

# Get to Know Your Viewers - Arabic Speakers in North America



Intelsat's Galaxy 19 neighborhood is the largest independent direct-to-home (DTH) TV and radio community in North America. It enables programmers to provide audiences with reliable SD and HD content tailored specifically to their cultural needs.

The Galaxy 19 community is designed to connect millions of Arabic-speaking viewers with targeted programming. It empowers you to:

- Grow your audience, not your cost
- Guarantee a quality viewing experience with satellite reliability
- Connect with an engaged audience that has grown consistently over 15 years



## Your Audience

### 2.5 million Arabic speakers in North America

- ❑ Closely connected to their culture – **60% of Arab-Americans speak Arabic at home!**<sup>1</sup>
- ❑ A **more educated and wealthier population** than the national average<sup>1</sup>
- ❑ **Part of large Arab-American communities** in California, Chicago, Florida, Michigan, New Jersey, New York and Washington, D.C.



## Your Content Hot Spot

### Galaxy 19 Neighborhood

- ❑ A community of **nearly 50 Arabic channels** on the same satellite
- ❑ **A single distribution platform** on Galaxy 19 at 97°W for the U.S., Canada and Mexico
- ❑ **Watched by 43% of Americans** receiving Arabic programming<sup>1</sup>
- ❑ **Available to all households** (even the 14% without broadband)
- ❑ **A reliable signal** ensures a good viewing experience for your audience

<sup>1</sup> Zogby International Survey, 2011