



Presented to WRIC TV 8  
Richmond, VA

# The ProPixTV Solution

- It's More News You Can Use
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- ProPixTV is a unique new local news content initiative providing stations with a varied and distinguished cast of journalists, experts, and professionals.
- It's Affordable
- It's Promotable
- It's Sponsorable



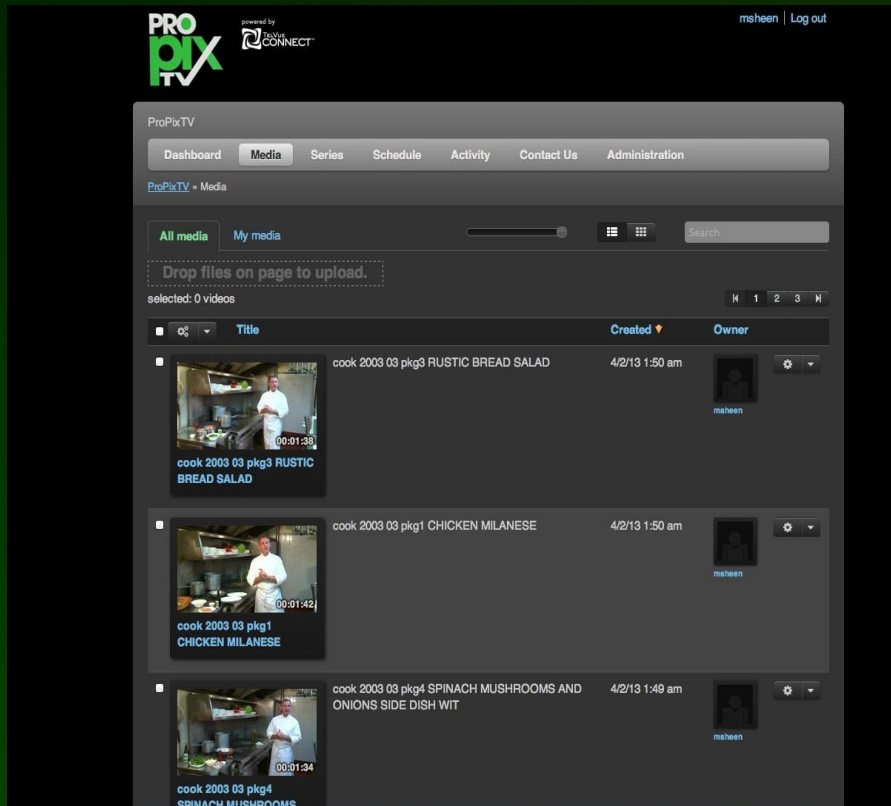
# High News Value Packages



- News A25-54 want & need
- Good television storytelling
- Appealing & relevant stories
- Actionable & meaningful information
- Heart, health, pocketbook issues
- Presented by journalists
- 6 to 8 distinguished contributors
- Each produces 1 package a week
- Pick 5 topics in any month
- 20 to 25 packages every month
- Use on web/mobile/social platforms



# TelVue Connect® Delivery



- Cloud-based broadcast CMS
- TelVue Connect on any browser
- High definition video format delivery
- Producer's desktop dashboard
- Video & script by the 15<sup>th</sup>
- Preview, download and air



# ***CONSUMER • Teri Gault***

Teri Gault, founder of TheGroceryGame.com, saves everyone money with her common sense home-style approach to good living including collecting coupons and matching them to grocery store sales.



# ***FOOD • Marcello Fiorentino***

Marcello Fiorentino developed his passion for food and learned his Italian-style recipes from his father. Now he continues his family tradition and shares his experiences and home recipes for all to enjoy. Buon Appetito!



# *AUTOS • Steve Hammes*

America's foremost automotive journalist, Steve Hammes shares his first-hand road test experiences that will help every consumer with the purchase of their next car.



# ***MEDICAL • Dr. Pawan Grover***

Dr. Pawan Grover has practiced medicine in a variety of National and International settings. He provides the latest news from the world of medicine sharing what every family needs to know to live healthier lives.





# ***TECHNOLOGY • Brett Larson***

Brett Larson covers technology in a friendly and approachable style that audiences can easily relate, leaving out the jargon and focusing on why certain gadgets and tech are helpful or life changing.



# ***PARENTING • Paula Gretzinger***

Paula Gretzinger, host of Parentology, wants to help other busy parents like her offering practical and insightful ways to deal with tykes to teens while juggling the rest of life's challenges.



# ***MOTIVATION • Dr. Terry Lyles***

Dr. Terry Lyles, known as the “stress coach”, has something to offer everyone navigating through life’s journey whether it’s at work, home or a crisis. He is recognized as a national and international educator, author and speaker.



# *TRAVEL • Roy DeJesus*

Roy De Jesus, an Emmy nominated journalist and former anchor for one of the first 24-hour Spanish language local TV news stations in the country, puts family fun time first rather than pursue a lucrative career.



# *TRAVEL • Anna Tataris-DeJesus*

Anna Tataris-DeJesus, a former TV reporter, along with her husband, Roy, created “The Great Escape Plan” to travel Europe with their one-year-old daughter, Sophia, hoping to inspire other families to travel and live their dream.



# ***PETS • Christopher Durham***

Christopher Durham - born and raised on a small Virginia farm - demonstrates his dedication for pets advancing his role as a licensed wildlife rehabilitator who takes in and cares for injured animals.



# ***MOVIE REVIEWS • Jack Rico***

- Jack Rico's Show Biz Café features the latest movie previews, reviews and interviews along with all the red carpet news from New York to Hollywood.



# Web/Mobile/Social

The screenshot shows the WRIC.com website homepage. At the top, there is a navigation bar with links for Home, News, Weather, 8News Features, Sports, Community, Lifestyle, Links, Connections, Rewards, and Contact. A prominent advertisement for Botox is displayed, offering a \$50 instant rebate. The main content area is divided into several sections: 'Top Stories' featuring a headline about children wounded in Syria, '8News Top Slideshows' with links to various news items, a 'StormTracker Forecast' showing a 70-degree temperature, and a 'Most Popular Stories' section. There are also social media links and a 'Connect' section at the bottom.

- High demand video content
- Improves consumer experience
- Ways to expand usage
- Monetizes multi-platform delivery
- Additional marketing platforms
- New incremental revenue
- Retain 100% of ad revenue





# NEWS COST WITHOUT ProPixTV

- Add 5 reporters to your news team  
5 x \$40k = \$200k/year salary & benefits
- Local news production cost per year  
5 pkgs to shoot & edit each week = \$50k

Total cost to news department per year:

**\$250,000.00**



# Incremental Sales Revenue

- 5 local news series sponsorship packages  
\$2,500 to \$5,000 per month per series

Estimated incremental new annual revenue:

**\$350,000.00**



# The ProPixTV Solution



- Average ProPixTV cost for medium size market: \$3,500/month
- 30% discount offer: \$2,450/month

**Station value of more than \$500,000 in costs & new revenue for less than \$30k per year!**



# The ProPixTV Solution

- More exclusive news content
- More promotable stories
- More personalities
- More coverage without extra staff
- More of what A25-54 want & need
- More of what local advertisers want
- More money in your pocket



**PRO**  
**PIX**  
**TV**

more news you can use



# Boost Your Auto Ad Buys





SEARCH VIDEO REVIEWS

Enter Car Make ...

[Click here for site search](#)

- HOME
- LATEST VIDEOS
- NEWS
- TOP PICKS
- FIRST LOOK
- SAFETY TIPS
- ABOUT US
- CONTACT

- 

**2013 JAGUAR XF 3.0 AWD**  
If you've always wanted a Jaguar but live where the snow flies...
- 

**2014 CHEVROLET SILVERADO**  
Interview with Chevy's Tom Wilkinson on the all-new Silverado
- 

**2013 PORSCHE CAYENNE DIESEL**  
This diesel model has been scampering around Europe now since 2009 ...



FEATURING AUTOMOTIVE REVIEWS BY  
**DRIVE TIME** WITH STEVE HAMMES



CAR MAKES

- Acura
- Audi
- Bentley
- BMW
- Buick
- Cadillac
- Chevrolet
- Chrysler
- Land Rover
- Lexus
- Lincoln
- Mazda
- Mercedes-Benz
- MINI
- Mitsubishi
- Nissan

MOST RECENT DRIVE TIME VIDEOS





FEATURING AUTOMOTIVE REVIEWS BY  
**DRIVE TIME**  
WITH STEVE HAMMES

- Premiere automotive web content
- Features video reviews by *Drive Time with Steve Hammes*
- First-hand test drive experiences by America's foremost automotive journalist
- Loads of consumer-friendly content & video







FEATURING AUTOMOTIVE REVIEWS BY  
**DRIVE TIME**  
WITH STEVE HAMMES

- Boosts your local automotive ad buys
- Targets most lucrative ad category
- SMART video content on your own site
- Reaches desirable car shoppers
- Provides a valuable consumer tool

The screenshot shows the TESTDRIVENOW website interface. At the top, there's a navigation bar with links for HOME, LATEST VIDEOS, NEWS, TOP PICKS, FIRST LOOK, SAFETY TIPS, ABOUT US, and CONTACT. A search bar for video reviews is also present. The main content area features a 'CAR MAKES' sidebar with a grid of car brands including Acura, Audi, Bentley, BMW, Buick, Cadillac, Chevrolet, Chrysler, Dodge, Fiat, Ford, GMC, Honda, Hyundai, Infiniti, Jaguar, Jeep, and Kia. The main article is titled '2013 HONDA CIVIC EX-L SEDAN' and includes a photo of the car and a reviewer, Steve Hammes. Below the photo are social media sharing options for Facebook, Twitter, Email, and a general share button. The article text discusses the car's redesign and pricing.





FEATURING AUTOMOTIVE REVIEWS BY  
**DRIVE TIME**  
WITH STEVE HAMMES

- Creates EXTRA marketing platform
- Attractive buy for local advertisers
- Delivers more qualified auto leads
- Retain 100% of the ad revenue
- Makes YOU more money

The screenshot displays the WRIC.com website interface. At the top, the WRIC.com logo is prominent, followed by a navigation menu with categories like Home, News, Weather, and Sports. Below the menu, there are several promotional banners, including one for a Toyota Prius with a 0% APR financing offer. The main content area features the TESTDRIVENOW logo and a search bar for video reviews. A large image of a silver car is featured prominently. Below this, there is a banner for 'DRIVE TIME WITH STEVE HAMMES'. The page also includes sections for 'LATEST VIDEO', 'STEVE'S TOP PICKS', and 'FIRST LOOK'. On the right side, there are social media links and a 'Mobile Device!' promotion.



PRO

PIX  
TV

more news you can use