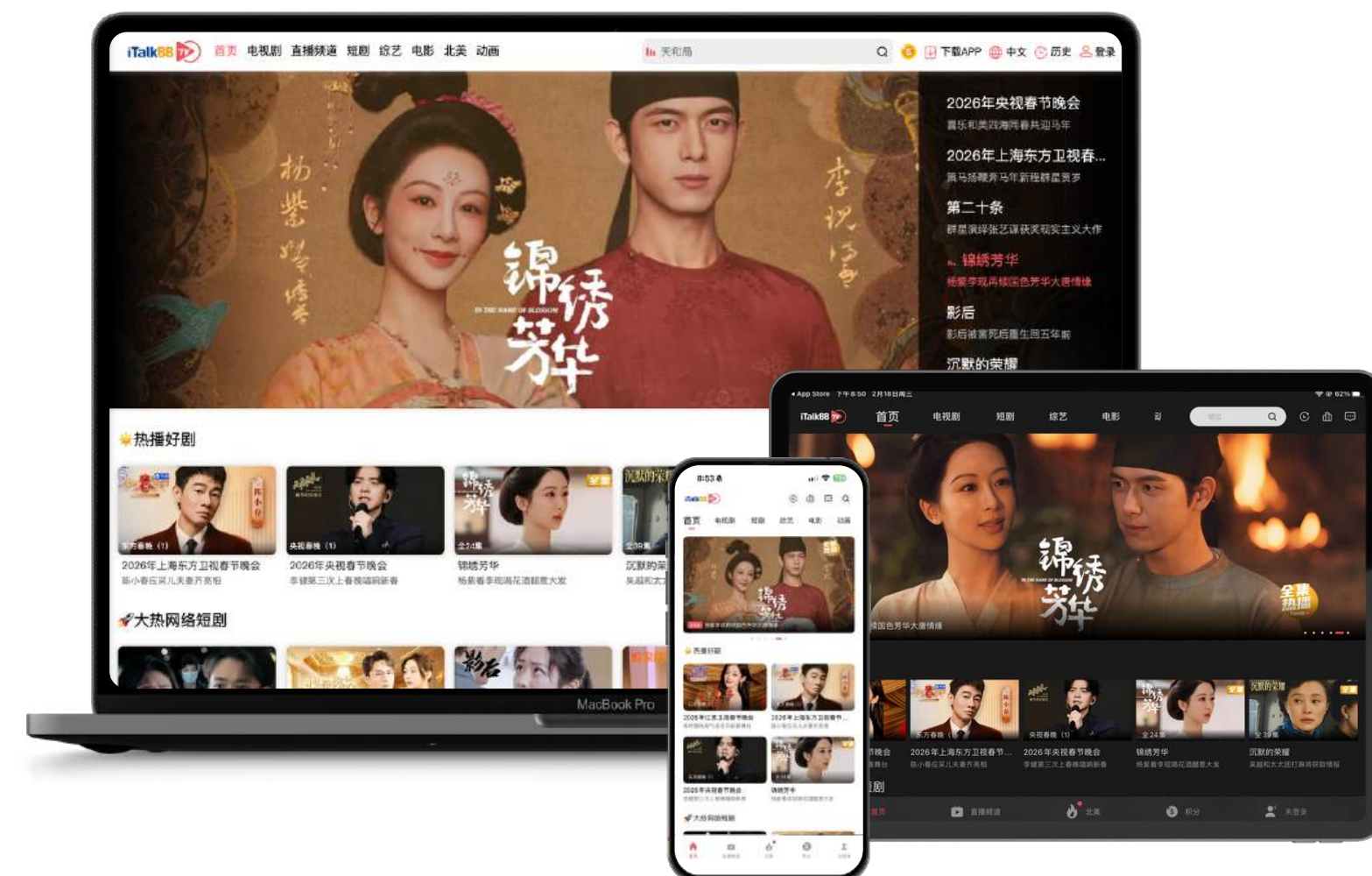


2026 iTalkBB Media Sponsorship Packages

Bridge Your Brand with Chinese Speaking Audience



Website

advertising.italkbbtv.com

E-mail

weiqi.huang@italkbbmedia.com

iTalkBB Media is an award-winning marketing firm that connects brands with the leading providers of **Chinese In-language** entertainment in North American

As a member of the iTalk Group of Companies, iTalkBB Media has the exclusive advertising rights for placement of advertising on its affiliate companies' Chinese language platforms- the iTalkBB TV Platforms.



Mission

To connect brands with Chinese consumers in North America by leveraging the in-language entertainment and livestream on iTalkBB's owned and operated platforms.

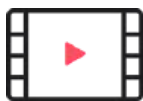
Vision

Be the best top-down marketing funnel for brands to reach the Chinese American market.

Chinese In-Language Content



Trendy Dramas



Blockbuster &
Classic Movies



TV Variety Shows



30+ Live Chinese
Linear Channels

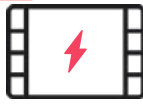


Original Videos



Animes

NEW



Shorts/
Micro Drama

Chinese In-Language Content & Advertising

62%

62% of Chinese Audience have a higher level of trust in media in their own language

 Nielsen

56%

56% of Asian Americans are more likely to try or buy the products when the brand's ADs appear in in-language environment

 Sparkle Insights

72.4%

72.4% of consumers said they would be more likely to buy a product with information in their own language

 Harvard Business Review

67%

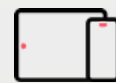
2/3 of them speak Chinese at home (including Mandarin, Cantonese, and other dialects)

iTalkBB TV Platforms

The leading provider of
Chinese **In-language** Entertainment
in North America



Set-Top-Box
(Connected TV)



Mobile Apps
(iOS & Android)



Desktop
(Website)



2.6M
User Base

650K

Monthly Active Users

99%

Of Audience Speaks
Chinese as the
primary language

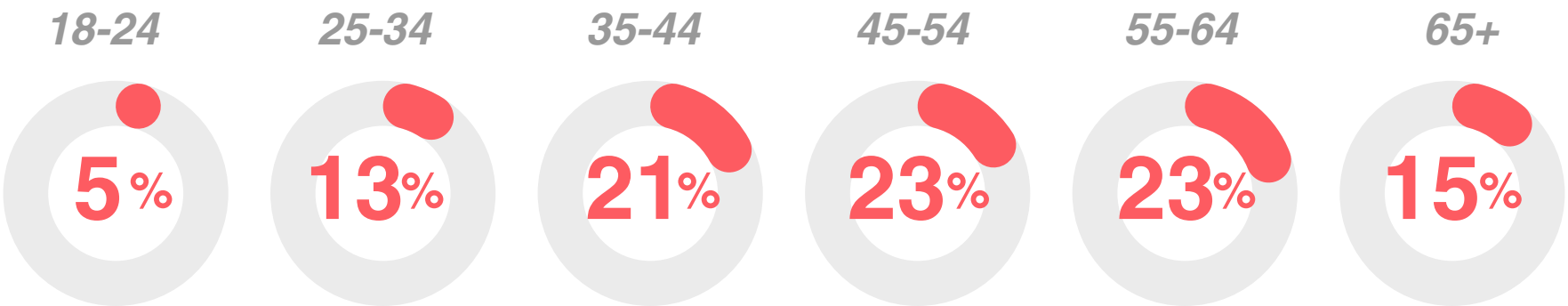
97%

Chinese Ethnic
Audience Base

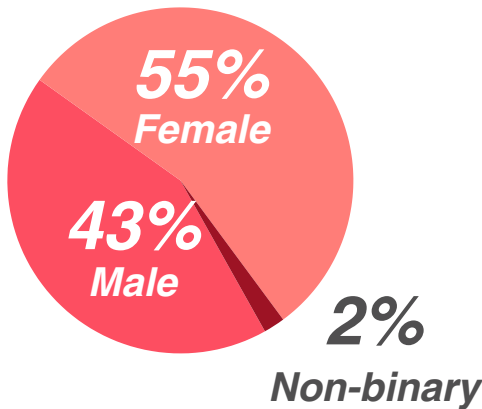
AUDIENCE PROFILE



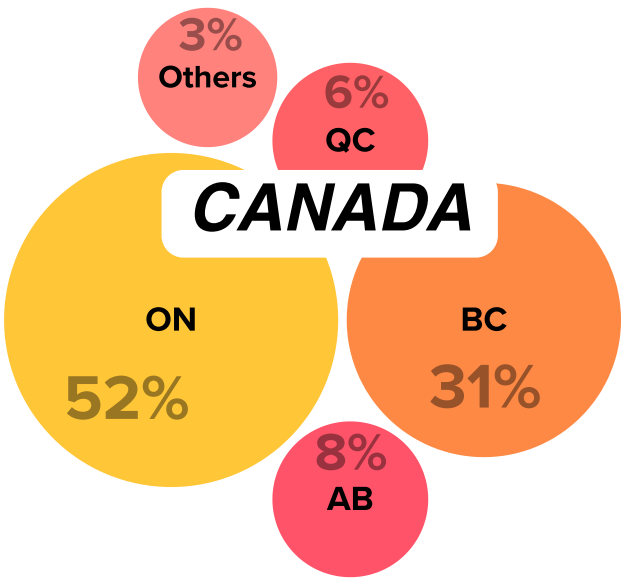
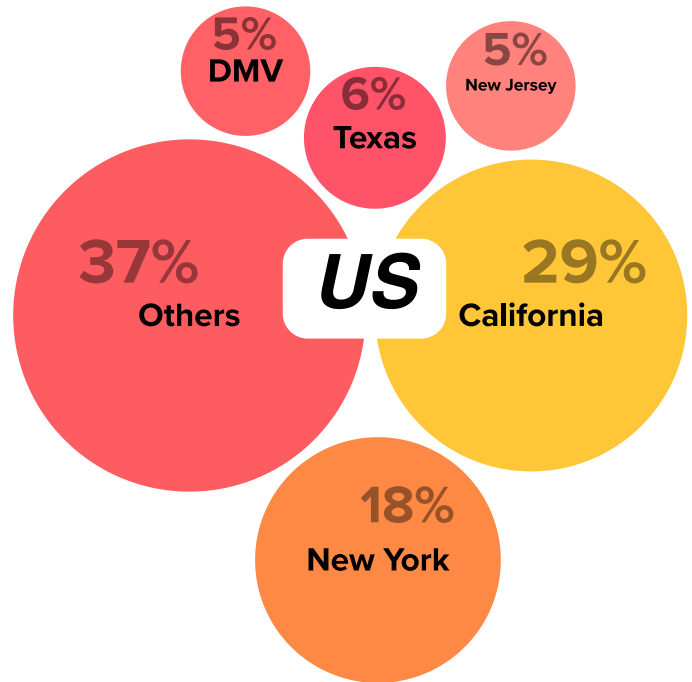
AGE



Gender



Geo



Household income



Standard Ad Products

Ad Formats

Video Ads | Display Ads

Programmatic Available

Programmatic Guaranteed | Preferred Deals

Feature



Target



Click



Track



Report

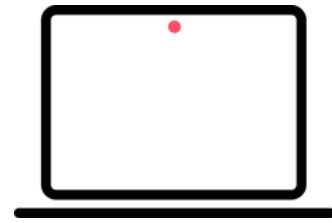


Powered by
Google Ad Manager 360

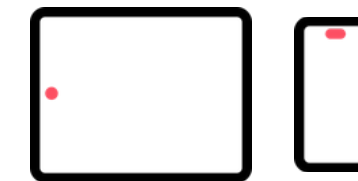
Device Compatibility



STB



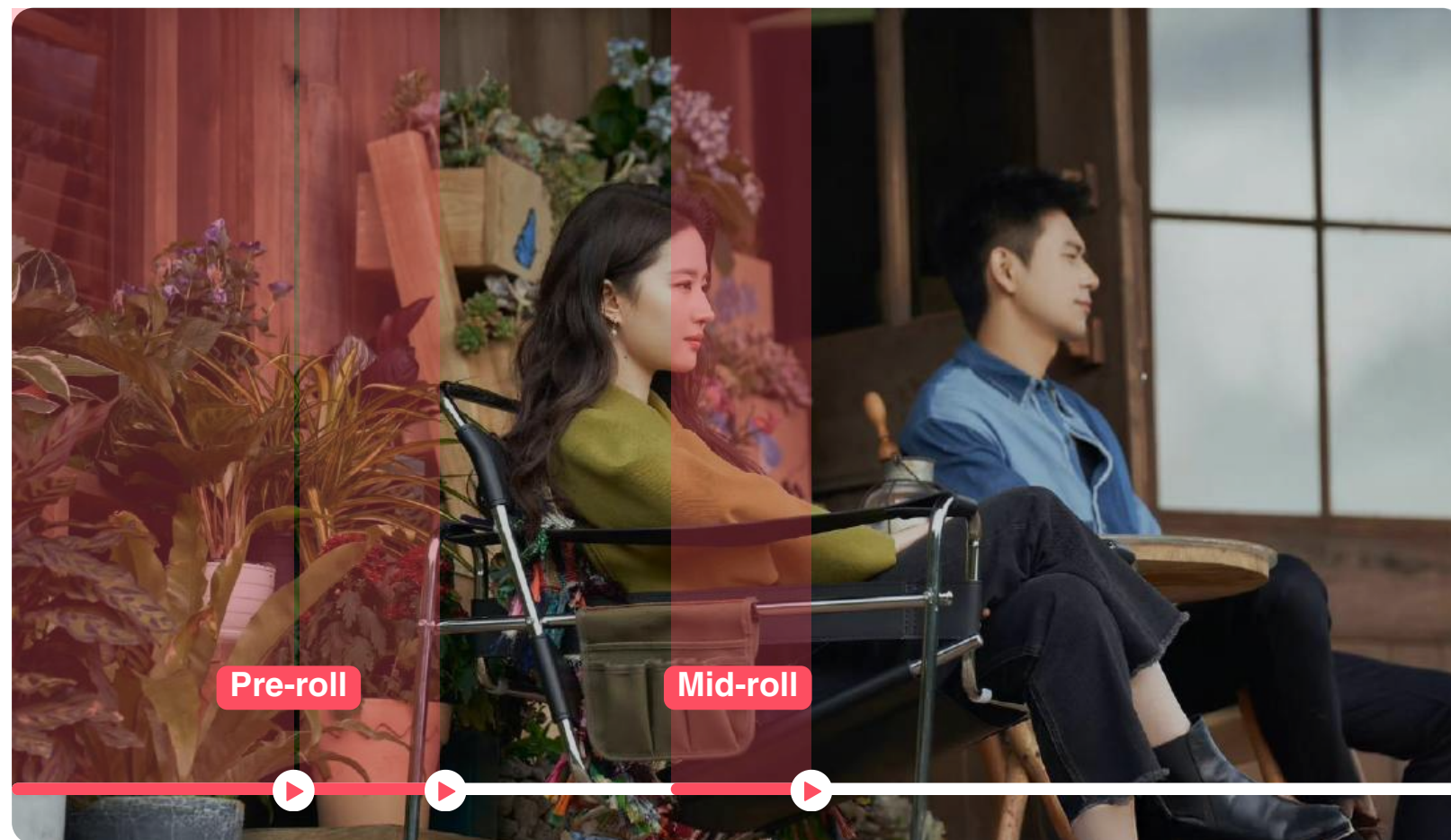
Desktop
(Web)



Mobile Devices (Apps)

Video Ad

TV Commercial (TVC)

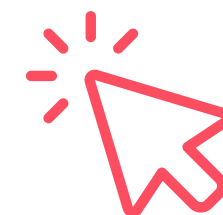


92%
Completion rate

98%
Viewability



Non-Skippable



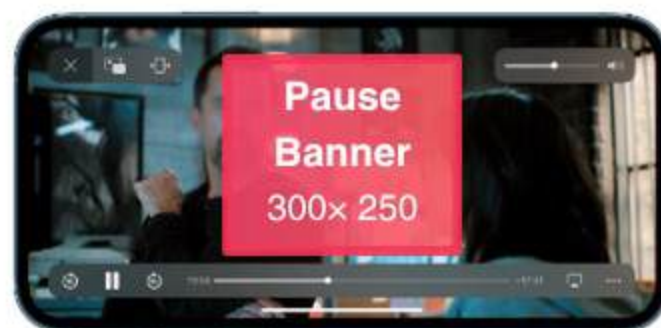
Clickable



Pre-roll Mid-roll
Duration
30s / 15s / 6s

Display Ad

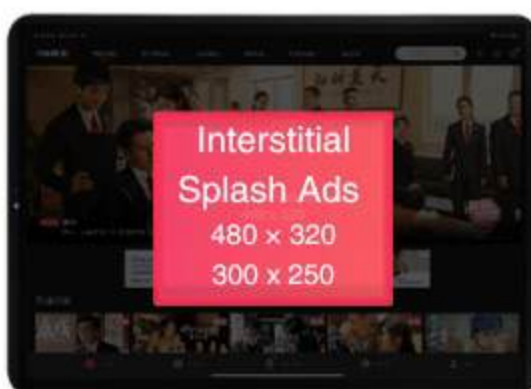
In-Stream Placements



Pause Banner



Overlay Corner Banner



Splash Ad



Program Page Takeover
Drama | Variety Show | Shorts

**Only available for package deals*

Sitewide Placements



Homepage Banner



Program Page Banners

Static & GIF

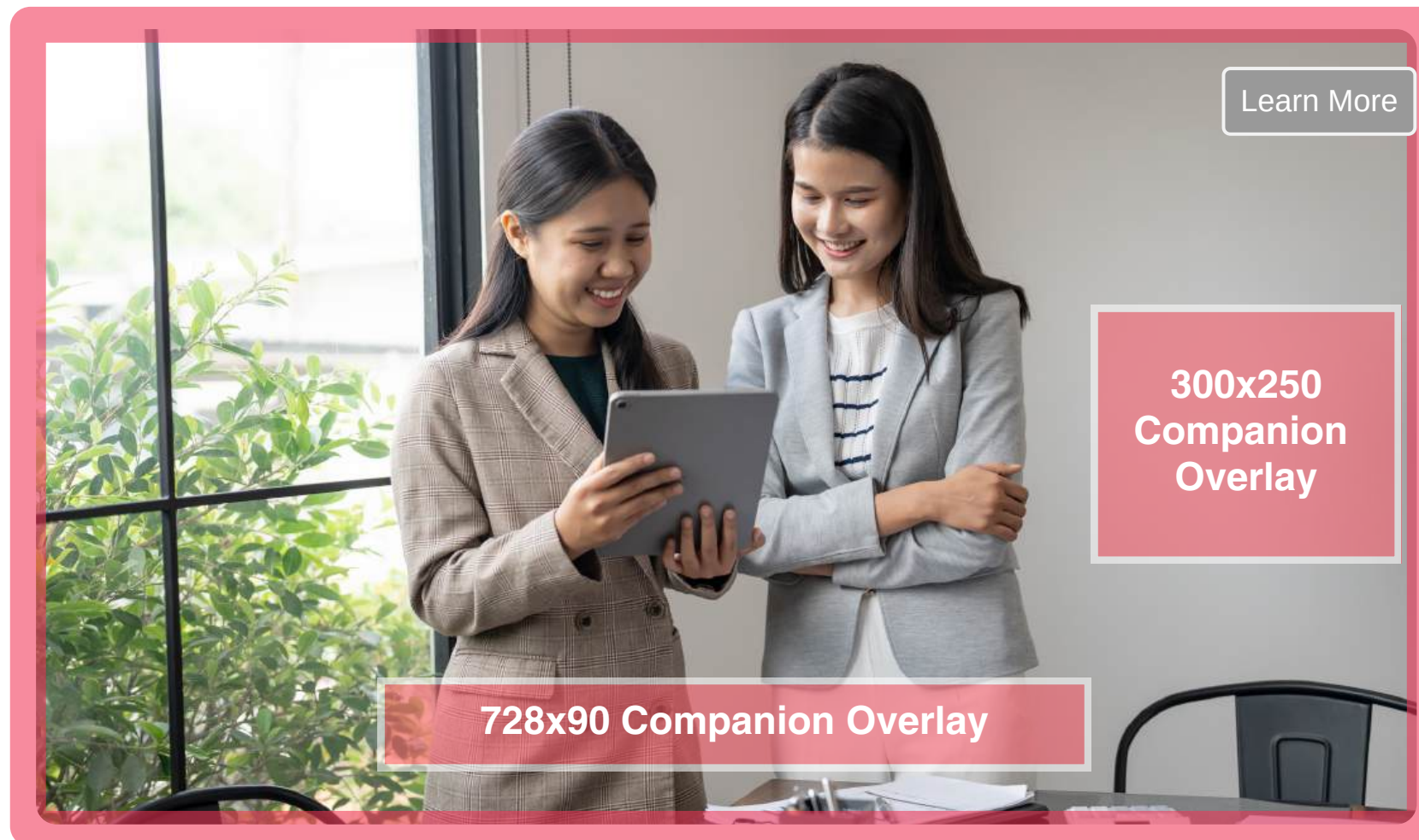


Most Popular Static Sizes in the Industry

300x250 / 728x90
160x600 / 320x50

2026 New Feature: Companion Ads

Video + Overlay Display



Master Video
1280x720

Dynamic graphics
layered on top of the
Program-Targeted
TVC

Overlay Display
300x250 / 728x90
(Apply one or both)

Persisting throughout
the video playback.
QR Code or More Info,



Pre-roll Mid-roll
Duration
30s / 15s / 6s

2026 Trend Alert

MICRO DRAMA

Micro drama transforms your brand into entertainment—delivering high-impact storytelling with native integration that captures attention, drives emotional connection, and engages audiences exactly where they watch.



FORMAT

Vertical Storytelling
Short-form Narrative
Cross-Device Continuity



CONTENT

Fast-paced
Snackable Content
Dramatic Plots
Emotional hook



BEHAVIOR

Audience Retention
Many Episodes
Rapid Consumption



Opportunity Matrix

Cultural Tentpoles
x Premium Packages

Cultural & Special Tentpoles



Presenting Sponsorship

Program-targeted Ad placements .

Targeted Programs

- Tenples / Hit Show(s)
- Themed Playlist (Holiday/ Branded)
- Trending Channel (Live TV/ FIFA World Cup)

Features

- **Brand Spotlights:** LOGO, Product In, Brand Message, Tagline
- **Targeted Placement:** Program-targeted Ad placements .
- **Direct Engagement:** In-stream CTA Overlays, Companion Ads



Tentpole: Cultural Moments & Festive Peaks

1. Executive Summary & Objectives

- We engage high-net-worth Chinese-speaking audiences with curated, themed content that stays **culturally relevant and festive during peak consumption** times. In addition to standard impressions, we offer the opportunity to showcase **Brand Spotlights** within themed segments.

2. Content Strategy

- **Tentpoles & Hit Shows:** The content will feature highly sought-after movies, seasonal classics, and lifestyle specials that resonate with the brand's aesthetic.
- **Multi-Platform Syndication:** We will ensure a cohesive brand narrative across the CTV living room experience, Mobile App, and Desktop.

3. Campaign Timeline

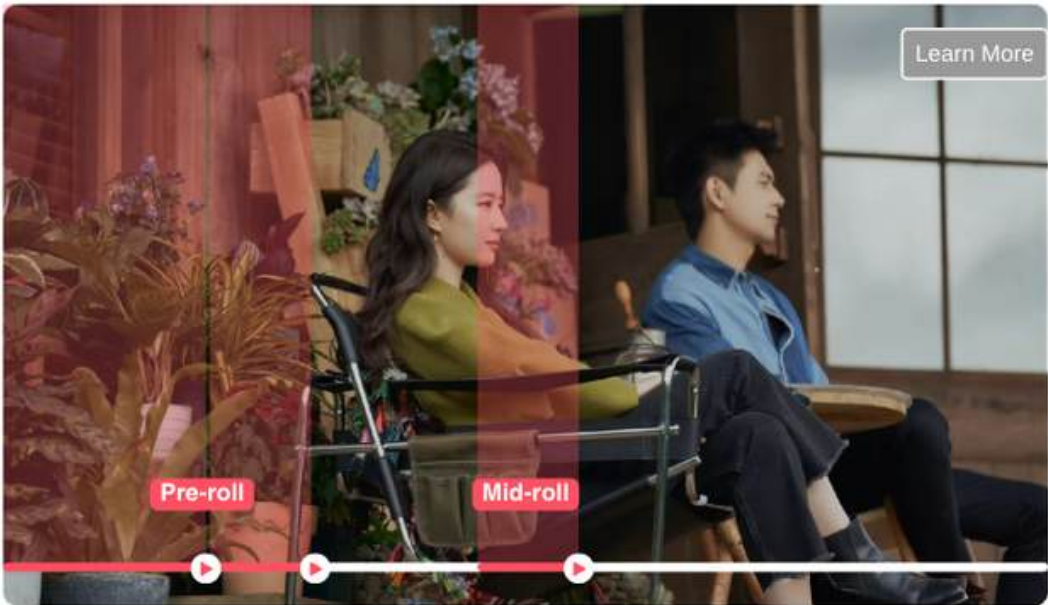
- The Momentum Arc: A 30–60 day lifecycle designed to maximize the tentpole effect of festive engagement.
- 5/10 Mother's Day | 6/19 Father's Day
- 8/19 Chinese Valentine's Day | 9/25 Mid-Autumn Festival
- 11/11 Singles' Day Shopping Festival | 11/27 Black Friday



Package: Cultural Moments & Festive Peaks

- **A. Program-Targeted TVC:** Your commercial is exclusively delivered within high-relevance environments, ensuring aligned impressions.
- **B. Companion Overlay Ads:** Dynamic graphics layered on top of the Program-Targeted TVC. This includes "Learn More" buttons and QR codes to drive immediate action.
- **C. High Impact Display Ads:**
 - **Targeted Program Page Takeover:** A cinematic, high-impact 780 x 720 visual occupying 2/3 of the CTV screen. This dominates the user's field of vision on the program landing page before they press "Play."
 - **Splash Ads:** High-impact placement upon app/page launch. Desktop/Mobile only.
- **D. Brand Spotlights:**
 - **Branded Playlist Promotion:** Homepage header banner + playlist background takeover
 - **Branded Playlist Email Feature**
- **E. Standard Video + Display Ads**
- See visual ad placements on the following page.

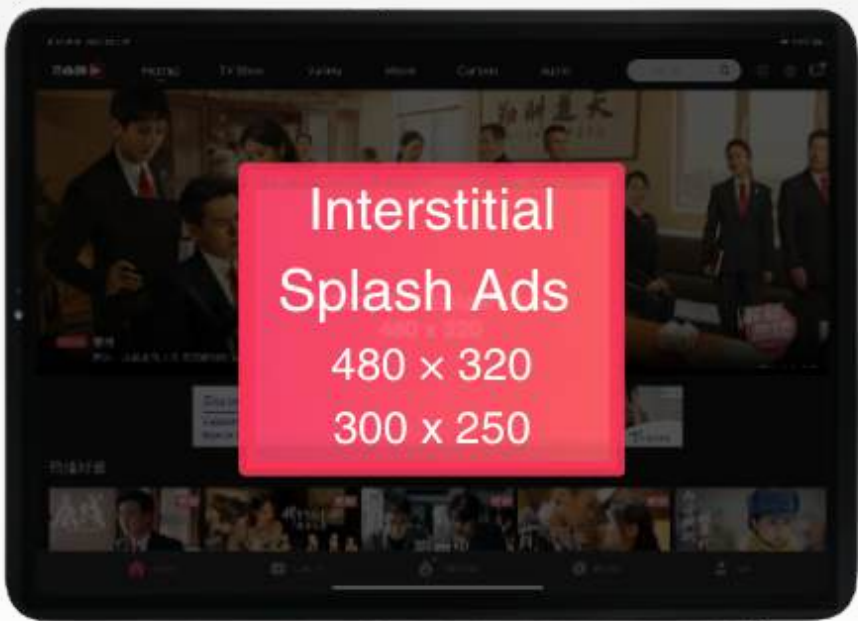
A. Program-Targeted TVC



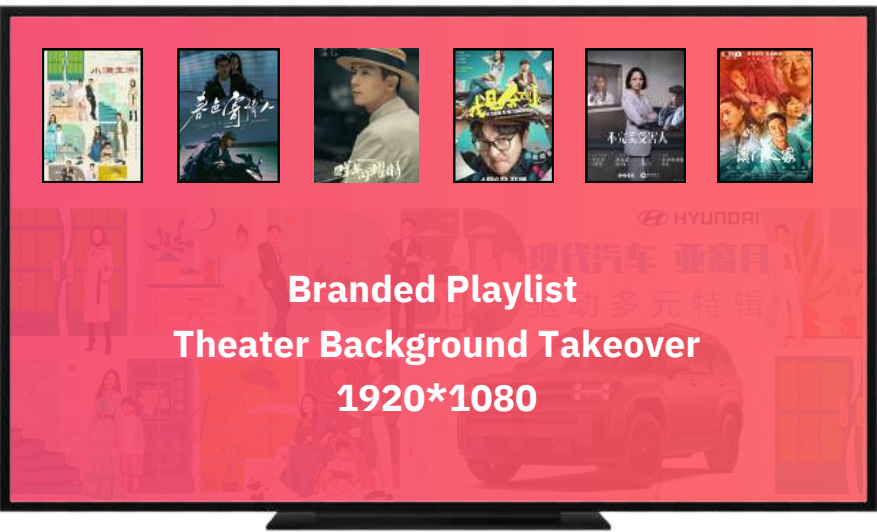
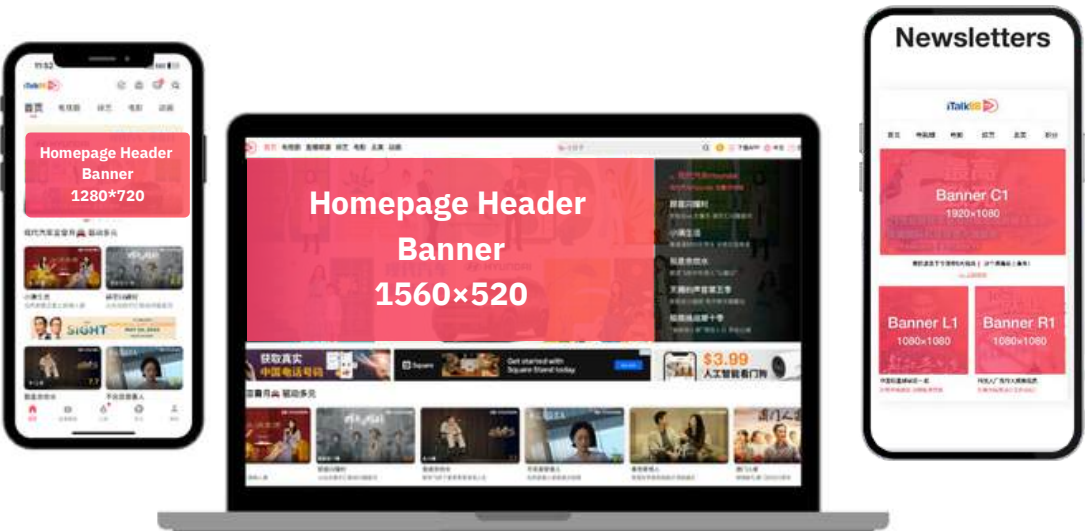
B. Companion Overlay Ads



C. High Impact Display Ads:
(Clickable)



D. Brand Spotlights:



Gold Presenting Sponsorship: \$36,000

Publisher/ Media	Ad Type	Platform	Placement	Ad Specs	Creative	Campaign Period	Ad Previews	Impressions
1. Branded Playlist & Program Targeting Ad Campaign (Sponsorship, Cultural Moment Playlist)								
iTalkBB TV	Video	CTV	Program Targeting TVC (6-8 Program Series)	30s (1280x720), non skippable	Standard	TBD, 30-60 days +		200,000
iTalkBB TV	Diaplay (Overlay)	CTV	Companion Ads [for Master Video/TVC]*	Select 1 from: 300x250, 728x90	Standard	TBD, 30-60 days +		200,000
iTalkBB TV	Video	Desktop/Mobile	Program Targeting TVC (Selected Program Series)	30s (1280x720), non skippable	Standard	TBD, 30-60 days +	Video TVC	100,000
iTalkBB TV	Diplay	CTV	Program Page Takeover (CTV only, High Impact on Engemnent Rate/ Selected Program Series)	780x720	Custom	TBD, 30-60 days +		75,000
iTalkBB TV	Diplay	Desktop/Mobile	Splash Ads (Desktop/Mobile only, High-impact placement upon app/page launch.)	480x320,300x250	Standard	TBD, 30-60 days +		75,000
iTalkBB TV	Diplay	CTV/Desktop/Mobile	Program Promotion: Email Newsletter Feature	700×300	Custom (iTalkBB Media made, Brand Logo to show on Prorgam Poster Banner)	TBD, 30-60 days +		60,000
iTalkBB TV	Diplay	CTV/Desktop/Mobile	Branded Playlist Promotion: Homepage header banner, Playlist Background Takeover	1280x720, 1560x520, 900x450, 854x480	Custom (iTalkBB Media made, Brand Logo to show on Prorgam Poster Banner)	30 days		1,500,000
2. Standard Ad Campaign (adaptable to campaign needs.)								
iTalkBB TV	Video	CTV/Desktop/Mobile	General TVC Placement (Sitewide contents/programs)	30s, non skippable	Standard	TBD	30-60 days +	200,000
iTalkBB TV	Video	CTV/Desktop/Mobile	General TVC Placement (Sitewide contents/programs)	15s, non skippable	Standard	TBD	30-60 days +	200,000
iTalkBB TV	Display	CTV/Desktop/Mobile	General Display Ad Placement (Mix Bannaers: Homepage/ Program Page/Pause Ad)	728x90, 300x250, 320x50	Standard	TBD	30-60 days +	200,000
								2,810,000

Tentpole: FIFA World Cup Special Coverage

1. Executive Summary & Objectives

- Capturing high-net-worth Chinese-speaking audiences through curated, high-engagement content and premium custom integrations within the iTalkBB TV ecosystem during peak global interest.

2. Content Strategy: The World Cup Ecosystem

- **In-House Special Coverage:** Our expert content team will produce a 7-week Feature Report providing high-impact Matchday Breakdowns, tactical previews, and post-game analysis.
- **Multi-Dimensional Programming:**
 - Aggregated reports from our global and US local Live TV and news networks.
 - Curated football-related movies and drama series.

3. Campaign Timeline

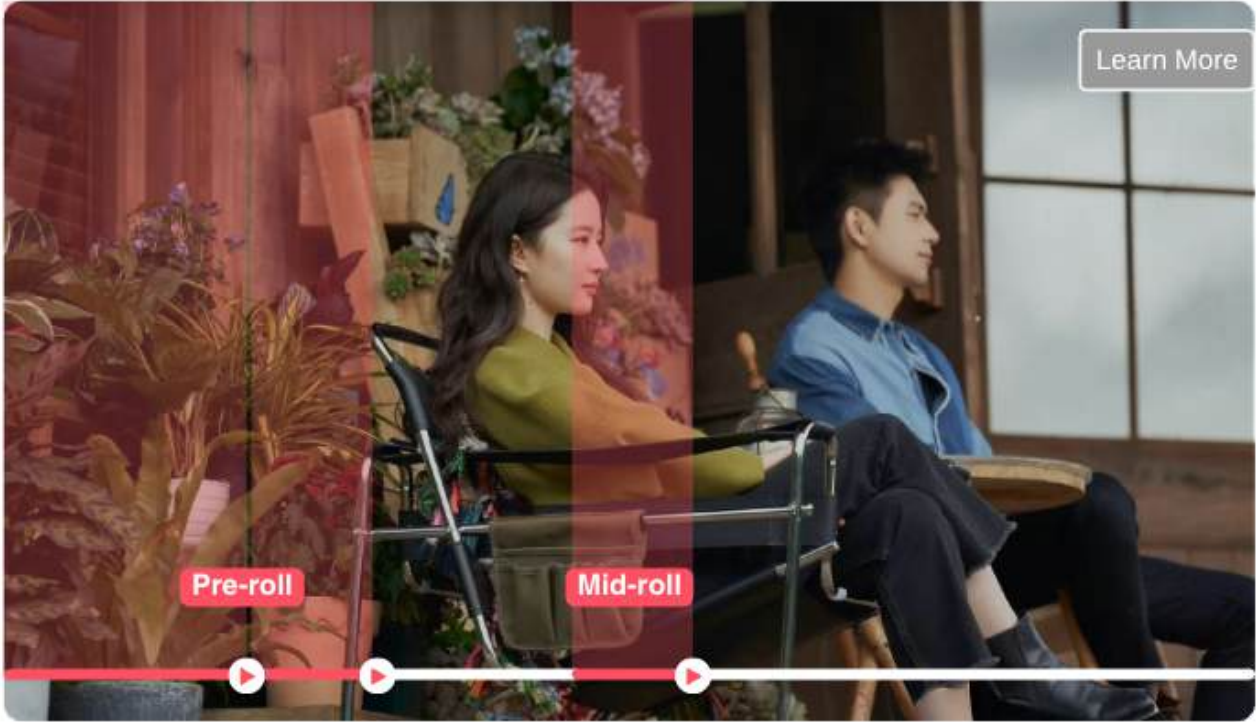
- **June 1st – July 22nd, 2026 (7 Total Weeks)**
- Phase 1: Pre-Game Ignition (6/1 – 6/10): Building momentum and team introductions.
- Phase 2: **The Tournament (6/11 – 7/19):** High-frequency daily updates and match breakdowns.
- Phase 3: Victory Lap (7/20 – 7/22): Final championship analysis and tournament highlights.



Package: FIFA World Cup Special Coverage

- **A. Program-Targeted TVC:** Your commercial is exclusively delivered within high-relevance environments (World Cup news, football movies, and special reports), ensuring aligned impressions.
- **B. Companion Overlay Ads:** Dynamic graphics layered on top of the Program-Targeted TVC. This includes "Learn More" buttons and QR codes to drive immediate action.
- **C. Targeted Program Page Takeover:** A cinematic, high-impact 780 x 720 visual occupying 2/3 of the CTV screen. This dominates the user's field of vision on the program landing page before they press "Play."
- **D. Standard Video + Display Ads**
- See detailed information in the following pages.

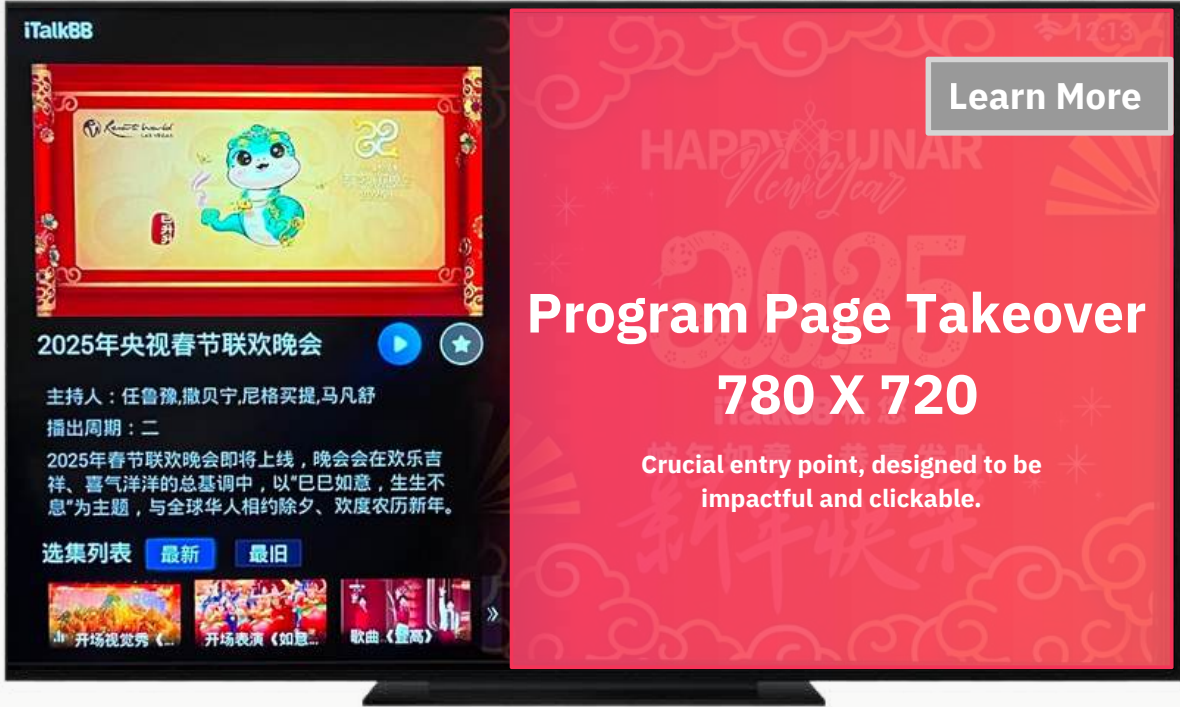
A. Program-Targeted TVC



B. Companion Overlay Ads



C. High Impact Display Ads:
(Clickable)



Other Premium/Custom Solutions

Branded Micro Drama



In-Content Virtual Product Placement (VPP)



Influencer Collab



LA Vlog 有好友和美食就是愉快的週末
必去的球鞋店/餐廳/日落景點分享! ...

OFFLINE EVENTS SPONSORSHIP



Influencer Collab & Multichannel Promotion

Influencers

200+

Content Creator Network

Categories

News, Food, Lifestyle,
Fitness, Beauty, Technology

Influencer Tiers

Nano/ Micro/ Macro



LA Vlog 有好友和美食就是愉快的週末
必去的球鞋店/餐廳/日落景點分享! ...



与美国好友的一天, 逛美国大卖场 ft.

Social Media



60,000

Total
Followers

80,000+

Avg. Monthly
Views

Email Newsletters



In-Content Virtual Product Placement

Features

Zero Interruption
Ad Experience

Seamless Ad Insertion
within the Program

AI Technology
Post-Production



High-impact Program
Matching with Target Audience



How it works

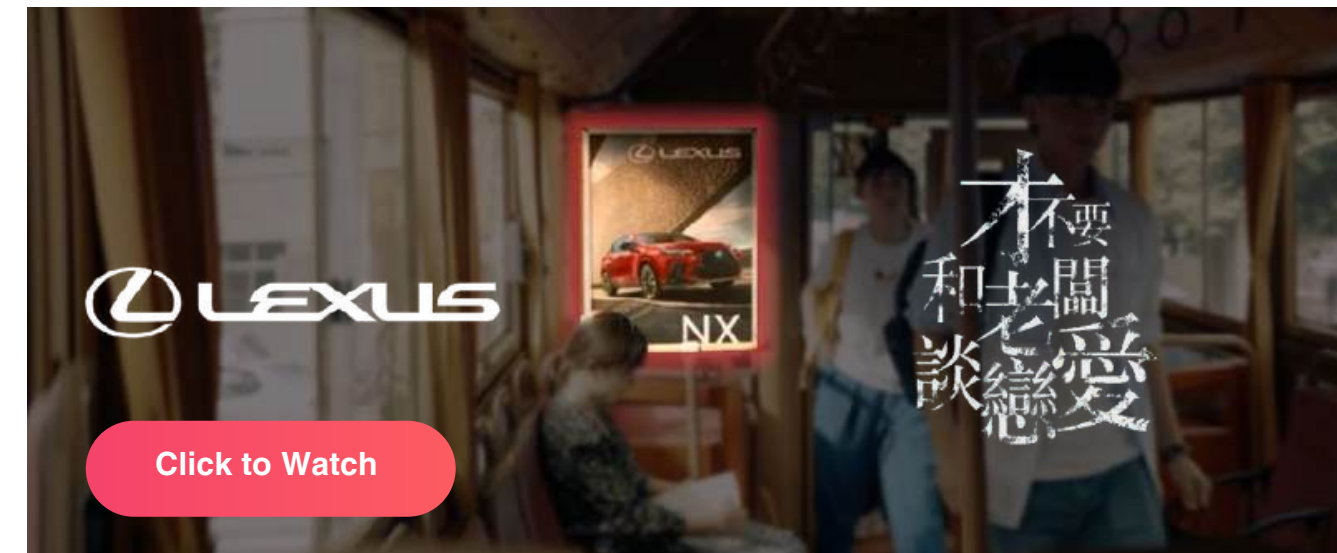
01 AI analyze
the scene/moment

02 VPP
Production

03 Approval
& Activation



Case Study: Lexus



Lexus' Drama Entitlement Sponsorship Campaign has created an exceptional immersive ad-viewing experience by implementing In-Content Ads that deepened Lexus' brand recognition. [Read More ↗](#)

5 Million Total Impressions Generated In 2 Weeks

Branded Micro Drama

iTalkBB Media delivers end-to-end micro drama solutions—from story to scale.



Brand Integration

Brand & products embedded naturally into narrative arcs

Creative Production

Concepts, scripts, and vertical-format filming
[Original Branded Series](#) | [Existing Script Plugging](#)

Media & Distribution

House-owned and operated media platforms amplification

[View the Toyota bZ Case Study Film ↗](#)

Offline Events Sponsorship

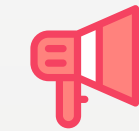
WALK INTO THE COMMUNITY

Reach and connect your brand with the local Chinese community by demonstrating your brand's strong suits at iTalkBB's curated and pop-up events.



**Metro Areas in North America
with large Chinese Community**

New York City | Los Angeles |
SF-Bay Area | Toronto



Brand Exposure

Product Display
Flyer Distribution
Sample Giveaways
and more



10-15 Events Annually



**Add-on: Storefront displays
and promotions**

Storefronts

8 Retail Stores in 

*California, New York,
and Texas*

7 Retail Stores in 

Toronto & Vancouver

3,300+

*Monthly Average
Visitor Traffic (per
store)*

Events

*Holiday Celebrations
Pop-up Events
Product Sampling*

Store Display

*Big Screen Display
Poster Display
Product Display*



Ads Production



Quality Translation

- In-Language Voiceover
- In-Language Copywriting
- Cultural-reference validation



Creative Production

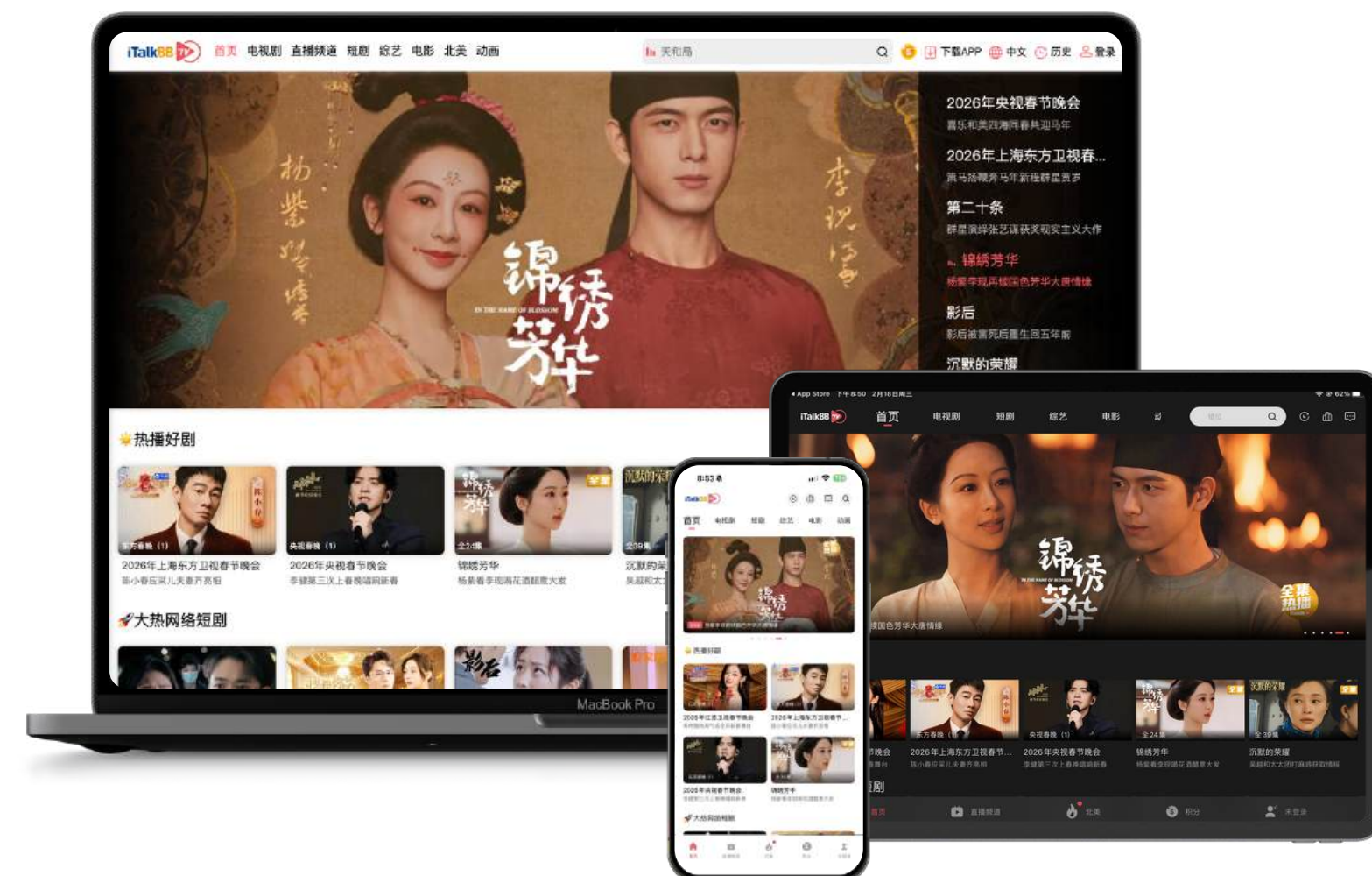
- Video Production
- Banner Production
- Post-Production/ Resizing
- AI Effects and Visuals



2026

THANK YOU

We are looking forward
to the collaboration!



Website

advertising.italkbbtv.com

E-mail

weiqi.huang@italkbbmedia.com