



STORIES | SKILLS | STRATEGIES

# MEDIA KIT

## ABOUT *THE SHOW*

*Broadcasting on NowMedia*

- Explores how real professionals grow, lead, and influence in today's fast-changing workplace.
- Features honest stories and real-world strategies for thriving—not just surviving—at work.
- Delivers practical insights viewers can apply immediately to their careers and leadership roles.
- Creates meaningful conversations that inspire long-term reflection, growth, and impact.





# ABOUT *THE HOST*

## DR. DEEPAK BHOOTRA



- Dr. Deepak Bhootra has over 30 years of experience leading sales, strategy, and business growth in high-pressure global environments.
- He is an ICF-certified coach and Sandler-certified sales expert, blending strategy and psychology to drive sustainable success.
- Author of RISEUP: Your Career Reclaimed, focused on purpose, performance, and balance at work.
- Founder of RISEUP Career Studio, mentoring early- and mid-career professionals to build clarity, confidence, and lasting success.



# 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.



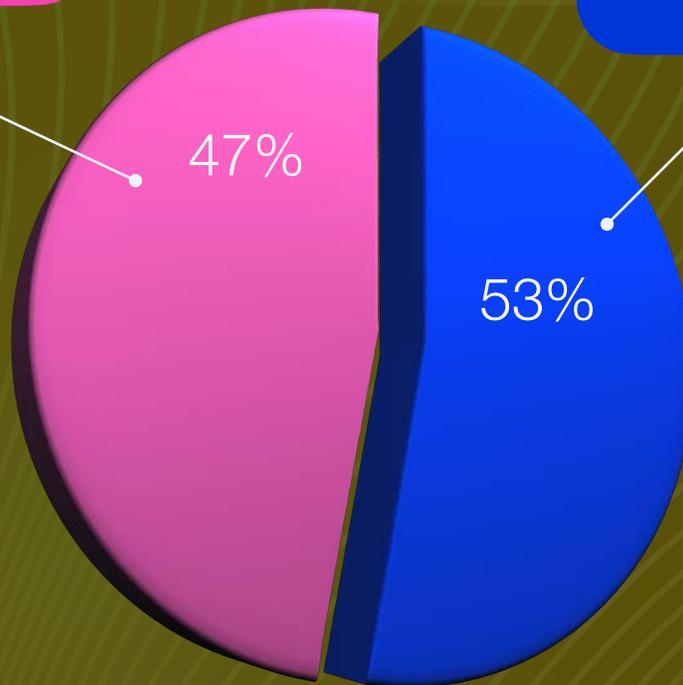


# AUDIENCE DEMOGRAPHICS

## Gender

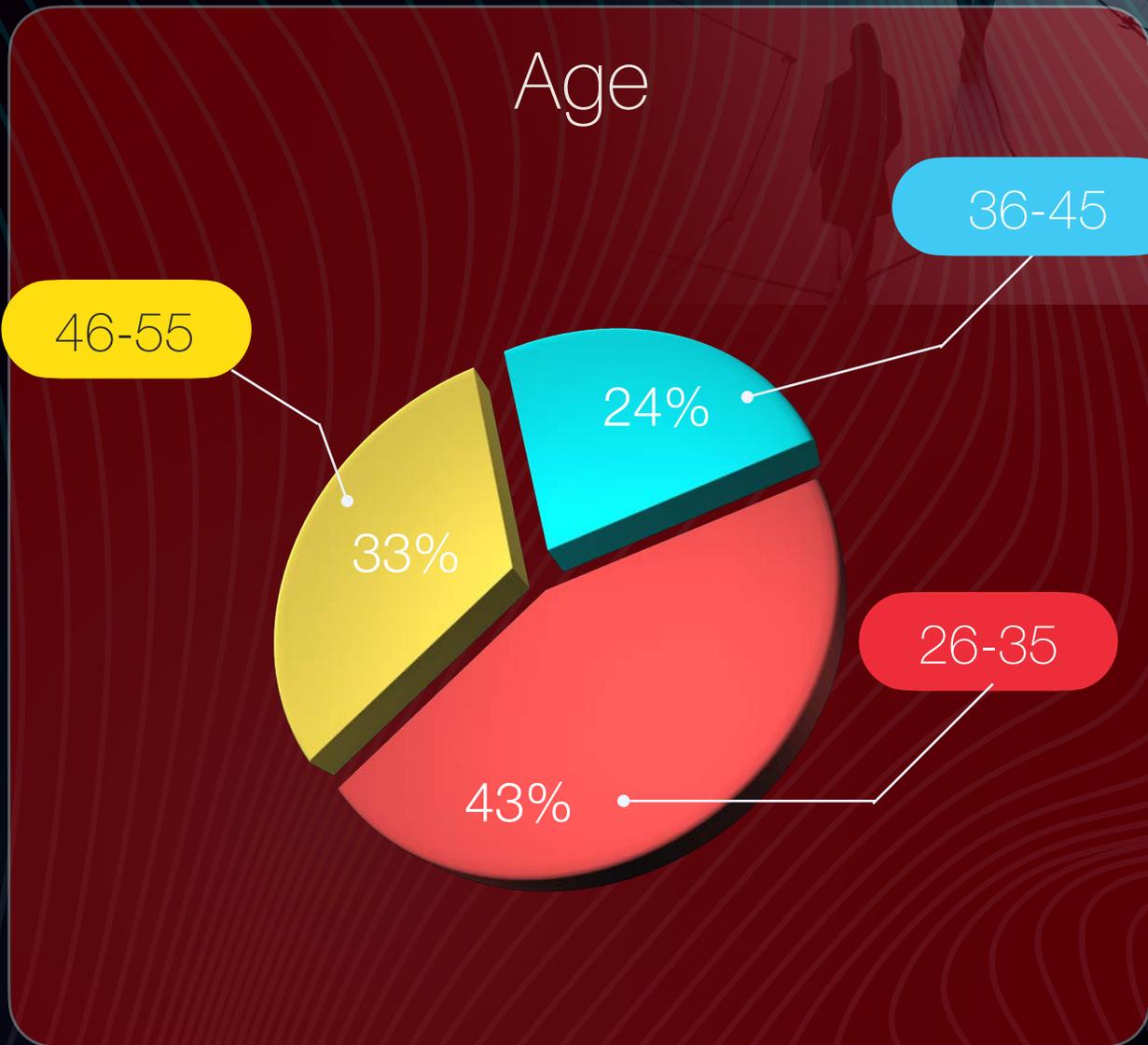
Female

Male





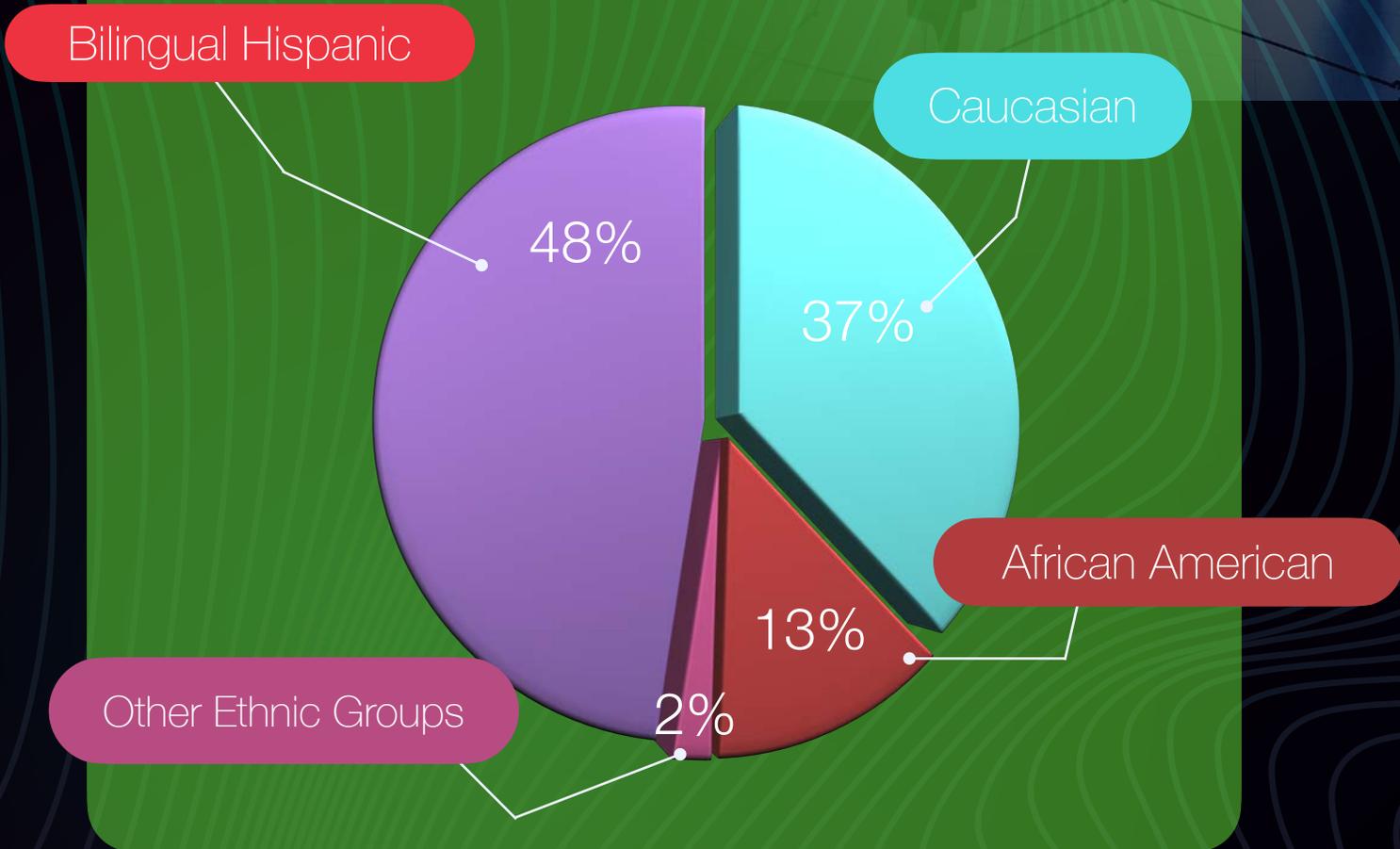
# AUDIENCE DEMOGRAPHICS





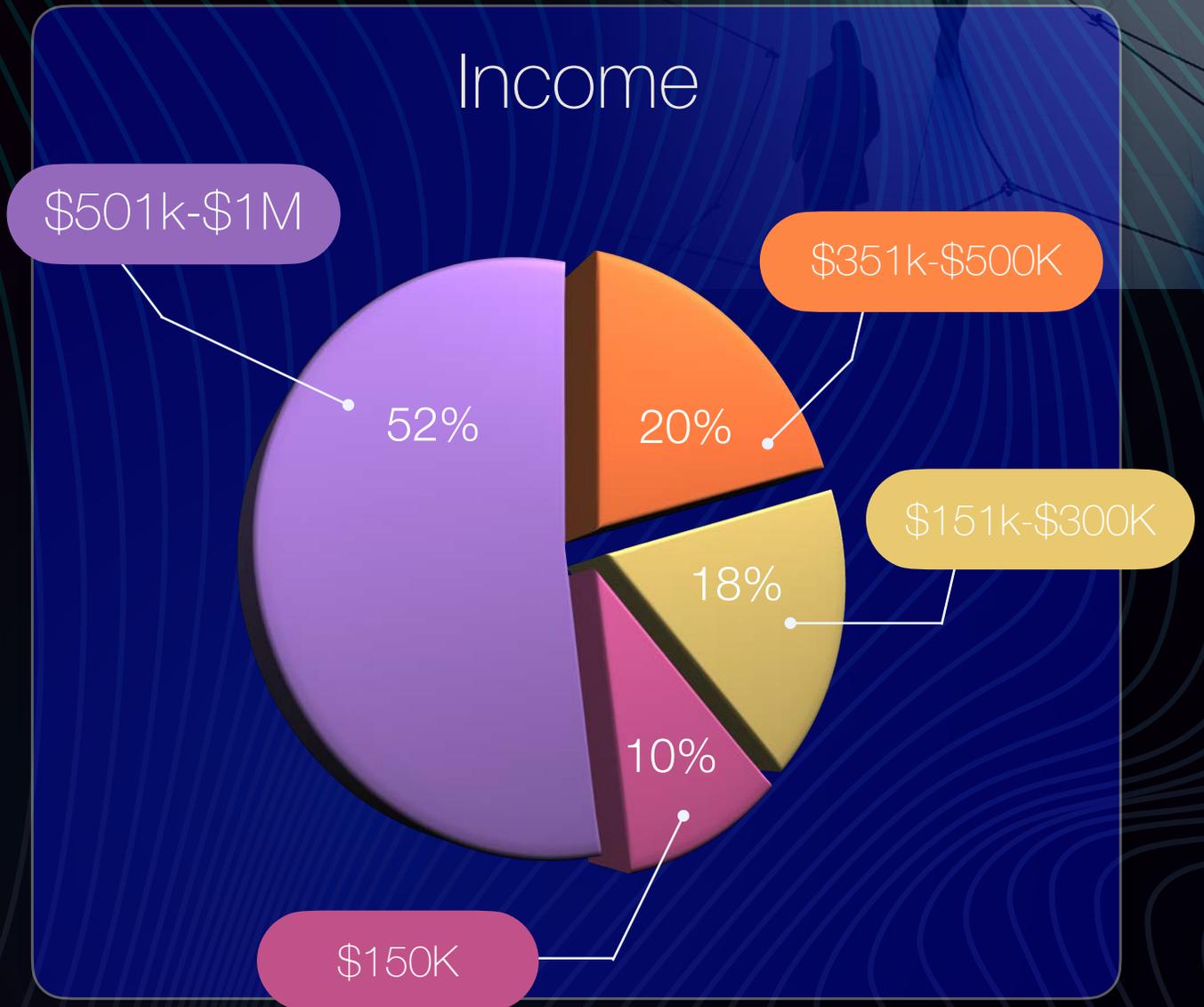
# AUDIENCE DEMOGRAPHICS

## 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.





# NOW MEDIA TELEVISION

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