

# Media Kit

Attract more customers faster and easier.  
Optimize your ad performance.

[Explore More](#)

Advertising Opportunities



January  
2024

Strictly Confidential,  
For Recipient Only





ODK Media, Inc.

Advertising Media Kit 2024

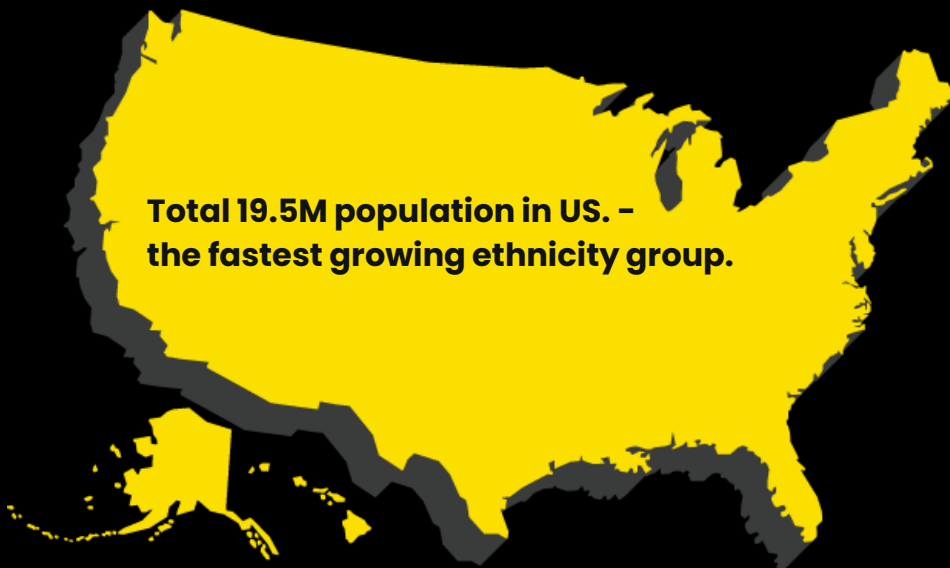


815 PICTURES





# Pinpointing Your Target Audience



## ASIAN AMERICANS THRIVE WHEN THEY'RE CONNECTED

They are **Tech Savvy / Early Adapter** that 99% of Asian American households have internet connectivity (U.S. average of 93%).

They are **Multi-Device Users** that 89% have a computer, 97% owns a smartphone, and 90% owns a CTV.

They are **Video Content Lovers** who are 21% more likely to watch a video via Internet.

They are **E-commerce Customers** that 87% made >1 online purchases over the past 12 months (U.S. average of 65%).



1.5 M



3 M



1 M

# Pinpointing Your Target Audience

## Appealing to High-Purchasing Power Demographic

Growth in buying power between 2010 - 2020

**127%**

Source: Selig Center for Economic Growth 2022

## The Market is Still Growing

In 2026, buying power is projected to reach

**\$1.9** Trillion

Source: American Community Survey, 2021

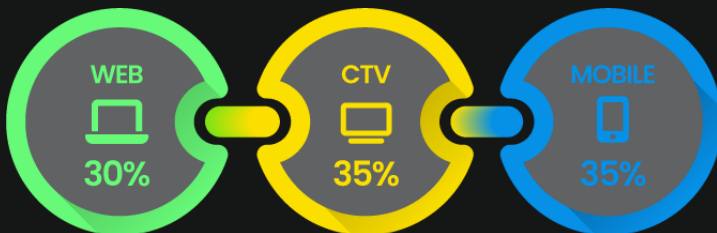
## We Are Here To Bring You A One-Stop Solution

**11M+** Reach Asian Americans through O&O (4.5M) and premium content partners (7M), who are highly educated and have the highest purchasing power among ethnic groups.

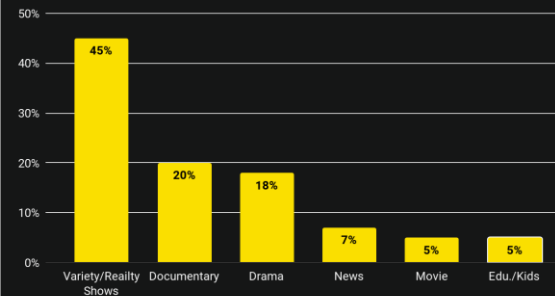


# User Behavior

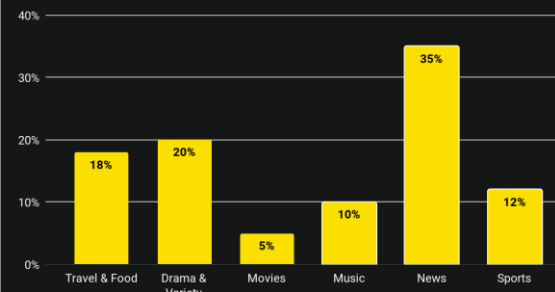
- Average Page Visits Per Session: **14 Sessions**
- Average Session Duration Per User: : **80 Minutes**
- Engagement Rate for New / Existing Users: **79.5%**
- Device Usage:



VOD Traffic by Genre



Live Streaming Traffic by Genre





## ODK Media Inc. is a certified, Minority Owned Business by NMSDC

We care about DEI.

“As an industry, we are just beginning to recognize the power and importance of diverse-owned media. We bring a unique perspective and AAPI cultural sensitivity that can help brands better approach with this underrepresented community.”

Young Joon Cha

Chief Executive Officer & Co-Founder



# First Nielsen One Ads-certified AAPI-focus media

Quality **WEB + MOB + CTV** Ad traffic



Viewability

**90%+**



View Rate

**90%+**

*\* In-stream Video*



Positive  
Brand Awareness

**80%+**

Source:  
2022 Multicultural Media  
Research



Higher  
Purchase Intent

**60%+**

Source:  
2022 Multicultural Media  
Research

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ODK Media, Inc.

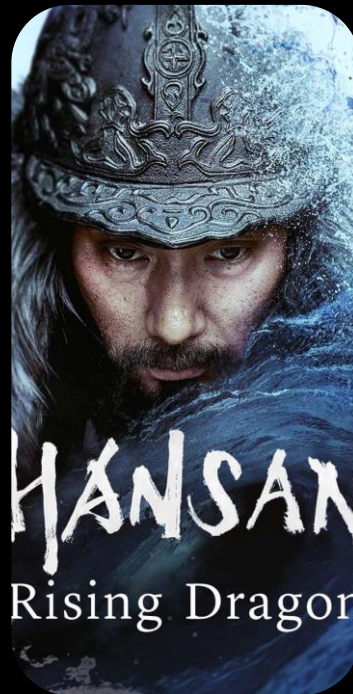
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Explore ODK Media's vast content library, meticulously curated with legally licensed and premium entertainment. Our commitment to authenticity guarantees a streaming experience that is not only enjoyable but also ethically sourced.

# 100% LEGAL

## Asian Content Streaming Service

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# ODK Premium Partners

One-Stop Solution covers 90% Asian Americans (Korean, Chinese, Vietnamese, and Filipino)  
via premium content network partnerships. ODK Media, Inc. is proud to explore the advertising  
journey together with:

**150+ Korean, Chinese, Vietnamese, and Filipino Content Partners**



# Advertising Partners

Diversified advertising in Automobile, Financial Services, Travel and Agencies, Consumer Product Goods (CPG), Energy, Retail and many more.

Over 50+ Supply Side Platform (SSP) Partners and Demand Supply Side Platform (DSP) Partners.

Programmatic Guaranteed and Private Auction (PMP). Google Ad Manager and Publica Ad Servers. AdX would be SSP.





# Maximizing The Power of Cross-Device Campaigns



## Premium Display

- Home Page Main Banner
- Featured Collection Banner
- Premium Side Banner (300x600)
- Pause Ad
- Sponsored by Logo

## In-stream Video

- VOD Ads :15, :30 video ads that run before, during, or at the end of a program.

## Overlays

- 10 - 15 second overlay ads displayed on the corner of a video stream with over 95% of viewability.

>> Check out all products



# AD Package

Connect and Engage in every life journey of customers with the holistic cross-device ad solutions of ODK Media

## Cross-Device Package



## Cross-Device Package

via   AVOD x Live Streaming (FAST)

• WEB



• MOBILE



• CTV





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Multi-Cultural Package



# AD Package

Reach and connect with new customers with ad solutions ODK Media offers.

## Multicultural CTV Package

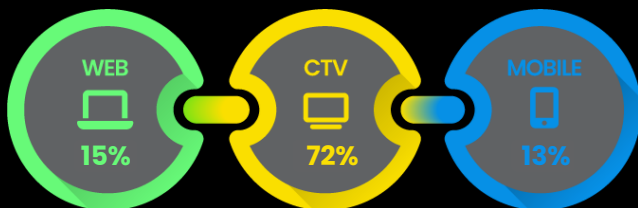
target **72%** of Asian Americans Audience in North America (Chinese 30%, Filipino 20%, Vietnamese 12%, Korean 10%)

Platforms: ODK, ODC, ODV, iWTFC, Samsung TV+, LG Channels, Sling TV

Device: CTV (AVOD+livestream)

Publisher Network: NewID, CJ, TCF

Monthly Reach: 5M households (out of 8M total)



# AD Package

## ODK FAST - Live TV

Free Ad-Supported Streaming Television provides a similar viewing experience to linear TV - complete with commercial breaks.

### FAST Ad Placements:

1. 15-30s. In-stream Video Ads
2. Display Ads on Web

**96%** Ads Completion Rate

**5.5M** Reachable Audience

**4M+** Monthly Inventory

**23%** CMGR Viewership Growth in 2023

**50+** Channels by EOY 2024



DOT THE DRAGON'S EYE  
AND WELCOME 2024

Sponsorship by  
**JACK DANIEL'S**  
SINGLE BARREL  
COLLECTION

畫龍點睛  
화룡점점

OUR SELECTION FOR LUNAR NEW YEAR

IN OUR PRIME

OK! MADAM

MISSION POSSIBLE

JURORS

# AD Package

For Holistic, impactful brand awareness and Strong Engagement

## Sponsorship Package

Major AAPI Tentpoles:

- February: Lunar New Year
- May: AAPI Month
- September: Chuseok (Korean Thanksgiving) / Mid-Autumn Festival

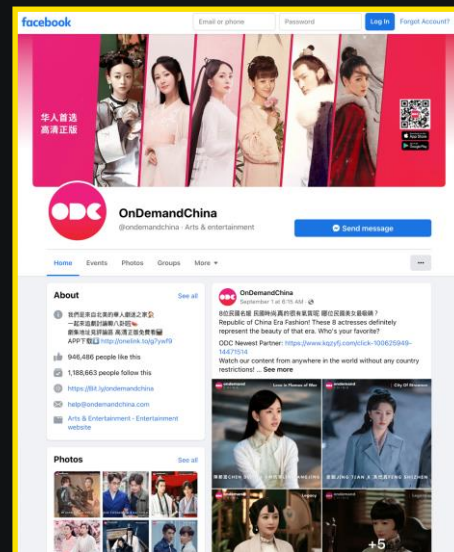
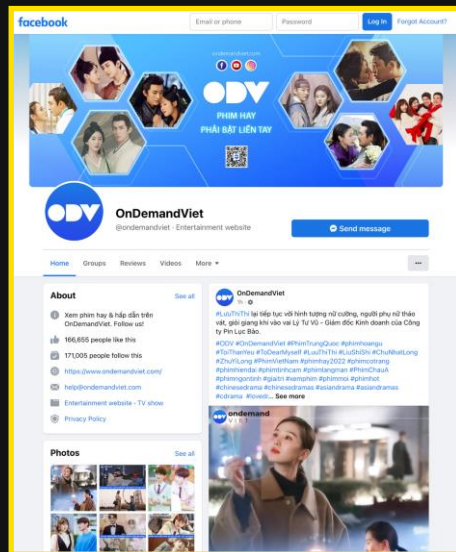
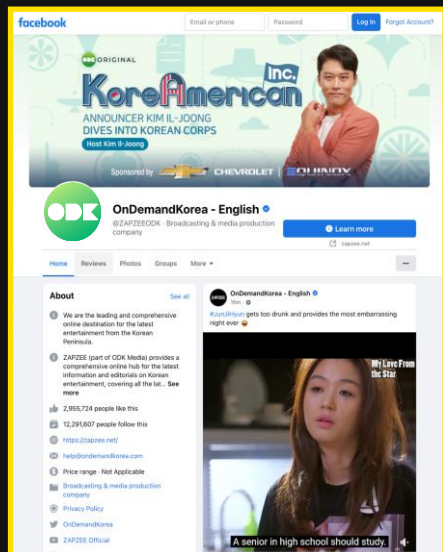
Package includes:

- Display & Video Ad placements
- Custom Brand Sponsorship Page (see image)
- Custom Brand Creatives (built in-house)



# Social Media Reach

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Followers: 12.5 MM + 225K  
Likes: 2.9 MM + 200K



Followers: 1.2 MM + 14K  
Likes: 1.9 MM + 200K



Followers: 150,638  
Likes: 160,258



# ODK Premium Partner Introduction

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**NEW ID**

Asian FAST (Free-ad supported streaming TV) channel publishers, owned by NEW, the 3rd largest content production company in South Korea

**CHANNEL:** 16 Channels including ODC, K-POP, Movie

**PLATFORM:** Samsung TV+, LG Channels, PLEX, TCL, Sling, Xiaomi TV+

**DEVICE:** Mobile, CTV

**ACTIVE USERS:** 4M+

**AD TYPE:** Video

**ondemand CHINA**

Premium Chinese Drama Channel  
Airing popular and newest C-dramas

CLICK FOR SAMPLE EPISODES

[CHANNEL DESCRIPTION] US CA

ODC is your home for movies, series & specials from the OnDemandChina library dedicated to providing viewers in North America with high-quality Chinese and Asian content. Not only do we provide the newest Chinese shows and movies, we have a huge catalog of popular content from years past as well.

**500+** LIBRARY HOURS  
**50** MONTHLY REFRESH HOURS

**English** SUBTITLES

**Day and Night**

Guan Hongfang, a psychopathic former police captain, returns as a consultant in order to discover the culprits behind the framing of his identical twin brother, Guan Hongyu, for familicide.

| Crime | Drama | Mystery |

**Ancient Detective**

The story follows the amnesiac detective Jiao Buzhi who starts on a quest to finding the truth and unmasking his father's killer.

| Drama | History | Mystery |

**The Best of You in My Mind**

Lin Xichi, a young girl from a divorced family, and Xu Fang, an arrogant and conceited archer, are childhood friends but in love with each other.

| Comedy | Drama | Romance |

**My Heroic Husband**

The drama tells a story where Ning Yi, a matrilocal son-in-law of a cloth merchant, embarks on a journey in Wu Dynasty and helps his wife, Su Taner, run family business and finally become the richest in Jiangning.

| Drama | Historical | Romance | Comedy |



# ODK Premium Partner Introduction

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**iwantTFC**

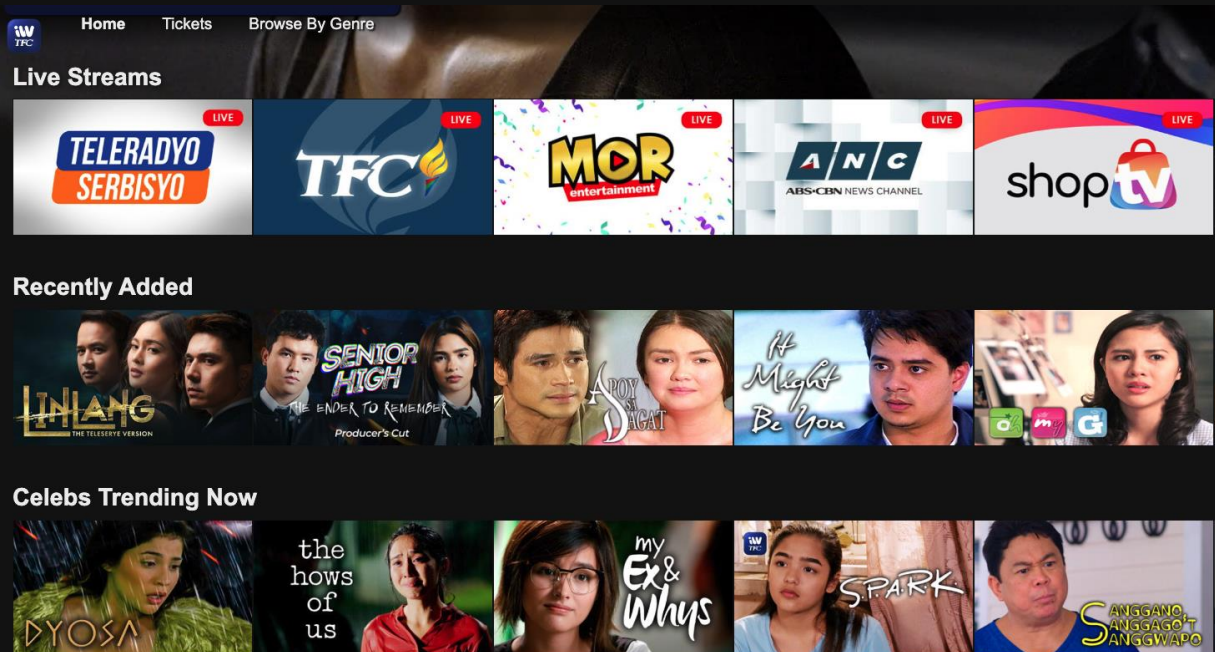
Largest Philippine OTT streaming in NA owned by ABS-CBN, the largest Filipino media conglomerate in the Philippines

**PLATFORM:** TFC O&O site and apps

**DEVICE:** Desktop, Mobile, CTV

**ACTIVE USERS:** 3M+

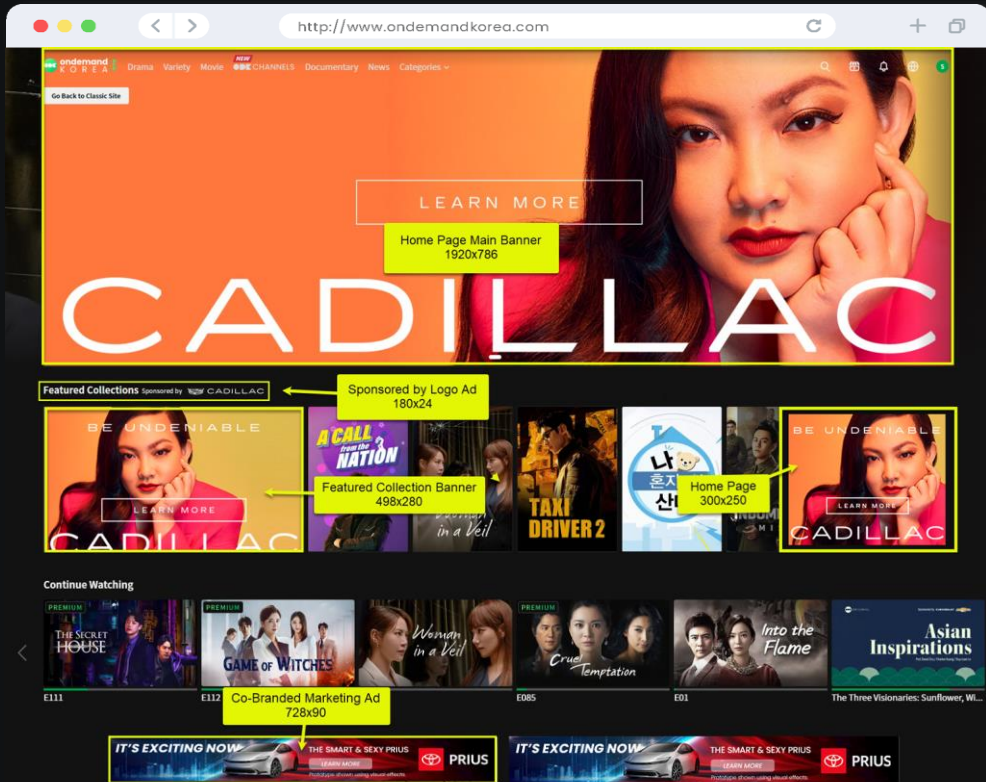
**AD TYPE:** Video





# Ad Products (Premium Display)

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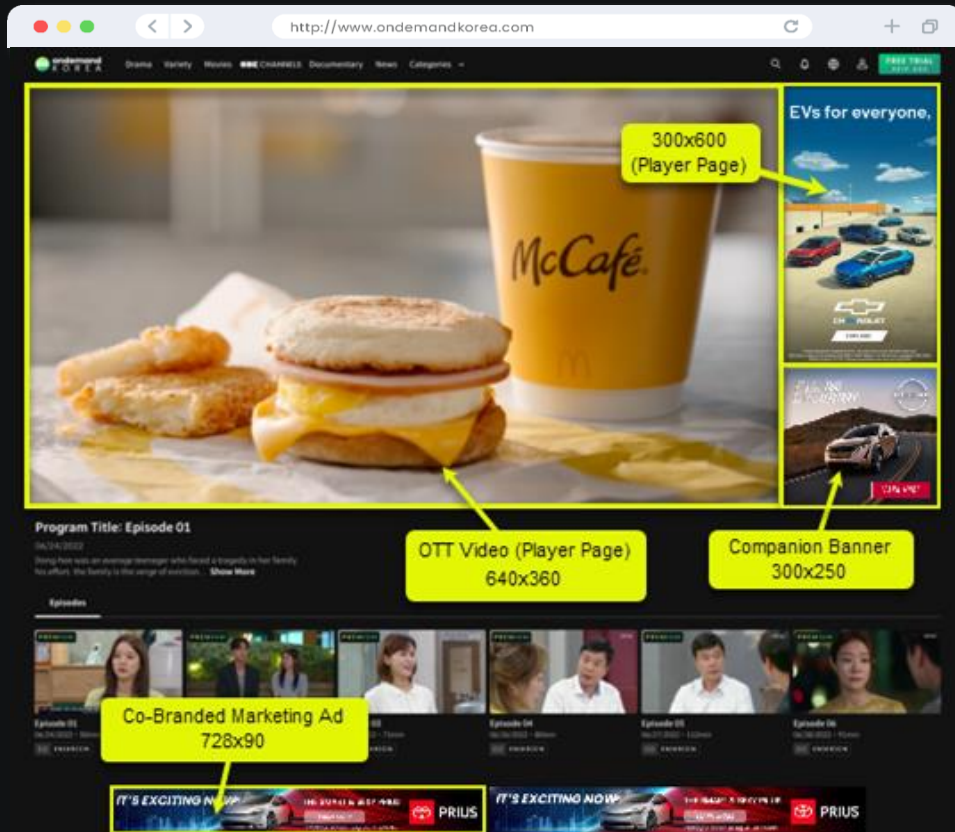
## Home Page High Impact Display Ads

- Main Banner: 1920x786
- Featured Collection: 498x290
- Sponsored by Logo Ad: 180x24
- Home Page 300x250
- Co-Branded Marketing 728x90 – Sponsorship Placement
- Co-Branded Marketing 970x250 – Sponsorship Placement



# Ad Products ( Player Page )

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## Player Page Video & Display Ads

- OTT Video: 640x360
- 300x250 Companion Banner – **Value Add**
- Premium 300x600 Display Banner
- Pause Ad: 300x250
- Co-Branded Marketing 728x90 – **Sponsorship Placement**
- Co-Branded Marketing 970x250 – **Sponsorship Placement**



신발 벗고 돌싱포맨 : The Attack of Buff Guys



# Thank You



**OnDemandKorea, OnDemandChina, and OnDemandViet** are multi-platform streaming services to legally deliver freshly updated Asian TV shows, movies, news, and more to audiences in North America.

**815 PICTURES** **TAILOR CONTENTS** **ZAPZEE**

**815 Pictures** delivers over 400,000 hours of content from 320 producers in 36 countries.

**Tailor Contents** collects, manages, and analyzes data surrounding the Asian entertainment industry to provide and spread novel cultural content to the world.

**ZAPZEE** offers an extensive online hub for up-to-date information and editorials on Korean entertainment, encompassing the latest news on K-pop, movies, shows, and celebrity life in South Korea.