



Streamlyn

A Premium Marketplace for Multicultural Inventory



WHO WE ARE

- Streamlyn is a premium marketplace for niche Asian American multicultural inventory.
- We work with more than 300 publishers from Asian countries to execute clients' campaigns.
- We can target South Asian, Chinese, Filipino, Korean, and Vietnamese living in the US.
- Streamlyn is the only company working with premium publishers and is ADS.txt & Sellers.json complaint.
- We execute Managed campaigns to achieve desired objectives like branding, reach, brand uplift, visitors, and landing page actions.
- We provide value-added transcreation service to translate English creatives to Asian languages and Video companion ads.

WHAT WE DO



01

For the past six years, we have diligently served as a media vendor, specializing in multicultural campaigns with a focus on the Asian market. Our collaborative efforts with renowned agencies such as OMD, PHD, OMG23, Admerasia, Apartnership, OpAd Media, GP Generate, and Intertrend have allowed us to thrive in this domain.

02

Throughout this period, we have had the privilege of working with esteemed brands such as Audi, Volkswagen, Toyota, Disney Movies, Citi Bank, CDC, CDPH, Knorr, and many more. Our expertise in media services has enabled us to successfully deliver exceptional results for these notable clients.

Capabilities



Targeting

We target audience using Geo, Demo, Contextual, Language, Interest, in-market, lookalike modeling for accurate reach.



Asian Audience

We leverage our understanding of the Asian American community to drive efficient advertising, tailoring our approach for impactful campaigns.



Brand Safety

We provide brand safe media environment by leveraging proprietary technology and 3rd party IVT vendors.



Measurement

We support Nielsen, Comscore, Kochava, and any other Measurement partner tags.



Results & KPIs

We heavily focus on performance KPIs for the campaign like Brand Uplift, CTR, VCR, Reach, Viewability, Brand safety, IVT rate, etc.

OUR INVENTORY

- ETHNICITIES & LANGUAGES WE COVER

	South Asians		Chinese		Korean		Vietnamese		Filipino	
Languages We Cover	Hindi, Bengali, Gujarati, Malayalam, Marathi, Tamil, Telugu, Urdu		Traditional Chinese(Cantonese), Simplified Chinese(Mandarin)		Korean		Vietnamese		English	
Sample Sitelist	Sites	Language	Sites	Language	Sites	Language	Sites	Language	Sites	Language
	aajtak.in	Hindi	wenxuecity.com	Simplified Chinese	missyusa.com	Korean	vnexpress.net	Vietnamese	inquirer.net	English
	eenadu.net	Telugu	douban.com	Simplified Chinese	dcinside.com	Korean	truyenfull.vn	Vietnamese	brainly.ph	English
	anandabazar.com	Bengali	hupu.com	Simplified Chinese	fmkorea.com	Korean	kotaku.com	Vietnamese	panlasangpinoy.com	English
	manoramaonline.com	Malayalam	huaren.us	Simplified Chinese	namu.wiki	Korean	zingnews.vn	Vietnamese	gmanetwork.com	English
	sakshi.com	Telugu	sohu.com	Simplified Chinese	nate.com	Korean	vietnamnet.vn	Vietnamese	pep.ph	English
	lokmat.com	Marathi	chinatimes.com	Traditional Chinese	theqoo.net	Korean	tuoitre.vn	Vietnamese	locanto.ph	English
	gujaratsamachar.com	Gujarati	udn.com	Traditional Chinese	koreadaily.com	Korean	kenh14.vn	Vietnamese	philstar.com	English
	jang.com.pk	Urdu	hk01.com	Traditional Chinese	radiokorea.com	Korean	dantri.com.vn	Vietnamese	carousell.ph	English
	divyabhaskar.co.in	Gujarati	ltn.com.tw	Traditional Chinese	chosun.com	Korean	24h.com.vn	Vietnamese	rappler.com	English
	dinamalar.com	Tamil	tvbs.com.tw	Traditional Chinese	ilbe.com	Korean	thanhvien.vn	Vietnamese	fashionpulis.com	English

OUR PUBLISHERS

- NUMBER OF SITES IN OUR NETWORK

We work with more than 300 premium publishers across various categories, including Entertainment, News, Music, Movies, Automobiles, Lifestyle, and Sports.



hindustantimes

The Indian EXPRESS

INDIA TODAY

NDTV

oneindia

தமிழ் சமயம்

abp சாக்கி

தீனமலர்
உண்மையின் உரைகல்

VN EXPRESS

udn.com

24h
24Giờ

GMA

ABS-CBN

philSTAR.com

Creaders.net
萬維讀者

DAWN

ASIATODAY

YAN



TRIBUNE

THE EXPRESS
bdnews24.com

DÂN TRÍ
DIỄN ĐÀN DÂN TRÍ VIỆT NAM

THANH NIÊN
DIỄN ĐÀN CỦA HỘI LIÊN HIỆP THANH NIÊN VIỆT NAM

TIMES INTERNET

OUR MEDIA CHANNELS

DISPLAY

- **Interstitial Display Ad Units:** Interstitial ad units are full-screen, out-of-page ads that appear between content transitions on websites. They are effective for capturing user attention and having high engagement.



OUR MEDIA CHANNELS

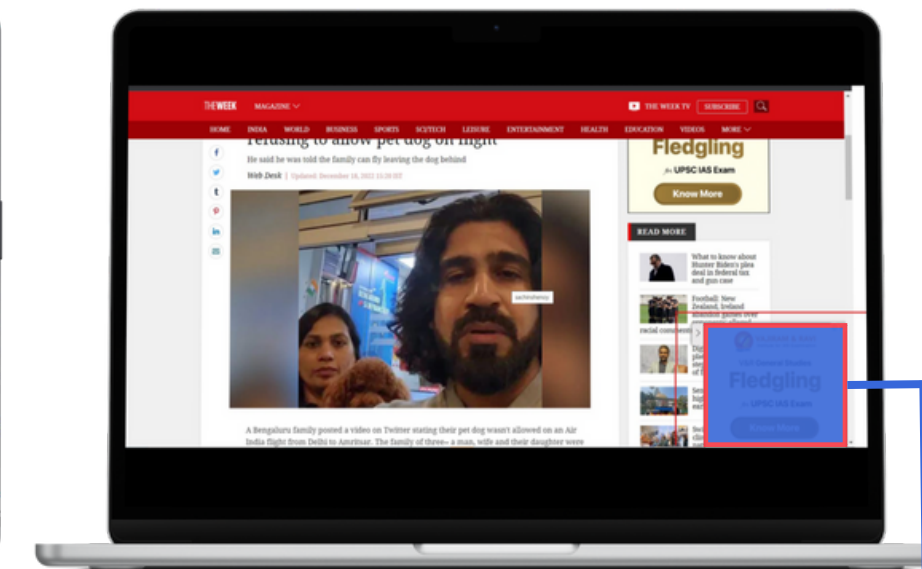
- **High-Impact Banners:** Utilizing our proprietary in-house technology, we have the capability to transform ordinary banners into high-impact ones that adhere to the bottom of the screen, elevating visibility and boosting user engagement.



DESKTOP STICKY FOOTER



MOBILE STAYON



DESKTOP SLIDER

- **Standard Display Banners:** Standard banner ad units are common online display ads found in various sizes on websites and apps. They can be static or animated, clickable, and are used for promoting products, services, or content.



Standard Display Banners

OUR MEDIA CHANNELS

VIDEO

- **Connected TV:** Connected TV advertising helps brands reach cord-cutting households. We work with Premium OTT apps, and FAST channels directly to advertise to Asians living in the USA on Connected TV devices.



- **Preroll Video Ads:** Preroll ads are short video ads that play before the main video content on online platforms. They are usually 15 to 30 seconds long and can be skippable or non-skippable.

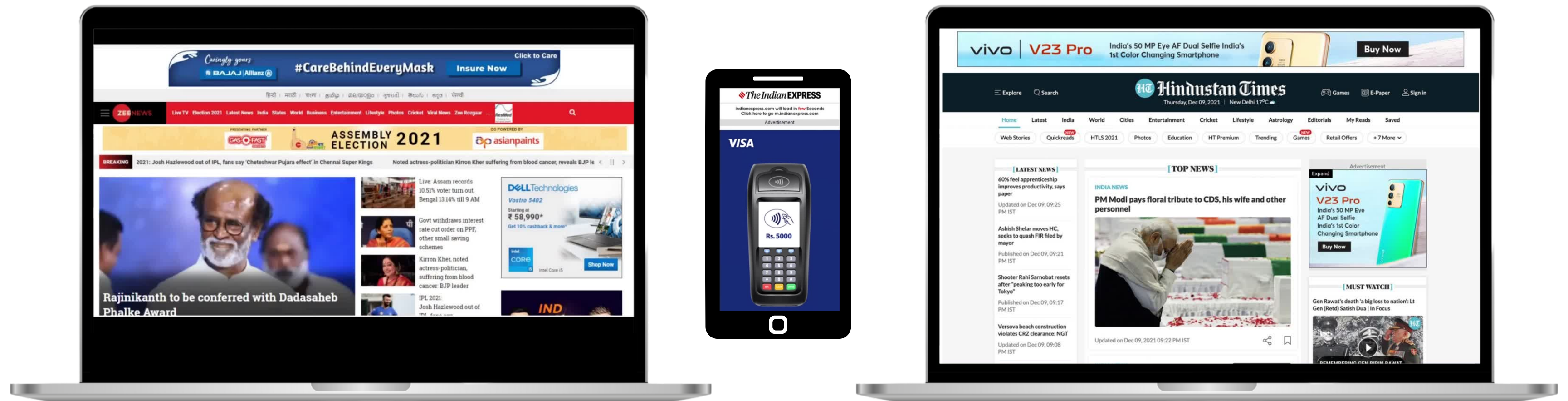


Preroll Video Ads

OUR MEDIA CHANNELS

CUSTOM

- **Digital Innovations:** Digital innovation in the form of display advertising refers to the use of new technologies, creative approaches, and strategies to enhance the effectiveness and impact of display advertising campaigns.



[Click here to view the video and other Digital Innovations.](#)

OUR MEDIA CHANNELS

DIGITAL OUT OF HOME(DOOH) ADVERTISING:

- **Digital Out of Home (DOOH) advertising:** Transforming storefronts in Asian communities across the USA, this platform leverages digital screens in public spaces for dynamic, interactive campaigns. It fuels engagement by offering flexibility, interactivity, and data-driven targeting, empowering businesses to remotely update content, measure performance, and reach customers with real-time, customized messages, right where they live and shop.



BRAND-SAFETY OPTIONS

→ **01**

We exclude certain websites with sensitive content categories like gambling, adults, arms and ammunition, etc.

→ **02**

We support DoubleVerify, IAS, and other 3rd party monitoring and blocking tags.

→ **03**

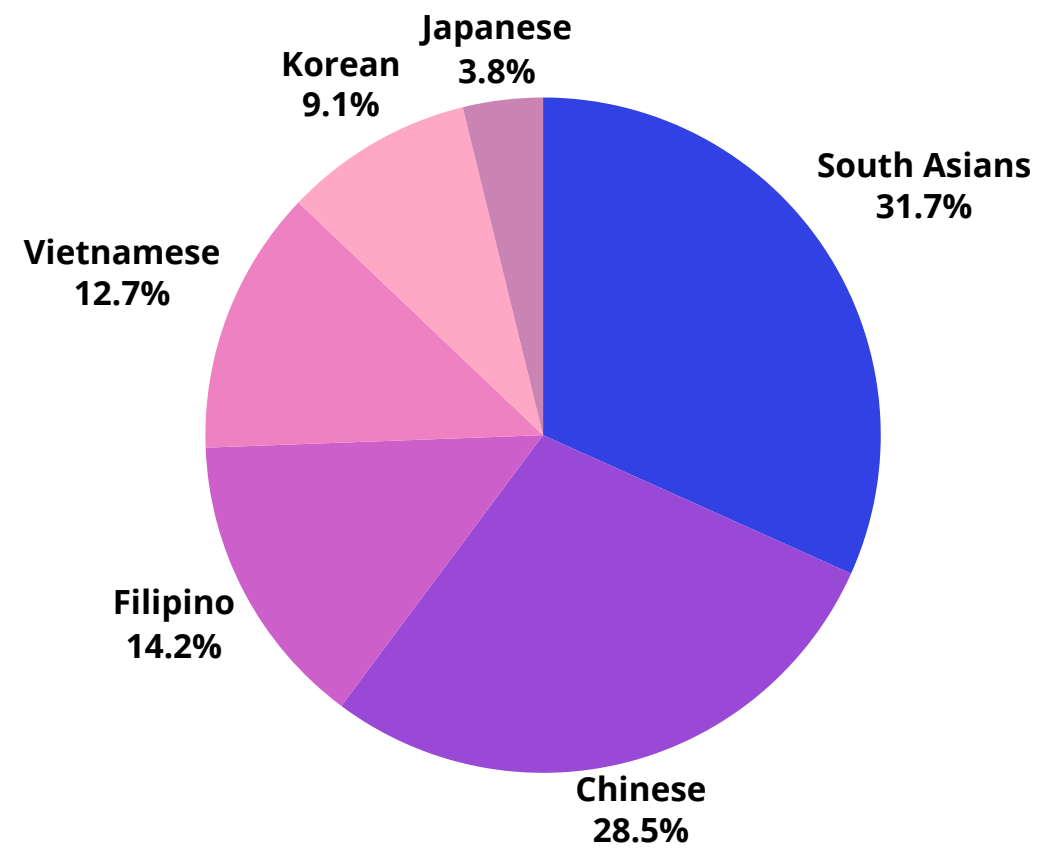
We also support clients' sites and keywords blocklists.

→ **04**

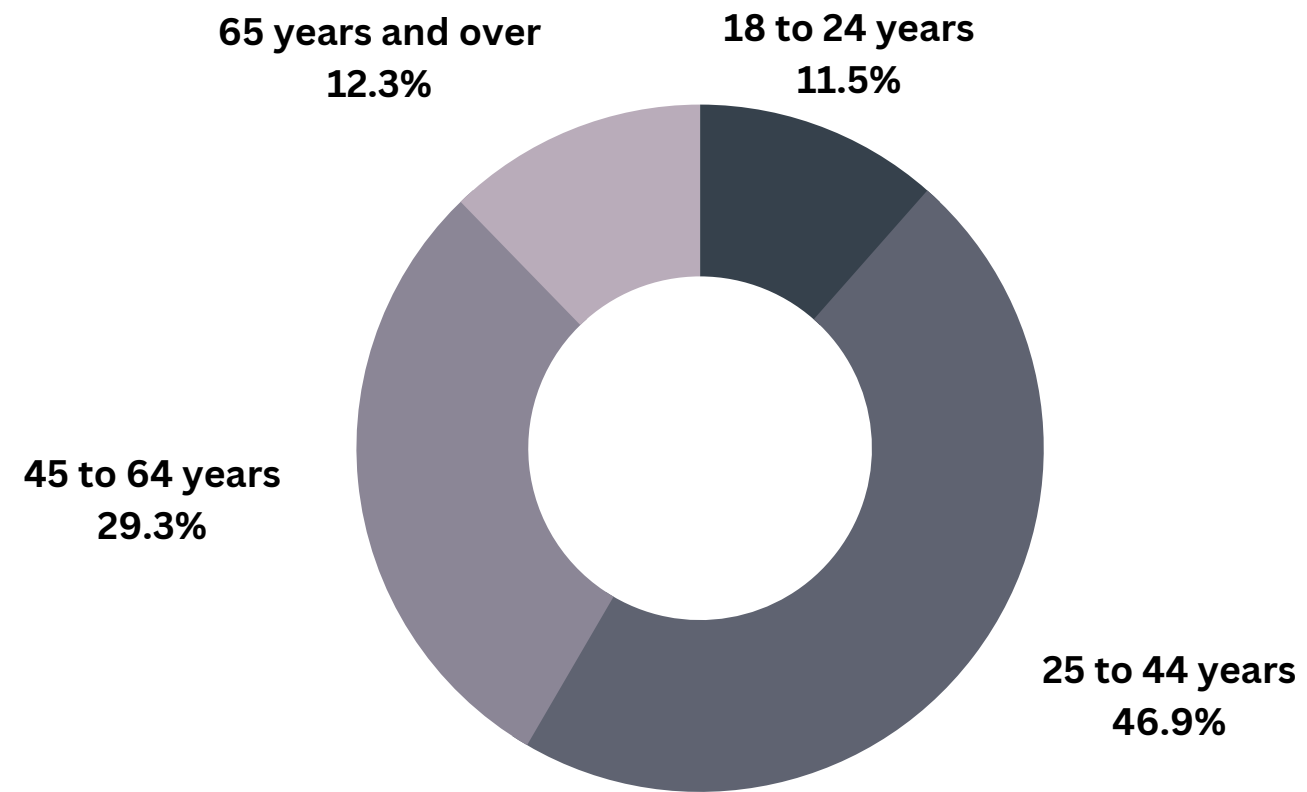
Using our nuanced understanding of language, culture, and context, we support In-language brand safety through a combination of Keyword and Contextual blocking.

OUR AUDIENCE COMPOSITION IN US

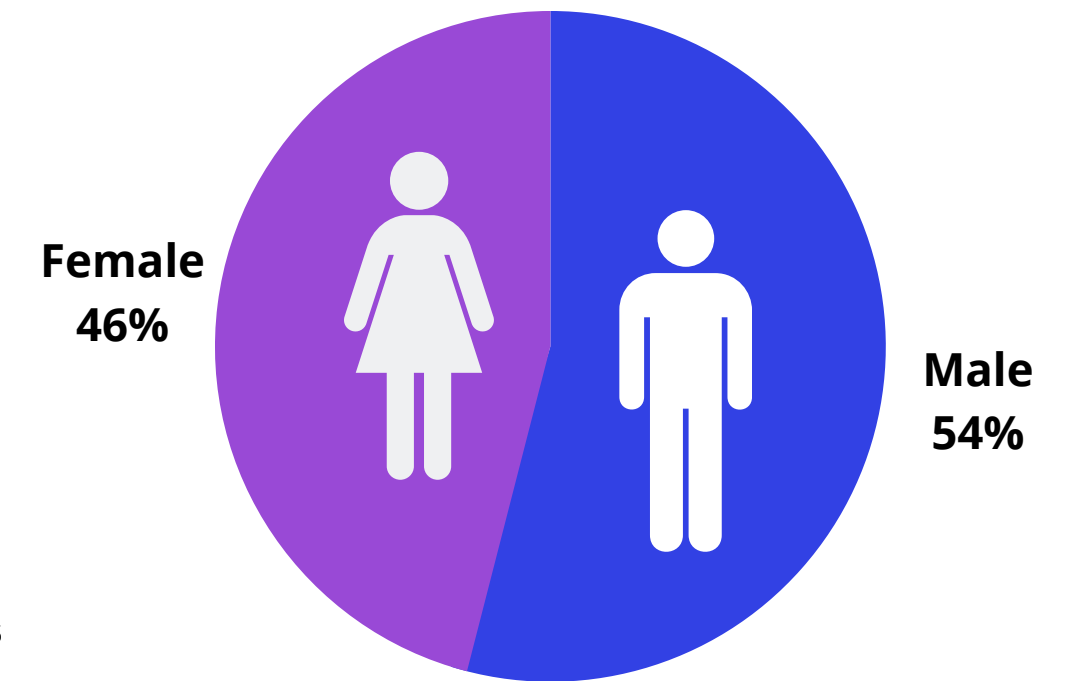
Total Unique Users: 8.3 Millions



Age Distribution



Gender Distribution



ASIAN POPULATION IN US

Ethnicity	Population
South Asian	5,043,208
Chinese	4,345,272
Filipinos	2,884,210
Vietnamese	1,852,906
Koreans	1,477,325,
Japanese	768,985
Total	16,371,906

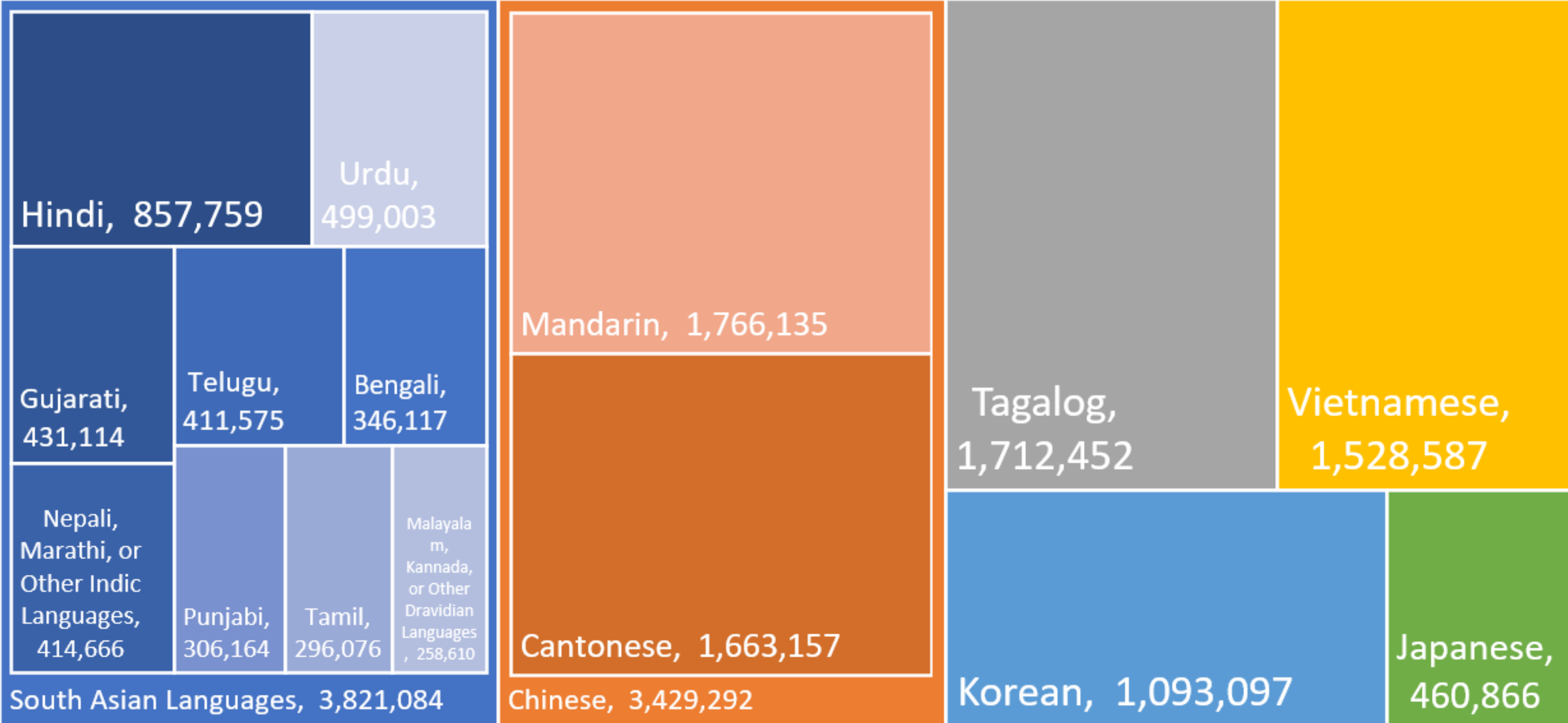
US Census Bureau, 2020

Age Group	All Asian	Asian Indian	Chinese	Vietnamese	Filipino	Korean	Japanese
18 to 24 years	8.90%	8.70%	10.50%	10.50%	10.50%	11.60%	8.80%
25 to 44 years	36.30%	38.80%	36.70%	40.90%	38.80%	37.90%	36.80%
45 to 64 years	22.70%	18.20%	22.80%	17.50%	19.70%	22.40%	27.40%
65 years and over	9.50%	8.60%	11.40%	7.10%	8.60%	11.70%	14.10%

Migration Policy Institute. (2021)



TOP ASIAN LANGUAGES IN THE US BY POPULATION



2020 Census Data

[Source](#)



TOP ASIAN LANGUAGES IN THE US BY REACH

Ethnicity	Languages	Reach	Total Reach
South Asian	Hindi	592,349	2,638,754
	Urdu	344,600	
	Gujarati	297,718	
	Nepali, Marathi, or Other Indic Languages	286,359	
	Telugu	284,224	
	Bengali	239,021	
	Punjabi	211,430	
	Tamil	204,463	
	Malayalam, Kannada, or Other Dravidian Languages	178,590	
Chinese	Mandarin	1,219,652	2,368,191
	Cantonese	1,148,538	
Filipino	Tagalog (Incl. Filipino)	1,182,580	1,182,580
Vietnamese	Vietnamese	1,055,607	1,055,607
Korean	Korean	754,868	754,868
Japanese	Japanese	318,264	318,264



TOP 10 DMAS FOR EACH ETHNICITY BY POPULATION

Metro area	Indian population
New York	711,000
Chicago	238,000
San Francisco	234,000
Dallas	208,000
Washington	192,000
San Jose, CA	189,000
Los Angeles	171,000
Houston	161,000
Atlanta	137,000
Philadelphia	137,000

Metro area	Chinese population
New York	865,000
Los Angeles	678,000
San Francisco	582,000
San Jose, CA	239,000
Boston	174,000
Seattle	166,000
Washington	135,000
Chicago	135,000
Honolulu	117,000
Houston	111,000

Metro area	Korean population
Los Angeles	326,000
New York	220,000
Washington	96,000
Seattle	67,000
Chicago	62,000
San Francisco	60,000
Atlanta	51,000
Philadelphia	42,000
Dallas	41,000
San Jose, CA	36,000

Metro area	Filipino population
Los Angeles	506,000
San Francisco	310,000
New York	236,000
Honolulu	214,000
San Diego	201,000
Las Vegas	147,000
Chicago	145,000
Riverside-San Bernardino, CA	136,000
Seattle	115,000
San Jose, CA	109,000

Metro area	Vietnamese population
Los Angeles	346,000
Houston	143,000
San Jose, CA	143,000
Dallas	96,000
San Francisco	84,000
Seattle	74,000
Washington	69,000
San Diego	58,000
Atlanta	55,000
Sacramento, CA	42,000

[Source](#)

[Source](#)

[Source](#)

[Source](#)

[Source](#)

2019 Census Data



Cultural Calendar 2024

JANUARY

- 13 Lohri (SA)
- 15 Uttarayan (SA)
- 15 Pongal (15)
- 17 Winter Sinulog (PH)
- 23 Philippine Republic Day (PH)
- 26-31 Thiruvaiyaru Festival (SA)

FEBRUARY

- 10 Chinese New Year (CN)
- 10 Seollal, Korean New Year (KR)
- 10 Tet, Vietnamese New Year (VN)
- 14 Vasant Panchami (SA)
- 15 Nirvana Day (CN)
- 22 Lim Festival (VN)
- 22 Perfume Pagoda Festival (VN)
- 24 Lantern Festival (CN)

MARCH

- 08 Maha Shivratri (SA)
- 10 Ramadan (SA & ME)
- 25 Doljatra (SA)
- 25 Holi (SA)

APRIL

- 09 Eid al-Fitr (SA)
- 09 Ugadi (SA)
- 09 Rama Navami (SA)
- 13 Vaisakhi (SA)
- 12-17 Phu Giay Festival (VN)
- 15 Bengali New Year (SA)

MAY

- 01-31 AAPI Heritage Month (AAPI)
- 06-19 Flores de Mayo (PH)
- 15 Buddha's Birthday (CN, KR, VN)

JUNE

- 10 Dragon Boat Festival (CN)
- 12 Philippine Independence Day (PH)
- 17 Eid al-Adha (SA & ME)
- 28 Vietnamese Family Day (VN)

JULY

- 07 Al-Hijri (SA & ME)
- 21 Guru Purnima (SA)

AUGUST

- 19 Raksha Bandhan (SA)
- 26 Janmashtami (SA)

SEPTEMBER

- 05 Onam (SA)
- 06 Ganesh Chaturthi (SA)
- 16-18 Chuseok Holiday (KR)
- 17 Mid-Autumn Festival (CN)
- 17-20 LA Korean Festival (KR)

OCTOBER

- 01-07 National Day Golden Week (CN)
- 01-31 Filipino Heritage Month (PH)
- 09 Hangeul Proclamation Day (KR)
- 10-13 Durga Puja/Dussehra (SA)
- 29 Diwali (SA)

NOVEMBER

- 15 Guru Nanak Jayanti (SA)

DECEMBER

- 25 Christmas



Big Cultural Festivals

Regional Cultural Festivals

Other Events



- SA - South Asian
- CN - Chinese
- PH - Filipino
- KR - Korean
- VN - Vietnamese
- ME - Middle Eastern



THANK YOU



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