

NETWORK OVERVIEW

THE ASIAN AMERICAN MARKET:

- 4.8% of U.S. population (14 million Asian Americans in U.S.)
- 85% speak English fluently
- \$397 billion in buying power
- Highest HH income, education of any ethnic group in U.S.

KEY DEMOGRAPHIC STATISTICS:

- Asian Americans (first and second generation)
- A 18-34, A 18-49, A 25-54
- 45% male, 55% female
- Median HH income: \$63,900
- Median age: 34

AZN TELEVISION DISTRIBUTION:

- 14 million subscribers
- Single feed network
- Only national basic cable network delivering the Asian American audience

PROGRAMMING STRATEGY:

- Landmark production partnership with the NBA
 - *NBA Timeout*
 - *Yao in the NBA*
- Exclusive Asian films and rights to some of Sony Pictures Classics's most notable and recent Asian films
- The hottest Korean and Chinese dramas
- Anime and music videos
- Original programs in English produced specifically for an Asian American audience
- Same day satellite news from Asia

Source: U.S. Census Bureau, 2004 Interim Projections and Nielsen Media Research Universe Estimates, 2005-2006

