

# WHAT IS ENERGY TV?

ENERGY TV IS THE FIRST OF ITS KIND PRODUCTION PRESENTED IN A NEWS MAGAZINE FORMAT TO SPOTLIGHT THE COMPANIES, THE PEOPLE AND THE ISSUES SURROUNDING NORTH AMERICA'S PRIMARY INDUSTRY: OIL & GAS. NORTH AMERICA IS FAST BECOMING A GLOBAL OIL POWER, AND AS SUCH, THE TIMING IS UNPRECEDENTED FOR ENERGY TV. DOMESTIC AND INTERNATIONAL COMPANIES WILL SPEND MORE THAN \$100 BILLION IN OIL SANDS PRODUCTION ALONE THIS YEAR INCLUDING UPGRADES TO FACILITIES, EXPLORATION AND PIPELINE PROJECTS THROUGHOUT NORTH AMERICA. ENERGY TV WILL BE THERE TO BRING YOU THESE STORIES.

Through the facilities provided by Global Television in Calgary and Edmonton, CH Red Deer, and the ABC Network in Houston, Energy TV reaches an unprecedented audience and demographic previously unreachable. Advertisers can market to more than 6 million viewers. Energy TV informs, educates and explains to viewers why the world is still trying to establish a stable source of oil and gas supply to mitigate the economic and political instability of its conventional suppliers. Energy TV gains regular, influential viewers including oil and gas executives, professionals, managers and industry workers. Energy TV will attract consumers as viewers as the general public strives to understand why gasoline and natural gas prices behave the way they do.

We at Energy TV believe that a successful advertising and promotional campaign starts with balance, balance in getting your product message across to consumers with a clear and concise message while looking professional, staying cutting edge and innovative. No where is this more the case than in North America's Oil and Gas sector where staying on top is key to success. Having the innovative tools to portray your company's direction and focus are under the watchful eye of your competition and clients.

To address these challenges many of North America's Oil and Gas and related organizations like: TELUS, Volant, ZKO and Enviro Noise Control to name a few, have turned to Energy TV to produce and develop their televised and Energy TV web-based advertising. In fact, Energy TV is fast becoming the choice throughout North America for cutting edge video advertising and repurposing material.



# POWER OF TV ADVERTISING

WHY ADVERTISERS CHOOSE TELEVISION AS A MEDIUM OF CHOICE IS BECAUSE IT REACHES VIRTUALLY EVERY HOME IN NORTH AMERICA AND IS SET APART FROM COMPETING MEDIA BY ITS ABILITY TO OFFER SIGHT, SOUND AND MOTION TO GENERATE AN EMOTIONAL RESPONSE. TELEVISION IS CHOSEN BY ADVERTISERS BECAUSE OF THE FOLLOWING:

## BRAND IMAGE

The power of television advertising can be used creatively to differentiate from the competition and develop a unique persona that implies credibility, quality and service. Advertisers can generate trust, emotion and excitement that cannot be created as effectively through any other medium. This creates a lasting, memorable brand and corporate image.

## CONSUMERS' PERCEPTIONS

People enjoy television. The average North American adult spends almost 24 hours per week watching television (Source: Nielsen, March 1997). A 1993 Environics Media Study shows 77% identify television as both entertaining and exciting and that 62% agree television commercials provide useful information about products & services.

## COST

Advertisers believe that TV commercial production costs prohibit their use of the medium. Repurposing is the key. A big idea, wit, focus and clarity of messages make the advertiser a winner in consumers' minds despite a very small production budget.

## PERSON TO PERSON COMMUNICATION

Ideal person-to-person communication is achieved through both the spoken word and unspoken elements such as body language and gestures. With visual and sound capabilities, television offers the ideal person-to-person communication.

## RETENTION

People learn through their senses. The combined power of sight, sound, motion and emotion creates a synergy that is more effective than individual stimulated senses.

## WHY ADVERTISE WITH ENERGY TV?

Television has proven to be the most effective advertising medium with large and diverse audiences compared to magazines and newspapers. Television provides a product, service or message to create instant

validity, prominence and high retention. Energy TV provides

reach for the oil and gas industry to potential cus-

tomers, investors and contacts through

sponsorship billboards and commercials on the only television

show catering to the industry!



# KEYS TO OUR SUCCESS



## EXECUTIVE PRODUCER

Neil Chandran has over 15 years experience producing new media for telecommunications, online and broadcast platforms. Neil aims to create products that deliver maximum results for clients, utilizing the latest most effective technology and content.



## PRODUCTION COORDINATOR

Andrea Richelhoff assists with the business, administrative, and "behind-the-scenes" elements for the show. Andrea is a BFA graduate from the University of Calgary with an extensive background in theatre and production.



## DIRECTOR, PROGRAM DEVELOPMENT

Lochinvar Sturdy is a producer/writer/director and graduate of the University of Calgary. His career began with AOL/Time Warner and Electronic Arts. PBS, Big Film Shorts, and a number of international festivals also add to his experience.



## LINE UP PRODUCER

Tracy Fowler graduated from BCIT in Marketing Management and has research experience in both the private and public sectors. Tracy's responsible for lining up industry and government players who will be on the show and works closely with the producers and story editors.



## PRODUCER

Shelly Brimble brings 15 years and petroleum reporting and publishing expertise. Shelly graduated from Journalism and acquired a Petroleum Engineering Certificate. As editor for Oil and Gas magazines Shelly became a reference for the National Post and CBC Radio.



## DIRECTOR, SALES AND MARKETING

Jessie Acton has hands on oil and gas experience. After tenures at GPRC and MRC he joined a management team dealing with venture capital and corporate communications for a company responsible for taking four Energy Service companies public in the Oil and Gas sector.



## DIRECTOR OF PHOTOGRAPHY

Michael Witwicki brings 25 years in broadcast as an Emmy award-winning cinematographer and producer. His list of clients is: the NBA, the NFL, NBC, CBC, CNN and the CFL and has won awards such as "Best commercial", "Best network ID" and numerous Promax and Telly's.



## SENIOR EDITOR

Todd Buhmiller graduated from the Montana State University with a Bachelors of Arts in Film and TV. Todd worked on "Star Trek-First Contact", "The Net", "Forget Paris", "Leprechaun 3", "True Crime" and "The Last Ride". He has 14 years as an editor, cameraman, and tech director.



## PRODUCTION DIRECTOR

Gus Lu is a Yale University graduate and has worked for Martha Stewart, directors Ridley and Tony Scott and the talent agents at Creative Artists Agency in Los Angeles. Gus was involved in the packaging of American Idol, Season 1 and The Chappelle Show.



## ACCOUNTING MANGER

Owen Cran currently is a third level CGA, working towards completing his designation at SAIT. Owen has extensive accounting experience in the entertainment, technology, and land banking industries.

# KEY DEMOGRAPHICS

THE KEY DEMOGRAPHICS THAT THE SHOW WILL AIM TO CULTIVATE ARE:

Drilling Rig Owners and Operators  
Service Sector Participants  
Oil and Gas Explorers and Producers  
Geoscientists and Engineers

Industry Workers from All Levels  
Equipment Manufacturers and Suppliers  
Investment Community Brokers, Analysts and Investors  
Energy Consumers

