

The Quilter's News Network Surpasses 250,000 Unique Visitors in First Month

QNNtv, the world's first internet broadcast network dedicated to quilting, provides pure interest programming to more than 30 million quilters around the world.

Challenge

With the original production of Friends in the Bee and plans for the production of original content, Multicast launched the first 24/7 affinity network for quilters. Three critical objectives needed to be achieved to win the attention of the target audience: (1) Aggregate existing content that featured quilting celebrities; (2) Create original programming that would speak directly to the unique QNN audience and advertisers; (3) Create a community portal whereby quilters would have multiple points of contact within the newly created QNNtv universe.

Solution

Multicast produced original programming for the new network, and acquired content from other content providers – all of whom had rich contact with their fan base. After determining the line up, encoding hundreds of hours of broadcast video tape into our exclusive DMMS™ content scheduling and media management system, carefully matching content to advertisers. QNNtv advertisers participate in one of two ways: (1) through traditional video advertising that runs within advertising blocks on the programs or (2) through interactive Flash Ads that rotate under the video player while the programs are running.

Result

One of the unique features of QNNtv is that programming that has never been available, and would never be available via broadcast or even cable because of its lack of general interest, is now available to people who enjoy the craft. The intense delivery of programming 24/7 offers both viewers and advertisers the opportunity to get exactly what they seek – viewers get endless ideas and education and advertisers get an extremely targeted demographic.



Company Profile

Quilters News Network, QNNtv, is the first fully scheduled affinity market broadcast network delivered on the Internet twenty four hours a day, seven days a week. QNNtv addresses the quilting industry's need for project-based media by providing pure interest programming to the more than 30 million quilters around the globe – a group that serves as the foundation of a \$3 billion industry.

www.QNNtv.com



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