



价值定位：我们自 2007 年创立以来的使命就是给华人社区提供最棒的网络广播娱乐和资讯

- 服务美国境内的每一个华裔家庭
- 美国每个地区，州，和城市的 410 万华裔人士
- 美籍华裔的购买力：在 2017 年达到 每年一万亿美元（根据 Nielsen 数据）
- 美国增长最快的移民族裔，70%是华人后代
- 免费收听。不需要登记，订阅，零支出
- 24 小时 7 天不间断的国语和粤语流行音乐
- 广告全部是英文，不需要翻译或根据族裔改编广告
- 任何智能设备，电脑，平板电脑，或手机应用都可以在在网上 24 小时收听
- 美籍华裔人群在任何设备上都比总体普通人群花 20%更多的时间来获取娱乐和新闻资讯（根据 Nielsen 数据）
- 我们没有竞争者。没有美国的主流媒体公司的卫星或地面竞争对手（比如 SiriusXM, iHeart Radio, CBS, Cumulus, TV)
- 我们的管理团队在电台广播运营方面有超过 150 多年的总和和经验
- 为客户全面定制的经济型广告价格计划
- 我们在全球其他市场有 400 万讲英文的华人听众
- 我们的收听量可以从 Google Analytics, Quantcast, GoSquared, ShinyStat 找到

更多完整的定制计划或私人会议和演示，请联系史蒂夫。

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VALUE PROPOSITION: Our Mission is to provide unique entertainment and information to the Chinese-American community (since 2007)

- Potential to reach every Chinese-American household in the U.S.
- 4.1 Million Chinese-Americans in U.S. from every region, state, and municipality
- Asian-American buying power: One Trillion Dollars annually by 2017 (Nielsen)
- Asians are fastest growing U.S. immigrant group, 70% culturally/ethnically Chinese
- Exclusive 24/7 Format of Pop Contemporary Chinese (Mandarin-Cantonese) music
- Announcements and commercials are in English, no “ethnic” campaign, translation, or production necessary
- Available streaming online-only 24/7 via any smart device, computer, tablet, and customized phone app (iPhone, Android, Windows, Blackberry)
- Chinese-Americans spend 20% more time on devices for Entertainment, News, and Information than general population (Nielsen)
- Competition? None. No satellite or terrestrial competitors from any major American media company (i.e. SiriusXM, iHeart Radio, CBS, Cumulus, TV)
- Free. No registration, subscription, or cost to listen
- 150+ years combined expertise in radio broadcasting from management team
- Every advertising and promotional campaign is fully customized for every client
- Global market includes another 4 million Chinese in English-speaking countries
- Listener statistics available from Google Analytics, Quantcast, GoSquared, ShinyStat

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