



Network Profile



WE ARE



Brown Box Television offers free culturally-diverse programming. Brown Box TV is powered by an award-winning team of television producers and creatives to deliver rich and engaging entertainment television that reflects people, interests and customs from all over the world. Developed by minorities for minorities, and for those interested in learning about diverse cultures, we create a conscious experience offering cultural connectedness where stories are discovered, courageous conversations occur, and truth can be revealed.

Brown Box Television focuses on health & wellness, news & information, lifestyle, and entertainment to promote a feeling of belonging while being inspired, informed and excited. We believe all groups have the right to be seen, heard and understood. We are passionate about building a 21st-century platform to showcase ideas, elevate voices and connect people. We curate inclusive programming for people to share their truth while unapologetically expressing themselves.



We
**TELL
STORIES**
that
**AFFECT
EVERYONE.**

We **DELIVER PERSPECTIVE**
that **IMPACTS PEOPLE**
and **THE WORLD**
AROUND THEM.



Brown Box Television is guided by the belief that everyone belongs somewhere. With a mindful approach to cultural entertainment, we connect viewers to their world. We are the channel sharing stories to support people and businesses by empowering them through education to make informed decisions.

Brown Box Television provides informative and engaging entertainment, subscription free. Streaming video subscriptions are on the rise as millions of viewers continue to sever ties with cable providers. Viewers simply need a Roku device and high-speed Internet. As easy as it is to watch all that Brown Box TV offers, partnering with us is as equally effortless. Individuals can showcase their talent on-screen by submitting content, and businesses and nonprofits can highlight their organizations through various promotional opportunities.

READY. SET. GET CONNECTED.

PARTNER WITH US.
Learn with us.

Contact us today.
Brown Box Television is here for you.

See for yourself.

info@brownboxtv.com | 443.821.0633

 @brownboxtv

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PROGRAMMING WITH A PURPOSE

Brown Box Television provides inclusive programming for people to share truth and express themselves. We deliver perspectives to impact people and the world around them. Finally, a TV channel that is a true cultural destination.



Discover Stories. CONNECT TO CULTURES. Reveal Truth.

Brown Box Television offers 24 hours of content delivered daily giving viewers the chance to engage with culturally-diverse programs that reflect people, interests and customs from all over the world. Our programming mix is designed to attract viewers, keep them engaged and connected while they're watching, and motivated and empowered long after they've turned it off. From health to news and information to entertainment and lifestyle programming, viewers have a variety of professionally produced new, original content featuring a broad range of shows and movies not available elsewhere.

FIGURE 5

Content and discounts attract streaming video subscribers

Reasons for subscribing to a streaming service (respondents selected up to three)

BROAD RANGE OF SHOWS AND MOVIES

51%

NEW, ORIGINAL CONTENT NOT AVAILABLE ELSEWHERE

45%

PREVIOUSLY RELEASED CONTENT NOT AVAILABLE ELSEWHERE

27%

FREE TRIAL OR DISCOUNTED RATE

24%

AD-FREE VIEWING EXPERIENCE

17%

SHOWS AND MOVIES APPROPRIATE FOR CHILDREN

16%

BUNDLED WITH OTHER SERVICES

15%

Source: Digital media trends, 14th edition (COVID-19 survey) Deloitte Insights | deloitte.com/insights

HEALTH & WELLNESS

Health disparities exist for various racial and ethnic populations who tend to experience a disproportionate burden of preventable disease, death and disability.¹ Brown Box Television is pleased to offer quality health-related programming to everyone in our communities. We aim to enlighten people of color with educational opportunities to take charge of their health and well-being to nurture their mind, body and soul.

NEWS & INFORMATION

We believe in the truth. Brown Box Television's news and information programming offers viewers the chance to discover stories happening in their community. Our goal is to uncover different perspectives and deliver in-depth discussions around relevant issues that prepare minorities to engage in courageous conversations to make a positive impact and leverage their influence for the greater good.

LIFESTYLE

Viewers will discover the world around them in new ways through diverse perspectives. Brown Box Television's lifestyle programming features authentic and imaginative content that transports viewers into people's hearts and homes. Our mindful approach connects viewers to different cultures and highlights how ordinary everyday life is and can become extraordinary. Whether it's food, personal and home improvement, reality or travel shows, viewers can experience the intersection of exploration and enlightenment.

ENTERTAINMENT

We aspire to present shows and movies where viewers can visualize themselves through the on-screen artists, and most importantly, evolve their perspectives while watching them. Through music, spoken word, dance, and other engaging content, our entertainment programming is cultivated to inspire people to embrace all facets of visual and performing arts.

¹ Centers for Disease Control and Prevention (CDC) <https://www.cdc.gov/minorityhealth/index.html>

Types of Featured Programs

- ◉ Live Music
- ◉ Culture Exploration
- ◉ News and Information
- ◉ Artist Interviews
- ◉ Talk Shows
- ◉ DIY/How-To/Coaching
- ◉ Live Comedy
- ◉ Live Cooking
- ◉ Travel
- ◉ Relatable Stories



ONE OF THE MOST IMPORTANT TAKEAWAYS FROM THE ONGOING PROTESTS IN RESPONSE TO RACIAL INJUSTICE IS THE NEED FOR THE VOICES OF THE OPPRESSED TO BE HEARD AND FOR WELL-MEANING ALLIES TO STOP AND LISTEN.”

-- *Derek Johnson,*
Forbes





ROKU® REACH

51.2 million

As of the fourth quarter of 2020, Roku reported a total of **51.2 million monthly active users in the United States**. This figure is the company's highest monthly active user total of all time, as the userbase almost doubled in just two years.²

We believe
**EVERYONE
BELONGS
SOMEWHERE.
BROWN BOX
TELEVISION:**
Where you
can be you.

BROWN BOX TELEVISION VIEWER PROFILE

- ◉ Ethnicity: Minorities
- ◉ Age: 18–65+
- ◉ Household Income: At least one person in household has \$100,000+ earning potential
- ◉ Education: At least one person in household has a college degree
- ◉ Presence of Children: At least one child
- ◉ Marital Status: Single and Married

36%

According to the 2010 U.S. Census, approximately **36% of the population belongs to a racial or ethnic minority group.**¹

²Statista, <https://www.statista.com/statistics/714052/roku-monthly-streamers/>, retrieved 2/3/21



CONTENT SUBMISSION GUIDELINES

Brown Box Television regularly looks for original programming ideas that will resonate with our inclusive minority audience. Have an amazing idea for a new show? Or, do you already have your own show streaming elsewhere and want to move exclusively to Brown Box Television?

To pitch a show, review and complete the submission release form, provided by Brown Box Television at www.brownboxtv.com/ideas; prior to the sharing of ideas to protect the rights of both parties. After the submission release form is signed, the pitch ideas for consideration to Brown Box Television:

1. If you are only interested in submitting an idea for someone else to create, complete the online form found at www.brownboxtv.com/ideas.
2. Email Brown Box Television with the required information to ideas@brownboxtv.com.
3. If you already have a program underway, submit the required information along with a treatment or other filmed material to the following email to ideas@brownboxtv.com. Submitted materials will not be returned.



ADVERTISING OPPORTUNITIES

The Brown Box Television channel delivers relevant audiences and measurable results. We provide advertisers with the opportunity to fuel their marketing programs through innovative solutions to effectively maximize brand exposure across their desired audiences. Advertisers are empowered to employ strategically positioned, demographically-targeted buys to enhance results of their media campaigns.

Brown Box Television is the leading provider of free culturally-diverse programming where all minorities can be seen, heard and understood. We genuinely want to help people and businesses by empowering them through education to make informed decisions. By creating a conscious global experience for all viewers, Brown Box delivers an entertainment destination that offers cultural connectedness of topics, the opportunity to discover issues and ideas and a safe space where courageous conversations can occur.



Proudly cultured!
Join us.

www.BROWNBOXTV.com



BROWN BOX TELEVISION

THE PRIDE OF CULTURE

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