

Health channel

All Health All the Time

COMPANY OVERVIEW

A Digital Health Content and Services Company



MISSION

To empower and educate our world on health and wellness by introducing credible and trusted resources, providing useful information, answers and peace of mind on every digital platform.



HEALTH CHANNEL IS TARGETING A \$9 TRILLION MARKET

Total Addressable Market

Worldwide

- \$9 Trillion by 2022

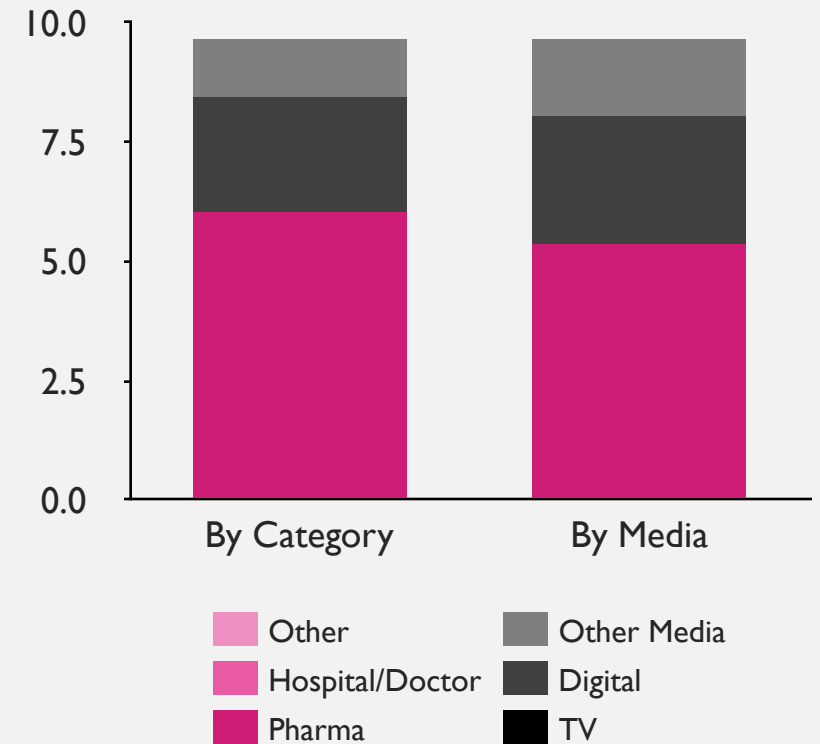
Domestic

- \$9.7 Billion spent annually on advertising
- \$2.7 Trillion spent on services

Growth Factors

- Aging population
- Greater life expectancy
- Industry consolidation
- Greater push to moving costs and responsibilities to consumer
- Greater focus on improved outcomes
- Regulatory environment (Insurance, Federal Entitlement Programs)
- Better access to rich patient data (e.g., wearables)

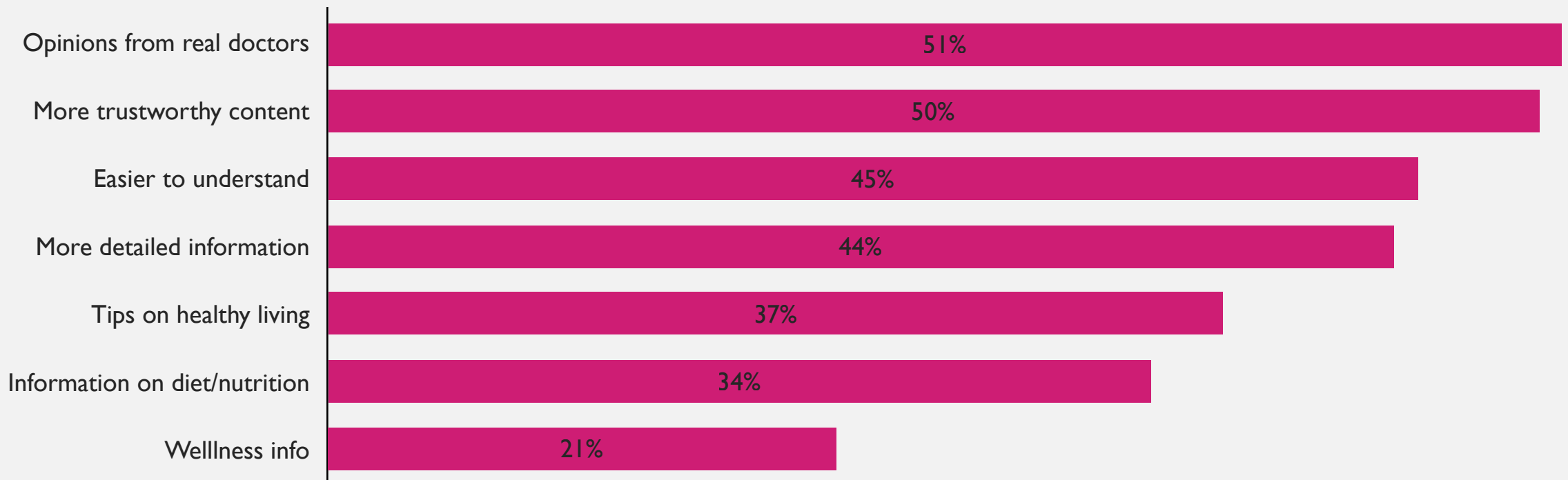
Health-related media spending
(\$'s in Billions)



HEALTH CHANNEL SOLVES AN UNMET NEED IN THE MARKET

While 67% of those surveyed research health topics online, 82% want more information than is currently available

Consumers want



Source: ORC International CARAVAN National Survey (June 2018)

THE HEALTH CHANNEL PLATFORM

A robust 360°
platform of health
and wellness
information and
services



Television Channel

- 24-hour channel (broadcast, satellite, cable)
- Private channels for healthcare and wellness providers



Digital Audio & Video

- Video for desktops, laptops, mobile phones, tablets, smart speakers and smart TVs
- Delivered via websites, apps, podcasts and social media



Digital Services

- On-demand and subscription services (e.g., telemedicine, weight loss)
- Online communities

Items in **PINK** are already launched

KEY MILESTONES



TV channel and website launched (August 2018)
in South Florida to over 5.5 million households



\$3+ million in revenues since launch



Health Channel app launched – IOS,Android
(Q2 2019)



Email newsletter launched (Q3 2019)



Channel broadcast in Baptist Health facilities that
serve over 2 million patients each year (Q4 2019)



Commenced national distribution of content to
public television stations (Q1 2020)



Launched Podcast (Q2 2020)



Launched “Ask Hanna” (Q3 2020)



On air



Social Media



Online



Mobile



Email

HEALTH CHANNEL CONTENT

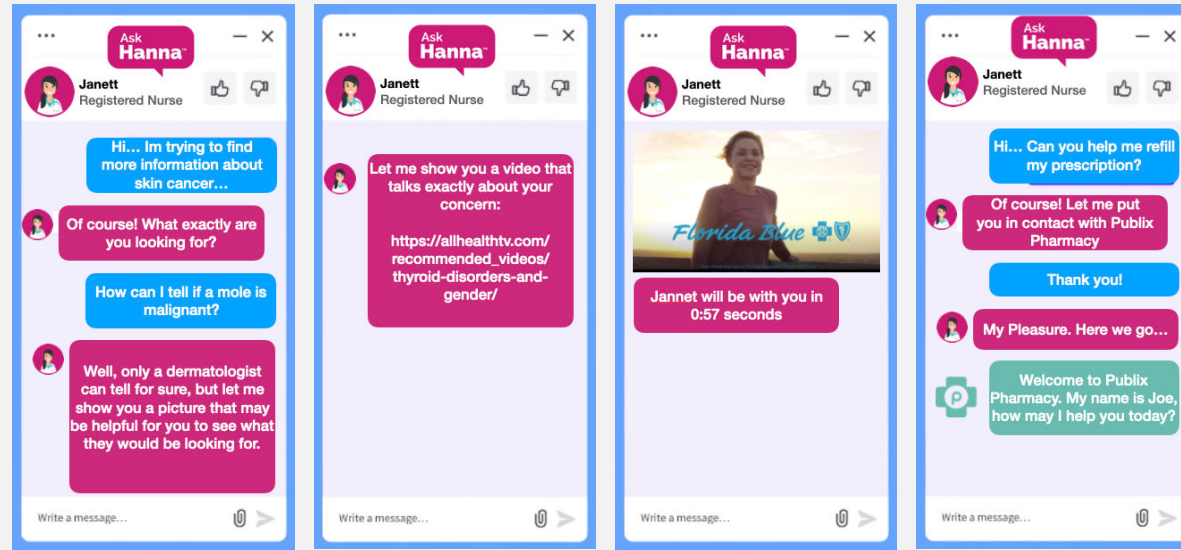


A mix of original and acquired content

- 1,700+ hours of original evergreen content
- 166 hours of acquired and vetted content whose rights include South Florida and VOD and can be expanded to accommodate national distribution
- 5,000+ short form video interviews with medical experts
- Podcast series created out of existing content
- Content development pipeline – 9 new shows in development
- Access to PBS to facilitate broader rights for commercial distributors

ASK HANNA

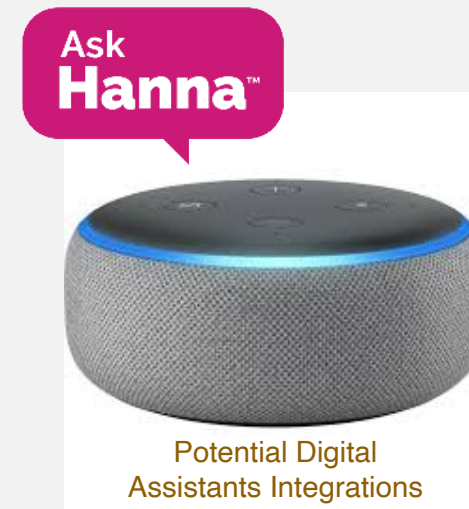
Free service to allow people to reach a medical professional for their most pressing health questions



Live free chat with nurses to answer any basic medical question. Advertised supported and with the possibility of integrating with third-party brands and services.



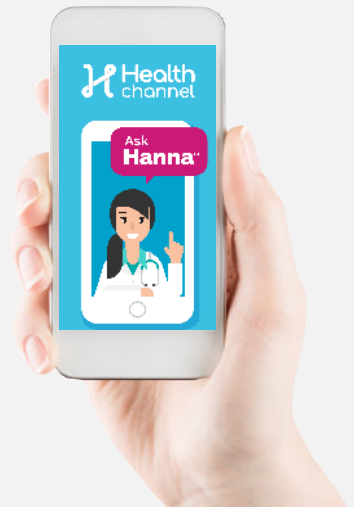
Content (TV, Digital, Podcasts, etc)



Potential Digital Assistants Integrations



Apps



ASK HANNA

Don't ask Google...

Ask
Hanna™



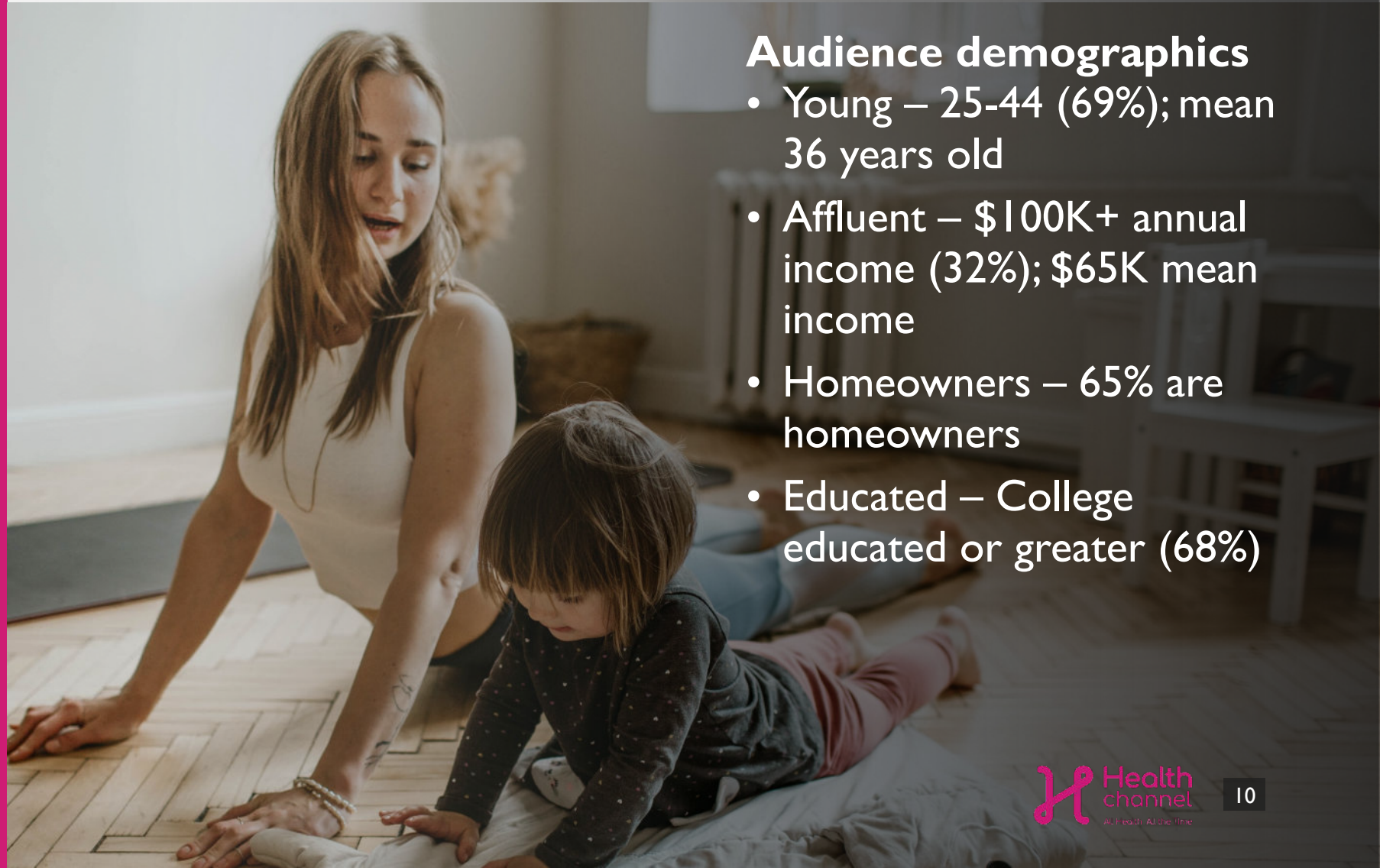
 Health
channel
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AUDIENCE

Health Channel content is viewed by over 11% of Miami / Fort Lauderdale audience across its web and television properties

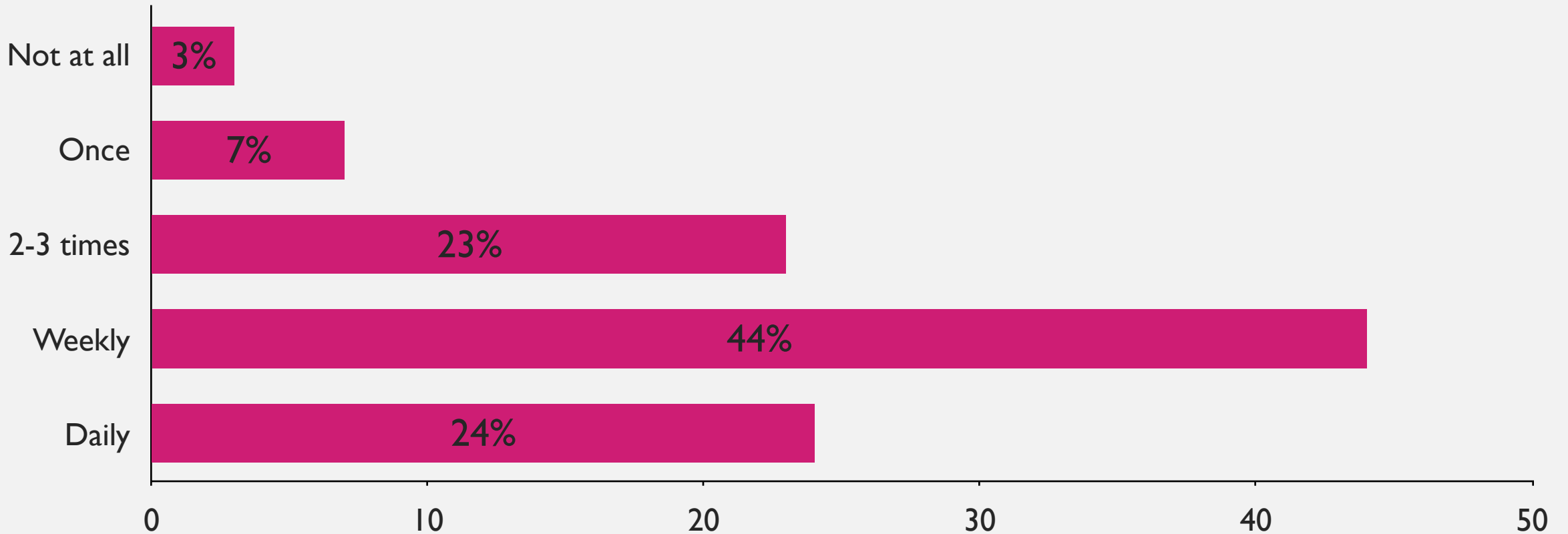
Audience demographics

- Young – 25-44 (69%); mean 36 years old
- Affluent – \$100K+ annual income (32%); \$65K mean income
- Homeowners – 65% are homeowners
- Educated – College educated or greater (68%)



OVER 68% OF VIEWERS REPORT WATCHING
THE HEALTH CHANNEL ON EITHER DAILY OR WEEKLY

How often have you watched the Health Channel over the past 3 months?



HEALTH CHANNEL'S DIGITAL REACH IS GLOBAL

12 million

Monthly
impressions

600,000

Monthly
engagements

2,200,000

Monthly
video views

165

Countries

Across



Web



Mobile Apps



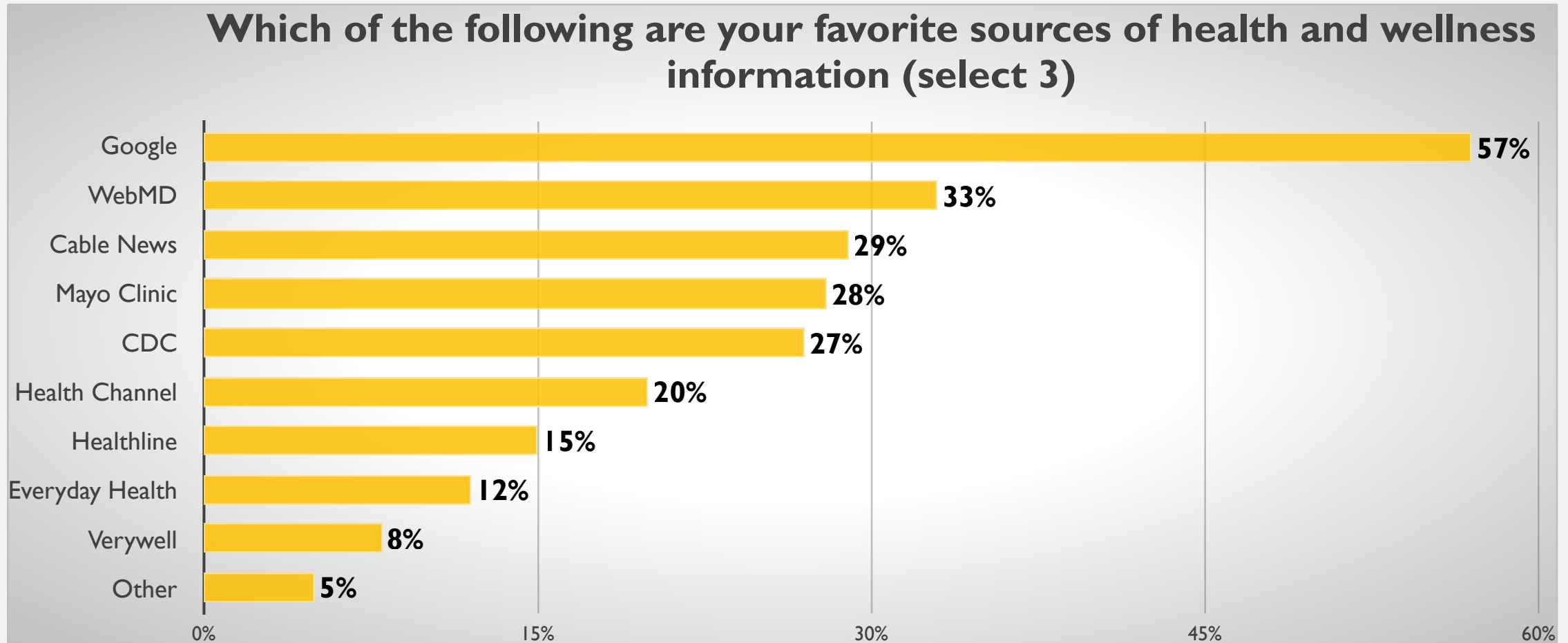
Social Media



Email



HEALTH CHANNEL IS ALREADY VIEWED AS A TRUSTED BRAND



FOUNDER: SOUTH FLORIDA PBS

Over 60 years of production and broadcast experience and 20 years of digital experience

3 digital broadcast/cable channels: Health, How-to, Kids



2 full-power over-the-air stations: WPBT2 & WXEL

Miami / Ft. Lauderdale and Palm Beach / Treasure Coast DMAs combine to form the 7th largest TV market

DISTRIBUTION

- Local public television affiliates that provide local cable coverage and local promotion
- Syndicated branded blocks
- Digital streaming services
- Website and mobile app
- Smart devices (e.g., Amazon Alexa, Google Home)
- International / medical facilities



All Health All the Time

FOR ADVERTISING & SPONSORSHIP INQUIRIES:

Scott Michaeloff

National Brand & Category Sponsors/Advertisers

Smichaeloff@southfloridapbs.org

516.816.5152

Adam Levy

Senior Director Business Development

Office: 561 364 4428

Mobile: 214 755 4700

Email: alevy@southfloridapbs.org

Heidi Lieb

Miami/Fort Lauderdale Area, Underwriting & Sponsorships

Hlieb@southfloridapbs.org

786.457.8118