



## Welcoming the New Year!

### Oink, Oink—Get Ready for the Year of the Pig!



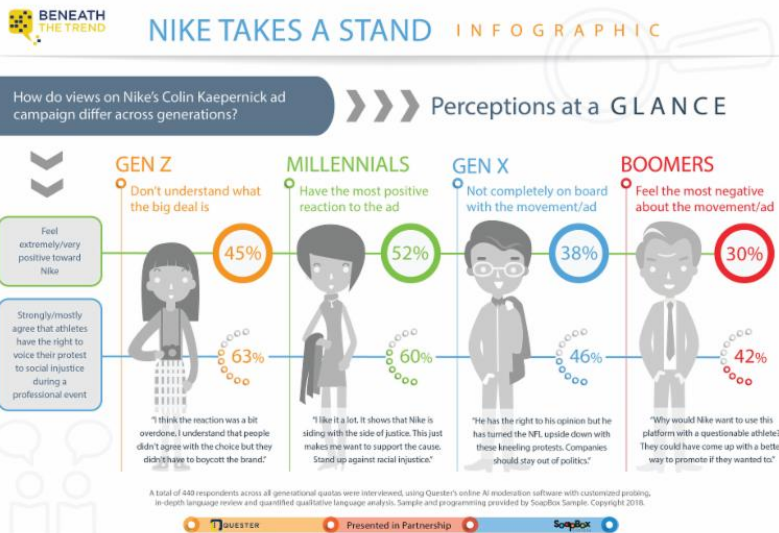
One of the biggest holidays in the Asian culture is right around the corner. Lunar New Year is an auspicious time for marketers who want to use the holiday to reach Asian consumers.

This year, 2019, is the Year of the Pig, and festivities begin on Feb. 5. According to the Chinese astrology, 2019 is a great year to make money, and a good year to invest! 2019 is going to be full of joy, a year of friendship and love for all the zodiac signs; an auspicious year because the Pig attracts success in all the spheres of life. *(Image: Starline on freepik.com)*

Click below to see how several Asian cultures celebrate the New Year:



## How Generations Feel When Brands Take a Stand



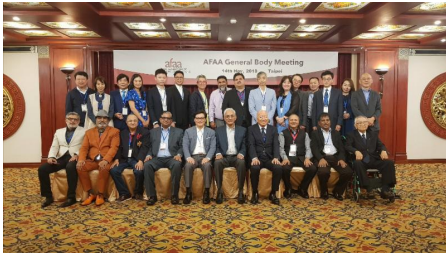
A recent study conducted by SoapBoxSample (in partnership with Quester) provides a comparison of attitudes and behaviors across four generational segments, to expand upon current intelligence and cut to the core of what it means to be an American in 2019. Aided by technology, media, politics, and more, we can see generational values shifting at a faster pace than we've ever seen before.

One of the discussion areas centered around perceptions of whether brands should take a stand on social and political issues. Check out the infographic to see how attitudes about a recent controversial Nike ad vary among Gen Z, Millennials, Gen X and Baby Boomers.

Infograph

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### 3AF Joins Asian Federation of Advertising Associations



In an effort to expand beyond the United States and connect with advertising organizations in Asia, the 3AF recently joined the Asian Federation of Advertising Associations (AFAA). AFAA is an international association for the development and support of the advertising industry of Asia. The federation aims to promote, protect and develop advertising within the context of conditions and varying cultures prevailing in the Asian region. AFAA members get a special rate to attend AFAA's various events, including DigiAsia, a digital marketing Congress, and AdAsia, the bi-annual conference hosted by a

different member country every two years. In December, Doris Huang, 3AF board member, and Jay Kim, 3AF President attended DigiAsia 2018 in Taipei and was part of the AFAA general meeting. Later this year, Jay Kim will be participating in AdAsia 2019, to be held in Lahore, Pakistan and the International Advertising Association World Congress in 2019 in Kochi, India. Kim said, "So much creativity comes out of our sister agencies based in Asia. It's critical for the 3AF to expand beyond the U.S. and be connected internationally with our global counterparts. I look forward to representing 3AF this year at AFAA's events." For more information, go to [www.afaaglobal.org](http://www.afaaglobal.org)

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### Nielsen's Chinese Choice: A Big Measurement Move

One of the U.S.'s top broadcast TV operators focused on serving Chinese-language consumers is getting a data boost from Nielsen.

Sky Link Media, a Southern California-based distributor of Cantonese and Mandarin-language news and entertainment programming owned by Guangzhou Media American Co, Ltd., has named Nielsen its Local TV measurement provider. The agreement gives Sky Link Media access to Nielsen's enhanced local TV measurement services.

It also signals Sky Link's confidence in Nielsen with respect to its ability to measure Chinese audiences.



"Having Nielsen will finally allow us to have an Asian media marketplace with standard industry metrics," said Michael Moon, Director of Digital Media and Business Development at Sky Link Media in San Francisco. "We want to provide ad agencies and media buyers the tools to justify increasing multicultural budgets. Being part of Nielsen is the first step in making buying the Asian market easy. We hope that other Asian media will join Nielsen with us for an inclusive view of the Asian TV landscape. Sky Link chose to start measuring the San Francisco Chinese market due to the concentrated Asian population in the area."

Asian American Advertising Federation (3AF) President Jay Kim added, "From 2000 to 2017, Asian-American buying power increased by 257%, to \$986 billion, exceeding the increases in buying power for all other racial and ethnic groups. It is expected to reach \$1.3 trillion in 2022. 3AF member agencies and media partners are ready to help savvy marketers in reaching this critical and influential consumer segment."

Sky Link TV offers four channels. Two are for a national audience, with Cantonese and Mandarin feeds found on DISH. Charter Spectrum offers the Mandarin feed; the Cantonese feed is available as a digital multicast of KXLA-44 in Los Angeles.

Sky Link Channel 3 is a Los Angeles-targeted Mandarin-language offering, using DT3 of KXLA-44. In San Francisco, Sky Link Channel 4 offers programming for Chinese audiences via KRON-4.2 (NRON), which is also found on Comcast's Xfinity systems via Channel 193. In addition, Sky Link TV is on OTT Sling nationally and Mobile APP LocalBTV.com in San Francisco and Los Angeles in Mandarin and Cantonese.



3AF member Zee TV has recently added programming targeted to new and young viewers. The shows feature upcoming Indian holidays, Holi and Baisakhi. Holi is one of the most significant festivals in Indian culture known as the "festival of colors" or the "festival of love." It signifies the victory of good over evil, the arrival of spring, end of winter, and for many, a festive day to meet others, play and laugh, forget and forgive, and repair broken relationships. Baisakhi ranks among the popular festivals in India. The festival is celebrated with immense fun, frolic

and merry-making. It is a famous festival in the state of Punjab and is celebrated with huge fanfare and excitement. All the family members have dinner together and enjoy themselves by performing the famous folk dance of the state Punjab, "Bhangra." The festival coincides with the annual harvest of the Rabi crop. On each of these shows, Zee TV follows the journeys of so many individuals who have come face-to-face with obstacles and overcome them. "As a result of the new age content, we are able to engage the millennials to grow our audience and, attract blue chip corporate clientele as advertising partners," added Indrajit Majumdar, Executive Vice President Head of Sales at ZEE Americas. For more information, visit: [www.zeetvusa.com](http://www.zeetvusa.com)

### 3AF's Edward Chang Speaks at Johns Hopkins University



3AF Immediate Past President Edward Chang was invited to speak to the Johns Hopkins University's Inter-Asian Council (IAC), which serves as an umbrella organization for all Asian-affinity student groups on campus. Johns Hopkins University is located in Baltimore, Maryland and approximately 20 students participated.

Topics discussed included Asian American representation in Hollywood, Asian Americans in the workplace, career advice and The Coalition for Asian Pacifics in Entertainments (CAPEs), I Am Campaign, originally launched in 2014 to increase the visibility of and recognition of APIs.

"Ed was phenomenal," said Daisy Duan, co-director of education and outreach for the IAC. "We often feel that there is not enough people on the Hopkins campus who voice their opinions and actively share them online. Ed was able to show us that there is a wealth of post-bac career opportunities that would allow us to extend our support to not only Asian American communities but to other underrepresented ones as well. This was reassuring for us college students and that was quite evident because a lot of us came up to him after his talk and discussed about potential opportunities for future networking and opportunities in the marketing field... It goes to show that we are not bounded by what we pursue our degrees in, so long as our passions shine through and what we are passionate about drives us hard enough to make social impact in the near future."

Chang concluded, "I was inspired by the enthusiasm of the group. They are clearly motivated to represent themselves well and be impactful contributors in both their careers and communities. I hope what I shared on behalf of 3AF is helpful to this end."

### Syncbak Announces that KTSF is First Broadcaster to Offer Chinese Language Programming Nationwide via OTT

NEW YORK--(BUSINESS WIRE)--Syncbak, the leader in live local OTT powering over 10 million hours of broadcast streaming annually, today announced the extension of a nationwide footprint for San Francisco-based KTSF, the first broadcaster to carry locally produced Chinese-language programming in the US. KTSF was the first TV station to produce a local Chinese-language newscast in the US (now up to 27 hours weekly), and now produces a wide variety of local talk shows and the popular Talk Finance show in Chinese every week. KTSF, previously serving an audience limited to the San Francisco Bay Area, is now the first Chinese station to expand nationwide across the US via SBTv, Syncbak's direct-to-consumer OTT app.



"We couldn't be more excited to be the first Chinese-language station utilizing Syncbak's OTT technology," said David Baker, Station Manager at KTSF. "By streaming to a national audience on SBTv, our programming will now reach Chinese viewers in every market across the US, a demographic that is largely underserved outside of our local audience in the Bay Area. Since expanding our footprint on

SBTV, our minutes viewed per day have jumped over 300 percent.”

KTSF joins WFMZ, a powerhouse independent station out of Philadelphia, in providing their local programming to a national audience on Syncbak’s platform. SBTV gives local stations the ability to build custom OTT feeds based on the location of the viewer. Syncbak’s proprietary DAI platform called AdSync ensures location-based DAI, promising each viewer a customized, personal experience.

Syncbak, the company that powers live local OTT for popular viewer destinations such as CBS All Access, Hulu, fuboTV, Sony and more, launched its new SBTV direct-to-consumer OTT app earlier this year, connecting content providers to audiences across every US market anytime, anywhere. Paired with AdSync, broadcasters can now monetize their content while advertisers reach highly targeted live local audiences via the SBTV platform.

“KTSF is the perfect fit for our SBTV solution,” said Jack Perry, Founder & CEO of Syncbak. “We launched SBTV to connect broadcasters to viewers nationwide. KTSF’s unique mix of Chinese-language programming can now reach an entirely new, engaged audience hungry for programming that fits their needs. We’re thrilled to have KTSF as such an integral part of the Syncbak family.” KTSF’s programming can be viewed with iOS and Android, Apple TV, Roku and the web.

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## Jio Music, Saavn Finally Merge Into JioSaavn, Now Get Free Subscription to Music Service For 90 Days



JioSaavn, a 3AF member, is South Asia’s largest streaming, entertainment and artist platform. JioSaavn represents the official integration of JioMusic, India’s most popular music app, and Saavn, India’s leading global over-the-top platform. The new integrated JioSaavn app will be available across all App Stores including the Jio app store, on JioPhone, as well as, at [www.jio.com/jiossaavn](http://www.jio.com/jiossaavn).

As announced in March 2018 at the time of acquisition of Saavn by Reliance Industries Ltd, the implied valuation of the combined entity at over US\$1 billion makes it the most valuable music streaming platform in South Asia, and among the most popular in the world. Jio is India’s largest digital services network with over 252 million subscribers. With the integrated JioSaavn app, users will get access to features such as

interactive lyrics, localized vernacular display, custom integrations with concerts and live events, as well as exclusive video content to roll out over the next few months.

The service will be offered on a freemium model in India with all users having access to the ad-supported product. Jio subscribers would enjoy seamless access to the integrated app. Additionally, as part of this launch, Jio users will also get a 90-day extended free trial of JioSaavn Pro, the streaming service’s premium product.

“JioSaavn represents a turning point for the music streaming industry in India, as the country continues to experience accelerated tech innovation, rapid adoption of digital services, and a digital music industry at par with global leaders. Powered by Jio’s advanced digital services infrastructure and complemented by its widespread user base, JioSaavn will be the largest streaming platform in India,” says Akash Ambani, Director, Reliance Jio.

JioSaavn will continue to build on Saavn’s Original Programming and artist development platform, Artist Originals (AO). Saavn’s Original Programming, including some of India’s most popular audio podcasts such as ‘#NoFilterNeha’, ‘Thank You For Sharing’, ‘Take 2 with Anupama and Rajeev’, ‘Talking Music’ and ‘Kahaani Express with Neelesh Misra’.

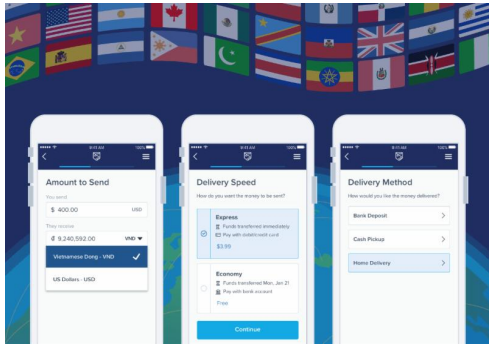
The Saavn co-founders – Rishi Malhotra, Paramdeep Singh and Vinodh Bhat – continue in their leadership roles to drive the growth of the company. JioSaavn’s team of more than 200 employees also continues to operate out of its five global offices at Mountain View and New York in the United States and Bengaluru, Gurugram, and Mumbai in India.

Rishi Malhotra, Co-Founder and CEO, JioSaavn, stated, “Since announcing our merger in March 2018, the Jio and Saavn teams have been working to integrate and reimagine a combined platform in JioSaavn. Today, we have one of the most personalized and capable media platforms in the world, an unmatched content catalog, regionalized editorial and original programming and music that’s redefining how artists and creators connect directly with audiences worldwide.”

“The launch of JioSaavn marks a new era for music streaming in India and, the global music industry at large. Combining the scale and quality of the Jio network with our highly engaged product experience, JioSaavn is positioned for a steep growth trajectory that will benefit the entire ecosystem of label partners, brand advertisers, and independent artists to bring content, commerce and culture together,” says Paramdeep Singh, Co-Founder and Executive Vice Chairman, JioSaavn.

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## Remitly Triples Global Coverage, Launches New Product Enhancements



3AF member, Remitly, the largest independent digital remittance company in North America, announced a dramatic expansion of its global reach and the rollout of new service enhancements that make the process of sending money internationally faster, easier, more transparent, and less costly for immigrant communities around the world.

To date, Remitly has helped over 1 million customers in 13 countries. Today, the company multiplied its presence to 40 countries across Africa, Asia, Europe, the Middle East, and South America, and is now serving nearly 600 send-to-receive corridor combinations. This expansion

allows the company to serve an additional \$168 billion of the global remittance market.

“Immigrant communities around the world have long suffered from the limitations of antiquated ways of sending money to loved ones internationally,” said Matt Oppenheimer, Remitly CEO, and co-founder. “Our global growth speaks both to the incredible demand for a better way to transfer money internationally, and the trust more and more customers are placing in us every day to help them and their loved ones.”

Remitly’s highest priority is to create the best possible experience for immigrant communities and their families around the world who rely on money transfers. Particularly, Remitly’s customers shared the need for more choices in how they send money and how their recipients receive it. The remittance industry has historically lagged in product customization due to the complexity of compliance regulations and the foreign exchange sector. Remitly now offers a growing variety of options in its global platform:

- **More Delivery Options.** Remitly lets customers choose how they want money delivered to their recipients: Senders can fund transfers with their bank account or card payment and allow recipients to receive funds directly in their bank account, or at cash pickup location. Remitly has also recently added additional delivery options in select countries: mobile wallets such as M-Pesa and home delivery.
- **Speed Options.** Remitly gives customers the power to send money within minutes with their Express option or customers can get a better rate with Remitly’s Economy option and money can arrive within 3 business days.
- **Dual Currency.** Remitly has unlocked the ability for customers to send money in the currency their loved ones need. Once a customer funds a transfer, the money they sent can be picked up in the recipient’s country in USD or local currency. This option is available at cash pickup locations, select bank accounts, or through home delivery.

These custom choices are all backed by Remitly’s *Perfect Delivery Promise*: an exact date and time that a customer and their recipient can expect their money to arrive. Once the *Perfect Delivery Promise* is provided to a customer, Remitly tracks the movement of funds as they approach the destination and updates customers each step of the way.

“Immigrant communities have long had sub-par remittance options. They have been disadvantaged by expensive, unreliable financial services, but we’re working hard to change this and have made great strides this year,” added Oppenheimer. “We are excited to continue our work to level the financial services playing field and better support immigrants’ unique needs by giving the best and most flexible options to send and receive money worldwide.”

For more information, please visit: [remitly.com](http://remitly.com)

## Mark Your Calendars

**3AF Celebrates 20 Years at This Year’s Summit**  
(May 22-23, 2019)



Mark your calendar for the 3AF's 2019 Asian Marketing Summit. It's our 20<sup>th</sup> anniversary this year, and we are planning another great event. This year, the theme is "Honoring Our Past, Empowering our Future," and the summit will include a reflective look at 3AF's history with input from our founders as well as sessions and panels with corporate marketers, digital experts and a look at future trends in our industry. We also will release the initial findings of the 3AF's second media consumption study. The dates are May 22 and May 23 and the venue is the Intercontinental in downtown Los Angeles. For information on sponsorship, please contact Genny Hom-Franzen, 3AF Executive Director.

## Event Recap



### 3AF Gathers Asian Media at Third Roundtable Discussion

On January 23, the 3AF organized its third media roundtable, gathering key media executives from Asian American media in Los Angeles to discuss synergies, collaboration and how to showcase and promote the importance of the Asian American consumer to marketers. The meeting was sponsored by AARP. The 3AF also held this event in Los Angeles in November 2017 and in New York in early 2018.

3AF President Jay Kim, said, "We felt it was critical to continue the momentum and gather media together again after the success of our first two roundtables. A lot of great ideas were brought up, and I'm glad the 3AF is taking this proactive stance on ensuring Asian media succeed."

Media attendees included representatives from Asian American Media Services; Crossings TV; The Filipino Channel/ABS-CBN; iTalk BB Media; The Filipino Press; Philippine News; The Korea Daily; KTSF; The Korea Times; Prime Image Media Group; Zee TV; Skylink TV; TVB; CtiTV; and Viet TV. Agency attendees were from AAAZA; TDW+Co., Rezonate/interTrend; APartnership, and Admerasia.

### 3AF Members Gather at Annual Membership Meeting

Each year the 3AF gathers members together for the annual meeting and board elections. The annual meeting is a great time to listen to members input and get feedback. This year, the event was held on January 24.

Thanks to AAAZA for hosting us again. In addition to sharing information on key successes, projects and initiatives completed in 2018, at the meeting, President Jay Kim asked members for comments on membership dues, our upcoming summit and ideas to help our media partners succeed.

Several board members were re-elected for another two-year term, including Jay Kim, AAAZA; Iris Yim, Sparkle Insights; Nita Song, IW Group, Inc.; Tim Wang, TDW+Co.; Cheryl Lee, interTrend Communications; Daphne Kwok, AARP; Ernest Smyth, KTSF-TV; and Carol Yeung, APartnership. Members also welcomed Indrajit Majumdar, Zee TV, who was elected as a first-time board member.

## Member Spotlight - AARP

**What is your organization's/company/agency's value proposition?**



AARP seeks to empower people to choose how they live as they age. We are celebrating AARP's 60<sup>th</sup> anniversary this year founded by Dr. Ethel Percy Andrus, a retired high school principal. In our 60 years, AARP has remained true to its founding principles:

- \* To promote independence, dignity and purpose for older persons
- \* To enhance the quality of life for older persons
- \* To encourage older people "To serve, not to be served"

Enhancing the quality of life for all as we age—not just serving our nearly 38 million members—is our mission. At its heart, the work that AARP and its affiliates do can be summed up in just 12 words: “We fight for and equip each individual to live their best life.” It’s all about real possibilities.

***What is your organization’s address, name and title of primary contact and email address for the contact person for us to share? What is your website URL?***

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[www.aarp.org/aapi](http://www.aarp.org/aapi)  
[chinese.aarp.org](http://chinese.aarp.org)

***What are some highlights of your organization’s/agency’s experience in the Asian American segment?***

At AARP we work to empower AAPIs 50 and older and their families to choose how they live as they age. We identify the needs and wants of our elders. We present factoids about our 50-plus population to illustrate the status of our community. DAE, our creative agency, has worked diligently for many years tackling the difficult task of explaining who and what AARP is and around difficult issues. All of our AARP issues seem to be taboo issues around an AAPI family dinner table: health – caregiving and end-of-life conversations, memory loss, hearing loss; finances – consumer fraud prevention; social isolation, etc.

One of our 2018 wins with DAE was the roll out of our AARP name and tagline in Chinese which debuted on an AARP float at the San Francisco Chinese New Year parade and on a Special AARP Chinese AsianWeek Newspaper edition with articles focused on caregiving, traveling with a loved one with dementia, CarFit, HomeFit, Brain Health, fraud prevention and more!

To see our work go to: [aarp.org/aapi](http://aarp.org/aapi)

***Why did you join the 3AF?***

AARP joined 3AF for 3 primary reasons:

- As AARP builds awareness, engagement and familiarity of AARP in the AAPI community the work of 3AF and its members are key to our strategy in reaching and engaging the AAPI community through culturally relevant marketing.
- We want to learn from the wealth of knowledge of the 3AF membership what the latest trends are in reaching the AAPI community, what is the latest research/research methodology.
- Most importantly we want to bring to the table the needs of the 5.8 million AAPIs 50 years old and older according to the 2018 Current Population Survey, ASEC so that more companies, agencies, organizations will focus on this demographic.

***How long have you been a member?***

AARP has been a member for 5 years.

***What would you say to those who have not joined 3AF?***

We all know the booming stats of the AAPI population. No matter what line of business you are in, AAPIs are going to be a key constituent/consumer/audience. No matter if you are in the nonprofit sector, the for profit sector, the public sector we are all going to have to know how to effectively reach and engage this vital audience. 3AF has the experts in the room for all of us! So that’s why we all need to join 3AF!

## Announcements

Field Work Begins in 3AF’s Second Media Consumption Study

If you happen to be shopping in key Asian neighborhoods in Los Angeles, New York and the Bay Area this month, keep your eyes open for the 3AF's research team, who have begun collecting data intercepts for the 3AF's second media consumption study. In, 2016, the 3AF launched its inaugural research study, "Reaching the Fastest Growing Consumer in a Digital World," and hard copies of the report were sold in 2017. Building upon the first study, the second edition which will be out later this year, will be a comprehensive resource on Asian American's media behaviors in the U.S. and providing a more in-depth look on Asian American's use of digital media in addition to traditional media. The 3AF team will be using tablets to invite participants to provide their input on the media they consume and their specific media habits. Sponsors of the 3AF's study include AARP, Remitly, AT&T, interTrend Communications, and Admerasia.

Asian American Advertising Federation | [www.3af.org](http://www.3af.org)

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