



dish sling Roku



Also available on all **IPTV** Platforms

www.tvoneusa.com



TV One USA is a leading 24-hour South Asian television channel, with a dedicated locally-produced beam broadcast from New York to serve viewers across North America.

We are the only mainstream 24/7 South Asian television channel in North America that delivers a full spectrum of programming, including:

- * Current Affairs
- * Sitcoms
- * Drama Series and Serials
- * Telefilms

In addition to premium content from South Asia, TV One USA produces a wide range of interactive live and recorded local shows from major U.S. cities such as New York, Chicago, Houston, and Washington D.C. These shows cover topics like community affairs, legal issues, women's empowerment, youth, religion, and social causes — all with real-time viewer engagement.

We also actively cover South Asian community events across the country — from galas and conventions to cultural festivals and fundraisers — bringing local stories to a national audience.

AVAILABLE ON

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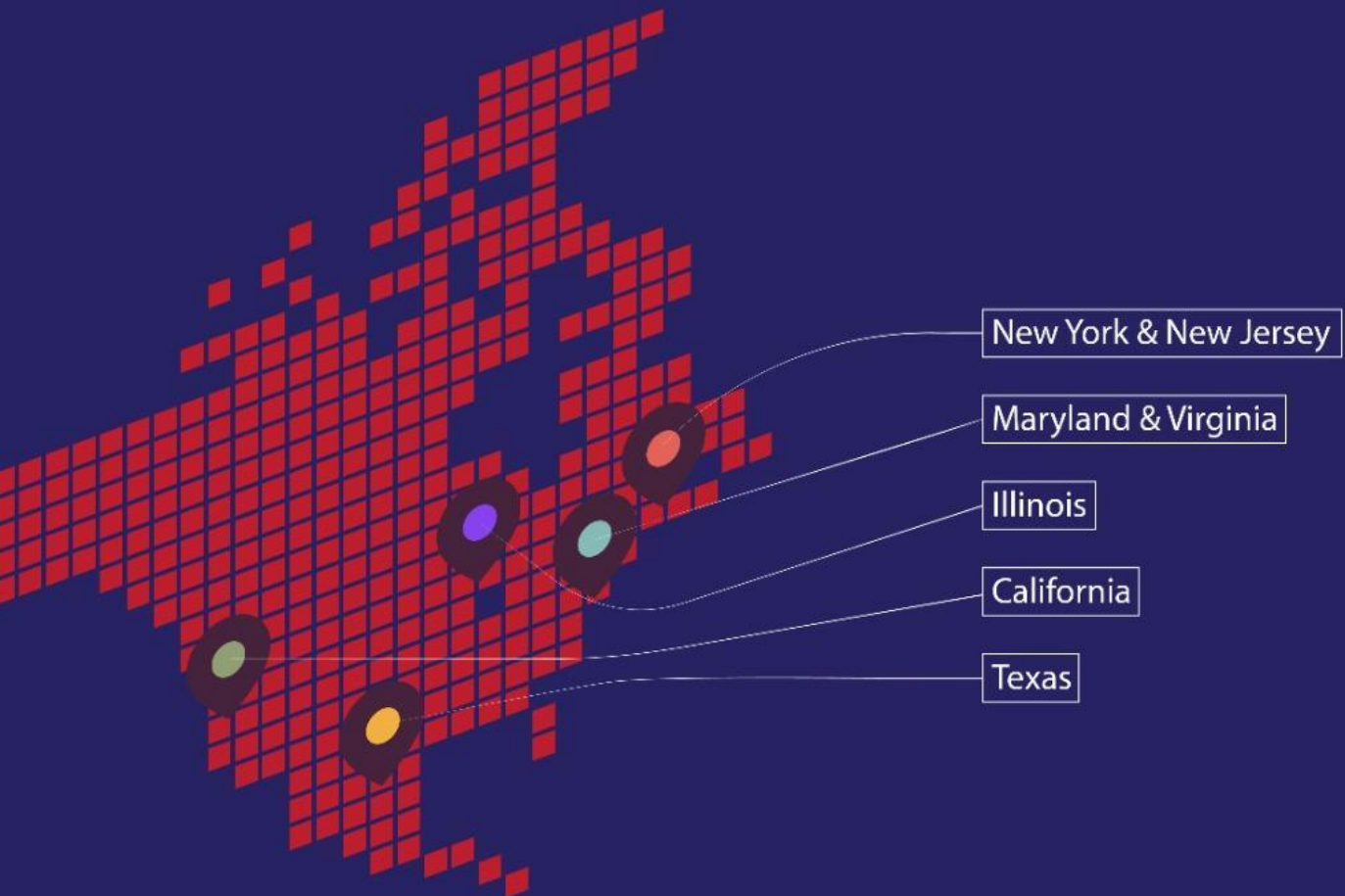




Reaching the South Asian Audience

The South Asian community comprises **nearly 3% of North America's total population, making it one of the fastest-growing and most vibrant ethnic demographics.**

Among this diverse audience, the Pakistani-American community represents a particularly significant and rapidly expanding segment, with strong concentrations in key metropolitan regions such as:



Connecting effectively with this dynamic community requires **culturally relevant content that speaks directly to their unique experiences** and perspectives. TV One USA specializes in delivering locally produced live and recorded programming, creating meaningful engagement with South Asian viewers through authentic, community-driven storytelling.



WE **TAKE PRIDE** IN BEING

The Only Pakistani Channel

- With local Live Content
- With Local Studios
- with Professional Production Team
- Being Broadcasted from within the United States
- Covering maximum number of community events live and recorded



PLATFORM

- TV One USA is available on Dish Network and Sling International, as part of packages featuring other leading South Asian channels.
- Dish Network and Sling International are the primary platforms delivering high-quality South Asian content to viewers across North America, ensuring widespread accessibility for TV One USA.
- Additionally, TV One USA can be watched 24/7 online at www.tvoneusa.com, as well as through Roku and most IPTV providers.

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Our vibrant digital presence extends to popular social platforms, showcasing highlights and full episodes on:



www.tvoneusa.com



CONTENT

TV One USA offers a diverse lineup of popular weekly live shows, uniquely designed to engage and inform our viewers through interactive discussions, expert insights, and real-time community participation.

Our top weekly live programs include:

Loud Speaker
with Dr Omer Adil

Legal Matters

Beyond with Behjat

Community Talking

Capital Crossroad

Live with Farah

Let's Talk

Ghaib ki Batain

Inside DC



LOUD STEAKER

with DR. OMER ADIL

Dr. Omer Adil's Bold, witty, and insightful commentary on culture, society, and politics around us.

Every
**WEDNESDAY
& SUNDAY**

08:00 PM to 09:00 PM EST



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LEGAL MATTERS

WITH SALEEM RIZVI

Migration and immigration have always been the hot and confusing topics for our communities. The Legal System in the US is not easy to understand for the immigrants and their families. They need a proper guidance and a solution for their legal problems. Legal Matter is a program that is devised to fulfill that need. With Mr. Saleem Rizvi, a well known and practicing attorney from New York

Every
WEDNESDAY
08:00 PM

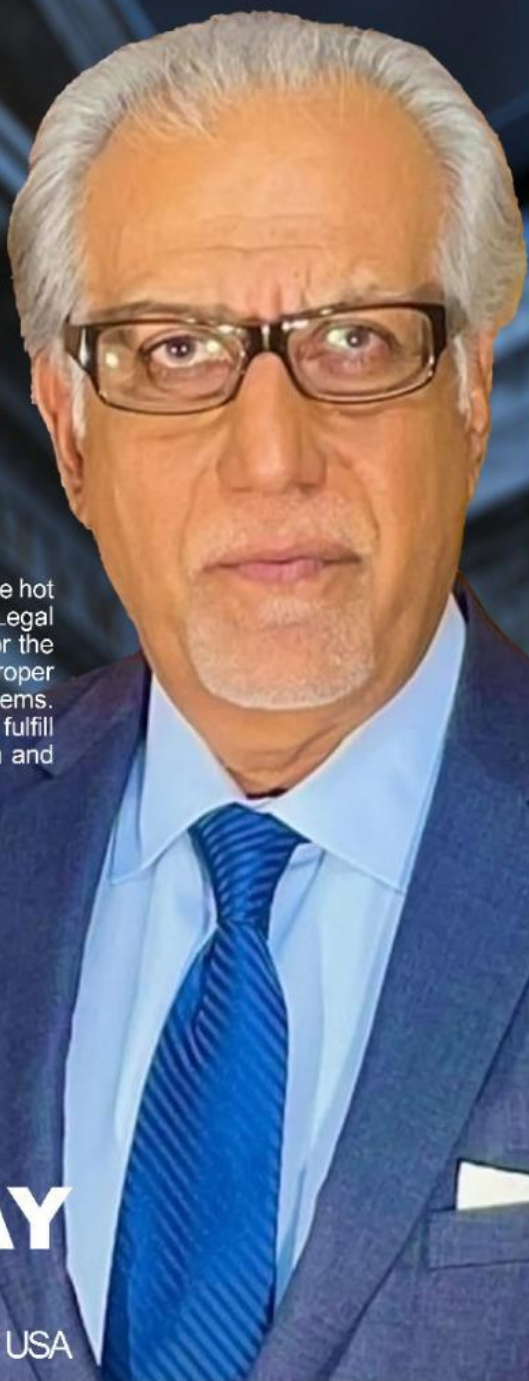


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TVONE USA





Every Thursday
7:00 pm ET



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LIVE  678    TVONE USA



CAPITAL CROSSROAD

Insightful dialogues exploring social, political, and cultural crossroads affecting the South Asian diaspora.

Every
THURSDAY
08:00 PM



dish 678 sling



TVONE USA





Inside DC

In-depth analysis and live updates from Washington DC, covering US politics and policy decisions affecting South Asia.

Every
SATURDAY

08:00 PM



dish

678

sling



TVONE USA

اسرارِ رحمت



Every Sunday
8PM EST - 7PM CST - 5PM PST



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NETWORK TELEVISION

You Tube

facebook



www.tvoneusa.com





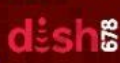
let's talk

A stylized microphone icon with a red body and a silver grille, positioned over the word "talk".

Open discussion platform addressing contemporary
issues, health, education, and social awareness
within the community.

Every
SUNDAY

05:00 PM to 06:00 PM EST



TVONE USA



Beyond With Behjat

Beyond with Behjat... Weekly Podcast
with senior Journalist Behjat gillani.

Every
SATURDAY
10:00 PM



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sling



TVONE USA

TV

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USA

غیب کے دنیا

Fear, Conscious, Superstitious, Dreams, Grievances, Revenge, Imaginations and Future, These all senses create disturbance in the mind of human being and destroy the life.

To save and protect the mental health, personal life and social issues in this program our scholar in the light of Quran, Ahadees and with the knowledge of Islam give solution, guidance and full fill the need.

Every
Thursday
08:00 PM EST

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TV One USA – Strong Digital Presence

Cross-Platform Digital Engagement

TV One USA actively interacts with audiences across major social and digital platforms, consistently providing engaging content:



Full-length episodes, exclusive clips, and digital-only features



High-engagement posts, live broadcasts, and timely community updates



Visually appealing short-form videos, reels, and behind-the-scenes content



Instant updates, news highlights, and live conversations





ADVERTISE WITH TV ONE USA

TVONE USA provides multiple positioning and placement options for clients in our locally produced LIVE/Recorded Shows.

Advertisement /
TV Commercial Airing

Break Bumper
Ads

Tv Scroll

Show Sponsorship
(BTYB)

Product Placement
(Local shows only)

Product Endorsement
(Local Shows Only)

Guest Appearances
(Local Shows Only)

Many other options are available and can be explored as per need.

www.tvoneusa.com



LONG-TERM COMMITMENT DISCOUNTS

YEARLY COMMITMENT PLAN

ON-AIR EXPOSURE	DIGITAL PROMOTION	TOTAL MONTHLY AIRTIME	COST
15 Spots Per Day (30 Seconds Each) 450 Spots Per Month	1 Social Media Post Per Week Total: 4 Posts Per Month	225 Minutes Per Month	USD 1,000 Per Month Quarterly Upfront Payment Required

HALF-YEAR COMMITMENT PLAN

ON-AIR EXPOSURE	DIGITAL PROMOTION	TOTAL MONTHLY AIRTIME	COST
10 Spots Per Day (30 Seconds Each) 300 Spots Per Month	1 Social Media Post Every Two Weeks Total: 2 Posts Per Month	150 Minutes Per Month	USD 1,000 Per Month Quarterly Upfront Payment Required

TV

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USA

RATE CARD

TIME SLOT	RATE PER 30 SECOND	TERMS & CONDITIONS
06:00 am to 09:59 pm	\$20.00	Maximum 50 Spots Per week Available
10:00 am to 06:59 pm	\$35.00	Maximum 200 Spots Per week Available
07:00 am to 11:59 pm	\$80.00	Maximum 350 Spots Per week Available
12:01 am to 05:59 pm	\$40.00	Maximum 200 Spots Per week Available



CEO & PRESIDENT
RIAZ KHAN BABAR + 1 917 605 7651

THANK YOU