

YACHTING *in paradise*



2012

Online Television Show Media Kit

Introduction and Overview

- Yachting In Paradise is a new, Online Television Show Series which is both entertaining and informative.
- Each episode features:
 - A new and exciting yachting destination.
 - Interviews with yacht owners about their yachts and/or travels.
 - Interviews 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.
- The program pilot episode will feature Southeast Florida.

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 marketing channels that reach the appropriate demographic.

Why Online TV? (Sources)

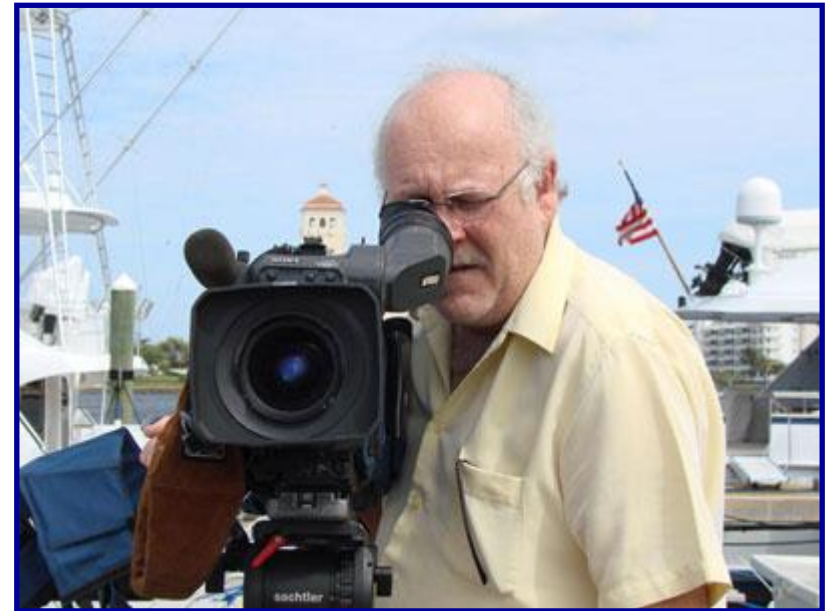
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Program Format

- Television magazine-style format, with three segments and two co-hosts.
- Shot in High Def.
- Segment 1 - Introduction to the episode destination.
 - Describing interesting points about it's "Yachting Appeal".
- Segment 2 - "Yachting Chat" Segment, at the Destination.
 - Interviews with yacht owners, showcasing their yachts and travels.
 - Interviews with local industry insiders, talking about current, hot yachting topics.
- Segment 3 - Yachting News.
 - Current, newsworthy, global yachting info.
 - Upcoming boat shows and yachting tips from the experts.
- A "Thank You" to our Valued Sponsors.
 - The actual, in-content sponsor spots are described in our "Marketing Packages and Pricing" slide.

Quality Production

- The production crew is headed up by Mr. Russell Warner.
- 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.

Market Coverage

- Yachting In Paradise will stream on our website/channel, yachtinginparadise.com.
 - The Yachting In Paradise trailer is promoted through popular, high-traffic video sites such as Youtube, Vimeo, Metacafe, and Dailymotion; tagged to target the right viewers.
 - We direct email 60,000 targeted viewers (yachting enthusiasts) to come to our site and watch each new episode.
 - We run an extensive and targeted online ad campaign for yachtinginparadise.com.
- The show will be featured in its entirety on three, high traffic, online *boating and sailing* channels.
 - These sites collectively receive an average of 100,000 unique visitors per month.
 - Viewers are at these sites because they are boating, yachting, and sailing enthusiasts.
- The show will stream in its entirety on Blip.tv.
 - Blip.tv is a major, online, original web series channel.
- The show will stream in its entirety on Veoh.com
 - Veoh.com is another large TV Show, and Movie, web channel.

Sponsorship Pricing

- Our pricing is based on a CPM (Cost per 1000 impressions) structure.
 - Our campaign packages are based on a 30 dollar CPM.
 - This is an excellent comparative CPM value for this kind of targeted viewership.
 - These are in-content, thirty-second video ads!
 - There are only seven ad slots per episode.
 - Please contact us for campaign package details.
- *We are currently offering special pricing for sponsorship of the pilot episode!*
 - Pilot episode pricing and packaging structures are limited and only available until February 16, 2012.
 - These are amazing values. Please contact the person you received this information from for details. Thank you.

Contact Yachting in Paradise



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