

3AF Sponsorship Opportunities

Q2 and Q3

Explore More

Advertising Opportunities



Q2/Q3 2026

Strictly Confidential,
For Recipient Only



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ODK Media, Asian Content Powerhouse for North America



2.3 M



2.1 M



900K



amasian
40M+

+

amasian channels

*present on top US streaming services including



One-Stop Media for **AAP** Audience

Proven Scale with Deep AAP Reach

10M monthly reach across
CTV, mobile, and desktop

Premium Asian content distributed on
major streaming platforms

Reaching AAP audiences where they
actively consume content—**streaming-
first**

Trusted Community Supporter

15+ years as a trusted community
supporter, not just a media distributor

Deep cultural relevance and authenticity
earned over time

Strong audience loyalty driven by respect,
representation, and shared identity

Performance-Driven Products

Audience and contextual targeting, powered
by 1st P data and trusted DMP.

High engagement rate proven with high
VTR(CTV) and CTR metrics(OLV).

Impactful branding product and service
including AI powered language dubbing
service for authentic community
engagement.



ODK Media, Asian Content Powerhouse for North America

Live Sports, K-pop, Anime, Drama, Docu & Thousands of award-winning movie titles IP from **36** countries

Live Sport Channels

Korea Premier League Live Sports
100% English Dubbed

KBO+

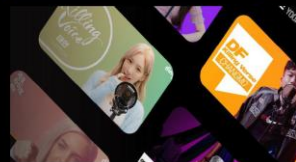


- Total R/T Live Streaming
- Language English(Subtitle)
- Serviceable Regions Global

- KBO : EVENT AND SCHEDULE
- Mar/Apr-Oct **2025 Season**
Play a total of 720 matches
- July **2025 Season** **2025 Season**

K-Pop

America-Hit K-PoP culture



Anime

World-Hit Japanese Anime Series



Legend of the White Whale



UNICO

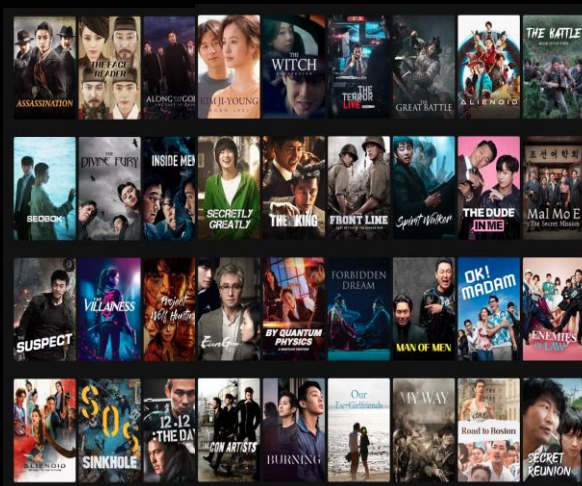


Kimba the White Lion



Premier Drama & Movies

Thousands of award-winning movies from 35 countries
New Release, Classic, Trendy





Certifications and Video Benchmarks

ODK Media: Intertrend – Upfronts 2026



Nielsen ONE Ads-certified, AAPI-focused media publisher



ODK Media, Inc. is a certified, Minority Owned Business by NMSDC



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Viewability & VCR

95%+

* In-stream Video

Video CTR

0.4-1%

* In-stream Video

Quality WEB + MOB + CTV Ad traffic



Positive
Brand Awareness

80%+

Source:
2022 Multicultural Media
Research



Higher
Purchase Intent

60%+

Source:
2022 Multicultural Media
Research

*ODK apps only



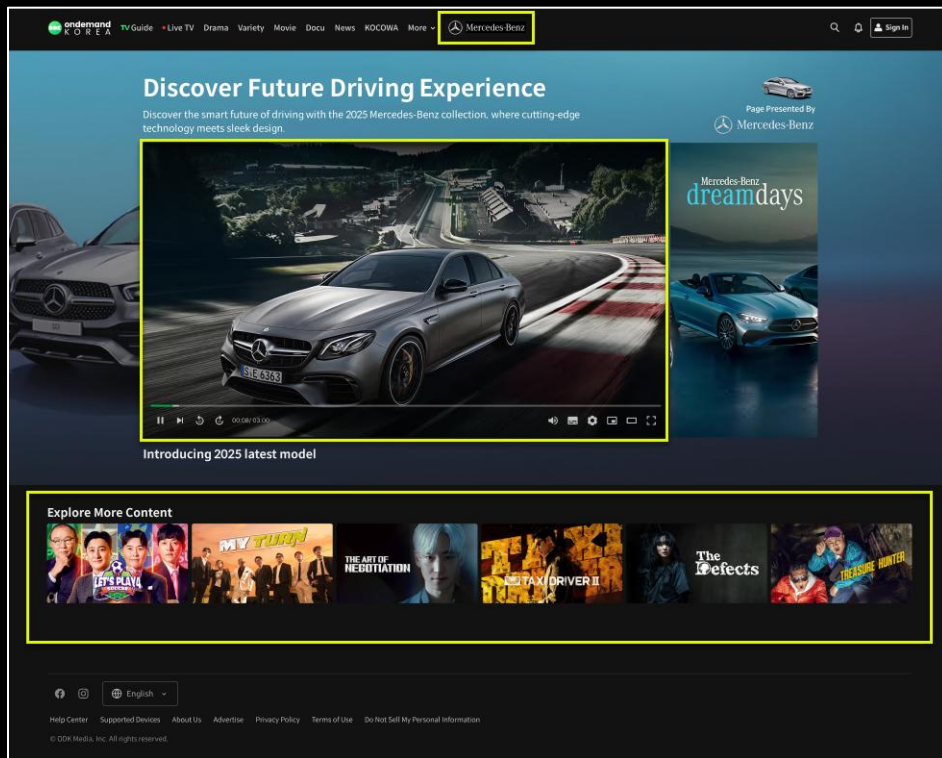
Branded Content + Sponsorship Opportunities



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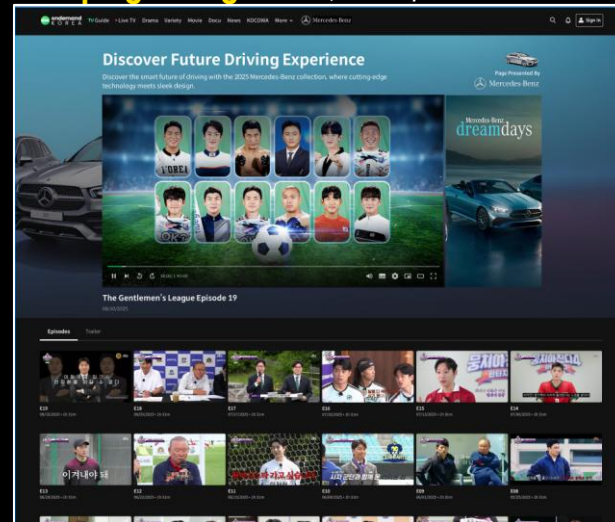


Branded Category/Video Player Page



This page will be hosted on the OnDemandKorea site for the duration of the brand's sponsorship. Through collaboration, ODK will curate content for the brand and host that content on an exclusive branded video page for the duration of the campaign

Campaign Budget: \$50,000+ / 2 Week Minimum



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KBO Branded Advertisement Trailer Sponsorships



Establish a powerful Brand Association with the ad campaign for the 2026 Korean Baseball Season (March 28 – Sept 6, 2026)

Sponsorship Package

Package includes:

Brand KBO 2026 Trailer creation (:30)

"Sponsored by <Brand>" title sponsorship

Branded ending slate (:05) upon conclusion

Branded Trailer Deployment + Delivery

5M impression across ODK Content Hub

Campaign Budget: \$50,000 / 2M impression threshold

*Disclaimer Required : This sponsorship is for the U.S.-based advertising campaign and does not represent an official sponsorship of Korean Baseball programs or the season



[View sample trailer HERE](#)

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AI-Powered Product Placement: **Post Production Integration**



Contextual brand placement



Seamlessly Integrate Brands into the Best Shows

Offering : OnDemandKorea

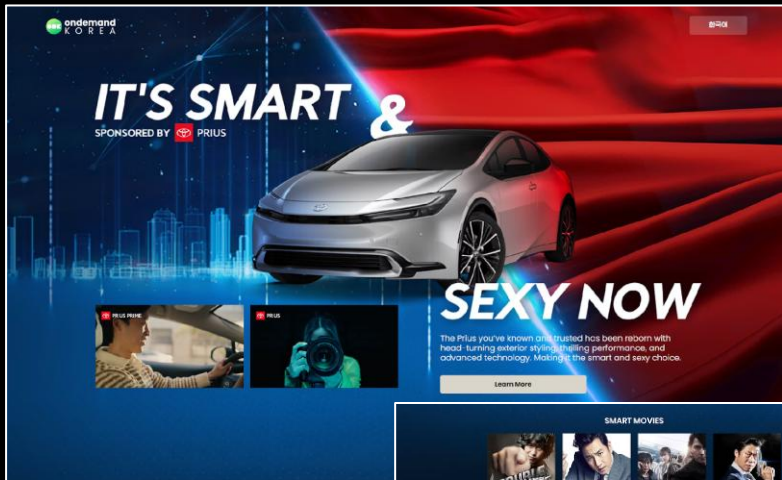
Special Offer: \$35,000 for first campaign

Naturally embed your brand within top shows, delivering authentic, organic engagement by aligning with the story viewers love.

- Program to be recommended by ODK Content Team
- Integration appearing 4–5 times per episode for the choice program
- Target: (200K view hours over single/multiple episodes of a program)
- Approval Process: ODK to share screenshots of potential integration scenes
- Impression tracking is based on “ad insertions per program” and “program view-hour”
- Allow 5 working days to embed brands into the program of your choice
- **500K impressions of Value-Add Placement** on ODK Homepage Main Banner to promote the program



Tentpole Sponsorships



For Holistic, impactful brand awareness and Strong Engagement

Sponsorship Package

Major AAPI Tentpoles:

- February: Lunar New Year
- May: AAPI Month
- September: Chuseok (Korean Thanksgiving) / Mid-Autumn Festival

Package includes:

- Display & Video Ad placements
- Custom Brand Sponsorship Page (see image)
- Custom Brand Creatives (built in-house)

Campaign Budget: \$100,000+

- Includes 5M overall impressions
- Blended CPM for all placements for three (3) platforms - ENG/Language
- Page and creative/brand buildout

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K-Pop Concerts: On-site Branding / Engagement



Highlight Your Brand On-site at Local K-Pop Concerts

ODK Media partners with K-Pop entertainment groups to bring premium K-pop experiences to life. Feature your brand on-stage as well directly with concert attendees to drive awareness and engagement.

Available with ODK Media Ad Packages that coincides with event dates.

Immediate Opportunity: July 18, 2026
Lee Chan Won Concert at Yaamava Resort (pictured)
2,500+ Expected Attendance
Ages 35-55
Premium branded integration opportunities

Campaign Budget:

- Varies by concert/talent
- \$10K for Standard – \$150K Title/Exclusive

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Original Branded K-Celeb Content



Collaborate with **top K-Celebrities** to create **authentic, engaging content** that naturally showcases your brand.

Offering : Content production + Featured Editorials on ZAPZEE + SNS posting + Video ads

- ✓ **Multi-Device & Format exposure** – Professional editorial articles, branded video content, and video ads will be distributed on multi-device platforms : CTV + Mobile + Desktop
- ✓ **Scalable & relevant reach** – 60M+ young, vibrant Asian content lovers via ODK Content Hub + 15M+ global K-pop fans through SNS posting.
- ✓ **Brand engagement** – Enhance brand awareness and audience connection by integrating seamlessly into celebrity-driven content.

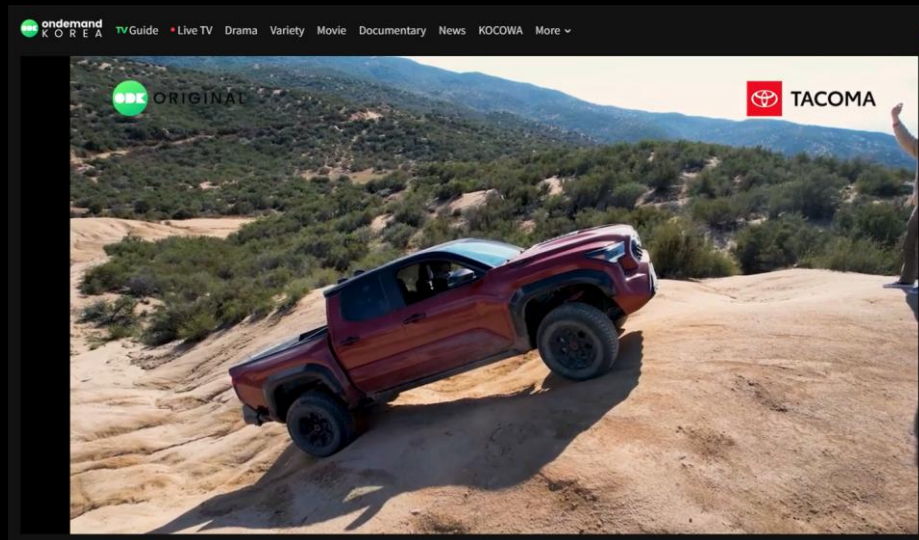
Campaign Budget:

- \$150K - \$350K, pending talent
- Available talent will be curated based on timing and goals of the campaign for brand/agency consideration
- Includes robust media package to support overall campaign and content

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ODK Studios: Original Branded Content Production

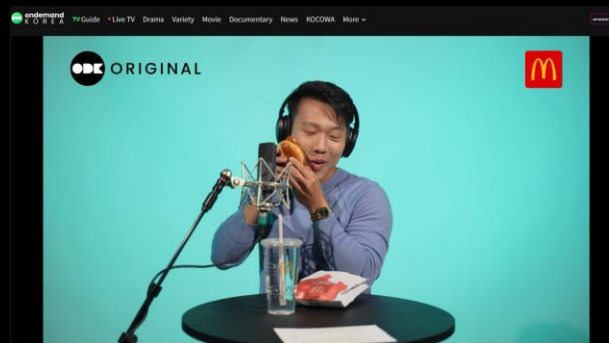


ODK Media also offers **Studio Content Production**. Our Studio Team handles the entire process – from ideation and casting to scripting and production. The finished content will be featured in the Special Carousel on the homepage of OnDemandKorea.

Example: Toyota's Off-Road Adventure [CLICK HERE](#)

Example: McDonald's ASMR Hear Me Out [CLICK HERE](#)

Campaign Budget: \$75,000–\$100,000+ for production/talent



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Thank You



OnDemandKorea, OnDemandChina, OnDemandViet, Amasian are multi-platform streaming services to legally deliver freshly updated Asian TV shows, movies, news, and more to audiences in North America.

ZAPZEE

ZAPZEE offers an extensive online hub for up-to-date information and editorials on Korean entertainment, encompassing the latest news on K-pop, movies, shows, and celebrity life in South Korea.