



SUPER TV USA
Your Choice in LA

JANUARY **2025**
MEDIA KIT

ABOUT US

Our goal is to provide unique and quality media services for American Chinese market in Southern California.



Super TV is an EBC affiliated station in Taiwan providing top quality entertainment and information contents. In February, 2011, Super TV proudly launched its service in the USA and alliance with ETTV America to better serve the Chinese American communities in Southern California through a full-power digital UHF station.



Super TV provides 24 hours well-rounded Chinese In-language program that reach all ages and levels of audience. Program including the most relevant local news, hottest drama and movies, top-rating variety and talk shows, entertaining, lifestyle, travel & food segments and children specials.



Super TV efficiently expands its coverage and reaches various Chinese American market segments in Southern California by combining with ETTV America's professional production team and creative marketing force.



Super TV attracts viewers from mainland China, Taiwan, and Hong Kong with its exquisite content and diversified programs. According to the analysis of the sales data of the TV Shopping in 2021, 52% of Super TV's viewers are from China and 48% are from Taiwan. Super TV is an excellent source of information on the life and consumption for Chinese American audiences living in Southern California.

COVERAGE

Targeting over 1 million Chinese Speaking audience in LA DMA market through the most compatible Full-Power digital UHF channel, KMEX 34.5.



Transmitter Power
• **1000 kw**



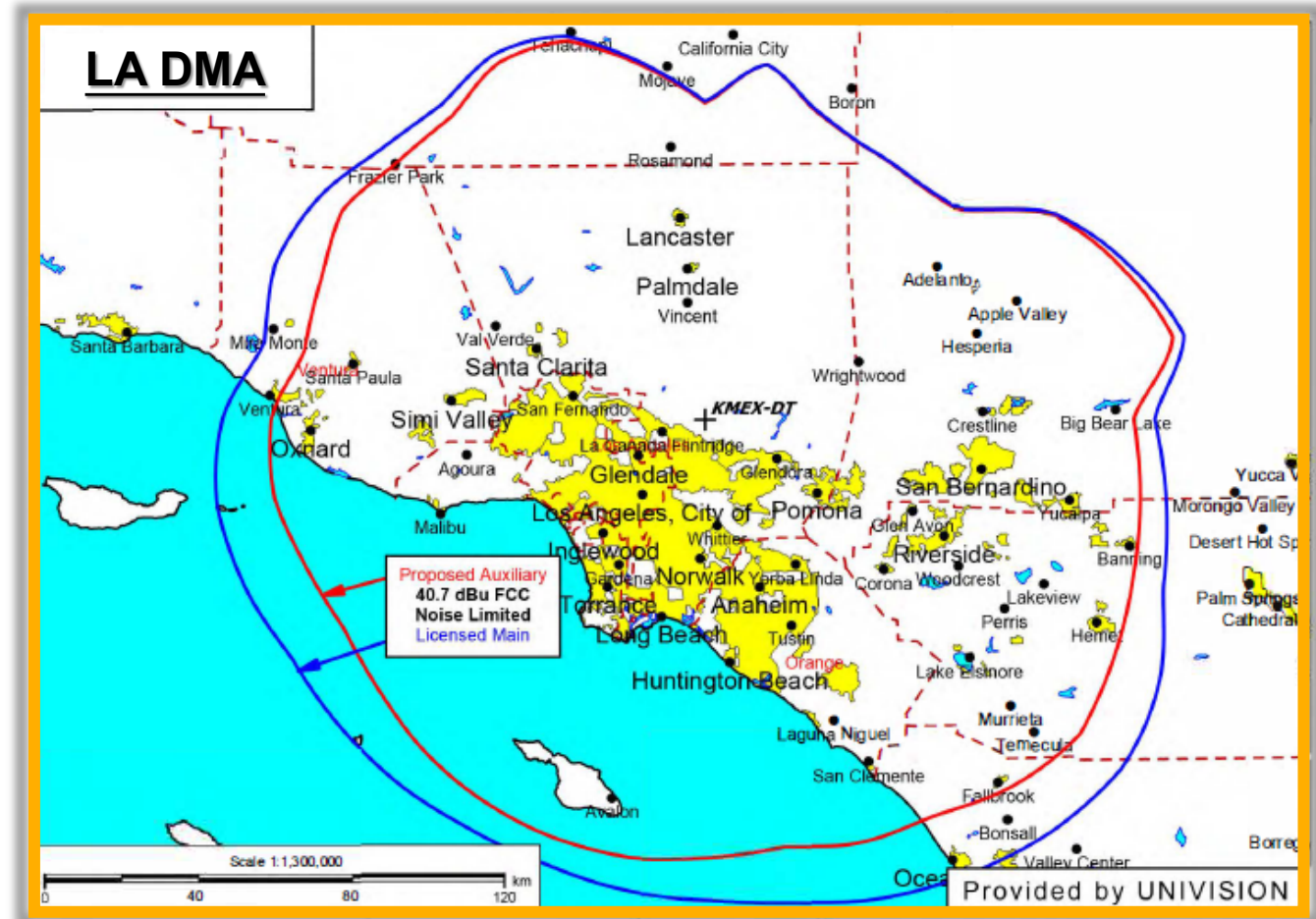
Total Viewers
• **17 Million**



Total Chinese
• **1 Million+**

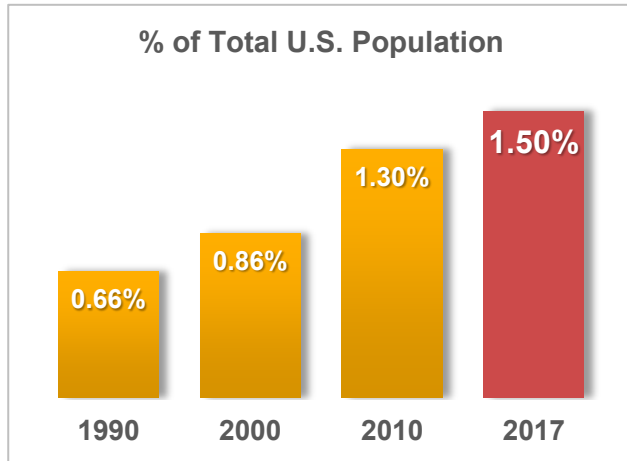


Impression HH
• **300,000+**



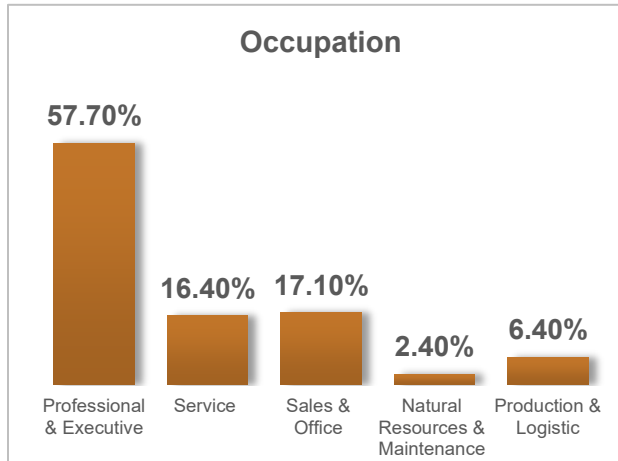
DEMOGRAPHICS

The Chinese population has grown over 75% since 2000.



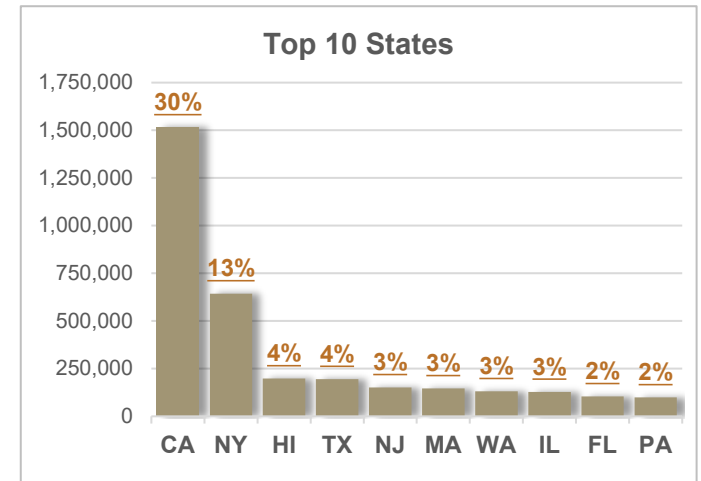
Population

The Chinese population reached 5 million accounts for approximately 1.5% of the total US population. Over 66% of Chinese American population who have immigrated to the U.S. for more than ten years.



Occupation

Almost 60% employed Chinese Americans are in professional, management, and related occupations, a higher share than the roughly 40% for employed Americans overall.



Location

Top 10 states with the largest Chinese American populations. The Chinese American population is greatly urbanized. The three metropolitan areas with the highest Chinese American populations are Los Angeles, New York, and San Francisco.

AUDIENCE PROFILE

Strong buying power and high royalty consumers.



● AGE

- 45% of total Chinese population are between the age of 25 to 45.
- 74% of the Chinese American are 21 years old and over.



● EDUCATION

- 57% of Chinese have a bachelor or higher degree in the US.
- 30% of Chinese hold graduate or professional degree.



● LANGUAGE

- 80% of Chinese surveyed they would prefer to watch TV in their native language.
- 76% of Chinese surveyed believed advertising products or services in their native language would make them more inclined to purchase.

AUDIENCE PROFILE

Strong buying power and high royalty consumers.



● INCOME

- The Chinese American families reached the highest median income at \$81,487.
 - Chinese American average household income is 30% higher than the national average.
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● HOUSING

- 64% of Chinese American own their own house.
 - 85% of Chinese American households have one or more car.
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● CONSUMPTION

- Asian Americans have become the fastest-growing consumer segment in the U.S.
- By 2024, Asian American buying power is projected to reach \$1.6 trillion.
- Asian American households usually spend more annually than the national average on housing (+24%), food (+29%), education (+128%), apparel (+67%) and new cars (+\$37%).

ABOUT PROGRAM

NEWS



DRAMA



VARIETY



HEALTH
LIFESTYLE



NEWS MAGAZINE



RATE CARD

30sec SPOT RATE

AAA 6PM-12AM

- \$300.00

AA 9AM-6PM

- \$175.00

A 12AM-9AM

- \$150.00

- ❖ 60sec = 200%
- ❖ 15sec = 50%
- ❖ Additional 20% will be applied for a fix spot

AIRTIME RATE



6AM-6PM

\$1,000 \$1,800 \$2,800 \$3,500

- Monday - Sunday

6PM-12AM

\$1,500 \$2,500 \$3,500 \$4,500

- Saturday & Sunday

1. All rates are net and subject to change without notice.
2. All rates are not including TVC production cost.
3. Rates effective as January 1st, 2025



Your Choice in LA

18430 E. San Jose Ave., #A

City of Industry, CA 91748

(626) 581-8899

www.supertvusa.com