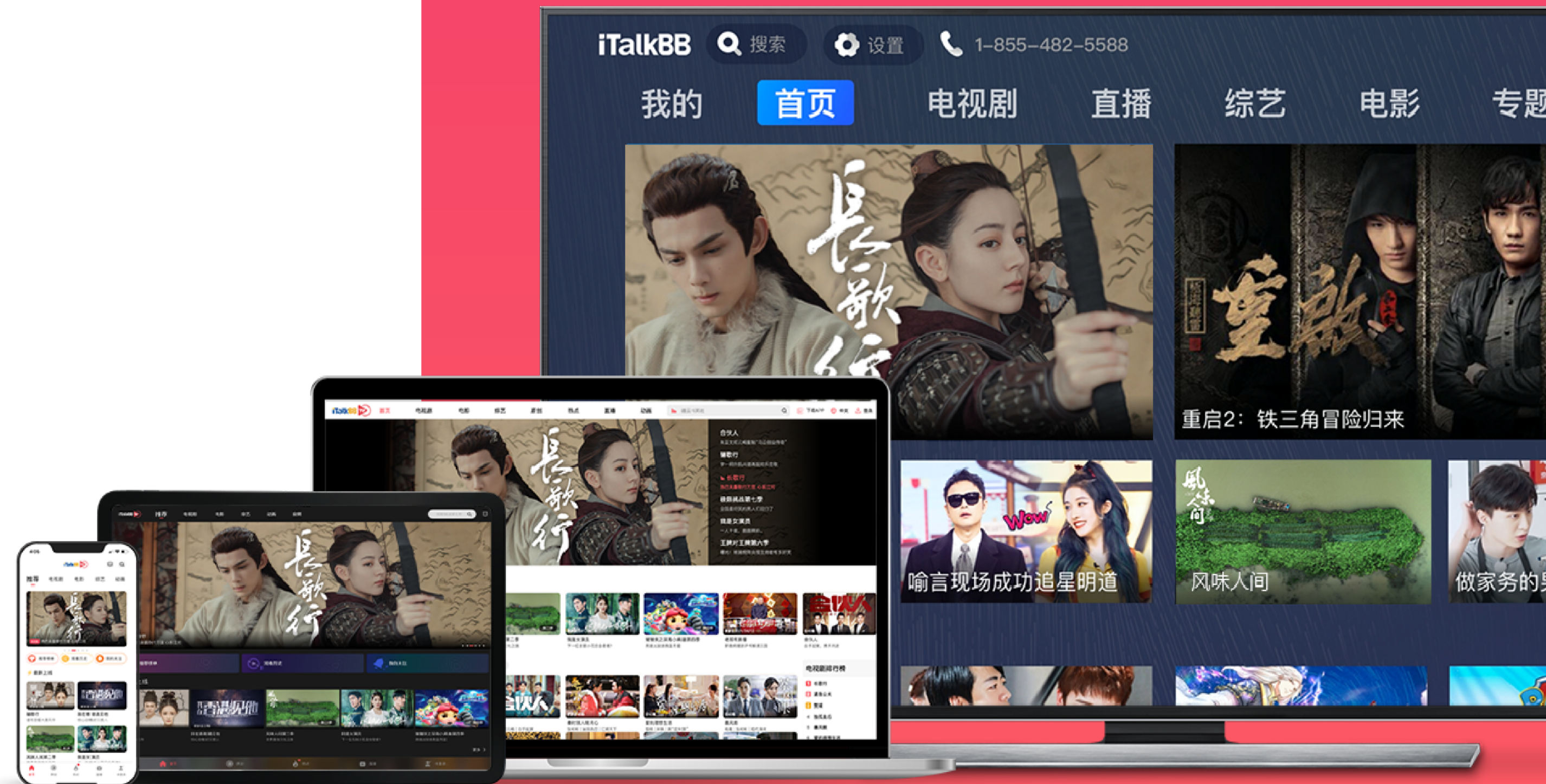


# iTalkBB Media

Bridge Your Brand with Chinese Speaking Audience

## 2023 Media Kit





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## COMPANY OVERVIEW

Connects your **target audience** with the leading provider of **Chinese-language** entertainment in North America.

Organized in 2013, iTalkBB Media, Inc. (“iTalkBB Media”) is a marketing firm that offers advertising services and integrated marketing solutions in North America.

As a member of the iTalk Group of Companies, iTalkBB Media has the exclusive advertising rights for placement of advertising on its affiliate companies’ Chinese language platforms- the **iTalk TV Platforms**.



COMPANY OVERVIEW

## Mission

To connect brands with Chinese consumers in North America by leveraging the in-language entertainment and livestream on iTalk TV platforms.

## Vision

Be the best top-down marketing funnel for brands to reach the Chinese American market.





COMPANY OVERVIEW

**2000+**

Successful Campaigns Delivered

**300+**

Brands and Agencies Collaborated

**500M+**

Ad Impressions Served Every Year

## iTalk TV Platforms

The leading provider of  
Chinese **In-language** Entertainment  
in North America

**2.6M**

User Base

**650K**

Monthly Active Users

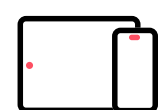


iTalk TV Platforms

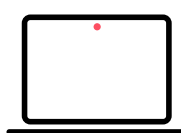
# Omni Channel Streaming



**Set-Top-Box**  
(Connected TV)



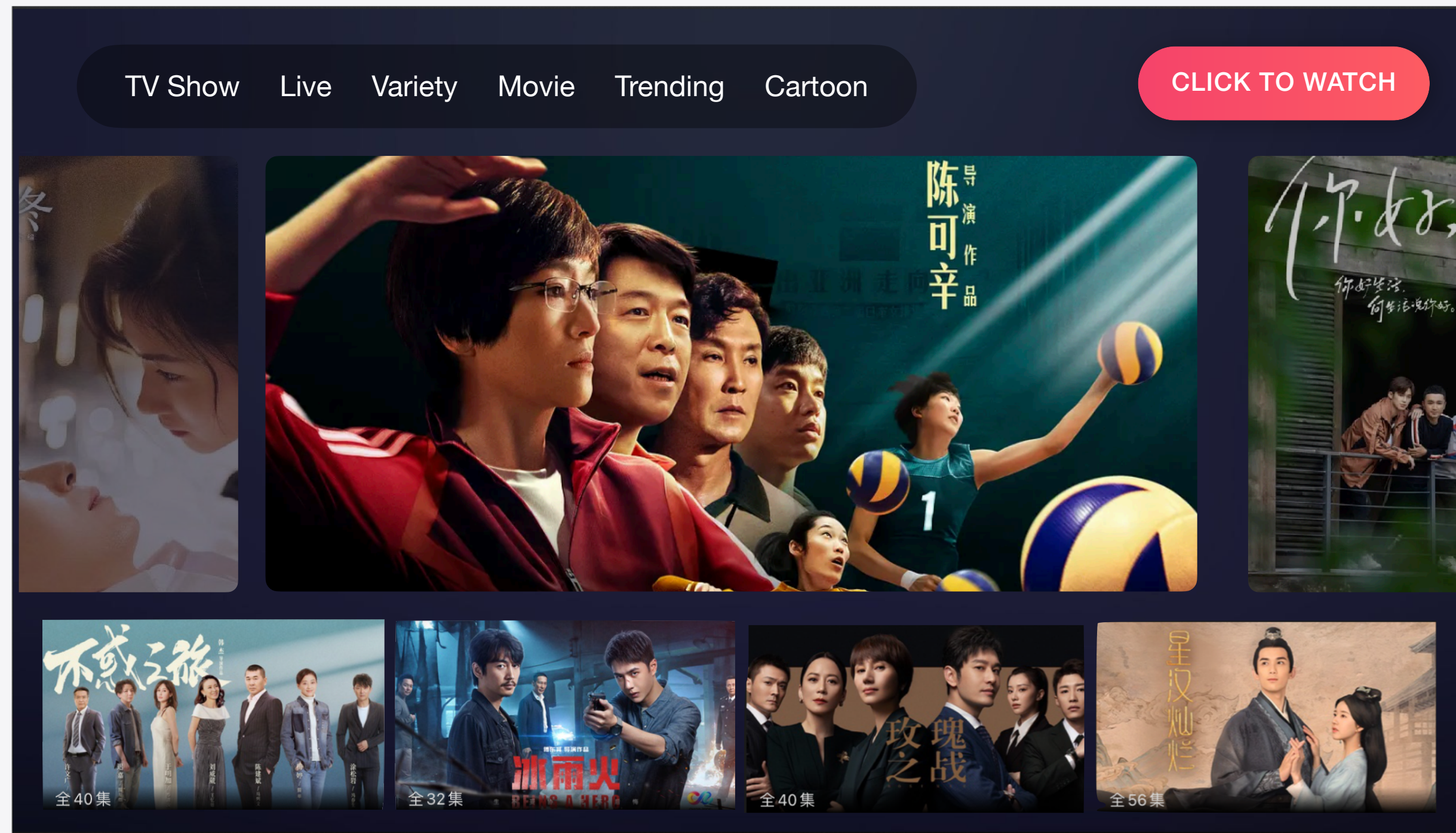
**Mobile Apps**  
(iOS & Android)



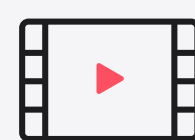
**Desktop**  
(Website)



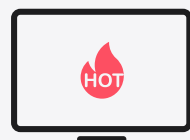
# Chinese In-Language Content



Trendy Dramas



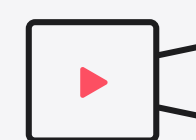
Blockbuster & Classic Movies



TV Variety Shows



30+ Live Chinese Linear Channels



Original Videos



Animes

# AUDIENCE STATISTICS

**100%**

Chinese Ethnic Audience Base

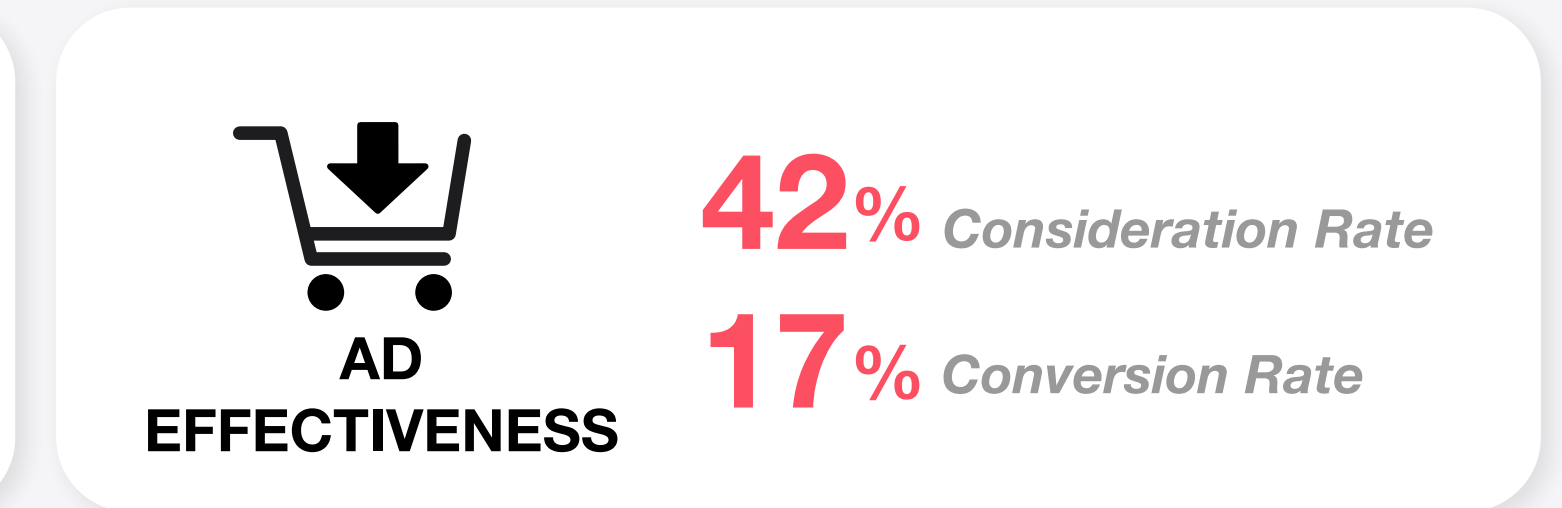
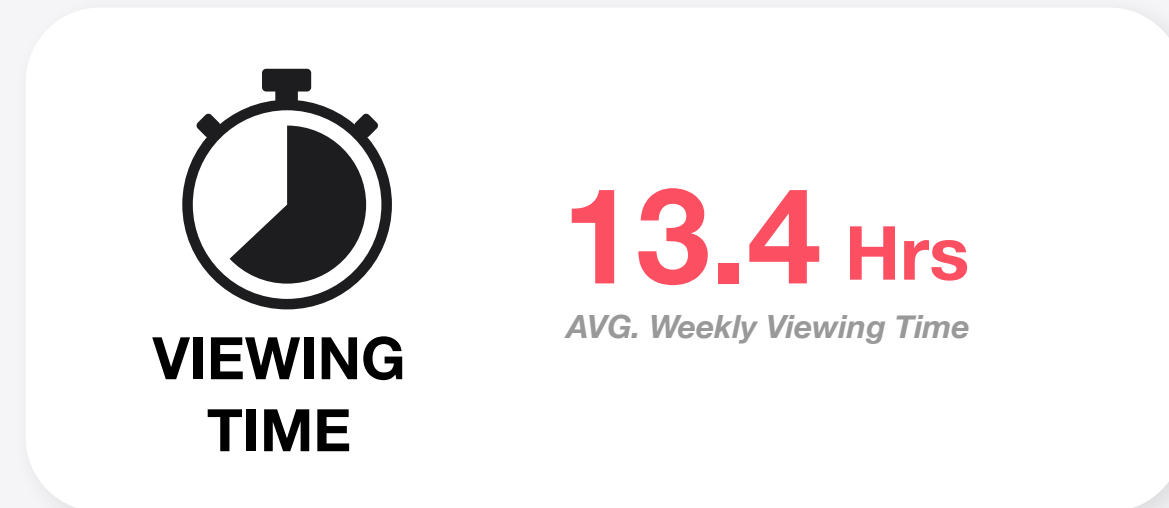
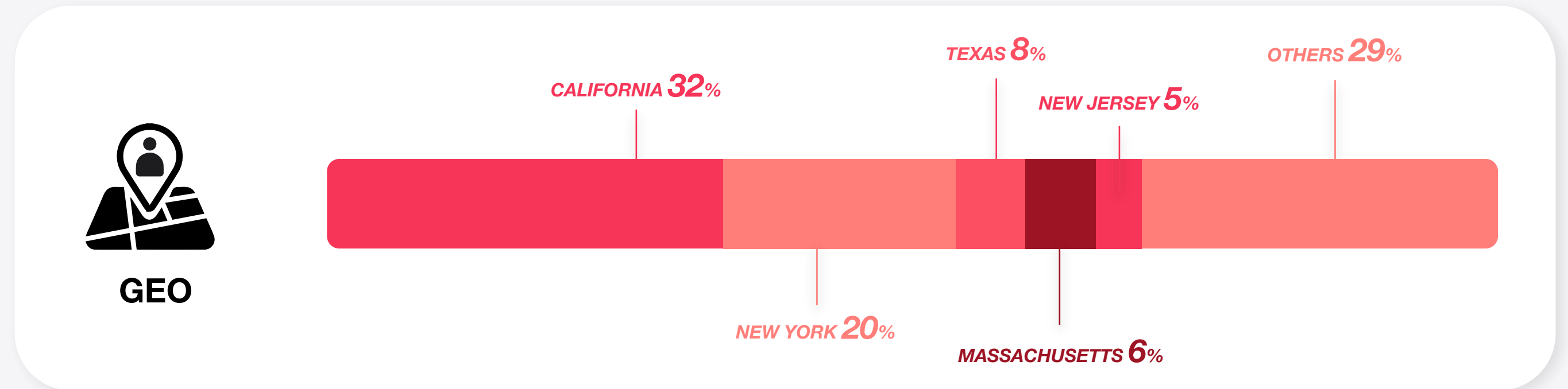
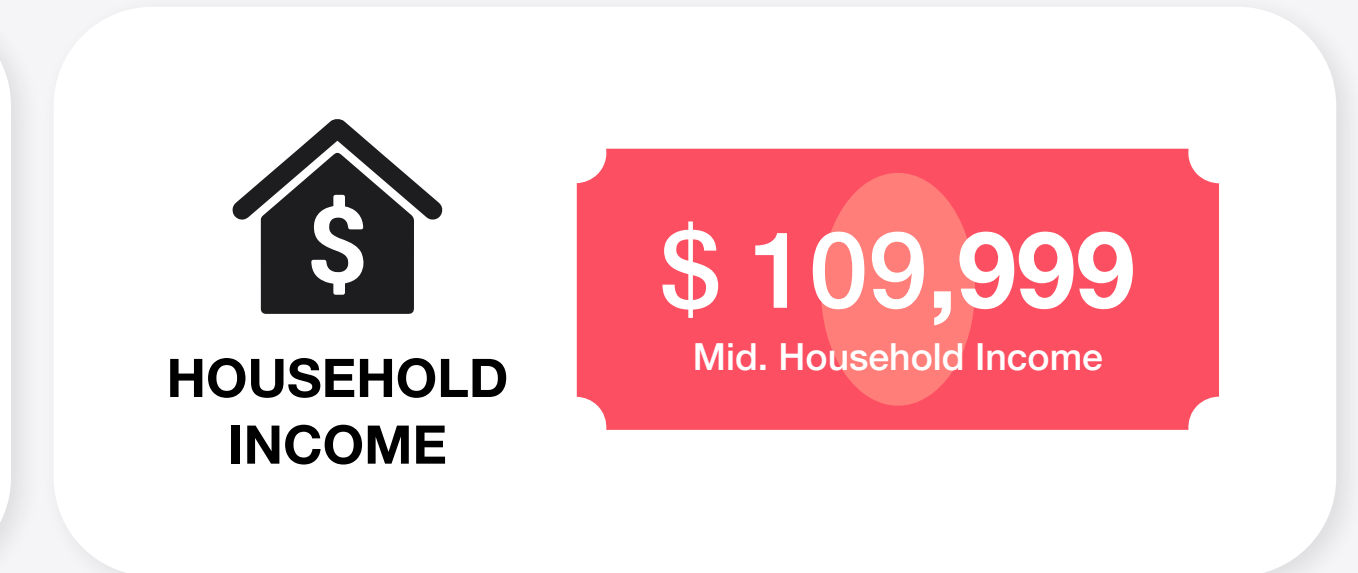
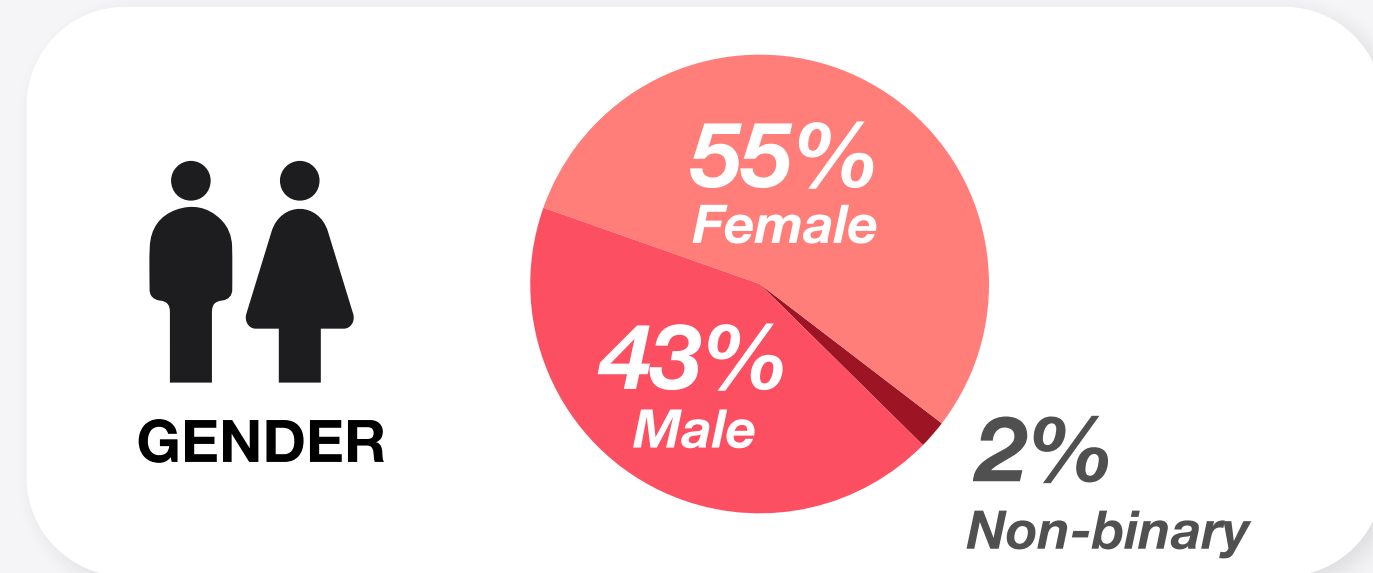
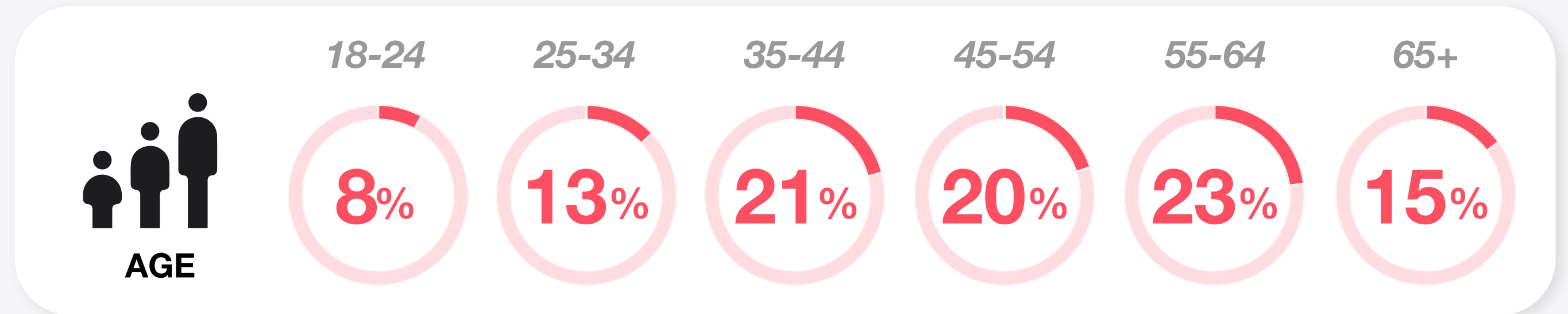
**99%**

Of Audience Speaks Chinese as the primary language



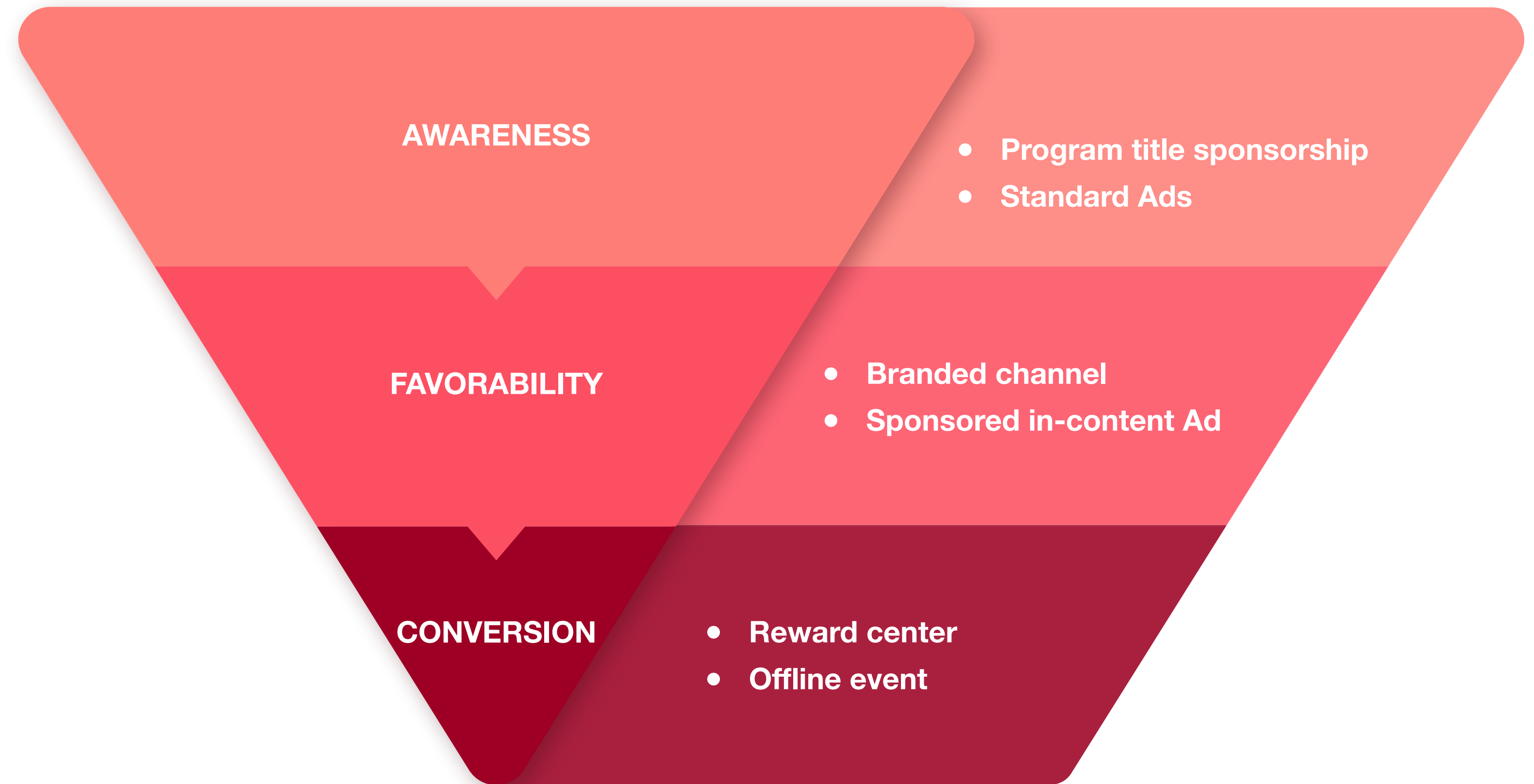
AUDIENCE STATISTICS

# Viewership



# SOLUTION

# FULL FUNNEL SUCCESS



# METHODOLOGY



Powered by  
**Google Ad Manager 360**

## Programmatic Deals

Programmatic guarantee  
Prefer Deal

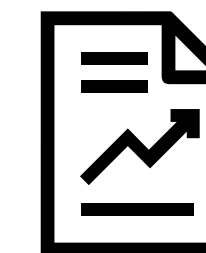


## Targeting Capability

Geo  
Program  
Program Category



Tracking Available  
with **1x1 tags**

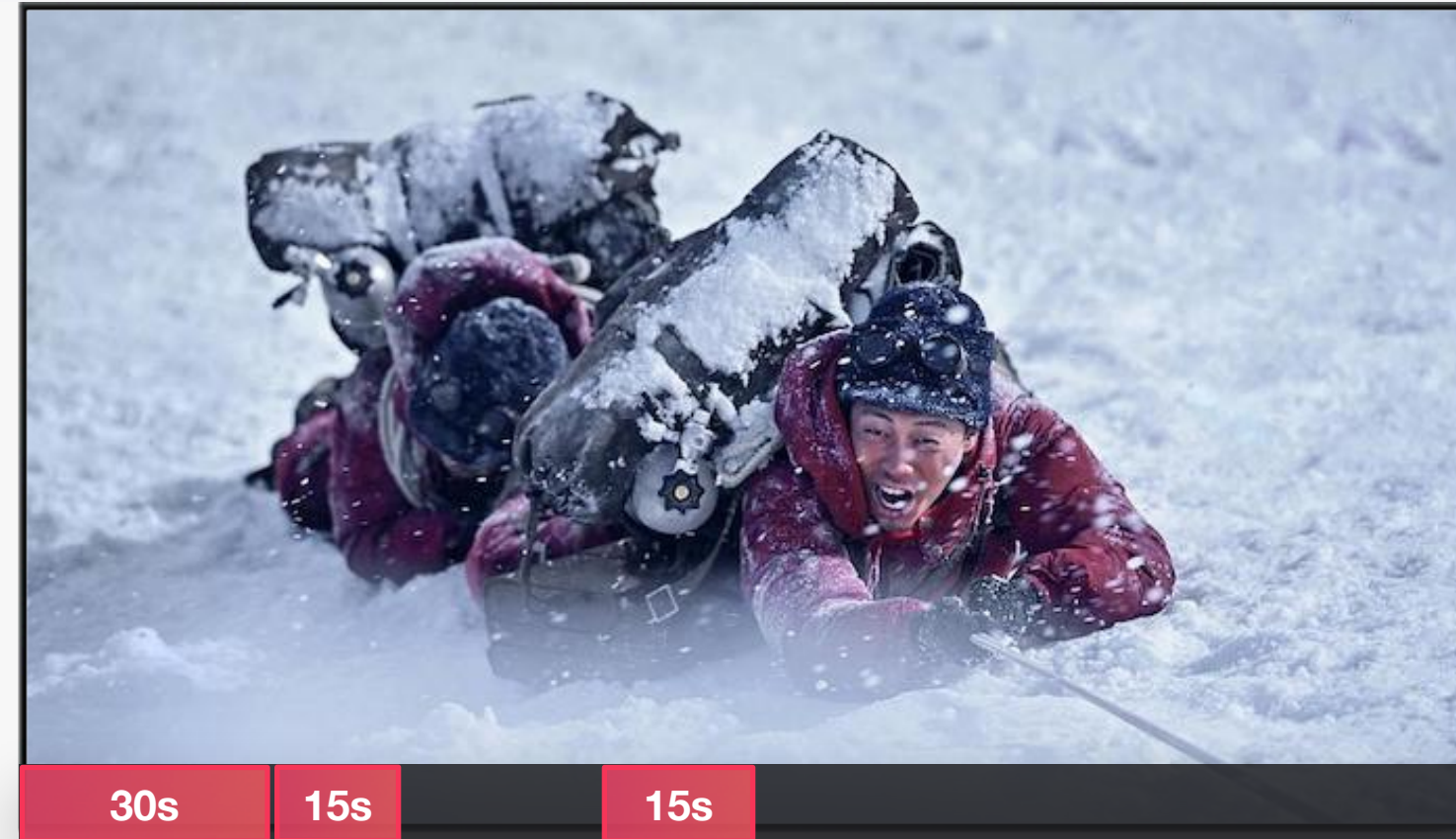


## Reporting

STANDARD AD PRODUCTS

# Video Ad

TV Commercial (TVC)



**Pre-roll**  
2 Spots,  
Max. 45s

**Mid-roll\***  
1 Spot  
Max. 15s

**TV Program**

**92%**  
Completion rate

**98%**  
Viewability



Duration  
**30s / 15s / 6s**

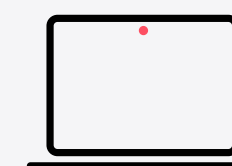


**Non-Skippable**



**Clicks Available**

Available on:



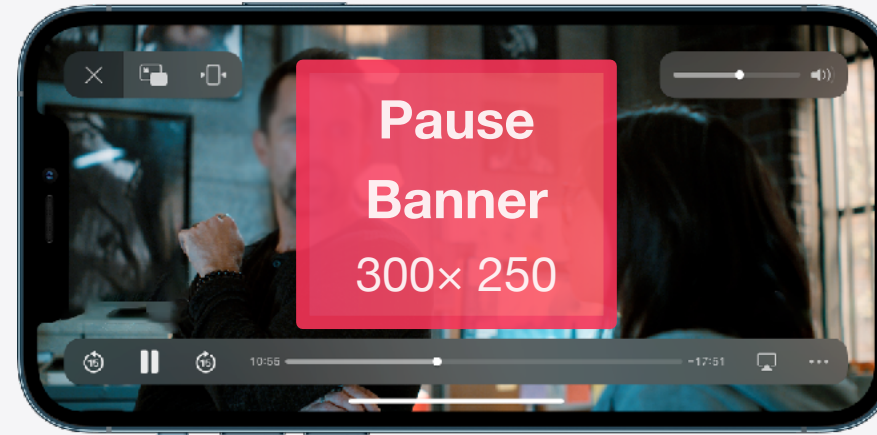
Best to increase  
**Brand Awareness**

\* The Mid-Roll Video ad is only available on the mobile apps and website

STANDARD AD PRODUCTS

# Display Ad

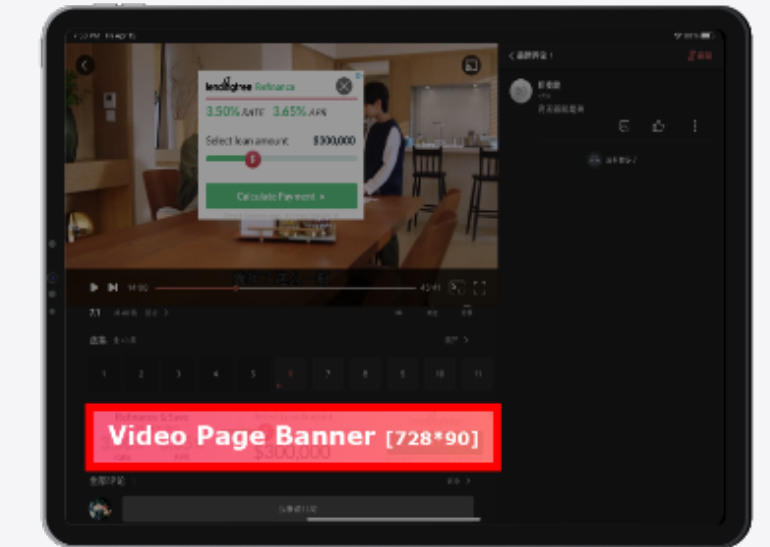
Various Banners



Pause Banner



Homepage Banner



Program Page Banners



Static & GIF

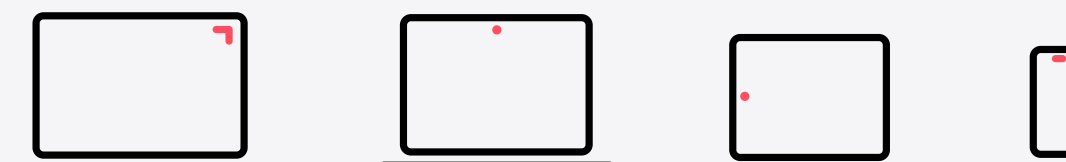
## Most Popular Static Sizes in the Industry

300x250 / 728x90 / 160x600 / 320x50...



Clicks Available

Available on:



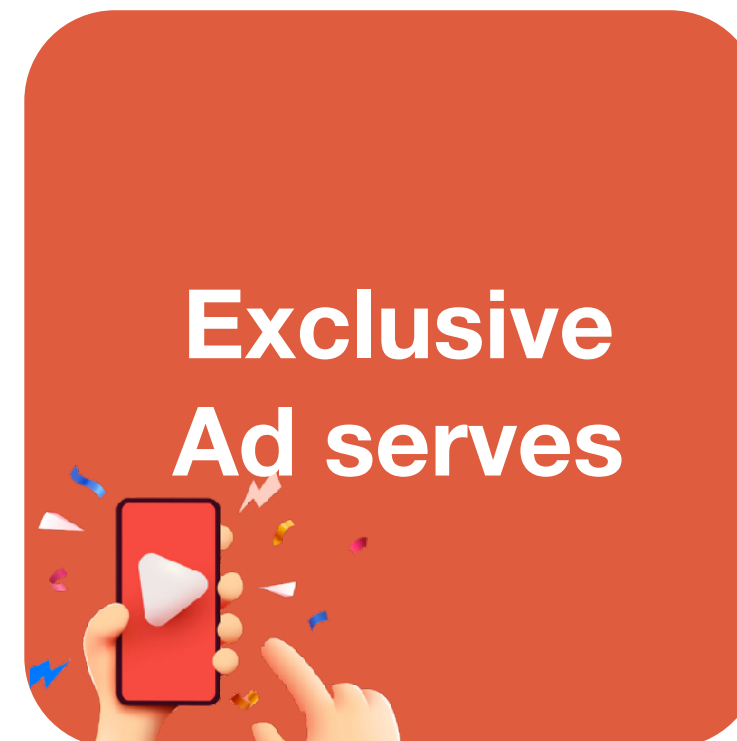
Best to increase  
**Brand Awareness**

PREMIUM AD SOLUTION

# Program Title Sponsorship



Available Programs:  
Spring Festival Gala, Drama, Variety Shows



Package include ad products listed:

- Video Ad: 2 positions of pre-roll TVC
- Display Ad: Pause Banner, Homepage Sticky Banner\*, Program Page Banner, Pop-up Banner\*\*, Overlay Corner Banner\*\*
- Native Ad: Organic Content Ad



Multi-channel Promotion Add-ons

- Email Newsletter
- WeChat Sponsored Posts
- App Push Notifications

Best to reinforce  
**Brand Recognition**

PREMIUM AD SOLUTION

# Program Title Sponsorship

## Case Study: Spring Festival Gala



The most-watched CCTV Lunar New Year Spring Festival Gala Show, iTalk TV Platforms' largest annual campaign, was sponsored by 4 brands collectively. According to historical data, viewers spend nearly 40% more time watching iTalk TV Platforms during the Lunar New Year holiday season. [READ MORE >](#)

**450K** TVC Impressions Generated In 7 Days

PREMIUM AD SOLUTION

# Sponsored In-Content Ads

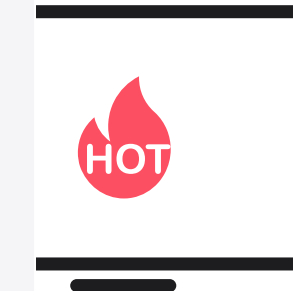
**Seamless**  
Ad Insertion  
**within**  
the Program

**Zero**  
**Interruption**  
Ad Experience

**Post-Production**  
**AI Technology**



**Target Audience Matching**  
By **age, behavior, and more**



**Premium**  
**Shows**  
**Selection**

**Insert Once,**  
Last **Beyond**  
**Campaigns**

**Multi-channel**  
**Promotion**  
**Add-ons Available**

**Best to increase**  
**Brand**  
**Favorability**

PREMIUM AD SOLUTION

# Sponsored In-Content Ads

## Case Study: Lexus



Lexus' Drama Entitlement Sponsorship Campaign has created an exceptional immersive ad-viewing experience by implementing In-Content Ads that deepened Lexus' brand recognition.

[READ MORE >](#)

**5 Million** Total Impressions Generated In 2 Weeks

PREMIUM AD SOLUTION

# Trending Channel Sponsorship



**Teaser Insertion**

Pre-Content or Post Content

**Flash Brand  
Spotlight**

Logo or QR Attachment



**Overlay CTA Button**

SPONSOR  
LOGO

LOGO

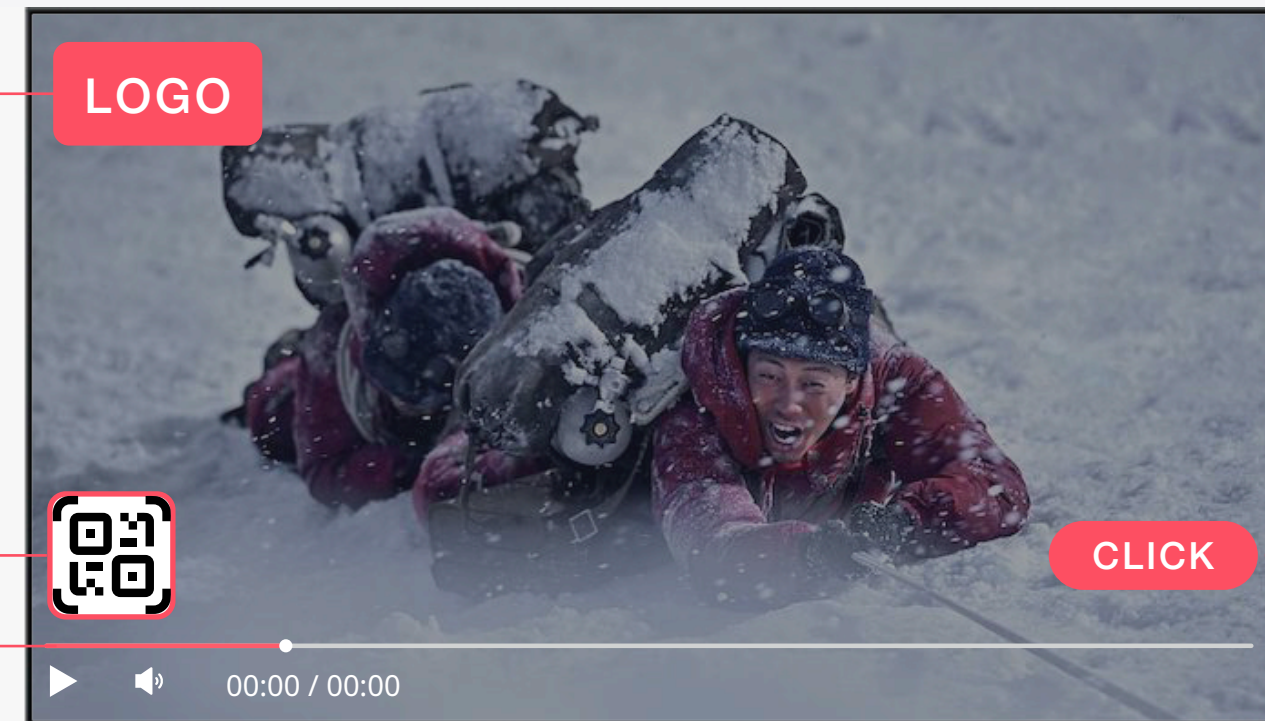
SPONSOR  
QR CODE



10s TEASER

CLICK

CTA BUTTON



**Sponsored Message  
in Description Box**

**Monthly  
Unlimited Videos  
in Selected Channel**

**Best to reinforce  
Brand  
Recognition**

Customized  
Content  
Curations

Brand-Produced  
Video Content

House Production  
Available

20

Videos Capacity  
per channel

PREMIUM AD SOLUTION

# Branded Channel



30s

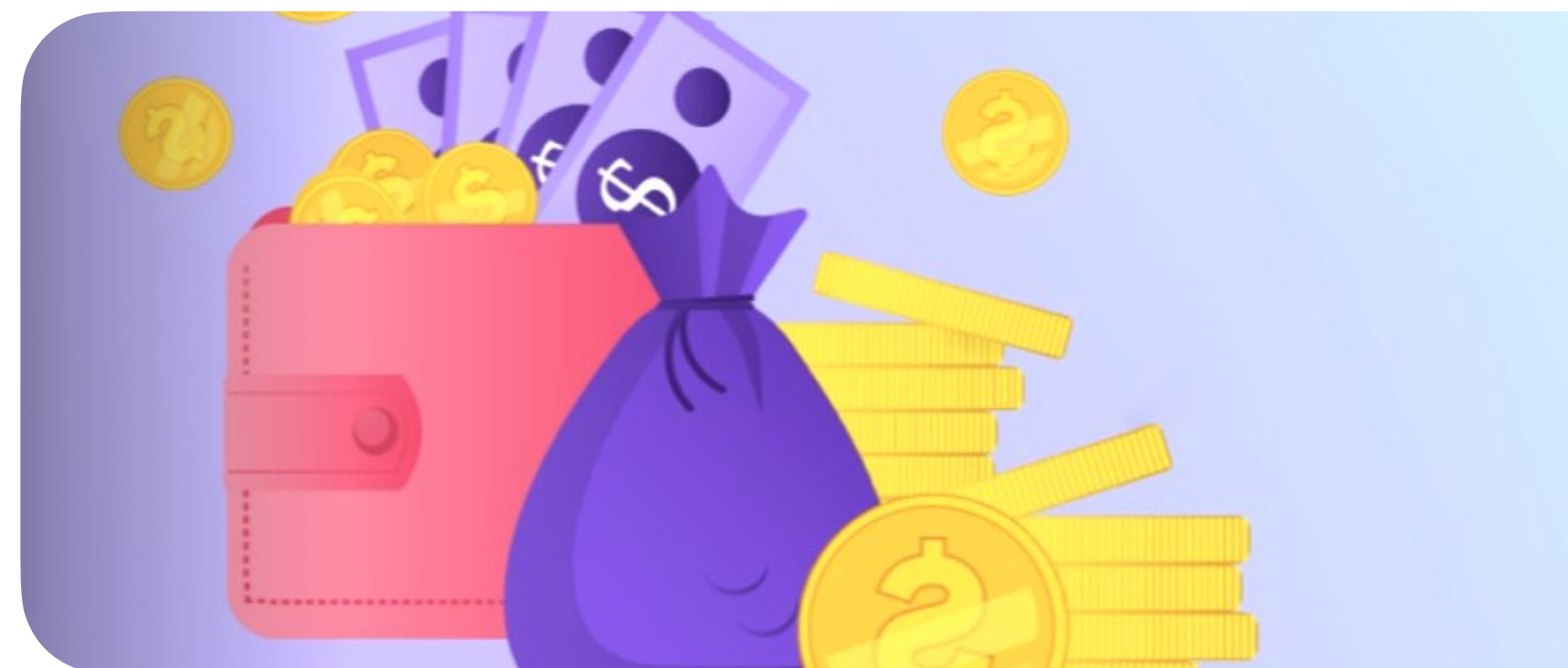
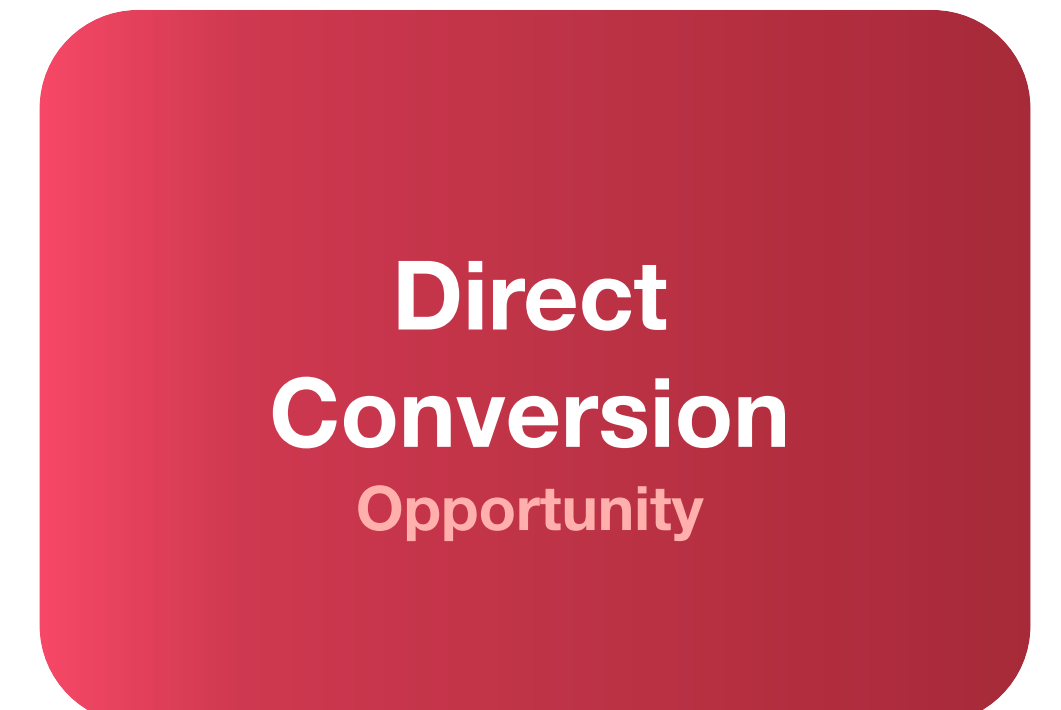
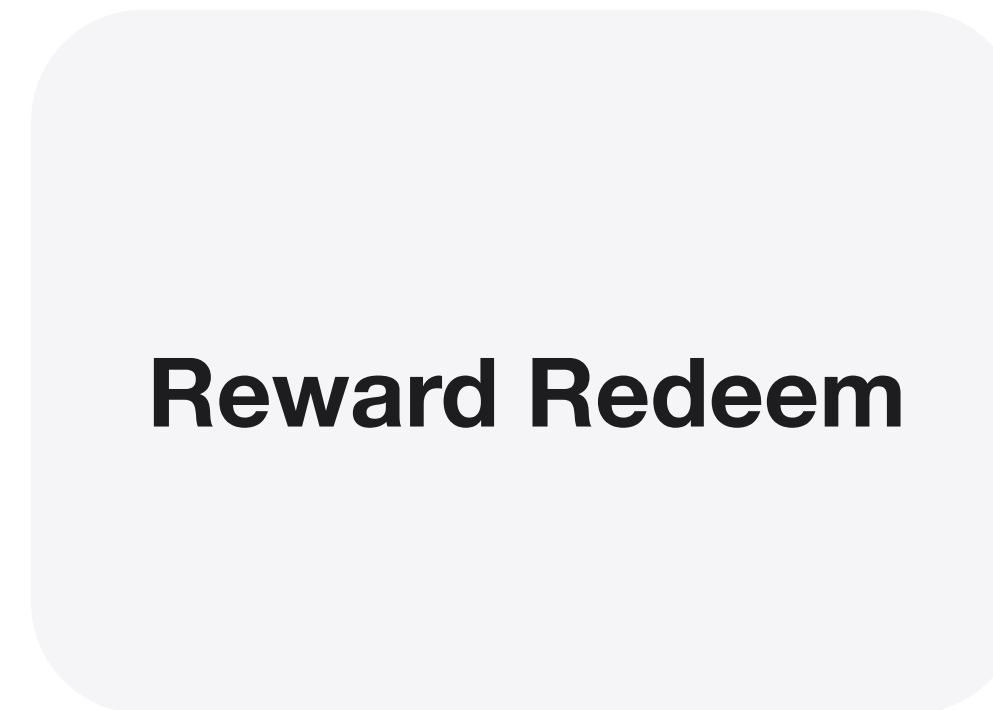
Overlay CTA Button

Best to tell  
Brand  
Stories



MULTI-CHANNEL PROMOTION

# Reward Center Sponsorship



MULTI-CHANNEL PROMOTION

# Social Channel Sponsored Content



**6,000**  
Followers

**10,000+**  
Avg. Monthly Views

**1.1%**  
Engagement Rate

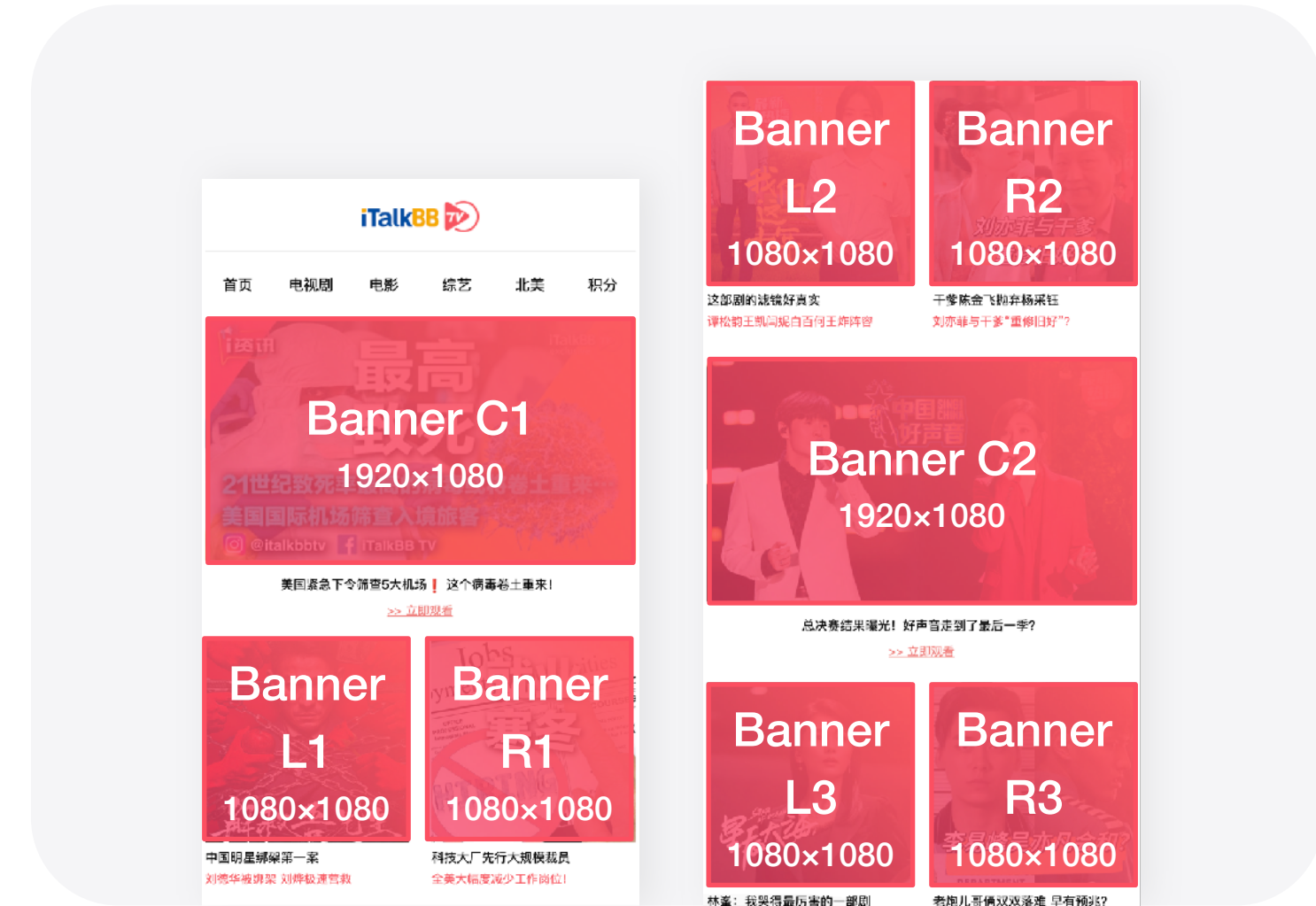


**150,000+** Avg. Delivery

**14%** Avg. Open Rate

**Dedicated Sponsored Message Email**

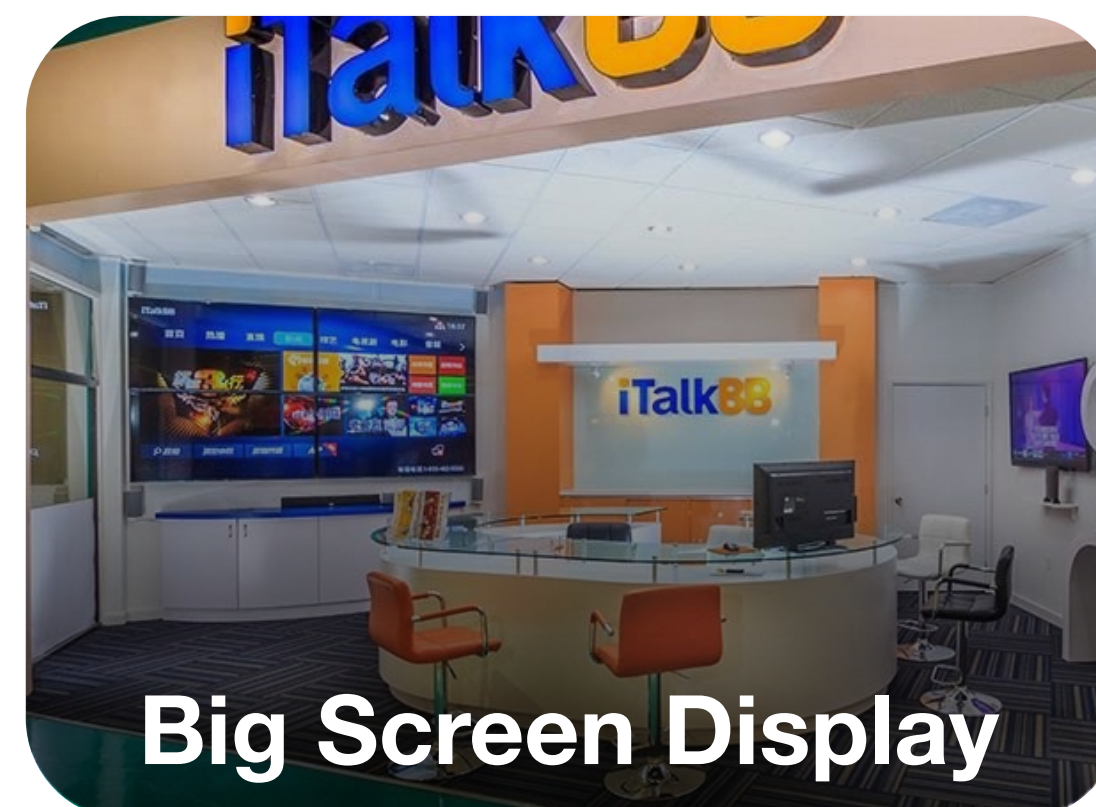
**Native Content**  
Blended within Weekly Newsletters



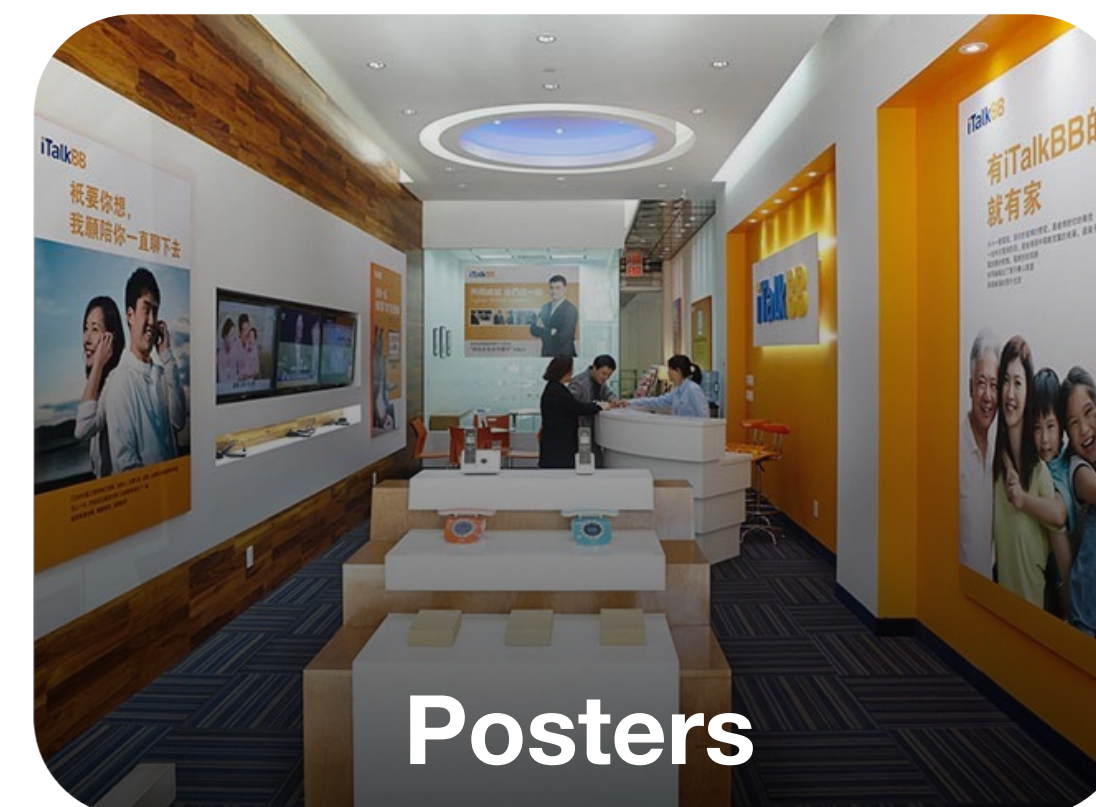
MULTI-CHANNEL PROMOTION

# Email Newsletter

# In-Store Display



**Big Screen Display**

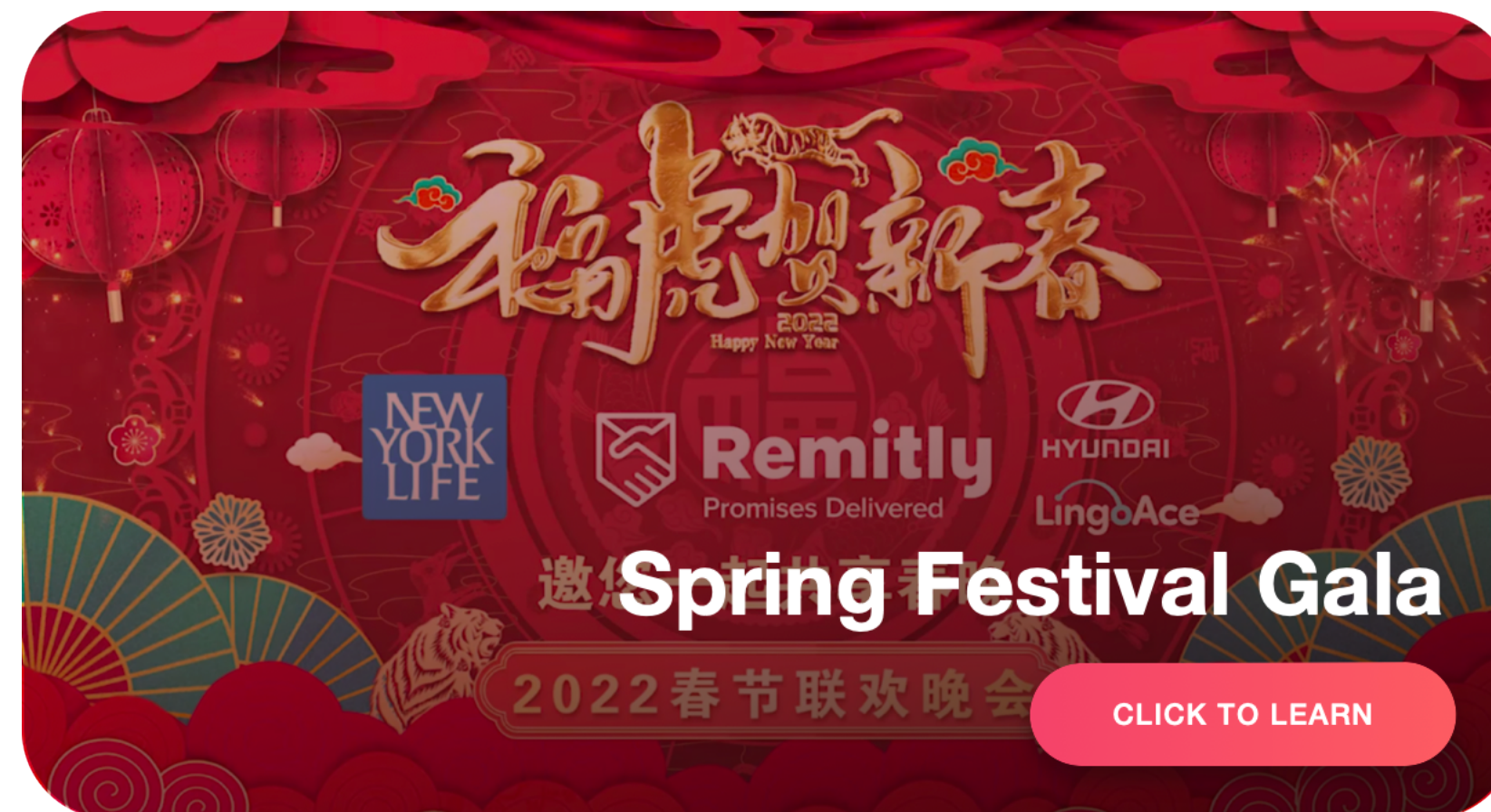
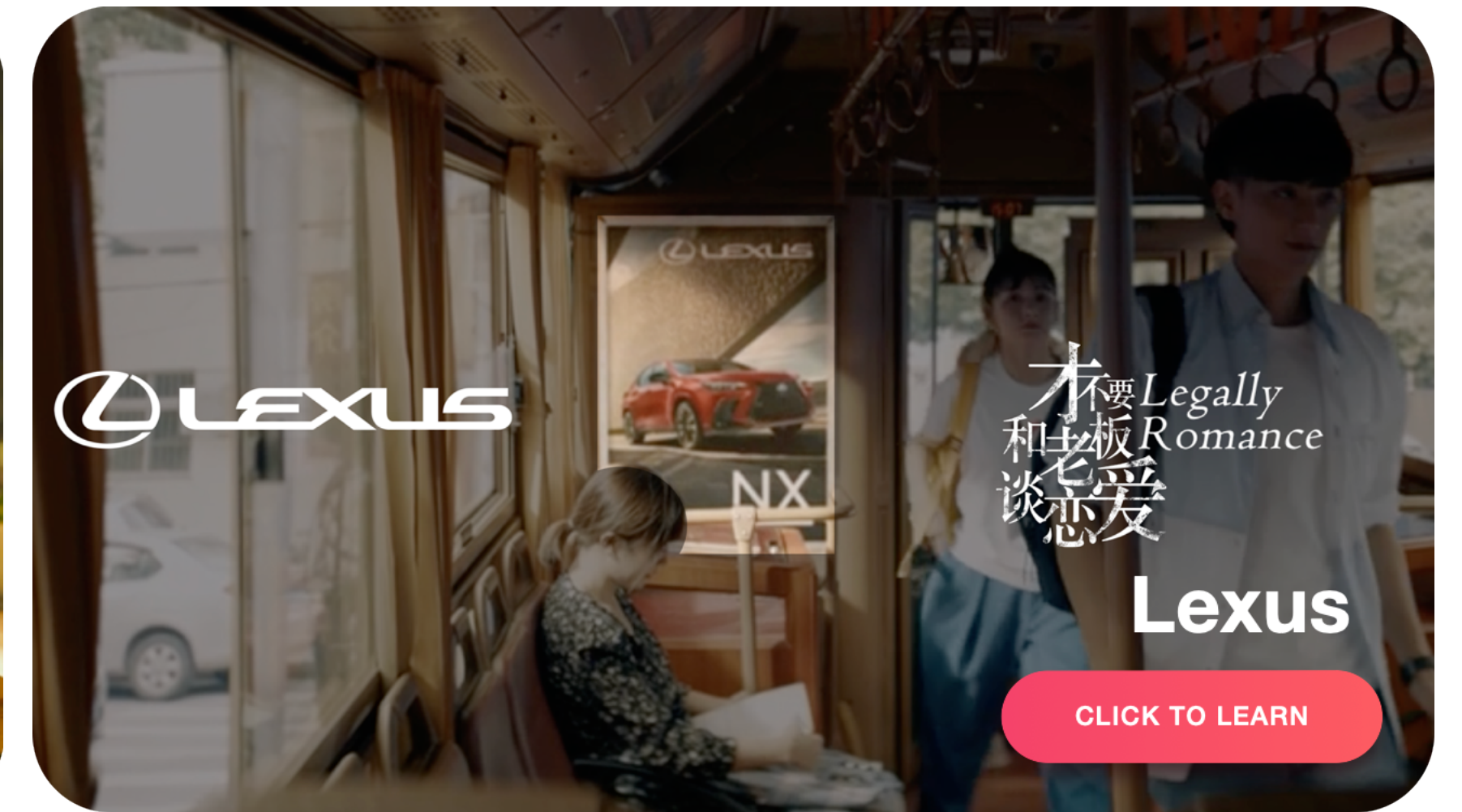


**Posters**

**8**  
Retail Stores in  
California,  
New York  
And Texas

**LEARN MORE**

# CASE STUDIES



# INSIGHTS



OTT is Never a Fixed Pie. **Streaming Market** Forecast by 2030

[READ MORE >](#)



The Traditional Chinese Holidays That You Should **Mark on Your Media Plan**

[READ MORE >](#)



**3 Undeniable Benefits** of OTT Advertising. Here's Why Brands Are Shifting Their Marketing Dollars

[READ MORE >](#)



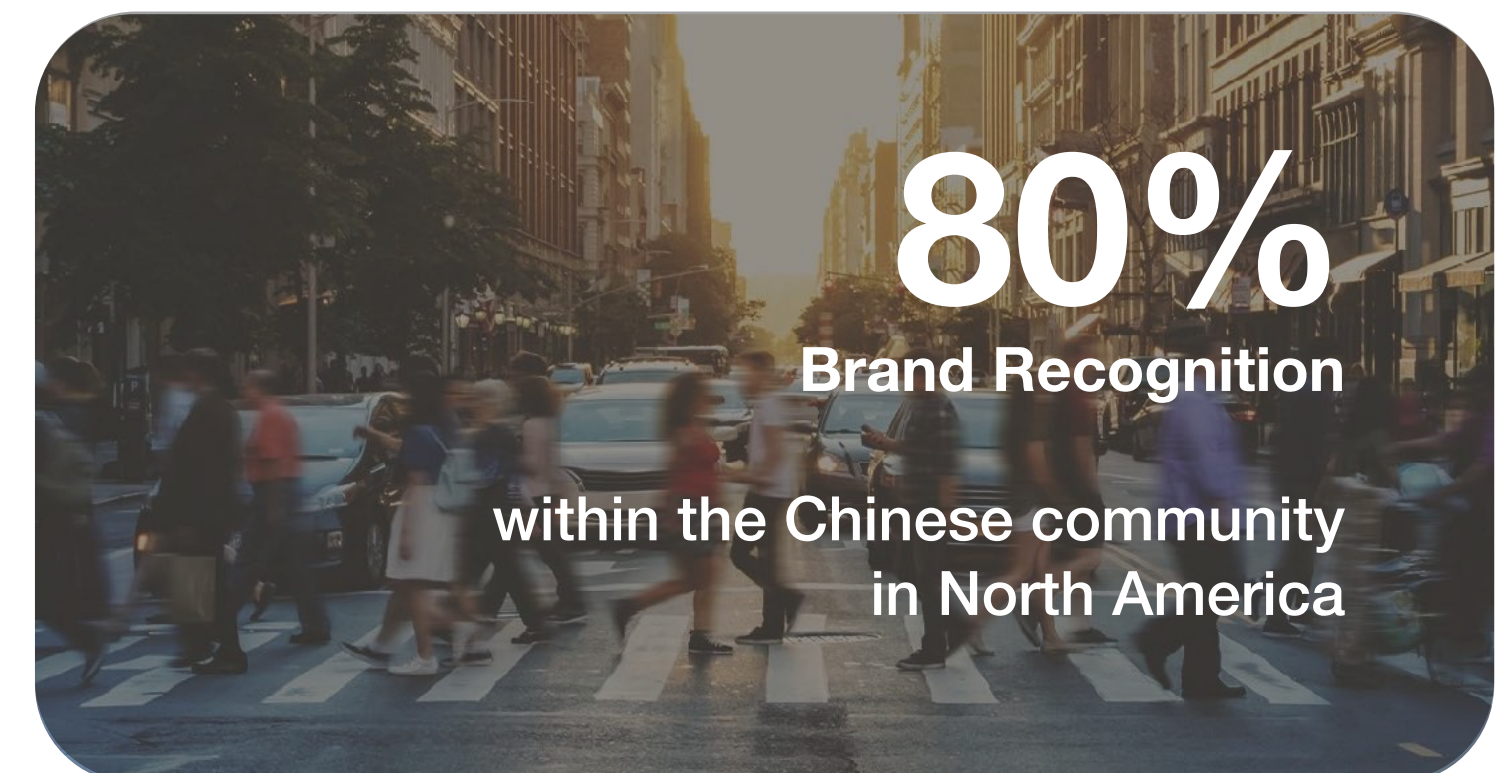
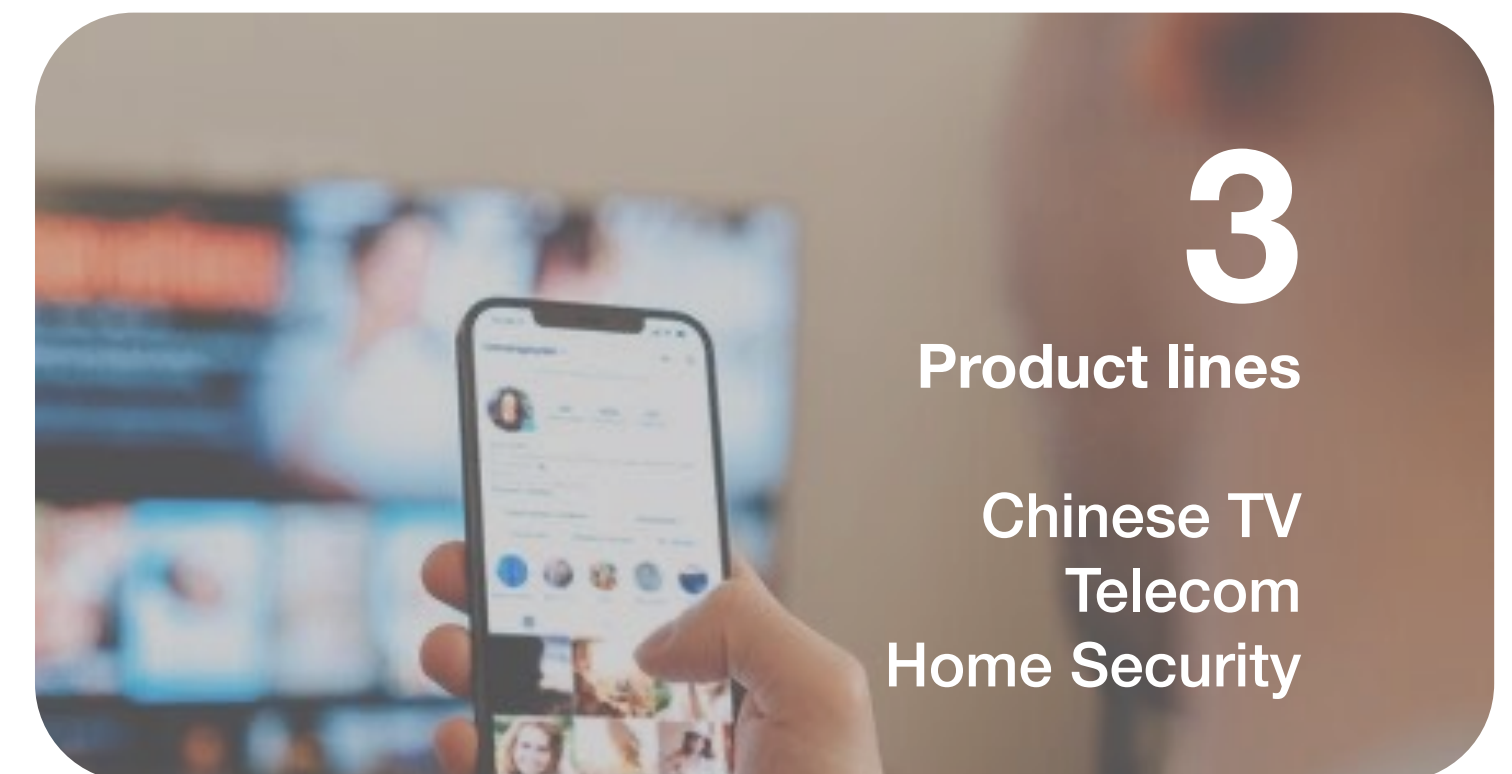
**The Best Lifestyle** Media Platform Designed For Chinese Ethnic People Who Live In North America

[READ MORE >](#)

# iTalk Group of Companies

As born for immigrants, the iTalk Group of Companies are dedicated to creating a better life for all overseas Chinese by providing innovative and ethnically authentic products and services.

[www.italkbb.com](http://www.italkbb.com)



# iTalkBBMedia

We are looking forward to the collaboration!

[ADVERTISING.ITALKBBTV.COM](http://ADVERTISING.ITALKBBTV.COM)

[INFO@ITALKBBMEDIA.COM](mailto:INFO@ITALKBBMEDIA.COM)

