

PALAU 1944



**Hawaii Goes**  
**FISHING**  
WITH *Ben Wong*

Palau's 3 Day Forecast

Thursday	Friday	Saturday
		
Partly Sunny Isolated Showers	Partly Sunny Isolated Showers	Partly Sunny Isolated Showers
Hi Upper 80's	Hi Upper 80's	Hi Upper 80's
Winds North East 12-23 MPH	Winds North East 12-23 MPH	Winds North East 12-23 MPH
Sea 6-8 FT	Sea 6-8 FT	Sea 6-8 FT



THE  
**JOCK BLOCK**



Palau's Hometown Station

- Ad Information
- FAQ's
- Rates

Oceania Television Network  
[www.oceaniatv.net](http://www.oceaniatv.net)  
[sales@oceaniatv.net](mailto:sales@oceaniatv.net)  
(680) 488-1838



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This PDF document contains most of the materials from the OTV marketing package in electronic format. For a complete package including an OTV Demo DVD please contact us at: [sales@oceaniatv.net](mailto:sales@oceaniatv.net)

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June 13, 2007

Dear Advertiser:

As Oceania Television Network enters its second season we are offering a chance for advertisers to take advantage of OTV's overwhelming popularity and marketing strength. Never before in Palau has there been access to television advertising and the success has been clear. Businesses have reported dramatic increases in sales as a direct result of their television campaigns. In a recent survey 94% knew of OTV while a huge market share of 72% reported watching OTV regularly.

OTV airs in Palau during prime time from 7P to 1A every night with programming including local weather, news reports, Chised (local talk), The Jock Block (local sports), Hawaii Goes Fishing, Sugar Cane Shack, Xtreme Sports, and a variety of original programming. We are also developing new shows for our upcoming season including a local cooking show, kids show and home improvement show. This wide range of programming allows OTV to draw viewers from every demographic in Palau.

Advertising, sponsorship and production packages are available at very reasonable rates and in many cases lower than comparable print campaigns. Contact us for more information and put the power of television to work for you.

Sincerely,

Kassi Berg  
Executive Producer  
Oceania Television Network  
A Roll 'em Production





## Palau's Hometown Station

Oceania Television Network offers the opportunity to reach nearly all of Palau's viewers in full moving color and sound for less than a print ad or radio spot.

With local news, weather, talk, sports, cooking and original programming, in addition to Hawaii licensed shows, OTV is the station everyone is watching everyday.

Advertisers on OTV have reported dramatic sales increases as a direct result of their OTV advertising campaign. Wouldn't you like to do the same?

Put the power of TV advertising  
to work for you.

**Oceania Television Network** • a Roll 'em Production  
(680) 488-1838 • [rollem@email.com](mailto:rollem@email.com)  
[www.oceaniatv.net](http://www.oceaniatv.net)

O<sup>TV</sup>ur Entertainment

Increasing Your Sales and Profit  
by

O<sup>TV</sup>ur Sports

Advertising on  
Television

O<sup>TV</sup>ur Weather



Oceania Television Network  
info@oceaniatv.net  
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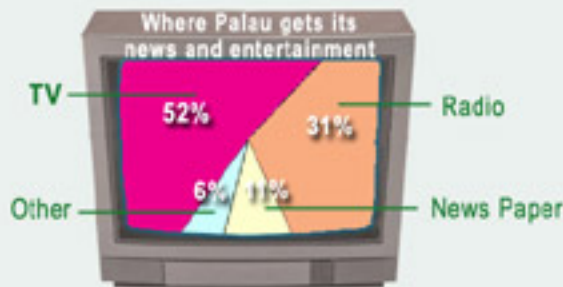




# Oceania Television Network

## Facts

In Palau,  
the **average person spends...**  
less than an hour reading the local newspaper,  
less than three hours listening to the radio,  
and  
**4 or more hours per day watching TV.**



88.2% of the Palauan population has televisions

3,106 are Cable subscribers (2005)

93% want to see local shows produced in Palau

98% WANT to see  
LOCAL advertisements on products and services.

Oceania Television Network  
delivers



# Oceania Television Network

## What is OTV?

**OTV** is a new television network dedicated to bringing fresh **Pacific island content** to Palau and beyond.

Broadcasting from Roll'em Productions' studios to **all PNCC Digital TV subscribers**, OTV delivers informative and educational programming that showcases Pacific islanders culture and interests.



With programs featured in **Palauan and English**, whether spoken or subtitled, our programming creates a media outlet for islanders by participating in:

the preservation of culture,  
the education of islanders,  
the creation of economic opportunities,  
the entertainment of thousands.

Culture, entertainment, education,  
news, sports, weather...  
everyone is watching.



## Oceania Television Network

### Why advertise on TV?

Advertising is **not** an expense...  
it is an **investment**, something that **makes you money**.

An investment in advertising is made to move people, to convince and persuade people, all in order to:

Increase your store traffic  
Improve your image  
Announce specials or events  
Increase sales  
Increase profits

**Word of mouth is NOT** good enough,  
since some businesses go **out of business**  
before anyone knows they exist.



No other medium in Palau can exceed television's ability to reach every demographic using images and sound!

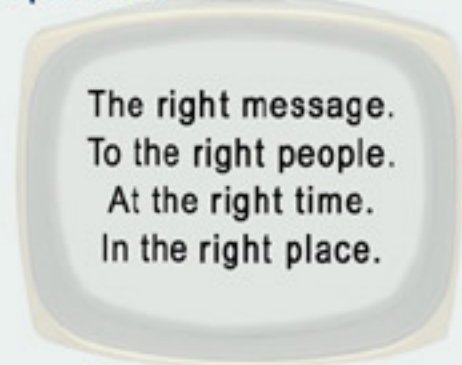


## Oceania Television Network

### Why advertise on OTV?

The answer is simple!  
**People are watching OTV.**

Advertisers will discover that **OTV is** truly the most **effective** way to achieve their marketing goals with **increased sales and profits**.



For **pennies** per impression, advertising on Otv is the most **economical** and **effective** way to advertise.

**The possibilities are endless.**  
Advertisers can sponsor a show, a segment of a show or a special event. They can have a 30 or 60 second commercial or slate. They can even create a show (infomercial) around a product or service. Let Otv present you with ways to increase your business that you never imagined.





# Oceania Television Network

## Supporting OTV Supports the community

In the Pacific region, television has quickly become an important part of the community and home.

Whether for education, entertainment, news or weather, television is the single source from which most islanders get their information.

OTV allows the community & advertisers to:

- Showcase the importance of Palauan culture, language and heritage.
- Discuss important issues.
- Give a voice to all.
- Present educational opportunities.
- Open opportunities for technological advancement.
- Contribute to the community through interactive communication.
- Create pride by showcasing Palau with the same high level production as western media.

OTV's premium quality is paving the way for a higher standard in television, not only in Palau, but also throughout the Micronesia and Pacific region.

*OTV also donates a portion of its programming to local non-profit organizations.*



# Oceania Television Network



Take advantage of this new advertising opportunity!

## Oceania Television Network

A division of  
Roll'em Productions, Inc.

In Micronesia  
**Oceania Television Network**

1724 Media Lane  
Koror, Palau 96940  
(680) 488-OTV4 (6884)  
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info@oceaniatv.net  
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Studio located at the  
Old Waisei Building  
Malakal, Koror  
Republic of Palau

In the U.S.  
**Miami Media Marketing**  
17305 SW 88th Ave.  
Miami, FL 33157  
(305) 255-0604







## Television Advertising Information

- 1) Frequently Asked Questions About Television Advertising
- 2) Estimating Your TV Results
- 3) Getting started as your own TV advertising producer.
- 4) Print and Radio Advertising vs. TV Advertising

### 1) Frequently Asked Questions

#### **Q. How much does it cost to make a television commercial?**

A. In the year 2000, a New York Times story stated that the average cost of producing a 30-second U.S. national television commercial in 1999 was \$343,000. In contrast, a local advertiser can get a quality commercial produced from as low as \$400 to as much as \$3,500 depending on content, quality and complexity.

#### **Q. Isn't it better to spend more to make a higher-quality commercial?**

A. It is if you are selling an expensive product or service, if you are offering quality and prestige or if you are making a commercial that will run for years to come. But if you are selling a bargain-priced local service or creating a commercial for a limited broadcast time, a quality budget commercial can have an effective impact and save you money.

#### **Q. How much does it cost to run a television commercial?**

A. Less than you think. While a single 30-second spot on "American Idol" is being sold for \$745,000, spots in local markets can be surprisingly inexpensive. In a small market, \$5 per thousand viewers is standard. Palau's OTV offers primetime ad packages that reach 15,000 viewers, 4 times a night, for an entire week for less than a single full-page ad in one newspaper. Now that's "more for less." Ask for our current Ad Rate Sheet.

#### **Q. Should I be in my own commercial?**

A. In many cases, yes. People trust other people more when they can see them. And when they've seen you on television, they feel as though they know you. Also think about your friends and family, people in Palau love to see people they know on television, and it means they are discussing your product.



## Television Advertising Information

### **Q. What if I'm not a very good actor?**

A. No problem. You don't need to "act" -- just present your offer clearly and directly. Your prospects don't mind if you're not a professional spokesperson. During the taping, you'll probably be reading off a Teleprompter so you won't even have to learn your lines. And remember, it's your offer that counts the most.

### **Q. Shouldn't I advertise in prime time? Isn't that where the viewers are?**

A. Yes, that's certainly where more of them are and that's why OTV broadcasts from 7P to 1A every night, when people are watching.

### **Q. How big is Palau's market?**

A. Palau is one of the most economically prosperous in the Pacific islands. Pop: 20,842, Median age: 33 years, GDP: \$145 million, GDP-per capita: \$7,600

### **Q. What do you mean by "call to action"?**

A. Commercials that attempt to get the prospect to "act now". The viewer is urged to respond to an offer or sale that may be limited in time. In some cases a special gift might accompany a quick purchase.

### **Q. What are "image" commercials?**

A. Also called "brand" commercials, they don't attempt to get anyone to "act now". They just try to get them to feel good about the product or service. Good image commercials are usually more expensive to produce than Immediate Response commercials and take longer to work. Commercials often contain elements of both Immediate Response and "image" advertising.

### **Q. Don't I have to wait for "frequency" for my commercial to work?**

A. If your offer is good and your commercial is well produced, it should create at least a few sales the first week or two that it runs. Image spots however are long-term investments infusing the brand, product or service into the viewer's lifestyle.

### **Q. What is sponsorship?**

A. Sponsorship ties the advertiser to a particular show. While many different packages are available the concept is simple; the host of the show endorses a product or service. Every time the product or service is discussed, a different aspect is focused on so it is essentially a new commercial every time.





## Television Advertising Information

### **Q. Is there a show to sponsor my product on?**

A. Maybe. If not we can make one. Imagine a show built around a product or service. For example a cooking show that discusses the products of a particular grocery store or this weeks specials, a home improvement show that demonstrates to the viewer how to use new products or a fishing show that discusses tackle, bait, fuel... you get the idea.

### **Q. What about infomercials?**

A. This is usually a single show focusing directly on a particular product. While this can be very successful in a large market the economics of scale make sponsorship a more cost effective medium.

## **2) Estimating Your TV Results**

Here's how you should think about whether or not TV is likely to be a good advertising choice for your business: Start out by estimating how much a prospective customer is worth to you. Then compare that to how much a prospect will probably cost you to get, using TV.

Here's how "Roger" did it: Roger makes a thousand dollars every time he sells a widget to a customer. He knows he has to talk to four prospects, on average, to get one customer. So, to Roger, a new prospect is worth \$250.

He talks to his friend who advertises a similar product on TV in another market and finds out that his friend gets about three calls every time his TV spot runs, and one of the three calls becomes a real prospect. The friend is paying \$50, on average, for his TV spots. So, for one new prospect, the friend is paying \$50.

Roger takes this information and figures: If my experience were the same, then I would do very well advertising on TV. I would be paying \$50 apiece for prospects who are worth \$250 to me. In fact, I could do much worse than my friend and still make money with TV.

Get the idea? The point here is that this is the way you should think about TV advertising before you get started. Compare, as best you can, how much a good prospect is worth to you with how much a good prospect will cost you to get using TV.



## Television Advertising Information

### **3) Getting started with TV advertising.**

- A) Decide you want to put the power of TV advertising to work for your business.
- B) Call OTV because everyone is watching!
- C) Ask for an appointment to discuss your product, advertising idea and budget.
- D) Make a commercial. The folks at OTV and Roll 'em will work with you to write and produce an initial 30 or 60-second TV spot. It should not be expensive – consider a production and air package for the best deal.
- E) Air it and track results. Ask your customers, "Have you ever seen our commercial on TV?" (Not, "Where did you hear about us?"). Try to chart all of the responses and be as specific as possible about where they came from.
- F) Pay as you go. Try your spot for a couple of months and examine the results. Chances are you will want to continue as you see your sales increase.

### **4) Print and Radio Advertising vs. TV Advertising**

Many new advertisers assume that they should start with print and radio and "move up" sometime later to TV. Many find that the road is usually smoother when it is taken in the other direction. TV can usually produce more immediate sales and more instant prospects than print or radio and that is what the new advertiser needs -- especially the new advertiser with a limited budget. Later, after TV has been producing new business, print and radio can be added to reach their prospects.

Now consider the viewers. Entire families gathered around the television watching a local show when your product or service appears in full moving color and sound. Whether it makes them think or laugh your ad becomes part of the family discussion with a much greater impact than a print ad or radio spot.

Bottom line, print and radio work well for advertisers who want to become part of the landscape and can afford to be less concerned with getting immediate response. But -- it usually takes more time, money and patience while you wait for results.





## **Nation and Broadcast Statistics**

Palau is a former U.S. Trust territory that gained independence in 1994. It has one of the largest GDP's in region and also enjoys the highest level of aid per capita in the Pacific. It continues to grow economically with a steady increase in tourism. Tourist arrivals every year are more than four times the nation's population. Long-run prospects for the key tourist sector have been greatly bolstered by the expansion of air travel in the Pacific, the rising prosperity of leading East Asian countries, and the willingness of foreigners to finance infrastructure development.

### **Palau Statistics**

GDP: \$145 million (2005)

GDP - per capita (PPP): \$7,600

Population: 20,842

Age structure: 0-14 years: 26.3%, 15-64 years: 69.1%, 65 years +: 4.6%

Median age: 31.7 years (male: 32.7 years, female: 30.7 years)

Population growth rate: 1.31% (2006 est.)

### **OTV Statistics**

Broadcasting Since: February 2007

OTV Broadcaster: Palau National Communications Company (PNCC)

Cable Subscribers: 3,200

Members Per Household: 6.4

Estimated Television Viewers: 20,400

Television Saturation: 95%

OTV Market Share: 58+

Estimated OTV Viewers: 15,500

OTV broadcasts via PNCC from its own head end located in Malakal, Koror. Fiber optic connects OTV to PNCC where the channel is fed via digital signal to every television viewer in the nation. OTV reaches every population area and is the most watched channel in the nation.

Advertisements are inserted by OTV for total scheduling and rotation control.

Advertising opportunities in Palau currently include spots of any length, slates, infomercials, and show sponsorship.

THE

# JOCK BLOCK



THE  
**JOCK BLOCK**  
WITH  
**MIKE & MYERS**

Only on



NEW SHOW  
EVERY  
WEDNESDAY  
at 8P