



**ASIAN CULTURE TV**

[www.ACTVUS.com](http://www.ACTVUS.com)



# ACTV

KGNG 26.6 Las Vegas  
CALL +1.702.979.1388 / +1.800.579.3378  
VISIT [www.ACTVUS.com](http://www.ACTVUS.com)

## CHANNEL PROFILE

ACTV programs are 100% family-oriented, focused on positive stories, with ZERO tolerance for cuss words, avoiding such topics as sex, violence and the pursuit and/or endorsement of any religion.

ACTV is aimed at Asians in general, however, inasmuch as its base of operations is Las Vegas...the Entertainment Capital of the World, focus shall be on Asian-Americans in the Las Vegas Valley. Its primary purpose is to educate and inform everyone locally and globally that there is a vibrant Asian-American Community and through its mother entity, Asian Culture Alliance, major efforts are centered on preserving and practicing respective cultures of each Asian ethnic community.

ACTV is available locally on over-the-air, FREE TV channel KGNG 26.6 Las Vegas, which currently has a potential viewership base of over 200,000 households. It is also in Over-The-Top systems, which makes the channel and/or all of its station-produced programs available globally through smart phones, smart TVs, ROKU and CHROME TV, and all Intern Protocol (IP)-based devices.

ACTV aims to be the only true provider of Asian programming worldwide, uniting all the 48 Asian Nations recognized by the United Nations, featuring their respective cultures, practices, economies and cuisine. Major distribution efforts are now in place to put ACTV and/or any of its station-produced/co-produced programs in cable, satellite and FreeTV systems across America and in all continents to foster PEACE thru EDUCATION and by the understanding as well as respecting of cultures, traditions and practices.

The ACTV Network is owned by Nevada-registered ACTV US CORPORATION, with ASIAN CULTURE ALLIANCE, a 501 c(3) non-profit foundation organized in 2013 and VAsianTV, a broadcast content provider organized in 2008, as majority partners. The Network was launched on January 21, 2017. ACTV is being supported by sponsors, advertisers and program providers. It accepts cash and kind donations for any and all of its station-produced/co-produced programs and any new program that adheres to the policies and programming guidelines of ACTV.

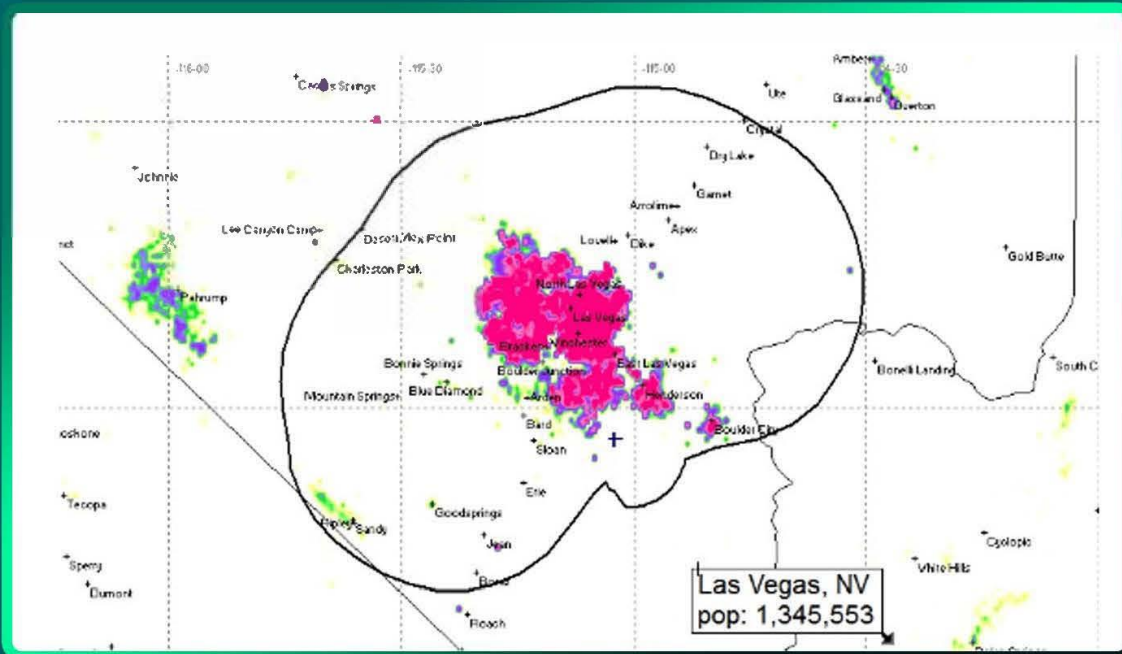


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## BROADCAST COVERAGE MAP



## DEMOGRAPHICS

Programs will be aimed at all Asians interested in Travel & Lifestyle trends and experiences, aged 15 to 65, however programming treatment targets the young, upwardly mobile individuals in the upper income brackets and good educational background. English and Chinese shall be the natural languages of choice based on current demands and funding sources.

**Focus on 200,000 households to a potential of 1.1 Million households in Clark County initially, but with an eye to about 3.5 Million visitors monthly, mostly from neighboring California and from Asian countries.**



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## PROGRAM DESCRIPTION

Station Produced/Co-Produced as of March 29, 2019



ASIAN NEWS is the Banner programming of ACTV. It is the ONLY news magazine show on TV that shares positive stories about the vibrant Asian-American community of the Vegas Valley to the rest of the world. Co-hosted by beautiful and successful community leaders Shannon Yang, Melody Mojica, Esmeralda Padilla-Gould and Diana Fung. Zeroing-in on the various ethnic Asian communities in Las Vegas are segment hosts and producers Sou Thammavongsa (Thai-Am TV on Asian News); Jen Bennett (Viet-Am TV on Asian News); and DJ Miss Joy (Lao-Am TV on Asian News). Airs daily. New weekly episodes premier on Mondays, 7 PM.



ASIAN NEWS (Chinese version) is the Banner Chinese programming of ACTV. It is the ONLY news magazine show on TV that shares positive stories about the vibrant Asian-American community of the Vegas Valley to the rest of the world. Co-hosted by beautiful community leader Rosaline Schorr and veteran newscaster Daniel Wang. New weekly episodes premier on Tuesdays at 7 PM.



LIFE WITH STYLE covers real-life style in Las Vegas, from the eyes of our veteran TV host Shannon Yang, a Chinese-American fashionista who models, dances and travels around the globe. New weekly episodes premier on Mondays at 8 PM.



HOME SWEET HOME features important people in local government and business, particularly in the healthcare and real estate industries and those which affect our local habitat. Hosted and produced by community leader and marketing specialist Melody Mojica. New weekly episodes premier on Fridays at 8 PM.



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VEGASVIBES has beauty queen Esmeralda Padilla-Gould talking to local singers, songwriters, musicians and other beauty queens on how they contribute to making Las Vegas the Entertainment Capital of the World. New weekly episodes premier on Saturdays, 830 PM.



IMMIGRATION MATTERS with Attorney Vissia Calderon is all about the hottest issues and updates on laws and procedures on Immigration. Las Vegas-based Immigration Lawyer Vissia Calderon answers questions raised by her clients and viewers locally and globally. New weekly editions premier within Asian News (English version) on Mondays at 7 PM.



MUSIC ASIA gives the local performing artists a local and global platform to showcase their talents. Shot live on Thursdays, 7 PM at the Asian Culture Center in Downtown Las Vegas, MUSIC ASIA is co-hosted by Sinatra Tribute artist Art Mendoza and Esmeralda Padilla-Gould, singer, TV host and beauty queen rolled into one, with Musical Director Nelson Alcantara as keyboardist. New weekly episodes premier on Thursdays at 7 PM.



UNDER THE VEGAS SUN with Steve Schorr, a media icon and an Emmy Award-winner interviews movers and shakers who have made Las Vegas what it is today. Shot live at the world-famous Liberace Mansion, the weekly show also airs on Cox Cable locally and in the Western Region. New weekly episodes premier on Saturdays at 7 PM.



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CULTURE CLASH is a Talent Show and Competition that showcases the performing arts expertise of all cultures in Las Vegas and neighboring Cities. Hosted and produced by America's Got Talent finalists Cecile & Mighty and TV personality and beauty queen Esmeralda Padilla-Gould. Season 1 is MAGIC. New weekly episodes premier on Sundays, 830 PM.



SOMOS LATINOS is the Latin voice of the world from Las Vegas. It is an informative cultural program. News and reports from different parts of the world, correspondents from Uruguay, Spain, Central America, the Caribbean and United States will keep you updated. Hosted by Carlos Cabrera. New weekly episodes premier on Mondays at 8:30 PM.



BEHIND THE GROOVE is co-produced by California-based Big Dawg Productions. The weekly half-hour show is hosted by Grammy Award Winner Sydney Colston, provides the platform to showcase the unsung heroes behind hit songs. New weekly episodes premier on Tuesdays, 8:30 PM.

Grace  
At The Table

GRACE AT THE TABLE is a Christian program shifting into the Kingdom lifestyle where your hosts are led by the Holy spirit to share God's message on topics for you and everyone through scripture, table discussion and guest testimonies. New weekly episodes premier on Fridays at 8:30 PM.



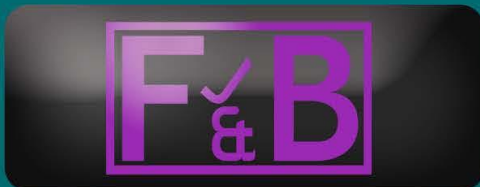
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## PROGRAM PROVIDERS



## SPONSORSHIP OPPORTUNITIES

### A. STATION SPONSOR

(Maximum 4 sponsors)

"ACTV is proud to be associated with \_\_\_\_\_ (Station sponsor)"

#### PACKAGE INCLUSIONS:

- Sponsor credits for 12 x daily or 4,368 x locally/year
- Sponsor credits for 12 x daily or 4,368 x globally/year
- A total of 8,736 30-second spots/year locally
- A total of 8,736 30-second spots/year globally

### B. PROGRAM SPONSOR

(Maximum 2 sponsors)

("This program is brought to you by...")

#### PACKAGE INCLUSIONS:

- Presenter credits for 13 fresh episodes aired 273 x locally
- Presenter credits for 13 fresh episodes aired 273 x globally
- A total of 1,092 30-second spots (@2 spots/episode)

### C. SEGMENT SPONSOR

(Maximum 4 sponsors/ season of 13 episodes)

("This segment is brought to you by...")

#### PACKAGE INCLUSIONS:

- Sponsor credits for 13 fresh episodes aired 273 x locally
- Sponsor credits for 13 fresh episodes aired 273 x locally

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30/45/60-second commercial spots available. Long-form programming for infomercials and advertorials are currently available on certain timeslots. LOCAL RATES APPLIED for a LIMITED TIME. CALL NOW to AVAIL OF DISCOUNTED RATES based on LOCAL PRICING!



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