

**BOUNCE**  
C O L U M B U S

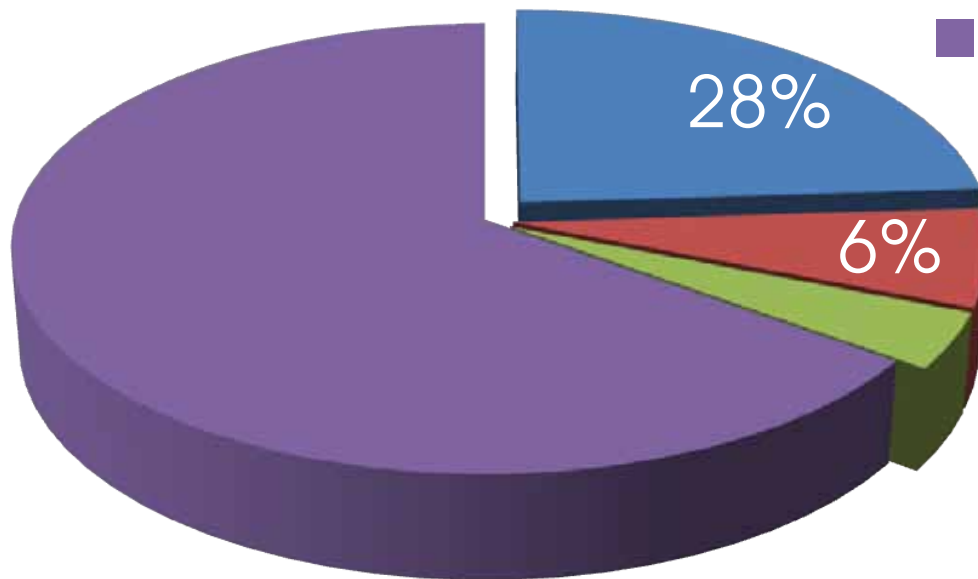
  
**TELEMUNDO**  
C O L U M B U S

  
**azteca**  
columbus

 **Guardian**  
S T U D I O S

# Columbus Ohio - Viewing Area Population

- African-Americans | 28%
- Hispanic | 6% (16% Nationally)
- Asian
- Other



Combined national buying power of \$2.4 trillion by 2015  
(U.S. Census Bureau 2010 & Nielson Consumer Insights, 2011)

## Substantial Power Of The Purse



Nielsen estimates African-Americans will have \$1.1 trillion in buying power by 2015. (Currently over \$836 billion)

28% of Columbus' population is African-American with buying power that exceeds \$6 billion per year. Over \$33 billion in Ohio.

\*Nielsen Consumer Insights, 2011

African-American Buying Power



# One Of The 10 Best Cities For African-American Families



#5 Columbus, Ohio  
(madamenoire.com May 30 2007)



#9 Columbus, Ohio  
(Black Enterprise May 1 2007)

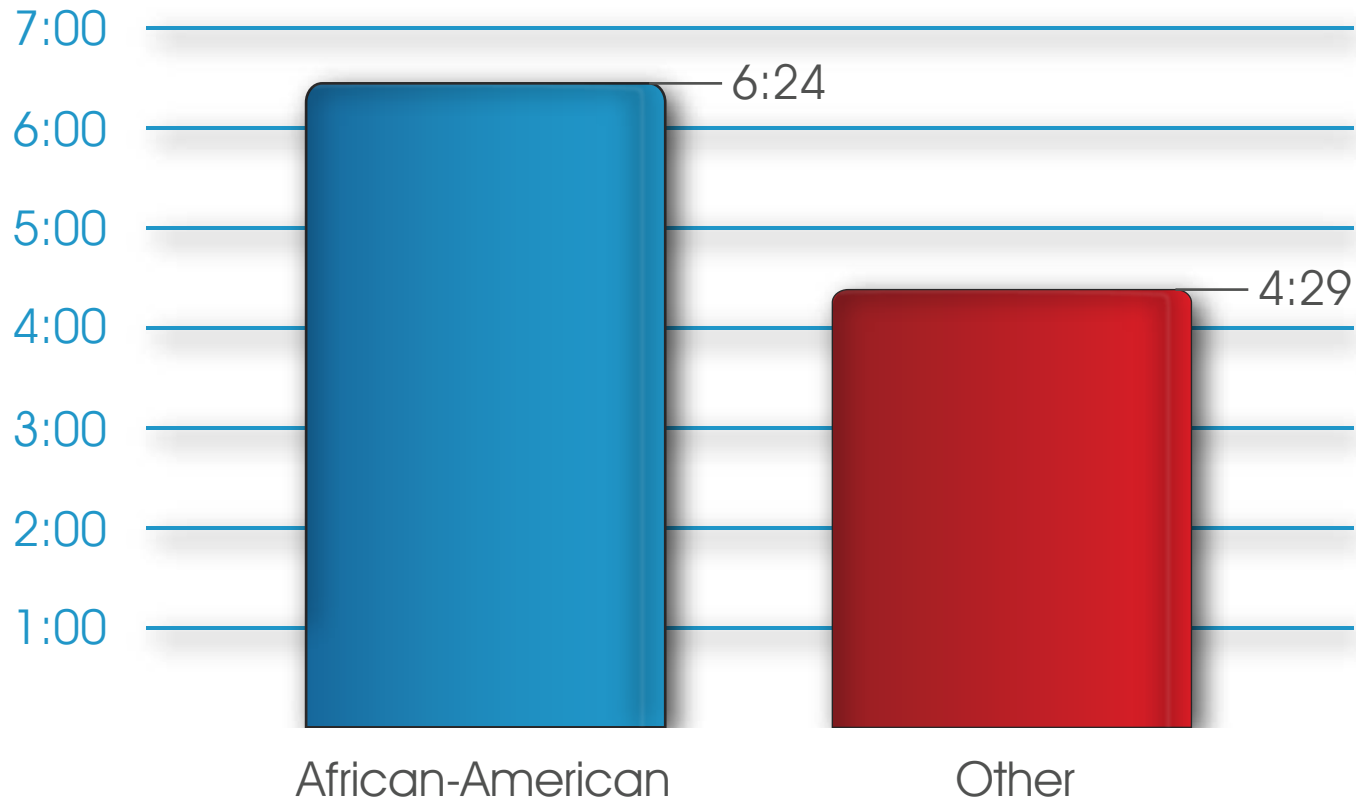


#2 Columbus, Ohio  
(bet.com 2011)

#1 Columbus, Ohio  
(bet.com 2007)

Columbus Rates!

## Average Daily TV Viewing (Hours)



81% of all African-American households watch an African-American TV channel weekly.  
(Cheskin, 2009 & Yankelovich "Black American" Study, 2008)

Loyal TV Viewers

How many Hispanics reside in the U.S.?

**50,477,594**

What is the Hispanic percentage of the total population?

**16.3%**

Wait a second, what does the term “Hispanic” population mean, exactly?

The census asks respondents if they are of Hispanic, Latino, or Spanish origin to determine the Hispanic population in the United States. Respondents who identify themselves as Hispanic can be a member of any race. The definition of Hispanic or Latino origin used in the 2010 Census is as follows:

“Hispanic or Latino refers to a person of Cuban, Mexican, Puerto Rican, South or Central American, or other Spanish culture or origin regardless of race.”

## Did You Know...

- The Hispanic Population grew four times faster than the total population of the U.S.\*\*
- The growth of the Hispanic population accounted for more than half of the total U.S. population increase.\*\*
- Mexicans were the largest Hispanic group. They made up about three-quarters of the U.S. Hispanic growth, increasing by 54% from 2000.\*\*

\*\* (U.S. Census Bureau 2010)

## Hispanic / Latino Population

The economic influence of Hispanics is growing even faster than their population. The Census Bureau estimates that the buying power of Hispanics will reach \$1.3 trillion by 2015. (U.S. Census Bureau 2010)



# The Hispanic Buyer

Advertisers can now buy Spanish TV **LOCALLY** to reach the Columbus Hispanic Market!

Why is this so **HUGE**?

## Buying Power

According to a study conducted by The University of Georgia's Selig Center for Economic Growth, Hispanics spend more than non-Hispanics on groceries, phone, services, men's and boy's apparel, and children's clothing and footwear.

## Brand Loyalty

2/3 of Hispanics agree that it is risky to buy unfamiliar brands, suggesting brand awareness is very important to this market.

Access Your Customers



# Lifestyle

Beyond their demographics, research has shown that the Hispanic community shares at least three broad cultural characteristics of which marketers should be aware. Specifically, Hispanics are more likely to:

## Focus on Family and Home

They often shop as a family and make purchasing decisions collectively. Because Hispanic households often span multiple generations, the effective marketer should consider using benefits statements that appeal to differing age groups.

## Hold Traditional Values

Hispanics tend to embrace multiple cultural traditions, including those of their country of origin (if they are fairly recent immigrants), their local community and those of the broader U.S. culture. They respect authority, so marketing that uses doctors, policemen or other recognized experts will resonate well. For many, particularly older Hispanics, conservative family themes are most effective.

## Be Media Friendly

Hispanics tend to trust the information they see on TV, read in their local newspaper, or hear on the radio. They are also receptive to television advertising, especially when it is entertaining and gives them something to talk about - the more interesting the better to remember those ads when shopping.

(“The U.S. Hispanic Population - One Market or Many?” DM News, Aug 10, 2006)



## Who We Are

- Bounce Columbus W23BZ - Channel 23 is an independently owned local television station with over 35 years of history and experience serving Central Ohio with **Loyal Viewers**
- We broadcast programming that speaks to the **African-American** experience through our affiliation with the first ever **Nationwide African-American Broadcast Television Network** - Bounce TV
- More than just a movie network, Bounce continues to add exciting new programming to its lineup. Bounce now features original music programming like *Bounce Beats*, talk show favorite *Forgive and Forget*, and business news with *Our World with Black Enterprise* and *Black Enterprise Business Report*.

## Locally Produced Programming



### **Monday thru Friday: 6pm-11pm**

Daily News Flashes highlighting important stories for the African-American Community in Columbus.



### **Monday thru Friday: 5am-6pm**

Airing once per hour, the Bounce23 Weather Forecast features today's and tonight's weather highlights.

Bounce Columbus features more HBCU Sports Programming than any other network. 28% of all African-American College Graduates attended an HBCU (Historically Black Colleges and Universities).\*

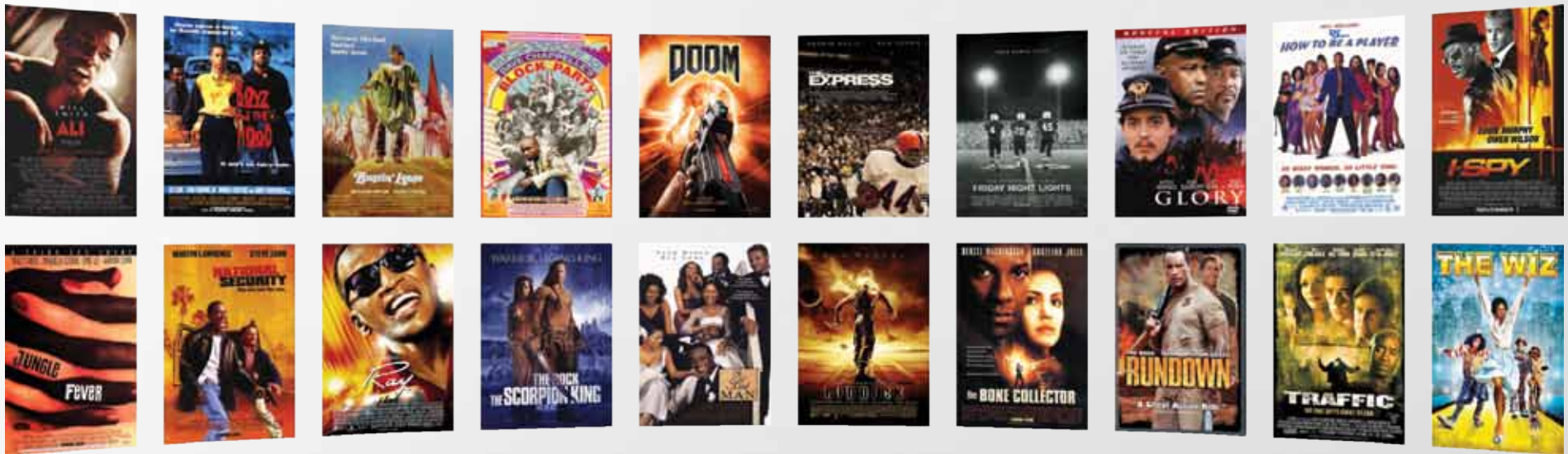


\*American Youth Policy Form

**Sports Programming**

**BOUNCE**  
C O L U M B U S

Bounce Columbus features blockbuster hits, classic favorites, documentaries, and much more.



Movies

**BOUNCE**  
C O L U M B U S

From two iconic legends comes the first African-American broadcast network.

*Bounce TV is the first 24/7 broadcast television network built exclusively for African-Americans.*



**Ambassador Andrew Young**

Civil Rights icon, former Ambassador to the United Nations, and recipient of the U.S. Presidential Medal Of Freedom.



**Martin Luther King III**

Oldest son of MLK Jr., former President of the SCLC, and human rights advocate.

## Add Bounce Columbus Viewers to your marketing mix

- A loyal audience and faithful community that supports our advertisers
- A place for advertisers who seek a safe branding location, as well as top quality production through our affiliated studios



## Bounce TV one of the top performing stations in New Orleans

- The new Bounce TV network is giving established networks a run for their money...
- The Columbus, Ohio Black population is around 229,000  
The New Orleans Black population is around 207,000
- The Columbus, Ohio Black population, alone, is larger than the entire population of a number of major cities in the U.S. including:

<i>Reno, Nevada</i>	<i>225,000</i>
<i>Birmingham, Alabama</i>	<i>212,000</i>
<i>Rochester, New York</i>	<i>210,000</i>
<i>Montgomery, Alabama</i>	<i>205,000</i>
<i>Grand Rapids, Michigan</i>	<i>188,000</i>
<i>Tallahassee, Florida</i>	<i>181,000</i>
<i>Richmond, Virginia</i>	<i>204,000</i>
<i>Hartford, Connecticut</i>	<i>124,000</i>
<i>Columbia, South Carolina</i>	<i>129,000</i>

# Bounce TV powers ratings on WVUE

By Staff

TVNewsCheck, January 13, 2012 10:15am EST

- Bounce TV, the new broadcast TV network for African Americans, has generated “impressive local viewership” since its launch in November on WVUE New Orleans (DMA 52), according to the Fox affiliate, which is airing Bounce TV on its ch. 8.2. “After just two months on the air, Bounce TV has higher ratings than numerous well-established national cable networks and is competing strongly with several local broadcast outlets,” WVUE says.
- “As a local station competing in a rapidly-expanding, multi-channel universe, our challenge is to find engaging ways to reach new viewers. Bounce TV has cracked that code for us,” Joe Cook, WVUE president-GM, said in a statement.
- “In an amazingly-short time, Bounce TV has established itself as destination viewing for the people of New Orleans,” Cook continued. “The ratings clearly show consumers have found and love Bounce TV as we’ve tied or beaten long-established local TV stations in total day....”
- In December 2011, WVUE said Bounce TV posted a 0.4 total day local market rating which is even with HLN (0.4) and better than such established cable networks as TV One (0.2), Oxygen (0.2), BBC America (0.2) and CNBC (0.1).
- During the first week of January, Bounce TV saw total day growth and delivered the same average rating (0.5) as Comedy Central, CNN and MSNBC, nearly as many viewers as Lifetime, HGTV, The Food Network and ABC Family and more than double those of Oxygen (0.2). And, the station adds, among networks targeting African-Americans, Bounce TV total day ratings were 66% higher than TV One (0.3).

Copyright 2012 NewsCheckMedia LLC. All rights reserved. This article can be found online at: <http://www.tvnewscheck.com/article/2012/01/13/56717/bounce-tv-powers-ratings-on-wvue>.

## Advertisers

### **Have found a safe branding location and high quality production**

Byers Auto, Columbus Laser and Cataract Center, Roush Honda, Buckeye Nissan, Buckeye Honda, Basement Living Systems, Scioto Valley, Hugh White Honda, Meijer's, Macy's, AT&T, Kentucky Fried Chicken, Sports Ohio, Able Roofing, Jones Topsoil, J&D Basements, Kitchen Kraft, Wilson Garden Center, Bloomberg Eye Center, Byers Superstore, Original Mattress Factory, Franklin County Board of Elections, Ohio Democratic Party, Ohio Republican Party, JD Byrider, Diyanni Homes, Cord Camera, Immke Honda, The Good Feet Store, Franklin County Children's Services, Genoa Baptist, Honda East, Grove City Church of Nazarene, Buckeye Muffler, Ricart Automotive, Ohio Dental Family, Just About Furniture, Dr. Kvitko, El Vaquero, Massey's Pizza, MC Painting, Artemis Laser & Vein Center, JD Byrider, Tattletale Alarms, CMG Capital Management, Prep Academy Schools, Gaba Law, as well as many others....

## Broadcast + Cable = more households

74% of TV households are multi-set with almost half of those second sets receiving broadcast television only.

**Bounce Columbus delivers cable and is the only choice to reach “broadcast only” viewers.**

“The latest figures show that 30.9% of U.S. TV households get their television from non-cable sources or alternate delivery systems. These homes cannot receive local cable ads.”



222,000  
viewers

*22% of Columbus households receive TV through ADS (Alternate Delivery Systems) with a disproportionate amount of those households being African-American.*



It's that kind of experience.

88,000  
viewers



80,000  
viewers

**Broadcast & Cable**






# Bounce23 Coverage of Central Ohio

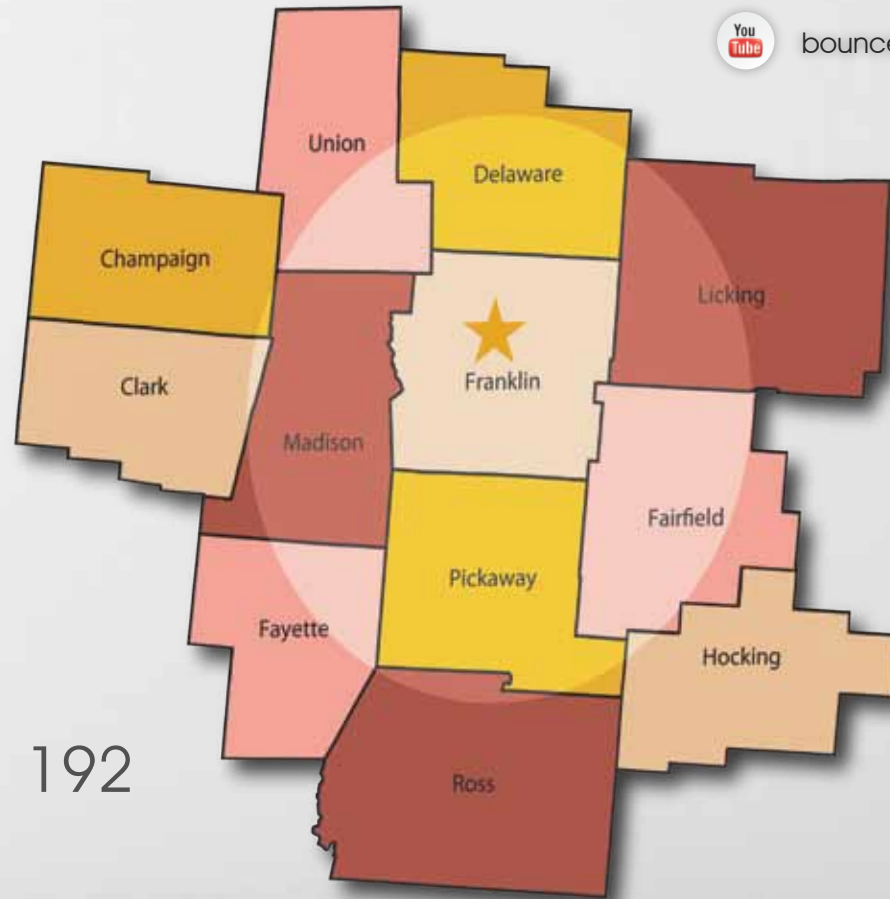
- www bounce23.com
- f bounce23TV
- t bounce23TV
- YouTube bounce23news



ch. 23.1

 **Insight** ch. 283

**WOW!**    ch. 192  
It's that kind of experience.



Coverage includes: Franklin, Pickaway, Delaware, Madison Counties and more...

## Coverage Map



## **Latino soy. Aquí estoy. (I am here. I am Latino)**

A division of NBC Universal, Telemundo is the fastest growing Spanish language network... and we are growing exponentially across every platform.

Our original content, produced in America for Hispanics living in America, makes us the most innovative Spanish language programmer - and we make it better than anyone else.

“The Power of T” celebrates the impact and influence of our brand as well as a unique and reflexive relationship with our viewers. We are the one they come home to, the one they take with them, the one they talk and text about.

# Telemundo Brand



## **Bright, Bold, and Brimming with Life**

We really get Latinos and we're committed to knowing everything about them. We are dedicated to giving our viewers high quality content with the variety and imagination they deserve.

Our business is to help your business grow. By leveraging the expertise of our sales and marketing teams, we give our partners unique and direct access to our influential audience through award-winning custom solutions.

**Telemundo Brand**





## We Are Storytellers

With Telemundo's expertise in developing original content, we produce custom storylines for brands through our award-winning multi-media platforms.

# Network Programming



*Noticiero Telemundo* introduces a provocative and smart newscast that provides the U.S. Hispanic audience with relevant content that directly affects their lives. It offers news with an opinion and a voice through a platform created especially for viewers to express powerful ideas.



*Enfoque* is a thirty minute news and public affairs show originating from Washington, D.C.. *Enfoque* uses its contemporary and dynamic multi-media style to focus on the big stories, issues and concerns facing the Hispanic community.

## Locally Produced Programming



*Flash Informativo* is our own local newscast with Luis Orozco.



*Pronóstico Del Tiempo* delivers today and tonight's weather forecast in an easy to use format.

# News & Community Programming





*Titulares y Más* is packed with the best sports highlights, interviews and news, plus features from the world of music, technology and entertainment.



Shot on location, *Boxeo Telemundo* showcases the best up-and-coming fighters in Latin America.



*Fútbol Estelar* Chivas y Leon returns for another thrilling year of action following Mexico's most popular franchise on its quest to regain the championship glory of years past.

## Locally Produced Programming



*Pasión de Fútbol* with Carlos Cordova (Mexico), Juan Valladares (Honduras), and Gino Padula (Argentina) is a locally produced fútbol show where we discuss global soccer: MLS, European Soccer, CONCACAF, COMEBOL and everything FIFA covers. If there is a fútbol game we'll talk about it!

# Sports Programming



## Fun and Learning

Telemundo has exciting programming for viewers of all ages. Educational and entertaining, the youngest members of our audience enjoy great childrens' shows like *Raggs*, *Jay Jay The Jet Plane*, *Noodle & Doodle*, and *Lazy Town*.

# Kids Programming

Telemundo Columbus has state-of-the-art production facilities with our sister company Guardian Studios. We create local commercials, public service announcements and special features, as well as **Programming & Sports.**

Look to Telemundo Columbus to deliver great local productions with national level quality.

If you're looking to target the growing Hispanic population in Ohio, Telemundo Columbus is a great option.

Work with our creative team to develop an effective advertising campaign.



**Local Production**



# Telemundo Columbus Coverage of Central Ohio



ch. 17.1



ch. 803



It's that kind of experience.

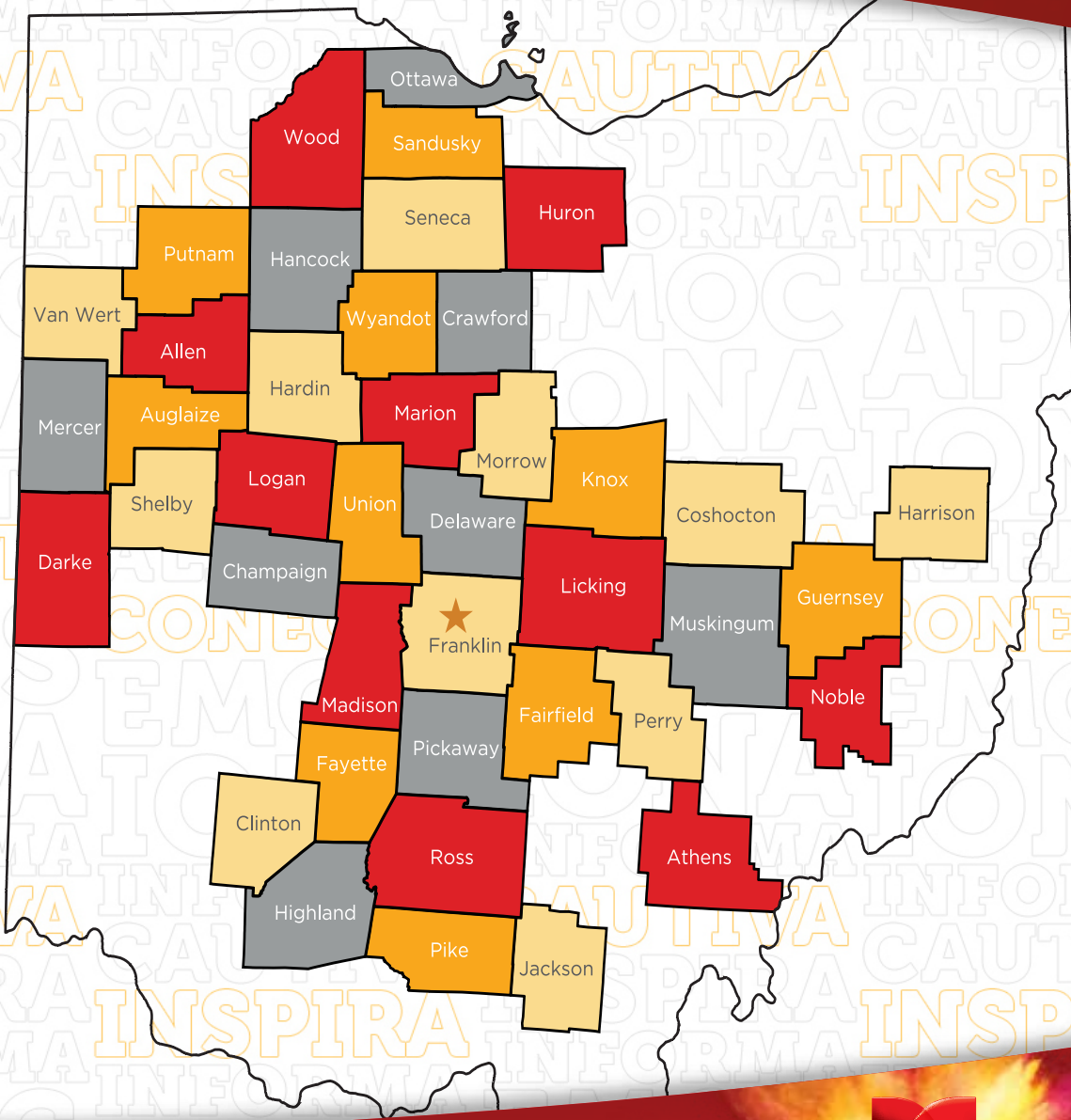
ch. 102

www [telemundocolumbus.com](http://telemundocolumbus.com)

YouTube [telemundocolsnews](http://telemundocolsnews)


f [telemundocolumbus](http://telemundocolumbus)

t [telemundocols](http://telemundocols)



## Coverage Map





The first  
**LOCAL ALL SPANISH**  
TV Station in the market.

- As an Azteca America Affiliate, Azteca Columbus carries a 24/7 quality Spanish network with LOCAL programming hosted by LOCAL Talent!
- Azteca America's parent company, TV Azteca, is the 2nd largest producer of Spanish language TV in the world with 8,000 hours of original programming
- Azteca America is the fastest growing Hispanic TV network in the U.S.
- Azteca Columbus is free over-the-air and cable and satellite carriage is being negotiated

Azteca America.  
Our Pride!



**Azteca Columbus**





### Monday - Friday: 2PM / 1C

**Cosas de la Vida** returns to Azteca America with one of the best television journalists and most beloved personalities, host Rocío Sánchez Azuara. Highly rated and very popular, **Cosas de la Vida** is a program committed to helping people. With the support of an excellent staff of professional investigators and researchers, the show presents moving real-life cases that dig deep into the problems facing our society.



### Monday - Friday: 3PM / 2C

**Ventaneando America** continues to deliver hot celebrity news from all over the U.S. and Mexico exclusively to Azteca America. Iconic hostess, Pati Chapoy, and her team, Atala Sarmiento, Daniel Bisogno, Pedro Sola, Jimena Pérez and Ricardo Casares, serve up the hottest celebrity coverage. With exclusive stories, surprising gossip and scandalous secrets, what more could viewers ask for? To add to its success, **Ventaneando America's** new Southern California and South Florida mobile units capture more stories about viewers' favorite Hispanic celebrities.



### Monday - Friday: 9PM / 8C

Breaking the mold for TV News magazine shows, Azteca America's **Al Extremo** brings viewers the most explosive, powerful, and riveting news on Hispanic television. Produced exclusively for our U.S audience in our state-of-the-art Mexico City studios, **Al Extremo** takes viewers to the edge, delivering the most unpredictable and exciting hour on Hispanic television today.

An integral part of the Hispanic TV viewing experience, Azteca America has an extensive slate of dramatic programming and novelas. Long running favorites **Lo Que Callamos Las Mujeres** and **Cambio De Vida** bring a daily dose of drama. Serialized novelas draw in new viewers with exciting plot lines and the hottest actors. **Los Rey**, Monday – Friday 1PM.

## Network Programming





### Monday - Friday: 5PM

Azteca America's new national newscast **Noticiero Nacional Azteca America** has the most important news of the day - stories relevant to the Hispanic community in the United States with news from Mexico, Latin America, and the rest of the world.

---

### Locally Produced Programming



### Monday - Friday: 5PM - 11PM

**Flash Informativo** is our own local Newscast with Luis Orozco.



### Monday - Friday: 5AM - Midnight

**Pronóstico Del Tiempo** is our own local 30 second weather forecast.

## Mexican Soccer League

- The most important sporting event among Hispanics
- Azteca delivers a larger soccer audience than Univision and Telefutura
- Exclusive broadcast rights to 8 top teams in the league (Total League Teams: 18)
- 2 exciting rounds per year:

**Apertura:** Late July – Mid December.

**Clausura:** Mid January – Early June.



**JAGUARES**





### Sunday: 6pm-7pm

**DeportTV America**, the U.S. version of the award winning and longest running sports program in the Spanish language world, is a dynamic sports show that gives the viewer a recap of the weekly activity in the world of sports. In addition to the excellent coverage provided by our Mexican sports analysts, **DeportTV America** offers unique segments with the trademark “color” commentary by the renowned sportscaster David Faitelson.



### Monday - Friday: 11pm

Hosted by Mexican soccer legend Luis Garcia and sports commentator Antonio Rosique, **Deporte Caliente** features a re-cap of the day in sports, exclusive interviews with top athletes and an objective view of what’s really happening behind the scenes. Featuring the latest news on the Mexican national soccer team, Mexican Soccer Championship Series and Major League Soccer, the show also takes a look at up-and-coming boxing stars, as well as the best in basketball and other sports.

## Locally Produced Programming



### Saturday: 11AM - 12PM, Sunday: Midnight - 1AM

**Pasión de Fútbol** with Carlos Cordova (Mexico), Juan Valladares (Honduras), and Gino Padula (Argentina) is a locally produced fútbol show where we discuss global soccer: MLS, European Soccer, CONCACAF, COMEBOL and everything FIFA covers. If there is a fútbol game we’ll talk about it!

## Azteca Columbus

has state-of-the-art production facilities with our sister company Guardian Studios. We create local commercials, public service announcements and special features, as well as **Programming & Sports.**

Look to Azteca Columbus to deliver great local productions with national level quality.

If you're looking to target the growing Hispanic population in Columbus, Azteca Columbus is a great option.

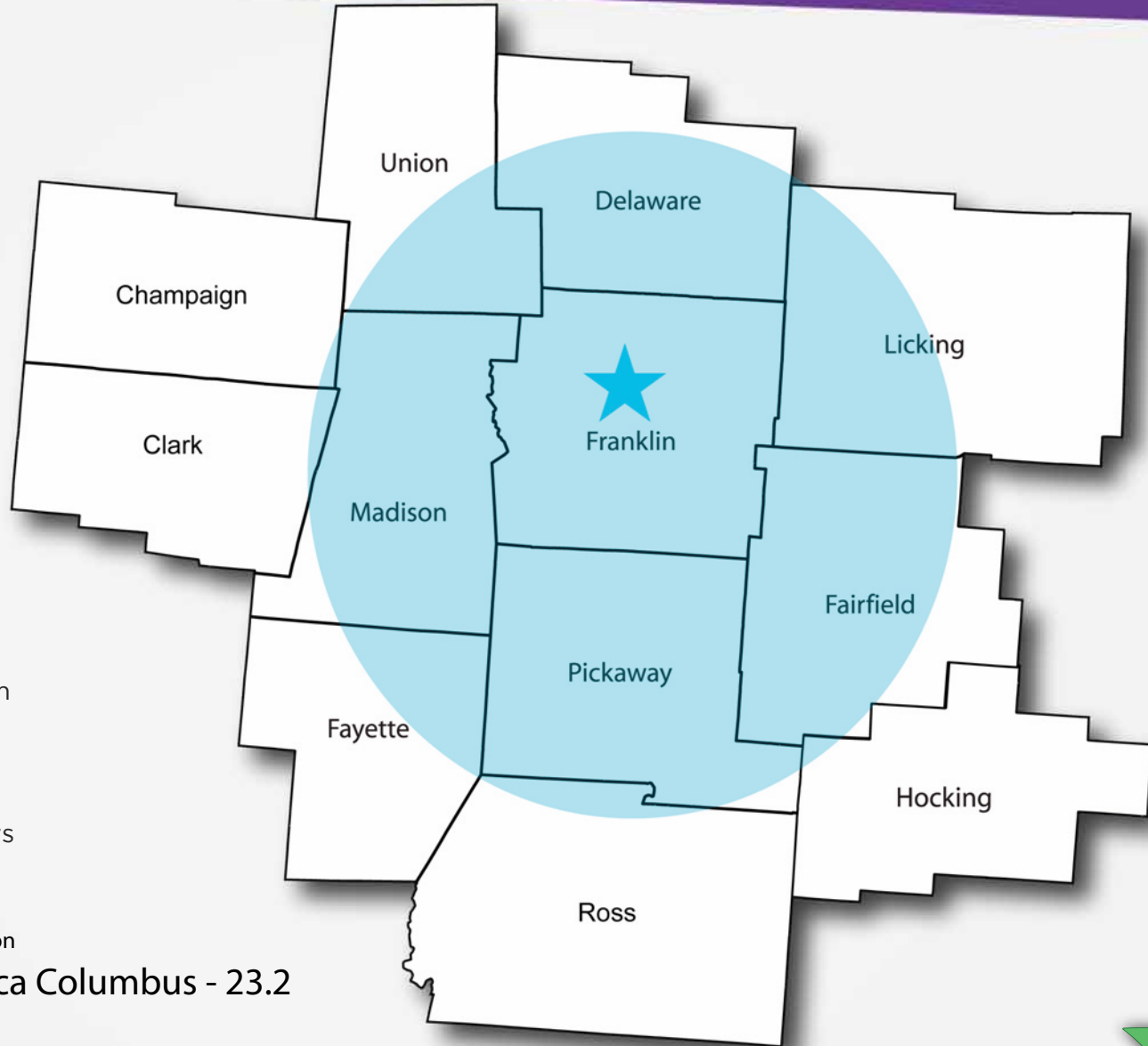





Work with our creative team to develop an effective advertising campaign.



**Local Production**





-  [azteca\*\*columbus\*\*.com](http://azteca<b>columbus</b>.com)
-  [azteca\*\*columbus\*\*](https://twitter.com/azteca<b>columbus</b>)
-  [azteca\*\*columbus\*\*news](https://www.youtube.com/channel/UC...)

AT&T \*Coming Soon  
Azteca America Columbus - 23.2



# Coverage Map

## Who We Are...

The award winning Guardian Studios production team is experienced in effectively reaching the African-American and Hispanic communities. Teamed with our sister companies Bounce Columbus, Azteca Columbus, and Telemundo Columbus, we are uniquely positioned to help you reach this growing and influential market. Television commercials, marketing videos, print pieces, websites, and beyond, the creative professionals of Guardian Studios have been helping clients reach their target markets in a cost effective manner since 1999.



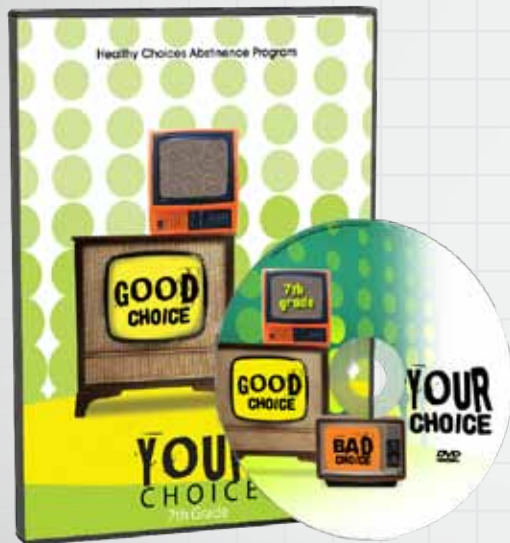
The King Arts Complex  
CELEBRATING



*The Legacy Lives*  
1987 - 2012



Guardian Studios is committed to providing clients with the latest technology in a well-appointed facility that helps you complete your project efficiently and at top quality. Whether your project is SD or HD, we can help you get it out the door and on the air. It's what we do.



Avid DS editing  
Media Composer editing  
Color correction  
Finishing services  
Sonic Scenarist DVD Authoring



**Editing & Finishing Services**



Guardian Studios' Audio Department offers top-quality audio recording, mixing, and original compositions using Pro Tools, Logic and other industry leading hardware and software combinations. We have the knowledge and experience to surpass your expectations. Whether your production is large or small, Guardian Studios delivers.



Mixing for CD/DVD  
Mixing for broadcast or film  
Original compositions  
Jingles  
Movie scores

Sound design  
Voiceover recording  
On-location recording



**Audio Sweetening & Music Composition**



Guardian Studios' Motion Graphics and Design Department can take your product's look to the next level. We can add animation and effects to your existing video, or create a design from scratch that will blow away your competition. We use Adobe's creative software to allow for a flexible workflow that is compatible with your needs.



## Motion Graphics

2D/3D Animation

Special **FX** Logo Design



Motion Graphics & Design



Our design department creates beautiful work that is ready to go straight to the printer. We also have skilled photographers, cameras & lighting equipment for any type of photo shoot.

- Newsletters
- Brochures
- Print Ads
- Flyers
- DVD/CD cover art
- Signage
- Portrait/Studio photos
- On-Location photos
- Photo retouching



Print and Photography



At Guardian Studios, we create custom websites and interactive media tailored to each client's needs.

Website and design and development  
Flash and interactive media  
Database driven applications  
Content management integration  
W3C Compliance and SEO  
Social Media



Web & Interactive



# Good Clean Fun! **Bananas**™

Appealing **COMEDY** for the Whole Family

**Bananas** is a clean, family-friendly, comedy television series produced by Guardian Studios and taped before a live audience. The show features a different nationally recognized comedian each week and is hosted by L.A. comic Thor Ramsey. **Bananas** recently received the Midwest Regional Emmy for Best Entertainment Program and can currently be seen all over the U.S., as well as in more than 100 countries worldwide.



Americas #1  
Family Comedy  
**Show!**

**Bananas Comedy**

**G**uardian  
STUDIOS



The **Taylor's Attic** includes Rocco, the sunglasses wearing, Juliette, with her is the diva of the attic and fanatic. Gentle and has a healthy fear of Bar-B-Q, while Dusty, a character formed from dust on the attic floor, has a sweeping fear of all cleaning products. In **Taylor's Attic**, you'll meet Dr. Dish, the attic's source for movie trivia. And then there are the Mice — talkative, friendly and highly opinionated. And finally, there's Romeo, the smart-alec, Mannequin-American activist who closes each episode with the show's lone human, comedian and ventriloquist Taylor Mason.

cast of characters purple and yellow, piano-playing roach. illusions of grandeur, a self-proclaimed shoe intelligent, Paco the pig



Taylor's Attic



# COMEDY AT LARGE WITH THOR RAMSEY

ThEre's comedy out therE...

and we'rE gonNa find it!



**Comedy at Large** puts the “real” in reality TV! No actors, no script, just real people being real funny! Bounce from newspaper want-ad to the job with stand-up comedian and television host Thor Ramsey as he searches for a real job in this hilarious send up of reality TV. Plus, you’ll find some real people and real comedy along the way. From a kangaroo farm, to the dentist chair, to a neighborhood paper route, Thor will tackle any job to prove, that if there’s comedy out there we’re gonna find it! **Comedy at Large!**



## Comedy At Large

**G**uardian  
STUDIOS