



We're new in town.  
Consider this our  
introduction...

## 92% of Americans use *multiple* platforms to get the news. (Pew Research)

The competition has *never* been this steep – media outlets are battling old rivals and new, rapidly-multiplying forms of media.

It's time to get **creative**. Primo Multimedia blasts through today's noise and malaise with inspiring programming designed to play on television, radio, mobile devices, online and in your inbox. As experienced members of the media, our fingers are firmly on the pulse of the broadcasting industry. In May 2010, following the FCC's Broadband Plan, twelve major broadcasting networks joined forces to create Pearl Mobile DTV. Then there is Google – the internet giant continues to diversify interests and push technology into the future. Google TV looms, heralding the consolidation of television & the computer and the arrival of a new way to "watch" or experience video/photos/text. Industry leaders understand the strategic implications of these announcements, but no one can predict exactly how this communications revolution will pan out.

Primo Multimedia is here to help you find your footing and keep pace. We offer traditional broadcasters **solutions** to several modern problems: a lack of time and resources, scattered viewers and uninspiring programming. Primo Multimedia is committed to building consistent, identifiable brands that our clients may use in **any medium**. We acknowledge the increasingly competitive nature of the industry and we understand many broadcasters are hungry for cost-effective ways to capture an audience and relay unique content to viewers. Primo delivers. Our invigorating lifestyle brands go beyond the average health, food, fitness and consumer report. Each story we tell is thoroughly researched – designed to impact and inspire a diverse community of viewers.

**Convergent Syndication: it's more than a buzzword, it's the future.**

Daytime talk shows, soaps and half-hour situational comedies have been dealing in syndication for years – but as

new media reshapes the communications industry, syndicators face fresh challenges. Content now goes out across networks, airwaves and digital media sites like YouTube, Vimeo and Blip.tv.

Primo Multimedia's syndicated content is designed to connect traditional broadcasters with these distribution channels – pushing content across as many mediums as possible (and bringing you viewers that you never even knew were out there). Primo Multimedia produces shows that are designed to run *within* shows, on websites and mobile devices. Why should Oprah, Ellen and The Doctors have it all? Get in on the action with Primo's exciting line of syndicated multimedia lifestyle shows: **JamesValles.com** and **The Experts**. These two to three minute mini-shows come complete with web content and social media widgets for easy integration into your product. *Read on...*



FIND US HERE  
+ ELSEWHERE

## FOCUS ON: THE MISSION

Primo Multimedia is an ambitious full-service production house and digital network, employing modern technologies to build communities, bridge communication gaps and help our viewers navigate life. We all possess unique backgrounds and diverse experiences, but Primo believes in certain universal elements of American life: love, family, health, work and play. Our content is focused on these conditions and a general need for programming that enlivens, inspires and challenges viewers. At Primo Multimedia, we believe in quality, despite pressing economic challenges. We believe in big ideas and the power of ambition. But above all else, we believe in people, encouraging our co-workers, partners and viewers to discover their best lives, every day.



## ↓ Primo Multimedia's Services

### BESPOKE by Primo

Our reports, your voice – freshen up newscasts with Primo Multimedia's **BESPOKE** reports. We do the research, the shooting and the legwork. All our clients need to worry about are the few finishing touches that will make each report their own. We deliver an amazing product and we deliver *time* - freeing hours to develop local stories, work sources and make your web content shine. Primo Multimedia aims for the heart and challenges the mind. Our spirited production team is at your disposal, offering fully-customizable packages covering everything from food and fitness to hot topics in tech, money, travel and relationships.



Primo Multimedia offers a new **BESPOKE** report each day and several larger **BESPOKE** productions for those periods when your content really needs to sing. Our custom reports are available on a secure, password-protected FTP server. Contact Primo Multimedia to find out more about rates and licensing fees.

### JamesValles.com (Syndicated)

Check the news. Check the weather. Then get your daily dose of inspiration with

*JamesValles.com*. Let's talk beauty, travel, money, health, heartbreak and more... let's just talk! American television reporter, James Valles hosts daily video reports and online columns, featuring brilliant professional contributors alongside everyday viewers. It's about family at *JamesValles.com*.

Articles, video, live viewer interaction, streaming content – *JamesValles.com* uses it all to tell riveting stories and connect with a community of loyal viewers. Get in touch with Primo Multimedia to learn more about our syndication policy and the myriad of ways we can incorporate *JamesValles.com* into your broadcast, website and mobile device.

### The Experts (Syndicated)

Just try and stump our experts. We may not know everything here at Primo Multimedia but at *The Experts* we will find the answer. We put hundreds of our gurus at your fingertips. E-mail, tweet or Skype in your questions – *The Experts* will get you answers. From timesaving techniques in the kitchen to managing your debt, no matter is too small for our pros.

Sign up with Primo Multimedia and unlock daily reports, interactive chats and informative columns and much, much more.

## Who are we?



**Meredith  
Singer,**  
Managing  
Director

*A renaissance woman, skilled in modern technologies and the spirit of competition – Meredith has worn many hats within the ranks of Viacom, Freedom Communications, Raycom Media and custom-publishing houses from the Northeast to the Deep South. She is a writer, producer, critic and lifelong student of the media. When it comes to business, this Williams College graduate advocates for strategic risk and a benevolent spirit.*

### James Valles,

Creative  
Director



*No stranger to the digital realm – James has been working with new media enterprises since graduating Columbia College Chicago. He helped develop micro-news service BNO News, launched AmericasReport.com and has honed his on-air presence in newsrooms from Chicago, Illinois to Columbus, Georgia. James is ready to share his passion with everyone who will listen.*

## Primo works **with** you...

Primo Multimedia ensures our clients premiere customer care. We will work tirelessly to make sure you are satisfied. Questions and comments are encouraged – Primo promises a prompt response. **Please visit our website to find out more!**

## PRIMO MULTIMEDIA

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