Who We Are

Black Owned 100%, MBE Certified, National Ad-Sales Media Representation Company

Formally Related Media Inc,

NuTime Media brings 20 plus years of experience and knowledge of the African American Consumer and Media Landscape
Our Mission

Reach the African American consumer with aggregated, quality programming that specifically appeals to this market segment.

Expand the opportunities for the Ad-Community to engage with this valuable African American consumer through programming/properties that specifically appeals to African Americans.
How Do We Get There

Cross-Platform Content Representation

- TV: Syndication + Cable
- Integrated Marketing
- Digital
- Social
- Cinema Advertising
- Podcasts
**THE IMPORTANCE OF AFRICAN AMERICAN PROGRAMMING THAT APPEALS TO THE AA CONSUMER**

<table>
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<tr>
<th>Net</th>
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<th>AA HH</th>
<th>Net</th>
<th>Program Name</th>
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* Nielsen Npower (9/28-2/7/21) C3 excludes breakouts, specials, sports, feature films and news and programs with < 3 telecasts*
Our Properties

- Family Feud
- Wendy
- Nick Cannon
- TMZ
- Hot Bench
- Divorce Court
- Judge Judy
- BNC Truth
- EXHIBITOR PARTNERS 4 OF TOP 5 US EXHIBITORS
  - AMC
  - Regal
  - Crest
- Black Cinema Network
- 390+ Theaters
- 5,400+ Screens
- TOP 50 DMA's
- 217 AA INDEX vs US Population
- EXHIBITOR PARTNERS 4 OF TOP 5 US EXHIBITORS
  - AMC
  - Regal
  - Crest
- Hispanic Cinema Network
- 440+ Theaters
- 6,000+ Screens
- TOP 50 DMA's
- 222 Hispanic INDEX vs US Population

NuTime Media

(CBS Media Ventures)
Connecting your brands to our engaged, massive African American audience via our slate of dynamic media properties.