



2013 Broadcast Partnership Program

Overview

Free over-the-air TV is making a comeback. This is the most exciting opportunity for local TV broadcasters in many years. According to recent NAB research, the number of Americans now relying on over-the-air television just **grew** by 8 million viewers this past year, up now to 60 million viewers.

This groundswell of momentum is happening without any fanfare. In fact, today most people have no idea free TV even exists. Everyone has forgotten how to watch free TV. With your help, we are about to change the way your viewers watch TV. Antennas Direct is offering one of the most exciting and important TV broadcast partnership initiatives ever launched.

The timing couldn't be better. J.D. Power research results confirm that Cable companies consistently rank as the worst in customer satisfaction. In today's economy consumers are looking for ways to save money. The average adult spends over \$100 a month on cable.

If you add broadband to your over-the-air experience, it offers all new choices many people haven't discovered. With free TV, including local stations and multi-cast networks, and choices like Netflix, Hulu, you can dramatically lower your monthly entertainment cost.

Cord cutting is real. Cable and satellite companies are losing customers in record numbers (the six largest pay TV providers lost almost 600,000 subscribers combined in the 2nd quarter of 2011 alone). Cord trimming is also becoming popular with die-hard cable fans. People who used to purchase platinum tiers with every option are now trimming back to basic programming and receiving their entertainment elsewhere for less. Even die-hard cable customers are beginning to understand a digital over-the-air antenna is a good idea for a single TV in the house, the boat or the RV.

Broadcasters are perfectly positioned to promote the migration back to free over-the-air TV. It requires education, demonstration and persistence. Yes, retransmission consent has created a new revenue stream for many stations, but it took many years to materialize and it will inevitably shrink as cable viewing shrinks. Our revenue generating, incentive based partnership program will allow you to develop another new revenue stream and protect your broadcast spectrum as well reducing the reliance on operators for access to the excellence of broadcast programming. Consider this...



Benefits of increased OTA viewership

- Saves consumers billions of dollars every year in rising cable/satellite fees. There are no recurring monthly fees with free TV.
- There are more OTA viewing options than ever before. Many markets have 50 or more local signals on the air.
- Provides viewers with a superior HDTV picture, much better than any high definition picture they've ever watched on cable or satellite.
- Allows local TV broadcasters to expand further into multicasting.
- Protects your spectrum! The FCC will not attempt to take your spectrum away if they see American consumers coming back to free OTA TV. Broadcasters will eventually use their entire spectrum if consumers are capable of watching it.
- OTA viewing is more reliable than pay TV (weather, bad service).
- Consumers are using antennas to supplement their pay TV experience by adding an antenna to the 2nd or 3rd TV in the house, their RV, boat or Lake House.
- As a stand-alone or paired with broadband "over-the-top" programming like Netflix and Hulu, free TV offers a competitive, much less expensive entertainment option to consumers.
- Broadcast Partner stations will share in the revenue generated through the sale of digital HDTV antennas.
- Even a single TV in the house tied to an antenna provides emergency back-up during severe weather when cable and satellite coverage is most likely to fail

If you participate in this partnership program, Antennas Direct will:

- Provide your TV Stations(s) with up to 25+ new digital HD antennas to be given away in a local promotion. (determined by market and TV station)
- Provide a banner ad/link to be placed on the TV station(s) website homepage. This link takes your viewers to a customized Antennas Direct landing page that has your TV station(s) logo on it. Viewers clicking the link will receive 20% off their purchase of any antenna offered on the landing page. TV station(s) receive a 25% commission on the net sale of every purchase made through this link.
- Provide a unique toll free number you may promote to your viewers. All callers will receive a 20% discount on any antenna purchase they make over the phone. TV station(s) receive a 25% commission on the net sale of every purchase made using this toll free number.
- Provide a series of TV commercials (:30 and :60 spots) promoting Free TV and encouraging viewers to stop paying for cable and satellite when they can watch TV for free by purchasing a new digital HD antenna from Antennas Direct. TV spots all have open ended tags that require your TV station to localize them. We will send sample copy, but we encourage stations to direct viewers to our banner ad/link on your website and promote the toll free number. We also provide your TV station full support in producing your own TV spots to promote the sale of antennas in your market. If you have a better or more persuasive message, we support your efforts. We encourage you to use your newscast or radio partners to encourage viewers to visit your website

and call the toll free number. Selling several antennas a day could earn your station(s) thousands of dollars a month.

- Provide B-Roll footage that includes “how-to” video and previously recorded interview footage. All of this can be edited into news stories, TV spots or any other on-air use you deem necessary. Our President, Richard Schneider, is outstanding on live TV and on-camera interviews. If you would like access to Richard for a news feature or story, please let us know and we will arrange it.
- Monthly analytics report showing your TV station(s) results and commission earned for sales made through your website and toll free number. Our goal is to have your check delivered to you no later than 30 days after the delivery of your monthly report.

TV Station Partners will:

- For those stations who want to exercise the local promotion giveaway opportunity, promote the local giveaway event heavily. We are sending links from previous giveaway events, so you can preview our success stories. We encourage you to find local retailers to partner as sign-up locations, and include a local radio station partner as well. As a suggestion, you might use a dozen of the antennas to offer as local radio giveaways leading up to the big event, so a local morning show host can talk up the benefits of free TV and use the antennas to give to callers. A live radio remote on event day has worked extremely well in previous giveaways.
- Phase II of this partnership is to make money by selling antennas! Please devote as much air time, news time and promotion time as you can on all of your available TV stations to run our spots (or yours) and promote the “Free TV” message. In addition to the money you will make, the more viewers you convert to antennas, the more opportunities you will open up (multi-casting, protecting your spectrum) and the more control you will have in your local market.
- Place our banner ad/link in a prominent position on your homepage and promote it.
- Promote your unique toll free number.

Why Partner with Antennas Direct?

Antennas Direct is the leading manufacturer and distributor of consumer digital HDTV antennas in the U.S. with over 7,000 retail outlets in the distribution chain. Founded in 2003, the firm is a multiple year Inc. 500 honoree and member of the Future of TV Coalition.

The Antennas Direct team is committed to delivering a superior product along with outstanding customer service. Our effective, high quality antenna designs deliver performance and reliability at a very affordable price. Listed below are just a few of the reasons why so many have chosen Antennas Direct products.

- All antennas have a Lifetime Warranty
- Patented designs have the highest success rates in the industry
- Our experienced Customer Support Team will help your viewer select the perfect antenna proven to be successful in your particular geographic market



- Reduced customer returns
- Fewer calls from problem installations
- Same-day shipping from Missouri

If you haven't connected one of our antennas to a TV in your home or office, we encourage you to do so. We are confident the experience will produce a simple installation, a perfect picture and overwhelming support of our antennas.

Partnership details/check list

- We need some time to process and ship your event giveaway antennas and create your banner ads and personalized landing page. At your earliest convenience, please let us know the date you have chosen for your antenna giveaway event.
- Please select which size banner ad you prefer. We typically offer 2 sizes: 300 X 200 Medium Rectangle OR 160 X 600 Wide Skyscraper.
- Please provide us with a high resolution station logo in either .eps or .ai picture format to be used on the landing page. If you have multiple stations participating, we need a logo for each.
- The delivery of antennas will arrive on several pallets delivered by an 18 wheeler, which requires a loading dock. Should your delivery site not be equipped for this, please let us know so that we can make special arrangements for delivery by truck with a liftgate.
- Please take video of your giveaway event. We would like to post your video on YouTube and on our website after the event.
- Please remember two important websites: www.antennapoint.com is a terrific site for identifying all of the TV towers in your market. Just type in your zip code and you will see which antenna is best suited for your market and where to aim your antenna once it is installed. The other website is: www.antennasdirect.com where you can find much material on our antennas (this is our main website).
- We will help you identify and locate local antenna installers, but you should be prepared to offer options to your viewers. Installation is easy, but some prefer the use of a professional installer. Our technical support line is available 7 days a week to aid viewers with any assembly or installation questions.

Important Support Material for partnership program

To pinpoint your location and the location of the local TV towers in your market, visit: www.antennapoint.com and type in your zip code.

This will help identify the distance and the digital channel allocation of every local station in your market, and will help you select the very best antenna for viewers in your market.

Local Prospects for the Antenna Giveaway

The following may help you and your sales team while you brainstorm to come up with local advertisers who would make perfect antenna giveaway partners. We offer this list of potential local partners, based partly on previous successful giveaways, but also on recent discussions with our broadcast TV partners...

- 1) **Electronics stores** are the most obvious.
- 2) **Sporting goods and outdoors retailers** - ballgames look so much better in HD over-the-air on an antenna! And a lot of hunters could use antennas on portable TVs, trailers and cabins.
- 3) **Car dealers** – always looking for crowds (you might tie-in a live remote with a local radio station on the day of the giveaway event).
- 4) **Furniture stores** love to sell recliners during football season and we sell more antennas during football season than any other time.
- 5) **Grocery stores** have joined a couple of our previous TV station partners in the past, but that may have been unique to those markets.
- 6) **Farm and Ranch equipment/gear** – the antenna market is very healthy in rural America. Anyone within 65-75 miles should be able to pick up all local TV stations with one of our rooftop antennas.
- 7) Minorities (Hispanics and African Americans) are strong supporters of antennas. Any retailer that caters to either or both markets would be good partners.
- 8) **Sports bars** evolved because of sports on television. Local patrons would be excellent “free antenna” prospects.

There is no reason why you have to pick only one partner. You might be able to sign-up multiple registration locations to join your giveaway.

2012 Industry Trade Articles Featuring Antennas Direct Antennas

<http://www.gadgetreview.com/2013/04/db8e-ultra-long-range-outdoor-dtv-antenna-review.html>

<http://www.newlywedmoments.com/2013/04/best-ways-to-save-money-part-two.html>

<http://designeddecor.com/cut-cord-cable-cord/>

<http://www.antennasdirect.com/blog/the-worlds-most-powerful-multi-directional-antenna-arrives-in-canada/>

<http://www.wired.com/gadgetlab/2012/06/best-gear-for-cutting-cable-cords/all/>

<http://lifehacker.com/5918229/the-clearstream2-indoor-antenna-is-as-powerful-as-they-come-makes-cutting-cable-a-snap?tag=stuff-we-like>

<http://www.tvtechnology.com/article/rf-shorts---june--/213936>

<http://www.tvnewscheck.com/article/60741/antennas-direct-tivo-push-otaott-solution/page/1>

<http://www.gadgetreview.com/2012/07/antennas-direct-clearstream-micron-xg-indoor-digital-tv-antenna-review.html>

<http://www.bizjournals.com/stlouis/blog/BizNext/2012/08/antennas-direct-tunes-in-to-inc-500.html>

Sign me up!



Market _____

TV Station(s) call letters _____

Channel number(s) _____ UHF/VHF

Network affiliation(s) _____

Primary Contact Name: _____

Phone: _____ Email: _____

Preferred date to start: _____

Consider seasonal promotion, timing of significant retransmission consent negotiations, etc.

Technical Contact Name:

Phone: _____ Email: _____

Station Address: _____

City, State, Zip: _____

_____ (Station) agrees to participate with Antennas Direct in a local market antenna giveaway promotion as described in this promotion document. The dates and time of the event will be mutually agreed upon. In addition to the giveaway event, station agrees to the revenue share participation requirements also described in this document.

X _____
Agreed to by (authorized TV station representative)

Date _____

Please email this single page back to: sfox@antennasdirect.com or lcmorehouse@optonline.net

