



Thank you for your interest in advertising on Benteractive Television. Enclosed is information about our broadcast delivery network available on Direct to Home Satellite and on FIOS

Circulation: ADI- 100 million in the domestic US via direct to home delivery and FIOS

Demographics:

Most of our viewers are European Expatriates, African American and Second Generation Latinos between the ages of 10 and 55 who are interested in improving their access to quality ethnic content.

55% of our viewers are female; 45% are male

75% have purchased a product or service on the Internet.

**Name of Satellite delivery channel: Globecast (Direct to Home) IPTV Platform: FIOS**

**First channel launched: December 2007**

**Cost per daily advertising program: Based on \$500,000 / 5 year sponsorship commitment  
This offer is limited to 50 sponsors.**

1 day sponsorship is - \$275.00 which includes primetime slots within 4 days of the week with guaranteed preferential treatment as a premiere product during prime time slots..

Top Sponsor position - \$750,000.00 listing for key sponsorship time slots every day Prime Time.

Ad size criteria: Maximum 60 second spots. We not accept adult ads and reserve the right to reject any ad we deem not to be suitable.

**Contact Us:**  
Cleveland Benjamin  
914-384-6571

Site Overview: We are seeking to become a leading portal for ethnic focused content.

Interactive media portal featuring online and offline access to niche content and resources

Audience Profile: Minorities in the US from all ethnic backgrounds with a focus on the Afro Latino Markets

Rates/Specs 60/30/15/10 second spots -  
Targeting Options – Online and Television based advertisements.



*If only they had a network to broadcast their message ....*

**Spring 2008 Prime Time Schedule**

<p><b>MONDAY</b> Best Friends For Life Brody</p>	<p><b>Saturday</b> Voyage to the Unknown Primetime Movies</p>
<p><b>Tuesday</b> County of Kings The Fame and the Glory</p>	
<p><b>Wednesday</b> Lola Freeze</p>	
<p><b>Thursday</b> Movie of the week</p>	<p><b>Sunday</b> Inspirational Sunday night Movie</p>
<p><b>Friday</b> Friday Night Concert</p>	

**Benteractive** is the home of quality program which addresses the needs of the Afro-Latino Markets to have content which is reflective of their culture while also having access to mainstream programming.

We offer our viewers the best in comedies, dramas and newsmagazine programming all week long. Our Family oriented approach provides quality entertainment which is still cutting edge but not as overly flamboyant as some of the offerings in current existence.

Our platform offers producers with ethnic focused content to have an outlet to reach the masses. Through our involvement in the film maker process we develop new talent that has not been given opportunities to advance prior to our existence. This element of our platform is one of our key draws as we will be the platform which launches the careers of many new directors.

**BENTERACTIVE MEDIA**



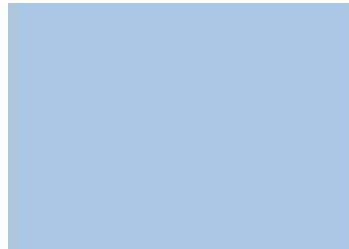
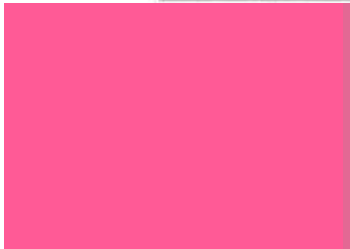
Benteractive also services the "Digital Generation" with online content available 24/7 and interactive programming. These online options help our advertisers build brand awareness even when access to the television is not an option.

**Media Kit 2008**

**BENT**eractive  
television



**BENT**eractive  
television



## **International Broadband Interactive Entertainment**



**for the Afro-Latino American  
Marketplace**

**Media Kit 2008**



## **Media Kit 2008**

### ***About Us***

#### **Benteractive Television Network-**

Benteractive Television is an alternative delivery network for ethnic focused content which represent the Afro Latino American Markets.

Our platform creates an outlet for producers and directors of ethnic based content to gain access to a built in audience system. Our platform provides an enhancement to the current landscape of offerings such as BET (Black Entertainment Television and TV One). Our technology allows us to broadcast our content via satellite direct home boxes and also on the internet in addition to mobile platforms.

Our network offers several channels which are broadcast from a single location. These channels focus on the empowerment of the viewers they serve and also provide a niche package for original content which is not available in the mainstream. Our content showcases the culture and history of our viewers.

Many of our clients have expressed dissatisfaction with the current offerings in the marketplace and have told us that if there was a viable alternative they would be willing to subscribe to a premium network to gain access to content.

Our solution offers a triple play with the internet and satellite as well as mobile packages. Our foray into the homes will be followed with daily empowerment messages and a community approach which will enhance the lives of our viewers.

We simply install a set top box at the location for our clients and they become a new hub for marketing our message. As time goes on we will seek to expand our product lines to include a variety of other channels and we look forward to offering our clients the best viewing experience as well as expanding the branding opportunities for our advertisers.

Our content is produced globally by a select group of producers who simply edit remotely and submit their content via ftp for deployment over our network. We have representatives globally who will produce innovative compelling content that will prove our business model. Our aggregation technology then allows us to ingest the content from a global source of producers and distribute the content to our viewers.

We also provide directors with the resources needed to produce content and therefore empower a market that has traditionally been underserved. This concept of empowerment is our core value proposition.

## 4<sup>th</sup> Quarter , 2007 Program Schedule

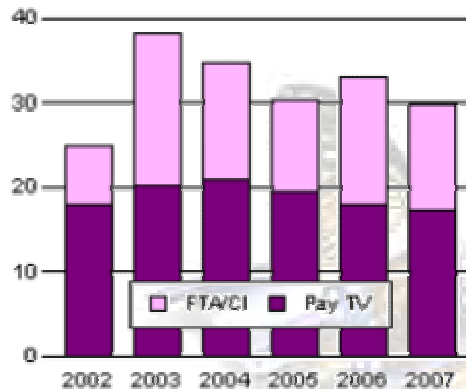
	Monday - Thursday	Friday	Saturday	Sunday
6:00 am	Daily Morning News	Daily Morning News	Inspirational	Inspirational
7:00 am	The Early Show	The Early Show	Fitness Guru	My Church
9:00 am	The Financial Center	The Financial Center	Cartoons	This week Gil Noble
9:30 am	The Travel Show	The Steven Steven Show	Cartoons	Inspirational
10:00 am	My Home Design Show	Home maker	Kids Weekend show	Gospel Vibes
11:00 am	News at Noon	News at Noon	Sports in the Hood	My Church
12:00 am	Cross Roads	Cross Roads	Afternoon Movie	Home design
1:00 pm	Soap Opera	Soap Opera	Music Videos	Sports World
2:00 pm	Financial Report / Kids After school programming	Financial Report/ Kids After school	Music Videos	Paid Programming
3:00 pm	Cartoons / Kids Programming	Cartoons	Kung Fu Movies	Sunday movie
4:00 pm	At the close	This week in the market	Sports this week	The Community forum
4:30 pm	Cooking with Mavis	Cooking with Mavis	Fix it Yourself	Getting Ahead
5:00 pm	News	News	Music Videos	Weekend News
6:00 pm	The Bernie Mac Show/ Comedy	Comedy Hour	News	Bernie Mac
7:00 pm	Music Video Programming	Music Video Programming	The Home Maker	Star Trek
8:00 pm	Various Series Shows	Friday Night in Concert	Movie of the week	Sunday Night Series
9:00 pm	Movie of the Night Club/	The week in review/ My World	Mini series	Sunday Night Movie
10:00 pm	Nightly News	Nightly News	Weekend News	Weekend News
11:00 pm	Late night w. Arsenio Hall	Late night with Arsenio Hall	Comedy	Paid Programming
12:00 am	Music Videos	Paid Programming	Paid Programming	LetsMakeaDate.net
4:00am	Paid	Paid	Paid	Paid



## The Direct To Home (DTH) market overview

The digital DTH (Direct To Home) set-top box market is the largest of all the digital set top box markets. While DTH boxes have been shipping for ten years, In-Stat/MDR reports that manufacturers continue to add new features and produce them at a lower cost. Chinese manufacturers are entering the market and pushing prices even lower, as they did in the DVD player market.

**Worldwide Digital DTH Set-Top Box Forecast**  
(Unit Shipments in Millions)



Source: In-Stat/MDR, 8/03

Cost is the main driver for increasing box shipments in the FTA/CI segment as they become more affordable. As a result, in 2003, shipments in the FTA/CI segment will be 18 million boxes, almost as much as the DTH pay-TV provider segment. Through 2007, major events like the Olympics and World Cup are likely to have a significantly positive effect on FTA/CI box shipments, so the even years will see more box shipments than the odd years. Box unit shipments in the DTH pay-TV provider segment will decline after 2004, due to the advent of dual tuner/decoder boxes, which are able to support two TVs.

## Free to air- a new marketing opportunity

Most advertisers recognize the satellite market as either Dish Network or Direct TV. However on FTA ( Free to air satellite there exists over 3000 more channels that can be added as part of the product mix. These stations are usually provided to expatriates who seek to gain access to content from their homeland. In Europe DTH is a normal method of home delivery of content but here in the US the technology exists but the services are not mainstream. We intend to service an underserved marketplace and allow our viewers access to our content on a subscription based model that allows us to operate our network. In the meantime we believe that our offering will be accepted in the mainstream as an additional channel available through the cable head-end systems.



## Community Outreach Programs

Benteractive is an active part of the communities they serve. With Health fairs which typically offer a family day activity roster we are able to bring screenings to the community and also provide quality entertainment for the youth in their communities.

With our **“Stay in School Concerts”** as a part of our offerings we are able to provide local schools with an incentive based system for students to excel in academics.

Our **“Holiday Season Food Drives”** offer us an opportunity to give back to the community and also spread the message that we as an ethnic group can make a difference.

Our Annual **“Toy drive”** is a success and will set the standard for many other organizations as we provide toys to children during the holidays. Recipients of the toy drives become empowered as they share the joy of also giving a toy away themselves. This element promotes sharing and good will.

Our weekly community bulletin boards and our online blogs offer the viewers a no cost way of spreading their message to the viewers that are online as well as offline.

We strongly believe in business training for entrepreneurs so as a part of our strategies we have developed a national business forum to expose our colleagues to the world of business and finance. These free seminars are an integral way of developing the next generation of strong business people.

All Benteractive Community Outreach campaigns receive an online and offline support platform. Our efforts are always in conjunction with partnerships that yield greater exposure.

Benteractive is a member of NY Citiworks an umbrella company which offers companies the ability to operate as a charitable organization on demand.

