

# TV MAINSTREAM

New Media for the New Media Industry

## MEDIA KIT



Targeting Digital Technology Decision Makers

## TV Mainstream Media Kit

TV Mainstream, TV Worldwide's leading channel targeting the digital media and telecom industries, is the largest source for video content related to the new media industry in the world reaching a large number of executives and decision makers with live and archived webcasts each month from the TV Worldwide studios and from events throughout the United States. It is a resource for anyone interested in learning about the technologies, business models and leading figures in the digital media and telecom industries including advertising and marketing, mobile technologies, regulatory and legal issues, streaming and broadcast media and convergent technologies such as IPTV.

### Our Content

TV Mainstream features exclusive coverage of a number of important industry events throughout the year. TV Worldwide works with a number of industry leading companies and organizations to bring a wide variety of professional programming and events throughout the year such as the NAB, American Business Media, National Television Academy and StreamingMedia.com. TV Worldwide also produces a number of featured events from its US Vets Studios in the Washington DC area – the largest studio in the US dedicated to Internet TV production.

### Our Audience

The TV Mainstream audience is made up of executives and decision makers – the same people seen in our many featured interviews, conference webcasts and presentations. Detailed statistics collected from opt-in data collected from our many registration-based webcasts include the following:

- ✚ The largest audience group is made up of CEOs (17%).
- ✚ Almost one-third (31%) are at least C-level executives.
- ✚ Nearly two-thirds (64%) are VP-level or above.
- ✚ Nearly one in five are press covering the industry with two-thirds of those being editors.

Average page views per session: 3.8

Total pageviews per month in 2009: 932,634 (over 2,220 per day)

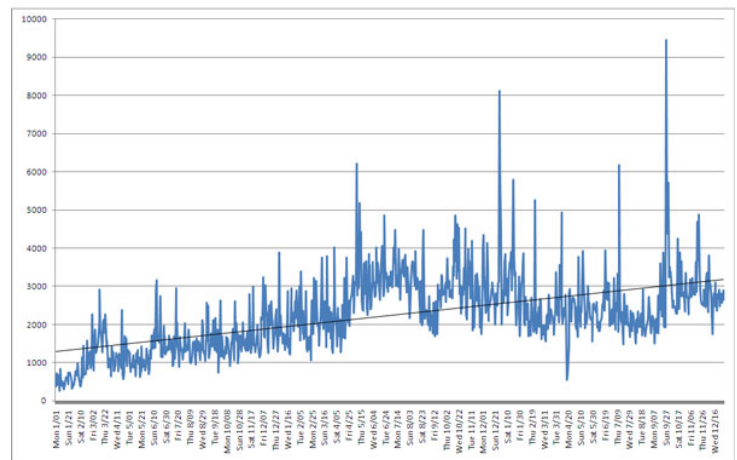
Average length of session: over 28½ minutes!

### Our Offering

TV Mainstream offers your company several ways to deliver your message to a highly targeted audience of media and telecom executives:

- ✚ **Channel Sponsorships** including prominent home page exposure, industry spotlight listings, video interviews and product demonstrations, newsletter features and email blasts to opt-in subscribers interested specifically in your products or services.
- ✚ **Event Sponsorships** to feature your company alongside leading industry figures, prominent companies and highly respected organizations such as the National Television Academy.
- ✚ **Webcast Series Sponsorships** and **Custom-branded Webcast Events** with registration-based opt-in subscriptions to generate real leads for your company.

**PAGEVIEWS - 2007-2009**  
CONTINUED GROWTH THREE YEARS IN A ROW!



**See more details about these opportunities on the next page!**



**CHANNEL SPONSORSHIPS**

Channel sponsors get premium exposure on TV Mainstream with a number of benefits based on the level of sponsorship. Channel sponsorships can also be customized to meet your company’s needs specifically and are available both annual and quarterly.

| Benefits of Sponsorship  | Main Sponsorship   | Supporting Sponsorship  | Patron Sponsorship   |
|--|--|---|--|
| <b>Feature video</b> interviews or product demonstrations featured on webcast event sites featured on the TV Mainstream channel and featured for 2 weeks each on the TVMainstream.com home page and hosted for on-demand viewing for the duration of the sponsorship term. | Annually: 4 videos of up to 10 minutes in length<br>Quarterly: 1 video of up to 10 minutes in length or 2 videos of up to 5 minutes in length. | Annually: 2 Videos of up to 10 minutes in length.<br>Quarterly: 1 video of up to 10 minutes in length or 2 videos of up to 5 minutes in length. | Annually: 1 Video of up to 10 minutes in length.<br>Quarterly: video of up to 5 minutes in length. |
| <b>3D Animation</b> of your Corporate Logo featured on video and available for your own use  | <b>YES</b>   | <b>NO</b>   | <b>NO</b>  |
| <b>Broadcast-quality DVD</b> of all videos with unlimited distribution rights.   | <b>YES</b>   | <b>YES</b>  | <b>YES</b>   |
| <b>Feature newsletter sponsorship</b> (one issue per featured video)   | <b>YES</b>   | <b>YES</b>  | <b>YES</b>   |
| <b>Company logo link</b> prominently displayed on the TVMainstream.com home page and all featured webcast event sites as well as synchronized to all featured videos   | <b>YES</b><br>(top section)  | <b>YES</b><br>(middle section)  | <b>YES</b><br>(bottom section)   |
| <b>Industry spotlight page</b> with company description and all featured company videos with links to your company’s website.  | <b>YES</b>   | <b>NO</b>   | <b>NO</b>  |
| <b>Industry spotlight</b> featured on the channel home page in rotation  | <b>YES</b>   | <b>YES</b>  | <b>YES</b>   |
| <b>728x90 Leaderboard</b> and/or <b>160x600 Skyscraper</b> banner in rotation on the TV Mainstream home page   | <b>BOTH PLACEMENTS</b>   | <b>CHOICE OF 1 PLACEMENT</b>  | <b>NO</b>  |
| <b>Host mentions</b> in all TV Mainstream featured webcast events  | <b>YES</b>   | <b>YES</b>  | <b>YES</b>   |
| <b>Dedicated email blast</b> to opt-in subscribers   | <b>2 Email Blasts</b>  | <b>1 Email Blast</b>  | <b>NO</b>  |
| <b>Discount</b> off of branded, registration-based live or archived webcasts   | <b>40% off</b> webcast rates   | <b>25% off</b> webcast rates  | <b>10% off</b> webcast rates   |
| <b>Feature press release exposure</b> (press releases sent to over 2,500 media outlets worldwide)  | <b>YES</b>   | <b>NO</b>   | <b>NO</b>  |
| <b>TOTAL ANNUAL INVESTMENT</b>   | <b>\$25,000</b>  | <b>\$15,000</b>   | <b>\$7,500</b>   |
| <b>TOTAL QUARTERLY INVESTMENT</b>  | <b>\$7,500</b>   | <b>\$5,000</b>  | <b>\$2,500</b>   |



### EVENT SPONSORSHIPS

Event sponsors get premium exposure on the TV Mainstream featured webcast site with a number of benefits based on the level of sponsorship. Event sponsorships can also be customized to meet your company’s needs specifically. Sponsorship rates change depending on the event with the following breakdown of benefits:

| Benefits of Sponsorship  | Main Sponsor   | Supporting Sponsor                               | Patron Sponsor                                    |
|--|--|--|---|
| <b>Sponsor Logo</b> will be featured on-screen at the TV Worldwide studio booth  | YES  | YES  | YES   |
| <b>Sponsor Logo Link</b> on the website of the featured event for a minimum of one year after the event.   | Yes  | Yes  | Yes   |
| <b>Sponsor Mentions</b> by the webcast’s on-air host.  | <b>4 Mentions</b> per day  | <b>2 Mentions</b> per day                        | <b>1 Mention</b> per day                          |
| <b>Feature video</b> interviews or product demonstrations featured on all webcast event sites featured on the TV Mainstream channel and featured for 2 weeks each on the TVMainstream.com home page and hosted for on-demand viewing for the duration of the sponsorship term. | <b>2 Videos</b> of up to ten minutes in duration or<br><b>1 20-minute feature</b> demonstration or presentation. | <b>1 Video</b> of up to ten minutes in duration. | <b>1 Video</b> of up to five minutes in duration. |
| <b>Feature newsletter sponsorship</b> (one issue per featured video)   | YES  | YES  | YES   |
| <b>Broadcast-quality DVD</b> of all videos with unlimited distribution rights.   | YES  | YES  | YES   |
| <b>Feature press release exposure</b> (in all related event press releases sent out to over 2,500 media outlets worldwide)   | YES  | NO   | NO  |

*Costs for event sponsorships vary depending on the event.*

### Additional opportunities

- Depending on the event, your company can sponsor recorded coverage of a specific session or presentation at the event to be featured in the live and archived webcast.
- Or, you can simply have your company logo displayed on-screen at the TV Worldwide webcast booth and as a link on the webcast event site **for a full year** and featured on the TV Mainstream channel.
- Custom opportunities are also available upon request.

CONTACT TV Mainstream at [kshively@tvworldwide.com](mailto:kshively@tvworldwide.com) or (203) 502-8166 for more information.



## WEBCAST SERIES SPONSORSHIPS

### CHARTER SERIES SPONSORSHIP - \$15,000 annually for 12 episodes

- Two feature video interviews or product demonstrations made available on the webcast site for on-demand viewing for the duration of the sponsorship term
- Synchronized logo link delivered to viewers that watch your company's video
- Company logo link on the Webcast Series event website for the duration of the sponsorship term
- TV Mainstream InfoLink for one-click access for viewers to email your company for more information
- Title-level exposure in all monthly episodes during the sponsorship term with company logo in series title intro
- Two dedicated email blasts sent out to all webcast series participants promoting your company
- Company mentions by the series host three times during each episode driving participants to watch your company's video(s)
- Company logo, link or mentions in all monthly marketing promoting the webcast series.
- Detailed statistics on the performance of your video and links

### EPISODE SPONSORSHIP - \$2,000 for single episode, \$5,000 for 3 Episodes of Your Choice

- Feature video interview or product demonstration made available on the webcast site for on-demand viewing for 3 full months.
- Synchronized logo link delivered to viewers that watch your company's video
- Company logo link on the Webcast Series event website for one month per episode
- TV Mainstream InfoLink for one-click access for viewers to email your company for more information
- Title-level exposure in the sponsored monthly episode(s) for one year with company logo in series title intro
- Company mentions by the series host three times during the sponsored episode driving participants to watch your company's video
- 3-Episode bundle also includes One dedicated email blast sent out to all webcast series participants promoting your company
- Company logo, link or mentions in all monthly marketing promoting the sponsored episode(s).
- Detailed statistics on the performance of your video and links

## CUSTOM BRANDED WEBCASTS

TV Mainstream also offers companies the opportunity to have a custom-branded live webcast produced for your company to develop highly-targeted and qualified leads with the highly-experienced team TV Worldwide team with over 5,000 webcasts produced in the past 9 years. Webcast details can include:

- All video production from the TV Worldwide studios including lighting and set or on-location at a venue provided by your company (travel costs outside of Washington D.C. area and Internet connectivity not included).
- Synchronized slide presentation delivered with the video in both live and archived webcast.
- Custom webcast site development branded to your company.
- Custom registration form for data collection with all data provided to your company for follow up opportunities and lead generation.
- Archived on-demand video and slide presentation hosted and made available for a minimum of one year after the event.
- Promotion of the event on the TV Mainstream home page and opt-in newsletter, as well as a branded email blast to all opt-in subscribers of TV Mainstream.
- Feature press release promoting the event sent out to over 2,500 media outlets worldwide.
- Option to have the event featured on other TV Worldwide Internet TV channels as appropriate.

**TOTAL COST** including all production and marketing services included above: **\$15,000**

CONTACT TV Mainstream at [kshively@tvworldwide.com](mailto:kshively@tvworldwide.com) or (203) 502-8166 for more information.