



JETBLACK.TV

YOUR PASSPORT TO BLACK ENTERTAINMENT WORLDWIDE

Channel Overview

Circle Blue Entertainment is pleased to introduce **JETBLACK.TV**, a pioneering Free Ad-Supported Streaming TV (FAST) channel uniquely dedicated to showcasing outstanding Black entertainment from across the globe. **JETBLACK.TV** is not just a channel; it offers a wealth of stories, narratives, and perspectives connecting cultural hubs in North America, Europe, Africa, and beyond. Our key goal is to entertain by offering exceptional content that resonates with viewers seeking both breadth and variety in their media consumption. **JETBLACK.TV's** focus transcends borders and geographies representing a new frontier in streaming media where Black entertainment is as varied as the audience it serves.



A FAST Opportunity

For Viewers

Free access to a wide range of Black entertainment, including:

- movies
- scripted series
- documentaries

For Advertisers

Targeted reach to a highly engaged mainstream audience.

For Distributors

Increased revenue streams and enhanced user engagement by catering to an underserved market.



+1-416-880-9565



amos@circlebluentertainment.com



www.circlebluentertainment.com



250 The Esplanade, Toronto
ON, Canada, M5A 4J6.



Strategic Market Entry

JETBLACK.TV's launch plan includes entering the Canadian, UK, and South African markets simultaneously, targeting specific audiences in each region through a blend of international and locally curated content, supported by strategic partnerships and tailored marketing efforts. This unified approach will ensure a cohesive brand image while respecting each market's cultural nuances and media consumption habits, paving the way for a successful global launch.



Exceptional Cross-Cultural Engagement

JETBLACK.TV aims to redefine the landscape of Black entertainment by offering a diverse range of content genres that celebrate the richness and vibrancy of Black stories worldwide. The channel's content strategy focuses on authenticity in storytelling, resonating with contemporary viewers and fulfilling their desire for representative programming.

Blending international programming with locally curated content

- Appealing to tech-savvy young adults in Canada
- A broader family-oriented demographic in the UK
- And a youthful, culturally diverse audience in South Africa

Partnership Benefits

Innovative Content Stream

A vibrant selection of Black narrative content including series, movies and documentaries

Cost Efficiencies & Revenue Growth

Strategic placement within the free ad-supported ecosystem aligning with niche audiences

Authentic Representation & Global Advantage

Setting a new trend for inclusive digital media content

Audiences

1. **Digitally native streamers:** Encompassing Gen Z and younger Millennials (16-30 years), this group prioritizes streaming over cable, with varied tastes ranging from short-form clips to innovative web series.
2. **Black adults, African & Non-African:** Spanning across Canada, the UK and Africa, this group includes young (18-34) and older (35-60) adults bonded by their common Black heritage.

TEAM LEADS



AMOS ADETUYI

+1-416-880-9565

amos@circlebluentertainment.com



JOHN BOOTH

+1-416-743-4884

john.booth@jbcgroup.ca

circleblue
ENTERTAINMENT



CONTENT
WITHOUT
BORDERS