

# MYDTV

## DIGITAL TELEVISION STATION

BUSINESS OPPORTUNITY

FRESNO / VISALIA, CALIFORNIA



# DIGITAL TV OPPORTUNITY!

---

**Cocola Broadcasting Companies, LLC (CBC)** is the largest Broadcast Television Company in the Central San Joaquin Valley and is offering businesses the unique opportunity to reach over 350,000 people (24 hours-a-day, 7 days-a week) through the power of digital television.



# DIGITAL TV

## What is digital TV (DTV)?

- Prior to June 2009, most all television stations in the U.S. were broadcasting in analog, “One Station, One Channel”.
- Today, the majority of television stations have converted from analog to digital, “One Station, Multiple Channels”.
- DTV offers improved picture, including high-definition digital formats and sound quality.
- DTV allows broadcast companies like Cocola Broadcasting to be able to offer multiple digital programs on each station through a process called multicasting.
  - ✓ Multicasting allows broadcast stations to offer several channels of digital programming at the same time. A station broadcasting in digital on channel 4 (for example) can offer viewers one digital program on 4.1 and a second digital program on 4.2, 4.3, etc. This means more programming choices for viewers.
  - ✓ Today in the Fresno / Visalia, California market there are over 50 channels of digital programming available to over-the-air (OTA) viewers.
- Cocola Broadcasting is offering businesses the opportunity to lease a digital channel and reach their target audience (24 hours-a-day, 7 days-a week) through the power of digital television (DTV).



# COMPANY OVERVIEW

## Cocola Broadcasting Companies, LLC

- Cocola Broadcasting Companies, LLC (“CBC”) owns and operates 28 television stations in California and Idaho. Gary M. Cocola is Founder, Chairman and CEO.
  - ✓ Fresno / Visalia, CA Market – 12 television stations.
  - ✓ Bakersfield, CA Market – 4 television stations.
  - ✓ Sacramento, CA Market – 1 television station.
  - ✓ Monterey / Salinas, CA Market – 2 television stations.
  - ✓ Santa Maria / SLO / SB, CA Market – 2 television stations.
  - ✓ Boise, ID Market – 7 television stations.
- Increasing station profitability and market value, CBC leverages each station’s digital bandwidth to add compelling network, local, multicultural and other programming formats to their channels.
  - ✓ Bounce TV, Telemundo, Azteca America, Estrella TV, Mega TV, This TV, MeTV, Antenna TV, My Family TV, HSN, Jewelry TV, Daystar, Hmong USA, France 24, and many more.
- CBC has always been in the forefront of the broadcast business, testing and using the latest technological advances and creating new and innovative ways to use television.
- CBC is active in the local community and believes that community involvement is a key component to the Company’s success.

<http://www.cocolatv.com/stations.html>



# FRESNO / VISALIA MARKET

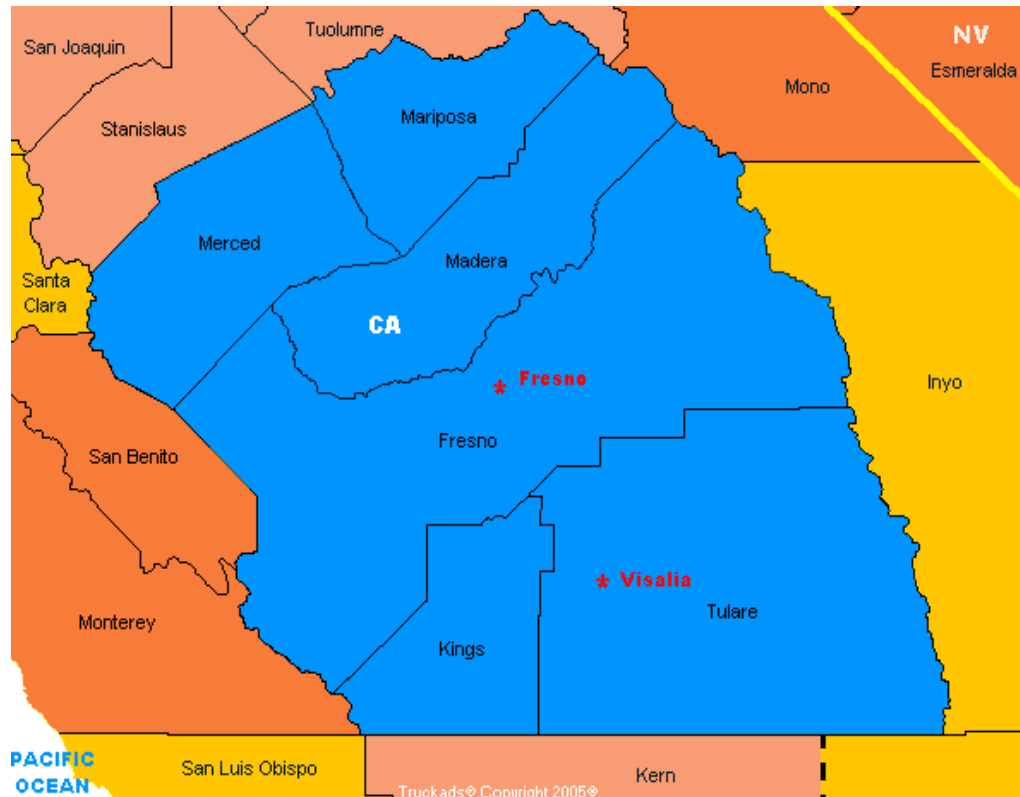
## **Cocola Broadcasting Stations reach a significant number of people that do not subscribe to cable or satellite.**

- The Fresno / Visalia, California designated market area (DMA).
  - ✓ 55<sup>th</sup> largest General market in the U.S. with 574,800 TV Households. (Nielsen 11/12)
  - ✓ 14<sup>th</sup> largest Hispanic market in the U.S. with 254,270 TV Households. (Nielsen 11/12)
  - ✓ 25<sup>th</sup> largest Asian market in the U.S. with 36,840 TV Households. (Nielsen 11/12)
  - ✓ 95<sup>th</sup> largest African-American market in the U.S. with 25,540 TV Households. (Nielsen 11/12)
- Cable, Satellite and Over-The-Air (OTA) viewership.
  - ✓ Comcast is the predominate cable provider in the DMA and overall cable penetration is 33% (190,000 cable subscribers).
  - ✓ Satellite (Dish and DirecTV) penetration in the DMA is 47.7% (274,000 satellite subscribers).
  - ✓ The percentage of households that watch OTA television is 19.3% (110,800 OTA viewers).
- The City of Fresno has a population of 510,000 people and is the 5<sup>th</sup> largest City in the State of California. The Fresno Metro Area (Fresno & Madera County) has a population of over 1 million people and is the hub of the Fresno / Visalia DMA. (Census 2010)
- It is estimated that over 350,000 people (110,000 TV households) in the Fresno / Visalia DMA watch OTA television.



# FRESNO / VISALIA DMA

The DMA includes a six (6) county area in the Central San Joaquin Valley of California.



# MYDTV

**Lease a digital television channel and reach your target audience “24X7” through the power of television.**

## **LEASE**

- One-year lease with one-year renewal option.
- As low as \$5,000 per month (**Less than \$7.00 / Hr**).
- CBC Engineering and Operational support.
- All revenues accrue to the Lessee.

## **PROGRAMMING/CONTENT**

- Local programming that is relevant to the community.
- National Network that is currently unavailable in the market.
- Infomercial, shopping or paid programming.
- Must comply with Federal rules and regulations and CBC Corporate policies.

## **VIEWERS**

- Potential to reach over 350,000 people who watch OTA television (do not subscribe to cable or satellite) in the Central Valley.
- Ability to target the South Valley (Tulare / Visalia) communities or Fresno Metro.



# CONTACTS

---

## **GARY M. COCOLA**

Chairman & CEO

Cocola Broadcasting Companies, LLC

706 W. Herndon Avenue

Fresno, CA 93650

P - (559) 269-0425

F - (559) 435-3201

E - [garyc@cocolatv.com](mailto:garyc@cocolatv.com)

## **KEVIN MOSESAN**

Corporate Stations Manager

Cocola Broadcasting Companies, LLC

706 W. Herndon Avenue

Fresno, CA 93650

P – (559) 577-6677

F – (559) 453-3201

E – [kevin@cocolatv.com](mailto:kevin@cocolatv.com)

