

Where Vision Meets Volume!

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Melody Spann Cooper
Chairwoman & Chief Executive Officer
Midway Broadcasting Corporation

"Midway Broadcasting leads with service and excellence. Our history has proven who we are, our audiences are proof of who we are, and our team members are a reflection of who we are."

--MSC

Midway Broadcasting Corporation (MBC), is a best-in-class independently-owned media boutique whose properties include broadcast and digital platforms. Our mission is to provide niche programming and content that empowers and educates thriving Black and Latino populations. The company was founded more than 40 years ago by two legendary radio personalities, Wesley South and Pervis Spann.

Today, MBC is led by Chairwoman Melody Spann Cooper who has expanded the corporation's assets to include the company's flagship radio station WVON; WRLL, Spanish-Language radio; an experiential marketing company, and the evolution of VON-TV, an OTT digital TV platform. MBC's acquisition of VON-TV represents the first female-owned content streaming company.

Midway Broadcasting Corporation

Introducing…

VON TV, powered by WVON Radio is where Vision meets Volume! For more than five decades, WVON Radio has built a reputation of being the social conscious of Black Chicago.

Through our new OTT Digital Platform, VON-TV will deliver a similar brand of edu-tainment using original content. Our exclusive captivating and stimulating programming has the potential of reaching more than 100MM+ households via OTT streaming affiliates.

VON TV will feature independent films and documentaries; original programming shorts; empowering seminars; WVON live talk shows; podcasts, and archival content that viewers won't find anywhere else.

We are masters of our culture and prepared to deliver digital TV on purpose.



What is Streaming TV on OTT?

Streaming TV refers to video content streamed over the internet onto a TV, computer, smartphone or tablet without use of cable or satellite.

VON-TV streaming connects marketers directly to an established loyal consumer base who has a reputation for supporting those industries who support their community.

- ❑ **Targets the African-American Marketplace**
- ❑ **Delivers High-Valued Consumers**
- ❑ **TV Streaming is a $47 Billion industry**
- ❑ **OTT is #2 amongst video streaming platforms**
- ❑ **71% of internet users watch OTT once a week.**
- ❑ **64% of U.S. homes have streaming TV services.**



WVON TV
POWERED BY WVON RADIO

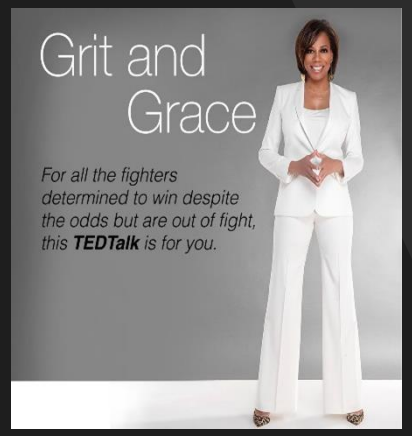
Total National OTT Reach

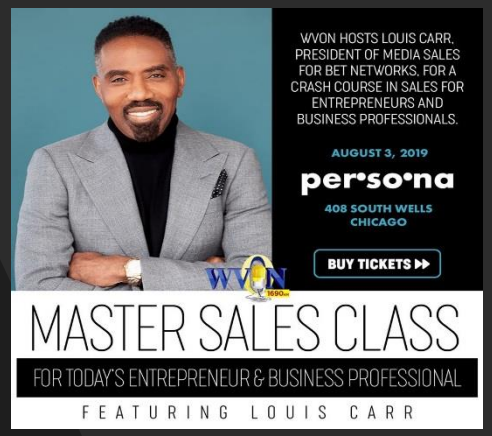
Roku	38 MM
fire tv	35 MM
tv	21 MM
Roku TV	23 MM



VON-TV Original Programming



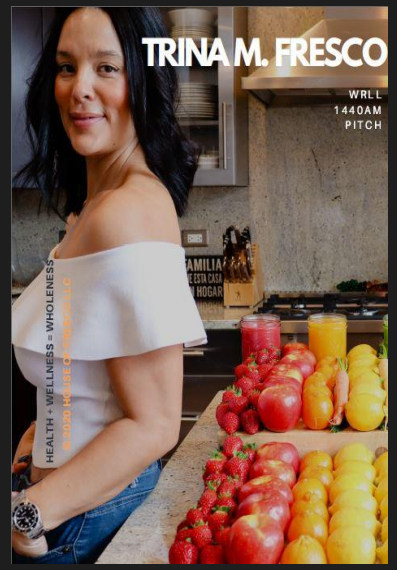




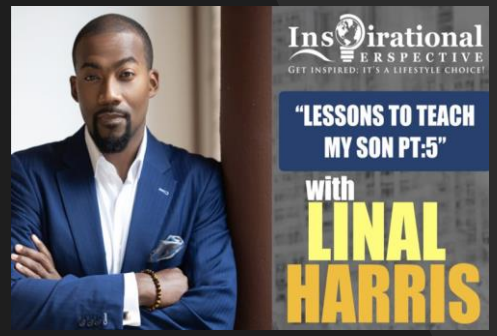














VON's Exclusive Audience

Midway Broadcasting Corporation

TV 64.8%

Reading 64.7%

Being w/Friends & Family 62.3%

Internet 55.6%

Music 50.3%

Eating Out 47.3%

Exercise 46.3%

VON viewers have a great work/leisure balance. They spend time watching television, reading, being with family and friends, surfing the internet, interacting via social media, listening to music, dining out, exercising and going to the movies. Our viewers engage in a variety of pastimes in order to enhance their lives!

Gender
70% Female
30% Male

Age:
90% 25-54
10% 55+

Education
97% undergraduate degree
55% Graduate degree

Industries:
Corporate professionals, Journalists, Entrepreneurs, Lawyers, Doctors, Educators, Health Care Professionals, etc…

Interests:
Travel, Dining, Personal Development, Concerts & other forms of entertainment



VON viewers are tech savvy! 82.4% own a Smart Phone, 74.9% own a laptop computer, 62.1% have a desktop computer and 61.9% have a tablet.

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