



EMQ Networks At A Glance

Where African American Students Live

EMQ Networks is the premiere multi-platform media network about African American college students and their lifestyle. EMQ provides information and original entertainment dedicated to their lives, their experiences and content that is relevant to them through its online site and future platforms.

Target Audience

7 million African Americans from ages 16 - 25 that currently attend, graduated or plan to attend a College, university, or degree attaining institution.

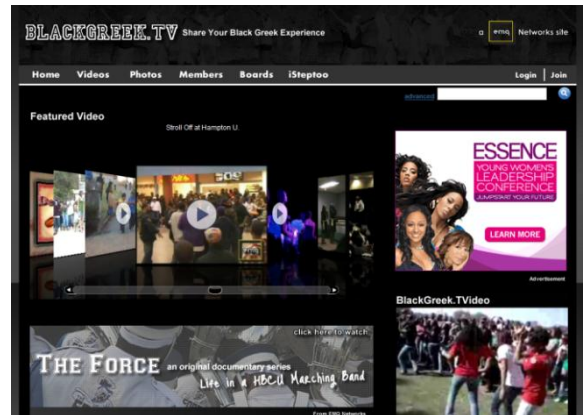
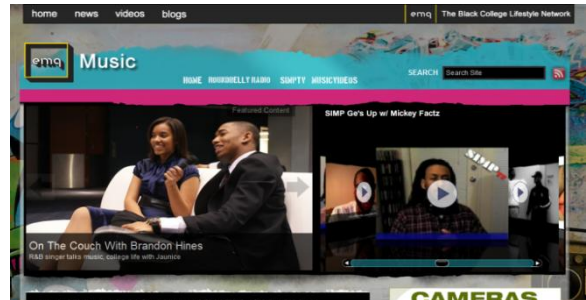
Programming and Content

- ❑ **Oncampus Events** (festivals, homecoming, step shows)
- ❑ **Magazine and Lifestyle Programs** (graduates buying homes, fitness tips, campus trends, back to school guide)
- ❑ **News and Blogs** (Sports, breaking news, entertainment, student editorials, and student life features)
- ❑ **EMQ Music: Hip-Hop/R&B OnCampus** (Top Music Videos, vignettes on upcoming artists, Music News, Commentary)
- ❑ **BlackGreek.TV** (User Generated Social Media on the Black fraternity and sorority experience in college)
- ❑ **Student Films, Original Student Comedies**

Audience/EMQ Network Reach

- ❑ Over **500,000+** video views of EMQ assets across the Internet in 2010.
- ❑ **E-newsletters:** Over 5,000 subscribers with over 15,000 emails delivered every month
- ❑ **Site visitors:** 45,000avg/month
- ❑ **Pages per visit:** 3.13
- ❑ **Average time on site:** 2:09
- ❑ **SMS/Text Alerts:** 1100+ subscribers, concentrated in Mid Atlantic and Southern region
- ❑ Delivers over **75,000+** impressions for partners and sponsors.

EMQ Networks' Brands





EMQ Networks: Market Profile

Market Snapshot

The African American college market is Success driven. Discerning viewing choices. Strong sense of community. Internet centered lives. High adaptors of technology. The robustness of this 14.6 billion dollar Black college community fuels EMQ Networks' potential and endless growth

Characteristics- Media Consumption/Consumer Power

- 8 in 10 (85%) go on the Internet daily or more often, **spending an average of 17 hours a week online, slightly higher for males at 19 hours.**
- 1 in 3 also watches their campus based television network.
- Students earned an average of \$6,094 in summer and school year employment**
- Students attending private schools report an **average annual household income of \$73,571 or compared to the \$59,289 reported by students attending public schools.**
- When asked **how they prefer to learn about products and services, 53% mention "word of mouth/friends", 39% mention "TV advertising" and 37%, said "an email sent to me."**
- More than half of all students purchased books or magazines not required for class and spent an average of \$24.50, monthly.
- Two- thirds (67 percent) of students **spent an average of \$46.30 for eating, weekly.**

Market Opportunities: Why THIS Market?

- The African American market in connection to African American students responds more frequently to online advertising than any other US demographic .
- African Americans are increasingly setting trends for young adults of every race
- Currently enrolled black college students spend millions of dollars on all types of media, apparel, cosmetics, entertainment, dining and other products in 2005
- Combining discretionary income with enrollment establishes a sizeable niche market worth over 560 million dollars in total discretionary income of current students alone



One of the keys to success is our ability to sell custom solutions. Leveraging our expertise of the market consumption habits, our premium broadband video content, and effective marketing vehicles EMQ Networks provides a very attractive alternative to our clients.

- 80% of advertisers will spend more of their advertising budget on web advertising and 68% of advertisers will look to search engine marketing
- Advertisers are looking at alternatives to traditional TV advertising and will spend more of their budget on: branded entertainment (61%); TV Program sponsorships (55%); interactive advertising during programs (48%); online video ads (45%); and product placement (44%)



EMQ Networks Background

Life Start's Here...

EMQ Networks and the EMQ brand is an interactive media organization consisting of **EMQTV.com**, **BlackCollegeMix.com** and **BlackGreek.TV**. EMQ is only media organization specializing in broadband content centered on the lifestyle and experiences of current and perspective African American college students and alumni in a highly entertaining and engaging format.

EMQ was founded by three alumni at Hampton University in 2007 to provide a voice to this community and is dedicated to portraying a positive and accurate view of the African American collegiate experience and lifestyle. A portrayal that is often misrepresented and negatively characterized in the media. EMQ Networks powers, BlackGreek.TV, a user generated content site for the Black Greek community to connect to chapters to one another.

EMQ Networks' Websites

EMQTV.com (emqtv.com)

BlackGreek.TV (blackgreek.tv)

EMQ Music (emqtv.com/music)

BlackCollegeMix (blackcollegemix.com)

Young, Saved & Proud (youngsavedandproud.com)



Founders/Managers

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