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MEDIA 360

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RADIO

kbcntv.com/kbcn-radio

928 Commercial Street, N.E., Conyers, Georgia 30012* (888) 705-0036* info@kbcnmedia.com

KBCN TV is a leader in delivering the best in video content marketing. Our interactive streaming web broadcasting services reach over 2.5 million and can be accessed any-time, anywhere online or through your favorite mobile device. What makes **KBCN TV** so great? We offer information on diverse topics including sports, politics, banking & finance, and global community affairs all with the added assurance that 75% of our viewers watch on mobile devices daily. Come join us and don't miss out on our quality content!

KBCN Radio is an international radio network that interacts with over 1.5 million listeners each month in numerous countries. We are connected to various streaming platforms, such as phones, mobile devices, and online apps, offering a chance for budding artists to get noticed within the music industry. Our playlist consists of a diverse range of genres that appeals to audiences all over the globe. With **KBCN RADIO** by your side, upcoming performers can share their art in a whole new way!

We track our success metrics through website analytics, podcast show engagement, social media interactions and online media software. Our programs can be consumed through all major browsers and mobile phones (Apple and Android). Additionally, it is available on Roku and TuneIn Radio as well as landlines.

At our highest viewership/listening times, 68% of the audience is female and 32% is male, aged 25 years or older. The median earning power of the audience ranges from USD 25k-70k annually. Maximum engagement is between the hours of 7 am-12 pm and 3 pm-midnight.



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The *KBCN TV/Radio Statistical Data* provides useful demographic breakdowns, such as top cities, states, countries, age ranges and gender. This data set is highly informative and can be used to gain key insights into markets around the world.

Top Ten States

- 1. Georgia
- 2. Virginia
- 3. Texas
- 4. Pennsylvania
- 5. North Carolina
- 6. Maryland
- 7. South Carolina
- 8. Florida
- 9. Michigan

Top Ten Cities

- 1. Decatur
- 2. Atlanta
- 3. Philadelphia
- 4. Conyers
- 5. Greer
- 6. Virginia Beach
- 7. Bowie, MD
- 8. Stone Mountain
- 9. San Antonio
- 10. Orlando

Top Ten Countries

- 1. United States
- 2. Bangladesh
- 3. Russia
- 4. Romania
- 5. Mexico
- 6. Ireland
- 7. France
- 8. China
- 9. Belgium
- 10. Jamaica

Top Age Ranges & Genders:

68% of the audience is female and 32% is male. The age ranges are as follows:

- 1. 25-34 (10%)
- 2. 45-54 (30%)
- 3. 55-64 (27%)
- 4. 35-44 (25%)
- 5. 65+ (5%)



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To view or listen to **KBCN TV/Radio**, viewers and listeners can take advantage of a variety of devices. These include desktop computers, laptops, mobile phones, tablets, smart TVs, and more. Additionally, many streaming devices are capable of playing KBCN content on demand.

- 1. IOS 30%
- 2. Android 20%
- 3. Web Browsers: Chrome, Explorer, Safari, and Firefox 17%
- 4. Roku 13%
- 5. TuneIn Radio 12%
- 6. Other Smart Devices 8%

Viewers and Listeners during Peak Hours:

KBCN Television

Monthly Viewers
209,000

Weekly Viewers
52,250

Daily Viewers
7,464

Peak Hours:
7am to 11am =4,105 viewers daily.
3pm-12 midnight=3359 viewers daily.

KBCN Radio

Monthly Listeners
125,000

Weekly Listeners
31,250

Daily Listeners
4,470

Peak Hours:
7am to 10am =2,235 listeners daily.
3pm-7pm=1500 listeners daily.
7pm-12 midnight=850 listeners daily



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KBCN TV On-Demand Programming

Our on-demand programming offers 24/7 availability with the option to selectively watch programs. Each show has its on-demand page, allowing viewers who missed the live stream feed to catch up at their convenience. We have also included pre and mid-roll features within our on-demand programming, which offers greater viewer reach and visibility for your advertisement.

Monthly On-Demand Programming Statistics

Views
44,552

Viewers
7,350

Hours Watched
13,104

Websites
56

At **KBCN Media 360**, we value the investment set forth by our television and radio clients. That's why we use market-leading strategies to ensure success. We put great effort into ensuring that each of our clients receives the highest return on their investment and results beyond satisfactory. With us, you can rest assured knowing your campaign is in capable hands.