

# Celebrating all things *Italian*

## Preeminent Media Destinations for All Things Italian and Italian-American

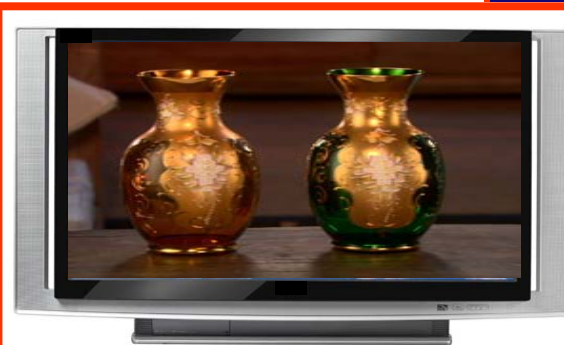
- IPTV channel and website
- Online vertical ad network
- Podcasts
- Mobile/Cellular
- Video-On-Demand
- First and only Italian-themed English language TV network

## Overwhelming Community Support

- National Italian American Foundation
- Order Sons of Italy in America
- Columbus Citizens Foundation
- The Council of the City of New York
- The New Jersey Italian and Italian American Heritage Commission
- The Columbians
- UNICO

## Generating Multiple Revenue Streams

- Advertising
- Subscriber Fees
- E-Commerce
- Licensing



## Dynamic environment for electronic retail commerce

Currently developing strong relationships with Italian companies that are seeking to establish their brand and market in the US.

Italian companies will offer their exclusive "Made In Italy" products for sale on the IA NET website.

Italian companies breaking into the US market present a wealth of untapped advertising revenue spread across all IA NET platforms.

An audience of **100 Million** people eagerly await the

# Italian American NETWORK

**26 Million Italian Americans** (2000 US Census)  
+ **69 Million Italophiles** (Non-Italians fascinated by all things Italian - Horowitz Research)

Nearly **100 Million Underserved Viewers**



*"There's a little Italian in all of us!"*



## A Multi-platform Media Company

## An English language, multi-platform media company featuring all things Italian and Italian-American

[www.ItalianAmericanNetwork.com](http://www.ItalianAmericanNetwork.com)

Online Vertical Advertising Network

High Definition Lifestyle and Entertainment TV Network

New Media Digital Platforms

## STRATEGIC OVERVIEW

The Italian American Network (IA NET) will launch *"The Piazza"* as the mother ship website of a new online vertically targeted advertising network.

The stores surrounding *The Piazza* will be the e-commerce center featuring authentic, exquisite and exclusive "Made In Italy" products.

Simultaneously IA NET will launch and distribute the only English language, Italian-themed, high definition Subscriber-Video-On-Demand channel (SVOD). It is anticipated the monthly subscriber fee to the viewer will be \$6.95. The unique aspect is that this SVOD channel is "The Network That Pays You Back." Each month IA Net subscribers can go to cyber space and enter the IA Net building in *"The Piazza"* where they can register to receive their monthly promotional gift. The monthly "gift" will have a value greater than the monthly \$6.95 fee to subscribe to IA NET SVOD channel.

The Network will secure these promotional gifts from the charter or Roman column sponsors as part of a multi-platform advertising and product retailing agreement. This brilliant new concept not only drives viewers to the IA NET website, but also allows the Italian companies seeking a presence in the United States marketplace the valuable opportunity to put their sample products into the hands of our subscribers.

After the IA NET is established as a brand, the network will launch the linear 24/7 high definition television channel.

## WELCOME TO THE ITALIAN AMERICAN MEDIA COMMUNITY

*Where La Dolce Vita Lives!*

Utilizing the proven and successful model exemplified by such industry leaders as Glam Media, the Italian American Network will aggregate a large audience among hundreds of Italian and Italian-American-themed websites into an online vertically targeted advertising network.

The Network is in the process of partnering with digital technology leader Adify. Adify will provide the infrastructure for the online advertising network. IA NET will establish and manage *THE ITALIAN AMERICAN MEDIA COMMUNITY* and also serve as the ad sales representative for this consortium of websites, blogs and social networks.

The combined reach of this online advertising network is projected to exceed one million visitors after its first month of launching. The Italian and Italian-American niche provides the perfect vertical target for advertisers, while yielding substantial revenue to be shared among all online publisher partners.

A vibrant online community, depicted by a virtual traditional Italian Piazza, will be the symbolic design representation of a video-rich network website. Users will be engaged by the lively, interactive dynamic online experience of social community and entertainment.

Italophiles, Italian-Americans and net surfers will be drawn to the site by active participation in chat rooms, television viewing via this site, contests and prizes as well as shopping in electronic boutiques, markets and specialty stores for "Made in Italy" treasures.

## STRATEGIC ALLIANCES

 **ROTHSCHILD**



*ISV International*



THE LIPPIN GROUP

47media



**Where**  
*beauty is classic,*  
*passion is real,*  
&  
*possibilities are*  
**endless.**

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