

Asian Television Advertising

California



xfinity®

Spectrum▶

BROADCAST DIGITAL CHANNEL
KBTv8.1
IN SACRAMENTO

Present to: Elisa Bupara



Presented by: Jinky Dolar

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- [Asian Americans in California](#)
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CROSSINGS TV

WHERE CULTURES MEET

WWW.CROSSINGSTV.COM

About Crossings TV

Crossing TV is your in-language, in-culture advertising partner. We connect you with 7 Asian ethnic groups in 3 of the largest Asian American markets in California.

CA Viewer Base:
3.64 million

Central Valley



San Francisco

Los Angeles



Crossings TV is where Asian Americans find comfort, empowerment, and a sense of belonging.

Target Demos:



*Source: U.S. 2010 Claritas

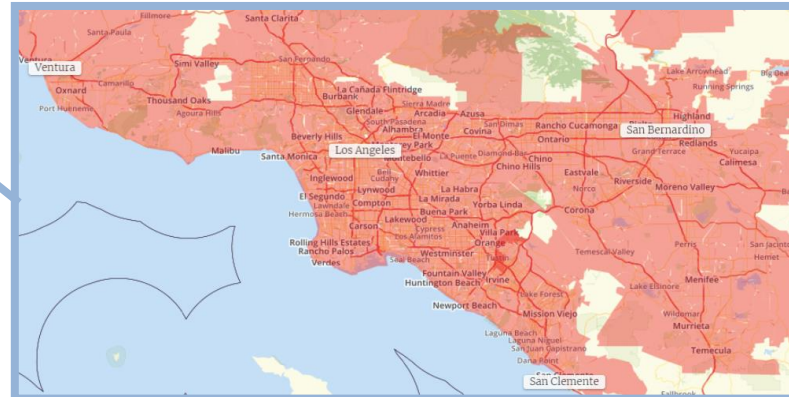
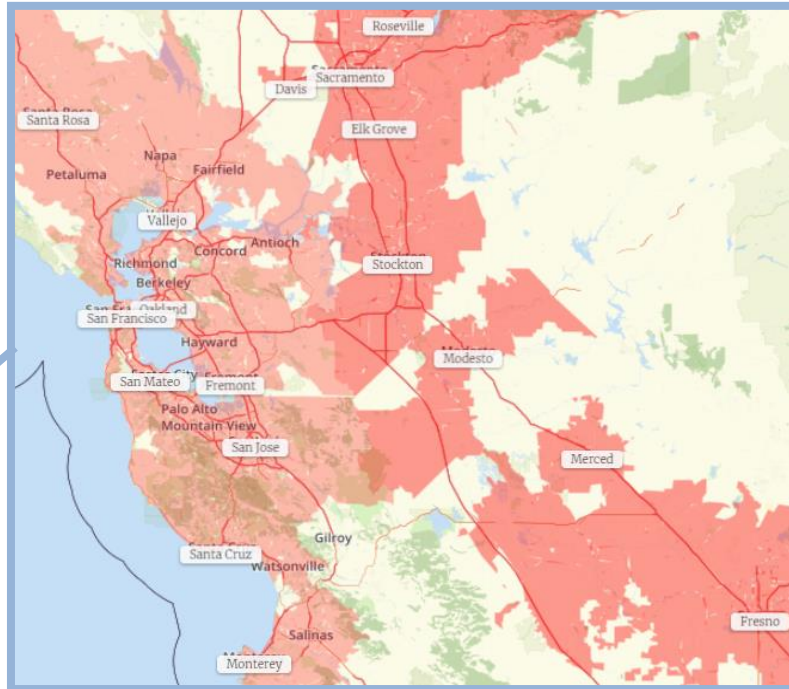
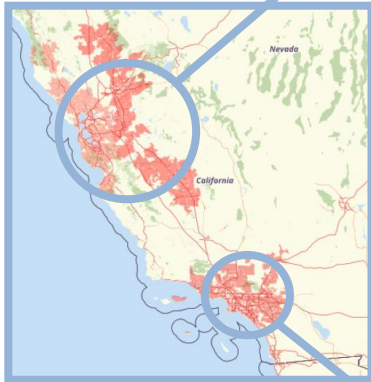
California Coverage

Northern California

xfinity
CHANNEL 238

xfinity
CHANNEL 398

BROADCAST DIGITAL CHANNEL
KBTV8.1
IN SACRAMENTO



Southern California

Spectrum
CHANNEL 1519

Target Demo*:

Total Asian : 3,637,376

Chinese: 1,275,231

Filipino: 1,059,964

Hmong: 87,787

Japanese: 107,920

Russian: 35,866

South Asian: 498,466

Vietnamese : 572,142

Counties

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



*Source: U.S. 2010 Claritas

California Coverage

Charter, Comcast & KBTV Footprint

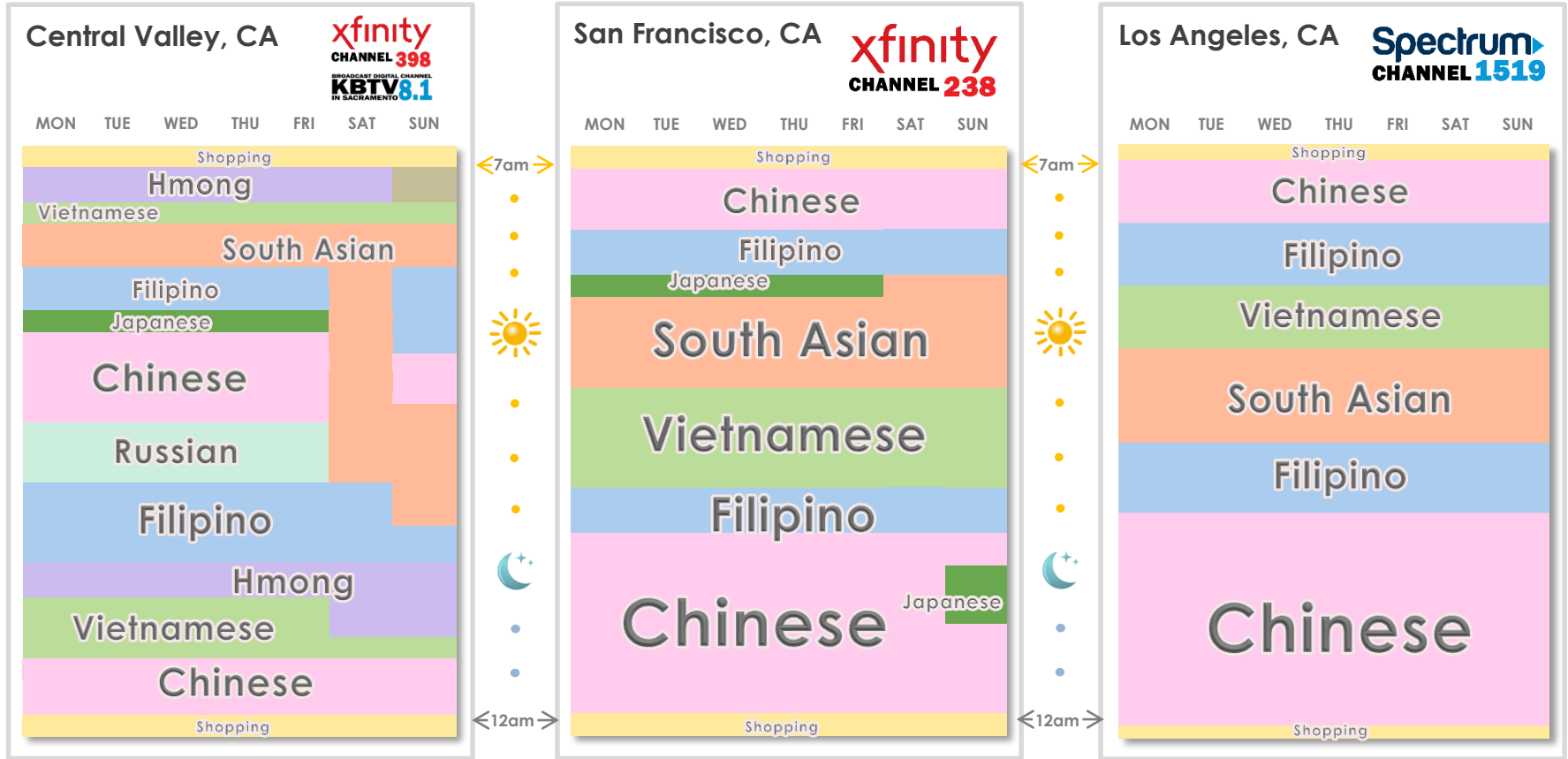


	Central Valley	Los Angeles	San Francisco	Total
Chinese	87,230	555,367	632,634	1,275,231
Filipino	121,435	526,393	412,136	1,059,964
Hmong	87,787	-	-	87,787
Japanese	27,345	-	80,575	107,920
Russian	35,866	-	-	35,866
South Asian	79,290	160,871	258,305	498,466
Vietnamese	43,962	328,485	199,695	572,142
Total	482,915	1,571,116	1,583,345	3,637,376



*Source: U.S. 2010 Claritas

California Weekly Schedules



Check the latest program schedules and watch programming samples at www.crossingstv.com/programming



Asian Americans in California

Fast Growing

Asians Americans are the fastest growing ethnic group in California.

	Total 2000	Total 2010	Growth	Growth Rate
Total California	33,871,648	37,253,956	3,382,308	10%
Asian - California	4,155,685	5,556,592	1,400,907	34%
Hispanic - California	10,969,132	13,456,157	2,487,025	23%
Black- California	2,513,041	2,683,914	170,873	7%
Total U.S.	281,421,906	308,745,538	27,323,632	10%
Asian – Total U.S.	11,898,828	17,320,856	5,422,028	46%



All the ethnic groups' racial profile are "alone or in any combination" in U.S. census 2010.

中文 Hmoob 中文 日本語 Pilipino 中文 Hmoob 日本語 中文 русский 日本語 中文

* Sources: U.S. Census Bureau, Census 2000 and 2010 Summary File 2 (SF 2) 100-Percent Data

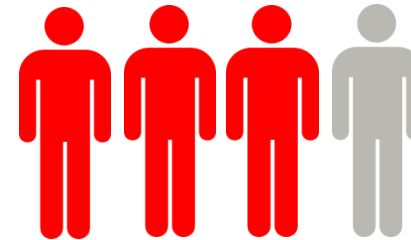


In-Language Message Is Preferred

78% of Asian Americans speak a language other than English at home.

Speak a language other than English at home* - California

Total Asian-CA	72%
Chinese	78%
Filipino	60%
Hmong	91%
Russian	24%
South Asian	81%
Vietnamese	87%



Speak a language other than English at home



80% of Asian Americans in the U.S. consume ethnic media.**

Nearly **HALF** of Asian Americans in the U.S. watching English TV also watch TV in an Asian language.***

中文 Hmoob 中文 日本語 Pilipino 中文 Hmoob 日本語 中文 русский 日本語 中文

*Source: 2010 Census

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

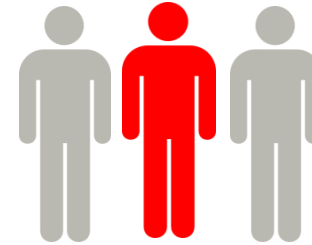
***Nielson, The Asian American Consumer 2016 Report: Asian-Americans: Culturally Diverse And Expanding Their Footprint

In-Language Message Is Necessary

1 in 3 Asian Americans speak English less than “very well”.

Speak a language other than English at home
& Speak English less than “very well” –
California

Total Asian-CA	34%
Chinese	43%
Filipino	20%
Hmong	46%
Russian	10%
South Asian	23%
Vietnamese	52%



Speak English less than “very well”



Approach & Outreach

Approach

Leveraged Crossings TV's experience in shaping mental health opinions and influencing behaviors within local Asian communities to develop an Asian-focused media campaign targeting **Chinese, Filipino, Hmong, Russian, South Asian and Vietnamese** communities in California, through:

- **Culturally-appropriated in-language commercial production**
- **Strategically positioned in-language TV commercials**
- **High-traffic grassroots events**
- **Additional print and digital exposure**

** 30 sec and 10 sec Commercial spots have already been produced*

TV Campaign Flight

Flight Length: June 2018 – May 2019

Spot type: 30-second in-language commercial

10-second English billboard

Market

Language

Central Valley: Chinese, Filipino, Hmong, Russian, South Asian, Vietnamese

Los Angeles: Chinese, Filipino, Vietnamese

San Francisco Chinese, Filipino, South Asian, Vietnamese

Commercial Production

- **30-second spot**

These culturally appropriated Asian-language spots not only **accurately** conveyed MHSOAC's original messages, but also created a strong **emotional** bond with the Asian viewers through their unique culture and language appeal.

Languages: Chinese (Mandarin/Cantonese), Tagalog, Hmong, Russian, South Asian (English), Vietnamese

- **10-second billboard**

The short but strong English billboards worked hand in hand with the in-language spots and **reinforced** MHSOAC's key messages.



Click [here](#) to watch all the produced commercials

Added Value - Events Services

Crossings TV brought MHSOAC's marketing materials to high traffic grassroots events across California.

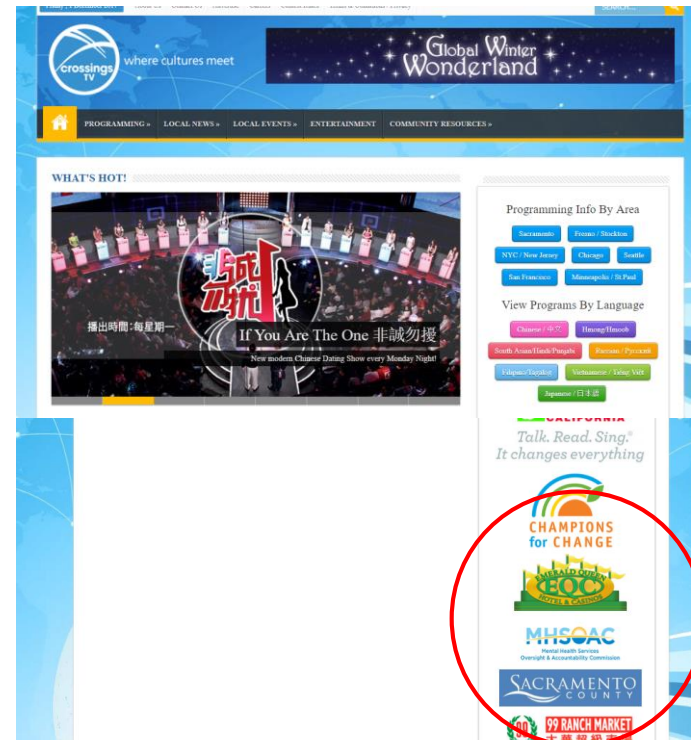
Sample Events:

- Sacramento Chinese New Year (Chinese)
- Oakland Chinatown Lunar New Year Bazaar (Chinese)
- Tet Festival (Vietnamese)
- International Kids Festival (Multi-Asian)
- Pistahan Parade (Filipino)
- Bay Area Diwali Festival of Lights (South Asian)
- Sikh Parade (South Asian)
- International Fresno Hmong New Year (Hmong)



Added Value - Logo Listing

MHSOAC listed on Crossings TV's homepage all year around, and our signature Hmong Calendar (2019).



Around 1,500 Calendars distributed at:
Hmong New Year Festivals in
Sacramento, Stockton and Fresno.

Crossings TV placed MHSOAC logo on the Crossings TV website and link it to the MHSOAC website. The client can also submit articles and tips on topics of your choice to be posted on the Crossings TV website



What Happened Next

From the Community

- “ ... know people around me who suffer from mental health issues. Now that I learned about these credible resources, **I know how to start a conversation** with them and where direct them to find help”.
- “Mental health is a big stigma in our community. Of course we are embarrassed to talk about it. **It’s a good thing that people can see information like this on TV**”.
- “My patients are mostly refugees from Vietnam, Thailand and Laos. They were uprooted from their own life. All of sudden, what they used to know doesn’t matter anymore. They have no work skills in the US and know very little English. They lost their roles in the family and their connections with outside world. However, **in-language information on TV empowered them and encouraged them to seek proper help**”.
- “People in our family always say mental illness is all in our head. **Now I know for sure it’s a real thing**. If people have it, they should look for help”.
- “These in-language commercials make me feel like **it’s talking to ME**”.
- “Community learned to **appreciate** Steinberg for the Prop 63., when he was a Senator”.
- “Interviewed that we created with Dr. Henry Ton, we **received calls at the office**”

Your Advertising Partner

Name: Jinky Dolar

Senior Account Executive

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Cell: 916-203-3707

Fax: 888-878-8936

Thank you so much for your partnership!



Appendix

- [Commercial category overview](#)
- [Production category overview](#)
- [Programming samples](#)
- [Minority Business Enterprise license](#)

Commercial Category Overview

Commercial airtime opportunities

COMMERCIAL SPOTS: 30 second

Also available in 15 sec and 60 sec.



BILLBOARDS

: 10 second brand placement

At the beginning or end of commercial break



FEATURE SEGMENTS AND INTERVIEWS

Available in 1 – 3 minutes



SPECIAL SPONSORSHIP

: title sponsor or/and product placement

check with your account executives for the current available opportunities



Watch our [COMMERCIAL SAMPLES](#)

Video Production Services

New spot production

From scripting, to storyboarding, to filming and post production: our team will work alongside with you to create your commercial spots



Parkwest Casino 580



Toyota Town of Stockton

Repurpose your existing spots

Transform your existing spot into culturally appropriate spots for your target audience.



SafeLink Be Unlimited- English Original



Repurposed Mandarin Spot

Special productions

Interviews, how-to videos, billboards and vignettes for your special campaign needs.



Buick Cascade Test Drive Highlight



Verizon Lunar New Year Promo

See Crossings TV [PRODUCTION PORTFOLIO](#)

News and Info Programming

News



Target Viewer Group: 35+ years

Primetime News

Mandarin News
Shanghai Dragon TV
All Markets

Daily 60 min news program covering breaking news and the hottest issues in China and around the world.



Target Viewer Group: 35+ years

Phoenix News

Cantonese News
Phoenix TV, USA
All Markets

Daily Cantonese news program that covers the latest news in the U.S., mainland China, Hong Kong and Taiwan.



Target Viewer Group: 35+ years

Balitang America

Tagalog News
ABS-CBN
All Markets

Daily Filipino American news program covering stories from all over the US and the Philippines.



Target Viewer Group: 35+ years

FCI News Catch

Japanese News
Fujisankei Media Group
All Markets except LA

One-hour long Japanese program covering topics like news, trends, people, sports, food, and entertainment.

* SF: San Francisco; MSP: Minneapolis/St Paul, CV: California Central Valley, CHI: Chicago, SEA: Seattle, NY: New York, LA: Los Angeles

中文 Hmoob 中文 日本語 Pilipino 中文 Hmoob 日本語 中文 русский 日本語 中文

Check the schedules and watch programming samples at www.crossingstv.com/programming



News and Info Programming

News



Hmong Report

Hmong News

Crossings TV
CV, MSP

A weekly news program that covers local and overseas news and events for the Hmong community.

Target Viewer Group: 35+ years



Current Time

Russian News

Current Time TV
CV, NY

Russian news covering issues from Russia and related issues.

Target Viewer Group: 35+ years



Big News

Hindi News

TV9
All Markets

Hindi news coverage of the latest news and events in India.

Target Viewer Group: 35+ years



ESL News

Vietnamese News

VieTV
All except CHI

Daily scoop on the latest entertainment, social and lifestyle news.

Target Viewer Group: 25+ years

* SF: San Francisco; MSP: Minneapolis/St Paul, CV: California Central Valley, CHI: Chicago, SEA: Seattle, NY: New York, LA: Los Angeles

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News and Info Programming

News



To The Point

Punjabi News

Jus Punjabi
All except CV

K.P. Singh discusses the most controversial subjects and current events with experts.

Target Viewer Group: 35+ years



TV Patrol

Tagalog News

ABS-CBN
All Markets

Daily evening news-cast to date covering news from the Philippines.

Target Viewer Group: 35+ years

Info



Fireline

Punjabi Current Events

Jus Punjabi
All Markets

Renowned TV personality Baltej Pannu gets to the heart of the issue in his one on one discussions with notable guests.

Target Viewer Group: 35+ years



Healthy and Happy

Cantonese Talk

Phoenix TV, USA
All Markets

Weekly discussion with medical experts on the most discussed health topics.

Target Viewer Group: 35+ years

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Entertainment Programming

Variety



If You Are The One

Mandarin Reality

JSBC
All Markets

#1 dating game show in China!.
1 guys vs 24 girls, waiting to find out who is "the one"

Target Viewer Group: 25+ years



The King of Food

Vietnamese Variety

VieTV
SFO, SEA, MSP, LA

A gameshow questioning contestants on their knowledge of food. Winners get to chow down as losers watch.

Target Viewer Group: 25+ years



Dance Kids

Filipino Reality

ABS-CNN
All Markets

Witness the talent of today's kids as they strut their moves on the dance floor.

Target Viewer Group: 12+ years



Hello Restaurant

Japanese Variety

Tokyo TV
SF

Introducing San Francisco's best restaurants, including some of their most popular foods.

Target Viewer Group: 25+ years

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Entertainment Programming

Variety



Target Viewer Group: 25+ years

Magandang Buhay

Filipino Talk
ABS-CBN
All Markets

Daily hop topic discussions with Filipino celebrity guests.



Target Viewer Group: 25+ years

Entertainment Bullet Punjabi - South Asian Talk

Jus Punjabi
All Markets

The latest Bollywood and Hollywood celebrity news, trends and gossips.



Target Viewer Group: 25+ years

Showbiz Magazines

Vietnamese Talk
VieTV
SFO, SEA, MSP, LA

Information on the latest music, films, fashion, celebrities and what's currently hot.



Target Viewer Group: 25+ years

Taka Tak

Punjabi – South Asian Variety
Jus Punjabi
All Markets

Anchors take to the streets and talk with people about the latest Bollywood films, newest hit songs and celebrity gossip.

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Entertainment Programming

Variety



Who's Still Standing Mandarin Reality

JSBC
All Markets

A fierce contest between the most knowledgeable brains from all walks of life.

Target Viewer Group: 25+ years



Asian Variety Show

Hindi Variety
AVS
All Markets

AVS provides Bollywood's latest news, music, movies, reviews, and box office information.

Target Viewer Group: 25+ years



Hmong Entertainment

Hmong Variety
Crossings TV
CV, MSP

Hmong movies, music videos, performances, traditional singing and more.

Target Viewer Group: 25+ years



Showbiz India

Hindi Variety
Showbiz India TV
All Markets

A variety show offering exclusive updates and in-depth interviews with the biggest stars.

Target Viewer Group: 25+ years

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Entertainment Programming

Drama



Top Chinese Dramas

Mandarin Drama

JSBC
All Markets

Family friendly top Chinese dramas.

Target Viewer Group: 25+ years



Top Asian Dramas

With Vietnamese Dub

Vietnamese Drama

VieTV
CV, SF, SEA, MSP, NY, LA

Top Asian dramas from Korea and China dubbed in Vietnamese.

Target Viewer Group: 25+ years



Top TV5 Dramas

Filipino Drama

TV5
All Markets

Hot Filipino dramas with A-list Filipino stars.

Target Viewer Group: 25+ years



Japanese Dramas

Japanese Drama

Tokyo TV
SF

Historical fiction Taiga Drama with English subtitles that airs a year long.

Target Viewer Group: 25+ years

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Minority Business Enterprise (MBE)

SUPPLIER CLEARINGHOUSE CERTIFICATE OF ELIGIBILITY

CERTIFICATION EXPIRATION DATE: **April 26, 2020**

The Supplier Clearinghouse for the Utility Supplier Diversity Program of the California Public Utilities Commission hereby certifies that it has audited and verified the eligibility of:

***Tower of Babel LLC DBA Crossings TV
Minority Business Enterprise (MBE)***

pursuant to Commission General Order 156, and the terms and conditions stipulated in the Verification Application Package. This Certificate shall be valid only with the Clearinghouse seal affixed hereto.

Eligibility must be maintained at all times, and renewed within 30 days of any changes in ownership or control. Failure to comply may result in a denial of eligibility. The Clearinghouse may reconsider certification if it is determined that such status was obtained by false, misleading or incorrect information. Decertification may occur if any verification criterion under which eligibility was awarded later becomes invalid due to Commission ruling. The Clearinghouse may request additional information or conduct on-site visits during the term of verification to verify eligibility.

This certification is valid only for the period that the above firm remains eligible as determined by the Clearinghouse. Utility companies may direct inquiries concerning this Certificate to the Clearinghouse at (800) 359-7998 in Los Angeles.

VON: 12040071

DETERMINATION DATE: April 26, 2017