



Voice of the community

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Company Overview



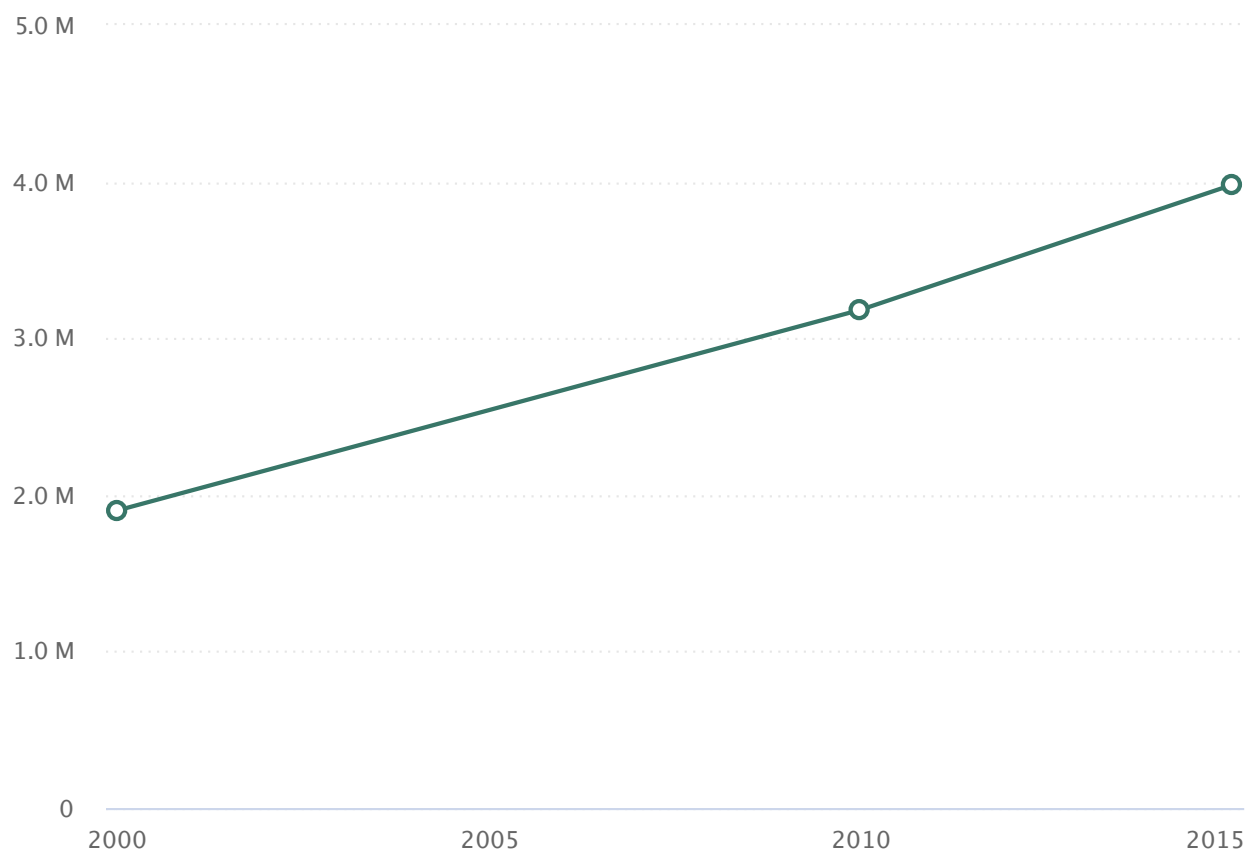
- Parikh Worldwide Media, the largest Indian-American and South Asian news publishing house in the United States, acquired ITV Gold in 2018.
- ITV Gold is the first-ever 24x7 cable TV channel in the US to deliver news about India, Indian-Americans and South Asians, since it was launched in 1985.
- The ITV Gold portfolio includes the signature program 'Vision of Asia' that the community is familiar with since 1976, when it was launched by founder of ITV Gold, Dr. Banad N. Viswanath, an entrepreneur and philanthropist. With this acquisition, Parikh Worldwide Media is now the #1 media house in the United States catering to the Indian and South Asian diaspora community.
- The New York City-headquartered Parikh Worldwide Media, with offices in Chicago, Bay Area, New Jersey, Mumbai, Bangalore and Ahmedabad, publishes the nationally circulated English weekly newspaper News India Times; regional English weeklies, Desi Talk in New York, and, Desi Talk in Chicago; as well as the Gujarati language weekly newspaper, Gujarat Times. It also publishes an online magazine, Indian American, and a bimonthly journal, U.S. India Global Review, which is affiliated to a think tank based in New York City, the Parikh Foundation for India's Global Development.
- Parikh Worldwide Media was founded by Padma Shri Dr. Sudhir Parikh, a renowned allergist, philanthropist, and decorated community leader.
- Broadcasts film, music, community news, serials, plays and other shows relevant to the South Asian Community.
- Produced original shows including news, community news, Business News, Entertainment, Cultural and Educational programs.
- Airs regularly scheduled programming in Hindi, English, Gujarati, and other regional languages.

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Indians in the U.S. Fact Sheet



Indian population in the U.S., 2000-2015



Note: Based on mixed-race and mixed-group populations, regardless of Hispanic origin. See methodology for more detail.

Source: 2000 and 2010 population estimates from U.S. Census Bureau,

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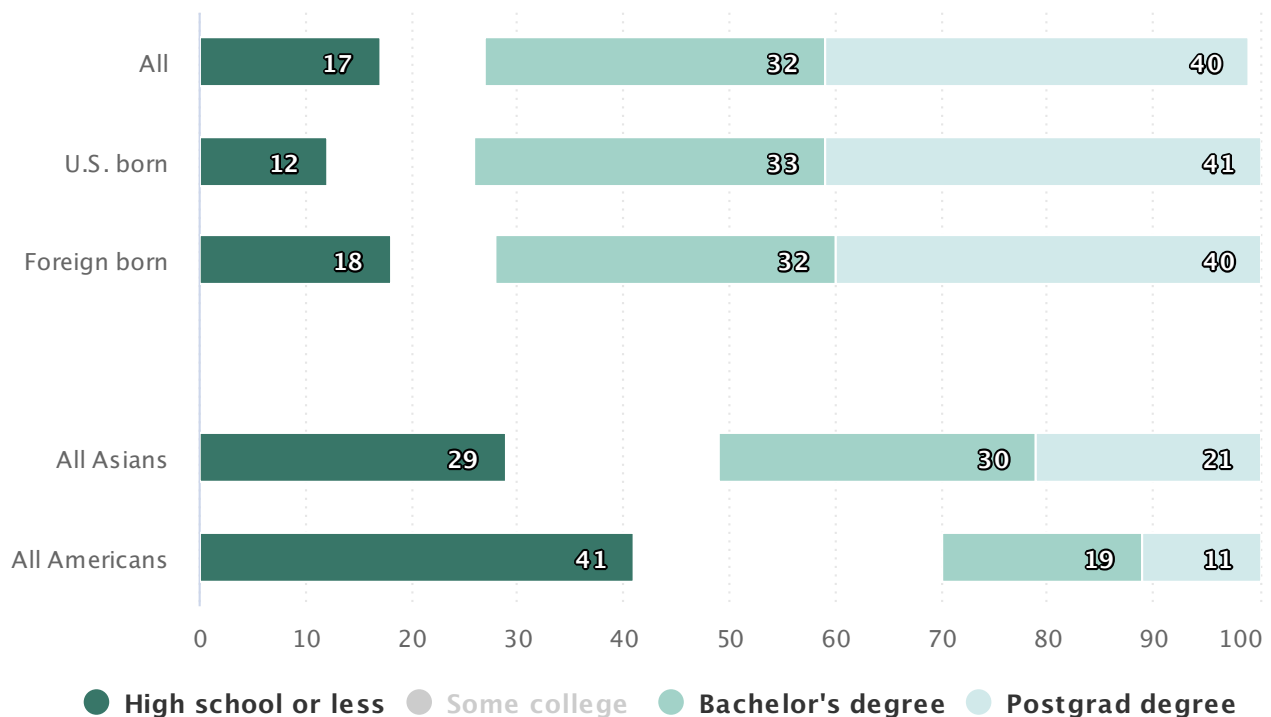
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Indians in the U.S. Fact Sheet



Educational attainment of Indian population in the U.S., 2015

% of those ages 25 and older, by educational attainment



Note: "High school" refers to those who have attained a high school diploma or its equivalent, such as a General Education Development (GED) certificate. "Some college" includes those with an associate degree and those who attended college but did not obtain a degree. Figures may not sum to 100% due to rounding. Figures for Indians and all Asians based on mixed-race and mixed-group populations, regardless of Hispanic origin. See methodology for more detail.
Source: Pew Research Center analysis of 2013–2015 American Community Survey (IPUMS).

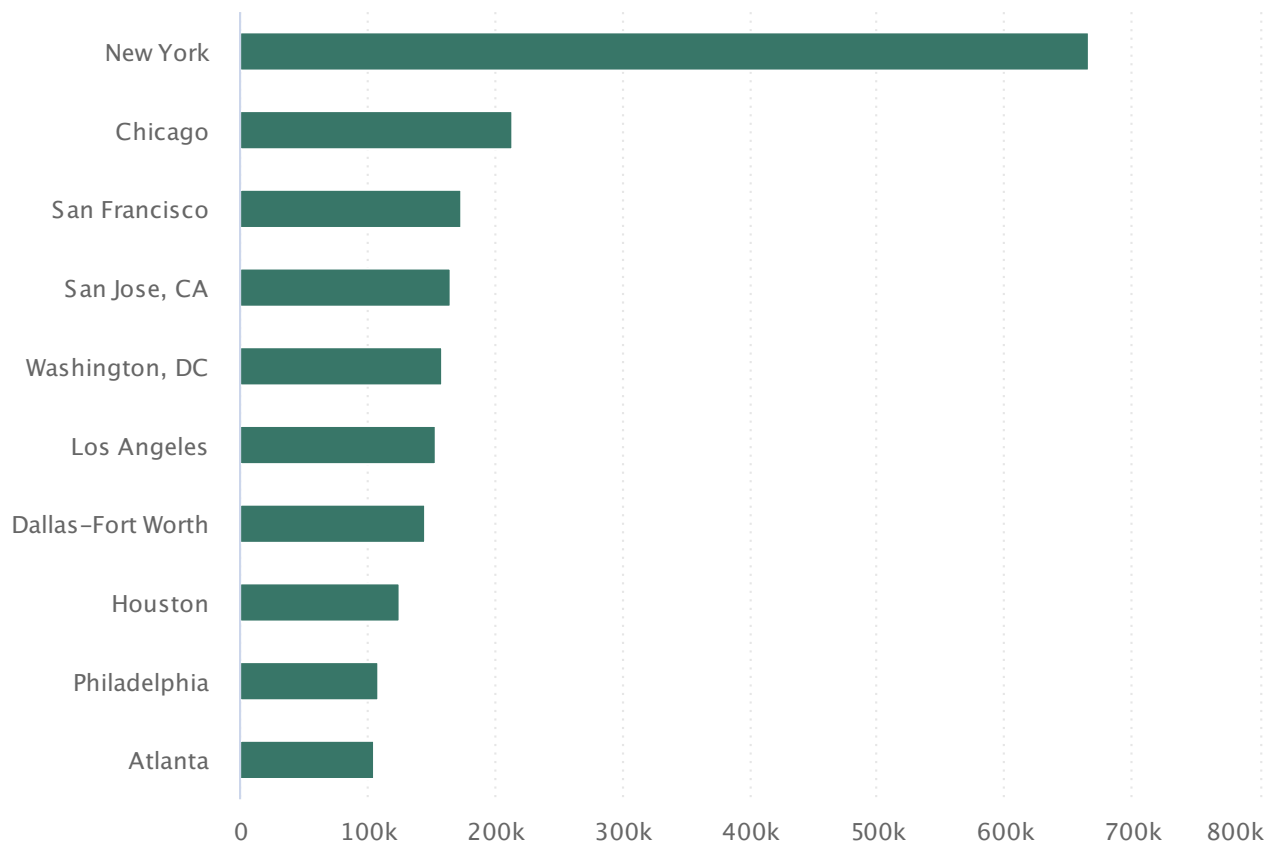
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Indians in the U.S. Fact Sheet



Top 10 U.S. metropolitan areas by Indian population, 2015



Note: Based on mixed-race and mixed-group populations, regardless of Hispanic origin. See methodology for more detail.

Source: Pew Research Center analysis of 2013–2015 American Community Survey (IPUMS).

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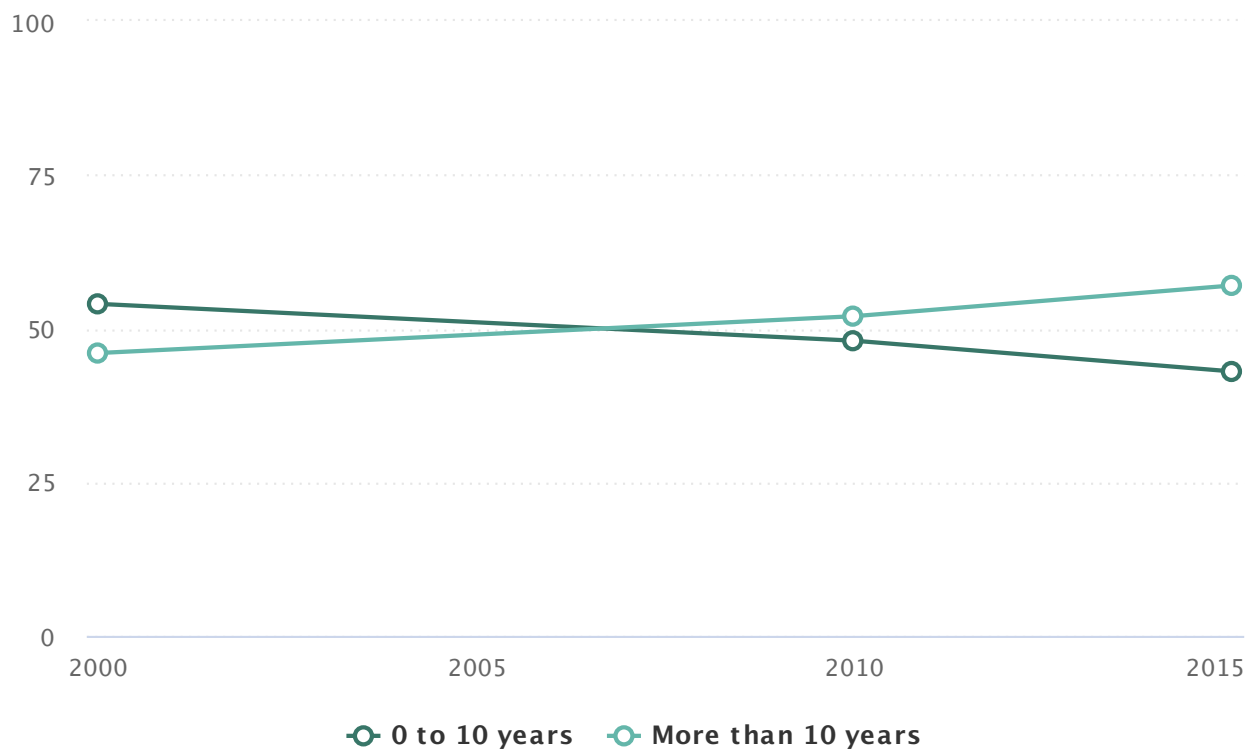
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Indians in the U.S. Fact Sheet



Length of time in the U.S. for Indian immigrants, 2000-2015

% of foreign-born population who have lived in the U.S. ...



Note: Figures may not sum to 100% due to rounding. Based on mixed-race and mixed-group populations, regardless of Hispanic origin. See methodology for more detail.
Source: Pew Research Center analysis of 2000 decennial census, 2008-2010 American Community Survey 3-year file, and 2013-2015 American Community Survey (IPUMS).

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Indians in the U.S. Fact Sheet



3.18 Million Asian Indians in the United States
With a combined disposable income of \$88 billion
An estimated annual buying power of \$20 billion

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Who are the South Asians in America?

Over 4.8 million South Asians live in the United States. The South Asian community in the United States comprises of individuals with ancestry from Bangladesh, Bhutan, India, Nepal, Pakistan, Sri Lanka, and the Maldives. The community also includes members of the South Asian diaspora – past generations of South Asians who originally settled in many areas around the world, including the Caribbean (Guyana, Jamaica, Suriname, and Trinidad & Tobago), Africa (Nigeria, South Africa, Uganda), Canada, Europe, the Middle East, and other parts of Asia and the Pacific Islands (Fiji, Indonesia, Malaysia, and Singapore).

The community is far from homogeneous; South Asians are not only diverse in terms of national origin, but also by virtue of possessing a variety of ethnic, religious, and linguistic characteristics. The community is comprised of individuals who practice distinct religions and speak different languages, yet share similar immigration histories. For example, South Asians practice Buddhism, Christianity, Hinduism, Jainism, Judaism, Islam, Sikhism, and Zoroastrianism. The most common languages other than English spoken by South Asians in the United States include Bengali, Gujarati, Hindi, Punjabi, and Urdu.

South Asians are also diverse in terms immigration and socioeconomic status. The majority of South Asians who live in the United States are foreign-born, with over 75% of the population born outside of the United States. South Asians possess a range of immigration statuses including undocumented immigrants; student and worker visa holders and their dependents; legal permanent residents; and naturalized citizens. With respect to employment, many South Asians have careers in the technology and medical fields; many within the community are also employed in lower-wage jobs as cashiers, taxi workers, and restaurant workers.

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ITV GOLD

Viewer Demographic Breakdown

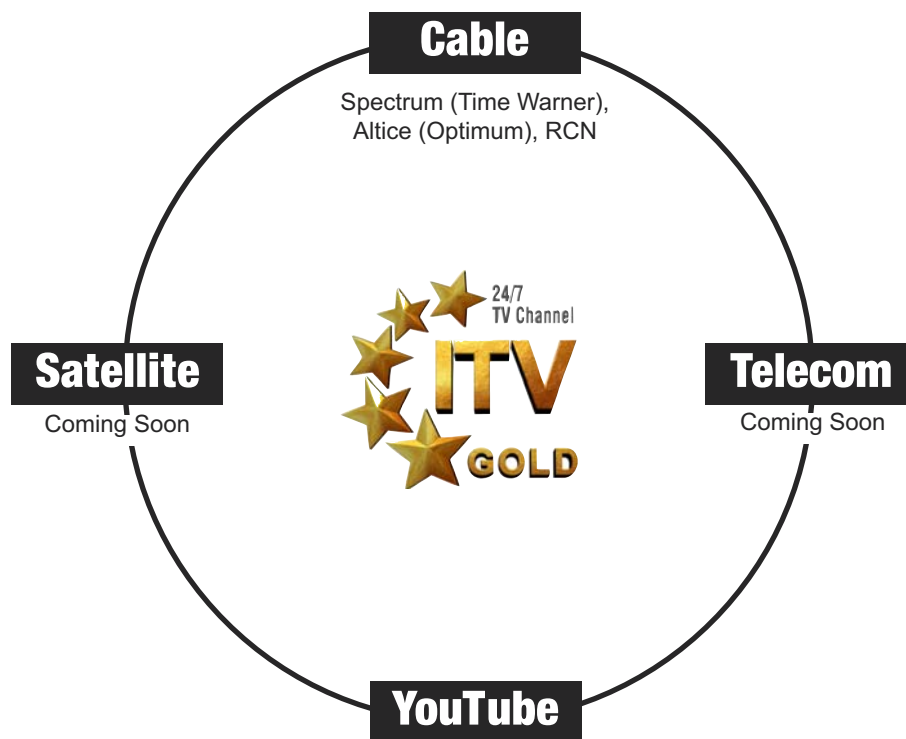
- Age Breakdown: 25-49 years (76%) 50 and above (25%)
- Gender: Male 52% Female 48%
- Marital Status: Married 80% Single/Students 20%
- Annual Income Levels: \$75K - \$130K (60%) Over \$130K (40%)
- Education Levels: Graduate School (60%) College Degree (40%)
- Languages Spoken: English, Hindi
- Home Ownership: 65%
- Household Size: Approximate 4 per household
- Residency: 90% (Citizens or Green Card Holders), 10% Foreign Students/Visitors.
- Ethnic Diversity Split: 75% Indians, 10% Pakistanis
15% Bangladeshi/SriLankan/West Indies

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ITV GOLD

Distribution in North America



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Why Advertise on ITV Gold?

- It is the longest running South Asian & Indo-Caribbean TV channel in the United States.
- Reaching 250,000 affluent viewers nationwide on Spectrum-Charter (Time Warner), Altice (Optimum) and RCN.
- Content: Hindi Movies, Dramas, News, Interviews, Live Call-in Shows, Community News, Medical, Immigration, Politics, Coverage of Special Events and Much More.
- ITV's target audience are South Asian & Indo-Caribbean communities, who happen to be socio-economically some of the strongest ethnic groups in the United States, it is a natural choice for advertisers to use it as a platform.

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Advertising Rates:

WEEKLY	15 Seconds	30 Seconds
2 spots a day	\$150	\$300
4 spots a day	\$300	\$450
6 spots a day	\$400	\$800
8 spots a day	\$450	\$900
10 spots a day	\$600	\$1000
12 spots a day	\$700	\$1300
14 spots a day	\$800	\$1500
MONTHLY	15 Seconds	30 Seconds
2 spots a day	\$300	\$500
4 spots a day	\$500	\$900
6 spots a day	\$750	\$1,300
8 spots a day	\$900	\$1,700
10 spots a day	\$1,100	\$2,100
12 spots a day	\$1,300	\$2,500
14 spots a day	\$1,600	\$3,000

PLACEMENT : 50% PRIME TIME & 50% RUN-OF-STATION

RATES AVAILABLE ON REQUEST FOR 60 SEC SPOTS, INFOMERCIALS, SPONSORSHIPS AND INDEPENDENTLY PRODUCED COMMUNITY BASED PROGRAMS.

We reserve the right to refuse or cancel an advertiser's order and assume no liability for the contents of the commercial.

NOTE: The above rates are NET and not inclusive of agency commission.

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Tech Specs:

Advertising content must meet broadcasting standards of the USA.
If you have any questions please contact us.

Specification for supply of commercial material on tape/digital.

Tape format is Mini DV, DV Cam and Betacam SP.

PAL or NTSC are accepted.

DVD format is also accepted.

Audio is mono tracks 1 and 2.

Commercial should start at one minute into tape. Include backup copy on same tape.

A countdown clock with identifying information should precede each commercial.

Duration and title should be clearly noted.

Tapes must be provided 2 weeks prior to air date.

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