



# STV

DirectSalesTV

NETWORK

**MEDIA KIT**



## WHAT IS DSTV?

**The Direct Sales Television Network (DSTV)**, is the 1st TV network dedicated to the profession of Direct Sales. Our network represents the 200-billion-dollar industry of Direct Sales. Our network provides fun, uplifting and educational content (from branding, to marketing, to sales, to mindset) to entrepreneurs and aspiring entrepreneurs all over the world, so that they can better their financial futures and lives.

### **MORE SPECIFICS PLEASE**

**The Direct Sales Television Network (DSTV) is an OTT Network that reaches a direct OTT audience of over 20 million and growing**, and is streamed on Chromecast, ROKU, AppleTV, Amazon FireTV and other Internet TV networks across the globe. All DSTV programming is live streamed and on-demand.

We offer top Direct Sales Leaders the benefits of a customized international, branded channel including, reaching aspiring entrepreneurs and those seeking additional income around the globe.

DSTV is the 1st TV network dedicated exclusively to the profession of Direct Sales and has exclusivity in the Direct Sales category with AppleTV.

We are the destination for direct sales reps and aspiring entrepreneurs, globally, to learn about Direct Sales and get trained by top leaders in the industry. And, for those seeking opportunities, this is the perfect platform to find affordable ways to increase their household income.

### **WHAT IS THE DSTV VISION?**

**The DSTV Vision is to... Solve The Global Job Crisis!**

Look at these statistics:

Global Unemployment is 5.8 % (201 million people) and is expected to rise by 2.7% in 2018

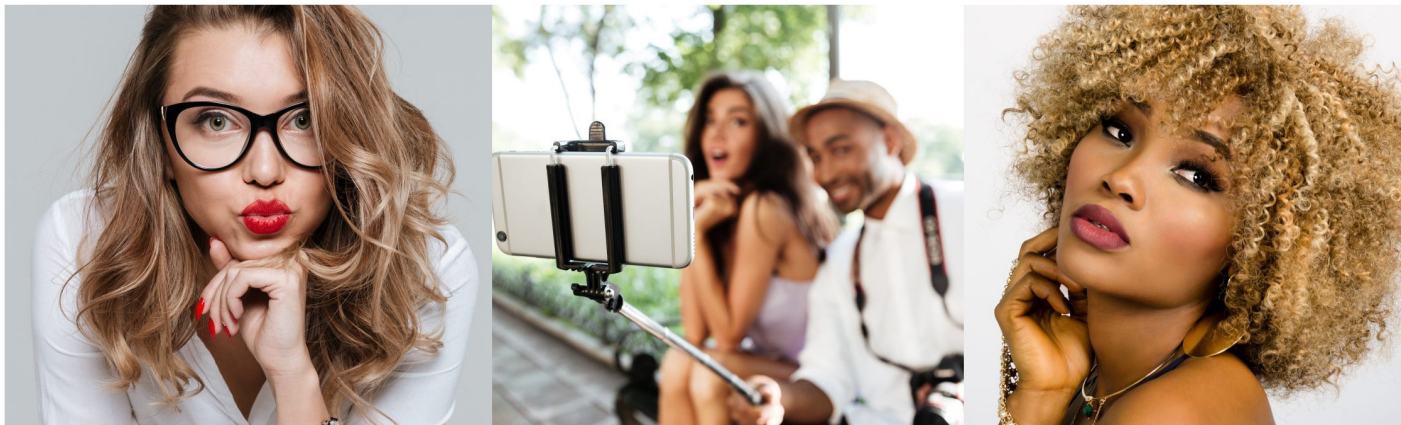
Even more alarming is that 42% of total employment is considered “vulnerable employment” – meaning that 42% of those with jobs could lose them at any time.

And just downright unacceptable, 290 million youth (15-24) are not even included in the labor market due to lack of skills, cultural issues (like girls not being allowed to learn), poor economic conditions, etc.

We know our vision is **bold**. But, it's what we're committed to, and already working towards, having garnered support from the biggest organizations in the Direct Sales Industry, including Networking Times.

We accomplish our vision by shining a light on the Influencers/Leaders/Supporters in the Direct Sales Profession who are responsible for the 200+ billion dollars spent a year in this market.

Here at DSTV, we are futurists and given the incredible growth in the Direct Sales Industry and the opportunity it provides people across the globe, we knew it was time to create a virtual meeting place for Direct Sellers to collaborate, motivate and strengthen their collective evolvement to leadership greatness. Through that leadership, aspiring entrepreneurs across the globe will launch new businesses – creating financial growth and freedom for themselves and their families, thus supporting a global community.



## **WHAT WE BELIEVE**

### **DIRECT SELLERS TRANSFORM THE WORLD**

Direct sales is the fastest growing sector in the entrepreneurial marketplace. It creates more millionaires than any other profession in the world. It is also the **ONLY** profession that can solve the global “lack of jobs” crisis...by providing affordable opportunities to those who need it.

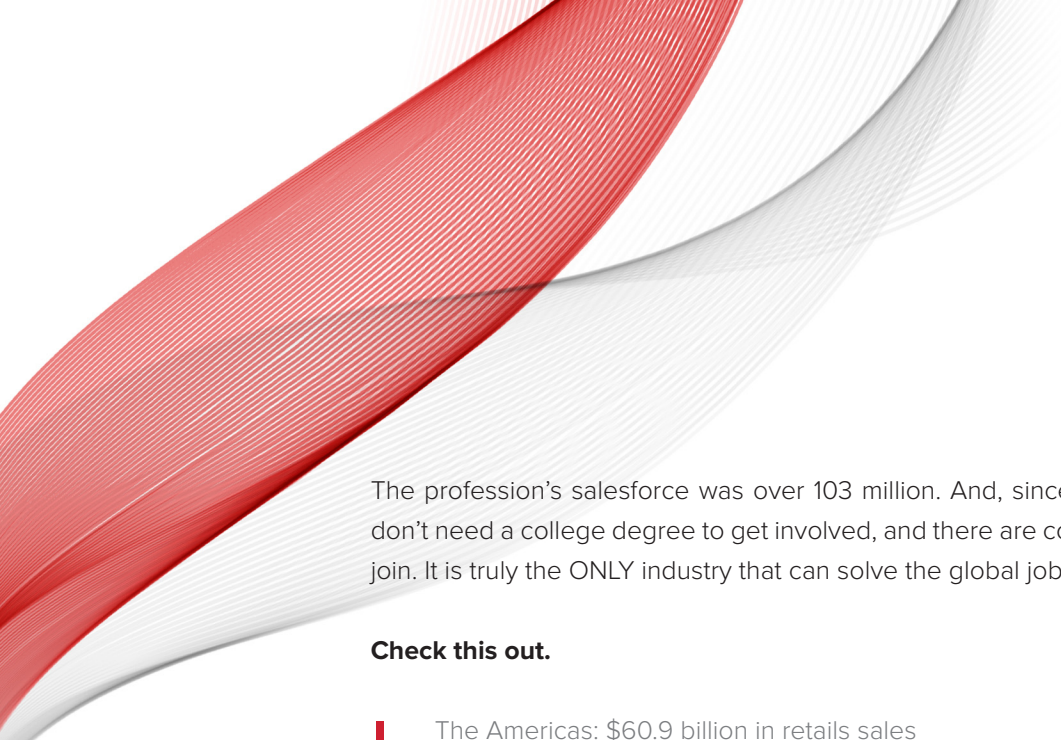
### **DIRECT SELLERS & SUPPORTERS SHOULD SHINE.**

Whether a direct sales company, direct sales leader or company supporting the direct sales industry, you're making a **HUGE** difference. You are helping to solve the global job crisis. You work hard, every day, to reach men and women who want to better their lives. So our commitment is to shine the light on you.

## **WHY DIRECT SALES?**

Simple...because the Direct Sales industry is breaking records. This isn't 100 years ago when companies like Avon, Mary Kay and Amway were criticized. Direct Sales is a multi-billion-dollar industry that has become sophisticated, offering aspiring entrepreneurs an opportunity to start their own business for as little as 100 dollars and offering them the latest technology and training to help them generate additional household income. The Direct Sales Industry is not just a contender in the world of “Solo-Preneurship,” it's a contender in the world as an economic powerhouse. In 2016, global retail sales were over \$182 billion.





The profession's salesforce was over 103 million. And, since buy-in is so affordable, you don't need a college degree to get involved, and there are companies all over the world to join. It is truly the ONLY industry that can solve the global job crisis.

**Check this out.**

The Americas: \$60.9 billion in retail sales

Europe: \$36.6 billion in retail sales

Asia Pacific: \$83.8 billion in retail sales

Emerging Markets – The Middle East & Africa: \$1.4 billion in retail sales

**People buy from those they know, like and trust.** The entire Direct Sales Industry is leveraged on relationships. Put your brand in front of the leaders/influencers that have the relationships, and your brand will thrive.

**Millennials, Baby boomers and everyone in between are looking for opportunities that give them freedom and money.** Jobs are hard to come by. Starting a new, traditional business costs a lot of money. People today want to manage their own time. They want a flexible schedule and the ability to make as little or as much money as they want. The “travel while you work” movement (created by the millenipreneur) is booming. Becoming a direct sales professional offers all of these benefits (work anywhere, any time,) and you can get started for as little as a hundred dollars.



**This industry thrives on economic growth and prosperity in the micro-economic conditions of any country. In fact, when economic times are tough, the Direct Sales industry grows even more.”**

-Carlo Ledezma, VP for Mexico's Direct Sales Association



## WHO'S WATCHING?

The people watching are those already in direct sales and those interested in direct sales (aspiring entrepreneurs.) Bottom line, they are people looking for more money. Some are looking for a little additional income; some are looking for a lot. But everyone is watching to learn from the leaders in the profession about growing a successful Direct Sales business.

### TOTAL DSTV TARGET DEMOGRAPHIC OVER 200 BILLION

Via OTT Networks: AppleTV, ROKU, Chromecast, Amazon Fire & others = **20 MILLION+**

#### GLOBAL HOUSEHOLDS

Via TV Show Hosts' Fan base: **10 MILLION+**

Via Strategic Alliances: **5 MILLION+**

Via Marketing Initiatives Targeting Aspiring Entrepreneurs across multiple niche markets:  
Women, Millennials, Baby Boomers, Spanish/Asian Markets, existing Direct Sales Consumers: **WELL OVER 200 BILLION**

### OUR GROWTH: We have literally only been around for 40 days:

Our Website Numbers Have Increased by **25%**

Our Online Numbers Have Increased **40%**

We have over **60 HOSTS**

We add, on average, **10 HOSTS PER MONTH**

### SOME STATISTICS:

In 2016, global retail sales in the Direct Sales Market were over **\$182 billion**.

In 2016, the Direct Sales Industry's Salesforce was over **\$103 million**.

Those seeking entrepreneurship has exploded with the rise of "millenipreneurs."

**82%** percent of Direct Sales leaders and consumers are women!

## HOW CAN DSTV IMPROVE YOUR BRAND IMAGE & PROFITS?

**Be front and center of a 182.6-billion-dollar industry and the fastest growing sector in the entrepreneurial marketplace...Direct Sales.**

**Be 1st!** DSTV is the 1st & Only OTT Network Dedicated to the 200 billion and growing Direct Sales Profession (With exclusivity on AppleTV.)

### **Get Exposure!**

**Marketing Initiatives:** Your brand will be represented across our vast marketing initiatives including: email campaigns, advertising, PR, SEO, podcasts, social media (posts/FB lives/events), live & virtual events, print, blogging, and partner opportunities.

**Press:** We have a comprehensive media plan and your brand will be represented in our: press releases, articles, interviews, TV spots, radio. DSTV has already been featured on Fox, CBS, ABC, Washington Post, NBC, and in Networking Times.

**Get Access to our respected & renowned partner list:** We want to make sure that you get as much support and exposure as we can provide. We have a vast and renowned list of partners that include: DSTV Hosts, top leaders, and the most respected organizations in the Direct Sales industry including Networking Times.

**Company Credibility:** You will now be a leader in the 1st and **only** OTT TV Network for the Direct Sales Industry.

**Add Value and Support Your Client List:** By showing your support for DSTV and its Direct Sales TV Hosts, you support the Direct Sales Companies you represent.

**Be Seen Worldwide:** DSTV's TV Show Hosts, along with their fan bases, are from around the world: The Americas, Europe, Asia-Pacific and emerging with strength is the Middle East and Africa. Our TV Show Hosts and marketing efforts will target people and companies in all of those areas.

**Receive Measurable Engagement & Customization:** We don't do anything "cookie-cutter." So, DSTV will work with you to measure engagement and activation, create customized campaigns, and discuss on and off-site opportunities at live/virtual events. And if there is an idea you have that we haven't thought of or discussed, bring it to us. We want to explore mutually beneficial opportunities, always. Especially with our partners.

**Be Part of Our Social Mission to Solve the Global Job Crisis:** Bottom line, we are working tirelessly to reach aspiring entrepreneurs and those in need of additional income so that we can contribute to the betterment of their lives. Companies, unfortunately, cannot be formed fast enough to meet the demand for jobs globally, nor can they accommodate the varying abilities of those needing jobs. The Direct Sales Industry is the **ONLY** industry that can make a substantial difference in the lives of families and individuals around the world.



# THE NETWORK & BROADCASTERS

## WHAT TYPES OF SHOWS ARE ON OUR NETWORK?

We have all different types of shows represented across multiple Channel Categories including: health & wellness, beauty, housewares, financial, business, empowerment, etc.

## WHO ARE THE TV SHOW HOSTS?

They are companies that support the Direct Sales Industry. They are top leaders and trailblazers in the Direct Sales Industry with significant fan/team followings representing millions of followers. They stand in front of hundreds of thousands to share their message of possibility, inspiration and achievement. Many have achieved millions in the direct sales space.

### These hosts are committed to:

Sharing their message, passion & expertise with entrepreneurs and aspiring entrepreneurs around the world so that they can better their businesses and lives.

Reaching consumers interested in purchasing high quality products & services in various categories including: health & wellness, beauty, housewares, financial, etc.

## WHAT IS THE FUTURE OF INTERNET TELEVISION & DSTV?

Simply put, streaming is a term used to describe how content (a movie, TV episode, DSTV programming) is delivered to televisions and over the internet – as opposed to more traditional methods of watching content, like over-the-air antennas or cable TV.

All DSTV programming is Live, Streamed and On-demand. When viewers watch the DSTV channel on ROKU or other devices, it's as easy as selecting DSTV - the only Direct Sales Channel and then sitting back to watch. Our programming is free to visitors so our Partners get the maximum exposure and we even give viewers the opportunity to watch archives, where once again your company's branding can be seen. Each TV host on DSTV gets a branded channel and we market you to our partnerships and hosts. ROKU, AppleTV, and Chromecast are just a few of the mediums we use to broadcast DSTV with your brand.

But most notably, people are changing the way they consume TV. They are cutting the cable-cord... fast! According to a new industry report from eMarketer, there will be 22.2 million cord cutters ages 18 and older this year - a figure that's up 33.2 percent over 2016. In addition, the "cord-nevers" - those consumers who will never choose to subscribe to traditional cable or satellite TV - is skyrocketing – estimated to reach 34.4 million in 2017. So between cord-cutters and cord-nevers, there will be 56.6 million U.S. non-paying TV viewers this year.

## COMPANIES REPRESENTED ON OUR NETWORK:

NuSkin  
Younique  
Ambit Energy  
DoTerra  
Young Living  
MLM Help Desk  
Juice Plus  
Total Life Changes (TLC)  
Isagenix  
Direct Cellars  
Modere  
Cinch Share  
Shuffle  
Ray Higdon Group  
...And more rolling out each month



INTERNET TV

## Grow Your Team with the "New TV"

Bringing the World Together... One Network Marketer at a Time

By Amy Applebaum

With today's Internet TV, consumers get to choose *what* they want to watch, *when* they want to watch it. So what exactly is this "new TV"?

It's hot, relevant, and growing fast. OTT\* networks give smart business professionals the ability to create content and get that "TV" exposure they're looking for. OTT TV gives them the added benefit of being in front of an audience of targeted viewers vs. random viewers, as is the case with YouTube. This is why content hubs like AppleTV, Roku, and Chromecast have already over 20 million viewers, while growing exponentially... and they invite this OTT content on their platforms.



What does this mean for you, the network marketing professional?

With the release of DirectSales.TV (accessible through Apple TV, Roku, Chromecast, Amazon Fire, and more), the first TV network dedicated to the profession, you have a chance to get your products/ services and opportunity out to an audience of people who are actually looking for your content. You can now be on television (online) in front of a targeted audience with a targeted message, while being in control over your own content, online copy, and advertising.

DirectSales.TV brings the network marketing community together by showcasing global influencers and top leaders. It gives the show hosts or content providers the ability to educate, inform, and provide opportunity to a greater global community.

People all over the world need money and freedom. Whether they want to keep a roof over their head, put their kids through college, or give to others, they need a new opportunity in their life. There will never be enough jobs or freelance positions to offer these people. Direct sales is an answer to this crisis.

For less than a hundred dollars, these aspiring job seekers and entrepreneurs, as you know, can begin earning an income almost immediately. What this means is that people, all over the world, need what you have. And they need a way to find you.

The Direct Sales TV network will unite network marketing professionals all over the world by highlighting its leaders on this niche, global TV platform.

It provides a hub for all the opportunity seekers around the world to learn what the direct sales / network marketing profession can do for their lives.

Join us on [www.DirectSales.TV](http://www.DirectSales.TV) to find out how you can be a show host and help us spread the word.

*AMY APPLEBAUM is a mom-preneur, business coach, author, and media personality. She cofounded DirectSales.TV with Esther Spina and Pasha Carter.*

Also Featured On:





## WHY PARTNER **NOW** VS **LATER**?

**The Direct Sales market is growing at an unprecedented rate.** The goal is to secure a dominant share of this market, now.

**DSTV has exclusive access to AppleTV, ROKU, and Chromecast viewers** and the OTT viewership is growing exponentially everyday. From 2016 to 2017, viewership went from 300K to over 20 million. By the end of 2017, there will be 56.6 million U.S., non-paying TV viewers.

**DSTV founders have access to the most influential leaders and organizations in the Direct Sales profession and will introduce your brand to them.**

**Direct Sales Television Network (DSTV) is the exclusive DIRECT SALES CHANNEL (OTT).** We are an Over the Top cable company and we integrate through our APP with networks like AppleTV, ROKU, Chromecast, and many others. And, the DSTV platform takes it one step further than other networks, by adding: live stream, on demand, social sharing and private channels for our hosts.

**IF YOU ARE INTERESTED IN REACHING MILLIONS OF VIEWERS, NOW IS THE TIME TO CONTACT US TO BEGIN A DSTV PARTNERSHIP.**

“What we see is the growth of broadband-only homes. Cord cutting is happening, and it's been happening for years.”

-Sling TV CEO Roger Lynch



# ABOUT OUR FOUNDERS





## **JAYNE RIOS,** CO-FOUNDER & CEO

Jayne is a nationally recognized Speaker, Author, Visionary co-Founder of Direct Sales Television Network (DSTV) as well as Women's Broadcast Television Network (WBTVN) and CEO of Women's Global Leadership Alliance. Jayne has 30 years of experience in television, video and internet marketing. She founded and sold her first company KungFuzos Video years before video was popular and she created an intellectual property eLearning system, proving her ability as a visionary leader.

Jayne won the Innovative Woman of the Year from Today's Innovative Woman and the International Collaborator of the Year from the Public Speakers Association. Her work with ministries globally has opened doors in China, Africa, Middle East and Latin/South America. For anyone who has a dream of taking their business to the next level, her story will inspire you today to take action and turn your passion into a reality.



*My passion is to empower and equip women by helping them realize their untapped potential for creating unlimited income on the internet and teaching them to become thought leaders in their occupations.”*

*- Jayne Rios*





## **AMY APPLEBAUM,** CO-FOUNDER & COO

Over the past decade, Amy has helped tens of thousands of women, across the globe, break through barriers inhibiting their success and happiness via her groundbreaking six step process and book, “Frustrated to Fabulous,” a formula for success for busy women. Once her clients understand the process, Amy works with them, step by step, providing strategy, direction, accountability and mindset training to help them explode their business. She’s been featured on ABC, CNN, TLC, Dr. Drew’s LifeChangers, Martha Stewart Radio and featured in Teen, Shape, Cosmopolitan, Woman’s World, and The New York Times, among others.

Amy became a certified hypnotherapist because she believes that success is just as much about “how you think” as it is “what you do.” So, to help her clients develop successful, empowered thinking to support the actions they take everyday, she created over 100 guided meditation audiobooks / apps that have been met with 5 star reviews and bestseller status. You can find them on her website [AmyApplebaum.com](http://AmyApplebaum.com), as well as traditional platforms like: iTunes, Amazon, Audible and others.

When Amy isn’t helping her clients, she is trying to keep her full life balanced. She is a new mom - to the most incredible little girl, and spends every waking moment she can with her family.

To continue her commitment to the success of entrepreneurs, she co-founded Direct Sales Television (DSTV) with her co-founders, Esther Spina, Jayne Rios and Pasha Carter.



*I believe that the Direct Sales Industry is the **ONLY** profession that can solve the global job crisis and create opportunity for anyone committed and willing to step up.”*

*- Amy Applebaum*





## **ESTHER SPINA,** CO-FOUNDER & VP OF TALENT ACQUISITION

In 2006, Esther joined a network marketing company and in only three years, was promoted to National Consultant, the highest level in the company. Her passionate work ethic and distinguished sales strategies helped her earn numerous accolades including Top 10 money earner ten years in a row and Millionaire Club member 7 years in a row. Esther was personally selected by the CEO of the company to be awarded the Leadership Award for her invaluable combination of leadership, integrity, teamwork and character.

In 2008, Esther concentrated her passion of developing others personally and professionally by founding a network called Ambitious Women. Since then, she and a group of like-minded women have hosted nine annual Ambitious Women Conferences focused on building and developing the businesses and lives of women in the network marketing community.

The Direct Sales TV Network was the perfect compliment to an existing vision of uplifting the Direct Sales profession.



*I take great pride in passing the direct sales profession to those I love, specifically my family. I have four grown children and seven beautiful grandchildren. All of my children are entrepreneurs and enjoy flexible schedules and financial freedom. Working diligently to earn that lifestyle is a cornerstone to my success and I want to help others realize that success as well."*

*- Esther Spina*





## **PASHA CARTER,** CO-FOUNDER & BRAND AMBASSADOR

Pasha Carter is an internationally sought after speaker, trainer, and marketing and sales expert. She is known as an industry legend and one of America's most famous and most influential Direct Sales Leaders. Pasha has built sales organizations totaling over 100,000 distributors expanding into several countries. She was also ranked in the Top 15 Female Networkers in The World out of over 14 million women worldwide. Pasha was personally selected to assist The John Maxwell Company with one of their most successful projects to date, which was a leadership simulcast to over 100,000 viewers in over 70 countries. She was the featured speaker and trainer to take the stage with Dr. John C. Maxwell to launch The 15 Laws Of Growth For Network Marketing. This has led to an ongoing leadership forum that has catapulted The John Maxwell Company to new heights of growth and momentum.

Pasha has spoken on stages with audiences of more than 20,000. She has done thousands of live events around the world, and has taught in excess of a million people how to become leaders, team builders, and top-producing sales people. She has shared the stage with virtually every major speaker in the Personal Development and Business Leadership space. These people include Anthony Robbins, Mark Victor Hansen, Les Brown, Robert Kiyosaki and Eric Thomas to name a few.

Her passion is seeing people break through the financial bondage and excuses that stop them from reaching true freedom...emotionally, mentally, physically, spiritually and financially.



*My mission is to educate others on the **REALITY OF** and the **CHOICE OF** true Financial Freedom... and to teach people how to Earn More, Keep More, and Invest More; so that they can Live More!"*

*- Pasha Carter*





Direct**Sales**TV  
NETWORK

 [directsalestv](#)

 [DSTVNetwork](#)

[www.directsales.tv](http://www.directsales.tv)

[www.directsalestvnetwork.com](http://www.directsalestvnetwork.com)

[media@directsales.tv](mailto:media@directsales.tv)