



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

- Potential to reach ANY CHINESE-AMERICAN HOUSEHOLD in the U.S.
- 5.1 MILLION CHINESE-AMERICANS in the U.S. from every region, state, and municipality
- Asian-American buying power: ONE TRILLION+ DOLLARS ANNUALLY by 2024 (Nielsen)
- Asians are the fastest-growing immigrant group, 70% culturally/ethnically Chinese
- Exclusive 24/7 Format of Pop Contemporary Chinese (MANDARIN-CANTONESE) MUSIC with ANNOUNCEMENTS AND COMMERCIALS 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)
- Chinese Americans spend 25% MORE TIME ON DEVICES for Entertainment, News, and Information than the 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
- 200+ YEARS of combined expertise in radio broadcasting from the management team
- ADVERTISING and promotional campaigns are FULLY CUSTOMIZED for every client
- Our GLOBAL MARKET includes another four million+ Chinese in English-speaking countries
- Listener METRICS available from Google Analytics, Quantcast, ShinyStat

Contact us 718-729-1962      [sales@chinamericaradio.com](mailto:sales@chinamericaradio.com)