





Tapon Media Marketing Group

Your Media Resource Outlet

Corporate Offices:
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(908) 755-9562

www.taponlive.org

Dr. Gary Kirkwood, Sr. President



Welcome to Tapon Media Marketing Group



New Jersey based, Tapon Media Marketing Group is your media source for broadcast outreach. We provide quality programming for our local radio stations and solid Internet broadcast services for organizations through www.taponradio.com. Our customized solutions are suitable for organizations of any size or budget. For superior quality and support look no further, we have an array of unique products and services. We are committed to excellence in broadcast.

Reaching millions of listeners and viewers more easily than you ever thought possible. The quality and reach of our programming and community is second to none . No matter what level of service you need TMMG can make it happen. Are you ready to reach millions with the power of your message? Contact us today and let's get started.

TMMG is a vehicle that provides an opportunity for global outreach. This technology empowers your organization to share your message to a worldwide audience through www.taponradio.com. In addition to providing the highest quality audio feeds over the Internet, we provide tools necessary to increase your Reach, Reward, and Return. We have an established listenership representation from USA, Africa, South America, Central America, Europe, etc.

Broadcast and Advertise Your Organization Over An Established Network, No Barriers, Reach a Core Audience, Expand Your Reach, Increase Revenue Sharing. TMMG is available anywhere in the world. Let's get started Today!

Radio Network

WKMB is currently a daytime broadcaster with a 24/7 internet stream together reaching over 1.2 million listeners and covering more than a hundred square miles of Central and Northern New Jersey, as well as parts of New York. WKMB has a winning format delivering the best in Christian music and talk programming.

- Tapon Radio has a unique blend of music, ministry, and talk. We enjoy a long-standing reputation as Central New Jersey's premier Gospel radio station. We are active in the community regularly sponsoring and hosting concerts and events. Among our annual events, WKMB hosts a Christmas service where we feed the community, basketball tournaments, a Health Fairs, and a charity toy drive. This type of service together with quality programming, contests, and promotions continually strengthen the powerful bond between WKMB and our loyal listeners. We are not just a Gospel radio station but a broadcast ministry available to support your ministry goals and marketing efforts.
- **Audience/Listener Profile:**
Tapon Radio has a cross section of adults 25-54 including a significant audience of women 35-64. The mix includes 61% homeowners, 44% married with children. Though our Tapon Radio listenership is primarily African American, we serve an international kingdom minded community.
- **Programs:**
Tapon Radio offers a praise driven morning show with local and national news, weather, and traffic. Following in the afternoon with a mix of contemporary hits and classic favorites. Throughout the day listeners also enjoy community affairs programs and messages from local ministers and prominent international ministries. Among them are Creflo Dollar, Pastor Anthony Evans, Fred Price, and Dr. Gary Kirkwood.



THE RADIO JOURNEY

- Began January 15, 2003 K&M Broadcasters, Inc., and became World Harvest Communications, Inc.
- Offer 30-minute programs for \$135.00 each.(Market rate \$250.00)
- 2007 www.enjoyharvest.com and began offering streaming services.
- 2009 Launched global network 15 channels, variety of music and video content.
- 2014 Launched Android and Apple mobile app service.
- 2015 30-minute programs increased to \$150.00
- 3 studios over the first 12 years
- Only African American owner, operator in DMA #1



FROM RADIO TO NETWORK



- In 2019
- We began providing a wide range of media platform publishing points, marketing products and services suitable for **Anyone** who desired to grow their ministry or **Business Owners** who needed to increase their customer base.
- Our business model includes a Revenue Sharing Program like no other.
- We provide a **Single Click** entry into Radio, Streaming, Mobile Apps, and the soon; Tapon Wisdom Television Network.
- We also provide the OTT-TV platforms; Roku TV, Android TV, Fire TV, Apple TV, Social Media and more.
- Our next generation media tools can be used to advertise, provide infomercials, start a new program or show, expand an existing program, market and distribute products and services, or simply add to what you currently have.
- “Media Marketing Is The Heartbeat of Your Ministry.” drgksr. And you need them both!
- Tapon Media Marketing Group; a member of National Association Black Owned Broadcasters and in association with America Urban Radio Network.



NABOB

The word "NABOB" is displayed in a large, white, bold, sans-serif font against a dark blue background. Orange signal wave icons are positioned on either side of the letters "B" and "O".

NATIONAL ASSOCIATION OF BLACK OWNED BROADCASTERS

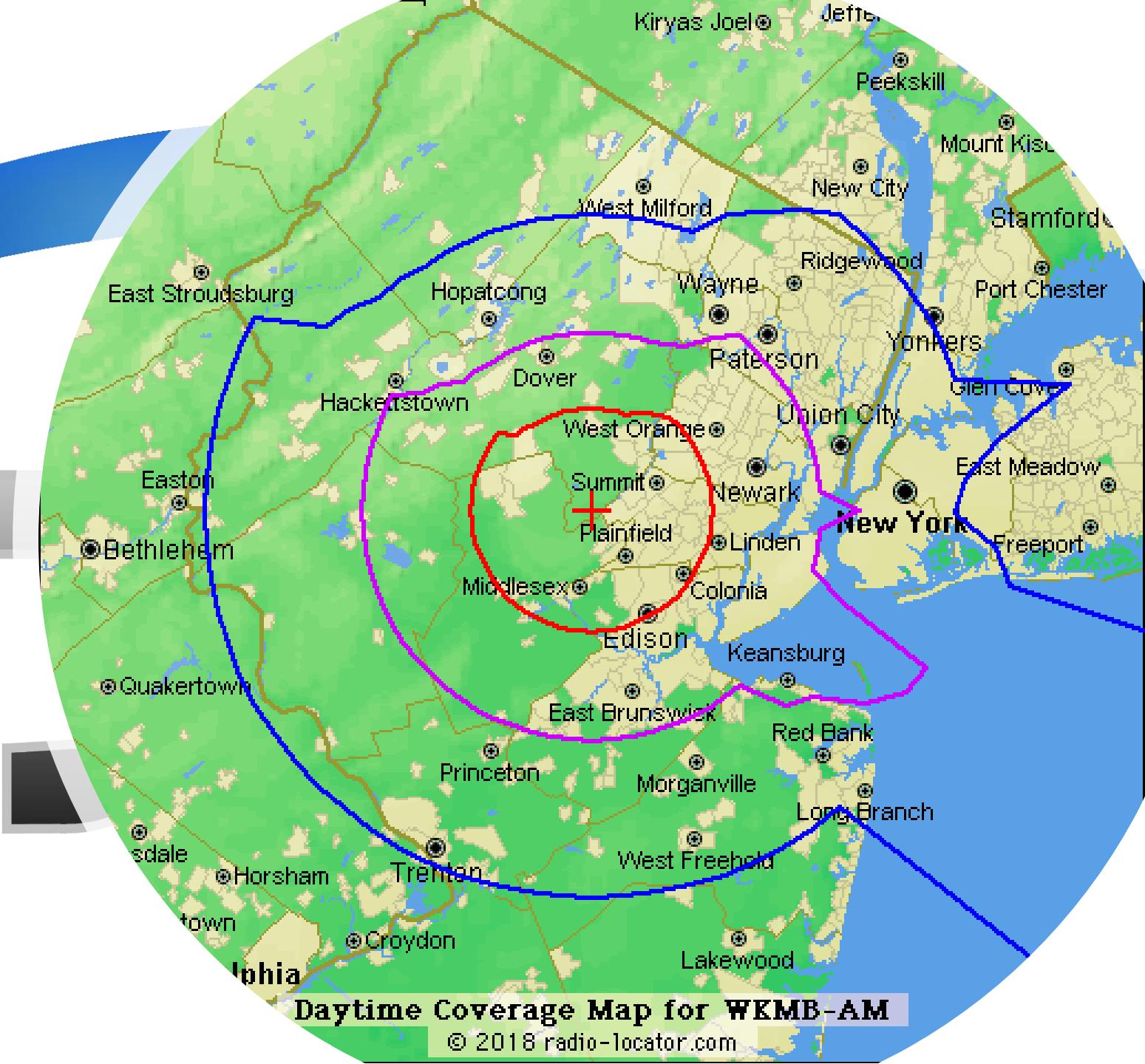


WKMB 1070AM & 100.7 FM Radio Mass communications

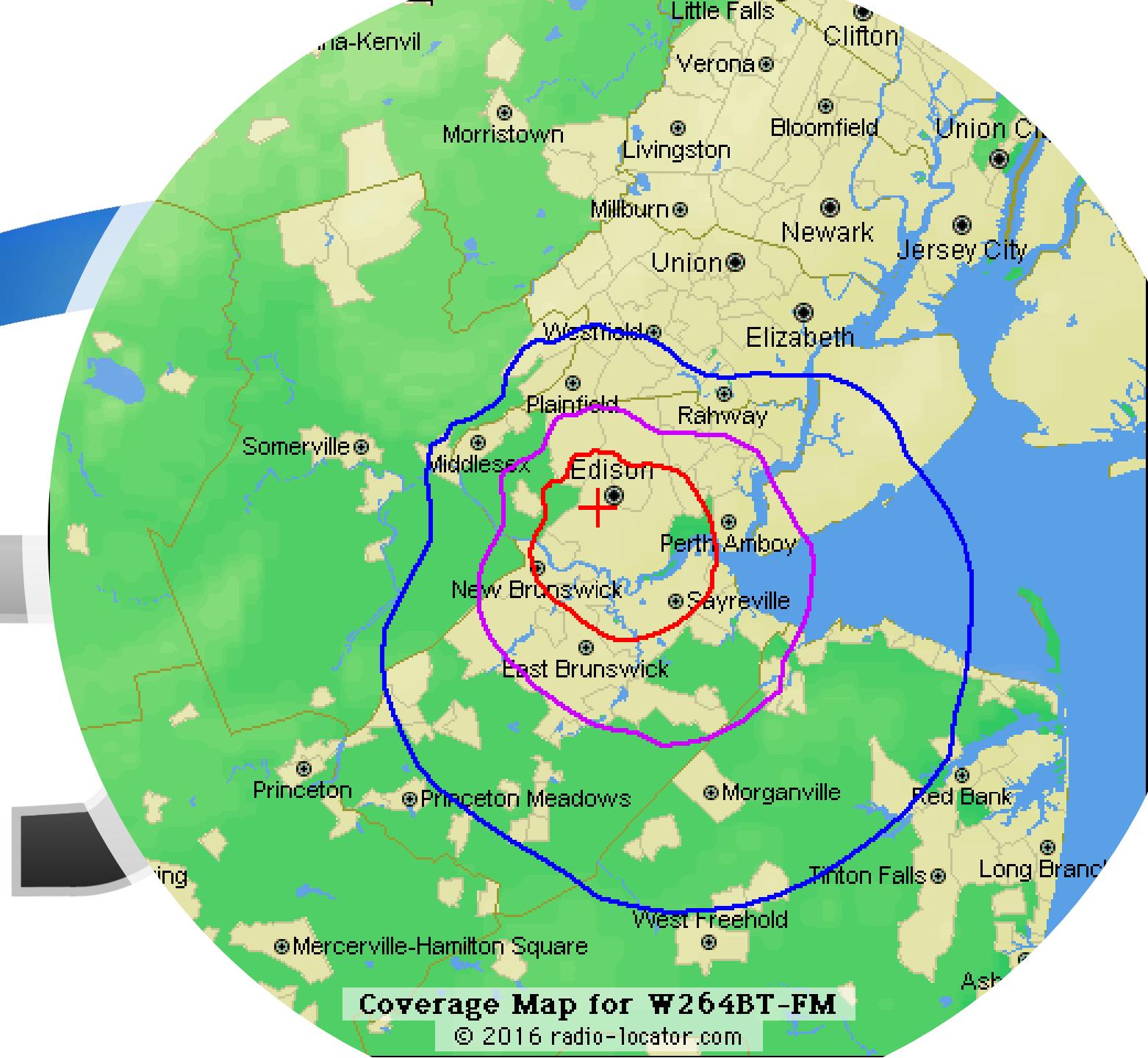




WKMB 1070AM



100.7FM

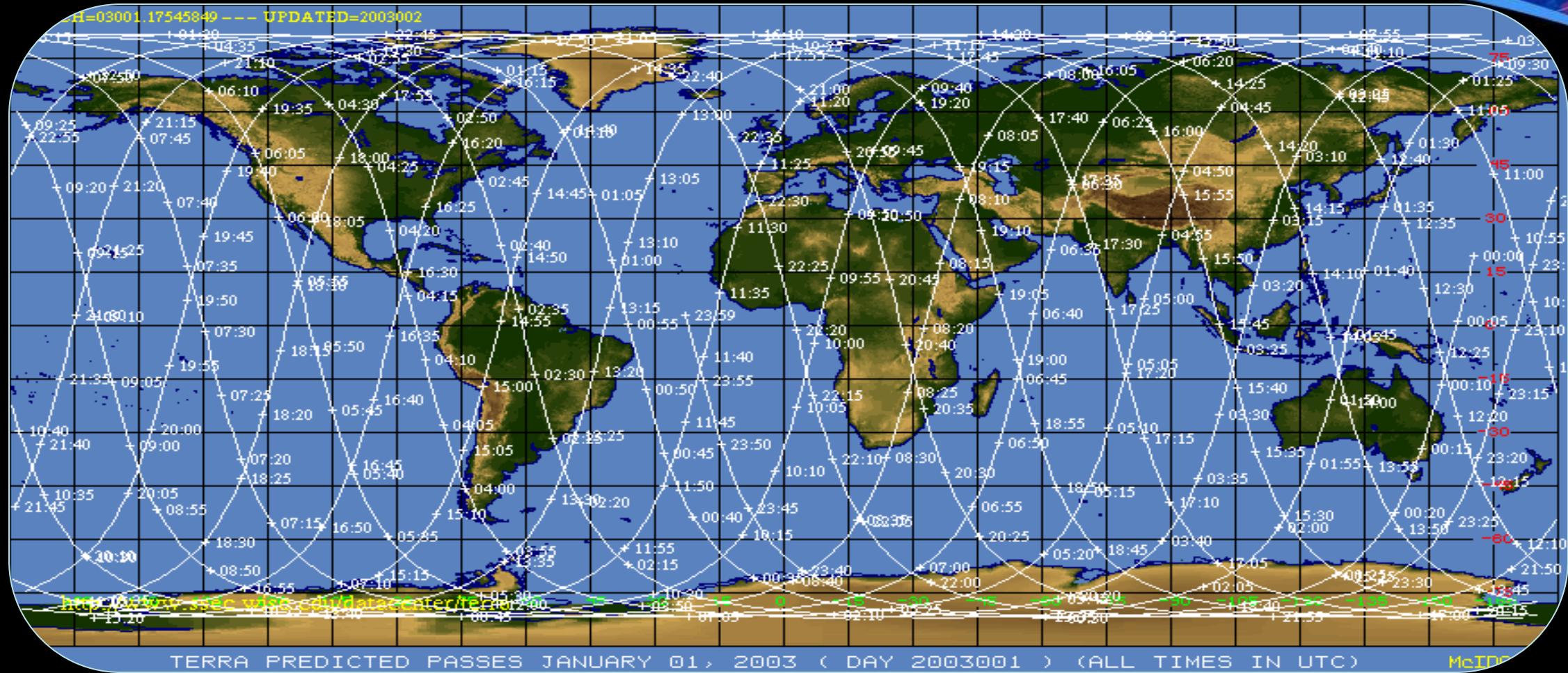




www.tapontv.com



TAPONLIVE.ORG & TAPONTV.COM
INTERNET POWERED TECHNOLOGY THAT REACHES THE WORLD





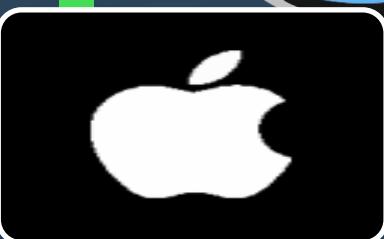
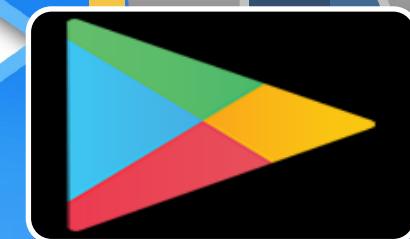
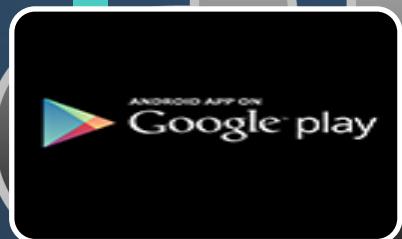
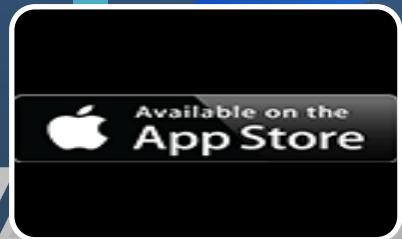
Streaming Tapon





Streaming Tapon OTT-TV Platforms

TM

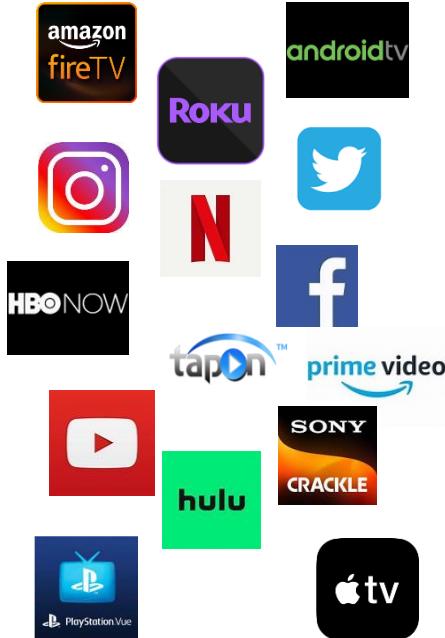




Mobile Application Development



STATISTICAL DATA



**Continuing Our Move Into The
Digital Video Age**





iHeart
RADIO

Radio → Music → Podcasts?

Worldwide Est. Downloads · iHeartRadio · App Store + Google Play





Trends & Benefits of Advertising On Radio & The Internet

Gender	67 % Female	33% Male
Age:	5% 12-17 6% 18-24 8% 25-34 14% 65+	20% 35-44 26% 45-64 26% 55-64
Marital Status	39% 53% 8%	Single Married Living w/partner
Education	10% 26% 41% 23%	<12 th Grade High School Some College College Grad
Household Income	39% 36% 15% 10%	<25K 25-50K 50-75K >75K
Occupation	35% 28% 15% 15% 4\$ 3%	Professional Management Healthcare Education Financial Legal
Listenership Representation	The United States, North America, South America, Central America, Europe, Africa	

Arbitron's Radio Today's Report

Since its introduction as a mass medium, radio has been heralded for its remarkable, enduring reach. To this day, more than 90% of all consumers aged 12 and older still depend on the radio each week. Radio reaches people wherever they are: at home, at work, in the car and elsewhere. Regardless of one's age, the time of day or the listening location, Americans depend on radio as a reliable media companion for entertainment, information and community service. Radio is a vibrant and relevant part of our lives

Arbitron's Internet Broadcast Report

Online listening continues to reach record highs. According to Arbitron and Edison Media, online audio & TV.

Currently one out of two Americans is using the internet. Below, we have indicated some of the key findings of the Radio and E-commerce Internet Study. More than one-third of all Americans have access to the Internet at home, followed by school or college (19%), work (17%), or a public library (12%).

Internet usage is highest among core listeners of Alternative Rock (91%), Top 40 (68%) and Classical (68%), followed by Religious (54%) and Adult Contemporary (52%).

As we saw in last years study, online Americans report they are spending much less time with television (37%) and less time reading (29%). People online indicate they are using the Internet most at night (30%), followed by mid-days (26%) and afternoons (26%).

Two-thirds of online Americans have used the Internet to research products and services. More than twice as many people online have used the Internet for researching products and services (63%) as have actually shopped (26%).

Data on Population & Devices



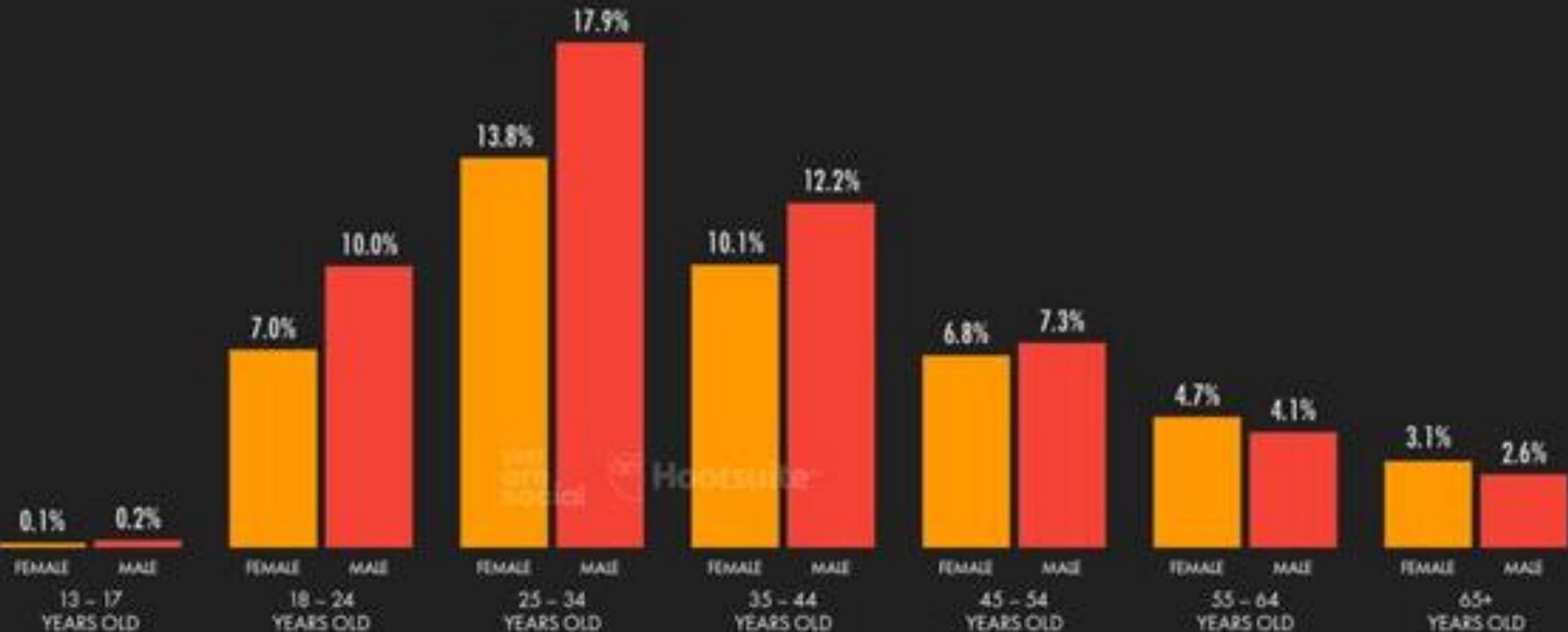
Central NJ Population 3.436 Million as of 2018

Union County	249,361-2023
Middlesex County	879,152-2023
Essex County	887,656-2023
Morris County	514,388-2023
Somerset County	351,937-2023
Hunterdon County	129,127-2023
Staten Island, NY	493,194-2023
Roku	75.8 million subscribers
Android TV	150 million subscribers
Apple TV	1.4 billion Active Devices
Fire TV	200 million Active Users
Social Media	Face Book, YouTube, Instagram, Tapon.me
Streaming	www.taponradio.com
Mobile Apps	Google & Apple
FUTURE PLANS	FULL POWERED TELEVISION, LOCAL, CABLE & SATELITE SYSTEMS

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FACEBOOK MARKETPLACE DEMOGRAPHICS

DEMOGRAPHIC PROFILE OF THE AUDIENCE THAT MARKETERS CAN REACH WITH ADS ON FACEBOOK MARKETPLACE



180

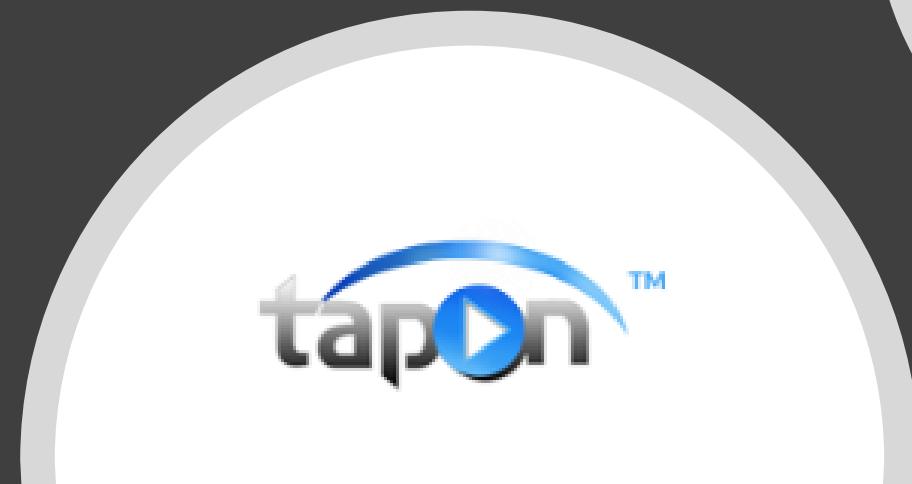
SOURCE: WE ARE SOCIAL AND HOOPTIE. **ADVISORY:** ACTIVE LIKES MAY NOT REPRESENT UNIQUE INDIVIDUALS, AND MAY NOT MATCH EQUIVALENT LIKES FOR THE TOTAL ACTIVE LIKES BASE. **NOTES:** THIS IS A LIVE REPORT OF PUBLISHED ACTIVE LIKES. WE HOPE ADVERTISING RESOURCES ON THIS REPORT DO NOT DELIVER DATA FOR TELEMARKETING PURPOSES.

we
are
social

HOOTSUITE

Mobile App Usage Data

- Facebook is the smartphone app with the highest audience reach of over 80% of all mobile users in the US.
- Facebook Messenger ranks second highest reach in the US.
- YouTube ranks third highest reach in the US.



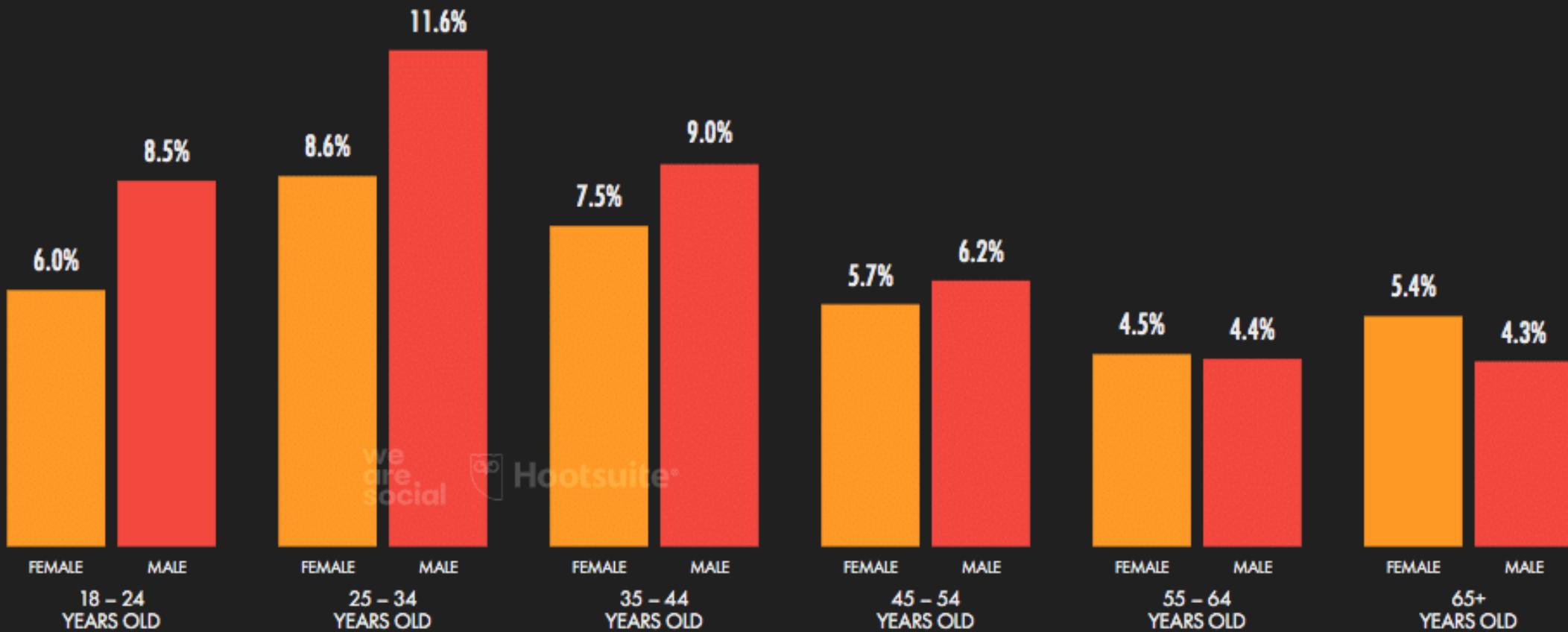
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YOUTUBE: ADVERTISING AUDIENCE PROFILE

SHARE OF YOUTUBE'S ADVERTISING AUDIENCE BY AGE GROUP AND GENDER

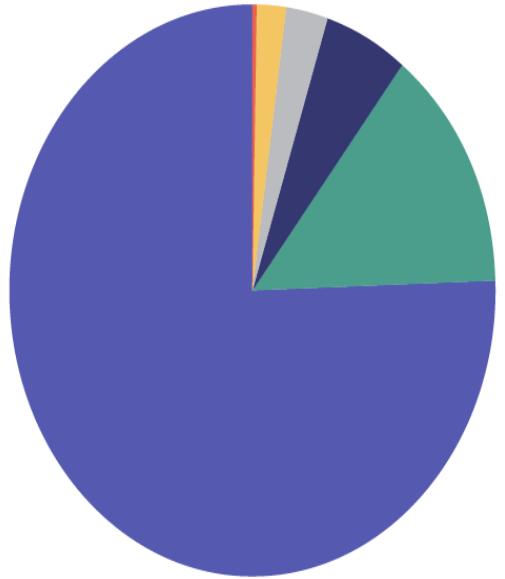


GLOBAL OVERVIEW

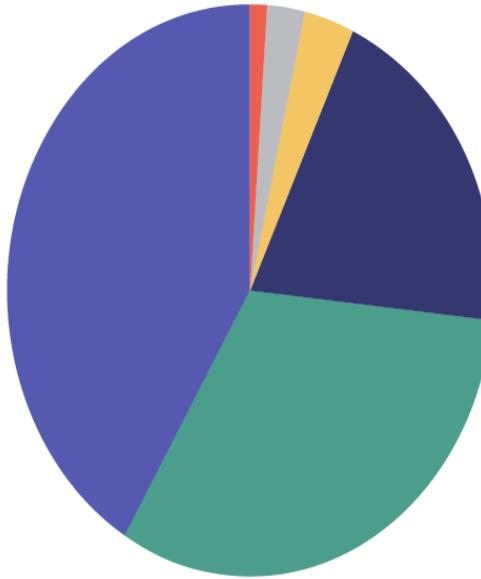


SOURCE: GOOGLE'S ADVERTISING RESOURCES. ADVISORY: AUDIENCE FIGURES MAY NOT REPRESENT UNIQUE INDIVIDUALS, AND MAY NOT MATCH EQUIVALENT FIGURES FOR THE TOTAL ACTIVE USER BASE. NOTES: PERCENTAGES REFLECT SHARE OF TOTAL AUDIENCE REGARDLESS OF AGE, SO VALUES WILL NOT SUM TO 100%. DATA ARE NOT AVAILABLE FOR ALL LOCATIONS; FIGURES BASED ON AVAILABLE LOCATIONS ONLY. GOOGLE'S ADVERTISING RESOURCES ONLY PUBLISH GENDER AND AGE DATA FOR USERS AGED 18 AND ABOVE, AND ONLY PUBLISH GENDER DATA FOR "FEMALE" AND "MALE".

Signup platform



Viewing platform



Mobile App Usage Data



By 2022, mobile apps will generate over 200 billion dollars in revenue via app subscriptions and in-app advertising.

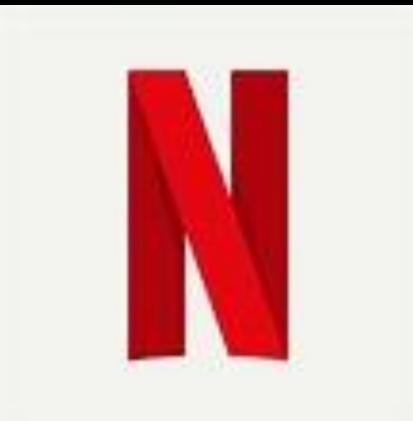
Mobile Apps Origin (Its Beginning / Original Purpose)	Mobile Apps Evolution (Today's Demand)
E-mail	Social Networking
Calendars	Instant Messaging
News/Weather	Photos/Videos/Games



Online Video & Streaming

- According to recent industry data, online video penetration is nearly universal in all leading online markets, with Saudi Arabia leading with 95% online video usage.
- By 2023, digital video viewers will surpass 3.5 billion.
- Most common viewership is YouTube. Viewers in the US upload videos of people or brands.



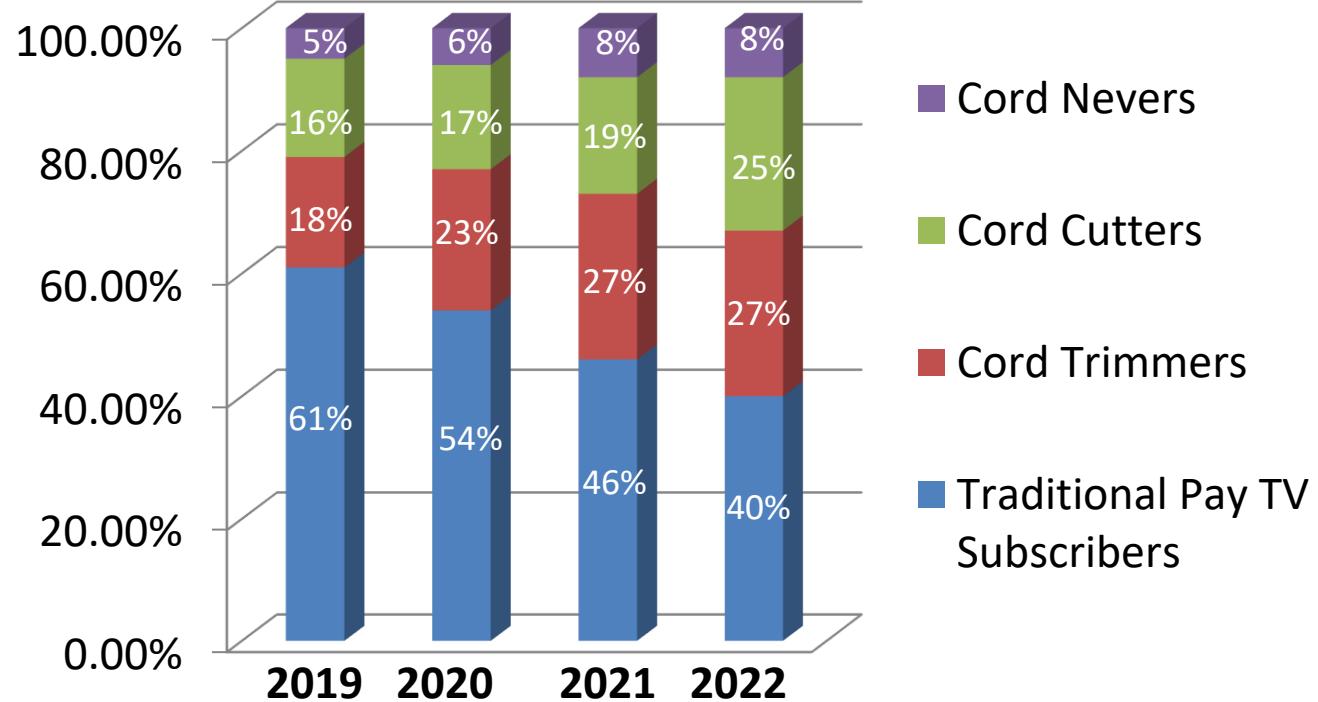
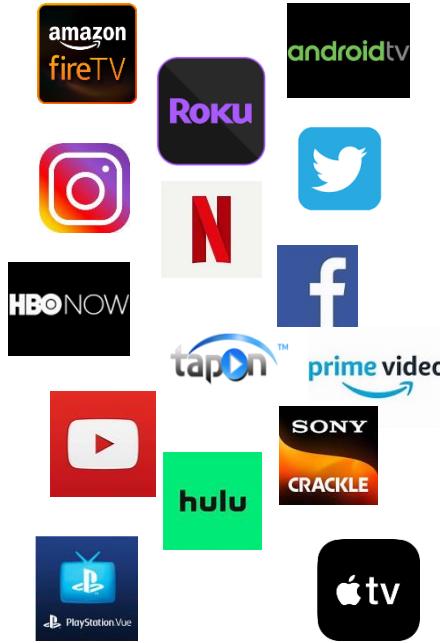


Online Video & Streaming

- Most popular video streaming and video on-demand platform is Netflix.
- By providing original content, plus their large TV and movie catalogue, they have become the industry leader, ahead of Amazon' Prime Video and HULU.
- Over 34% of TV viewers in the US use streaming services to watch digital video content on their televisions.
- Note: Digital video advertising is a growing trend to project over 18 billion in sales by 2021.



Paid TV Subscribers Vs Online Video Streaming Subscribers

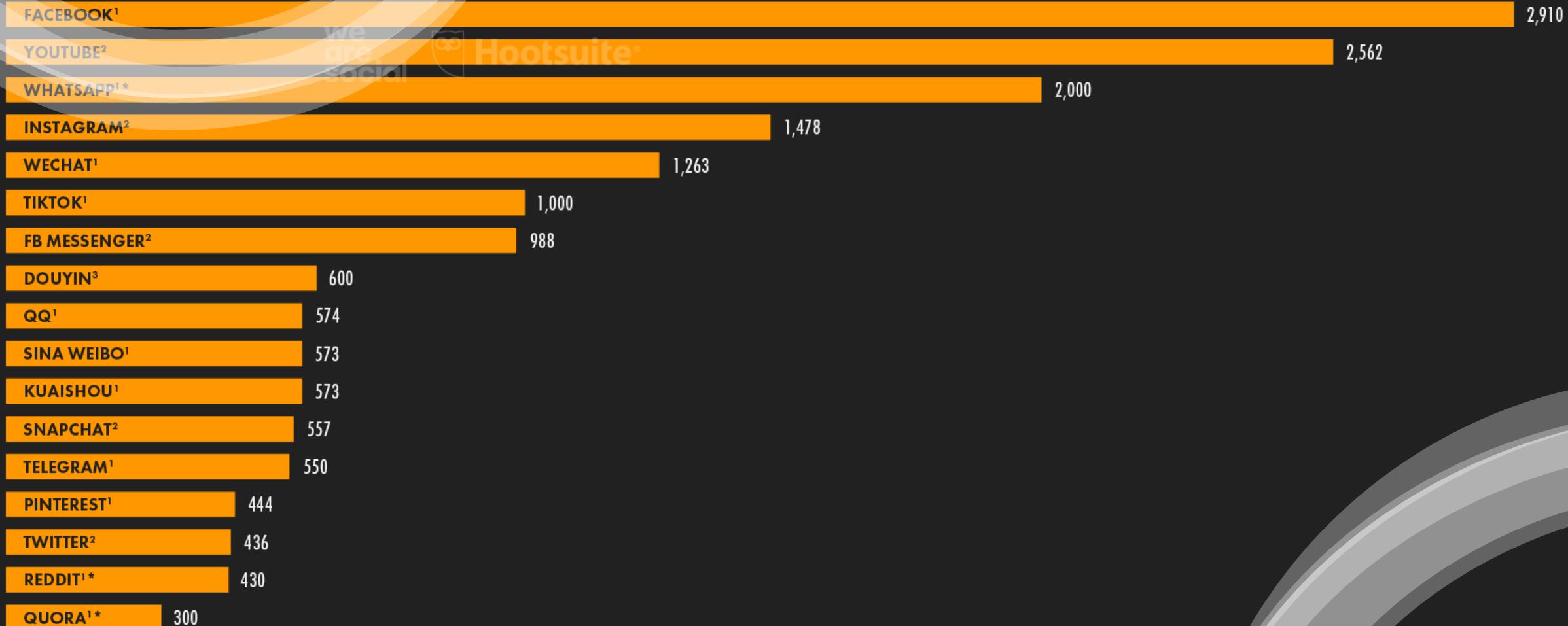


The statistic depicts the share of pay TV subscribers in the United States from 2018 to 2021, sorted by type. In 2021, the share of cord cutters amounted to 25 percent, an increase of six percent from 2020. The share of traditional pay TV subscribers also decreased, and as of 2021 has dropped by more than twenty percent in three years.

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THE WORLD'S MOST-USED SOCIAL PLATFORMS

RANKING OF SOCIAL MEDIA PLATFORMS BY GLOBAL ACTIVE USER FIGURES (IN MILLIONS)

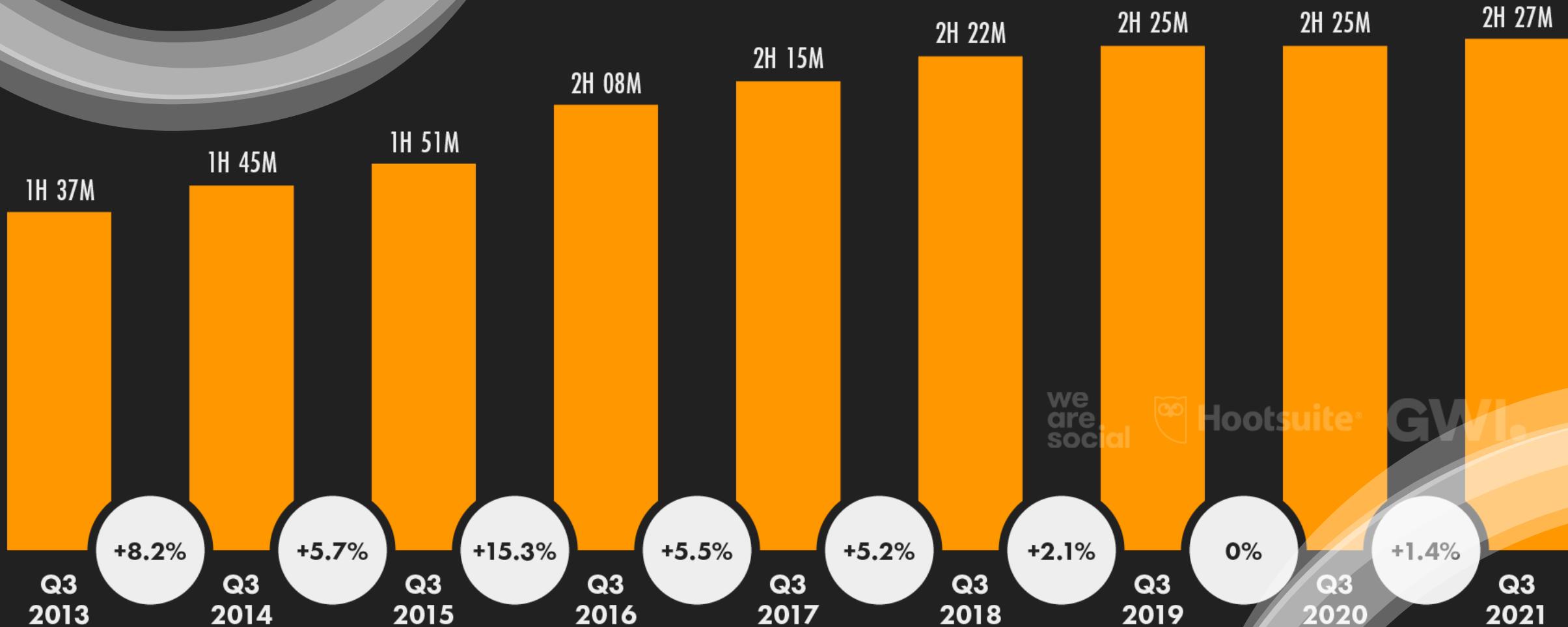


SOURCES: KEPPIOS ANALYSIS OF (1) COMPANY ANNOUNCEMENTS OF MONTHLY ACTIVE USERS; (2) PLATFORMS' SELF-SERVICE ADVERTISING RESOURCES; (3) COMPANY ANNOUNCEMENTS OF DAILY ACTIVE USERS (NOTE THAT MONTHLY ACTIVE USER FIGURES MAY BE HIGHER). **ADVISORY:** USERS MAY NOT REPRESENT UNIQUE INDIVIDUALS. **COMPARABILITY:** PLATFORMS IDENTIFIED BY (*) HAVE NOT PUBLISHED UPDATED USER FIGURES IN THE PAST 12 MONTHS, SO FIGURES ARE LESS REPRESENTATIVE. BASE CHANGES AND METHODOLOGY CHANGES; DATA MAY NOT BE DIRECTLY COMPARABLE WITH PREVIOUS REPORTS.

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DAILY TIME SPENT USING SOCIAL MEDIA

AVERAGE AMOUNT OF TIME (IN HOURS AND MINUTES) THAT INTERNET USERS AGED 16 TO 64 SPEND USING SOCIAL MEDIA EACH DAY





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ECOMMERCE: CONSUMER GOODS CATEGORIES

ANNUAL SPEND IN EACH CONSUMER GOODS ECOMMERCE CATEGORY (U.S. DOLLARS, B2C ONLY)



ELECTRONICS



statista

\$988.4
BILLION

YEAR-ON-YEAR CHANGE
+13% (+\$110 BILLION)

FASHION



KEPIOS

\$904.5
BILLION

YEAR-ON-YEAR CHANGE
+17% (+\$134 BILLION)

FURNITURE



statista

\$436.8
BILLION

YEAR-ON-YEAR CHANGE
+13% (+\$49 BILLION)

TOYS, HOBBY, DIY



\$392.9
BILLION

YEAR-ON-YEAR CHANGE
+18% (+\$59 BILLION)

PERSONAL & HOUSEHOLD CARE



Statista

\$381.5
BILLION

YEAR-ON-YEAR CHANGE
+21% (+\$66 BILLION)

FOOD



statista

\$376.6
BILLION

YEAR-ON-YEAR CHANGE
+38% (+\$103 BILLION)

BEVERAGES



we
are.
social

\$211.5
BILLION

YEAR-ON-YEAR CHANGE
+35% (+\$55 BILLION)

PHYSICAL MEDIA

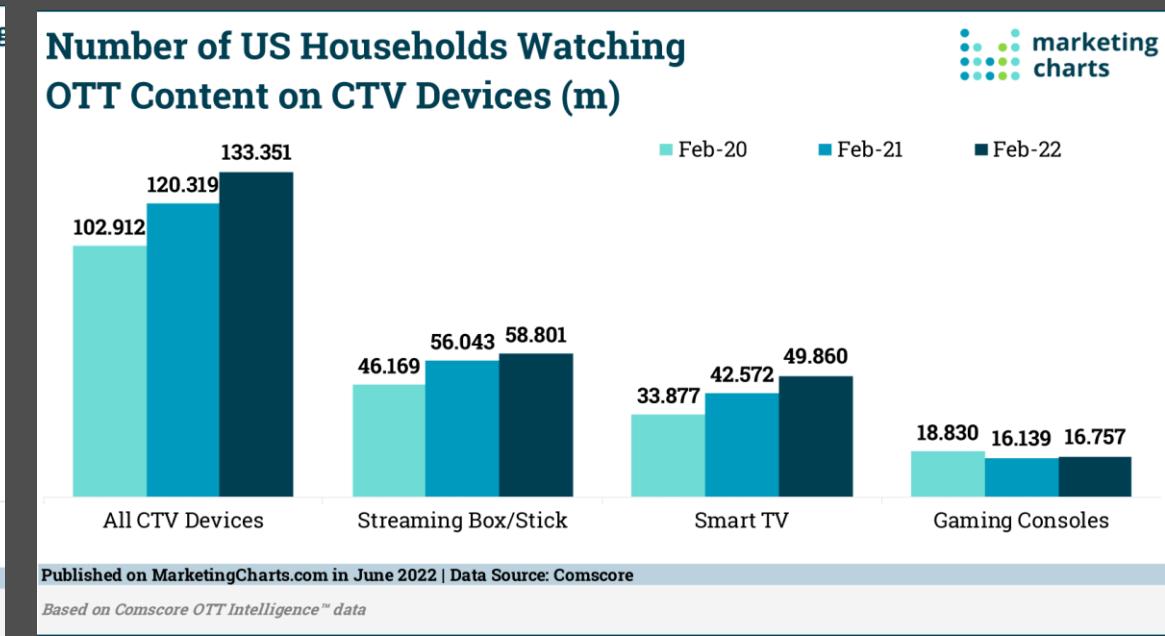
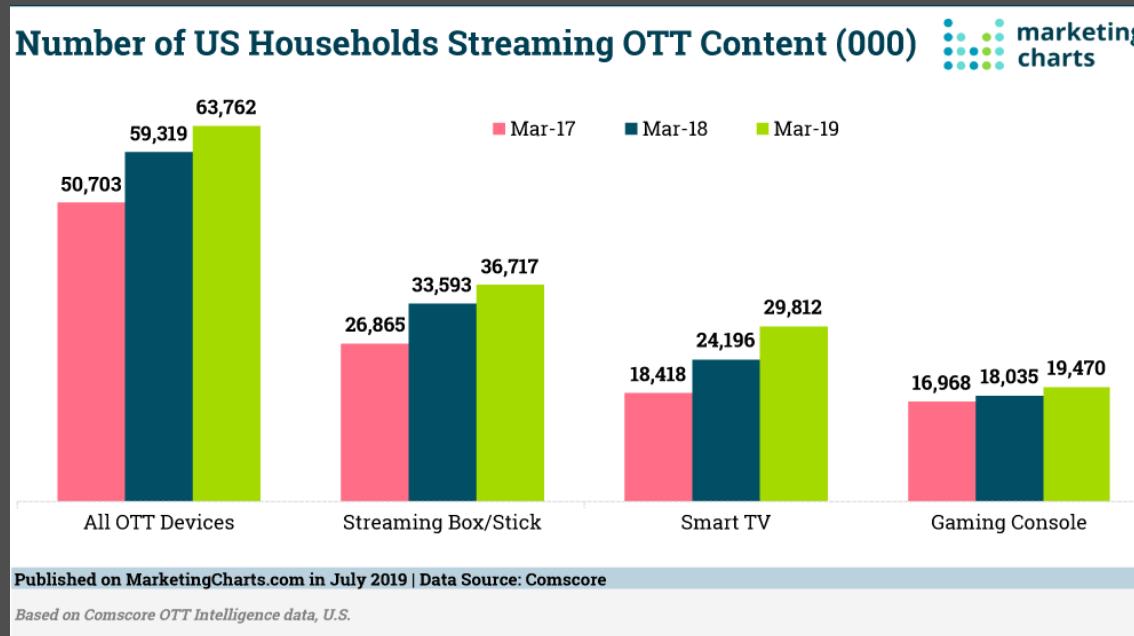


\$155.0
BILLION

YEAR-ON-YEAR CHANGE
+11% (+\$15 BILLION)

245

SOURCE: STATISTA DIGITAL MARKET OUTLOOK. SEE [STATISTA.COM](https://www.statista.com) FOR MORE DETAILS. NOTES: FIGURES REPRESENT ESTIMATES OF FULL-YEAR REVENUES FOR 2021 IN U.S. DOLLARS, AND COMPARISONS WITH EQUIVALENT VALUES FOR THE PREVIOUS CALENDAR YEAR. THE "PERSONAL & HOUSEHOLD CARE" CATEGORY INCLUDES BEAUTY AND CONSUMER HEALTHCARE. THE "PHYSICAL MEDIA" CATEGORY DOES NOT INCLUDE DIGITAL DOWNLOADS OR STREAMING. COMPARABILITY: BASE AND CATEGORY DEFINITION CHANGES. FIGURES ARE NOT COMPARABLE WITH PREVIOUS REPORTS.



BROADCAST IT

Tapon is committed to providing businesses and ministries with the ability to reach the world using the latest broadband internet technologies. Build an online global community of supporters

Our streaming platform equips pastors, leaders and business owners and enables them to broadcast their audio and video message to millions of internet users around the world.

In addition to providing top of the line streaming platforms, we assist our clients in maximizing their return by providing the necessary knowledge and tools required for success.

Tapon offers a targeted, refreshing, distinctive way to reach audiences in a very cost-effective way. We strive to provide content that encourages, entertains, and enlightens.

Sowing Through Service Causes Success!





How to add TAPON to your Smart TV or TV Digital Device



Add TAPON to your

1. Go to the **Roku TV** Home menu by pressing the home button on the remote.
2. On the left sidebar, scroll down to the **Streaming Channels** section.
3. Select **Streaming Channels** to open the **Roku Channel Store**.
4. Choose a category to browse or go to **Search Channels** to find the channel you want to add.
5. Press **OK** on the remote to open channel details.
6. Select **Add Channel** to install the **TAPON**.



Add TAPON to your

1. Swipe over the **Fire TV** Home screen and select the “Appstore” icon.
2. Navigate the site to find an app you want, or search for it using the search box at the top of the screen.
3. When viewing an app, select the “Get App” button, and the “Download” button to download **TAPON**.



Add TAPON to your

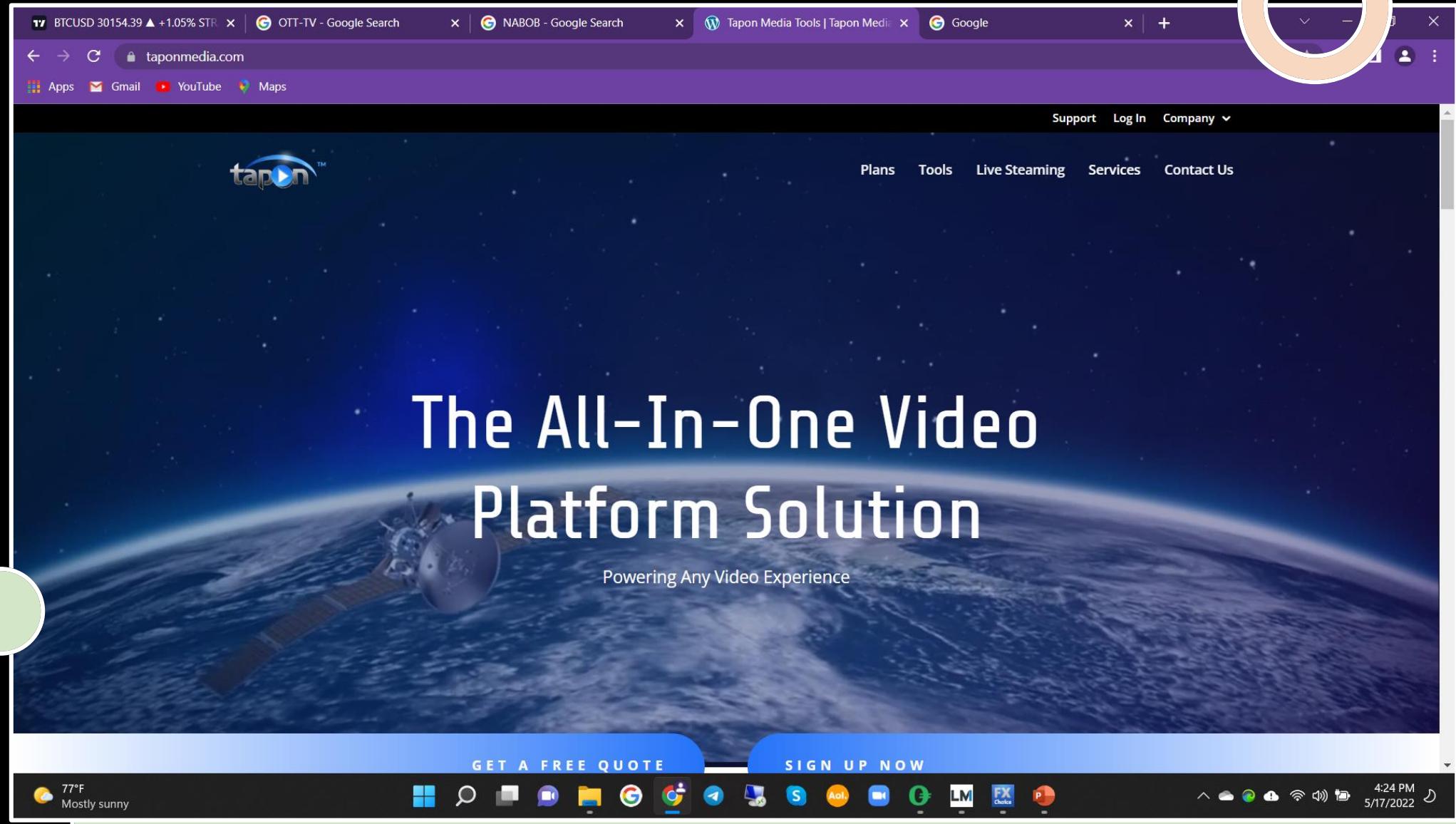
1. Open the App Store on the **Apple TV** device shown.
2. In the menu bar, swipe to any of the following categories:
 - Discover: Browse a great selection of apps chosen by the App Store. **or**
 - Apps: Browse apps by category. **or**
 - Search: Enter a search term to find apps by name.
3. Click search button and type **TAPON** and begin download of the **TAPON** app.



Add TAPON to your

1. From the **Android TV** Home screen, scroll to “**Apps**.”
2. Select the **Google Play Store** app on your android tv device.
3. Browse or search for **TAPON**.
4. Select the **TAPON** app you want then select **Install**.

A screenshot of a video conferencing platform. At the top, there are icons for Video, Security, Participants (4), Chat, New Share, Pause Share, Summary, AI Companion, Annotate, and a red Stop Share button. Below the participants list, there are tabs for DAILY TRADING PL..., EMAIL & SECURITY..., and FUNDING TRADING... A green bar indicates that the user is screen sharing. The main area features a man in a suit and glasses, with a large neon-style graphic to his right that says "Live ON AIR". In the bottom left corner, there is a logo for "tap on" with a play button icon. The overall theme is professional and broadcast-oriented.





More Than Just Tools

The Online Video Tool-Box platform handles all aspects of online video.

Publish HD video on demand or stream live across mobile devices, computers, and Internet-connected TVs.

Content creation, interaction, management, and collaboration.

Harvest enables you to quickly and easily integrate interactive rich media and social networking into your web site.

Next Generation of Media Tools

Video Platform

Managing and maintaining your always changing and expanding video library has never been easier than with our new browser-based Content Management System

Live Video Encoder

The Easiest and Fastest Way to Create High Quality Internet Video Streaming! For Video Conferencing, Flash Video Streaming, WebTV and IPTV.





Video Chat

Our Video Chat application broadcasts two live streams to any size audience. Administrator Privileges and Recording included.

Live Stream Archiving

Reliably record, broadcast and archive your content in real time with our True Live Recording technology.



HD Video

Dynamic bandwidth detection capability is built in, providing for an optimized user experience.



Pay Per View

Do you have a live business seminar, indie concert, or high school sports event you want to charge viewers to see?





IP Cam

Now you can use our award winning network digital media platform to distribute your Web Cam or Security Cam in High Definition.

Adaptive Multi-Bitrate Streaming

Our Media Distribution Network automatically determines the viewer's bandwidth and streams the correct version of your video.





Video with Text Chat

Add "Text Chat" to your 'Live' streaming events.

SMH Business Intelligence

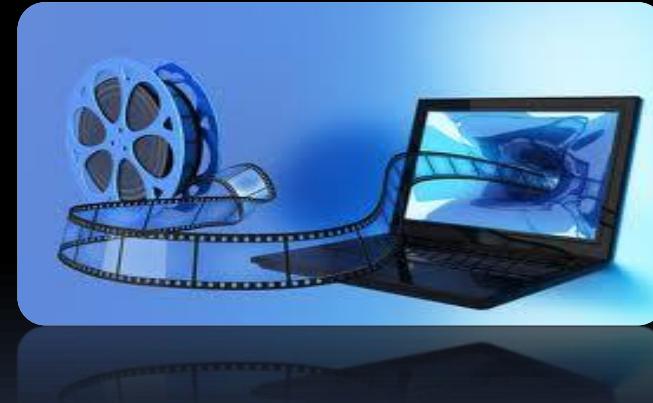
Analytics Fine-tune your video delivery by analyzing metrics and usage reports with the most comprehensive analytics tools available.





Media Formats and Encoding

Simply put we Digitize, Compress and Deliver. In many cases one properly encoded file will suffice for all.



Upload Video

Accommodating large media uploads is simple and painless. Upload single or multiple videos directly from your browser.



Streaming Video Players

We enable you to easily Build players that require no download and match the look and feel of your website.

Password Protect Your Content

Control who sees your content and for how long.

Closed-Captioning

Streaming Flash FLV Player with “CC” button, user controls and external captions file support via industry standard "srt" files and Timed Text “tts” XML files.



QR Code Generator

Charge your online presence by QR Coding your videos.





- **Commercial Packages**

Special Commercial Packages can be developed just with your company in mind, from the smallest to largest budgets, but always with excellent service.

- **Churches & Faith-based Organization**

Broadcast your program to your market audience. Have your message heard daily or weekly as part of your Mission, Purpose and Vision.

- **Artist or Author Spotlight**

"The Spotlight" - Be interviewed by an industry professional and discuss your music or book. It is a half hour spotlight shining completely on you.

- **Live Remotes Can Be Scheduled Upon Request.**

- **Political Packages**

RADIO & STREAMING -OTT-TV	Standard Rates	Political Rate
30 Minute Program	\$375.00	\$199.00
28/15 Second Commercials	\$129.00	\$99.00
14/30 Second Commercials	\$129.00	\$99.00
7/60 Second Commercials	\$129.00	\$99.00

TAPONTV STREAMING – OTT-TV	Standard Rates	Political Rate
30 Minute Program	\$99.00	\$99.00
28/15 Second Commercials	\$99.00	\$75.00
14/30 Second Commercials	\$99.00	\$75.00
7/60 Second Commercials	\$99.00	\$75.00

Church & Faith-Based Organizations	Standard Rates
Media Members Registration	\$299.00
Weekly Offering Required	FREE WILL

LIVE REMOTES BY REQUEST	TBD
AUTHOR SPOTLIGHT	TBD