

TKC

www.tkctv.com

Always On.



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America's First Korean Channel

- Established March 7, 1986
 - More than 30 years of broadcast and marketing experience targeting Korean-American audiences
- TKC is broadcast throughout the entire tri-state area on Time Warner Cable and Cablevision
 - All NYC boroughs
 - Long Island
 - Upstate New York
 - New Jersey
 - Connecticut
- TKC offers the best in Korean language programming
 - Exclusive broadcaster of SBS content direct from Korea
 - Korean dramas and talk shows
 - Local news and special programming
 - Sports programs- World Cup and Olympic Games

Program Highlights

- Award-winning TKC News Desk
 - Daily local news program
- Today's Business
 - Spotlight on local businesses
- TKC Sports News
- 2014 Sochi Winter Olympics
- 2014 World Cup Championship
- Entertainment game shows
 - *Star Junior* - Korea's popular version of "America's Idol"
- Fashion and Lifestyle programming
 - *Healing Camp*
 - *King of Fashion*
- Popular Korean dramas
 - *Chungdamdong Scandal*
 - *Pinocchio*
 - *My Love from the Star*

The Korean-American Market

- One of the fastest growing racial groups in the U.S.
- 46% population growth between 2000 and 2010 censuses, more than any other major race group
- Highest median HHI, average \$67,022
- Highest level of educational attainment: 50% BA or higher
- 17.3 million U.S. residents of Asian descent
- New York has the second largest population of Korean-Americans in the U.S.
- With unprecedented levels of demand for Korean language programming, TKC is reaching more audiences than ever before available through cable providers

(Source: 2010 U.S. Census Bureau)

Our Channels

Cablevision (iO)- Channel 1154

Long Island, NY
Rockland County, NY
Connecticut, NY
North Bergen County, NJ
Edison, NJ
Central NJ
Morristown, NJ
Seaside area, NJ

Time Warner Cable- Channels 76 & 1488

Manhattan, NY
Brooklyn, NY
Queens, NY
Staten Island, NY
Hudson Valley, NY
Westchester County, NY
South Bergen County, NJ

Reach Korean-American Viewers. Advertise on TKC.

- Cable Television Advertising
 - 20 and 30 second commercials on TKC
- Online Advertising
 - Web ads on tkctv.com
- Multi-Screen Advertising
 - Web ads on tkctv.com
 - 20 and 30 second commercials on TKC
- Custom Promotions
 - Ad campaigns with promotions, sponsorships, sweepstakes

A Partial List of our Advertising Clients

- McDonald's
- AT&T
- Verizon
- Bank of America
- Citibank
- Bank Asiana
- Flushing Bank
- HSBC
- J.P. Morgan Chase
- Nara Bank
- New Bank
- Central Intelligence Agency
- U.S. Census Bureau
- American Airlines
- Asiana Airlines
- Korean Airlines
- Caesar's Casino and Resort
- Foxwood Casino
- Mohegan Sun Casino
- BMW
- Buick
- Hyundai
- Kia Motors
- Mercedes Benz
- Toyota
- Volvo
- Con Edison
- Metropolitan Transit Authority
- Anheuser-Busch
- Bridgestone
- Chivas Regal
- Rolex
- Steinway Piano
- AXA Financial
- Metlife
- New York Hospital Queens
- Oxford Health Plan
- State Farm Insurance

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Any questions?