



aspire^{TV}

2024-25

GROWTHFRONTS

TY JOHNSON VP, National Ad Sales



aspire_{TV}

YOUR **LIFE.**

YOUR **STYLE.**

YOUR **STORIES.**

SEE YOURSELF HERE.



ASPIRE
VIEWER AFFINITY
REMAINS
STRONG AT 88%

CULTURE + CONTENT + CONNECTION = COMMUNITY

AUDIENCE PROFILE



65%/35%

Female/Male



50

Median Age



\$54K

Median Income



119

College Degree



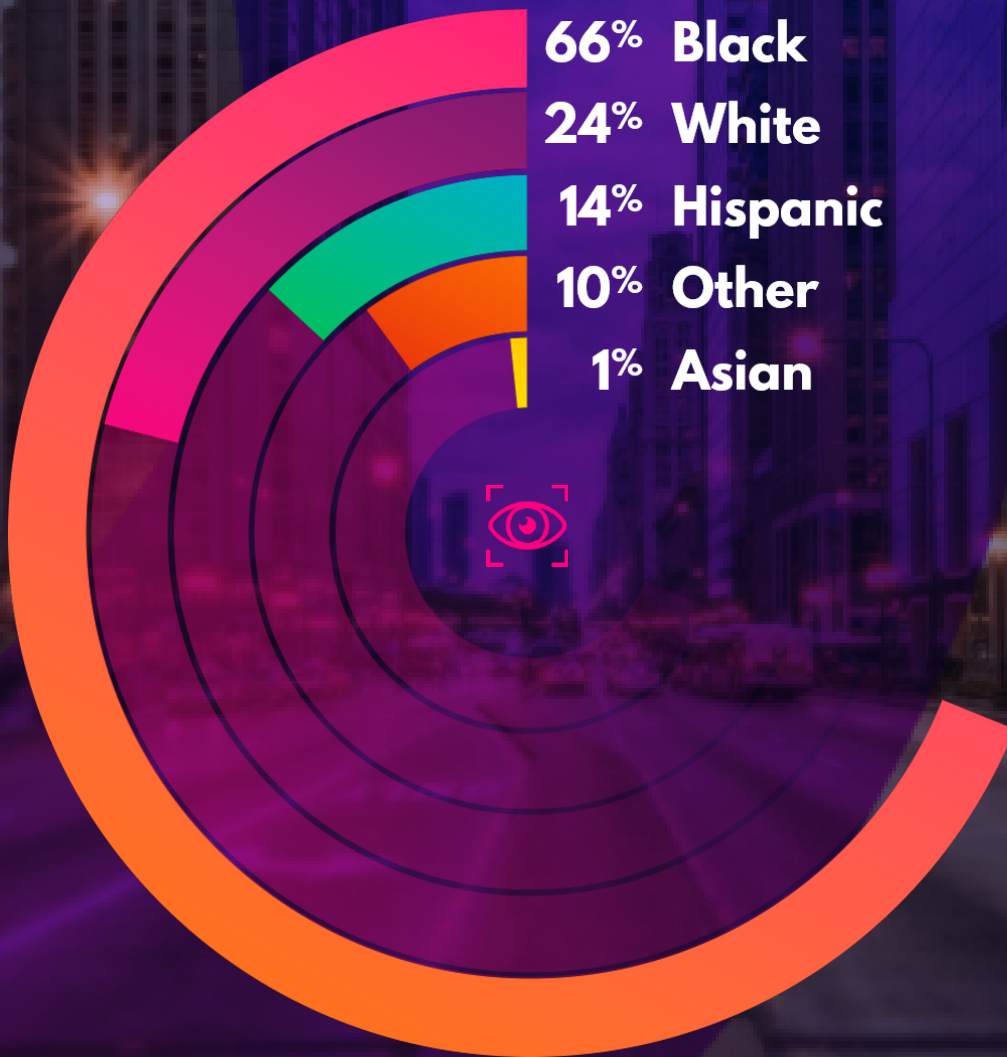
104

Married



107

HH with Kids



THEY ARE TRENDSETTERS, EARLY ADOPTERS & BRAND SEEKERS

71%

first to buy new products /shop new stores

76%

will pay more for premium brands

82%

share product /service experiences with others





CULTURAL IMPACT

ASPIRE DELIVERS WHAT BLACK TV VIEWERS WANT

80% watch lifestyle
content weekly

81% want more lifestyle
programming with
a focus on Black Culture

ASPIRE VIEWERS VALUE BLACK CULTURE

79% more likely to purchase items
promoted on shows culturally
relevant to me

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CITY EATS
ATLANTA



↑ THE
LEVEL
UP EXPERIMENT >>>



HUSTLE
SIZZLE AND
SMOKE



THE LOCKER
ROOM



STYLE 
 **KINGS**

LIFE & STYLE ORIGINAL SERIES

aspire_{TV}

HBCU

CULTURE, LIFE & STYLE

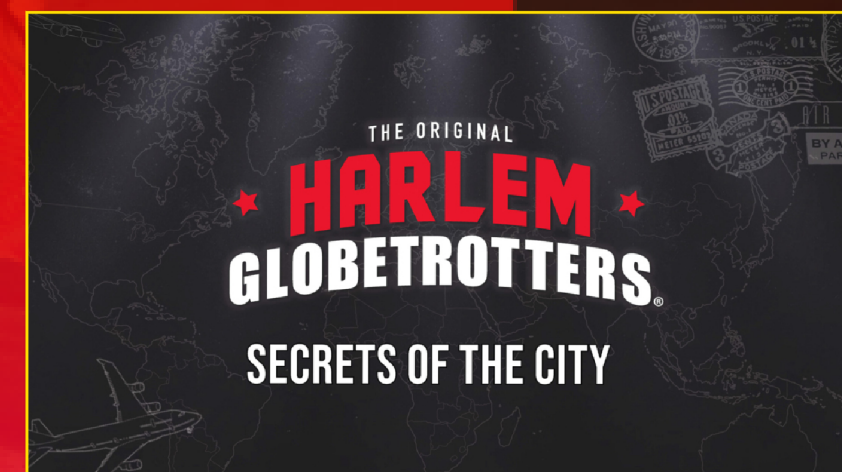
THE
LEVEL
UP EXPERIMENT



HBCU
101



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FRESH VOICES
NEW FACES



aspire[↑]TV

Studios

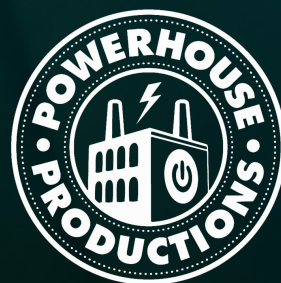
MEDIA
REPRESENTATION

CONTENT
CREATION

FULL-SERVICE
PRODUCTION



BLACK OWNED MEDIA & PRODUCTION PARTNERS





VALUE PROPOSITION

**COLLABORATIVE
PARTNERSHIP**

CONTENT CREATION

**CERTIFIED MEDIA
REPRESENTATION**

CUSTOM RESEARCH

PARTNERSHIP **BENEFITS**

- **Category Exclusivity**
- **Brand Integration/Product Placement**
- **Virtual Product Integration**
- **On-Air Sponsorship Elements**
- **Experiential Activations**
- **Digital & Social Extensions**
- **Custom Lift & Engagement Studies**
- **Press & PR Support**



LINEAR TV

xfinity DIRECTV FRONTIER Spectrum
U-verse Verizon FiOS COX

FAST

FREE MOVIES+ PLEX pluto
XUMO TCLtv+

VMVPD/OTT

DIRECTV stream frndly philo sling

VOD

philo xfinity

SVOD

prime video

DISTRIBUTION ACROSS
ALL SCREENS



**ASPIRE.TV/SOCIAL/
ASPIRETV APP**





SPONSORSHIP OPPORTUNITIES

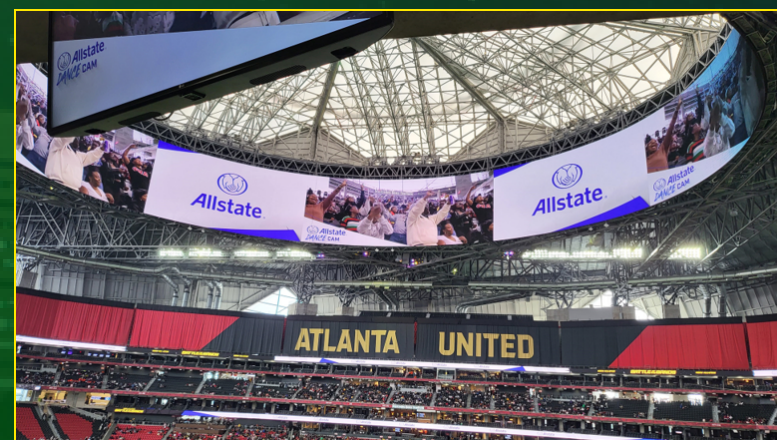
Custom Content



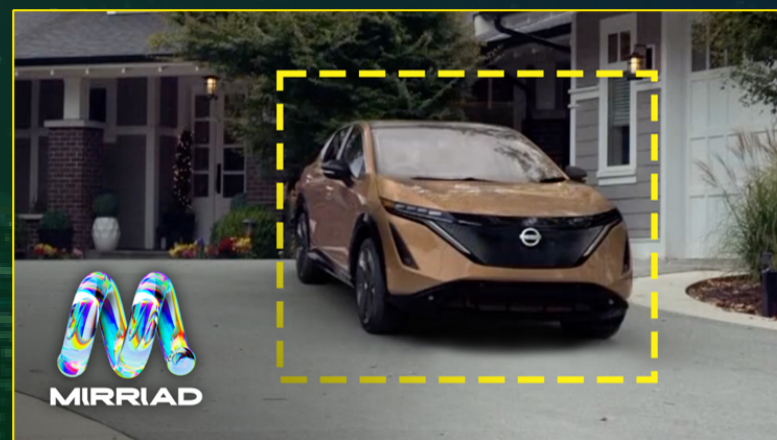
Branded Integrations



Tentpole Events



Experiential Events



In Content Advertising



Impact & Engagement Studies



A LEADING
**BLACK CULTURE,
LIFE & STYLE
ENTERTAINMENT BRAND**

COLLABORATIVE
PARTNERSHIP

CONTENT
CREATION

CERTIFIED MEDIA
REPRESENTATION

CUSTOM
RESEARCH

