



ON PURPOSE

with Paul

MEDIA KIT



ABOUT THE SHOW

Broadcasting every Monday at 19:00 CT
on NowMedia

- On Purpose explores what it truly means to live and lead with intention.
- Hosted by Paul Peters, featuring stories of growth, alignment, and transformation.
- Inspires viewers to connect their daily actions with their deeper purpose.
- Offers practical wisdom to live more meaningfully—in business, relationships, and life.





ABOUT *THE HOST*

PAUL PETERS

- Paul Peters is a speaker, coach, and purpose-driven leader.
- Dedicated to helping others find clarity and fulfillment in their lives.
- Known for his authentic storytelling and heart-centered perspective.
- Encourages people to lead with intention and act with meaning every day.





ABOUT NOWMEDIA TELEVISION



1. The Premier Bilingual Television Network in the U.S.

NowMedia is the premier and first bilingual television network in the United States, broadcasting **24/7 English and Spanish content simultaneously** across the U.S. and Mexico.

With a unique cross-border presence, NowMedia connects millions of bilingual viewers with exclusive programming tailored to entrepreneurs, innovators, and decision-makers.

2. Nationwide Broadcast and Digital Distribution

NowMedia broadcasts **over-the-air in Texas, Louisiana, and Florida**, and is available **nationwide in the U.S. and Mexico through Roku and Apple TV**.

This unmatched distribution network gives your brand expansive visibility, reaching audiences wherever they consume content — from traditional broadcast to cutting-edge streaming platforms.



3. Strategic Syndication and Audio Expansion

NowMedia proudly partners with **premium syndicated networks such as iHeart Radio, XM Radio, and Pandora**, with **audio versions of our shows available across all major podcasting platforms**.

These partnerships extend your reach, ensuring your message resonates through every medium — TV, streaming, and on-the-go audio.





ABOUT NOWMEDIA TELEVISION



4. Extensive Video on Demand Library and Continuous Exposure

NowMedia maintains a **vast catalog of Video on Demand (VOD)** content available on **Roku and Apple TV**, keeping your interviews and appearances accessible long after they air.

This sustained visibility builds long-term brand recognition and positions your business as an authority within the bilingual marketplace.

5. Accessible Anytime, Anywhere, on Any Device

NowMedia has its own **dedicated iOS app**, with **Android, Fire TV, and Google TV apps launching soon** — making **NowMedia's broadcast and content available anywhere, anytime, on any device**.

Whether at home, on the go, or on your favorite screen, NowMedia keeps your audience connected to your message 24/7.





WHY YOU SHOULD DO THIS?



1. Connect with High-Impact Entrepreneurs

NowMedia gives you direct access to a powerful bilingual audience of business owners, decision-makers, and innovators who are actively looking for new ideas, strategies, and partners to grow their ventures.



2. Own and Leverage Your Media Content

Gain full access to broadcast-quality interviews with no usage restrictions—perfect for repurposing across your website, social media, marketing campaigns, and client outreach to maximize your brand visibility.



3. Establish Your Authority on Television

Being featured on NowMedia positions you as a trusted authority in your field, elevates your professional credibility, and builds lasting trust



4. Amplify Your Brand Across Platforms

Our amplification team ensures your message reaches beyond TV—your interviews are available on-demand across Roku, Apple TV, Amazon, and more, giving you continuous exposure and strong long-term brand impact.



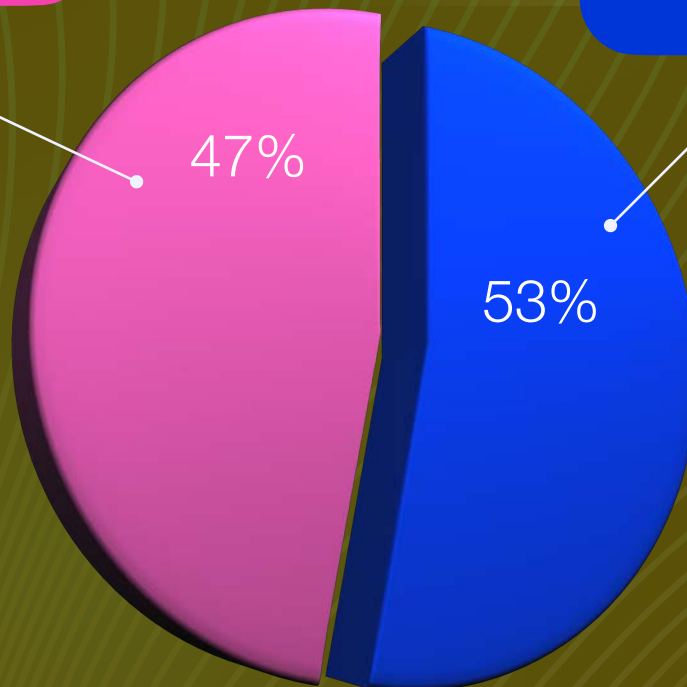


AUDIENCE DEMOGRAPHICS

Gender

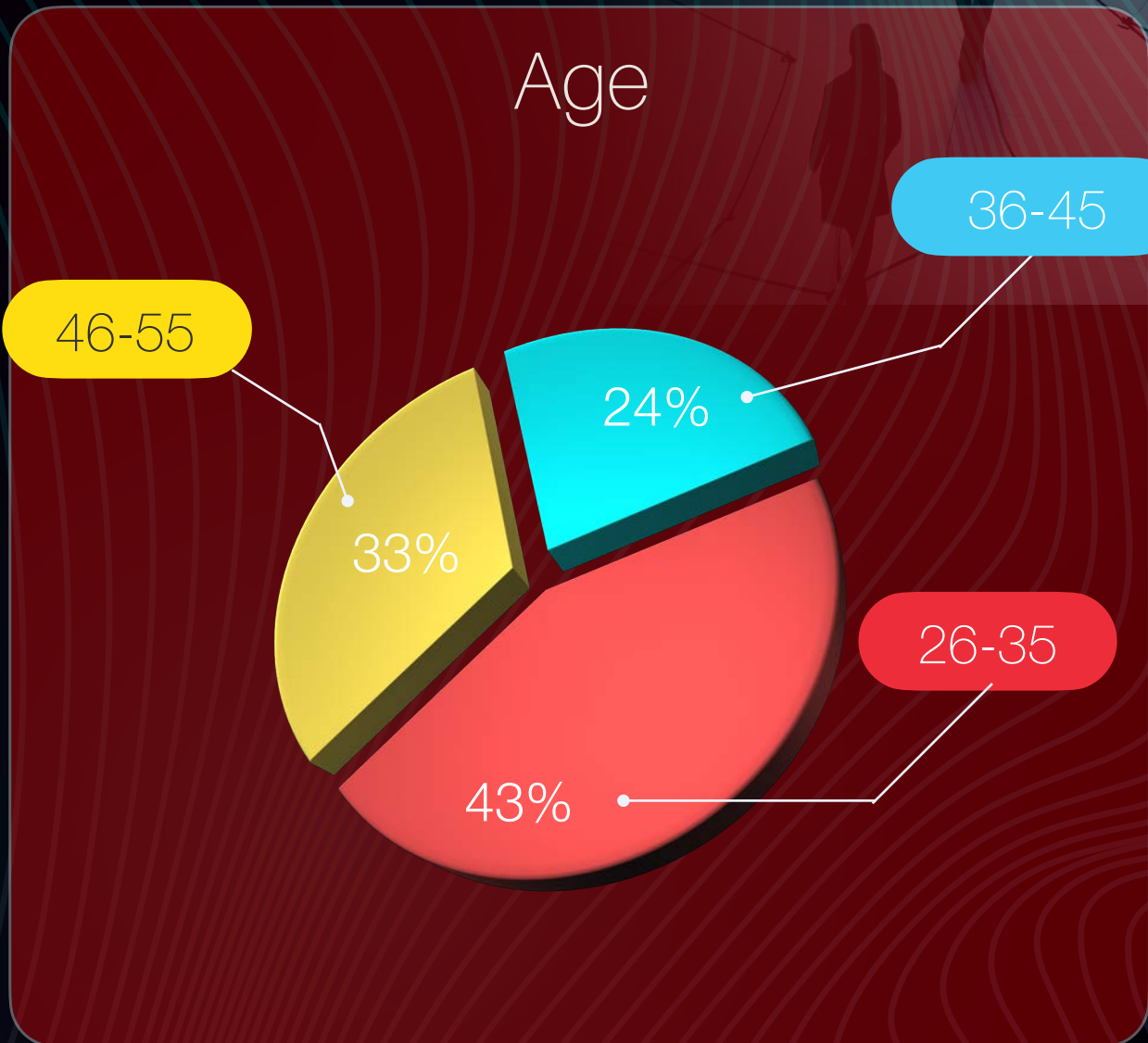
Female

Male





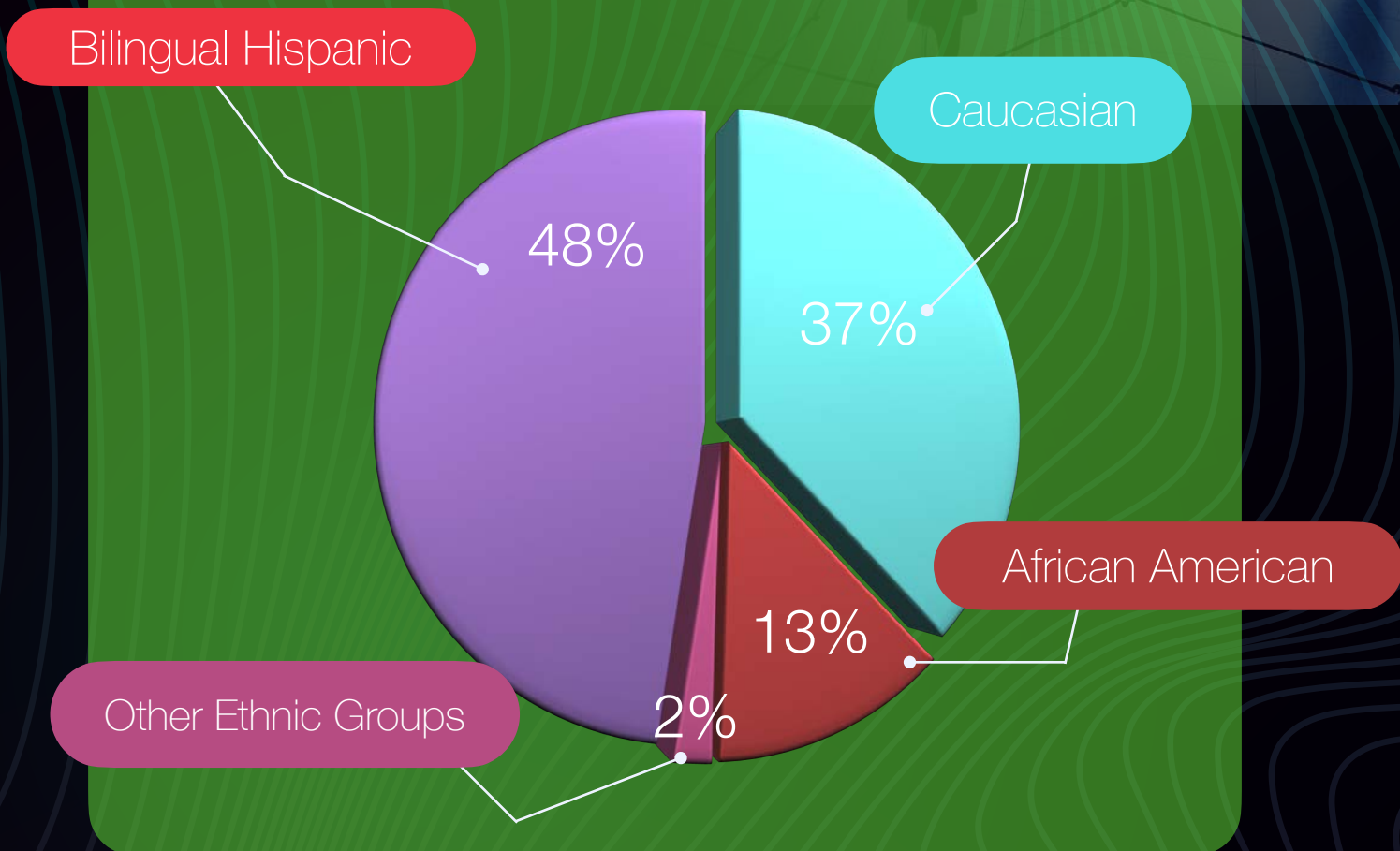
AUDIENCE DEMOGRAPHICS





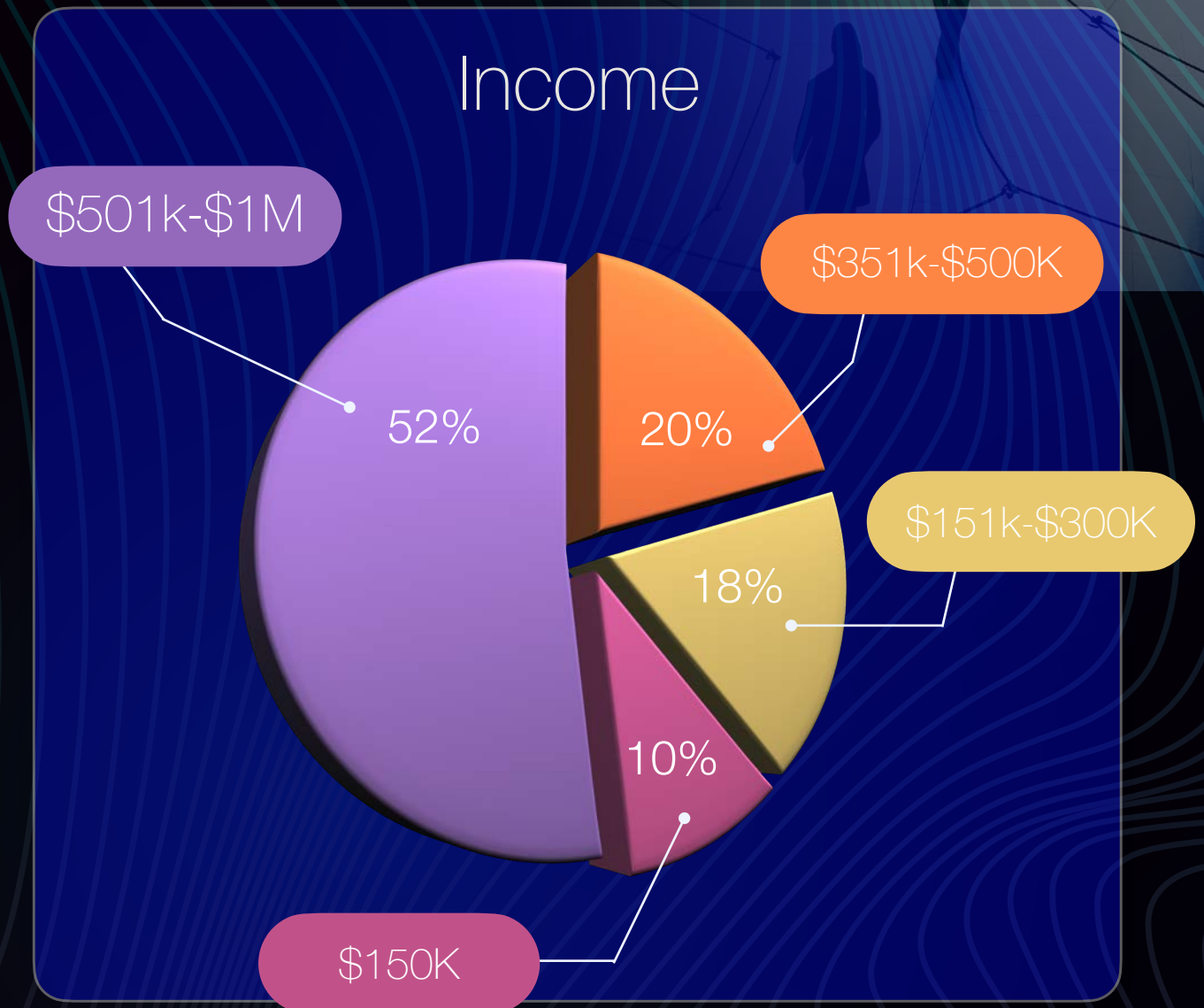
AUDIENCE DEMOGRAPHICS

Race





AUDIENCE DEMOGRAPHICS





YOUR TELEVISION APPEARANCE



1. Multiple Appearances for Maximum Impact

Consistency builds recognition. With a series of at least four interviews across different shows, your brand gains sustained visibility and audience engagement—turning exposure into influence.



2. Meaningful Conversations, Not Commercials

Every interview is designed to deliver authentic, insightful dialogue that inspires bilingual entrepreneurs. It's not advertising—it's storytelling that connects, educates, and builds trust.



3. Flexible Recording: Studio or Remote

NowMedia offers cutting-edge production quality whether you record in-studio or remotely. All interviews are captured in Ultra High Definition, ensuring your brand always looks its best.



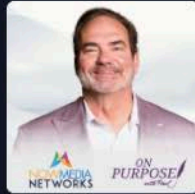
4. Amplify Your Personal and Business Brand

Regular appearances elevate your credibility and strengthen your brand identity—opening doors to new partnerships, audiences, and business opportunities across all markets.





RECENT AIRED EPISODES



On Purpose

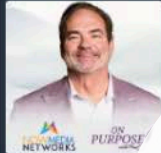
On Purpose with Paul Peters is a powerful, heart-centered talk show that explores what it means to live a life filled with meaning, direction, and intentional impact. Hosted by transformational speaker and strategist Paul Peters, ...[more](#)

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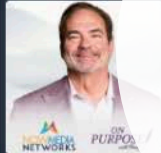


November 26, 2025

On Purpose (11-17-25)- Lessons on Leadership, Identity & Finding Purpose Through Life's Turning Points

In this episode of On Purpose with Paul Peters, aired 11-17-2025, Paul dives deep into the defining moments that shape who we are and...

PLAY 00:47:50



November 26, 2025

On Purpose (10-27-25)- Unlocking Purpose Through Everyday Moments: Lessons in Growth and Impact

In this inspiring episode of On Purpose with Paul Peters, we explore how purpose is often revealed in simple, everyday moments that shape our...

PLAY 00:44:33

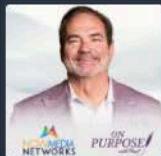


November 12, 2025

On Purpose (11-10-25)- Living with Intention: Faith, Purpose, and Action

In this episode of On Purpose with Paul Peters, discover what it truly means to live with intention. Paul explores how faith, clarity, and...

PLAY 00:48:27



November 12, 2025

On Purpose (11-03-25) Living with Purpose: Inspiring Stories of Transformation

In this inspiring episode of On Purpose with Paul Peters, aired on November 3, 2025, we explore powerful stories of individuals who found meaning...

PLAY 00:38:11



October 22, 2025

ON PURPOSE 10-20-25 | Dr. Andrew Sun: The





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