



NuTime Media



Who We Are

**NuTime Media Is A National Ad-Sales Media
Representation Company Specializing In The African
American Entertainment Segment And Media Landscape
That's Engaged On Multiple Media Platforms**

100% Black Owned

MBE Certified



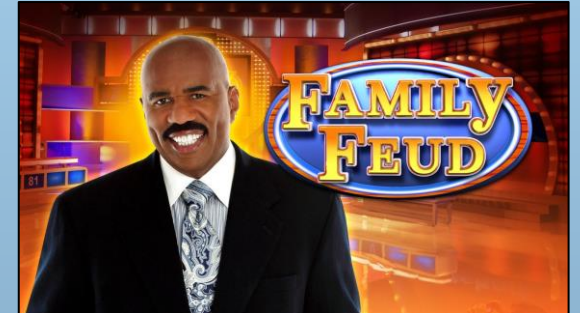
NuTime Media's Platforms & Content

CBS Media Ventures



Syndication

Returning Properties



COMING FALL 2023



SCRIPPS

NETWORKS



A division of The E.W. Scripps Company.

ion

BOUNCE

COURT TV

Available on every major distribution platform



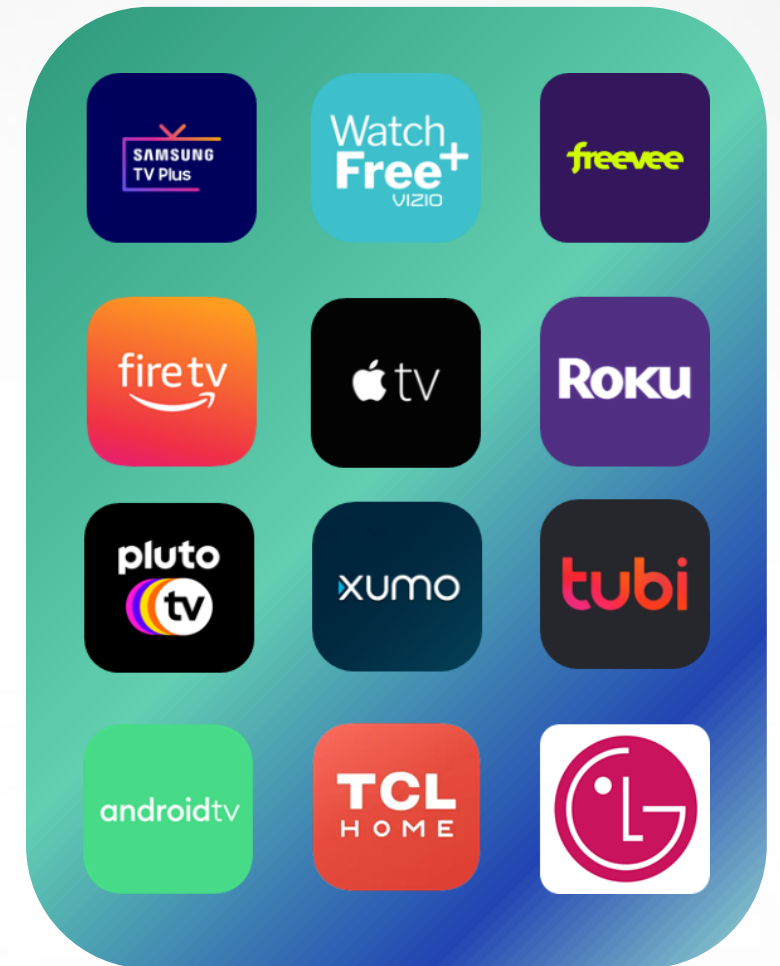
Over-the-Air
Antenna



Cable/MVPDs



Satellite



Connected TV/FAST Services

BOUNCE



ION & BOUNCE ARE TOP 3 NETWORKS AMONG KEY AA DEMOS

AA2+		
Rank	Network	C3 (000)
1	ION	156
2	BET	151
3	BOUNCE	123
4	INSP	118
5	HGTV	84
6	USA	82
7	ID	81
7	LMN	81
9	HALL	73
9	LIF	73
9	VH1	73
12	A&E	72
13	GRIT	71
14	TNT	65
15	GSN	60
16	FOOD	59
16	TLC	59
16	TVI	59
19	*ADSM	55
20	OWN	54
44	BET HER	17

AA25-54		
Rank	Network	C3 (000)
1	BET	67
2	ION	50
3	BOUNCE	49
4	VH1	38
5	USA	36
6	A&E	35
6	ID	35
8	*ADSM	29
8	LMN	29
8	TVI	29
11	HGTV	28
12	TNT	27
13	FOOD	25
13	HALL	25
15	LIF	23
16	TLC	22
17	FX	20
17	TBS	20
19	MTV	18
20	*AMTV	17
23	OWN	16
42	BET HER	7

AA18-49		
Rank	Network	C3 (000)
1	BET	60
2	ION	41
3	BOUNCE	37
4	VH1	35
5	USA	32
6	*ADSM	30
7	A&E	29
7	ID	29
9	LMN	23
9	TVI	23
11	FOOD	21
11	HGTV	21
11	TNT	21
14	TLC	19
15	FX	18
15	LIF	18
15	TBS	18
18	HALL	17
18	MTV	17
20	*AMTV	16
25	OWN	12
37	BET HER	6



A **BOUNCE** ORIGINAL SERIES

JOHNSON

Season 3 – August 2023
Season 4 – August 2024

A **Bounce** ORIGINAL SERIES

act
your
age

SEASON 1
PREMIERES
MARCH 4





**Juneteenth
2024**


NCM BLACK & HISPANIC CINEMA NETWORKS

NCM Black & Hispanic Cinema Networks allows marketers to reach Hispanic and African American consumers through a specialty network of movie theaters across the U.S.

Connect with young and engaged Black and Hispanic moviegoers in an environment they love – the movies!








NuTime Media

 **NCM**™ | BLACK CINEMA NETWORK
AMERICA'S MOVIE NETWORK

 **NCM**™ | HISPANIC CINEMA NETWORK
AMERICA'S MOVIE NETWORK

NCM Black Cinema

Network

<p>EXHIBITOR PARTNERS 4 OF TOP 5 US EXHIBITORS</p>     <p>50+ AFFILIATES</p>		<p>390+ Theaters</p> <p>5,400+ Screens</p> <p>TOP 50 DMA's 96 DMA's Total</p> <p>217 AA INDEX vs. US Population</p>
--	---	---

Source: NCM Digital Theaters, Active As of October 20, 2021. NCM Black Cinema Network theaters qualify as those theaters with a Black or African American Population index within the U.S. Census Bureau's HHS.gov, 1.3. If you're looking for more information on this, please visit our website at www.ncmblackcinema.com.

NCM Hispanic Cinema Network

<p>EXHIBITOR PARTNERS 4 OF TOP 5 US EXHIBITORS</p>     <p>50+ AFFILIATES</p>	 <p>HISPANIC CINEMA NETWORK</p>	<p>440+ Theaters</p> <p>6,000+ Screens</p> <p>TOP 50 DMAs 74 DMAs Total</p> <p>222 HISPANIC INDEX vs. US Population</p>
--	---	---

Source: NCM Digital Theater Audit. As of October 28, 2021, NCM Hispanic Cinema Network theaters qualify as those theaters with a Hispanic Population above the U.S. Census Pop. of Hispanics. F&T's and/or Regal's newly opened theaters within the 51 National Hispanic DMA Ranking. Affiliates: 50+ DMAs.

BCSBN

WHERE THE HBCU PLAY



BCSBN has broadcast agreements with local television stations in the nation's largest television markets, from New York and San Francisco, to Nashville and Austin.

The broadcast of a season of HBCU football and basketball marks a transformative opportunity for HBCUs to showcase their athletic programs on television's premium real estate for college sports, Saturday afternoons and Saturday prime time evenings. Those time periods have been almost exclusively occupied by the Power 5 athletic conferences.



Integrated Marketing



 A division of The E.W. Scripps Company



AMERICA'S MOVIE NETWORK

TOP PROGRAMMING ALIGNMENT

Integrating brands through authentic partnerships



PUPPY TRAINING TIPS



PET SMART

ANYTHING for PETS

BOUNCE PARTNERSHIPS DRIVE BRAND ENGAGEMENT

AA25-54

Exposed Vs. Control Group



+38%

Recommend Brand
to Friends/Family

+22%

Purchase
Consideration

+21%

Follow the Brand on
Social Media

+16%

See What Other
Products the Brand
Makes

+7%

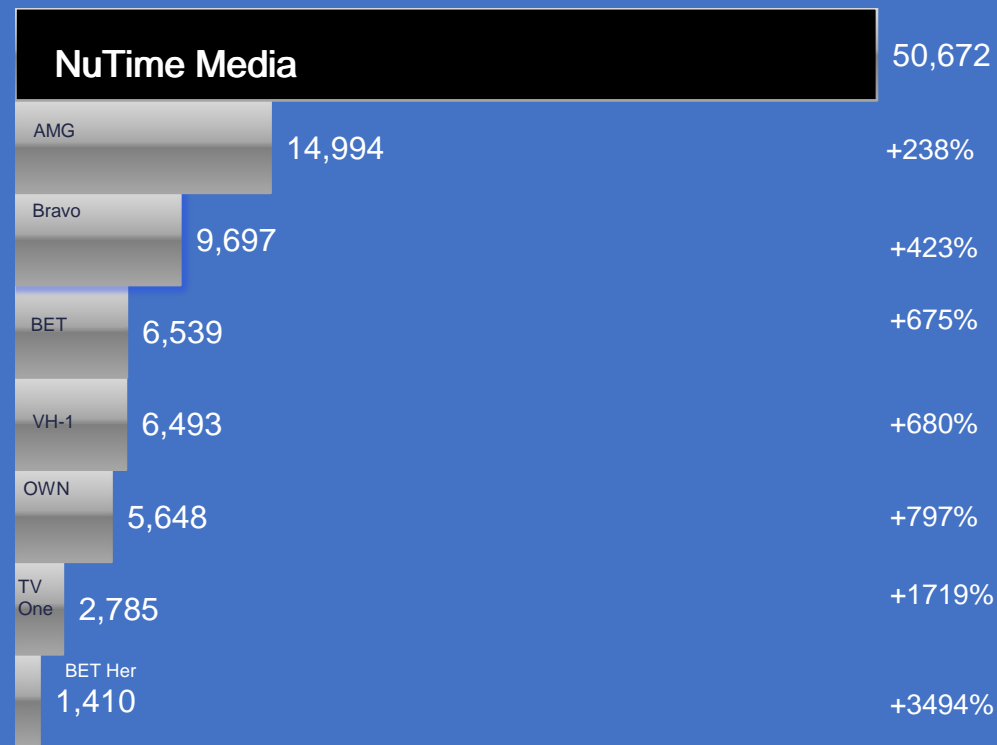
Speak to
Family/Friends
About the Brand



Source: Qualtrics custom study, April '22, A25-54, Exposed (N=1,252) Unexposed (N=1,174).
Q: how well does each of the following words or phrases describe the brand?

NuTime Media's Massive Scale

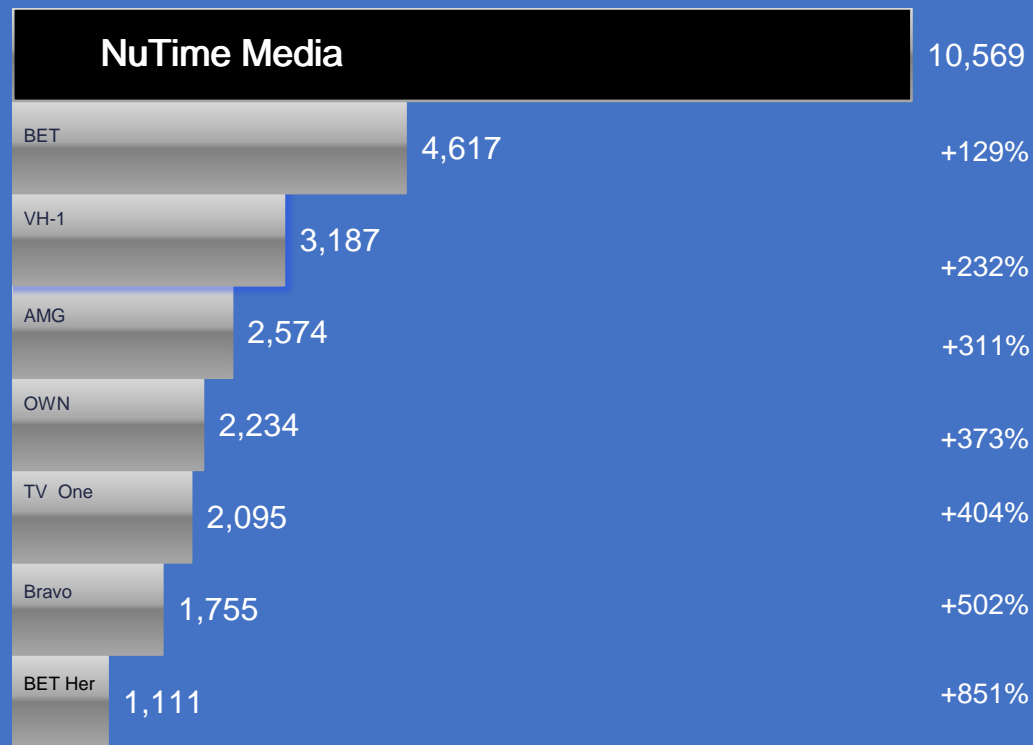
General Market Average Weekly Reach
P2+ (000)/NuTime Media Advantage



Source: Nielsen NPower Average Live+ 3 Day weekly P2+ reach (9/26/22-12/25/22 excl thanksgiving week of 11/21/22) NuTime programs include Family Feud M-F & Wknd, Judge Judy, Hot Bench, Divorce Court, Dish Nation, ET M-F & Wknd, Inside Edition M-F & Wknd, TMZ M-F & Wknd, Sherri Neighborhood M-F & Wknd and Women Of Wrestling, ION, BOUNCE and Court TV Networks. AMG includes The Weather Channel and CF Entertainment programming unduplicated reach includes viewing to at least 6 minutes programming

NuTime Media's Massive Scale

African American Average Weekly Reach
P2+ (000)/NuTime Media Advantage



Source: Nielsen NPower Average Live+ 3 Day weekly P2+ reach (9/26/22-12/25/22 excl thanksgiving week of 11/21/22) NuTime programs include Family Feud M-F & Wknd, Judge Judy, Hot Bench, Divorce Court, Dish Nation, ET M-F & Wknd, Inside Edition M-F & Wknd, TMZ M-F & Wknd, Sherri Neighborhood M-F & Wknd and Women Of Wrestling, ION, BOUNCE and Court TV Networks. AMG includes The Weather Channel and CF Entertainment programming unduplicated reach includes viewing to at least 6 minutes programming

NuTime Media's Multi-Platform Massive Scale

General Market Average Weekly Reach
P2+NuTime Media

NuTime Media Linear Weekly Reach 50,672,000

NCM Black & Hispanic Cinema Networks Weekly Reach 5,500,000

NuTime Media's Multi-Platform Massive Scale

African American Average Weekly Reach
P2+NuTime Media

NuTime Media Linear Weekly Reach

10,569,000

NCM Black & Hispanic Cinema Networks Weekly Reach 2,605,000



NuTime Media Delivers On The Magna Guarantees

Unparalleled Delivery Success



94%

Average Delivery Index



AstraZeneca



 CBS MEDIA VENTURES



Unparalleled Delivery Success



102%

Average Delivery Index



AstraZeneca



SUBARU

ion

BOUNCE

Unparalleled Delivery Success

111%

Average Delivery Index





- **NuTime Media has aggregated quality programming and content that specifically appeals to the African American consumer.**
- **NuTime Media has expanded the opportunities for the Ad-Community to engage with this valuable African American consumer through programming/properties with massive scale on multiple media platforms.**



NuTime Media

**Leveraging our compelling
slate of media properties,
connects your brands to our
engaged, massive African
American audience.**



SHERRI IS THE #1 NEW DAYTIME TALK SHOW

Sherri premiered in the Fall 2022 and in a few short months the show is...

- The #1 new daytime talk show –across all demos
- #1 with African-American adults & women
- Seen by over a million daily viewers
- Nominated for a Daytime Emmy & NAACP Image Award
- Performing on social with over 50 million video views
- Renewed through 2025!





NuTime Media

///EQUITY BY
MAGNA
///UPFRONT