



## What is Chinamerica Radio?

Since 2007, Chinamerica Radio is a one of a kind 24/7 Chinese Pop music station featuring the best contemporary Mandarin & Cantonese hit music. We are exclusively an online radio station. No AM or FM affiliations. You can hear the newest Chinese artists here, day or night, anywhere in the United States. Because we're Internet-based, you also get the world at no extra cost! Why online? According to Nielsen Research, the Asian-American population spends 20% more time on the Internet or Smart Devices for Entertainment, News, and Information than the general population. So, we put our radio station where our audience spends a lot of their time, at their fingertips on their favorite smartphone, device, or computer.

## Why Chinamerica Radio?

No major American media group programs any pop-Chinese music for the fastest growing immigrant group in the United States, Asians. There are already 15 million persons identifying culturally as Chinese in the United States, living in every state, not just big cities. Potentially, Chinamerica Radio can reach all of them, online, wherever they are. We are unique. We are free. No registration or identification required. Chinamerica Radio presents our announcements, commercials, and interviews in English. Only the Music is Chinese. Our Chinamerica Radio audience consists of young-adult working professionals from across the United States and around the world. Although our listeners have a strong relationship with their heritage, it is not necessary to have Chinese as a first language to enjoy our station. Because they are the fastest growing demographic in the US, our Chinamerica Radio potential listener base multiplies every month.

## Who is Chinamerica Radio?

Chinamerica Radio has been broadcasting since 2007 from New York City, the most ethnically diverse city in the United States. Our owners and employees have over 200 combined years of radio experience. Because our operation is in the Greater New York metropolitan area, we actively participate in Civic, Social, Cultural, and Artistic events throughout the region. However, as an online station, we have listeners all over the world. Wherever there's a Chinese population, you'll find potential Chinamerica Radio listeners. We are privately owned and not affiliated with any media group or government.

