



CROSSINGS TV
WHERE CULTURES MEET

WWW.CROSSINGSTV.COM

Mission

To fulfill the entertainment and information needs of underserved ethnic communities through locally-oriented, produced and marketed programming, and digital content.

This provides an effective means for advertisers, government agencies, non-profit organizations, and others to reach targeted demographics with a unique, grassroots connection.

In Language, In Culture, In Community

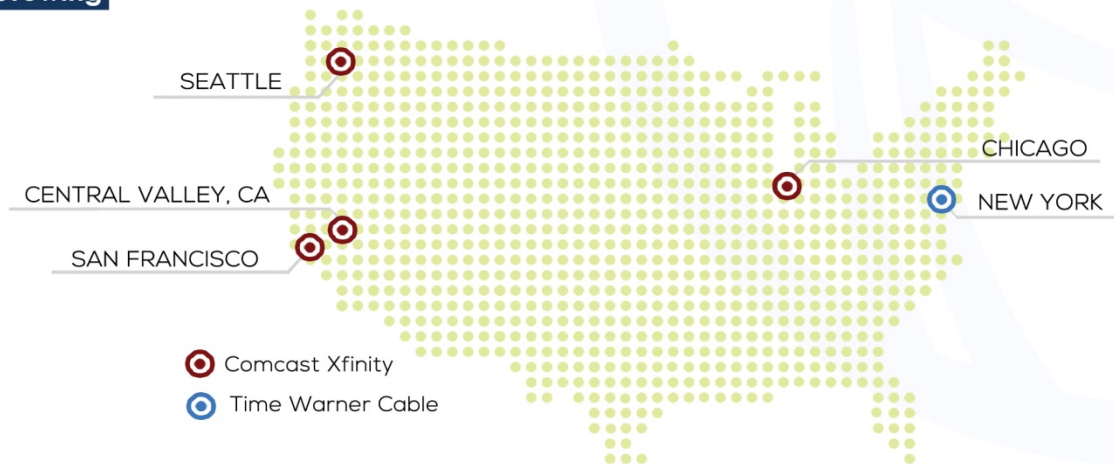


Crossings TV Network

National Reach in 5 Asian Markets - And Growing

CROSSINGS TV NATIONAL GROWTH

| | Year of Market Entry | Growth in Asian HH's Covered |
|--|----------------------|------------------------------|
| Central Valley, CA | 2006 | - |
| New York | 2008 | 242% |
| Chicago | 2013 | 32% |
| San Francisco | 2013 | 68% |
| Seattle | 2013 | 12% |
| Growth in Asian HH's Covered (2006-2013) | | 747% |



CROSSINGS TV NATIONAL REACH

| Markets | Asian TV Households * | % Total U.S. Asian HH (5.27 Million) |
|--------------------|-----------------------|--------------------------------------|
| Central Valley, CA | 182,120 | 3.5% |
| New York | 441,236 | 8.3% |
| Chicago | 196,830 | 3.7% |
| San Francisco | 560,810 | 10.6% |
| Seattle | 161,580 | 3.1% |
| Total | 1,542,576 | 29.3% |

where cultures meet

www.crossingstv.com



* Nielsen Reported Asian TV Households (Nielsen "State of the Asian American Consumer" Q3 2012)

Crossings TV California Coverage Map

Target Demographics

Chinese : Filipino

South Asian : Vietnamese

Japanese: Hmong: Russian

Counties

| | |
|--------------|---------------|
| Alameda | Placer |
| Alpine | Sacramento |
| Butte | San Francisco |
| Colusa | San Joaquin |
| Contra Costa | San Mateo |
| El Dorado | Santa Clara |
| Fresno | Santa Cruz |
| Glenn | Solano |
| Kings | Sonoma |
| Madera | Stanislaus |
| Marin | Sutter |
| Mendocino | Tehama |
| Merced | Tulare |
| Napa | Yolo |
| Nevada | Yuba |



★ BROADCAST DIGITAL CHANNEL
KBTv8.1
IN SACRAMENTO



Tiếng Việt 日本語 русский Hmoob Tagalog Tiếng Việt Hmoob Pilipino русский Tiếng Việt 日本語
中文 Hmoob हदी हदी Pilipino हदी 日本語 中文 русский हदी 中文 Hmoob

*Reaches a population of 1,552,000.

Northern California Target Population

Comcast Footprint



| | San Francisco Bay Area | Central Valley |
|------------------|------------------------|----------------|
| Chinese | 632,634 | 82,729 |
| Filipino | 412,136 | 112,774 |
| Japanese | 80,575 | - |
| Hmong | - | 87,149 |
| Vietnamese | 199,695 | 42,435 |
| South Asian | 258,305 | 74,993 |
| Russian-speaking | 101,309 | 55,806 |
| Total | 1,684,654 | 455,886 |

Total Northern California: 2,140,540



In-Language Message Reference

Non-Ethnic
Media

20%



Ethnic Media

80%

80% of Asian Americans consume ethnic media, preferring to be reached through in-language advertising.*

Nearly **half** of Asian Americans have limited English proficiency, unchanged since the year 2000.**



*Source: InterTrend, Annual Consumer Research Study, 2007, Asian American consumer behavior.

**Source: Asian American Federation Census Information Center.

Fresh & Exclusive Programming



The Voice of China

Contestants battle it out to become the next Voice of China



Microfilm Series

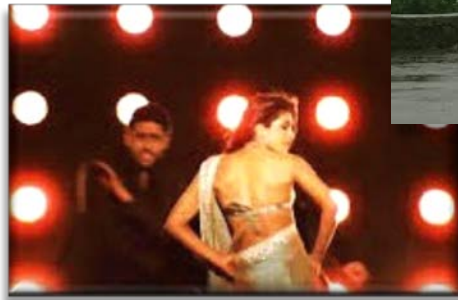
Building on the popular movement from China, this series Showcases Chinese independent short films created by both students and professionals

The Voice of China US Auditions

Contestants from San Francisco, NY, and LA face off for a chance at one of 6 spots to compete in China

Desi O Zoom

Crossings own hosted South Asian music video show featuring the latest hits and dancing



Cinelarga Movie Series

Filipino independent film series including "The Road to Kalimuntong", currently recognized as one of the top hits in the Philippines



Connecting with the Community

Community Outreach & local programming align your business with the targeted market at the most personal level.

- Crossings TV participates in 10-20 events per year in each market!
- Targets marketing and messaging to ethnic communities.
- Crossings TV provides access to and representation of organizations to a multitude of ethnic cultural events.



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Events

1st Quarter

- ❖ Shine Self-Wellness Expo
- ❖ Vietnamese Tet Festival
- ❖ Sacramento Chinese New Year Celebration
- ❖ San Francisco Chinese New Year Parade
- ❖ Stockton Chinese New Year Celebration

2nd Quarter

- ❖ Ms. Asia Beauty Pageant
- ❖ OCA Dragon Boat Festival Celebration
- ❖ My Sister's House – 11th Anniversary Gala
- ❖ Yarmarka Russian Festival
- ❖ Pacific Rim Street Festival
- ❖ International Kid's Festival
- ❖ Filipino Fiesta

3rd Quarter

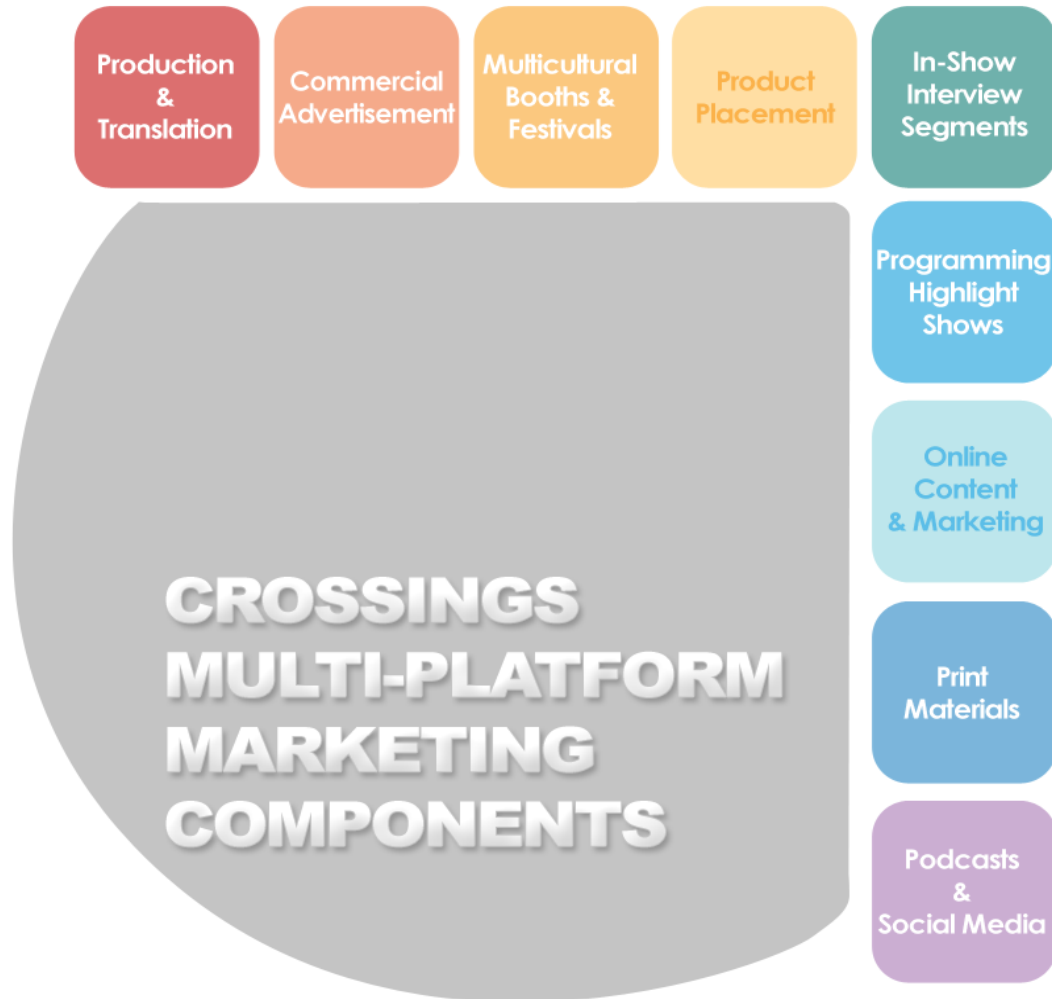
- ❖ Moon Festival (SF Chinatown)
- ❖ Sing Tao Expo (SF Chinatown)
- ❖ Oakland Streetfest
- ❖ News for Chinese Street Fair (San Mateo)
- ❖ Southeast Asian Games
- ❖ Barrio Filipino Fiesta
- ❖ City of Elk Grove's Multicultural Festival
- ❖ Chinatown Mall Cultural Fair
- ❖ Annual Voter's Education and Candidates Forum

4th Quarter

- ❖ Filipino Expo (San Francisco & Sacramento)
- ❖ Sacramento World Music and Dance Festival
- ❖ Sacramento Aloha Festival
- ❖ My Sister's House Run for a Safe Haven
- ❖ Sikh Parade
- ❖ Hmong New Year Festival (Stockton)
- ❖ Hmong New Year Festival (Sacramento)
- ❖ Hmong New Year Festival (Fresno)



Multi-Platform Marketing



Partnerships and Promotions

northwest
asianweekly

西華報
Seattle Chinese Post

世界日報
World Journal

芝加哥時報
Chicago Chinese News

News for Chinese Newspaper



KEST 1450 am
San Francisco

Zeno Radio
Your Voice From Home

WGBB 1240AM

92.3fm
The Universal FM



Exclusive Productions

Crossings TV Exclusive Productions:
We'll interpret & properly translate your message to deliver it
to the ethnicity of choice!

From concept to completion

Crossings TV's award winning production team provides quality production for your messaging: 5-15 second billboards, 15-60 second commercials, and even full-length features!

Translations

In addition, Crossings also provides quality translations for your commercial, making your message more dynamic and relevant to the targeted audiences.

Check us out on YouTube!

http://www.youtube.com/playlist?list=PLA6vF_UoWatulxeimFu8nriGVmTn8BWJQ



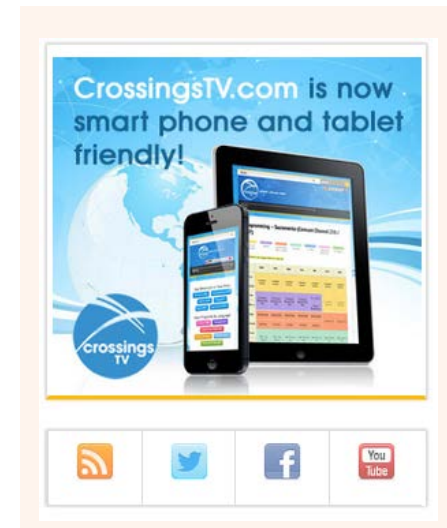
Digital Presence

Various digital tools providing additional channels to reach multi-cultural audiences



On-demand content

Mobile and Tablet capability



Multilingual website



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Digital/Social Media Opportunities

Extending the client's brand experience through Crossings TV's Social Media and Digital platform

Engage



Posts, tweets, images, and videos integrating the client's messaging with Crossings TV's content and linking user to extended digital brand experience channel

- Client promo integrated into viral video post
- Client Ad integrated into programming clips posted on various social media
- Client knowledge message tied to brand relevant news post

Direct



www.crossingstv.com

...users to Client's page living in Crossings TV's website for *in-language* brand experience

- or -

www.Client.com

...users to Client's website to extend brand experience

Cultivate

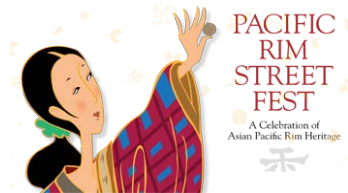
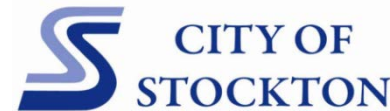
...the brand:user relationship by providing further product/service knowledge through:

- Videos
- Messaging
- Knowledge resources
- Interactive experiences



Diversified List of Partners

Organizations adding multicultural marketing to their advertising mix



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Case Studies & Testimonials

Nilda Guanzon Valmores,
Executive Director for My Sister's House

The Challenge: My Sister's House used Crossings TV to reach out into the Central Valley's diverse community so that they would be less afraid to reach out for services to deal with abuse in their families.

The Objective: It started off with a talk show format that would also be used as a training video.

The Action Plan: We made 9 training videos. We also made some PSAs on our services and on some of our special events. We collaborated together on outreach events. Our partnership with Crossings TV has been a key to My Sister's House success and effectiveness.

The Outcome: From Fresno to Oregon, My Sister's House has become a more familiar name with the Asian community as a result of Crossings TV. Our use of ethnic media has become a model for mainstream domestic violence shelters throughout the Central Valley and California.

Patty Myers,
Account Director for Moroch (McDonald's)

The Challenge: There are many ethnic groups in our DMA. As the Asian Consumer numbers grow, our ability to reach these consumers are limited as most speak a language other than English.

The Objective: Our goal in purchasing broadcast opportunities with Crossings TV was to reach the Asian Consumer Market.

The Action Plan: Crossings TV provides the opportunity for us to reach many non-English speaking consumer groups that would not have been reached by our GCM ads. Currently, Crossings provides voice-overs in 3 different languages.

The Outcome: Crossings reaches an ever growing population of immigrants in more than 8 languages. For some, watching Crossings TV is their first introduction to the McDonald's menu and McDonald's culture. We have seen our customer base grow immensely and many of these consumers experience us first on Crossings TV.

Case Studies & Testimonials

Brandon Ridley,
Senior Program Manager for PG&E Energy Savings Assistance Program

The Challenge: We were seeking to reach non-English speaking customers, specifically Hmong, and make them aware of our program.

The Objective: We would film and air Hmong-language TV commercials on Crossings as well as have Crossings represent the program at cultural events.

The Action Plan: In-language messages were produced and placed in the Hmong and Chinese programs. Crossings also represented the program at cultural events.

The Outcome: Our goals the first year were a little fuzzy but we've seen great numbers in terms of enrollments and event participation by Crossings viewers. Our primary goal in using Crossings isn't strictly "enrollments." We have partnered in order to reach an audience in Hmong, Chinese and Vietnamese speaking customers that we have limited options to communicate with otherwise.

Erin Maurie,
Communication Media Officer for First 5 Sacramento County

The Challenge: First 5 Sacramento was trying to reach parents that spoke Russian and Hmong and educate them about the importance of the first five years of a child's life and their role as parents.

The Objective: Crossings created TV and Radio commercials based on several topics: dental, health insurance, and parenting. Through their extensive network and community outreach Crossings became an ambassador for First 5 Sacramento by sharing information and connecting First 5 to key leaders in the Asian community.

The Action Plan: Crossings production team helped write, edit, design, translate, and produce several quality TV and radio commercials.

The Outcome: First 5 Sacramento met their goal of communicating with hard to reach populations. A huge success was the Hmong TV show interview on health and dental when we heard from viewers that they learned something new about child development.

Minority-Owned Business (MBE)



Thank you

Presented by:
Jinky Dolar

Senior Account Executive
(Cell) 916-203-3707
(Direct) 888-678-1427
(Fax) 888-878-8936
Jinky.dolar@crossingstv.com

