

Equity Session Recap: AAPI Media Partners, May 2021

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The third iteration of MAGNA's Equity Sessions delivered research insights and introduced connections within the AAPI community in media. Tuesday's session included a host of partners represented by the Asian American Advertising Federation and digital experts the Asian Media Group (AMG). Below is a recap of all the partners that were introduced, whom can connect advertisers with this important audience.

3AF Partners

The Korea Times Media Group (KTMG)

KTMG is a news and entertainment hub that has been serving the Korean American community for over 50 years. As it evolves its platforms to enter the digital realm, KTMG works to build trust in the Korean American community and keep them informed of both local and global news.

Primary Target: Korean Americans, with a global presence extending beyond America to Brazil and Vancouver.

Platforms & Properties:

News: Through partnerships with the New York Times and the LA Times, KTMG delivers relevant local news through print, a website, digital newspaper, and apps. Ktown1st.com is the website home to Korean American cultural events and updates. Visitors can review local spots or search for and support Korean American-owned businesses across the US. H Magazine is KTMG's weekly magazine for the younger Korean audience that reports on the latest Korean culture, entertainment, and trends.

Radio: Radio Seoul's AM and FM channels reach over 500,000 Korean Americans in Southern California as they cover local news, K-Pop, entertainment, and events. Content is broadcast 24/7 and is available to the entire US when streamed through its mobile app and YouTube channels.

OTT: Hankook TV is comprised of 20+ TV stations that cater to the Korean audience through K-dramas, news, entertainment, and cultural events. Its library of 15 thousand videos are available

to stream and is updated hourly. Hankook TV content is also readily available through its mobile app and on its own website.

Ecommerce: Hankook Home shopping is an online website that offers its audience Korean products targeted toward the Korean American buyer. Over 100 vendors sell their food, beauty, and digital goods which benefit from the Korean Times, Radio Seoul, and Hankook TV hosts boosting product interest on their platforms.

Recent/Upcoming Content Launches:

Events - Korea Times hosts an annual Korea Times Music Festival at the Hollywood Bowl in the US, which sees over 20,000 attendees each year. Other events that will be returning after the pandemic include golf tournaments, the Turtle Marathon (a vaccination event), a college expo and the Miss Queen Korea Pageant.

Opportunities for Brands:

- **Cross-media activation**
- **Programmatic access**
- **Events**

On Demand Korea Media (ODK)

Eric Orrantia, On Demand Korea's Director of Advanced TV and Programmatic Sales, led the presentation to discuss and celebrate ODK's 10th anniversary of delivering Asian-targeted programming to the US and Canada on its AVOD services. ODK has over 150 content partnerships that create mostly long form content for its viewers and is a certified minority-owned company that serves content across eight different online properties.

Primary Target: Asian communities within the US and Canada.

Platforms & Properties:

Across its platforms, ODK is able to deliver most programming within an hour of its original airing in the country of origin. Both ODK and ODV skew slightly more female, while ODK's audience is 60% male. ODK and ODC are heavily watched on desktop, while 76% of ODV viewership comes from mobile.

All ODK platforms run both English (60%) and in-language ads (40%) and according to Orrantia, there is little degradation in performance when running English ads versus in-language ads.

On Demand Korea (ODK): its flagship property, currently has 1.9 million monthly unique visitors and has 18 million monthly total viewing hours.

On Demand China (ODC): launched in 2018, reaches 900,000 unique visitors and has one million monthly total viewing hours.

On Demand Vietnam (ODV): launched in 2020, reaches 250,000 monthly active users and 10,000 monthly total viewing hours.

On Demand Korea Shop: An AAPI ecommerce site that streamlines the ODK experience towards purchases.

Tailor Contents, an AAPI focused movie database, 815 Pictures, a theatrical and digital content launch partner, and Zapzee, an AAPI online community and magazine, are also owned by ODK.

Recent/Upcoming Content Launches:

- **Original content series sponsored by Toyota**
- **On Demand Latino (ODL):** ODK has expanded into the Hispanic audience as of May 2021 with the launch of its new AVOD, On Demand Latino. Rather than focusing the platform on a specific country, ODL will offer long form Spanish-language, Latin American content. Though this new venture doesn't focus on the AAPI community, it does indicate the growth of ODK's reach and its future capabilities.

Opportunities for Brands:

- **Video & Display Ads:** Video ads run every 12-14 minutes in content as pre, mid, and post-roll spots. Companion ads run on mobile devices are typically included as a value-add to a video buy.
- **Display ads** are located on the home, search and FEP pages alongside the content options and offerings.
- **Sponsorship Packages:** Campaigns can be streamlined from the home page to the FEP to "own the consumer experience" or sponsor original programming through an comprehensive campaign.

- **Programmatic and auction buys:** direct ad tags and ad verification are all available through a partnership with ODK. Though it doesn't have an integrated system in place, the platform is amenable to a variety of partnership measurement tools.

The Filipino Press

Susan De Los Santos, a publisher with the Filipino Press, introduced its recent initiatives during the pandemic as well as the potential for outreach among its Filipino clients and consumers. With “Your Key to the Filipino Community” as its slogan, this subscription-based publication strives to support its community 24/7.

Primary Target: Filipino audiences around the San Diego and Southern California area.

Platforms & Properties:

Filipino Press Newspaper: a weekly print paper that supports the local community through job opportunities, local and global happenings. Publications and ads are in both English and in-language.

Filipino Press Online: the online hub for the Filipino press features a ‘Business Spotlight’ section, which provides reviews and discusses local business recommendations, a job opportunities section and a community calendar which includes local events. The site is also run in both English and in-language content.

Filipino Press Digital Paper: the print paper is available through digital rendering on the main site, which likely broadens the reach of the paper and enables search and social (mainly through Facebook)

Recent/Upcoming Content Launches:

A recent AARP partnership enabled the Filipino press to create a magazine focusing on pandemic information and health protocol updates.

The Filipino Press supported local job fairs to connect local businesses with those who were in need of a job during the ongoing pandemic.

Opportunities for Brands:

- **Print and digital:** Traditional print ads are available as well as digital as placements. As the Filipino community is diverse in of itself, ads can be in-language or in English.
- **Sponsorships/Partnerships:** The commitment to informing and supporting the community is paramount to this publication, as they have worked on many projects during the pandemic to offer local support. Brands may consider sponsoring or partnering with the Filipino Press to directly and authentically support the South Californian Asian community. This may be through event sponsorships, custom publications, or even community outreach.

The Filipino Channel/ABS-CBN (TFC)

The Filipino Channel is the first trans-Pacific Asian broadcaster that creates Filipino-specific content.

Primary Target: Global Filipino diaspora, with specific channels dedicated to Filipino youth.

Platforms & Properties:

Linear and OTT: 2.1 million in viewership through its subscription cable and satellite channels including TFC (general programming), Cinema One (Feature Films), ANC (News), myxTV (TV shows), MYXTV (targeted towards Filipino youth through pop culture content) and others. TFC airs 90% of its content in Tagalog. OTT channels include iWantTFC and IPTV. TFC creates original programming that spans drama, news, and reality shows.

Website: 3.4 million unique viewers across all its websites, including mytfc.com, abs-cbn.com and regional program sites.

TVOD: Filipino content from TFC is available through Amazon Prime.

Recent/Upcoming Content Launches:

iWantTFC: TFC's latest streaming launch has already seen growth in its first year and is more accessible to the younger Filipino adults. It has already garnered 44 million monthly page views.

MYXTV: The Filipino diaspora contains younger adults who have moved to new countries and are looking for Filipino culture and news. MYX TV will offer entertainment and music relevant to this audience curated from the "next generation of artists."

Opportunities for Brands:

- **Linear Ad Spots**
- **Branded Content**
- **Digital Engagement**

Crossings TV

As the “home for Asian Americans,” Crossings TV provides in-language content and ads to seven of the major Asian ethnic groups across seven major markets in the U.S.

Primary Target: Asian Americans, specifically the Chinese (Cantonese & Mandarin), Filipino (Tagalog), Hmong, Japanese, Russian, South Asian (Hindi & Punjabi), and Vietnamese sub-groups.

Platforms & Properties:

Crossings TV Channel: Crossings offers a variety of programming for the Asian community, from news to entertainment to talk shows.

Commercial Production Services: Crossings has full advertising production suite which can translate creatives (Ad Translations) or rework an entire campaign into the preferred Asian language (Cultural Adaptations).

Recent/Upcoming Content Launches:

Crossings has expanded into seven U.S. markets.

Opportunities for Brands:

- **TV Campaigns**
- **Crossings Website and Social**

VieTV

VieTV is a TV network dedicated to serving Vietnamese language content within cities with a high Vietnamese presence. The VieTV Network serves its audiences across its linear, digital, and social channels.

Primary Target: Vietnamese American Families

Platforms & Properties:

TV: VietTV operates three local digital stations, five cable networks, and two national networks on DirectTV. Local markets include Houston, Dallas, and San Jose for digital. VietTV offers daily news programming in Vietnamese and original entertainment programming.

Online: VietTV.com is the hub for its shows and news updates while the network also runs a Facebook and Twitter profile.

Radio: KGOW 1560 AM is part of the VietTV network which broadcasts in Houston, Texas while 1480 AM airs in Dallas. Listeners can also tune in on the VietRadio website or through the Uno IPTV app.

YouTube: VietTVNetwork currently has 18 thousand subscribers and offers recaps and clips of its original news shows.

Opportunities for Brands:

- **Website and Social**
- **TV Spots across linear cable, digital and DirectTV**

World Journal

World Journal is a Chinese-founded news organization that has operated across the U.S. for 46 years. By serving news at a local, hometown, and global level, World Journal works to comprehensively inform Chinese Americans.

Primary Target: Chinese Americans

Platforms & Properties:

Daily print and digital news publications include focuses on International, China, Taiwan, Hong Kong, Los Angeles, New York, and San Francisco. Main coverage topics include finance, sports, entertainment, real estate, and local news. Joe Wei, Managing Editor at the World Journal, reinforced the trust that its audiences have in the reporting due to its vast amount of coverage and in-language content.

Messaging Apps and Social: World Journal has a Facebook and Instagram presence as well as a few WeChat rooms including WorldJournal_US, wjlifecom, nymoneyfun and nyhousefun to cater to specific audiences on mobile.

Events: World Journal hosted a virtual concert amid the pandemic called "Our Hope" that featured Asian and Asian American talent which was sponsored by McDonalds. Its Educational Seminar hosted thousands of guests pre-pandemic in New York, L.A., and San Francisco, which further connects its audience to each other.

Opportunities for Brands

- **Print and digital ad placements**
- **Website ad spots**

iTalk BB Media

Primary Target: Mandarin and Cantonese speakers across both the U.S. and Canada

Platforms and Properties: In-language app including movies, TV, and short-form videos, across devices such as CTV, PC, and mobile.

Recent/Upcoming Content Launches:

- Exclusive and original content in both Mandarin and Cantonese
- Top movies include: *Better Days* and *Rebel Princes*
- Original content covers genres such as news, finance, lifestyle, food, and entertainment

Opportunities for Brands:

- **Targeting capacities such as device level targeting, geographic location, program, or demographic.**
- **Google Ad Manager 360** offers agencies and brands a robust system to manage ad inventory, provide real time ad placements, and provide campaign data reporting and optimization.
- Ad Formats include **video, display, native, branded channel, and theater page sponsorships.**

- Omnichannel marketing opportunities include **banner promotion on official website, promotional emails to subscribers, WeChat content on social media, and promotional materials in centrally located retail stores within the Chinese community.**

KTSF-TV

Primary Target: Asian Americans in the San Francisco DMA

Platforms and Properties: Broadcast TV station, OTT app, website, and social media

Recent/Upcoming Content Launches:

- 42 Hours of local news and 6.5 hours of international news per week
- Reaching several Asian American populations with an Asian Indian programming block Saturday from 9am-12n, Persian programming on Sundays, as well as Vietnamese and Filipino/Tagalog content throughout the week.
- Talk and information shows with well-known Bay Area hosts include:
 - *Bay Area Focus* hosted by Lily Chou
 - *Business & Lifestyle* and *Great Family* hosted by Mina Li
 - *Talk Finance with Sau Wing Lam*

Opportunities for Brands:

- **Pre-roll and mid-roll in digital video**, including geo-targeted options by county
- **Nationwide opportunities** through VUit on OTT/web/mobile

ZEE TV

Primary Target: Southeast Asian Consumers

Platforms and Properties: Over 35 television channels and related media properties in North America and South America, as well as India.com and the Zee 5 global video streaming service.

Recent/Upcoming Content Launches:

- Zee TV offers a wide range of content many languages including Hindi, English, Spanish, Arabic, Bengali, Punjabi, Tamil, Telugu. Kannada, Marathi, and Urdu

- New programming includes:
 - Dramas:
 - *Kumkum Bhagya*
 - *Kyun Rishton Mein Katti Batti*
 - *Good News*
 - News & Lifestyle:
 - *Daily News & Analysis (DNA)*
 - *Gravitas*
 - *Chef vs. Fridge*
 - *Goan Gullies*
 - Reality Series:
 - *So You Think You Can Dance*
 - *Indian Pro Music League*
 - *Sa Re Ga Ma Pa: Li'l Champs*
 - *Made in America*
- New Networks to be launched include &TV, Living Foods, and See News

Opportunities for Brands:

- **360 marketing approach** with purpose driven campaigns, branded content, strategic associations, influencer marketing, and more
- **Customized in-language TV spots** for local targeting
- **Customized integrations** across the entire network platform, including experiential events

Skylink TV

Primary Target: Chinese-Americans in L.A. and San Francisco

Platforms and Properties: Over-the-air TV stations, YouTube, Amazon, and WeChat

Recent/Upcoming Content Launches:

- Cantonese & Mandarin programming including genres such as headline news, dramas, variety and entertainment, sports, auto, music, cooking, educational features, and documentaries

Opportunities for Brands:

- **Programmatic and direct digital advertising**
- **Cross platform campaigns**

The South Asian Times

Primary Target: Indian-American Consumers in the NY/NJ area and some east coast communities

Platforms and Properties: Print newspaper as well as website and digital edition.

Recent/Upcoming Content Launches:

- In addition to the weekly publication, the South Asian Times produces several special supplements for holidays and events such as Republic Day of India, Holi (Festival of Colors), India Day, Independence Day of India, Deepawali, Festivals of Light, Sikh Heritage & Film Festivals, as well as events created in conjunction with trade organizations

Opportunities for Brands:

- **Standard digital ad-formats ranging from web/mobile banners, site takeovers/sponsorships, other sponsored content, and email blasts.**

Asian Media Group (AMG)

Since its inception, Asian Media Group has worked to increase interest and awareness about the AAPI community. Today, AMG optimizes campaigns to adeptly target the Pan-Asian diaspora within the United States. AMG uses first party data in accordance with CCPA guidelines which enables contextual targeting using direct tags with its established platform partners. This cookie-less approach is effectively future-proof as we see the trend continue to move away from cookies altogether.

AMG utilizes its list of direct partners to create a brand safe, Asian American-specific ecosystem in lieu of a singular Asian American network. Campaigns can be translated and customized with AMG to become 100 percent in-language and in-culture as AMG offers granular optimization by ethnicity, sites, dayparts, geography and more to ensure that ad spots are aligned with the

correct audience on each platform.

Its post-campaign analysis will provide wrap up analysis on which efforts worked during the campaign that brands can use going forward as they learn more about the Asian American audience. For brands that are just starting out or want to improve their connection with these consumers, Asian Media Group is a partnership to consider. Its first party data, cookie-less approach and in-depth knowledge of this audience, AMG can provide relevant recommendations and optimization for its partners.

Visit <https://asianmedia.com/site2/> to learn more about Asian Media Group.