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ZEE TV holds presentation on South Asian Demographics

Zee TV held a 'Mini-Upfront Lunch and Learn' event in New York City on June 24 at the 'Samsung Experience' show-room in the Time Warner Center Building for advertisers and ad agencies to inform them about the South Asian consumer market in the U.S.

Preceded by a colorful dance program, the event had a panel discussion on the demographics of the highly educated South Asian audience within the U.S., the most affluent (with a median annual income of \$90K) consumer group in the country.

Saul Gitlin, EVP of Strategic Services and New Business at Kang and Lee Advertising served as moderator, with panelists including Leesa Eichberger, VP of Marketing, Vonage; Jamal Baksh, Partnership and Data Services Specialist, U.S. Census Bureau; Bhavana Smith, Group Media



Panelists, from left, Jackie Bergeron from Nielsen Research; Leesa Eichberger from Vonage; Jamal Baksh from the U.S. Census Bureau; and Bhavana Smith from DraftFCB discussing the power and reach of the South Asian TV audience in the U.S. at the Zee TV Upfront presentation at the Time Warner Center.

Director, DraftFCB; and Jackie Bergeron, VP of Local TV Insights, Nielsen.

Tom Marsillo, VP of Ad Sales for Zee TV, also spoke about the South Asian market which is the fastest-growing ethnic segment in the U.S.; that Zee TV has 14 of the Top 15 shows for South Asians; and that 98 percent of Zee TV viewing is live, a boon for advertisers.

Suresh Bala Iyer, CEO of Zee Channels (part of the Asia TV USA, Ltd. family, which also includes Veria Media), also spoke on the occasion.