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Importance of South Asian Audience

The South Asian market has exploded as the consumer audience has become one of the most lucrative in the U.S., representing the most affluent, highly educated multi-cultural markets in America. For top brands, South Asians are a new untapped and highly desirable market with significant incremental revenue and branding opportunities.

Equally, South Asians are reaching a new pinnacle in U.S. popular culture and are increasingly a part of top U.S. media, marketing, and entertainment companies in America. From top agencies and brand companies to Hollywood and Bollywood, South Asians are at the forefront of marketing, media & entertainment.

We can help you reach this market effectively since many South Asians are computer-savvy and do not read newspapers or magazines on a regular basis.

A horizontal banner advertisement with a decorative border. On the left is the wownow logo with the tagline "Georgia's #1 South Asian Information Source .com". To the right of the logo is a bulleted list of three benefits: "Huge Audience", "Creative Design", and "Affordable Rates". Further to the right, the text "Let Us Help Your Business Reach Its Potential" is written in a large, bold, red font.

wownow
Georgia's #1 South Asian Information Source .com

- Huge Audience
- Creative Design
- Affordable Rates

Let Us Help Your Business Reach Its Potential

South Asians in Atlanta Survey

Conducted by

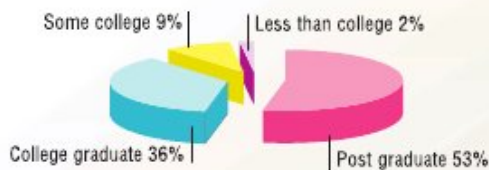


Atlanta continues to be a vibrant and attractive city for South Asians who arrived from India, Pakistan, Bangladesh, Sri Lanka and other world-wide locations.

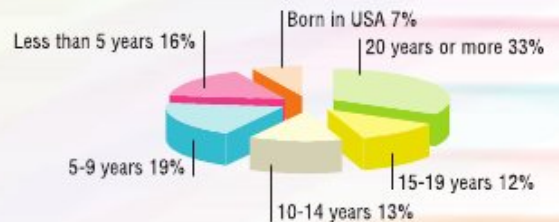
Over the past 10 years, Atlanta's South Asian population has significantly increased due its international airport, low cost of living, premier educational institutions, pleasant weather, potential business opportunities and overall quality of life. Growth will continue!

Median Age - 32 Years

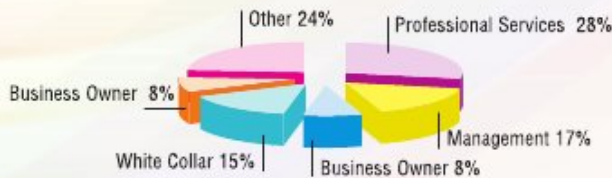
Education



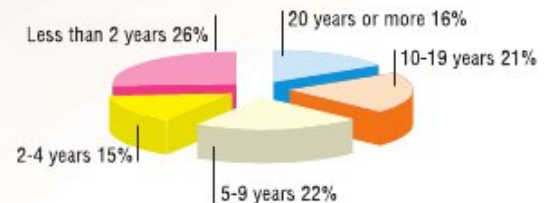
Lived in USA



Profession



Lived in Georgia



Household Income



Primary Language Preferred: English



With Co-workers	95%
With Friends	55%
With Family	27%

Other languages	
Gujarati	18%
Hindi	18%
Tamil	7%
Telugu	7%

Most Popular Websites Visited Within Past 7 Days

AccessAtlanta.com | ajc.com | CNN.com | Google.com | Khabar.com | Yahoo.com | wownow.com

Demographics



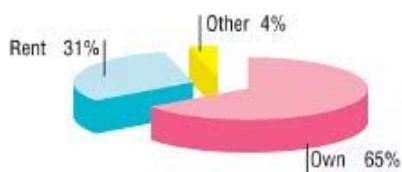
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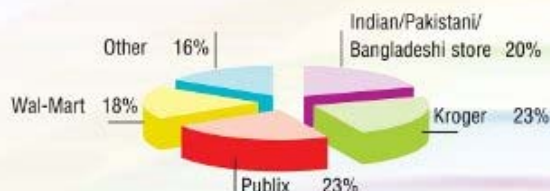


Consumer Preferences

Home Ownership



Grocery Shopping (most popular)



Cable/Satellite Subscription



Comcast	44%
Charter	8%
Dish Network	38%
DirecTV	13%
Other	10%

More than 100% due to multiple subscriptions (cable and satellite)

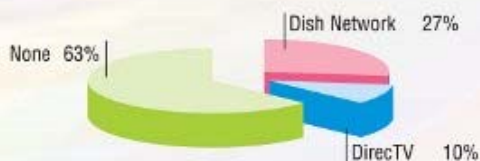
Restaurant Visited in Past 7 Days



Indian	63%
American (casual)	42%
Mexican or Tex-Mex	36%
American (fast food)	34%
Chinese	27%
Thai	24%

More than 100% due to multiple visits

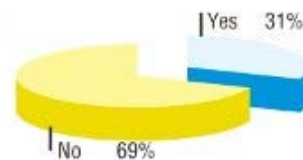
Subscription To Ethnic Entertainment



Cellular/Wireless Subscription



Rupee Checking Account



For more information contact

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South Asians in Atlanta Survey was conducted by WOWNOW, Inc. as an online survey between Fall 2006 and Spring 2007.