

Sony Entertainment Television Asia



There's something for every family member at SET Asia.



Sony Entertainment Television - Asia

The Sony brand name is known for quality programming worldwide while offering the competitive edge in the global market place.

- One of the most successful South Asian channels in the world, present in over 150 countries
- Launched in the US market in October 2000
- Unparalleled reach nationwide – Over 1 million viewers
- Live, real time broadcast signal to US market



SET Platform

Drama, Reality, Comedy, Thrillers, News, Award Shows, Music, Bollywood blockbusters and more!



SET - A Hindi-language channel providing a multitude of high-quality, family-based entertainment for members of every generation. Programs includes family dramas, action-packed thrillers, lifestyle programs, game shows, live concerts and talk shows. Sony Entertainment Television Asia also offers a variety of cricket matches.



SET MAX - a Hindi-language channel is one of the top rated movie and events channel in India. SET Max brings you the biggest and the best of Bollywood movies in their weekly specials "Maha Movies," "Super Cinema," and "Mera Movie." You can also see the latest Hollywood blockbuster movies dubbed in Hindi on "Promise Hollywood Hungama."



SAB - is the first pure standalone comedy based channel in Indian television history. From comedy and dramedy to reality shows and dramas, SAB continues to explore fresh themes and genres that make the audience sit-up and smile, and in many cases implore them to indulge in appointment viewing.



Aath - of Sony is the first and only dedicated Bengali movies channel in India. It has a collection of more than 1,000 contemporary and classic movies and telefilms of various genres such as romantic, [action](#), crime, comedy, drama, horror, and literature.

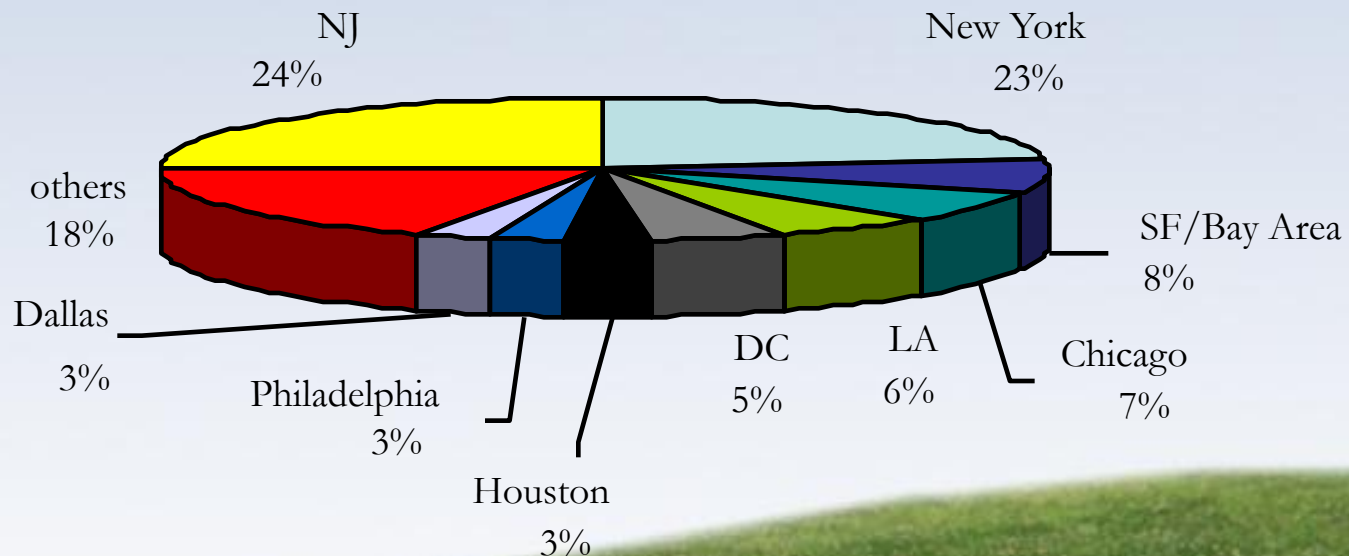


South Asian Demographics

South Asians are among the fastest growing ethnic group in the US

- High per capita income; median income of \$66,000
- Estimated purchasing power exceeds \$50 billion
- The overall growth of South Asians in the US has been at a rate of 105.9% from 1990-2000, with this number expected to increase exponentially

US South Asian Population breakdown *



*Source: US Census 2005 and Little India

SET Distribution

SET is available Nationally on major cable networks in the country...

- Dish Network
- Comcast
- Cablevision
- Time Warner
- Verizon
- AT&T
- Cox Communications
- San Bruno Cable Company
- Bright House Network
- En-Touch System
- TV Desi (IP TV)



SET Programming

SET's Programming is based on novelty, variety and quality aimed to provide viewers with an enhanced and relatable television viewing experience which brings '*hope and happiness*' to the life of our Viewers.

TOP SET Shows

- Kaun Banega Crorepati
- Indian Idol
- Jhalak Dikhla Jaa
- Femina Miss India
- Comedy Circus
- Mahi Way
- Filmfare Awards
- Boogie Woogie
- And much more....



Major Advertiser Portfolio

Airtel
All State
All Voi
Aloha – USA
Amantel.com
Art Karat
Bemalife
Big Picture Cinemas
Census
Cheap O Air
Citi Bank
Emirates
Etihad Airways
Gits

Gopi Foods
Hope Medical Institute
ICICI
Kawan
Krispy Foods
Kuwait Air
Laxmi
Lufthansa
Malani Jewelers
Met Life
Nationwide
New York Life
Novartis
Prem Jyotish

Raza.com
Saavn
State Farm
Tata
Tea India
Tilda
Unilever
UTV Communications
Vonage
Walmart
Western Union
Xaviers University
Xoom.com
Yash Raj Films



And much more.....

Rate Card

Time (EST)		<u>10 secs</u>	<u>20 secs</u>	<u>30 secs</u>	<u>40 secs</u>	<u>50 secs</u>	<u>60 secs</u>
9:30 AM	7:00 PM	\$90.00	\$130.00	\$170.00	\$210.00	\$250.00	\$290.00
7:00 PM	12:00 AM	\$120.00	\$200.00	\$280.00	\$360.00	\$440.00	\$520.00
12:00 AM	9:30 AM	\$75.00	\$100.00	\$125.00	\$150.00	\$175.00	\$200.00
9:00 PM	10:00 PM	\$150.00	\$250.00	\$375.00	\$475.00	\$550.00	\$625.00

•Fixed spots will be charged at an additional 25%



Summary

- Reach an affluent and active audience nationally in real time
- Preeminent Programming in the South Asian market
- Home of Biggest blockbusters and Events
- Opportunity for on-ground and on-air sponsorships
- Attractive packages for bulk buys and multi-channel exposure (SET Asia, MAX, SAB & AATH)



Thank you !

<http://www.setasia.tv/en-us/>

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