



 **SiriusXM**
SATELLITE RADIO CH 144

KOREA
 **TODAY**
RADIO NETWORK

ABOUT KOREA TODAY



WKTV Radio Network© announces the first music oriented Korean Satellite Radio Channel offering the most comprehensive Asian content available in the United States. Our channel is called "KOREA TODAY" to debut on channel 144. Korea Today was selected as one of the qualified entities set---aside for carriage on the Sirius XM platform. Korea Today is the only Asian Channel on the Sirius XM platform illustrating the popularity of Korean music for all Asians in the United States. Korea Today is on the basic platform available to all XM Radio subscribers.

THE KOREAN COMMUNITY AND DEMOGRAPHICS

Korean Appeal to Asian Ethnicities

- Korean culture is popular across all Asian demos.
- The “Korea Wave or Hallyu” refers to the popularity of Korean culture across Asian demos
- Korean music, dramas and movies are the most popular programs throughout Asia, particularly in Thailand, Philippines, Vietnam, Japan, and China.
- Korea delivers the top television, music and film entertainment throughout all of Asia
- Reason: The music and programs hold to concepts of traditional Asian values
(clean language and innocent topics) mixed with Western pop culture.



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THE ASIAN DEMOGRAPHICS

- One-third of Korean Americans are foreign born; 78% speak Korean as their main language
- 44% of all Asians have a Bachelors degree or higher, compared to 25% for Caucasians, 14% for African Americans and 10% for Hispanics.
- 75% of all Asian Americans live in just 10 states: CA, NY, HI, TX, IL, NJ, WA, FL, VA, and MA
- Asian-owned businesses increased 24% between 1997 - 2002, approximately 2x the national average.
- One of the largest and fastest growing U.S. ethnic populations

Tremendous Buying Power of Asian Americans

- Double the disposable income of the Hispanic population
- Growth in buying power (disposable income) that far exceeds other ethnic groups (+250% since 1990)
- Deeply attracted to quality, prestige of brand, and long-term value
- Strong preference for convenience and name brands over other minority groups
- Asian Americans aged 25-54 spend 50% more time online than all other men in the same age group
- By the end of 2007, 82% of Asian Americans were online for at least two years making Asian-Americans the most internet experienced ethnic group (compare to 69% of Hispanics and African Americans).



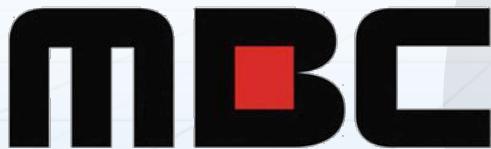
KOREAN CONTENT SOURCE



Arirang: Korea's English---language radio station based in Korea. The program s will be used to attract 2nd and 3rd generation Korean---Americans . Program s include a music, variety of shows, current affairs, business, culture, travel, he alth, and celebrity gossip.



KBS: South Korea public broadcaster, KBS is allowing their radio programs to b e broadcast outside of Korea via Korea Today. News, current affairs, documenta ry and culture, Entertainment



MBC: MBC is the largest Korean television and radio broadcaster with two telev ision networks and six radio stations. Talk radio, entertainment, and pop music, a variety of programs. News, current affairs, documentary and culture

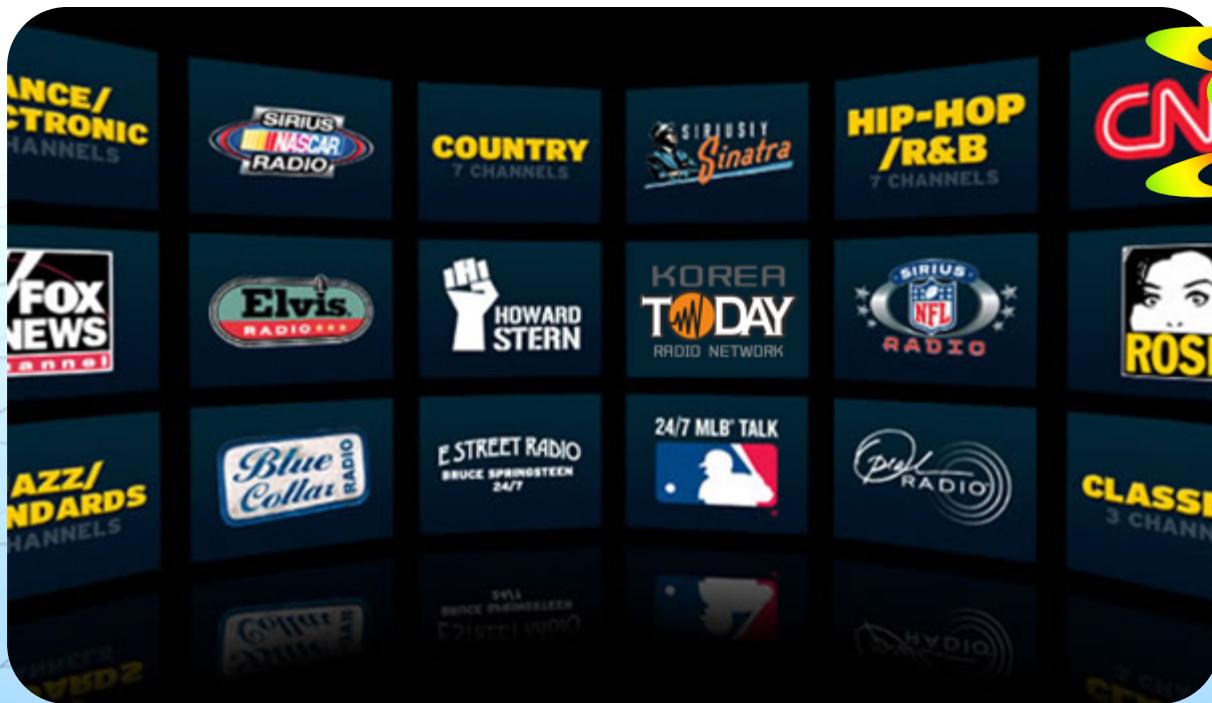


Korea Today: In---House News and Talk Programs focused on current affairs, Korean---American culture, travel, health, sports and celebrity gossip.

BEST KOREAN ENTERTAINMENT AND MUSIC PROGRAMMING

Enjoy a variety of music (pop, classical, folk), global, local and entertainment news, talk shows, sports radio, and cultural programs.

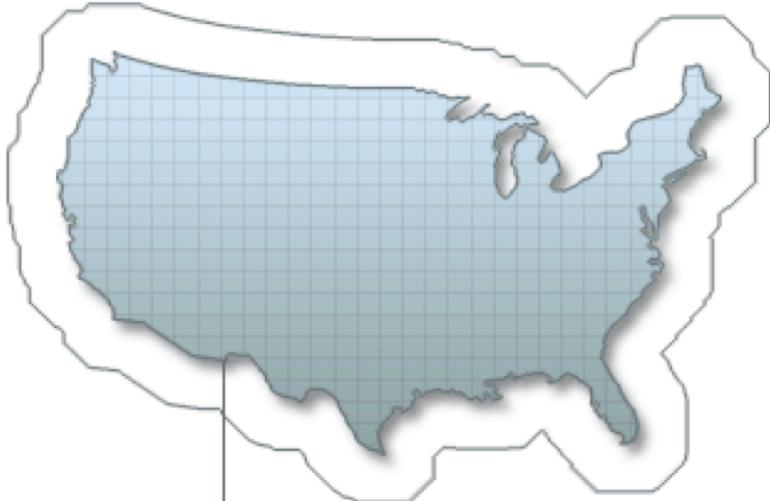
Korea Today features the best of Korean radio from the Korean Broadcast System and Arirang Radio to provide the most interesting and entertaining programs for our audience



**KOREA
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FIRST NATIONWIDE KOREAN SATELLITE RADIO NETWORK

It's Wherever You Go

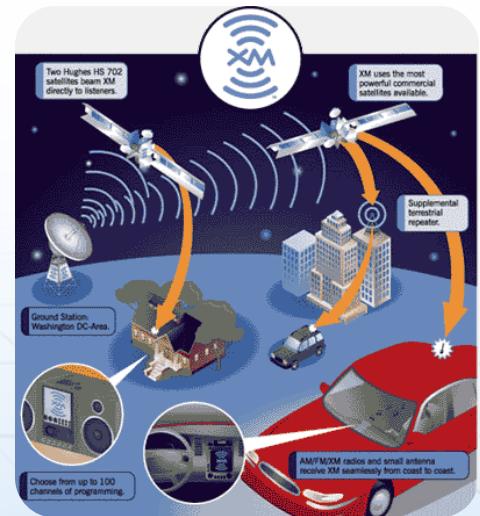


200 Miles off shore
And your radio will still work

By Contrast

Terrestrial radio reception range is generally limited to about 50–100 miles

- 1) Coverage: Across the United States
- 2) Subscribers: 20.2 million subscribers
- 3) Represents 20% of all network radio listeners
- 4) SiriusXM has the 2nd largest subscription in the U.S. media businesses
- 5) Growth driven through strong partnerships



SiriusXM™
SATELLITE RADIO CH 144

KOREA TODAY
RADIO NETWORK

REACHING LISTENERS EVERYWHERE



SATELLITE



Vehicle



INTERNET/WiFi



Smart Phones



Internet Radio



Portable
Audio Devices



Home/Office
Audio Devices



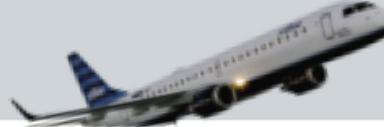
SAMPLING CHANNELS



Mobile



Satellite TV



Airlines



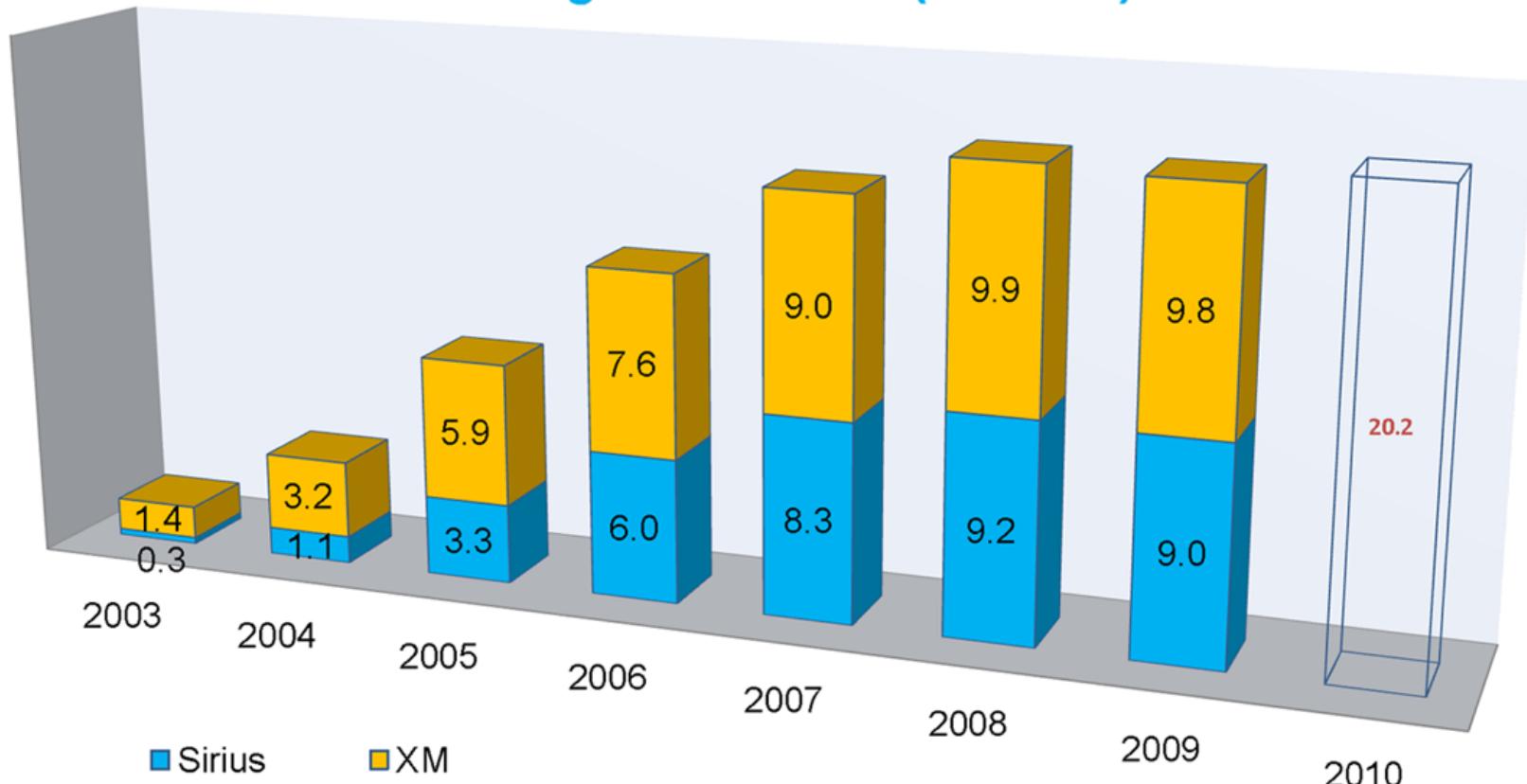
Hotel



SUBSCRIBER GROWTH 2003-2010



Ending subscribers (millions)

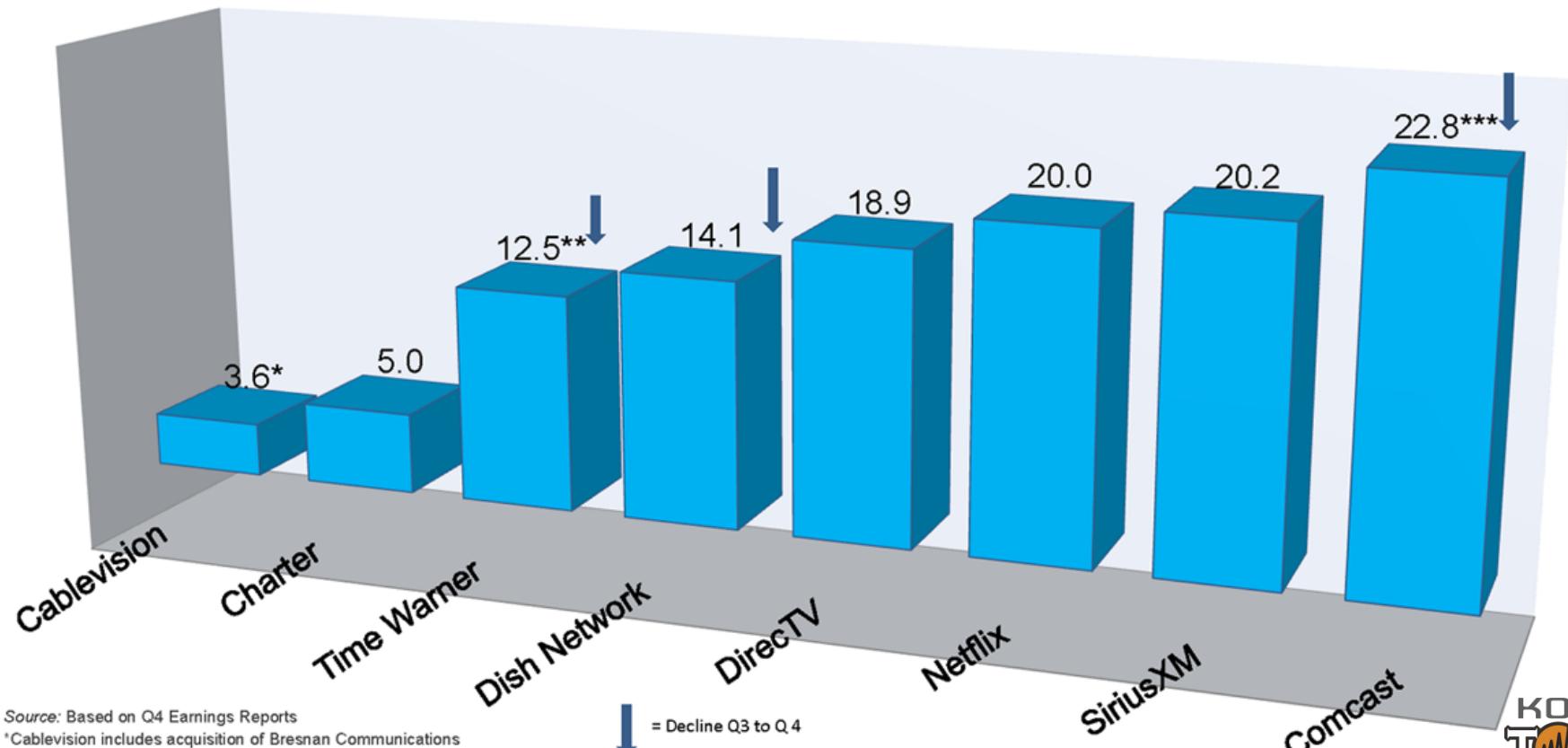


Source: Company filings

RANKS AMONG LARGEST U.S. SUBSCRIPTION MEDIA BUSINESSES



Total subscribers as of Q4 '10 (millions)



Source: Based on Q4 Earnings Reports

*Cablevision includes acquisition of Bresnan Communications

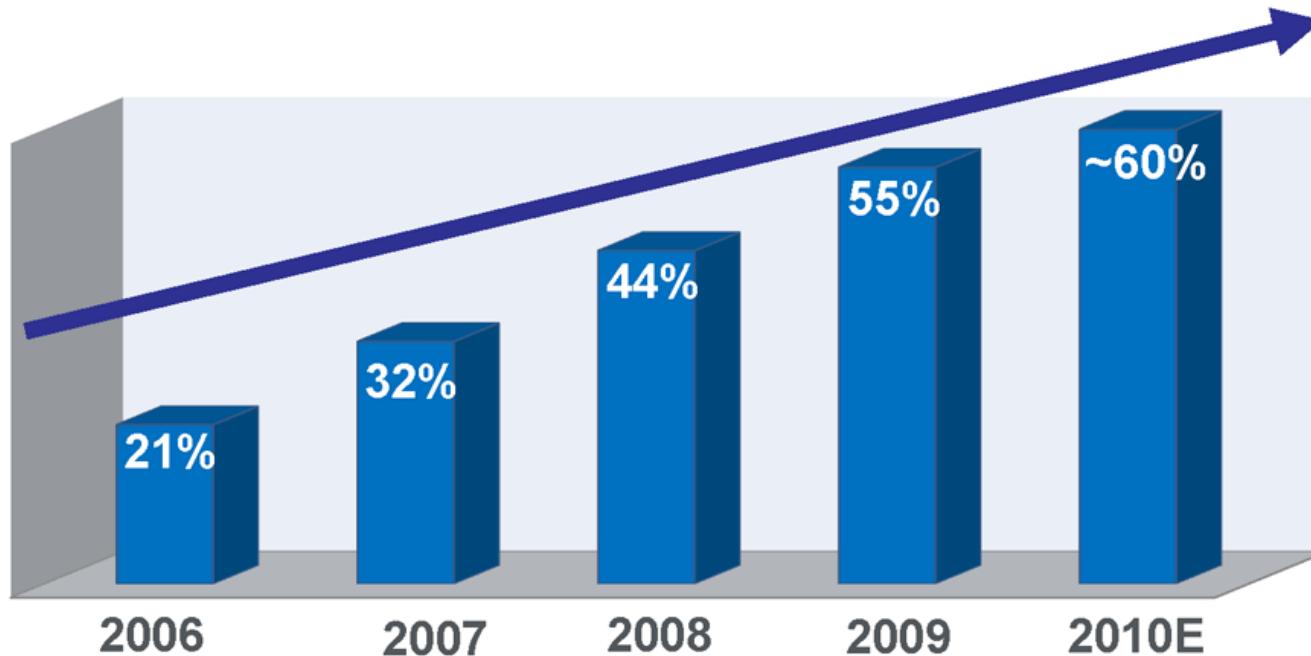
**Includes residential and commercial video subscribers only

*** Includes video customers only

PENETRATION GAINS AT EVERY MAJOR AUTOMAKER



KOREA
TODAY
RADIO NETWORK



Combined OEM penetration as a percentage of U.S. auto sales



STRONG

COMMITTED



OEM 협력업체

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KOREA
TODAY
 RADIO NETWORK



POWERFUL & EXPLOSIVE

THEY'RE SOMETHING FOR EVERYONE



ADULT/MEN



SPORTS



NEWS & TALK



NICHE & SPECIALTY TALK



WOMEN'S LIFESTYLE/FAMILY



ENGAGED & CAPTIVATED LISTENERS

Based on a Recent Arbitron Study:

- In a typical day, **SiriusXM** listeners spend **2 hours and 45 minutes in their vehicle**, and over **71% of that time** is spent listening to **SiriusXM** compared with 17% of their time listening to AM/FM radio, and 5% of the time using mobile devices. **WE OWN THEM IN THE CAR.**
- In comparing **SiriusXM** and AM/FM radio listeners, **SiriusXM** listeners are **61% more likely to listen to a commercial** than AM/FM radio listeners.
- **With less commercial time**, 8 minutes per hour across **SiriusXM** channels vs. 15+ minutes per hour on terrestrial radio, **brand messages resonate with listeners.**



DELIVERING THE MOST DESIRABLE CUSTOMERS



- 58% Male/42% Female
- Average Age 46
- 22% are ages 21-34
- 46% are ages 21-44
- 97% are ages 21+
- 42% have children
- 39% of SiriusXM listeners graduated from college or have advanced degrees vs. 27% of AM/FM radio listeners.
- Average HHI \$102,316
- 28% more likely to have incomes between \$75,000 - \$100,000
- 72% more likely to have incomes between \$100,000 - \$149,000
- 107% more likely to have incomes between \$150,000 - \$249,000