



**MISSION**

To be the premier solutions provider to our clients who require broadcast, advertising and program placements that provide high value and profitable opportunities throughout the international marketplace.

**WHO WE ARE**

EyeVenture is an international media sales company created to facilitate media solutions for Advertisers, Program Suppliers and Broadcasters by delivering programming to meet their collective needs. We recognize and create opportunities to bring the three parties together utilizing our industry proven **eV solutions process** (TM) . EyeVenture connects advertisers and their TV advertising budgets into the center of the program trading business.

Our unique problem solving techniques can help our clients identify and quickly resolve various issues presented by the constantly changing market.

All our individualized solutions are Advertiser supported thus amortizing the cost to the Broadcasters and maximizing the Program Suppliers' international penetration. This approach ensures the advertiser's exposure of the message on air, in the right program and in a viable time period.

In a fragmenting television world, Advertisers, Broadcasters and Program Suppliers are finding it increasingly difficult to achieve their inter-related objectives. With EyeVenture, projects are can be initiated at any time by any party in need of our services.

EyeVenture is an independent company partnered with two major advertising and communications companies; MediaCom Worldwide and CBS Broadcast International. EyeVenture is Headquartered in New York City with offices in **London**, **Hong Kong**, **New York**, **Stamford**.

EyeVenture's unique experience and expertise in both advertising and programming combines the assets of the entertainment triangle into a formulated solution process of balancing the independent needs of Advertisers, Broadcaster and Program Suppliers.

Creating a synergy through the intertwined objectives of the Advertiser, Broadcaster, and Program Supplier is becoming increasingly difficult and complex. EyeVenture has simplified the problems into solution packages personalized for:

- △ Advertisers that require efficient media values with quality audiences
- △ Broadcaster that must meet the ever increasing cost of acquiring programming
- △ Program Suppliers that need to retain or improve program revenues, as well as create opportunities for additional sales.

For more information contact [EyeVenture](#)

**Advertisers-** Advertisers require efficient media values with quality audiences

Advertisers are challenged by the increasing competition for the viewer...the consumer. Advertisers search for the right demographic and the right number of audience eyeballs. Advertisers want to hit the right target, in the right place and at the RIGHT PRICE. Advertisers gain greater control over their advertising environment, competitor activity and media value through allocation of a percentage of their TV budgets to program trading.

Please contact EyeVenture to discuss your specific needs. We will custom design ad media packages with show syndicators, producers, broadcasters, sponsorships, spot inclusions, show format integration and multiple markets.

**Broadcasters-** Broadcasters must meet the ever increasing cost of acquiring programming

Broadcasters face continuing escalation of license fees for quality, current and attractive programming. Broadcasters need to reach a greater audience while ensuring the proper placement of the commercial message to fulfill their obligations to the advertisers. Broadcasters face an eroding market losing viewers to niche cable channels, and alternative new market entrants created by deregulation and new technology. Broadcasters can bridge the program budget limitations and provide attractive, current and competitive program lineup.

Please contact EyeVenture to discuss your specific needs. We will help you acquire or develop top programming to allow you a competitive edge in your marketplace.

**Program Suppliers-** Program Suppliers need to retain or improve program revenues, as well as create opportunities for additional sales.

Programmers who are unprepared to compromise traditional program yields are facing an increasingly saturated marketplace and an increased inability to pay the cost of the most sought after programming. Program Suppliers can find a new and innovative way to bridge program budget deficits and retain sales levels.

Please contact EyeVenture to discuss your specific needs. We will help you attain maximum revenue for your program in international markets.

**WILLIAM KUNKEL, President & CEO, USA**

Bill Kunkel has been actively involved in the international media sales and syndication business for nearly twenty years. As Senior Vice President of CBS International Media in New York he was able to identify a profoundly fresh way to bring new energy into this marketplace with the founding of EyeVenture. Previously, as co-founding partner in Maxam Entertainment he demonstrated his skill and experience in the launching and managing of this successful company. He was Senior Vice President and General Manager of Hearst Entertainment Distribution with responsibilities for sales of syndicated properties, and the creation of strategic partnerships with both programmers and agencies worldwide. As the first President of Tri-Star Pictures Inc.'s Domestic Distribution Bill managed the company up to its acquisition by Columbia Pictures. Bill was also heavily involved in establishing the infrastructure, sales and marketing of syndicated domestic television properties as Vice President of Tribune Entertainment/Tribune Company and as General Sales Manager/Vice President Domestic Sales for Metro-Goldwyn Mayer.

**MICHAEL SCHLAGMAN, Managing Director, Europe & Africa**

As Principal Consultant of Schlagman Media Ltd. Michael was involved in the implementation of a limited commercial strategy for the BBC, including a radio network acquisition in Romania and the creation of online operations. His European experience flourished during tenure as Chief Executive of Katz International Ltd. This international division of the world's oldest independent media sales organization, The Katz Group, utilized his skills for the subsequent acquisition of Independent Radio Sales from Crown Communications and the establishment of the UK's first, and now dominant, cable tv sales operation, Katz Television Sales. As entrepreneur Michael created IMS (International Media Sales Ltd.) to service UK broadcasters outside the UK growing the company through substantial and significant contracts with major programmers and establishing offices throughout Europe.

**WIN T.Y. LAI, Managing Director, Asia**

With prior experience as Media Director of McCann-Erikson Guangming, Win brings to EyeVenture a thorough understanding of media buying, selling, management and client relationships. As Ad Director of Asian Business for Far East Trade Press his experience and knowledge of the Agencies in the Asia/Pacific region create a balance for the business model that is key to the success of EyeVenture. As Sales Executive for the South China Morning Post he was responsible for sales and after sales service in a challenging marketplace where he was able to utilize the experience gained as Senior Media Planner at Leo Burnett and as Media Executive at Saatchi & Saatchi.

**KAREN PASSARO, Director, Finance & Administration, USA / International**

It is essential to build a strong and capable team as well as exceptional management and accounting procedures. Karen's previous experience as an Accounting Manager responsible for budget planning, financial statements and internal controls uniquely qualifies her to develop and implement these systems for EyeVenture. With twenty years of experience in accounting, administration and management Karen completes the EyeVenture Management Team.

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