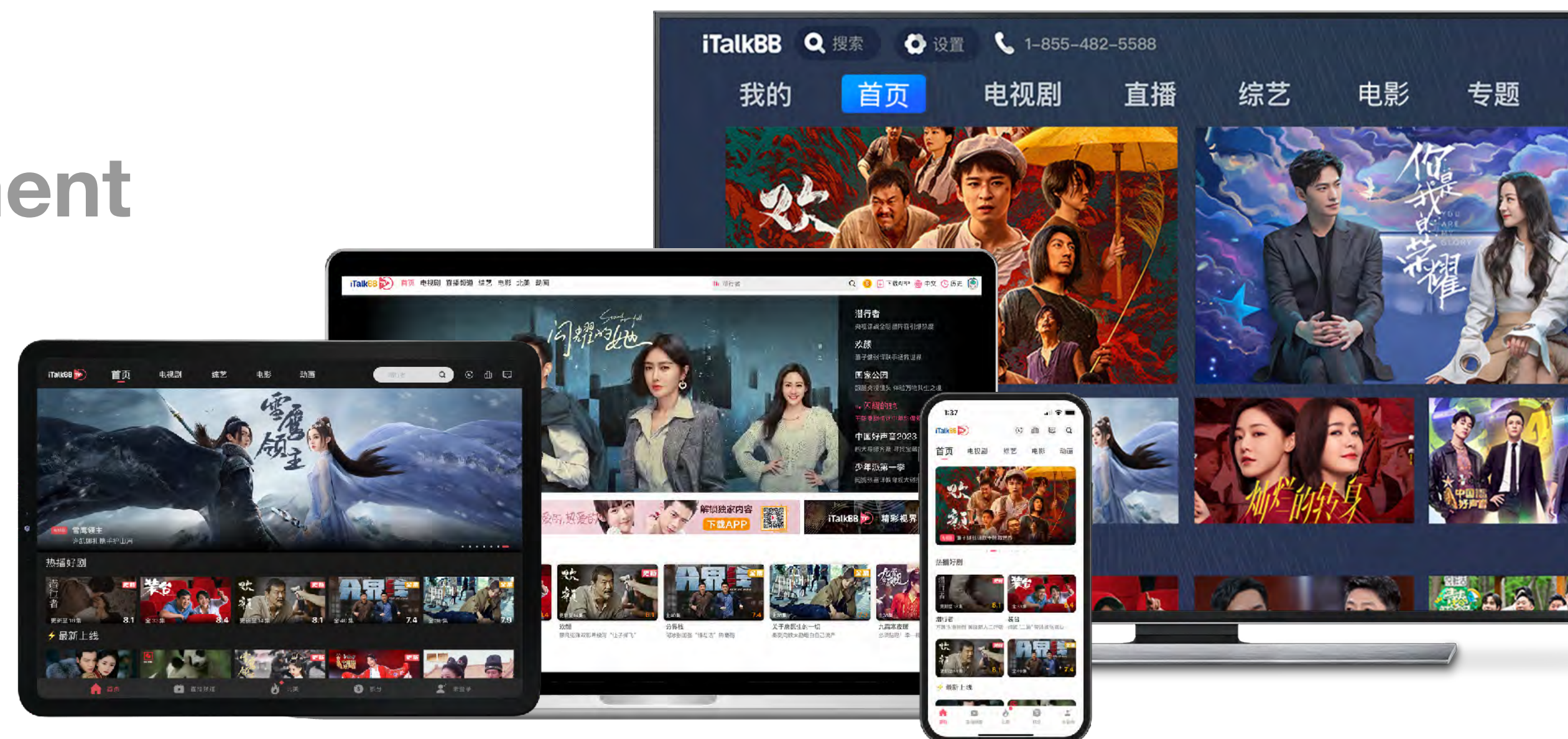
Monthly Active Users

100%

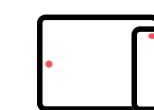
Chinese Ethnic Audience Base

99%

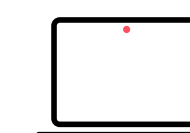
Of Audience Speaks Chinese as the primary language



Set-Top-Box
(Connected TV)

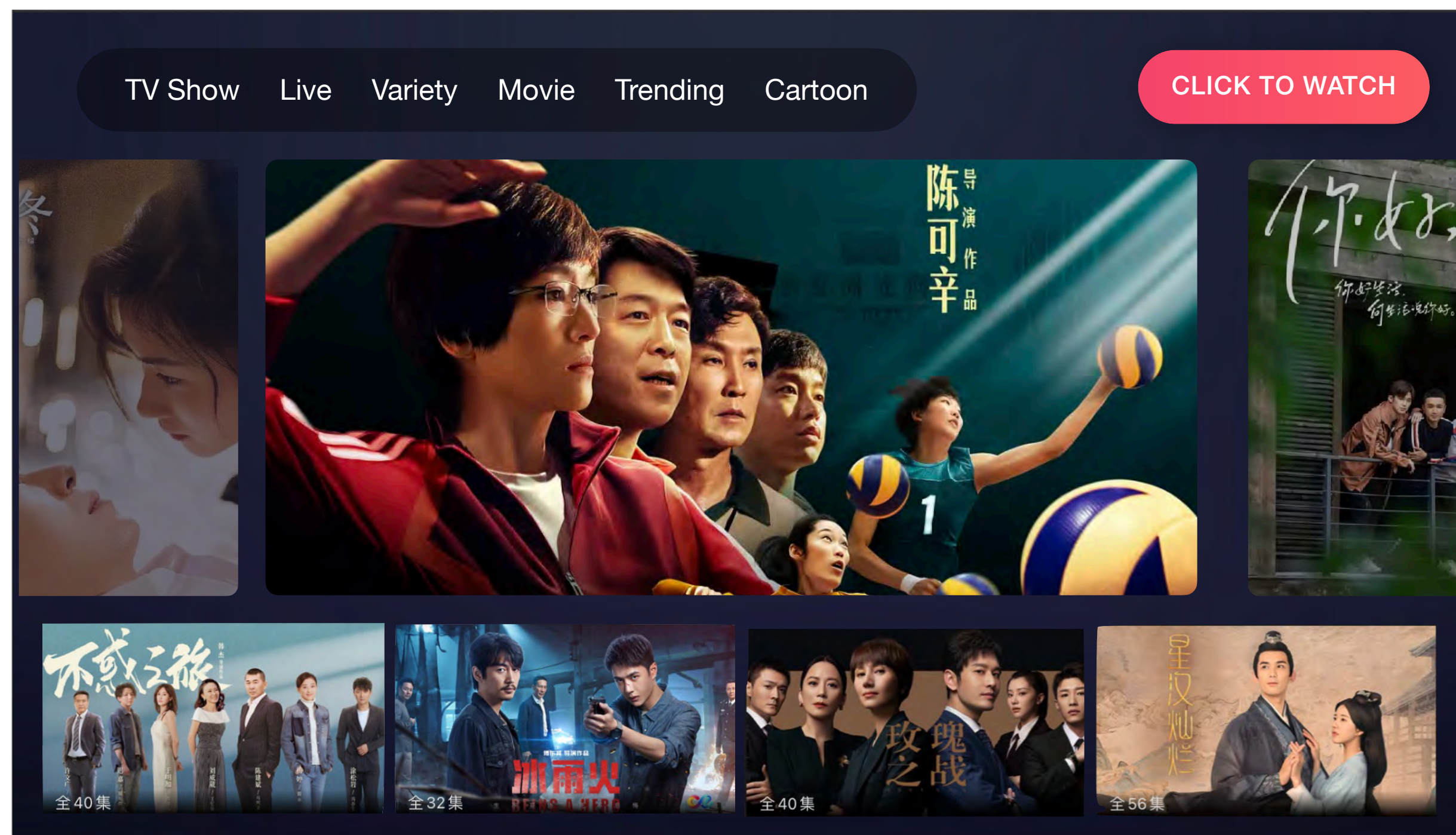


Mobile Apps
(iOS & Android)

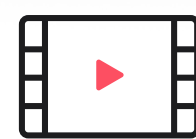


Desktop
(Website)

Chinese In-Language Content



Trendy Dramas



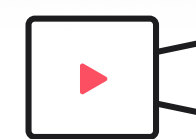
Blockbuster & Classic Movies



TV Variety Shows



30+ Live Chinese Linear Channels



Original Videos

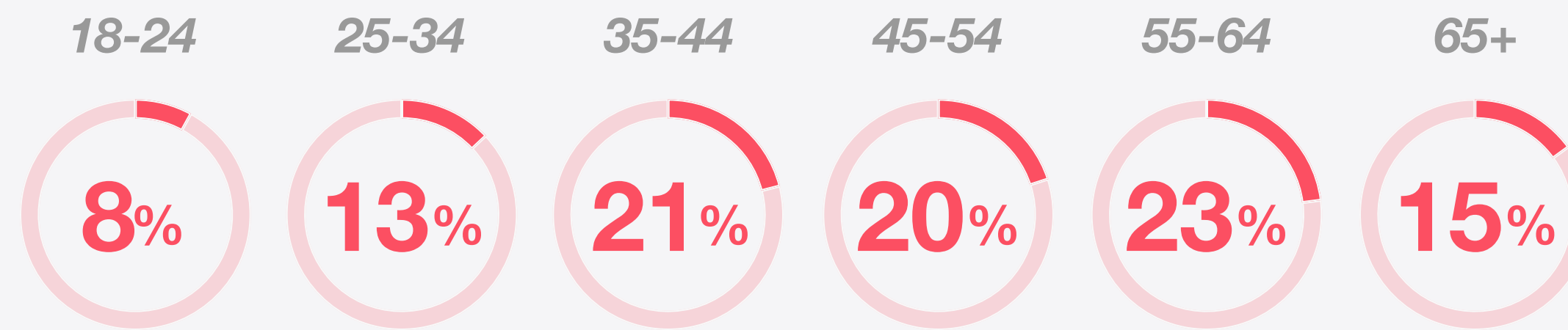


Animes

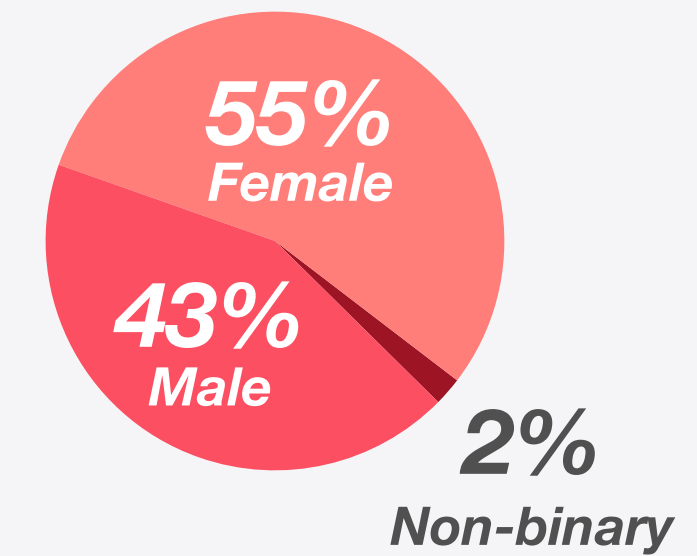
AUDIENCE PROFILE



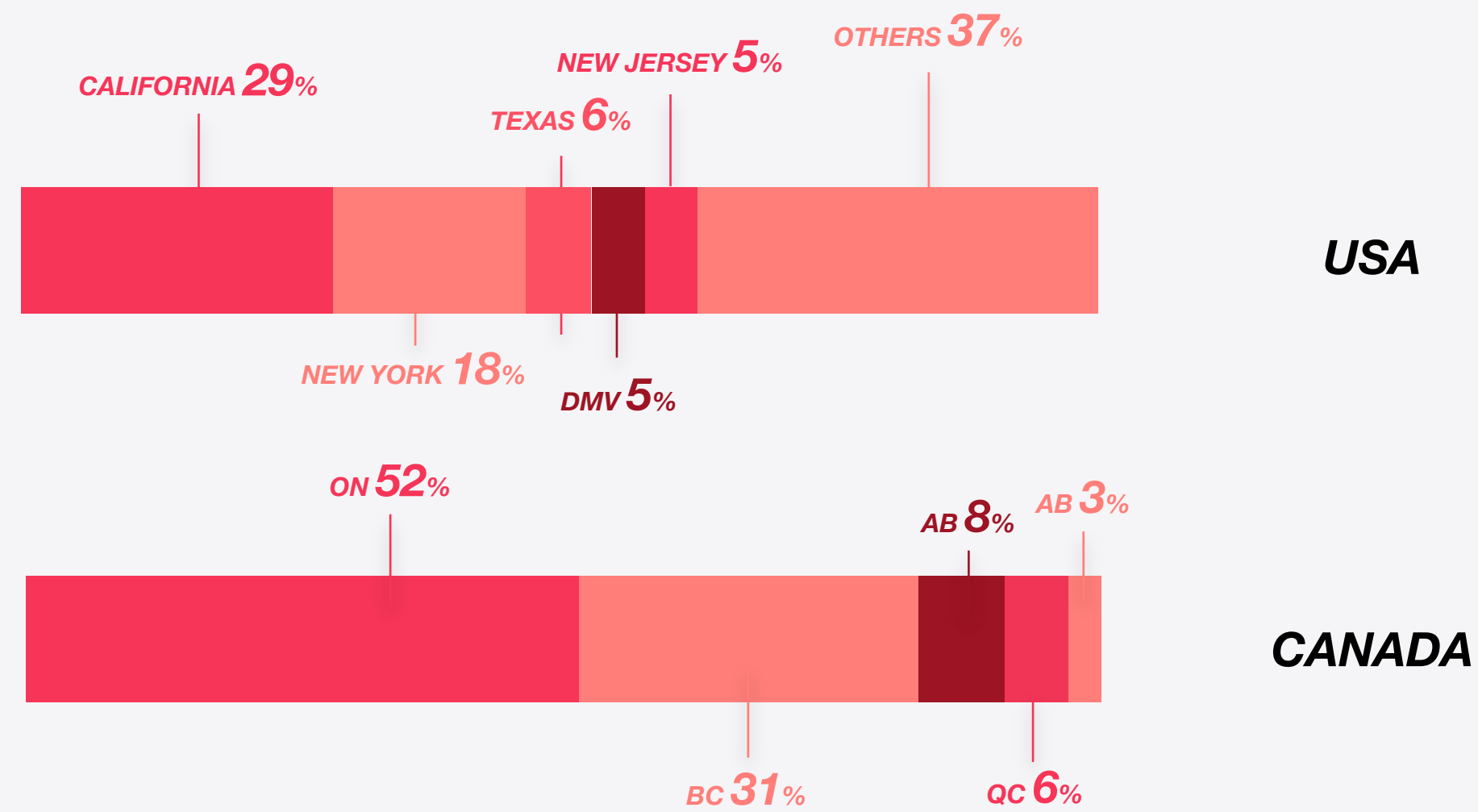
AGE



GENDER



GEO



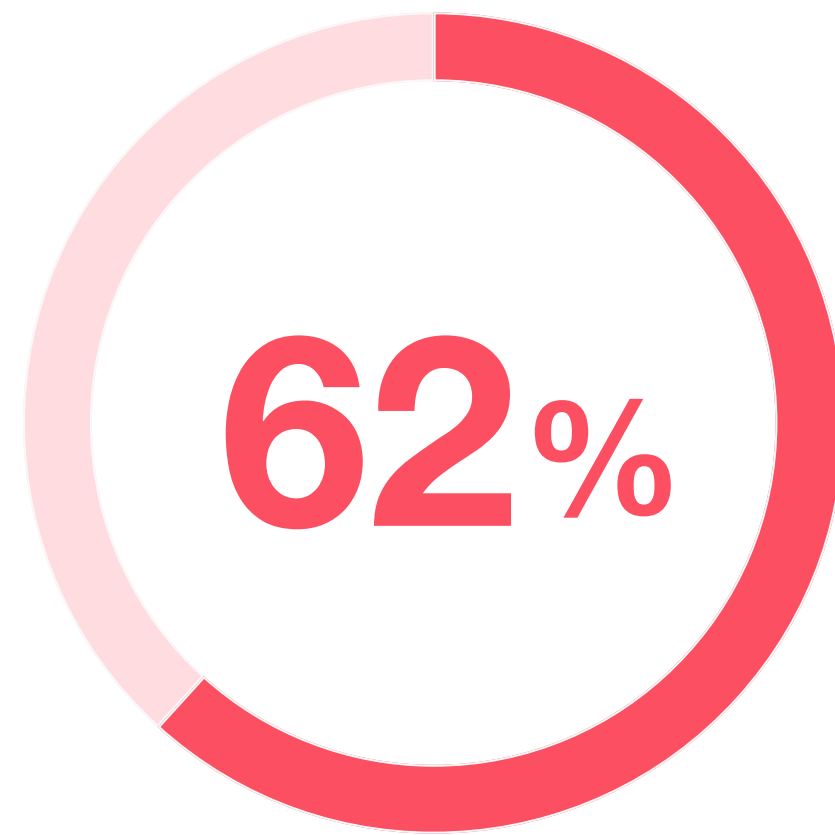
HOUSEHOLD INCOME



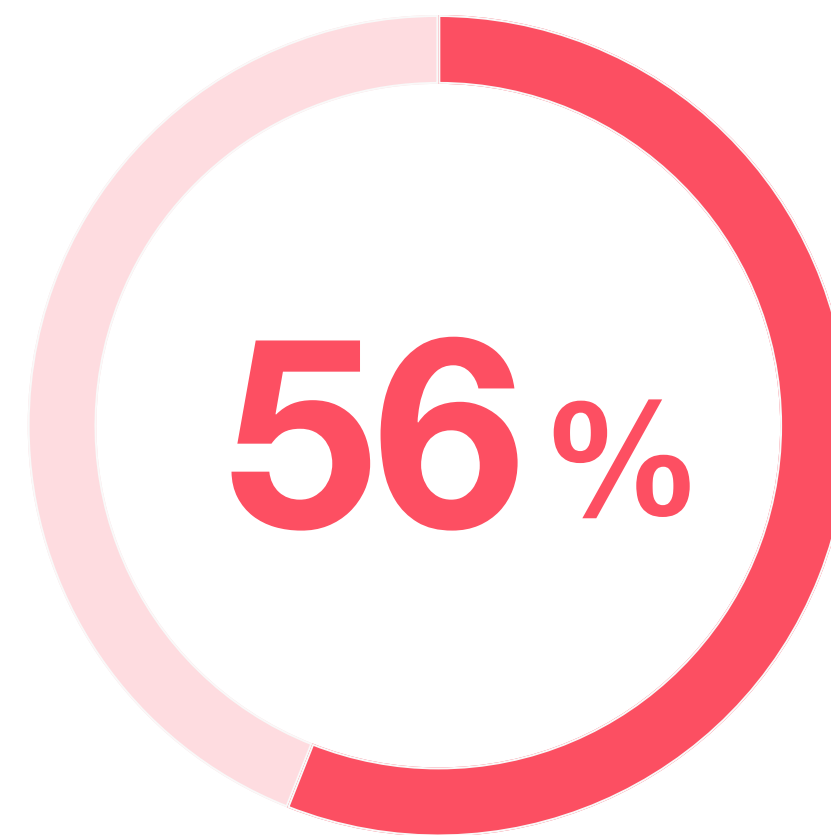
* Source: First-Party data and 2022 user survey

SOLUTION

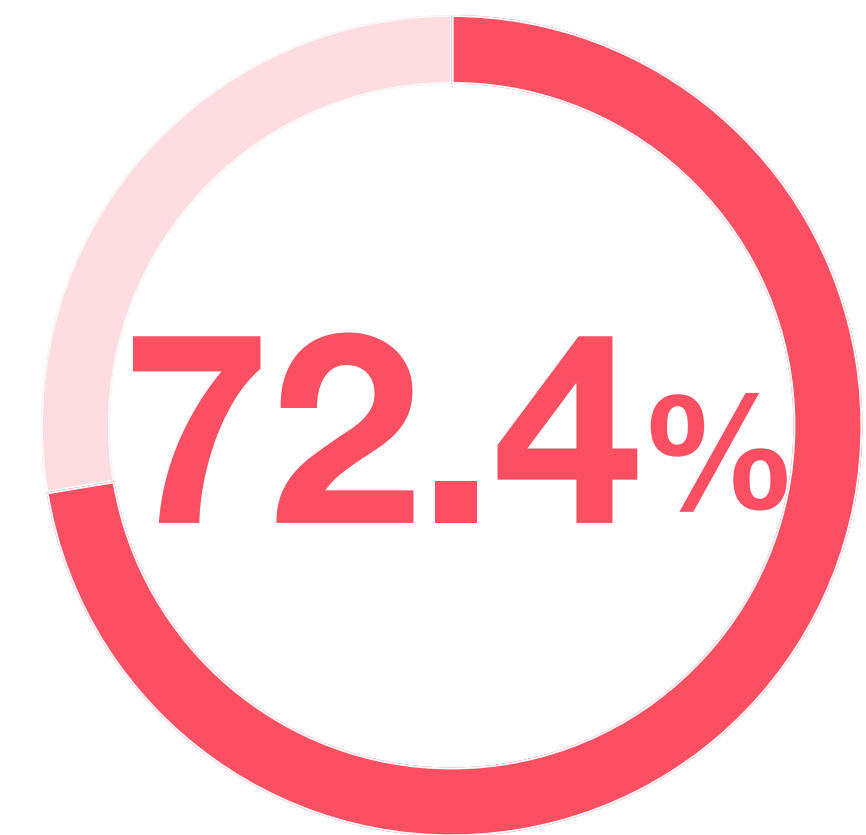
Chinese In-Language Advertising



62% of Chinese Audience have a higher level of trust in media in their own language
(Nielsen)



56% of Asian Americans are more likely to try or buy the products when the brand's ADs appear in in-language environment
(Sparkle Insight)



72.4% of consumers said they would be more likely to buy a product with information in their own language
(Harvard Business Review)



Standard Ad Products

Ad Formats

Video Ads | Display Ads

Programmatic Available

Programmatic Guarantee | Prefer Deal

Feature



Target



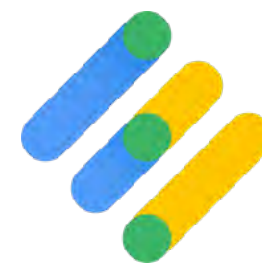
Click



Track



Report

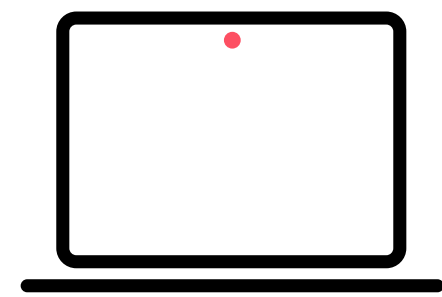


Powered by
Google Ad Manager 360

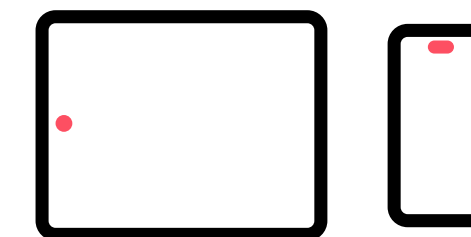
Device Compatibility



STB



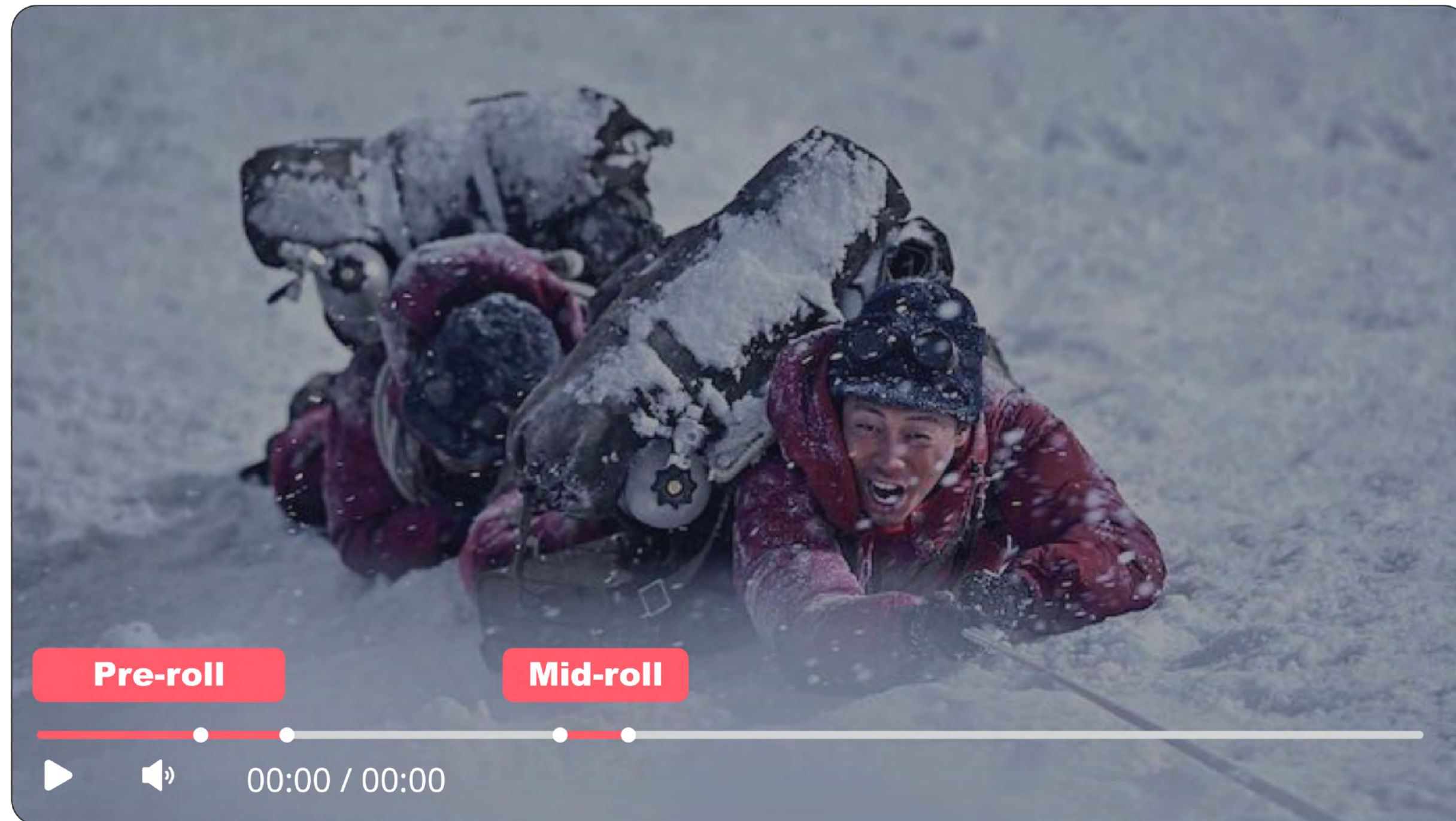
Desktop
(Web)



Mobile Devices (Apps)

Video Ad

TV Commercial (TVC)



92%
Completion rate

98%
Viewability

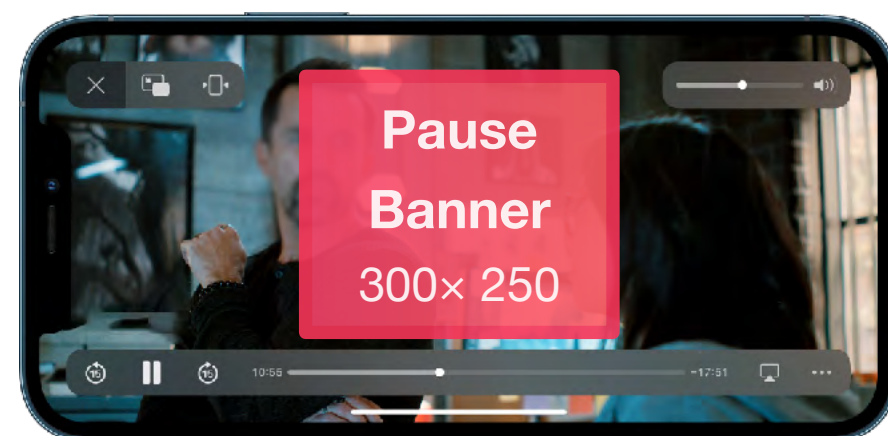

Non-Skippable

Pre-roll
Mid-roll



Duration
30s / 15s / 6s

Display Ad



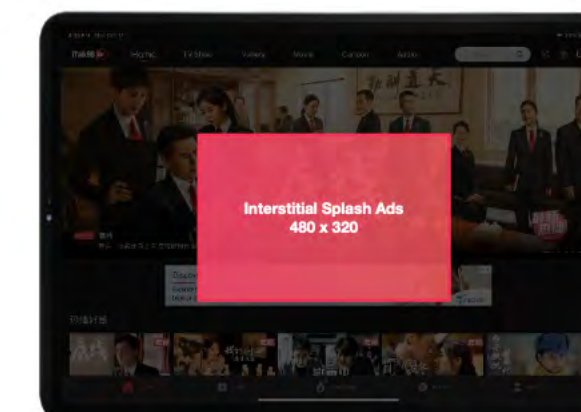
Pause Banner



Homepage Banner



Program Page Banners



Splash Ad



Overlay Corner Banner

Static & GIF



Most Popular Static Sizes in the Industry

300x250 / 728x90 / 160x600 / 320x50...

Premium Ad Solution

**In-Content
Virtual Product
Placement (VPP)**



Brand Channel



**In-Stream
Presenting
Sponsorship**



In-Content Virtual Product Placement

Features

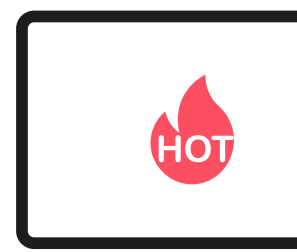
Zero Interruption
Ad Experience

Seamless Ad Insertion
within the Program

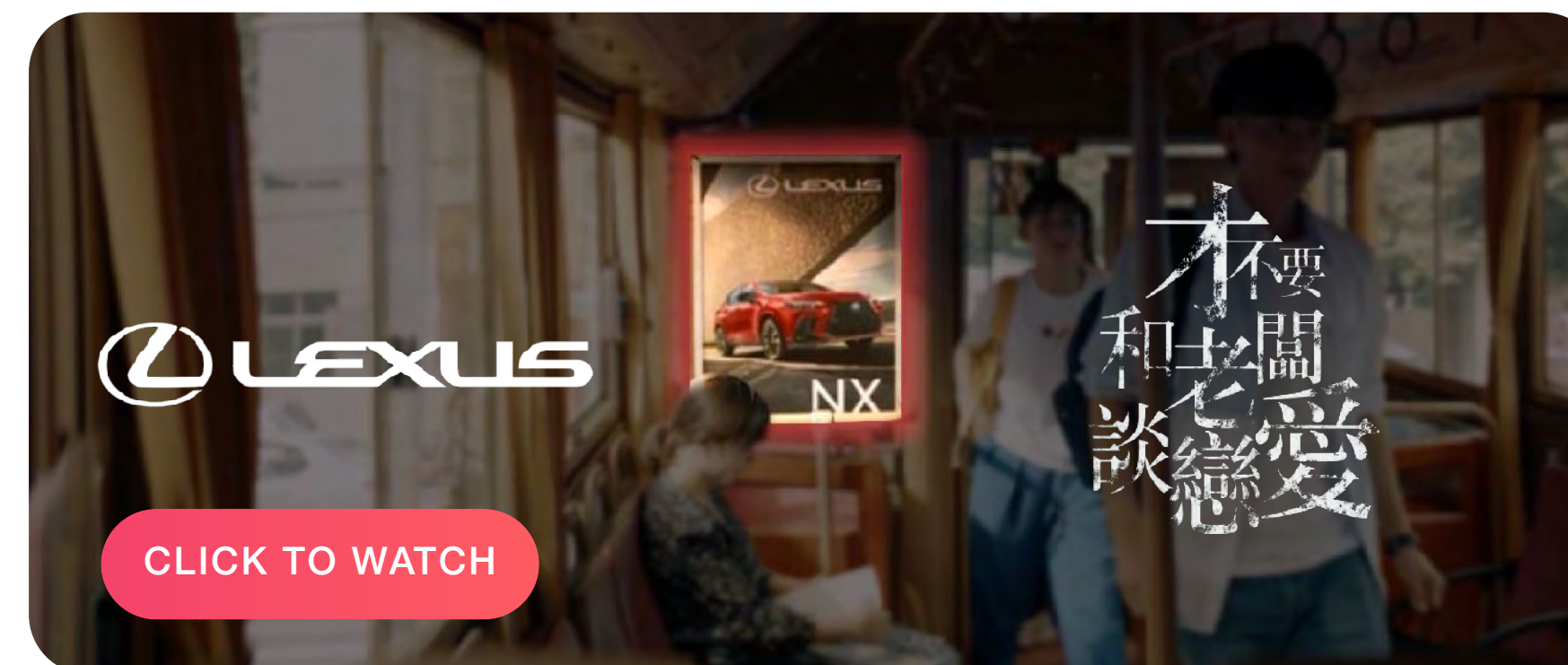
AI Technology
Post-Production



High-impact Program
Matching with Target Audience



Case Study: Lexus

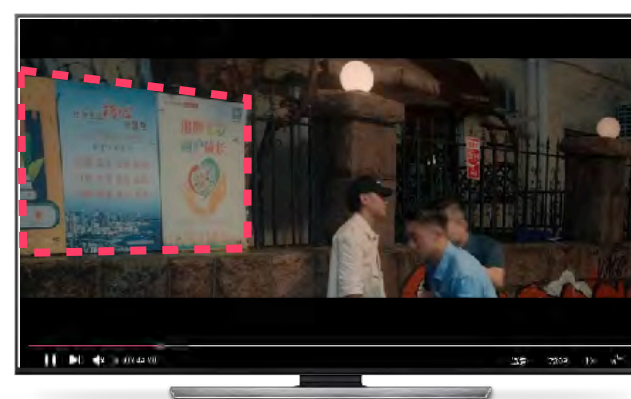


Lexus' Drama Entitlement Sponsorship Campaign has created an exceptional immersive ad-viewing experience by implementing In-Content Ads that deepened Lexus' brand recognition. [READ MORE >](#)

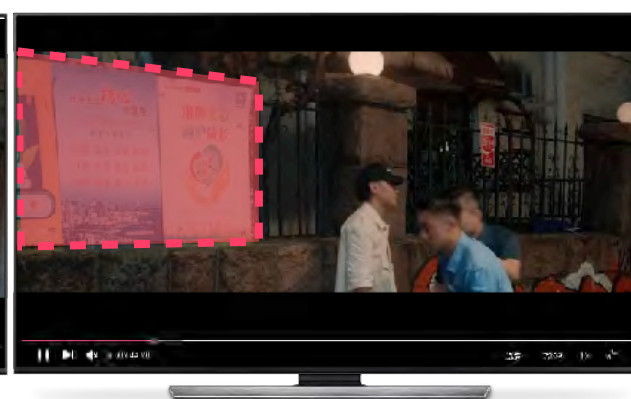
5Million Total Impressions Generated In 2 Weeks

How it works

01 AI analyze
the scene/moment



02 VPP
Production



03 Approval
& Activation



In-Stream Presenting Sponsorship

Program Options

- Hit Show(s)
- Themed Playlist (i.e. Holiday)
- Trending Channel

Features

- Brand Spotlights (i.e. LOGO, QR code)
- Brand Message (i.e. voiceover, slate)
- In-stream CTA banner

Case Study: Spring Festival Gala



The most-watched CCTV Lunar New Year Spring Festival Gala Show, iTalk TV Platforms' largest annual campaign, was sponsored by 4 brands collectively. According to historical data, viewers spend nearly 40% more time watching iTalk TV Platforms during the Lunar New Year holiday season. [READ MORE >](#)

450K TVC Impressions Generated In 7 Days

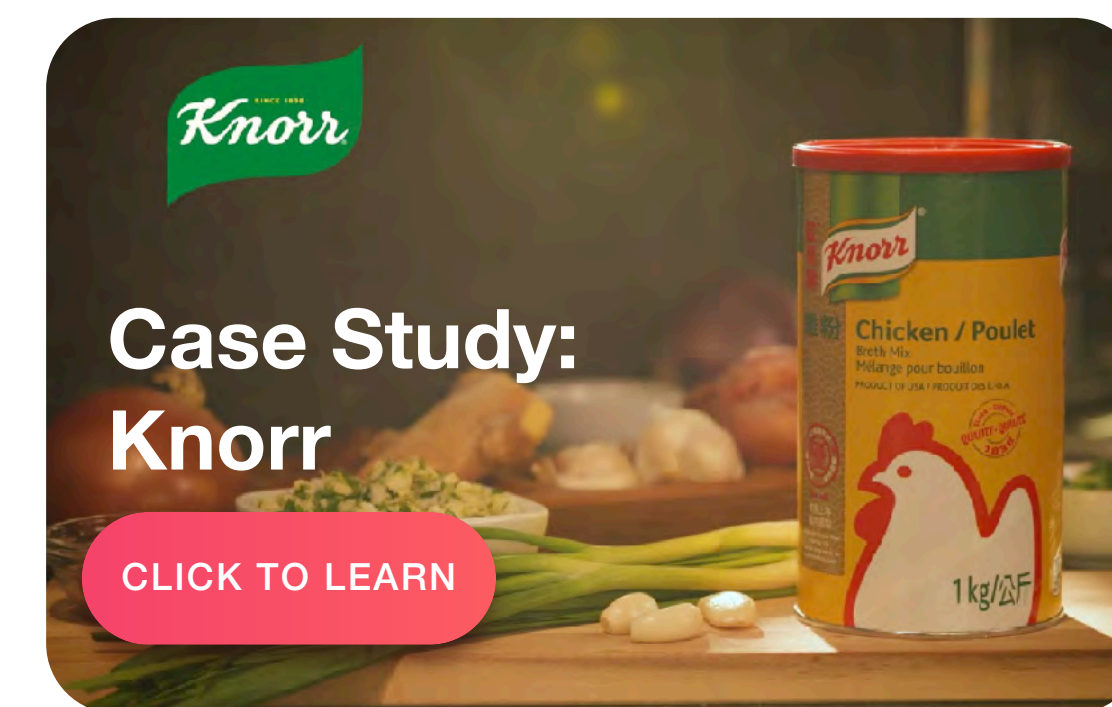
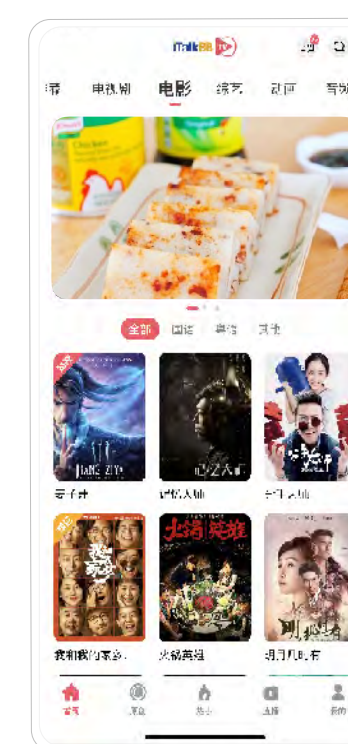
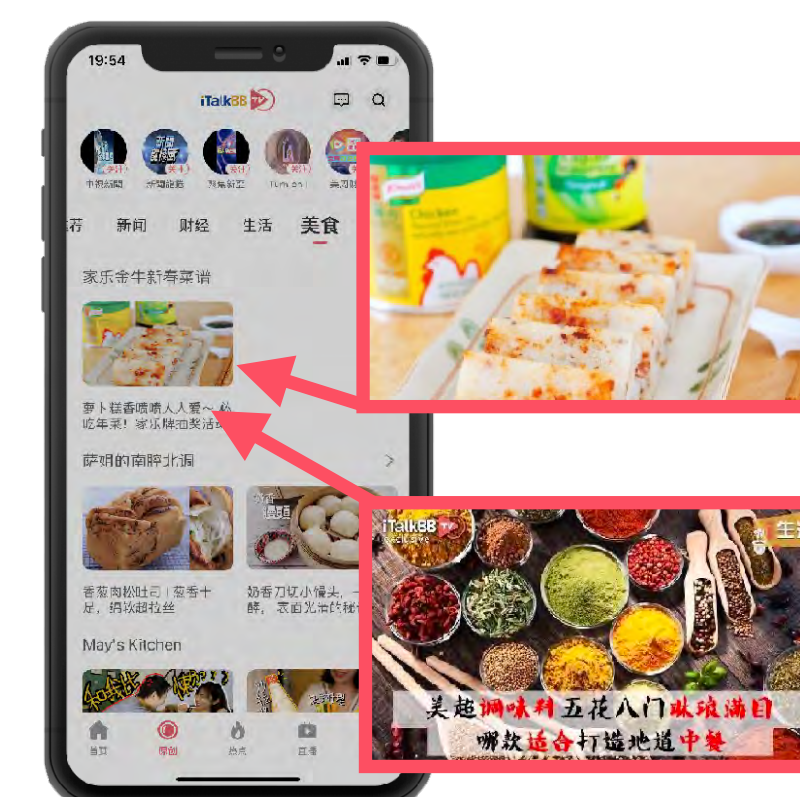
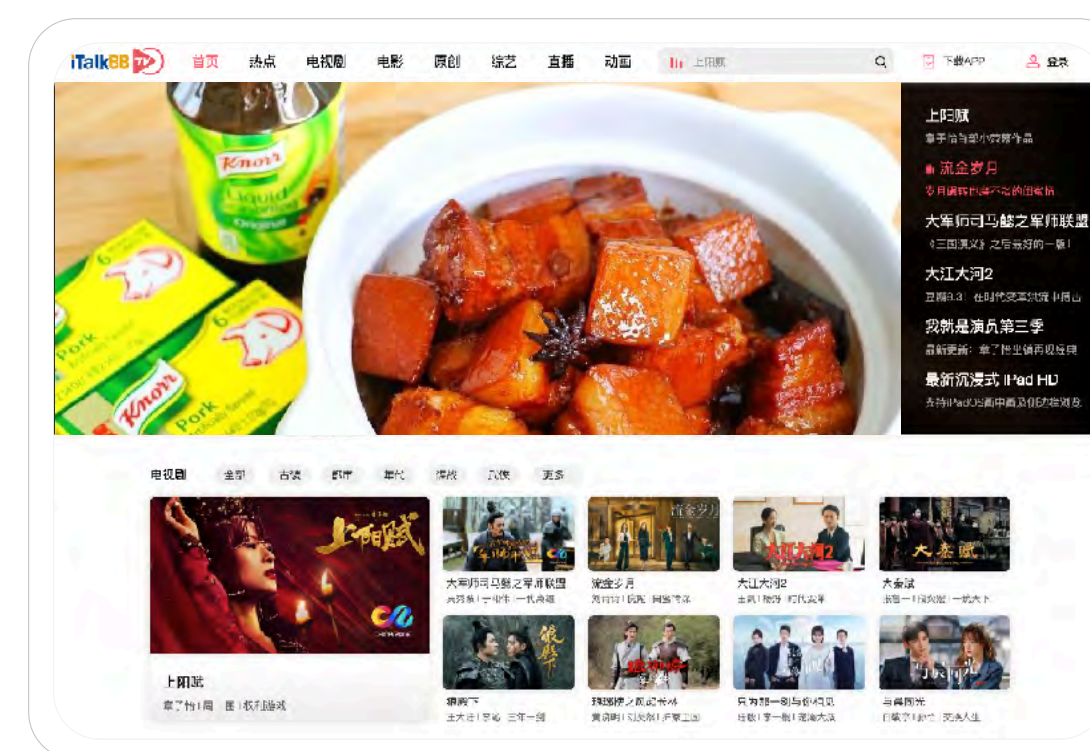
Branded Channel

Customized Content Curations

- Brand-Produced Video Content
- iTalkBB House Production Available

Features

- Exclusive space to tell the brand story
- Annual ownership with 20+ video slots
- Homepage promotion
- Campaign message in description box
- In-stream CTA banner



Multichannel Promotion

Social Media



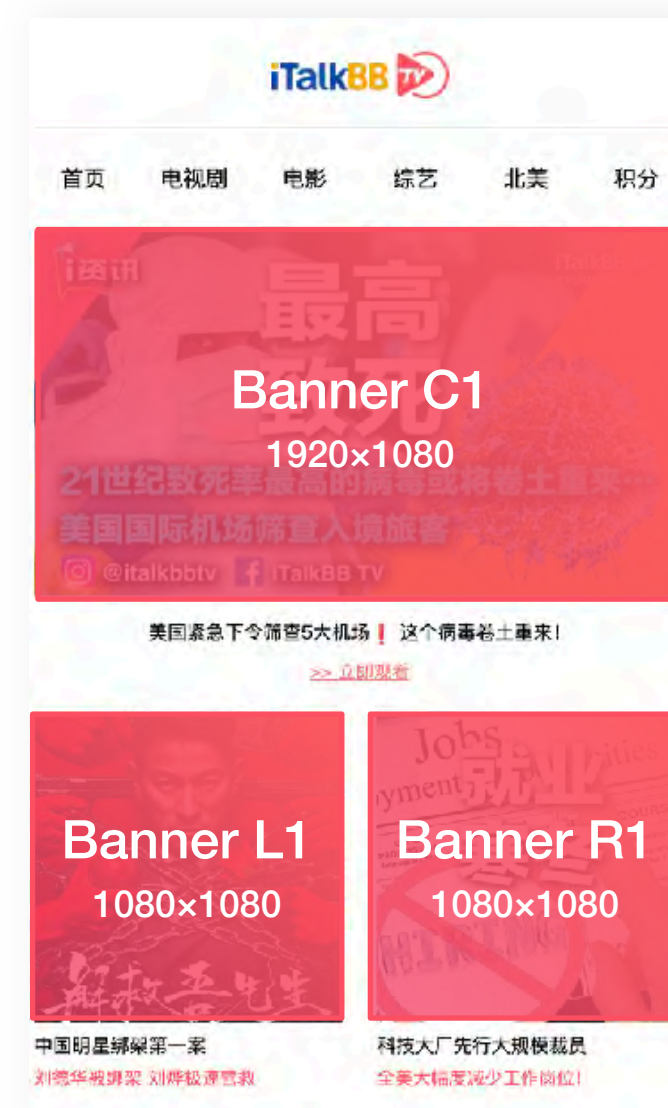
60,000
Total Followers

80,000+
Avg. Monthly Views

150,000+
Avg. Delivery

14%
Avg. Open Rate

Email Newsletters



Store Display



Posters



Big Screen Display

15 Retail Stores in
California, New York,
Texas, Toronto, and
Vancouver

Ads Production

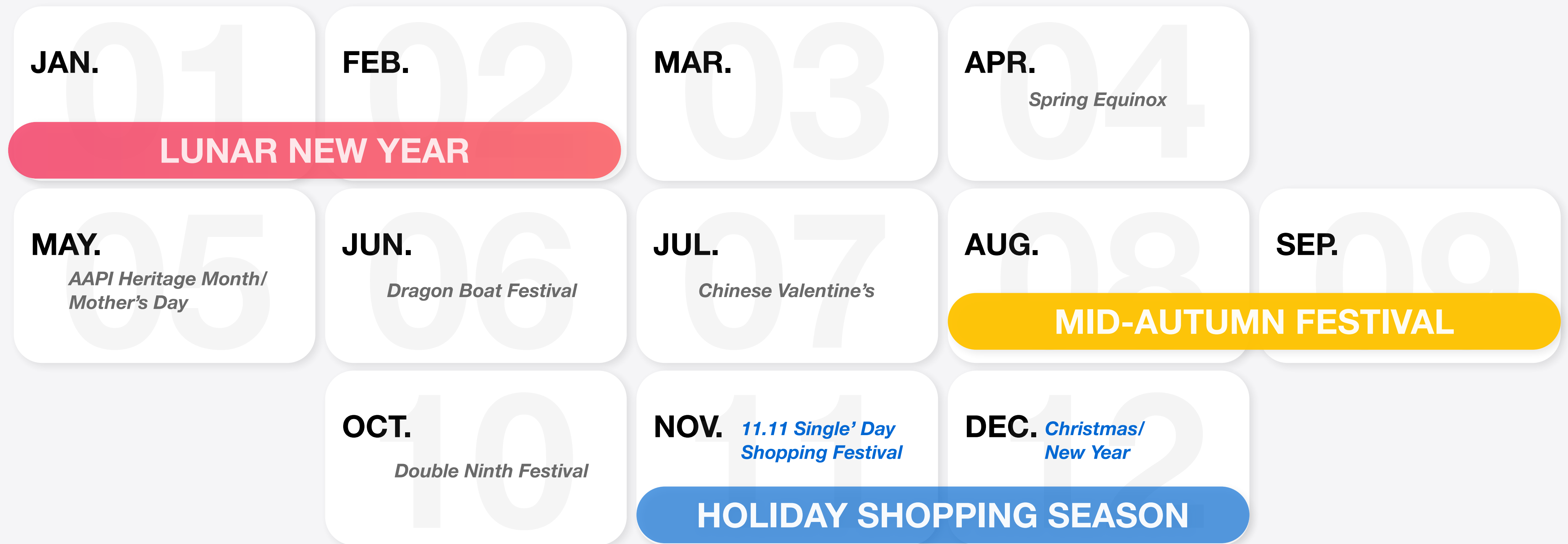
Quality Translation

- In-Language Voiceover
- In-Language Copywriting
- Cultural-reference validation

Creative Production

- Video Production
- Banner Production
- Post-Production/ Resizing

Cultural Tentpoles



iTalkBBMedia

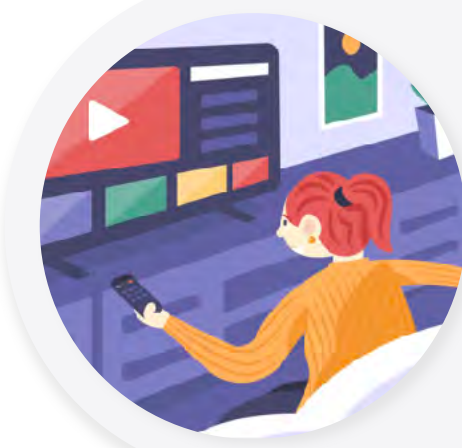
LEARN MORE

LEARN MORE

Insights




[CLICK HERE TO DOWNLOAD](#)



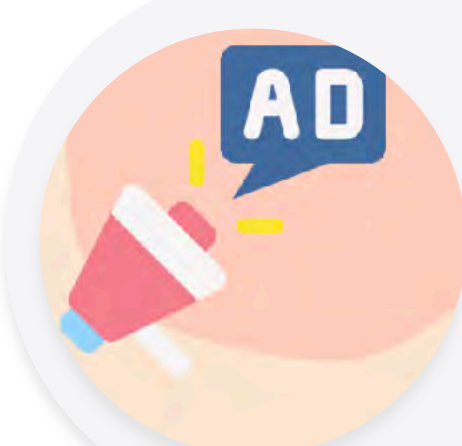
OTT is Never a Fixed Pie. Streaming Market Forecast by 2030

[READ MORE >](#)



The Traditional Chinese Holidays That You Should Mark on Your Media Plan

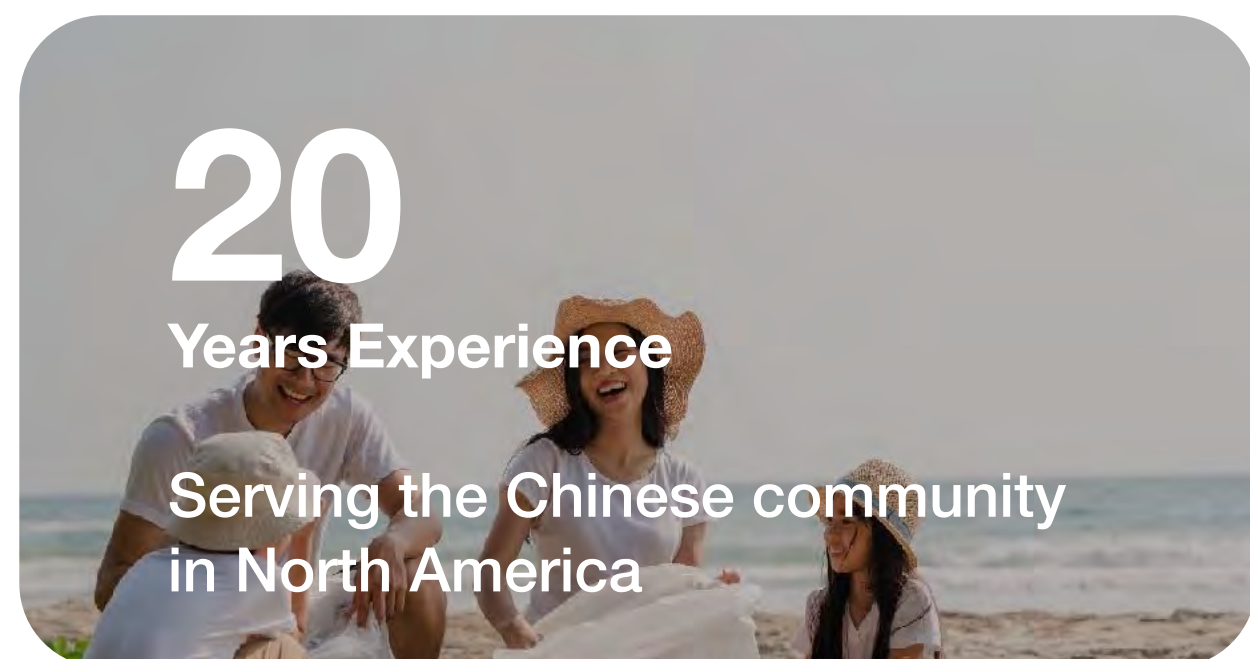
[READ MORE >](#)



3 Undeniable Benefits of OTT Advertising. Here's Why Brands Are Shifting Their Marketing Dollars

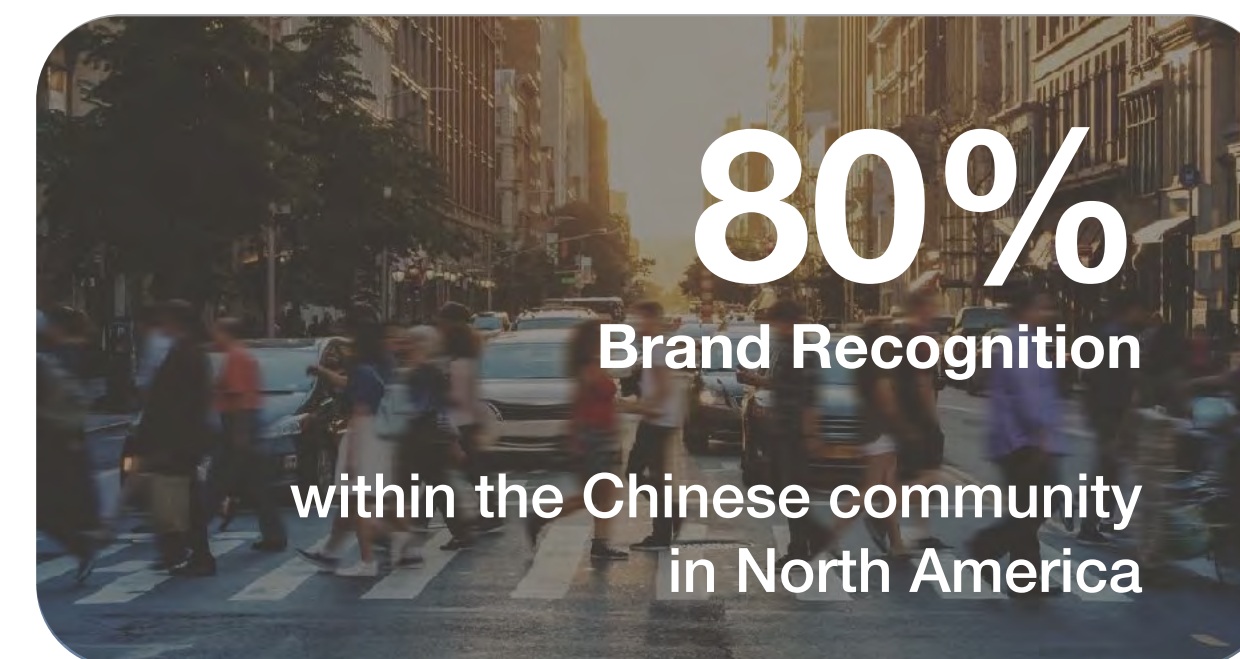
[READ MORE >](#)

iTalk Group of Companies



As born for immigrants, the iTalk Group of Companies are dedicated to creating a better life for all overseas Chinese by providing innovative and ethnically authentic products and services.

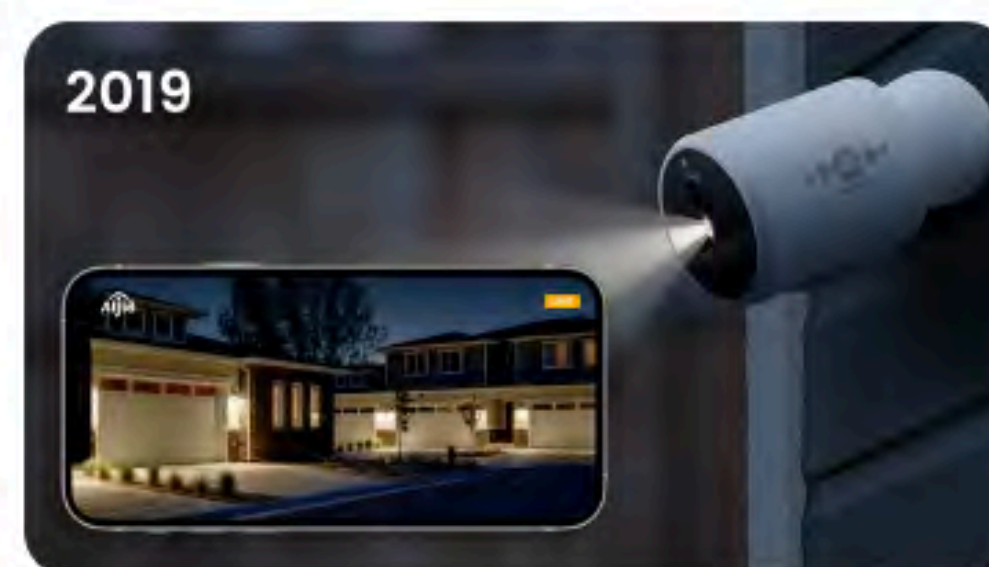
www.italkbb.com



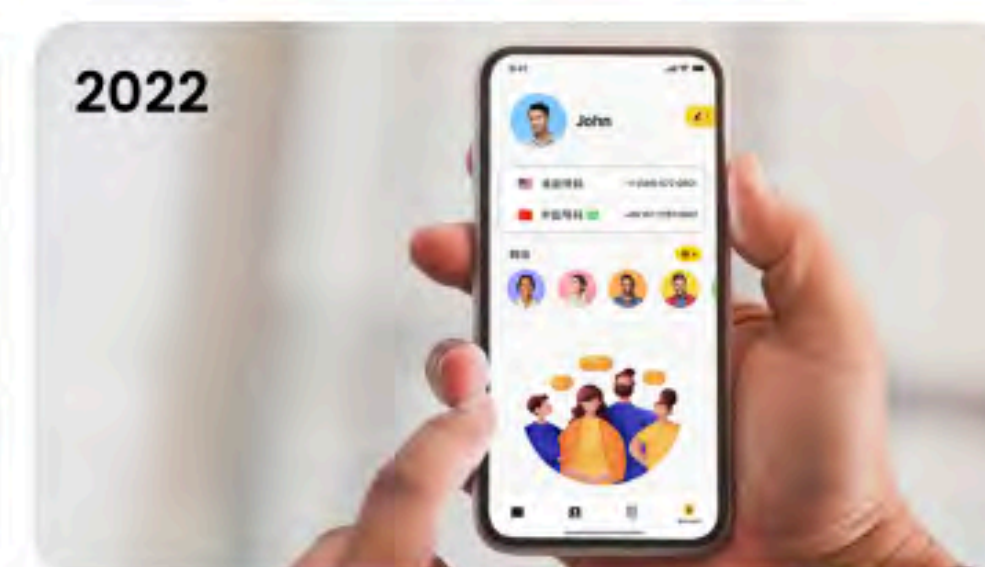
VOIP Home Phone Service



TV Streaming Platforms



Aijia Home Security System



Phone App (Prime)

iTalkBBMedia

We are looking forward to the collaboration!

ADVERTISING.ITALKBBTV.COM

INFO@ITALKBBMEDIA.COM

