



# EAST ASIA TELEVISION BROADCASTING MEDIA PACK

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# WELCOME TO EAST ASIA TELEVISION INTERNATIONAL

## About Us:

So you're probably wondering who we are and what we do, well it's all quite simple! East Asia TV (Or EATV for short) works in various sectors of the media, primarily broadcasting, showing the best in Japanese, Chinese and Korean media in all its genres.

Launching in Mid 2014 on the Sky Broadcasting Subscription Television Platform, East Asia Television also works in Distribution and Copyright Protection for all content produced and shown.

Not only that, EATV works with national and international convention groups for promotional purposes and obtains adverts for broadcast (all of which are exclusive to EATV).

## Programming:

Programming is divided into 6 slots at various times throughout the day, though the main staple from Day One launch is Japanese Animé.

Audience research has been conducted over a 6 year period and in 2011 the first steps in the company were made to begin obtaining licenses for broadcast and prepare for launch. At first EATV will transmit in Standard Definition but will make the switch to HD as soon as possible before providing experimental 3D and 4/8/16K technology facilities before 2020.

## Genres:

Comedy, Entertainment, Fantasy/Sci-Fi, Drama, Thriller, Psychological, Factual, Music, Sport, News and Horror.

(Based on 1<sup>st</sup> Quarter of Broadcasting Content, future content will vary)

Note – Simulcast Events are also included.

## **Pricing:**

Due to EATV being the first broadcasting channel of its kind advertising and programming prices are all on a personal consultation basis. For more information please contact [EastAsiaTV@Yahoo.Com](mailto:EastAsiaTV@Yahoo.Com) and put in the subject header "Programming Quotation" or "Advertising Quotation".

## **Audience Statistics:**

The Sky Subscription Service reaches 10 million homes, which will be the initial availability in the UK before the launch on Virgin Media in 2015/16. But this won't be the only way of receiving EATV as there are plans for branches in the rest of Europe as well as the 2 remaining Blu Ray territories worldwide in the near future.

## **Broadcast Spec:**

As this question is asked most we have included it in this penultimate section.

East Asia Television will Broadcast in Subbed and Dubbed (With the availability to switch between dub and sub on some content).

All content is watermarked for copyright purposes and whole versions will be broadcast along with daytime edits in accordance with UK Broadcasting Law. The channel runs 24 hours a day and 7 days a week, On Demand Services are also in development.

## **For More Information:**

If there is a question that this document hasn't answered or you wish to have your content aired on EATV, use the contact information below and we'll get back to you in 14 days!

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