



MEDIA KIT 2017

THE FUTURE OF MEDIA IS LIVE STREAMING

The mobilization of live streaming media is more popular than ever. Consumers are now streaming news and entertainment on their TVs, laptops, tablets and smartphones. Mobile streaming video traffic is only going to skyrocket from here. This year millions of affordable mobile streaming devices like the iPad, iPhone, Microsoft Surface, Kindle Fire and Android Nexus will be purchased by consumers. Since 2013 smart phones represent 54 percent of all phones worldwide. Since 2012, major media networks and other companies that have live streaming platforms include

M1NETWORK

MUTV1 (dba M1 Network), is a registered nonprofit Tennessee company, headquartered in Memphis, TN and operates as an urban multi-media communications company. It was established to meet the various educational, entertainment, and news needs of the African-American community residing in the Mid-South region, through the operations of non-commercial cable television programming; Internet online broadcasting programming; Internet radio programming; and, news media Internet programming.

Our mission is to strengthen the African-American community by using public access television to: facilitate the sharing of information; enhance community dialogue; encourage individual and artistic expression; create an awareness of local interests, views and cultures; provide a vehicle for collaborative problem-solving, and, promote community involvement.

on October 1, and broadcast its first televised program. MUTV1 became the first African American network to broadcast over the air in 2012 in the Mid-South through the Comcast Communication platform on Channel 31 and on the Internet through live streaming. MUTV1 offered 12 hours of live broadcasts on television and 24 hours of live streaming on Ustream, Justin TV, Livestream and Facebook platforms. In May of 2014, MUTV1 dissolved the TBJ Communications, LLC, and reopened as a non-profit entity. MUTV1 (M1 Network) is registered as a non-profit organization in Shelby County and in Tennessee. We have also filed paperwork for a (501)3c. M1 Network has produced and broadcast over 30 shows in the last two years. A goal is to focus on making a difference in the new media field for minorities. In 2013, MUTV1 was voted the best minority business in Memphis, Tennessee by the Black Business Association.

FIND US ON  :

THE M1TV NETWORK STUDIO IS LOCATED AT:

The Carter Malone Group
1509 Madison Avenue, Memphis, TN 38104
Tel: 901-278-0881

Email:
info@m1tvnetwork.com
www.m1tvnetwork.com

Dialogue with Deidre
Black Thought
Spirit in Me
Moments in History
Quiet Storm

Love Scene
What makes you
Beautiful
News Stream
M1TV
NETWORK

HISTORY

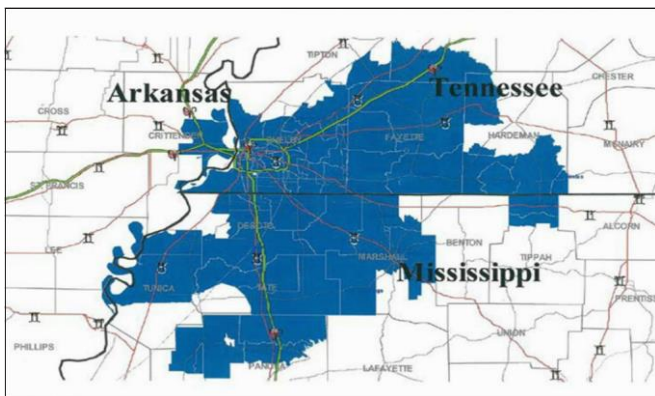
MUTV1 was founded by Eddie Jones, Ivory Taylor and Buck Buchanan in July of 2012. It was formed as TBJ Communications, LLC. MUTV1 opened its doors

DEMOGRAPHICS

VIEWERSHIP PROJECTED AUDIENCE

| Adults | |
|------------------------|-------|
| Men | 47.5% |
| Women | 52.5% |
| Employment | |
| Employed | 92% |
| Household Income | \$34K |
| Age | |
| 18-24 | 45% |
| 18-24 | 67% |
| 21+ | 60% |
| 35+ | 28% |
| Median Age | 33 |
| Race | |
| Black/African American | 63.3% |
| White | 29.4% |
| Hispanic/Latino | 6.5% |
| Asian | 1.6% |
| Other | 5.6% |

COVERAGE MAP



Direct Facebook Friends and Twitter contacts 107,006

M VIEWERSHIP BASE

Indirect Facebook Friends and Twitter contacts 754,305
 Estimate Ustream.tv and Ustream Mobile Viewership, Cellphones 350,000+
 M1 Network Website 1,715,000

THE M NETWORK SOCIAL MEDIA DEMOGRAPHICS

| Viewership | |
|--------------------------|-----|
| Male | 40% |
| Female | 60% |
| Viewer Age & Attendance | |
| 25-35 | 35% |
| 36-45 | 45% |
| 46-55 | 15% |
| 55+ | 5% |
| Average Estimated Income | |
| \$25,000 or below | 45% |
| \$36,000-\$35,000 | 35% |
| \$36,000-\$50,000 | 15% |
| \$51,000+ | 5% |
| Race | |
| Black/African American | 95% |
| White | 4% |
| Hispanic/Latino | 1% |

CURRENT PROGRAMMING

BLACK THOUGHT



Host: Dr. Noel Hutchinson
Monday - Friday
11 a.m. – 12 p.m.
Presented by your company

From expounding on scriptures in the pulpit to addressing the issues affecting

the African American community, Dr. Noel Hutchinson, pastor of First Baptist Church Lauderdale, is continuing this line of thinking as the premise for “Black Thought.” He looks at African American history and its relevance today, analyzes it, addresses current problems in the African-American community, and seeks solutions.

He also delves into the thought processes of African Americans and engages in enthusiastic conversation with his guests on such relevant issues as crime, recidivism and education, among other issues.

SPONSORSHIP OPPORTUNITIES

- Sponsor logo with billboard at the open & close of “Black Thought”
- (2) :30 spots in or adjacent to the show
- (10) :15 Promotional announcements 7 a.m. - 4 p.m. Monday – Thursday identifying you as a sponsor
- (10):30 spots Monday – Friday, 10 a.m. - 2 p.m.
- Investment: \$300.00 gross

PUBLIC PROGRAMMING



Host: Monday -
Friday 1p.m. –
2 p.m.
Presented by your company

Newstream: These are special shows that feature topics such as Healthcare, Senior Living, Stocks, Financial reports Weather, Healthy living, and Sports. There will be different show each day from local producers and directors hosted by local

SPONSORSHIP OPPORTUNITIES

- Sponsor logo with billboard at the open & close of

“News Stream

- (2) :30 spots in or adjacent to the show
- (10) :15 Promotional announcements 7 a.m. - 4 p.m. Monday – Friday identifying you as a sponsor
- (10):30 spots Monday –Thursday, 10 a.m. - 2 p.m.
- Investment: \$300.00 gross

DIALOGUE WITH DEIDRE



Host: Deidre Malone
Monday - Thursday
12p.m. –1 p.m.
Presented by your company

Whether the topic is about government, education, community or business, “Dialogue with Deidre” is an extension of Deidre Malone’s devotion to community service. A former Shelby County Commissioner and President/CEO of The Carter Malone Group, LLC, Malone invites community, business and government leaders to the show for a roundtable discussion on the latest, hottest and most controversial issues impacting Shelby County citizens. “Dialogue with Deidre” will also stream via MITV NETWORK’s website at www.m1tvnetwork.com.

SPONSORSHIP OPPORTUNITIES

- Sponsor logo with billboard at the open & close of “Deidre Malone”
- (2) :30 spots in or adjacent to the show
- (10) :15 Promotional announcements 7 a.m. - 4 p.m. Monday – Friday identifying you as a sponsor
- (10):30 spots Monday – Thursday, 10 a.m. - 2 p.m.
- Investment: \$300.00 gross



Deidre Malone, Host of Dialogue with Deidre

TITLE SPONSORSHIP PACKAGES

PRODUCTION UNDERWRITER

As a Title Sponsor of a MITV NETWORK, your company will receive category exclusivity and build top-of-mind awareness for your business through the following promotional and advertising schedules.

YOUR TITLE SPONSORSHIP INCLUDES:

- Category exclusivity

Additional information for Show Hosting and Advertising production

- : 60 spot \$15
- : 30 spot \$10
- Live Read \$5 per spot
- Commercial Production \$300
- Voiceover Fee \$300
- Host a show 4 times a month \$300 with
YouTube and Website uploads \$200
additional

2017 PROGRAM GUIDE



- Black Thought Monday - Thursday
11 a.m. – 12 a.m.
- Dialogue with Deidre Monday - Thursday
12 p.m. – 1 p.m.
- Public Programming Monday - Thursday
1 p.m. – 2 p.m.

SPECIAL PROGRAMMING AND IN-HOUSE PRODUCTION: *Internet Only*

- Quiet Storm
 - Our Future
 - In the Mix (Broadcasting Live Events)
 - FASH (The Modeling TV Show)
 - Spirit In Me
 - Blues Alright
- *

WHAT DOES THE NETWORK OFFER YOU? LIVE PROGRAMMING

Your ad or message is seen by more than 1 million potential customers. M1 Network realizes social media and mobile TV are the preferred choice of media on demand. The traditional TV viewer continues to decline. You can see your product or service showcased through a professional medium on a 24 hour 7 day a week network.

You will see your product or services on Smart TV's, Tablets, I-Pod, Mobile Stream, On Demand Sites, YouTube, U-Stream, and websites of the M1 Network.

- Company logo & name included on all promotional media: print, broadcast, social & website
- Company logo & name included on all event collateral materials
- An opportunity to handout company marketing one-sheets at on-site events
- Product give-a-ways
- A full-page ad in the event program guide when applicable
- Company logo & name inclusion on all community marketing efforts
- (100) :15 promotional spots*
- (400) :30 spots*
- Commercial spot production if needed



WE TELL OUR STORY!