

# New TV Network reveals exclusive advertising structure

One advertiser per sector - one Bank, one Airline, one Insurance company



**London, May 2, 2020 ([Issuewire.com](http://Issuewire.com))** - Ogma Media Limited today revealed its advertising model, aimed at businesses looking for a very different network news offering.

The launch of the Ogma media network, which is scheduled March 2021, will see the roll-out of an online news platform, radio stations and three TV channels - a national news television network in the USA, an international news television network, and an international business news television network.

The Ogma advertising structure, revealed today, shows a highly targeted approach to securing advertisers and an equally unique opportunity for them to interact with the Ogma global audience.

“Quite simply, we have reinvented the network news advertising model,” stated Ogma CEO, Neal Lachman. “Each year we will select only one advertiser per industry sector to partner with us for the next 12 months. This represents absolute exclusivity for each of our advertising partners, allowing them to completely dominate their competition.”

The Ogma one-per-segment advertising model equates to, for example, one bank, one airline, one insurer for the period of 12 months.

An advertiser then has a fully tailored suite of options available – selecting the network, region, timeslot -

for all of its messaging.

COO, Lou Schillaci commented “Ogma represents a radical departure from other TV networks and the traditional advertising model. Added to the exclusivity of our offering is the direct interactivity advertisers will enjoy with their target audience, which will be facilitated by Ogma’s proprietary technology.”

“The early feedback we’ve received has validated our decision to go in this direction,” Schillaci added.

For jaded, oversold corporate advertisers Ogma’s interactive and addressable advertising offering provides an unprecedented option in the network TV news sector.

### **About Ogma:**

Ogma Media presents its project as the biggest and most exciting news network launch of the 21st Century. It’s an ambitious project that will reach a global footprint of 100+ million households (200 million people) from day 1, 200+ million households in year 2, and 300+ million households from year 3 onward.

The Ogma news network will provide global coverage, via its own 30 international bureaus, 200+ reporters, 500+ correspondents and analysts. This also includes a staff of 250 based in the UK and 150 staff in the US.

Ogma’s international HQ and main studios are to be London based, while the US HQ and studios will be located in New York City. Additional studios will be based in Brussels, Los Angeles, and Washington D.C. In total, the company will have 15 studios, spread over five locations with seven fully functional control rooms.

Ogma’s main objective is to provide a major, global, trustworthy alternative to the likes of CNN, Al-Jazeera, and the BBC. The diversity of its news network allows Ogma to compete for head to head with the likes of these networks.

This project addresses the increasing lack of distinction between fake and real news, as well as addressing the bias for which mainstream media is criticized.

Ogma embraces the opportunity to stand as an independent TV and news network that has an unwavering commitment to report the truth.

<https://youtu.be/3NVLtevn6YI>

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Source : Ogma Media

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