

Broadcaster Benefits: *Best Band in America* Investment

A Smart Move for 9

10 Media Group

Hey there 910 Media Group—want premium content that pays off? For a \$40,000 investment in *Best Band in America*, you get a 3-year license to air the show and a slice of the profits. Here's how it works and why it's a win for your stations.

What You're Signing Up For

- **Your Investment:** \$40,000 (10% of our \$400,000 budget for 20 episodes).
- **What You Get:**
 - **3-Year License:** Air the full season in your markets, sell ads, and keep **100% of that revenue.**
 - **5% Profit Share:** Earn from outside sales (think streaming or international deals).

Cash from Ads: \$48,000 Over 3 Years

You control the ad game. Here's a conservative estimate for Northern Michigan:

- **Viewers:** ~50,000 per episode.
- **Ad Rate:** \$500 per 30-second spot (\$10 per 1,000 viewers).
- **Spots:** 10 per episode = \$5,000 per show.
- **Year 1:** 20 episodes × \$5,000 = \$20,000 (adjusted for realism).
- **Year 2:** \$16,000 (80% viewership).
- **Year 3:** \$12,000 (60% viewership).
Total: \$48,000—straight to your bottom line.

Your market might do better (or less), but this shows the potential.

Extra Cash: \$25,000 from Outside Sales

You also get 5% of profits from deals beyond your stations:

- **Projected Sales:** \$500,000 over 3 years (streaming, global markets).
- **Your Share:** 5% of \$500,000 = **\$25,000**.

Here's the deal: after investors (like you) recoup their \$400,000 plus a 20% return (\$80,000), leftover profits split 50-50 between investors and us. Your \$40,000 stake gets you 5% of the total haul.

Your Payoff: \$33,000 Profit

Add it up:

- **Ad Revenue:** \$48,000.
- **Profit Share:** \$25,000.
- **Total:** \$73,000.
-
- **Net Profit:** \$73,000 - \$40,000 = **\$33,000** (82.5% return).
-

That's huge for a \$40,000 bet—way better than most media plays.

How the Money Flows

Year	What Happens	Cash In/Out (\$)
0	Your Investment	-40,000
1	Ad Revenue (Year 1)	20,000
2	Ad Revenue (Year 2)	16,000
3	Ad Revenue (Year 3) + Profit Share	37,000

End Result: +\$33,000 by Year 3.

Why It Fits 910 Media Group

- **Low Risk:** Your investment gets you content, ad freedom, and upside—YouTube's there if needed.
-
- **High Reward:** 82.5% return beats the norm.
-
- **Your Audience:** Northern Michigan loves local music with a national twist.
-

A Quick Note

These numbers are solid guesses:

- **Ads:** Could shift with your viewership or rates.
- **Outside Sales:** \$500,000 is our target—actual deals might differ.

Tweak them for your stations, but the story holds: this pays.

Why Say Yes?

For \$40,000, you get a revenue engine—ad cash, profit share, and killer content. It's built for broadcasters like 910 Media Group to turn a small stake into big wins. Let's talk.

