

MYDTV

DIGITAL TELEVISION STATION

BUSINESS OPPORTUNITY



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 300,000 people (24 hours-a-day, 7 days-a week) through the power of digital television.



THE DIGITAL TV TRANSITION

What is the digital TV (DTV) transition?

- The switch from analog to digital broadcast television is referred to as the digital TV (DTV) transition.
- Congress mandated that June 12, 2009 is the last day that full-power television stations can broadcast in analog.
- Consumers benefit because DTV allows television stations to offer improved picture and sound quality and digital is much more efficient than analog.
- Since the DTV transition, Cocola Broadcasting is 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.
- Cocola Broadcasting is offering businesses the opportunity to lease a digital multicast channel and reach their target audience (24 hours-a-day, 7 days-a-week) through the power of television.



COMPANY OVERVIEW

Cocola Broadcasting Companies, LLC

- Cocola Broadcasting Companies, LLC (CBC) owns and operates 30 broadcast television stations throughout California and Idaho, 12 of which are located in the Fresno / Visalia market. Gary M. Cocola is the Founder, Chairman and CEO of CBC.
- CBC is the largest Broadcast Television Company in the Central Valley.
- CBC owns KGMC, channel 43 which is the only full-power Independent television station licensed to Fresno, California and eleven (11) low-power television stations broadcasting both English, Spanish-language and Ethnic programming in the market.
- Stations are managed from the CBC Corporate Headquarters on West Herndon Avenue in Fresno. Kevin Mosesian is the Corporate Stations Manager.
- 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 Stations / Networks Link @

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



FRESNO / VISALIA MARKET

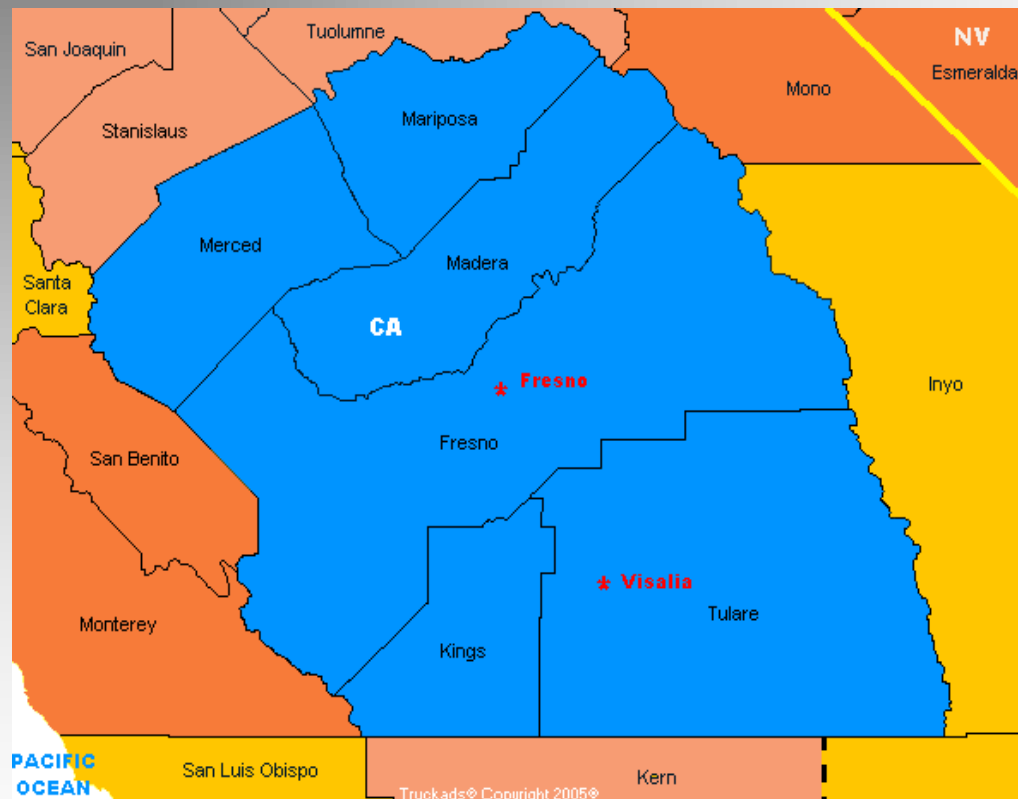
Cocola Broadcasting Stations reach a significant number of people that do not subscribe to cable or satellite service in the Central Valley.

- The Fresno / Visalia DMA has 574,900 TV households. Fresno County accounts for 50% of all TV households in the DMA. (Nielsen 08/09)
- The DMA is the 13th largest Hispanic market in the country with 240,900 Hispanic TV households. Hispanics represent almost 50% of the market. (Census 06/08)
- The City of Fresno has a population of just under 500,000 people and is the 5th largest City in the State of California. (Census 06/08)
- Over 300,000 people (100,000 TV households) in the Central Valley watch over-the-air (OTA) television. (Market Track – FEB 10)



FRESNO / VISALIA DMA

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



MY^{DTV} 2011

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

- Over 300,000 people who watch over-the-air (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.

