



AMERICA'S FIRST & ONLY SOUTH ASIAN BROADCAST TV NETWORK!



Bringing South Asian culture & thought to mainstream America on Broadcast TV



Featuring a bevy of original programming, rooted in news & investigative journalism





Majority of programming in English, targeted at intellectual 1st and 2nd generation South Asians.





The only South Asian Broadcaster with English News, Sports & Entertainment.


Meet America's "MOST EDUCATED, MOST AFFLUENT COMMUNITY"

 Over 5 million South Asians in America. Over 20% of the United States Asian American population.

 66% are first generation and 34% are 2nd generation, over 65% are citizens.

 Highest labor force participation rates (79.1%)

 Median income for Indian American households was \$145K in 2022, 45% higher among Asian Americans overall.

 Highest percentage with bachelor's degree (63.9%)



Despite being only 2% of the US population, Indian Americans are estimated to pay 5-6% of the country's income tax. (\$350-300B)



Recognize themselves as bi-cultural, while identifying strongly with country of origin



Consumes both in-language & English media. Most are at minimum bi-lingual.

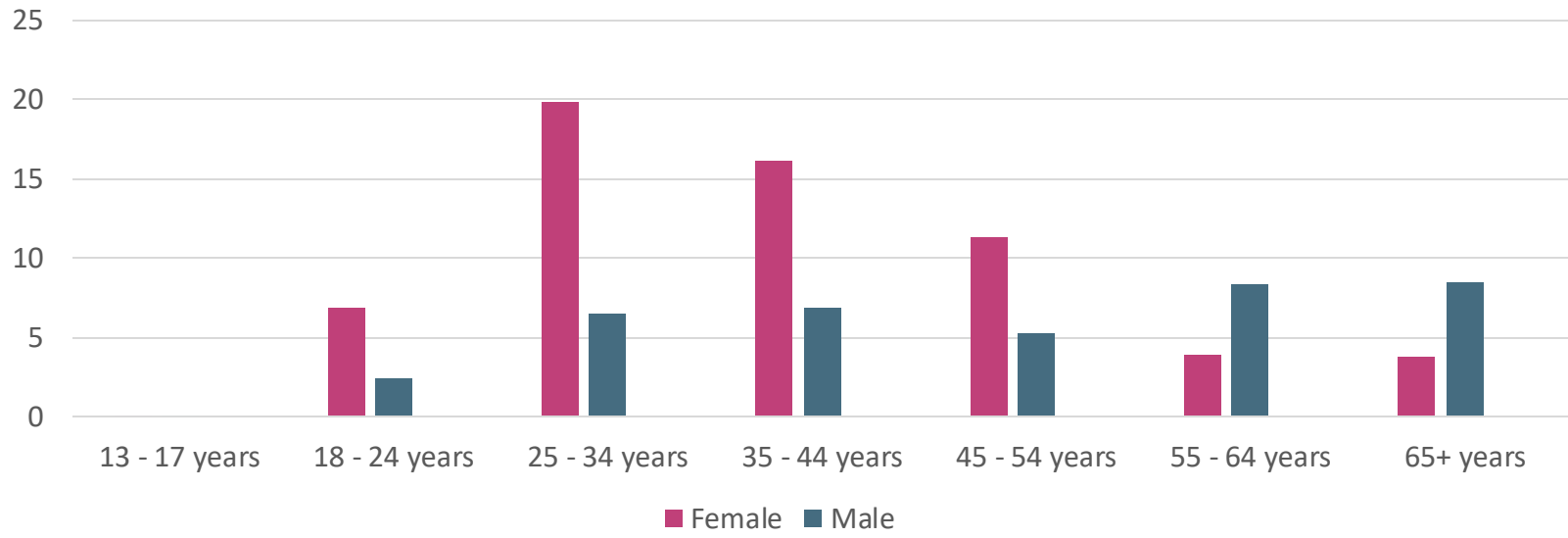
Indian Americans have founded 72 of the 358 unicorns (Startups valued over \$1B) out of the US since 2018



Prefers programming reflecting their cultural heritage

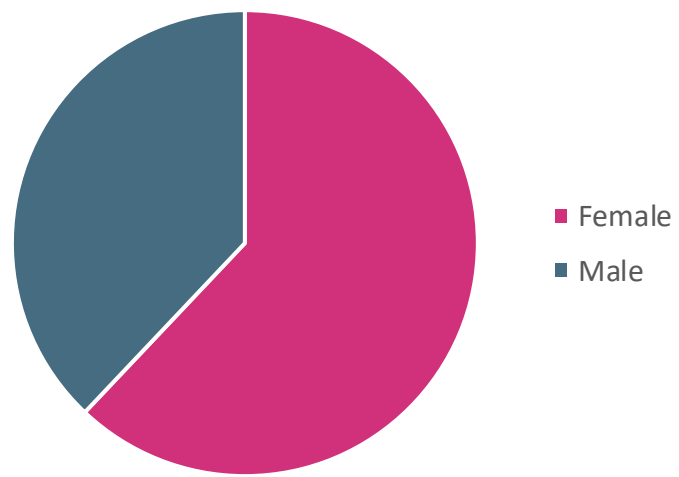


Age Breakdown



Viewer Age	Female Views	Male Views
13-17 years	0.08%	0.09%
18-24 years	6.92%	2.46%
25-34 years	19.92%	6.49%
35-44 years	16.14%	6.87%
45-54 years	11.38%	5.21%
55-64 years	3.87%	8.36%
65+ years	3.73%	8.44%

Gender Breakdown



Gender	Views
Female	62.06%
Male	37.94%

UNIQUE & EXCLUSIVE PROGRAMMING



DIYA TV SPOTLIGHT



THE PUBLIC INTEREST WITH RAVI KAPUR



COLORS OF INDIA



THE BIG PICTURE



NEWS TONIGHT



HINDI NEWS



SHOWBIZ INDIA



INDIA STORY



CHAT WITH KARI



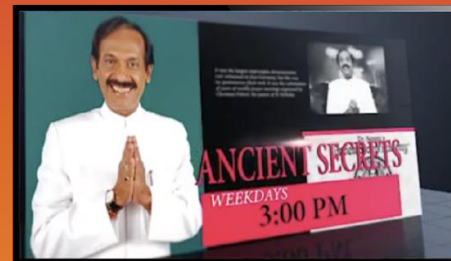
ASK DR. NANDI



SHIPRA'S KITCHEN



FIRESIDE CHAT

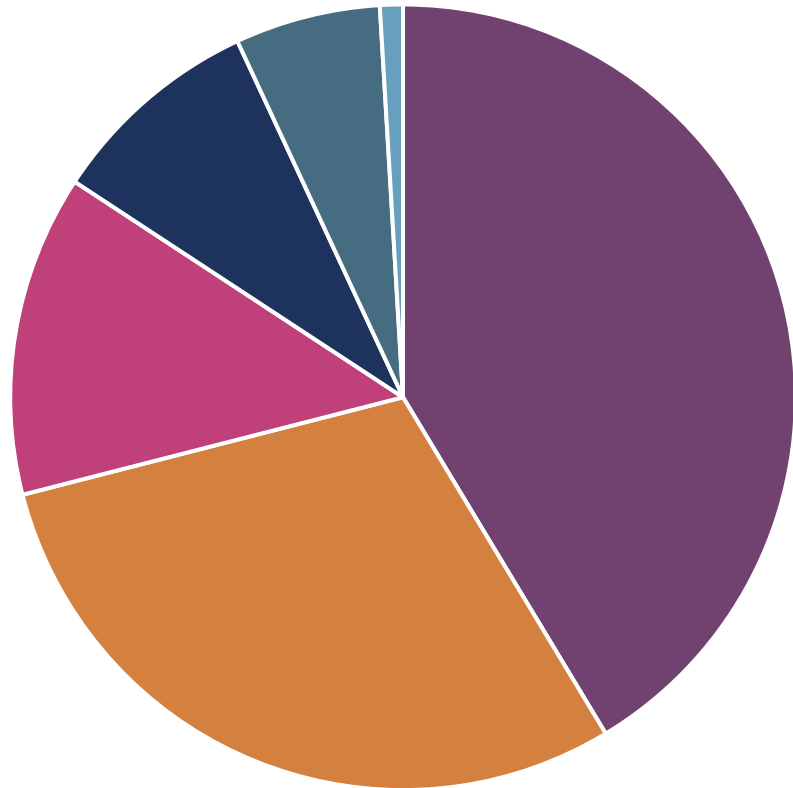


ANCIENT SECRETS WITH DR. NARAM



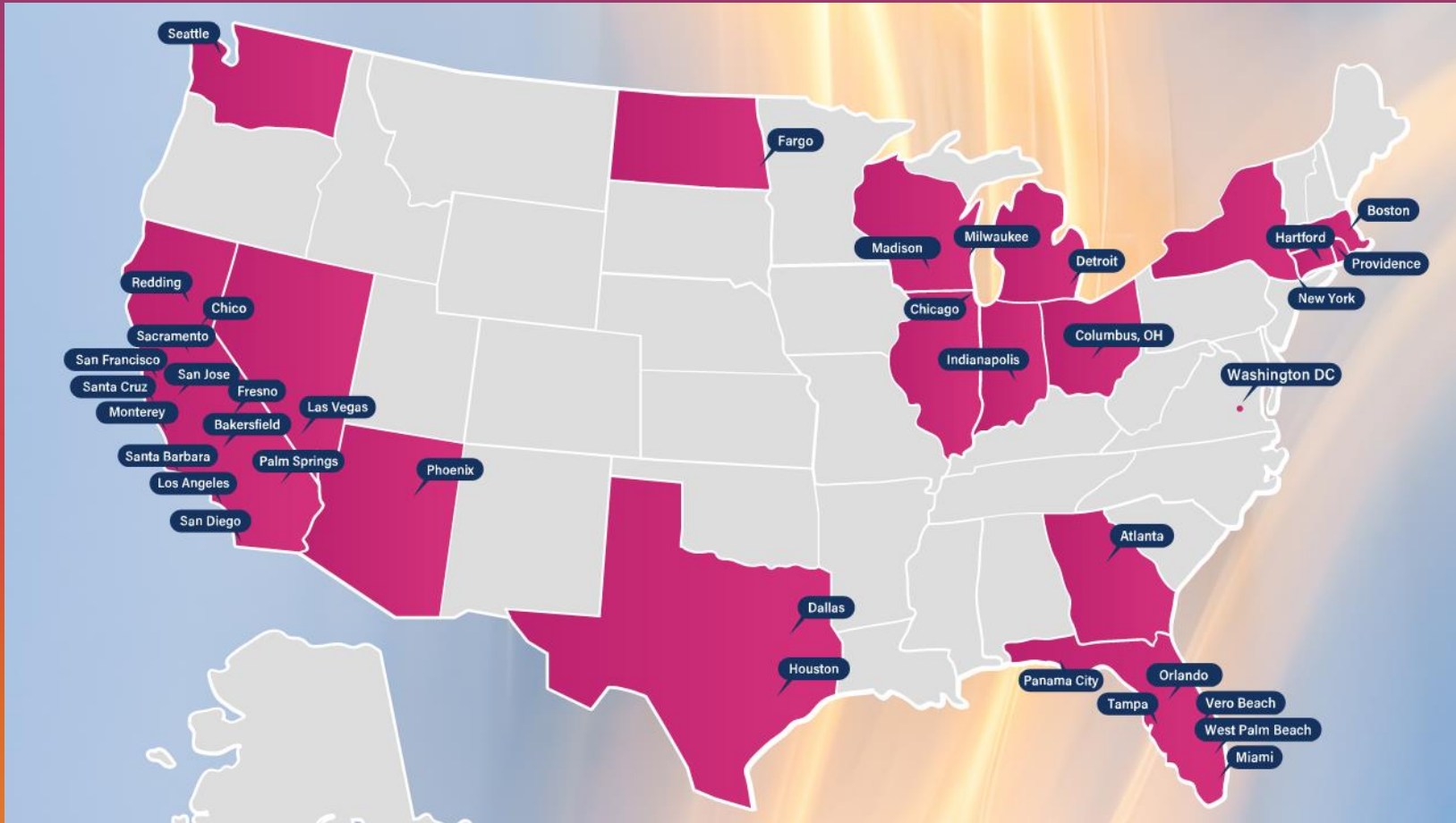
CLASSIC CINEMA

WEEKLY PROGRAMMING BREAKDOWN



Entertainment
 News/Opinion
 Health Wellness
 Paid Programming
 Cultural/Lifestyle
 E/I

Category	Hours	Percentage
Entertainment	65.6	39.05%
News/Opinion	47	27.98%
Health/Wellness	21	12.50%
Paid Programming	14	8.33%
Cultural/Lifestyle	9.5	5.65%
E/I	1.5	0.89%



Over-the-Air (OTA)
Footprint –
85M+
Americans

Over-the-Top (OTT)
Footprint –



30M+



BROADCAST STATION AFFILIATES

Station	Channel Number	City/State
WDYA	Channel 10.1	New York, NY
WDYJ	Channel 60.1	New York, NY
KVHD	Channel 26.1	Los Angeles, CA
WRJK	Channel 22.1	Chicago, IL
WACP	Channel 4.8	Philadelphia, PA
KLEG	Channel 44.5	Dallas, TX
WLVO	Channel 21.4	Atlanta, GA
KAAP	Channel 24.1	San Francisco Bay Area, CA
KQAH	Channel 10.4	Seattle, WA
WTBT	Channel 45.1	Tampa Bay, FL
WSWF	Channel 10.1	Orlando, FL
WTXI	Channel 11.1	Miami, FL
WUBX	Channel 31.4	Raleigh-Durham, NC
WISH	Channel 8.4	Indianapolis, IN



Station	Channel Number	City/State
WPTG	Channel 69.7	Pittsburgh, PA
WXOH	Channel 25.6	Columbus, OH
WWMW	Channel 16.7	Milwaukee, WI
WBWP	Channel 19.9	West Palm Beach, FL
KGHD	Channel 6.1	Las Vegas, NV
K19ND-D	Channel 19.1	Fresno, CA
WMWI	Channel 16.4	Madison, WI
KPDY	Channel 36.1	Santa Barbara, CA
KPDI	Channel 25.1	Palm Springs, CA
WVWW	Channel 30.2	Vero Beach, FL
KMCE	Channel 43.4	Monterey, CA
KBBV	Channel 19.3	Bakersfield, CA



Trusted by Newsmakers
& the diaspora for
unparalleled News,
Sports & Political
coverage



DIYA TV AT 2016 DNC



DIYA TV AT 2016 RNC



VICE PRESIDENT KAMALA HARRIS



FORMER FCC CHAIRMAN AJIT PAI



REP. RO KHANNA



REP. PRAMILA JAYAPAL



REP. NANCY PELOSI



KINGS OWNER VIVEK RANADIVE



JUDGE SRI SRINIVASAN



USIBC PRESIDENT NISHA BISWAL



REP. RAJA KRISHNAMOORTHI



FORMER AMB. HARSH SHRINGLA



GROWING BROADCAST TV



Homes with antenna are growing at **10% per year**. By 2025 there will be **50 million antenna homes**.



E.W. Scripps has a **\$20M over-the-air campaign** to teach consumers benefits of using an antenna.



One in three homes has an antenna, **with 8.5 million antennas sold** last year.



21% of TV Households where the head of the household is **35-49** years in age is exclusively Broadcast-only.



11% of Broadcast-only homes have an annual income of over \$75,000



Minorities make **41%** of all Broadcast-only homes

2 out of 10 Broadcast-only homes have **never purchased a pay TV service**

Asians make 23% of all Broadcast-only homes

"...the number of people adding digital antennas is now actually surpassing the number of people that are cutting the cord on an annual basis"

– Michael Teicher, Scripps Networks Chief Revenue Officer



"... Millennials and younger people think it's an illegal hack"

– Neal Sabin, Weigel Broadcasting Vice Chairman



Diya TV delivers relevant local & global content to a new Indian American audience that's more acculturated and assimilated with strong ties to home and culture.



Universally appealing **Business, Technology, Sports, Education, Spiritual and Cultural** Programming specifically for the Indian American audience.

\$70M

Only South Asian Broadcaster in English, reaching **70 million Americans!**



Reaches **beyond the Hindi-speaking** audience.



Strong outreach with **events into the local community.**



Additional major market **launches pending in 2022.**





ELECTION 2024 – INDIAN AMERICAN CANDIDATES & KEY SWING STATE RACES

The political players shaping Election 2024 turn to Diya

TV! *And so do their ad campaigns!*



KAMALA HARRIS (D)



NIKKI HALEY (R)



VIVEK RAMASWAMY (R)



REP. RO KHANNA (D)



HARMEET DHILLON (R)



REP. PRAMILA JAYAPAL (D)



SHASTI CONRAD (D)



REP. RAJA KRISHNAMOORTHI (D)



REP. SHRI THANEDAR (D)



VIVEK MURTHY (D)



NEERA TANDEN (D)



NIRAJ ANTANI (R)

