

A NETWORK PRESENTATION 2024

TUNE IN TO  
THE  
CARIBBEAN  
CULTURE



We Are The Caribbean. Nou Se Karayib La. Nous Sommes Les Caraïbes.

## ABOUT ISLAND TV

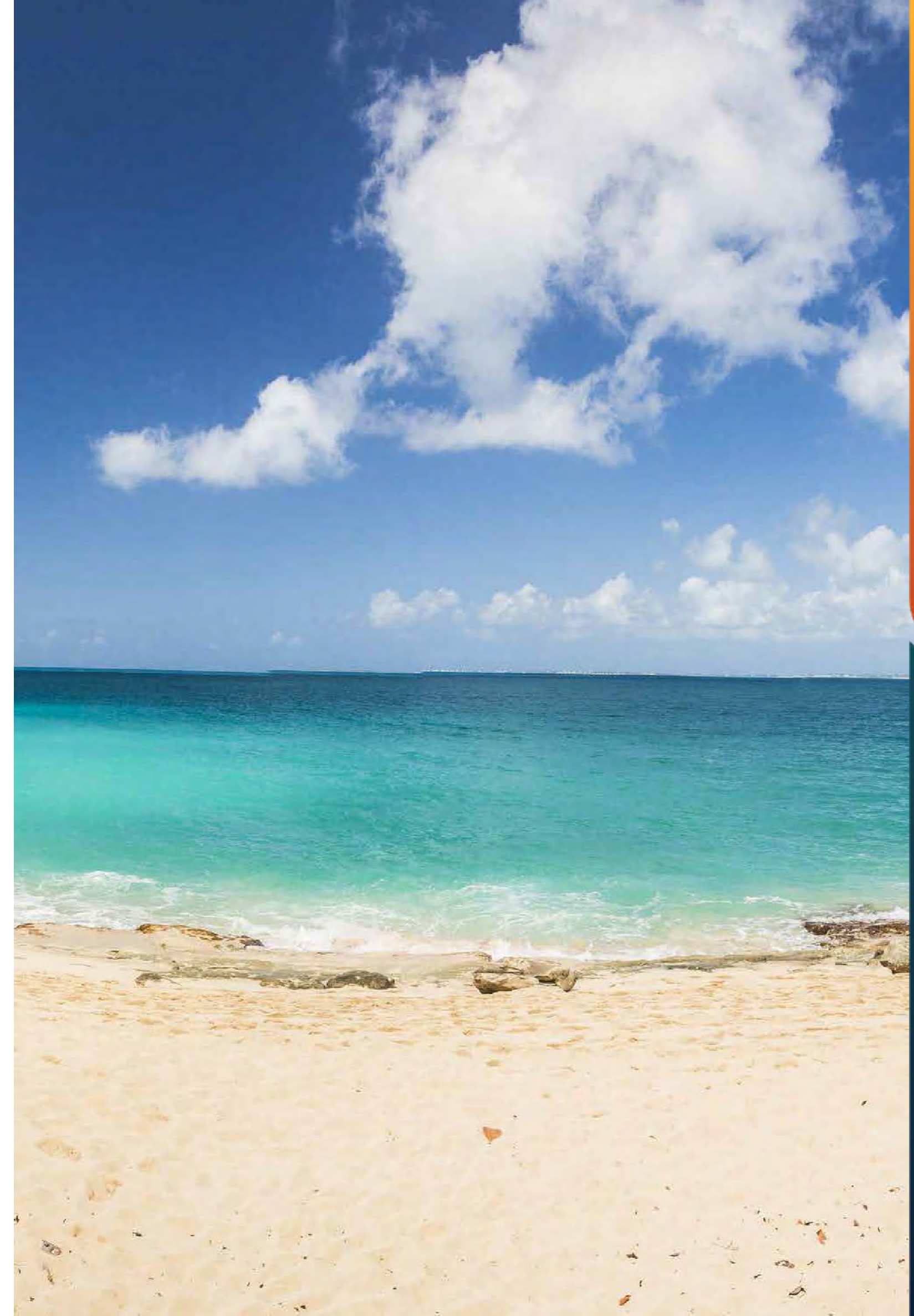
**Island TV**, a television network based in South Florida, serving Caribbean communities for over two decades. **Island TV** offers traditional and video-on-demand (VOD) distribution methods, and is available on cable, over-the-air, and digital platforms.

Since its inception in 1996, **Island TV** has been a vital source of information and entertainment for the Haitian diaspora throughout South Florida. Over the last few years however, the programming has widened to include the broader Caribbean community — a community with distinct cultural, linguistic, and social characteristics. The Caribbean American population is growing exponentially in the United States which creates an immediate need for them to have access to cultural and inclusive television programming.

**Island TV's** programming includes breaking news, politics, movies, gospel, cooking, music, faith based and talk shows. Our programs are produced in English, Haitian-Creole, and French — a unique offering.

**Island TV** celebrates Black history, culture, and entertainment all year. With 24 hours of programming covering news, concerts, entertainment, politics, and talk shows, **Island TV** gives its viewers a refreshing new perspective on the Caribbean culture.

*We Are The Caribbean*



# OUR MISSION & VISION



**Island TV**'s mission is to connect the Caribbean audience from around the world with programming that aims to inform, entertain, and empower.

Through strategic partnerships, our niche audience will have access to culturally focused programming, including news and public announcements via **Island TV**'s distribution platform that best serves them, including live television, onDemand, and our digital platform.

**We are rooted in community engagement and our work is distinctly authentic and culture-driven.**

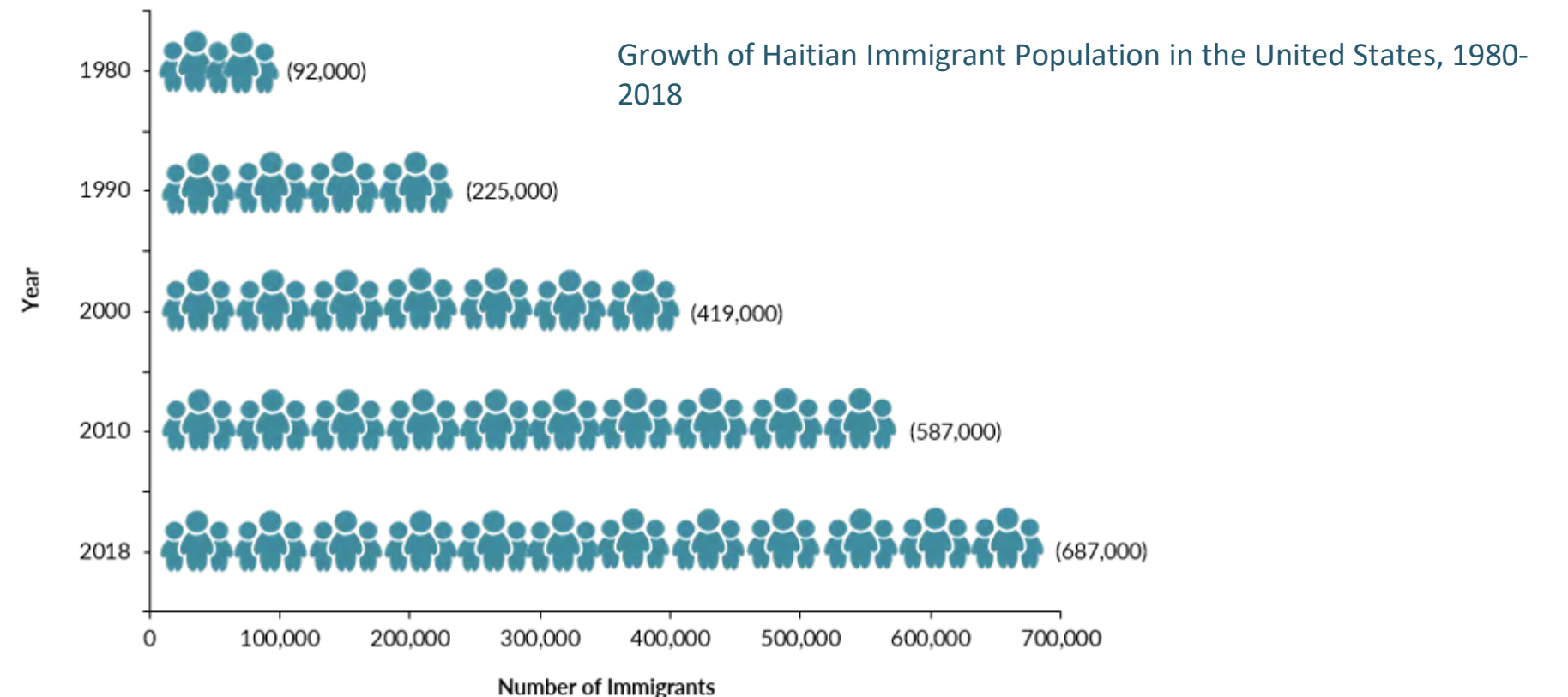
01

FAST FACTS

# Afro-Caribbean Population

REGION AND COUNTRY	NUMBER OF IMMIGRANTS	PERCENT (%)
<b>Caribbean</b>	<b>4,415,000</b>	<b>100</b>
Cuba	1,312,000	29.7
Dominican Republic	1,163,000	26.3
Jamaica	745,000	16.9
Haiti	680,000	15.4
Trinidad and Tobago	235,000	5.3
Barbados	56,000	1.3
Grenada	34,000	.8
Dominica	34,000	.8
The Bahamas	33,000	.7
West Indies	25,000	.6
St. Vincent and the Grenadines	24,000	.5
Other Caribbean	76,000	1.7

Sources: Data from U.S. Census Bureau 2010 and 2018 American Community Surveys (ACS), and Campbell J. Gibson and Kay Jung, "Historical Census Statistics on the Foreign-born Population of the United States: 1850-2000" (Working Paper no. 81, U.S. Census Bureau, Washington, DC, February 2006), available online.



02

FAST FACTS

# Afro-Caribbean Population

Black Immigrant Population by Region of Birth, 2018

Region of Birth	Number of Black Immigrants	Share of All Black Immigrants
Sub-Saharan Africa	1,857,620	43.5%
Caribbean	1,947,585	45.6%
Central America	135,688	3.2%
South America	170,561	4.0%
Other	158,950	3.7%

Income, Tax Contributions, and Spending Power of Black Immigrant Households, 2018

<b>Total Household Income</b>	<b>\$133.6 Billion</b>
Total Taxes Paid	\$36.0 Billion
-- Federal Income Taxes	\$22.8 Billion
-- State and Local Taxes	\$13.2 Billion
Spending Power	\$97.6 Billion

Source: NAE analysis of  
1-year American Community  
Survey data from 2018

# 03

## FAST FACTS

# Afro-Caribbean Population

	ESTIMATE OF FOREIGN LANGUAGES	SHARE OF ALL SPEAKERS
<b>Speak Language Other than English</b>	<b>67,802,000</b>	<b>100</b>
Spanish	41,757,000	61.6%
Chinese (including Mandarin, Cantonese)	3,495,000	5.2%
Tagalog (including Filipino)	1,764,000	2.6%
Vietnamese	1,571,000	2.3%
Arabic	1,260,000	1.9%
French (including Cajun)	1,172,000	1.7%
Korean	1,075,000	1.6%
Russian	941,000	1.4%
Haitian Creole	925,000	1.4%
German	895,000	1.3%
Hindi	893,000	1.3%
Portuguese	846,000	1.2%
Amharic, Somali, or other Afro-Asiatic languages	590,000	.9%
Yoruba, Twi, Igbo, other languages of Western Africa	589,000	.9%
Other Indo-European languages	576,000	.8%
Yiddish, Pennsylvania Dutch, other West Germanic languages	560,000	.8%
Italian	540,000	.8%

Map of Most Commonly Spoken Languages other than English and Spanish, by State, 2019



Source: MPI tabulation of data from the U.S. Census Bureau 2019 ACS.

# WAYS TO WATCH

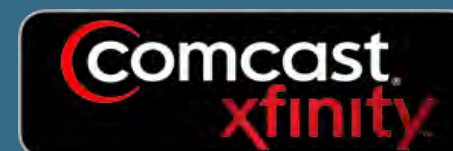


Live &  
On Demand

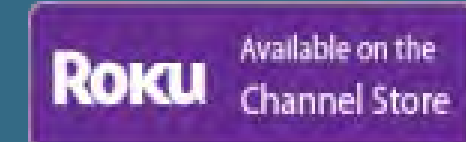


Available On:

Cable:



Digital Apps:



# Island TV

## South Florida Coverage

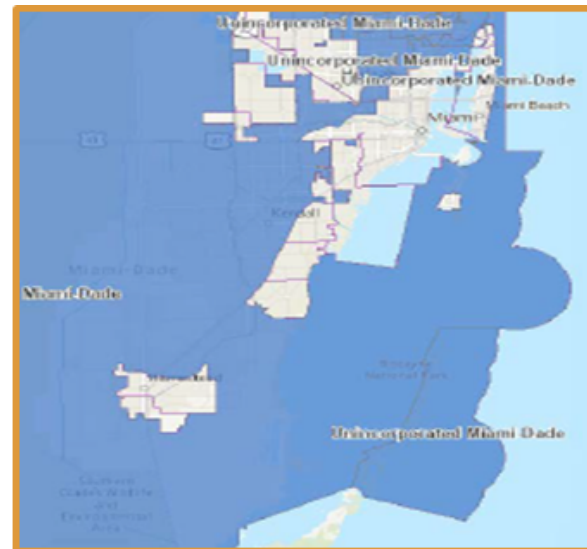
Find Island TV in South Florida on cable & digital channels.



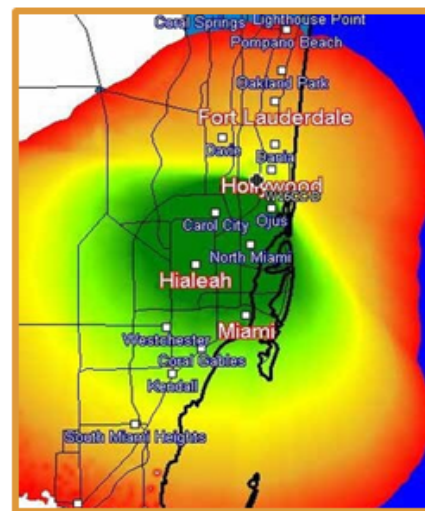
**1M+**

**Broadcast /  
Cable TV  
Reach**

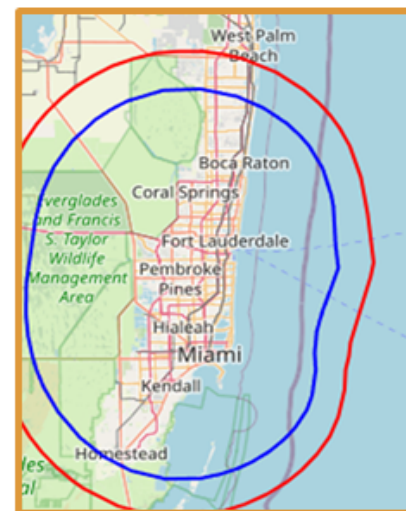
Avg. Monthly



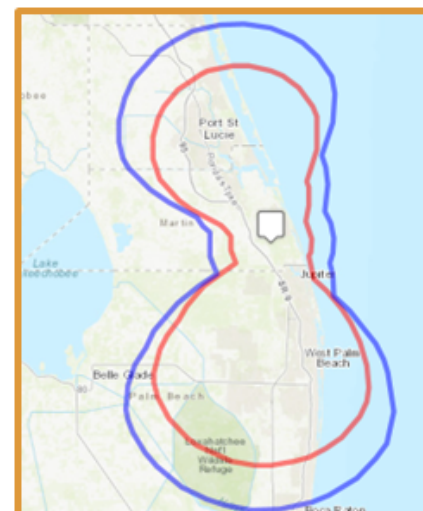
**Comcast Ch. 1093**  
(Dade / Broward)



**Digital OTT Ch. 16.6**  
(Dade / Broward)



**Digital OTT Ch. 18.3**  
(Dade / Broward)



**Digital OTT Ch. 11.3**  
(Palm Beach)

# Island TV+

## International Reach

Island TV+ is available to Caribbean people in any corner of the world, on all major digital platforms.



**250k+**

**Digital Streaming Platforms**

Avg. Monthly

AppleTV android

iPhone androidtv

amazon fireTV

**Roku TV**





04 / The Partnership  
A Strategic  
Partnership  
for Your  
Company



### First objective

Create a strategic partnership with a leading Black-owned and women-led organization that targets a niche consumer audience for your organization.

### Second objective

Create a partnership that serves as a diversity and inclusion leader within the local television network sector.

### Third objective

Create a robust and fruitful partnership and attract stakeholders and additional funding through social impact.

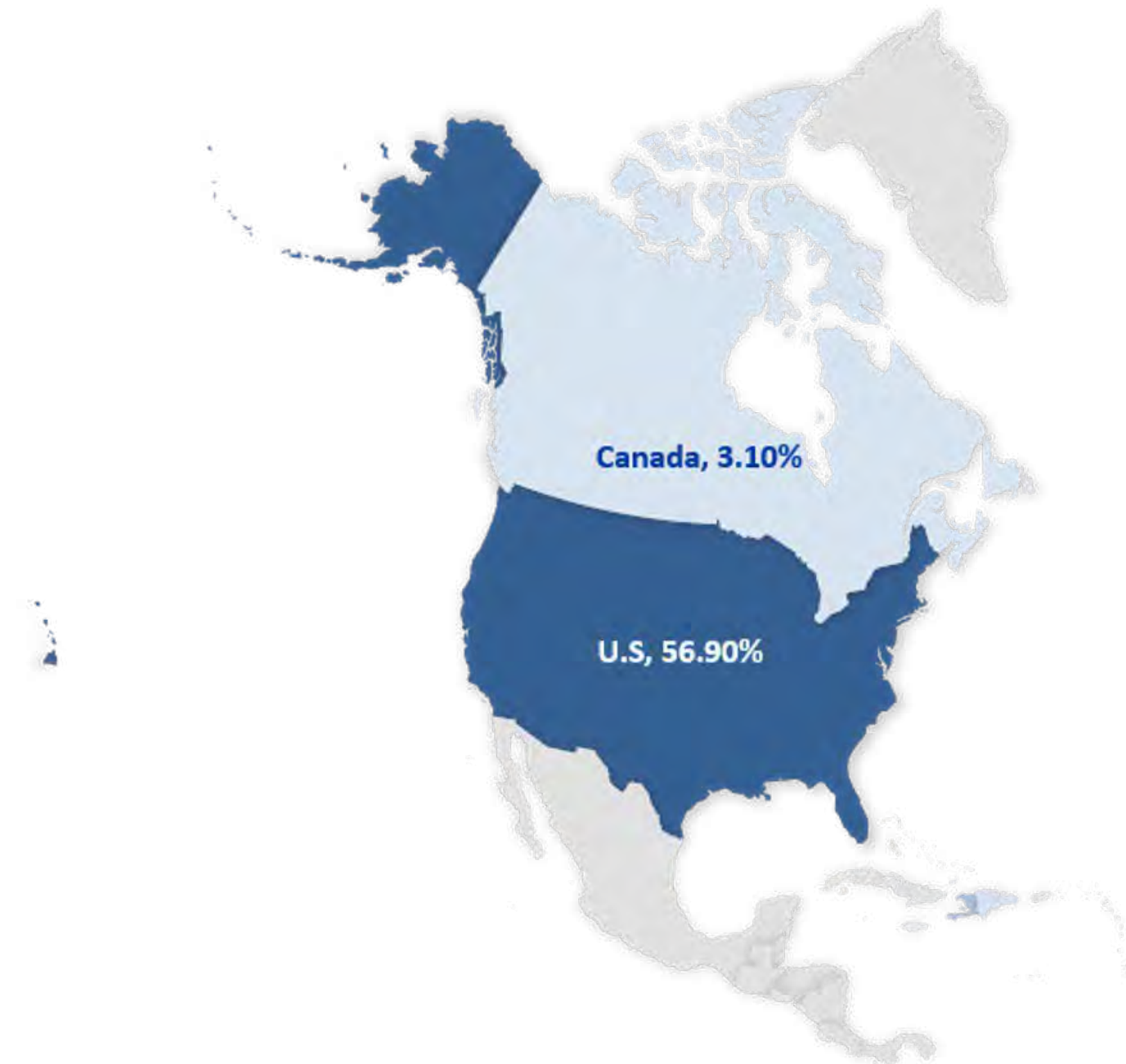
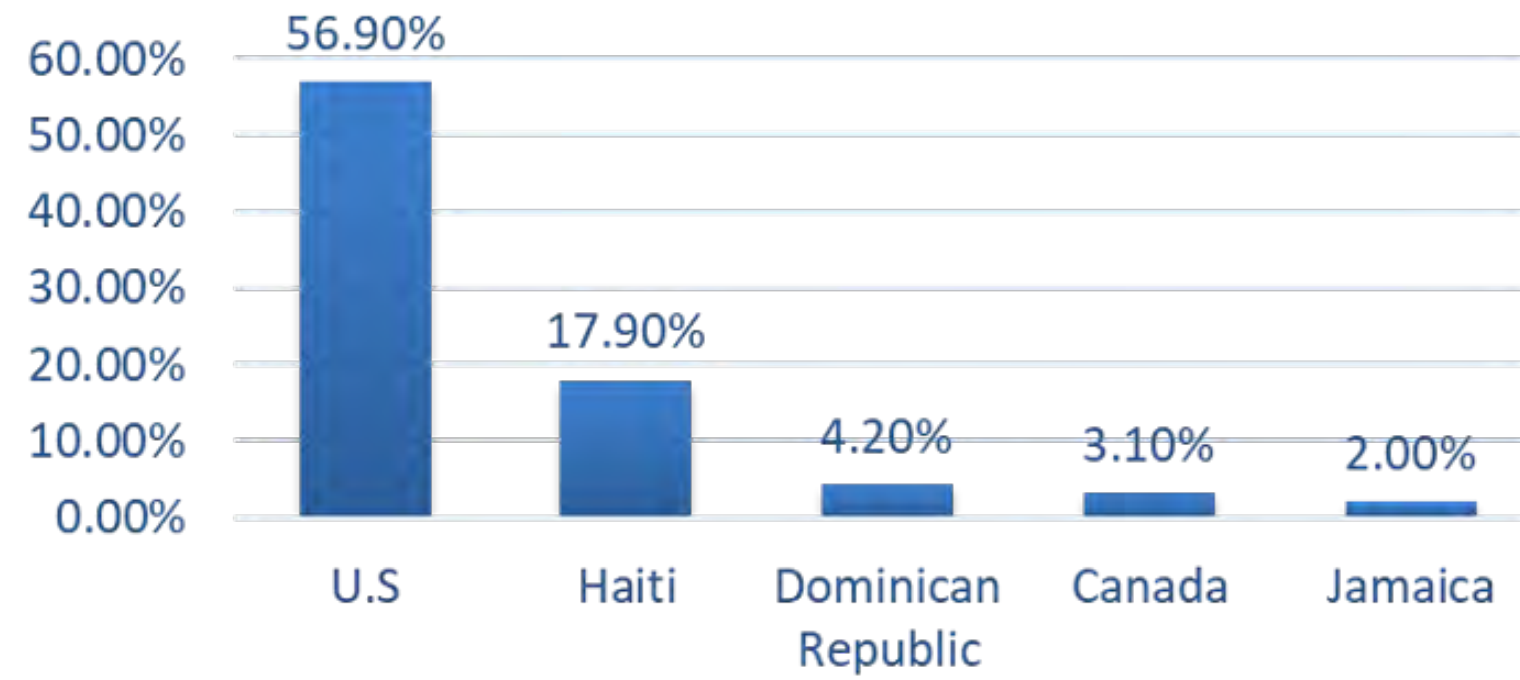
### Fourth objective

Create and foster an environment for diversity, inclusion, and equity within your organization for all stakeholders.

**No other network in the United States offers this unique opportunity!**

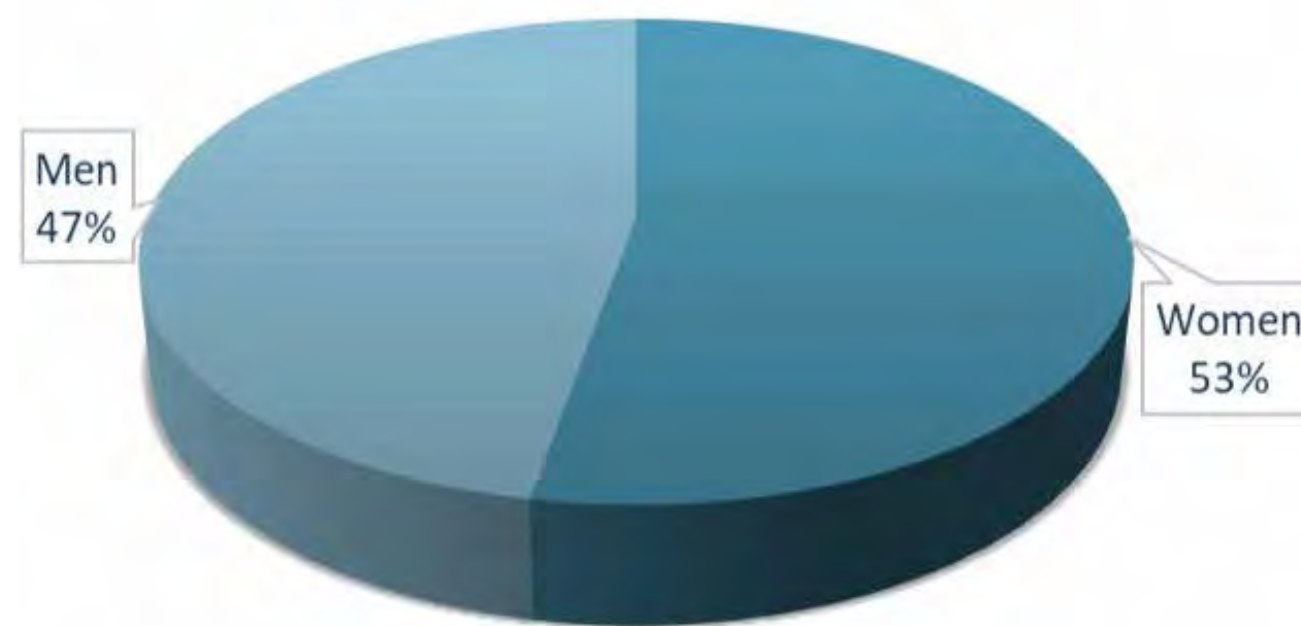
# Social Media Statistics

TOP COUNTRIES

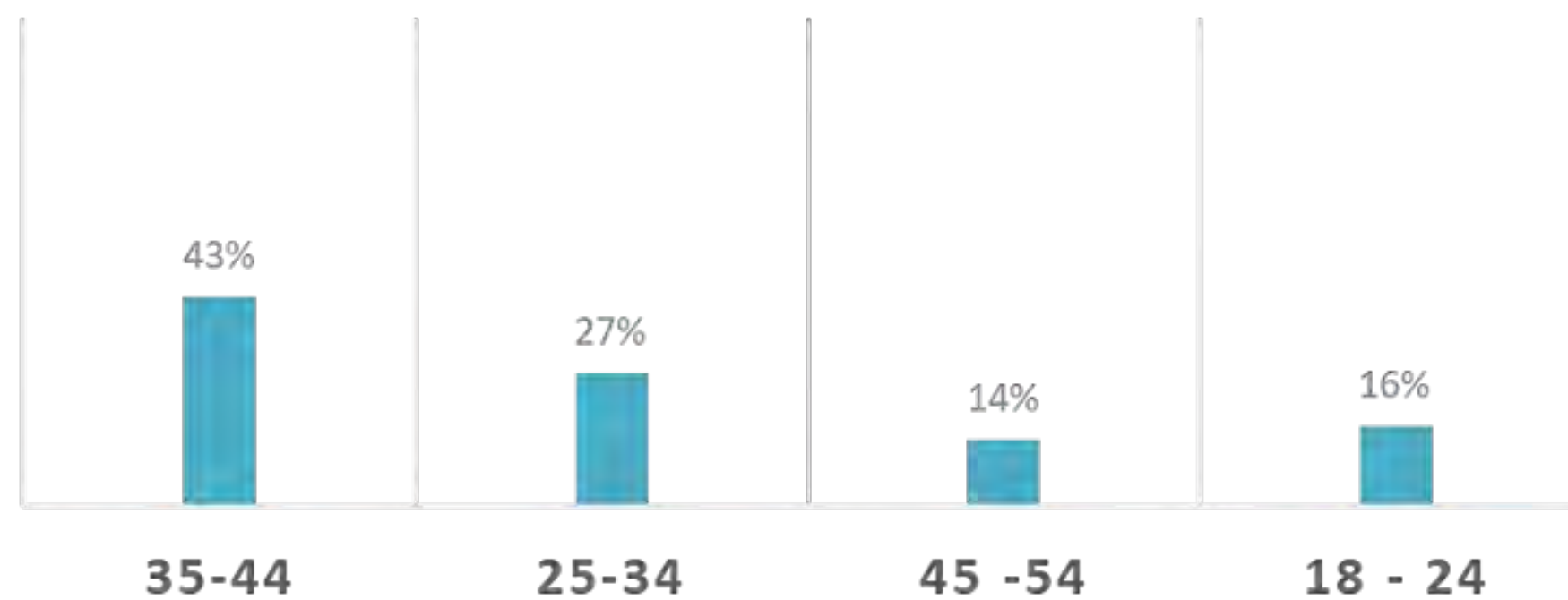


# Social Media Statistics

## GENDER



## AGE (BASED ON FOLLOWERS/ENGAGEMENT)



# SNAPSHOT OF SOME OF OUR PROGRAMS

01

## What's Up Caribbean

**Genre: Newsmagazine**  
**Length: 60 minutes**  
**Frequency: 1x /week**

South Florida newsmagazine featuring local news, artists, events, and more, informing the viewers about various Caribbean-related social activities.

[View Promo Clip](#)



02

## On the Air

**Genre: Newsmagazine**  
**Length: 60 minutes**  
**Frequency: 2x /week**

On The Air with Patrick Eliancy keeps you informed on what's happening within the Haitian communities in South Florida and analyzing the political situation in Haiti.

[View Promo Clip](#)



03

## Caribbean Cook-Out

**Genre: Cooking Show**  
**Length: 30 minutes**  
**Frequency: 1x /week**

Caribbean cooking show celebrating the region's captivating cuisines, rich culture, & great stories.

[View Promo Clip](#)





# SNAPSHOT OF SOME OF OUR PROGRAMS

## 04

### Konekte

**Genre: Talk Show**  
**Length: 60 minutes**  
**Frequency: 2x /week**

Konekte is a forum created to educate, inform, and engage our community, in which the hosts analyze the latest social and political news topics in Haiti and around the world.

[View Promo Clip](#)



## 05

### Caribbean Week in Review

**Genre: Newsmagazine**  
**Length: 30 minutes**  
**Frequency: 1x /week**

Caribbean Week in Review is a news program that provides a weekly roundup and review of all the leading and trending stories across the Caribbean.

[View Promo Clip](#)



## 06

### Jounal 509

**Genre: News**  
**Length: 60 minutes**  
**Frequency: Daily (Weekdays)**

Stay updated with the situation in Haiti with Jounal 509, delivering fresh news, directly from Haiti, every weekday.

[View Promo Clip](#)



# SOME OF OUR CLIENTS / SPONSORS



Thank you  
for watching!



CONTACT

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