

Asian Advantage

Presented to You by



德州中文台

TEXAS CHINESE RADIO

"Key to the Heart of the Asian Community"

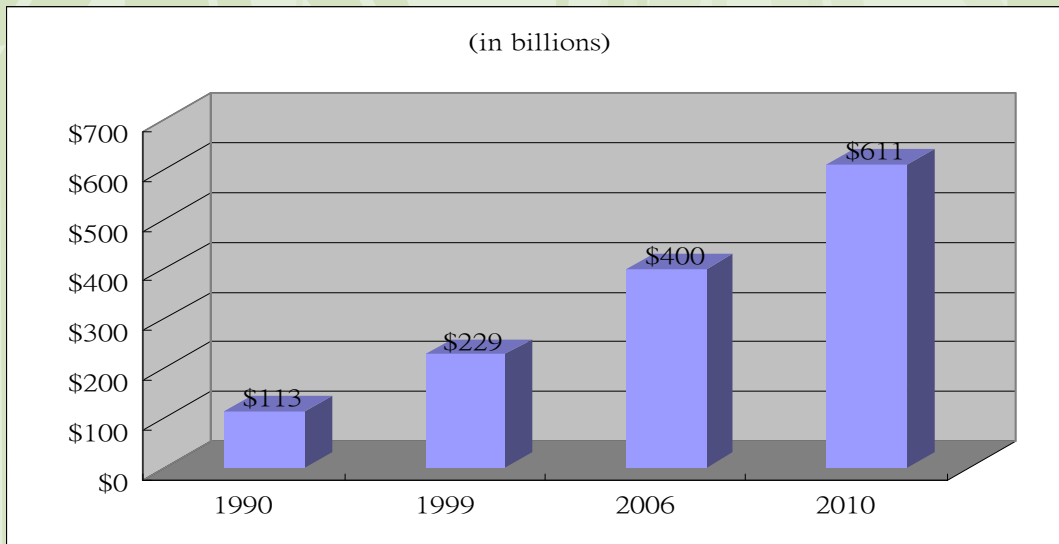
Happy New Year



Why it is WISE to target Asian?

Buying Power

- Increased from \$113 billion in 1990 to \$229 billion in 1999, with total buying power in excess of \$400 billion in 2006, Asian Americans represent the single most affluent consumer group in the United States.
- Nationally, it's projected to climb 41 percent to \$611 billion by 2010, according to data from MarketResearch.com.

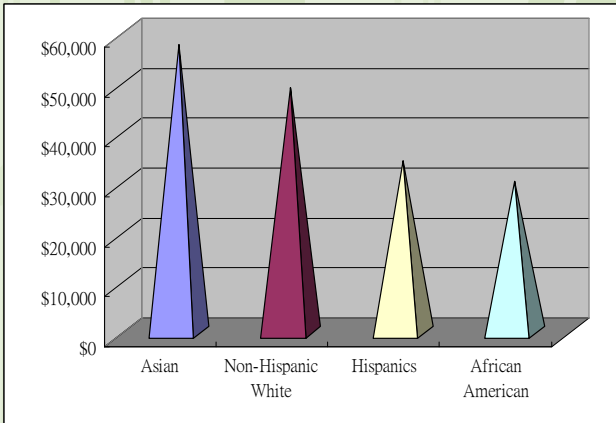


Population Growth

- The fastest growing minority group.
- From 2000 to 2050, the Asian population is projected to grow 213%, from 10.7 million to 33.4 million. Their share of the nation's population would double, from 3.8 percent to 8 percent.
- As in Census 2000, California, New York, and Texas remain the top ranked states for Asians.
- Chinese population ranked number one among all Asian American groups in U.S.

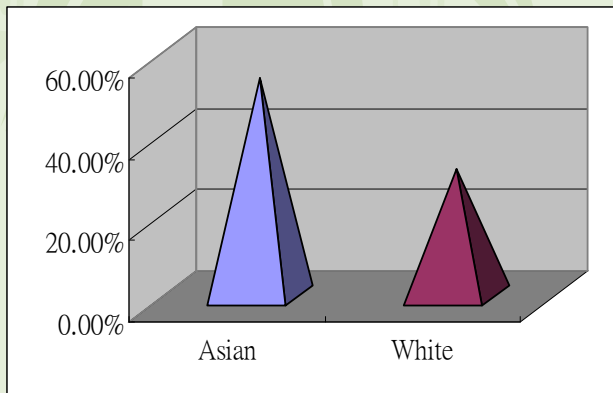


Why it is WISE to target Asian?



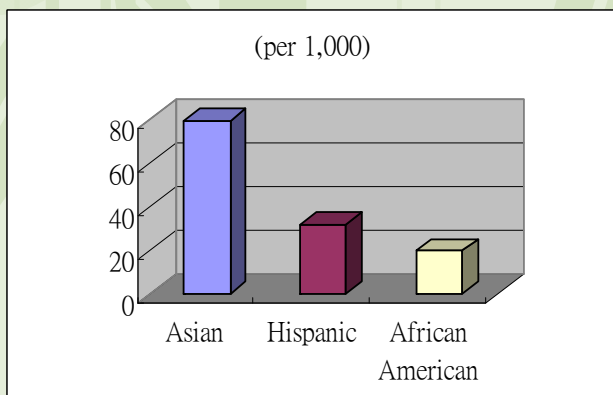
Income Level

Census data put median household income for Asians at \$57,518 in 2004, compared with \$48,977 for non-Hispanic White households, \$34,241 for Hispanics and \$30,134 for African-Americans.



Educational Level

53.7% Asian in Texas have College degree or above compare to White 31.2%



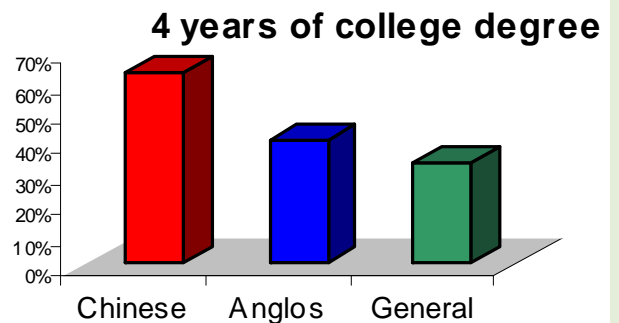
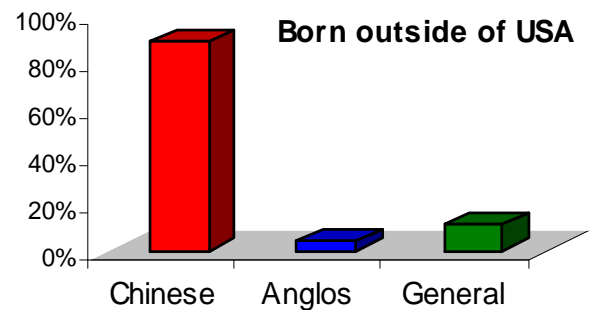
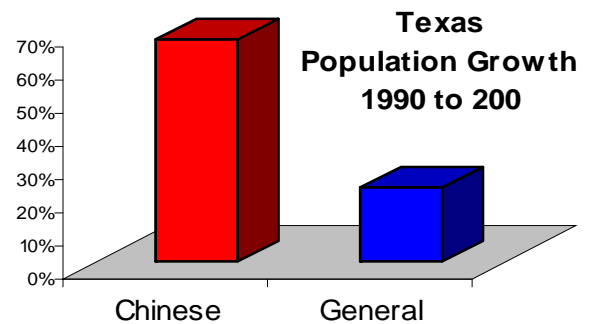
Entrepreneurship

Small business ownership is at the rate of 80 business per 1,000, compares to 32 Hispanic ownership and 20 African-American.



Why Advertise in Chinese Language Programs in Houston?

- **89%** of Chinese living in Houston were not born in the U.S.
- **86%** of all Chinese consumers can speak English. At the same time, even after 20 years in the U.S., over 60% still prefer native language broadcast media.
- The Chinese population in Texas grew by **67.4%** between 1990 and 2000, compared to **22.8%** for general population.
- **63%** of all Chinese in Houston have at least 4 years of college degree or above compare with 41% for the Anglos and 33% for the general population.
- Compared to all other groups, including Caucasians, Asians have the highest percentage of households in the **\$75,000** or above annual income range. (Source: US Census Bureau, Census 2000)





Why Radio?

- **Voice is the most effective way of communication**
- **It is cost-efficient**
- **It leaves a lasting impression on people's mind.**
- **It targets market in a more precise way**
- **It is much more capable to mobilize listeners' response.**
- **It is personal, interactive and relational – because...Buying is a personal and relational thing!**



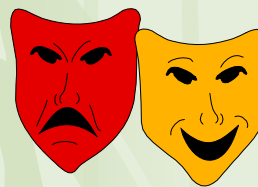
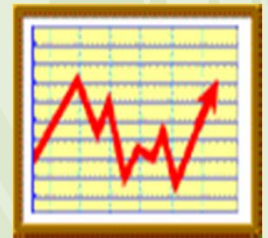
A Bit About Us

- We are the first Chinese (Mandarin) radio broadcaster in Houston (Since 1995)
- We are the largest Chinese language programming in the region with 20 hours of live radio broadcasting a week.
- We are currently broadcasting from KXYZ 1320AM (Under 1320 Texas Chinese Radio).
 - KXYZ is a 5,000 watts AM station covering all of Houston/ Galveston DMA.
 - KXYZ is the premier multi-ethnic programming station serving 200,000 Chinese communities in the Houston and surrounding areas.
 - KXYZ has multi-ethnic programming in Chinese (Mandarin), South Asian (Urdu & Hindi), and Vietnamese.
- We provide voice talent, translation, website design/consultation, event planning, and mass media advertising.



1320 Texas Chinese Radio Program

- News, Traffic, Weather
- Stock & Investment
- Health & Medicine
- Family & Education
- Legal Advice
- Home & Garden
- Movie & Entertainment
- Community Services





Our Radio Listeners

- Broadcasting to approximately **200,000** Chinese from various backgrounds (such as China, Taiwan, Hong Kong, and south east Asia)
- **Dynamic**, loyal and dependable market
- **Highest educational level** and fastest growing economic power among minority groups
- **Won't hesitate to recommend products, professionals or services to friends, neighbors and relatives**
- **Prefer** products/services that are advertised by their native languages
- **Prefer** products/services through direct one-on-one communications



Our Radio Listeners

- **56% Female, and 44% Male**
- **Age Groups**
 - 9% at the age of 21~30.
 - 39% at the age of 31~40.
 - 30% at the age of 41~50.
 - 22% at the age of 51+
- **74% came to the United States more than 10 years.**
- **Avg. household income is above \$48,000.**

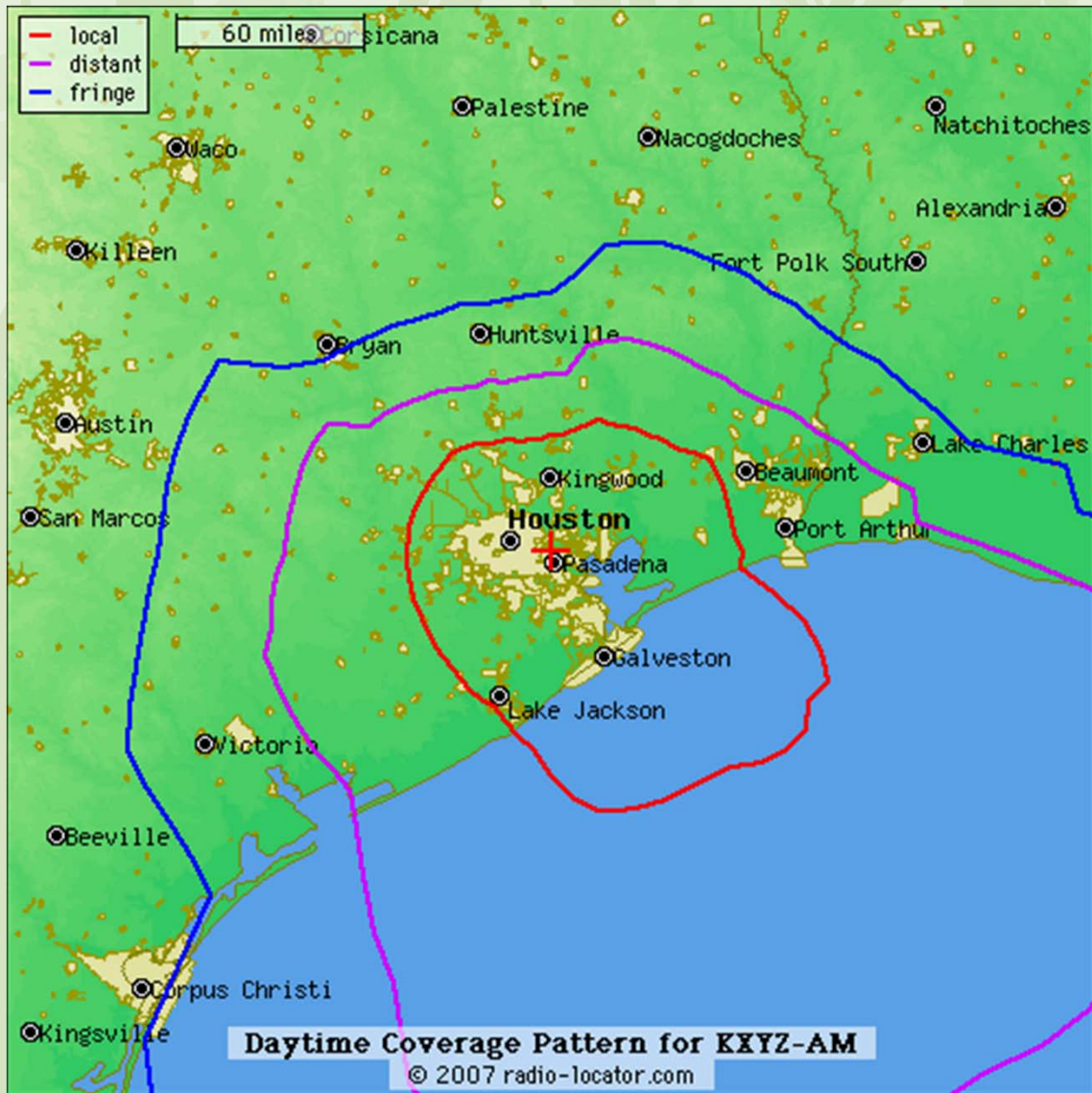


Why Radio?

- **Voice is the most effective way of communication**
- **It is cost-efficient**
- **It leaves a lasting impression on people's mind.**
- **It targets market in a more precise way**
- **It is much more capable to mobilize listeners' response.**
- **It is personal, interactive and relational – because...Buying is a personal and relational thing!**



1320AM KXYZ Day Time Coverage



Largest Chinese Radio Coverage in Houston



Our Capability

- **Radio Programming**
- **Voice Talent**
- **Multimedia Advertising**
- **Events / Grassroots Promotion**
- **Asian Language Translation**
- **Media Relations**
- **Cultural Consulting**
- **Website/Media Kit Design**
- **Magazine Design / Layout**