

MEDIA KIT

JEM Music Group

Broadcast Prod. | Video Prod. | Event Prod.



WHY JEM?

Aren't you bored with the typical and mundane advertising methods used to promote your brand or service?

Then how do you think your customers feel?

Reaching the consumer in today's cluttered ad environment becomes quite a dilemma for brands and services. This is why JEM Music Group creates unique and exciting ways to promote your brand or service, while promoting the Caribbean region all at the same time.

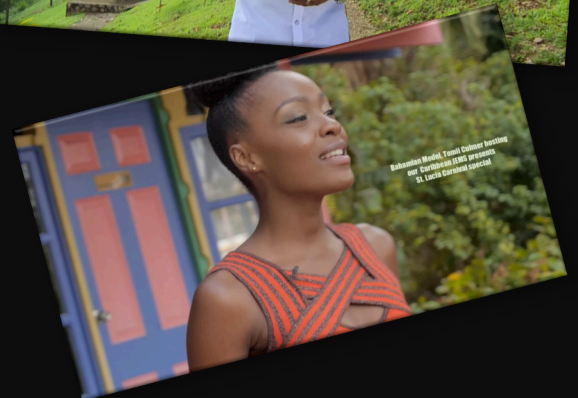
WHO ARE WE

JEM Music Group is a full service, multi-media company that specializes in exciting, **ORIGINAL** Broadcast, Video and Event Production methods to effectively communicate your brand's message.

Our platform promotes Authentic Caribbean and Caribbean influenced businesses, culture and lifestyles to both regional and international audiences .

Whether you require as little as a 30 (sec) Television Commercial, a 13 episode Reality Television Series or just one spectacular Event Launch, JEM Music Group will create trendy and novel methods to entice your core demographic as well as capture the attention of fresh, new markets.

Founded in August 2004, our staff consists of a group of highly trained professionals who possess over a decade of Broadcast, Video and Event production experience.



SERVICES

We are a group of Caribbean born producers based both regionally and internationally.

We possess a strong passion for promoting Caribbean people and lifestyle.

We embrace non-Caribbean nationals and businesses with interests in the Caribbean.

Let's promote our region the right way!

Broadcast & Video Production

From **IDEA to ON-AIR** we integrate the latest technology and cutting edge design methods into every project and all of our productions meet television broadcast standards.

From pre-production logistics to production to post-production, our clients can rest assured that our team will visually bring their ideas to life on time, on budget and with the utmost integrity.

Event Production

JEM Music Group can develop celebrity influencer events that make noise and create a buzz, that ultimately results in increased sales for your brand or service.

We have successfully hosted and produced numerous events in the United States as well as in several islands in the Caribbean region including, Trinidad and Tobago, Anguilla, Jamaica, Bahamas, Turks and Caicos, St. Maarten, Antigua, St. Croix, St Thomas, Curacao, St. Lucia, Grenada and St. Vincent.

Other Services

JEM MUSIC GROUP OFFERS A RANGE OF OTHER SERVICES:

- Facilitate and negotiate the distribution of our client's video production to several Television Networks.
 - Photography
 - Post – Production



Clients

Our client list spans from Government Ministries to large International Brands, both regionally and internationally. Our clients include:

- The Office of The Prime Minister – Trinidad and Tobago
- UNICEF – Trinidad and Tobago
- The Ministry of Tourism – Anguilla
- The Ministry of Communications – Trinidad and Tobago
- First Citizens Bank
- Campari International – Italy, Mexico and the Caribbean
- Eastern Credit Union
- Bryden & Minors - Grenada
- Wray and Nephew Limited – Jamaica
- FLOW Telecommunications
- Skyy Vodka -Regional
- Cuisinart Golf Resort and Spa
- Paradise Cove Resort
- Viceroy Resort
- Alstons Marketing Company
- Angostura – Trinidad
- DIGICEL Communications
- Atlanta & Bahamas 40th Anniversary Project
- Brydens - St. Lucia,
- Burns House – Bahamas
- Tropical Distributors - Anguilla
- Duty Free Liquors – St. Maarten
- White Oak Rum
- CARIB Beer - Anguilla
- Shoal Bay Villas
- Maybelline Makeup - Anguilla



Distribution

We aim to effectively showcase the Caribbean region as the preferred destination of choice for both the leisure and business traveller. We cater to the viewers who share our passion for the Caribbean lifestyle, whether that may be a family planning a trip, the savvy businessperson, the culture seeker, the leisure traveller, the fashion and cuisine seeker, the adventure seeker or just someone who generally share our passion for the Caribbean. Our goal is to put “heads to beds” in the islands during Festival as well as off-peak seasons.

Our work has aired on the VIACOM network as well as several other regional television networks namely Caribvision, RETV - Jamaica, HTS – St. Lucia and Synergy TV – Trinidad and Tobago, just to name a few.

Target Audience

- Ages 16 – 50
- Male and Female

Broadcast Territories

- Caribbean – 22 Individual Islands
- USA – 3 States
- Canada – 2 States
- United Kingdom
- Europe - Multiple States

Estimated Reach

- In excess of 1.5 million households and over 5 million viewers

Distribution List

	Country/ Territory	Cable Company	Channel
1.	Anguilla	Caribbean Cable Communications	39
2.	Antigua & Barbuda	Karib Cable	57
3.	Antigua & Barbuda	CTV	451
4.	Bahamas, The	Cable Bahamas Ltd.	271
5.	Barbados	LIME TV	103
6.	Barbados	Multi Choice TV	109
7.	Barbados	Flow Barbados	104
8.	Cayman Islands	Weststar TV	38
9.	Cayman Islands	LIME TV	103
10.	Curacao	Flow Curacao	203
11.	Dominica	SAT Telecoms	87
12.	Dominica	Marpin 2k4	18
13.	Grenada	Flow Grenada	26
14.	Guyana	E-Networks Inc.	53
15.	Haiti	NUtv	754
16.	Jamaica	Flow Jamaica	186
17.	Jamaica	Astra Cable Network	31
18.	Jamaica	Digicel Play	512
19.	Montserrat	Caribbean Cable Communications	62
20.	Nevis	Caribbean Cable Communications	62
21.	St. Eustatius	Stafia Cable	34
22.	St. Kitts	The Cable	73
23.	St. Lucia	Cable & Wireless (St. Lucia) Ltd. / LIME	38
24.	St. Lucia	Helen Television / Spectra	6
25.	St. Lucia	Karib Cable	57
26.	St. Maarten	St. Maarten Cable TV	59
27.	St. Martin	St. Martin Cable	3
28.	St. Vincent & the Grenadines	Karib Cable	166
29.	Trinidad	Flow Trinidad	31
30.	Trinidad	Digicel Play	512
31.	Tobago	Trico Industries Ltd.	108
32.	Canada (Providences of Ontario and Quebec)	Bell Fibe TV	658
33.	USA: NY, NJ, CT	Cablevision - Optimum	1104
IPTV, APPS, SET TOP BOX AND SMART TV'S DISTRIBUTION			
34.	Europe	www.caribBe.tv and www.cloudiotv.com	
35.	USA	YIP TV - http://www.yiptv.com/live-tv/index.php/en/tv-channels/	

ORIGINAL PROGRAMMING

Over 14 years in broadcast production has taught us that viewers become bored very easily, therefore a brand or service must create a connection between the audience and their product. We have created the following electrifying, culturally rich, pro-Caribbean shows and concepts as a platform to integrate your product. These diverse programs cover a broad spectrum of musical tastes, topical conversations and lifestyle interests.

Caribbean JEMS

There is no doubt that the Caribbean lifestyle is increasingly influencing the world, from our accents and fashion sense, to food, sports and carnivals... as a travel destination and undisputedly island music and entertainment are now very important catalysts that lend to the economic growth in many regions both within as well as outside of the Caribbean diaspora.

Caribbean JEMS is a hip and exciting television special, primarily geared to give the viewer and potential traveller an in-depth and first hand view of what the Caribbean island or festival is all about. It also highlights the contributions of persons with Caribbean heritage who reside within or outside of the region. It is not only a television show but also your Island experience, not just for the seasoned island hoppers but also to entice the potential island newbies, giving them a VIP taste of our delicious culture. See samples here:

Campari Caribbean Poster Girl Search – <https://youtu.be/LahfIB1QOPU>

Fete Hunters (Rupe) – <https://www.youtube.com/watch?v=ljhvFMOxKEM>



Tropikal Riddms

Tropikal Riddimz is a trendy Caribbean influenced Music Video countdown show that counts down the top 10 viewer requested videos and infectious beats that are hitting the dancehalls, all while getting to know a different Caribbean Culture Ambassador. Every week there will be an in-depth interview with a Caribbean Ambassador (artist, athlete, fashion designer etc.) who will also host the show. This show is filmed at several events, concerts, studios and restaurants across the Caribbean and the United States. See samples here:

1 – <https://www.youtube.com/watch?v=zc8Q1Ho7YNA&t=1364s>

2 - <https://youtu.be/eTUxoCZ4SoE>

Customized Programming

We create exciting custom concepts and programming to exclusively promote your brand, service or event (Infomercials, reality TV, documentaries, ads etc). See samples here:

1 – <https://youtu.be/pdPZZ3LH7HM>

2 - <https://youtu.be/-NdWGJI7BBw>

Event Production

JEM Music Group can develop celebrity influencer events that make noise and create a buzz for your festival, brand or service.



Brand Integration and Marketing Opportunities

- Segment Title Branding
- Opening and Closing Segment Billboards
- Brand Exclusivity
- Prominent Product Placement
- Multiple Advertising Spots
- Scripted Integration (brand message written into the fabric of the show)
- Showmercials
- Pod-Busters
- End Page Credits
- Additional Customized Options