



 **YACHTING**
in paradise



2012

Online Television Show Media Kit

Introduction and Overview

- Yachting In Paradise is a New, High Quality, Online Television Show Series which is both entertaining and informative.
 - The program is presented in a Television “Magazine-Style” format.
- Each episode features:
 - A new and exciting yachting destination.
 - Showcased yachts and their owners at the destination.
 - Discussions with some of the top yachting companies, located at the episode destination.
 - Brokers, Marinas, Yachting Clubs, Yacht Manufactures, Charter Operators, and Interval Ownership Companies.
 - Interviews with today’s industry leaders.
 - Discussing what’s new, hot, and happening in the world of yachting today.
 - A total of 3.5 minutes of sponsor spotlights, throughout the show.

Why Online TV?

- Online Video/TV is “On-Demand” and more Convenient than Scheduled TV.
 - Scheduled TV Programs are Less Relevant; 60% of viewers watch online video because they can watch it whenever they want.
 - Viewers can watch their favorite shows from anywhere in the country/world, and they don't even need to be home; they can watch from their mobile device(s).
- Online Video is Experiencing Explosive Growth that Will Continue.
 - There were 145.6 million US online video viewers in 2010, which is expected to rise to 170 million by the end of 2012.
 - On average, more than half watch full length TV shows.
 - Viewers care most about convenience, cost, and choice. Online video is meeting all of those needs better than network TV.
 - A major contributor to this boom in online TV consumption is the increased number of people who are purchasing connected TV sets and using the internet on their television sets through game consoles and other means.
 - The numbers of seniors (ages 65 and older) who watch video are growing at above-average rates.

Why Online TV? (Continued)

- Much of the adult online viewership audience is watching premium content.
 - The number of US adult internet users who watch TV shows online will rise by double-digit percentages in the next two years before growth slows to single digits in 2014.
 - Nearly 60 million US adults will watch full-length feature films online at least once per month next year.
- Watching Online Video has become a Daily Routine.
- Online Video Content is on Par with TV.
 - Viewers' perception of the quality of video content online has improved and more than 50% of survey respondents felt they could find *more exclusive content online than on TV*.
- Heavy Online Video Viewers Can't Be Reached with TV.
 - Heavy online video viewers are reducing their television viewing yet they are increasing their online video viewing, which indicates it will be even more difficult to reach these viewers via television in the future.
 - The most current studies (mid- 2011) show that now people are watching longer videos and watching more at night during primetime.

Why Online TV? (Continued)

- Online Video Viewers Pay More Attention to Ads Than TV Viewers Do.
 - 54 percent of TV viewers said they talk to other people while watching ads, compared to just 28 percent of online video viewers.
 - 58 percent of TV viewers said they do things around the house while watching ads, compared to just 26 percent of online video viewers.
 - 26 percent of TV viewers said they read a magazine, newspaper or book while watching ads, only 10 percent of online video viewers said they do the same.
- Online TV is More Cost-Effective.
 - We can reach a much larger potential viewing audience than local network TV, and without the cost of network airtime.
 - This lowers our production costs, and therefore our sponsorship prices, as compared to network TV advertising costs.
 - Our viewing audience is a targeted market. People watching *Yachting In Paradise* have been brought to the show through online marketing channels that reach the appropriate demographic.
 - Online TV Channels are categorized and searchable.

High Quality Production

- The production crew is lead by Mr. Russell Warner.
- A seasoned professional with over 25 years of production experience.
- Produced a nationally televised program for a South Florida Yachting operation.
- His work has appeared on a number of major networks including: ABC, ESPN Sun Sports Channel, and more.
- We are shooting the program in HD.



Program Co-Host - 1



- Andrea Ocampo-Haley.
 - Andrea's experience includes work in a number of media platforms including: television, print and radio.
 - Andrea has been a Television Host, National Spokesperson, Commercial/Print Model, Actress, Featured Cheerleader, Professional Dancer and Choreographer.
 - Andrea has Hosted a number of television programs, including: Miami Fashion on the Beach, City of Sound, Clave Blvd., SalsaMelao Pilot, and Noche Live Behind the Scenes. She has appeared on a number of major networks, such as: CBS, NBC, ESPN/ESPN2 and CTV24 National.
 - Andrea was the national spokesperson for the Kellogg's/Zumba campaign. She also co-hosted Boom Magazine's showcase during the Billboards Music Conference, held in South Beach..
 - She has worked for some of the biggest names in business today including: Kellogg's, Colgate, Miller-Light, and McDonalds
 - Andrea also appeared for three seasons as a Miami Dolphins NFL Cheerleader.

Program Co-Host - 2



- Linda Bright.
 - Extensive and diverse professional experience in the Luxury sectors of the Sales, Marketing, and Real Estate industries.
 - Licensed Real Estate Agent in Palm Beach County Florida, specializing in Luxury Residential Communities.
 - Was the Sales, Marketing, and Business Development Director of a Luxury Residential Community in NY for a decade.
 - Has held sales and marketing positions with Corporate Leaders, such as Johnson & Johnson and Wang Laboratories.
 - A member of the Realtor Association of the Palm Beaches, Business Development Board of Palm Beach County Yacht Club (WPB, FL), and Mirasol Golf and Country Club (PBG, FL).
 - Community minded. For over a decade Linda was active with the United Way Executive Women's Committee, The National TWIGS Association with Rochester General Hospital, Xerox, Wilson Foundation, and Executive Women's Golf Association.
 - Diverse background which also includes in depth experience in Art, Photography, and Dance.

Viewership Reach

- We have created our own targeted distribution network through special arrangements with multiple, demographic-appropriate, website channels.
 - The show will be featured with prominent placement on these sites for mass viewing.
 - They include yachting, boating, and sailing channels such as: Boatson.tv, LuvMyBoat.com, and blueoceanyachting.com, who collectively receive an average of 100,000 unique visitors per month.
 - They also include other related demographic sites such as: Exec Digital Magazine's web portal, which receives an average of 250,000 unique visitors per month!
 - Updated lists are available upon request, as new sites are always being added. Sponsor spots are permanent and do not expire, and therefore benefit from all new sites added!
- The show will stream in its entirety on Blip.tv.
 - Blip.tv is a major online, original web series channel, and is the largest independently owned video network in the world. Blip hosts 300 million plus video views per month.
 - High quality productions (such as Y.I.P.) receive the highest viewership.
 - Blip distributes TV series across the web, including Facebook, Twitter, YouTube, and iTunes.
 - Blip also distributes series to *TV sets through partnerships with Roku and Google TV!*

Viewership Reach (Continued)

- The show will stream on our website, yachtinginparadise.com.
 - The Yachting In Paradise trailer is promoted through popular, high-traffic video sites such as Youtube, Dailymotion, Vimeo, and Metacafe; tagged to target the right viewers. We will produce a new trailer for each episode!
 - We direct email over 60,000 targeted viewers (yachters and yachting enthusiasts) to come to our site and watch each new episode.
- The *entire* show will stream on our Youtube, Dailymotion, and Veoh Channels, tagged & categorized for easy locating by our target audience.
 - Youtube.com receives more than 3 billion video views per day.
 - Dailymotion.com attracts over 114 million unique monthly visitors.
 - They also offer a free categorized publishing platform to independent, as well as large corporate, website publishers. This creates a huge, filtered distribution network with targeted viewers based on each sites' audience. The embedded player is also cross-device compatible, making it accessible to mobile devices, tablets, and connected TV's.
 - Veoh.com is one of the world's most popular video content and Internet Television sites.
 - Has great apps for viewing videos offline and on your TV.

Sponsoring Yachting in Paradise

- We offer “*Sponsor Spotlights*” because sponsorship has several measurable advantages over spot advertising.
 - Viewers find sponsors to be less obtrusive and more engaging than advertisers.
 - Sponsorship works most effectively on the implicit/emotional mind.
 - People are generally more likely to consider purchasing a sponsor’s product or service, compared to an advertiser’s.
 - Sponsors are usually viewed as more credible, prestigious, and trustworthy than advertisers.
- How will your spotlight be a sponsorship, and different than a spot ad?
 - These are produced, and edited into the content and storyline of show. This creates more of an integration with the show, which engages viewers with your message on a deeper level.
 - Our host(s) introduce your company and also do the voice-over for your message. You supply footage, or we can produce “moving imagery”, to music and voice-over.
 - This all results in a high impact / low pressure message, delivered right in the context of the show.

Sponsorship Packages

- Level One - \$4,950.
 - A thirty-second “Sponsor Spotlight” to deliver your message about your brand, products, services, how customers can reach you/purchase from you, and any other important points you want to convey.
 - A block text promo, with your logo, on the episode page of our site, linking directly to your website.
 - Your business is included in the end credits of the show.
- Level Two - \$9,900.
 - A full minute “Sponsor Spotlight” to go into more depth about your company and brand, and engage the viewers more intimately with your products and services. This can be split into 2, thirty-second spots.
 - Includes the episode page promo, and end credits from Level One.
- “Sponsor Showcase”, Full Show Sponsorship - \$34,650.
 - Your company gets the full 3.5 minutes available for sponsor spotlights!
 - The 3.5 minutes is combined into one special segment, incorporated into the production of the show, with our hosts physically at your business location. Therefore, this is reserved only for businesses located at the episode destination, or who have retail sales or service venues at the destination.
 - Your business is introduced during the opening segment of the show as the “Show Sponsor”, and thanked specifically in the closing segment.
 - A graphic banner/skyscraper promo right next to the episode viewer on the episode page. The promo is billed as “Episode Brought To You By”, and the only one on the page.

Sources

“Why Online TV?” Sources

- Hahn, Jason. “Online Video Viewers Pay More Attention to Ads Than TV Viewers Do”. Digital Moses Confidential. Pub: Mar. 2011. Accessed: 31 Jan. 2012 <<http://www.dmconfidential.com/blogs/column/Trends/2960/>>.
- Yume White Paper. “Online Video and Television Viewing Attitudes and Behaviors”. YuMe. Pub: Feb. 2011. Accessed: 31 Jan. 2012 <http://www.yume.com/sites/default/files/YuMe_Online_Video_Attitudes_Whitepaper.pdf>.
- O'Neill, Megan. “Nearly 100M Adults To Watch Online TV By 2015”. Social Times. Pub: 17 Feb. 2011. Accessed: 31 Jan. 2012 <http://socialtimes.com/online-tv-2_b39066>.
- “Multiscreen Viewing Habits on the Rise”. eMarketer. Pub: 14 Feb. 2011. Accessed: 31 Jan. 2012 <<http://www.emarketer.com/Article.aspx?R=1008232&AspxAutoDetectCookieSupport=1>>.
- Schonfeld, Erick. “Yahoo Study Shows Online Video Watching Shifting To Primetime”. TechCrunch. Ed. Aol Tech. Pub: 29 Jun. 2011. Accessed: 31 Jan. 2012 <<http://techcrunch.com/2011/06/29/online-video-shift-primetim/>>.
- “Premium Video Makes Inroads Across Devices and Platforms”. eMarketer. Pub: 23 Dec. 2011. Accessed: 31 Jan. 2012 <<http://www.emarketer.com/Article.aspx?R=1008749>>.

“Sponsoring Yachting in Paradise” Sources

- “Consumers Prefer Online Sponsorship to Banner Ads”. Performance Research. Accessed: 11 Feb. 2012 <<http://www.performanceresearch.com/online-sponsorship.htm>>.
- “TV sponsorship: a brand’s best friend”. Thinkbox. Accessed: 11 Feb. 2012 <<http://www.thinkbox.tv/server/show/nav.1036>>.
- “Sponsorship: Sponsorship vs. Advertising”. Head Of The Charles Regatta. Ed. Head Of The Charles, Inc. Accessed: 11 Feb. 2012 <<http://www.hocr.org/sponsorship/svsa.asp>>.

Contact Yachting in Paradise



561.290.5207

sales@yachtinginparadise.com

www.YachtingInParadise.com