



***“Orlando’s FIRST Online TV Network!”***

## **MEDIA KIT**

### **Contact Information**

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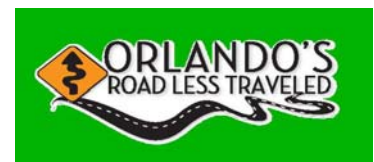


## MISSION STATEMENT | 2011

iZonOrlando.com is dedicated to providing viewers with a variety of interesting, diverse programming produced in or related to Orlando, FL., via the internet and at no cost to them. We also provide local businesses with various cost effective forms of advertising aimed directly at their local market.



Connecticut School of Broadcasting





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## Business Profiles | 2011

### Will Rodriguez – Chief Executive Officer

Will Rodriguez has for more than 15 years worked in the broadcast and video production industries, with experience in television, corporate video production and web video production

Having spent most of his career at NBC/Telemundo, Will's approach to the video production process emphasizes the telling of a powerful story. This includes identifying the best content, and using production techniques used by the major television networks that are crucial to telling a compelling story in a short amount of time.

Will began his career in the technical production group, beginning as an ENG teleprompter operator. He has served in all positions from cameraman to videotape operator to editor and assistant director as well as director, producer, line producer and production manager which has given him an in-depth understanding of the technical aspects of the business.

After more than 10 years with NBC and Telemundo, Will launched **Trisolt Video and Web Productions, LLC** acquiring an impressive list of clientele including The Alzheimer's Association, the ARC of the United States (Sunrise ARC), The American Medical Association (AAPC) , Sotheby's International Realty, David Weekley Homes, AdzZoo and Tupperware.

With the advent of the new digital age, Will prides himself on keeping up with the best practices of promotional web video, and as a result, has become one of the area's most sought after authority on video SEO as well as digital video marketing.



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## **Janet Cullen – Chief Technical Officer**

Janet Cullen has more than 15 years experience in Online Media. She has held lead roles in marketing communications, sales, web development, and project/IT team management in industries that include consumer electronics, telecommunications, and publishing.

At a young age, when there were barely computers in classrooms and certainly none at home, Janet became interested in computers and technology. She ultimately found her passion in programming. Technology, especially web-based, is still a passion and a hobby to this day.

Janet is responsible for helping drive IzonOrlando's technological innovations and strategy, and works closely with its senior executive team to align these efforts with corporate goals

## **Karen Endsley – Chief Operations Officer**

A long-time resident of Orlando, Karen Endsley is a graduate of the University of Central Florida with Bachelors of Arts degrees in both Anthropology and Graphic Design. In 2006, she founded Orlando Women on the Move, Inc, a social networking organization designed for the busy, working women of Orlando, FL. This web-based organization allowed women to connect online and learn about and attend OWOTM social events in Orlando.

Karen joined Trisolt Video and Web Productions, L.L.C. in 2008 as a producer and is currently the Supervising Producer for all original programming produced by IzonOrlando.com. She also oversees all of the design aspects of iZonOrlando.com



## Original Programming | 2011



Have you been Looking for Love in all the Wrong Places? Then look no more! Every week one lucky bachelorette or bachelor will get to interview three potential paramours and make a choice based on their responses. The catch, they must choose their dates without ever laying eyes on them! Will they find true love or meet a total dud? Check out the show to find out!



Looking for something fun to do in Orlando, but tired of the same old theme parks and tourist traps? Then join Michelle Lugo as she explores the lesser known areas and attractions in Orlando. Canoe down a river teeming with wildlife, learn what it feels like to skydive, check out some of those great hole in the wall restaurants you've always been curious about. Once you discover Orlando's hidden gems, you'll never have another Sunday afternoon with nothing to do!



What do you get when you combine superheroes, technology, sci-fi and 3 very opinionated comics? That's a great question! Tune into Geekopoly to find the answer. Kevin, Alan and Patrick share their reviews, opinions and often "frothy rants" on everything Geek. While we can't promise that you'll hear anything meaningful, we can definitely promise that you will be entertained.



There's nothing too big, too spicy or too strange for our man Big Tim! Watch as Big Tim Murphy tackles Orlando's finest eateries in search of meals that are up to his challenge.

Whether it's the biggest burger or the hottest wings, there's nothing he can't defeat....or is there?

Watch Big Tim Eats Orlando to find out!



Join Meghann Anderson, as she explores Orlando's best fitness offerings... Ways to stay fit in Orlando...without having to be stuck at the gym! Get some quick and easy eating tips along the way, as well as general fitness suggestions as each episode focuses on a different aspect of this healthy lifestyle.

If you've been wanting to get on the health track...but hate the thought of forcing yourself into the gym... Meals and Miles is for you!



## Original Programming | 2011



Meet Jana & Jason: A family trying to make a difference and have a few laughs along the way. You may have heard bits and pieces of their Monkey Business on Real Radio 104.1 or XM Radio 152...well now they're ready to share the banana side. Jana Shelfer's life changed drastically when she was the passenger in a minor automobile accident with major consequences. Instantly, her identity went from promising athlete...to paraplegic. Determined to not let these new challenges keep her down, Jana continues to do the things she loves...such as water skiing, scuba diving and hang gliding! Jana Banana will inspire and motivate you to live a happier and healthier life!



Join hosts Matthew Green and Robert Allsbrook for the Press the Buttons show! Press the Buttons aims to provide intelligent and humorous discussion by providing industry news, reviews of some of the latest and hottest video games coming out, and interviews with major personalities from the video game industry. Watch as we chat with developers, publishers, public relations specialists, journalists and more, asking the tough questions and getting to the heart of the issues which matter to gamers. It's a perfect cross section of the gaming industry served up a half hour or so at a time.



Whether you are looking for family events, great performing arts, challenging sporting events, or the most effective way to donate your time or money, the Top 5 has got you covered! And now the web show brings this family-friendly blog onto your video screen! Join hosts Bess Auer and Swimmer Joe every other Wednesday as they tell you about the best events that you may have missed, suggest the best upcoming events, and share their Top Tweets while having some fun at their own expense. You won't want to miss a single episode of Central Florida Top 5!



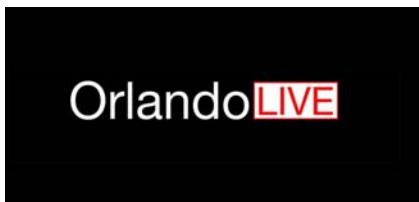
Most people can't afford a personal stylist, and fashion magazines and blogs are full of fantasy fashion that is too expensive and not obtainable for 99% of women. J's Everyday Fashion is founded with the belief that style is not reserved for women with tons of money and time, and that it can be learned (J is living proof). J's Everyday Fashion is a how-to show that addresses the serious lack of practical style advice in America. J is here to help, inspire and encourage women on a budget everywhere.



## Partnerships | 2011

One goal of iZonOrlando.com, LLC is to provide a portal by which local production companies can showcase their talents in online video production. By partnering with iZonOrlando.com, LLC, these companies will not only be providing entertainment to viewers, but also promoting their services on both local and national levels.

As of February 2011 iZonOrlando.com, LLC has formed partnerships with Concrete Lion Productions, Surf Right Media and Unknown Media.



**Concrete Lion  
Productions**



**Surf Right Media**



**Unknown Media**

In an effort to further promote Orlando attractions and events, iZonOrlando.com, LLC has formed partnerships with both Yelp, the largest user review site in the country and The Daily City and in-depth blog which details the ongoing events and "places to be" in Orlando. These partnerships will provide viewers with a video format, on the iZonOrlando.com website, of the information found on the partners' websites.

Meet Richard Barker, the Incredible Hypnotist! His incredible stage show performance will leave you spell bound, intrigued, amazed, on the edge of your seat but most of all Richard will have you laughing harder than you have laughed in a long time, ensuring a night of inimitable entertainment.





## Partnerships | 2011

In an effort to showcase Orlando's budding talents, iZonOrlando has recently formed partnerships with 2 schools: Orlando Tech and Connecticut School of Broadcasting. These partnerships provide students with hands-on internships vital to their education in video production. Orlando Tech students have created shows currently airing on iZonOrlando.com: "Signature Chefs of Orlando", which showcases Orlando's finest culinary experts; "Illusions", a magical adventure that will astound, shock and mystify you and "Diversity of Urban Art", featuring the history of this art form along with many of its artists.

Connecticut School  
of Broadcasting



iZonOrlando's partnership with Duncan Jay, of Duncan's Dailies, gives a unique perspective on the Orlando comedy scene as Duncan Jay interviews local stand up comics and performers, directly after their sets. This gritty, urban web series brings you the mind of the Orlando stand up comic...from the mind of an Orlando stand up comic.

For the theme park buffs, Orlando Attractions Magazine presents their new video show! Their video cameras find their way to nearly every special event, grand opening, and interesting attraction throughout Orlando to bring it all to you.





## Online Video Viewing Trend Studies

“TV subscribers are ditching their cable companies at an ever faster rate the past few months, and many aren't signing up with a satellite or phone competitor. Their willingness to simply go without pay television could be a sign that Internet TV are finally starting to entice people to cancel cable..”

-Peter Svensson, AP Technology Writer, USA Today.com (11/2010)

“With the growing penetration of fast broadband service in homes across the country, online video has rapidly become one of the most popular online services, particularly when it's available for free. The benefits don't stop at the cost — programming catalogs are becoming increasingly deep and diverse allowing fans to watch entire seasons of shows on-demand, with a limited commercial load. A consumer looking for something to watch might easily find more entertainment online than wading through hundreds of cable channels of niche and re-purposed programming (and program length commercials)”.

– StopTheCap.com, Phillip Dampier (01/2010)

“People watching online video in the U.S. now watch more than three hours per month, according to new data from Nielsen Online. In February, video usage was 169 minutes on average, but in March, it rose 13 percent to 191 minutes, Nielsen said.

Also growing fast: the total video streams viewed increased 9 percent from 8.9 billion to 9.7 billion. And the number of videos per user grew 7 percent from about 70 to 74.”

- Cnet.com, Steven Shankland and Nielsen Online. (04/2009)

“A new survey by Pew features a couple of very interesting stats about online video viewership: 62% of adult 'net users have watched video online, a figure that's risen from 33% two and a half years ago. Meanwhile a massive 89% of youngsters also watch video online.”

-FastCompany.com and Pew survey (07/2009)

“When do more people watch online video than any other time? From 10am to 5pm, Mon to Fri. That's when 30pct of all online video viewing takes place. If you want to go a little earlier, for those that get to work early, add another 7pct. So that 37pct of all online viewing activity takes place from 7am to 5pm. Or put another way, about 50pct of all video viewing during WEEKDAYS (as opposed to 37pct for the entire week) happens from 7am to 5pm. That's a big number.”

-Blog Maverick, the Mark Cuban Weblog and Comscore.com (03/2007)



## Orlando Demographics

### -Orlando Economic Development Commission Findings:

**Age** - Orlando Demographics indicate this is a young city. The median age is 36.9, according to 2009 population estimates.

**Population** – Orlando Demographics indicate that while the estimated population of the City of Orlando is around 220,000, Orlando Demographics show the surrounding metropolitan area has an estimated population of 2 million people.

**Education** - Orlando Demographics indicate that more than half of the population has some college and more than a third of the population holds a college degree.

Demographic breakdown of the Orlando Metropolitan area by education:

- 25% of the population has a high school education
- 21.28% of the population has some college
- 8.25% of the population has an associates degree
- 19.05% of the population has a Bachelors degree
- 7.75% of the population has an advanced degree

### -US Census Bureau Findings 2006

**Income** – The median income per household is \$35,732.00

**Area**- Orlando is the 27<sup>th</sup> largest metro area in the United States

**Tourism** – Over 48,000,000 visitors came to Orlando in 2004



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## **Production Specs | 2011**

### **VIDEO**

Length: No more than 30 seconds

Resolution: 1280x720, 16:9

Format: MOV H.264 preferred (avi/flv/mp4 also accepted)

Size: No more than 100mb

Lower Third Banner Ad – 468x60 72dpi

Bug – any size, 300dpi

### **BANNER**

Player Skin - 960x800

Logo on Episode Page – 300x240 72dpi

Steady Banner Ad on Episode Page - 300x240 72dpi

Rotating Banner Ad on Episode Page - 728x90 72dpi, 468x60 72dpi