



Pearl Entertainment

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About Showbiz India TV

"Showbiz India Television Network," produced under the banner of Pearl Entertainment, is the premier watched South Asian television show, **reaching more than 15 million viewers!**

Each week, Showbiz India TV provides the latest in:



With **thirteen strong years** and counting in the entertainment industry, our show has developed a large fan following and has achieved highest numbers in reach among our markets.

Why Showbiz India TV?

Advertising with Showbiz India TV will give your business an immensely valuable association to a leading entertainment company for South Asian news, film, and music, reaching millions of viewers on-air, online, and more!



Who are you reaching?

Showbiz India TV's audience:

- Primarily South Asians - one of the largest ethnic consumer markets (**Per Census 2010, there are more than 14 million Asian/South Asians in NY and CA alone!**)
- Professionals, Business Owners, and Families (**Per Census 2010, South Asians count for a higher income than in past years.**)
- Age ranges from children to household decision makers, as well as older generations (typically 12- 65)
- Higher income households - South Asians are among the top 3% highest earners in the country.



LA

Greater Los Angeles Area including Riverside, San Diego, and Ventura counties.

- KSCI 18 reaches 6.5 million+ households.
- Air-time is Saturdays at 10:00 AM.
- **We claim one of the highest market shares for our time slot!**
- We appear on more than 90 cable systems throughout the area!
- **We are in the heart of the entertainment industry!**

SF

Greater Bay Area including San Jose, San Francisco, and surrounding counties.

- KTSF 26 reaches 2.85 million+ households.
- Air-time is Saturdays at 10:00 AM.
- **We have often ranked highest in market share for our time slot!**
- We appear on more than 132 cable systems throughout the area!

NY

Broadcasting to New York, New Jersey, and surrounding areas.

- WMBC 63 reaches 5 million+ households.
- Air-time is Saturdays at 9:30 AM.
- **We appear on more than 40 cable systems throughout the area!**

Sac

Sacramento, Fresno, Chico, Stockton, and surrounding areas.

- KBTU 8 reaches 500,000+ households.
- Air-time is Saturdays at 1:30 PM.
- **We are one of the few South Asian programs reaching Central California via local programming.**

Global

Distributed via Satellite to India, Canada, the UK, and the US on SAHARA ONE/FILMY.

- **We reach millions of households across the world, in the UK, USA, India and Canada.**
- Air-times: Saturdays 1:00 PM, Wednesdays 12:30 PM, Sundays 11:00 AM, and 6:30 PM.

By advertising with Showbiz India, you are reaching a vast South Asian population, and directly reaching the decision makers of these households.



Advertising ON-LINE with Showbiz India TV



Facebook Highlights

- A reach of 5,000+ across our fan page and profile page!
- 400 active social media fans a day!
- Viewer interaction through contests, giveaways, and more!



Twitter Highlights

- 50% growth in the last year!
- Live tweeting from exclusive events!
- "Twiterviews" – Interviews via Twitter feed!



Youtube Highlights

- Our MOST POPULAR outlet!
- Avid followers from all over the world!
- More than 200 subscriptions!
- Videos reaching 35,000 + views!



Advertising on Our Website



- Hundreds of unique visitors each month
- More than 650,000 site visits last year
- Busiest online day is Saturday morning
- Affordable banner ad rates

Advertise with us!

Current Promotion:

We are offering first-time advertiser rates for our new clients.

Call today and we will tailor-make an advertising package for you! *We look forward to hearing from you!*

You can reach our team at **626-844-8835** or by email at info@showbizindiatv.com