

Cooking Shows on IPTV

Before the Food Network,
there was
Julia Child and PBS.

Cooking programs on
IPTV are weekly
appointment television
for our viewers.

Iowa Ingredient



America's
TEST KITCHEN

GIAO ITALIA



*Martha Bakes &
Martha Stewart's Cooking School*



THE PIONEER OF FOOD & COOKING PROGRAMS IS PBS.

IPTV airs 5 hours of cooking instruction programming weekends from 11 am – 4 pm on IPTV .1 Our viewers relish programs such as:

- *America's Test Kitchen*
- *Cook's Country from America's Test Kitchen*
- *Ciao Italia, the longest-running cooking program on television*
- *Martha Stewart's Cooking School & Martha Bakes*
- *Simply Ming*
- *Lidia's Kitchen*
- *Mexico, One Plate at a Time with Rick Bayless*
- *The Mind of a Chef*
- *Moveable Feast with Fine Cooking*

Viewers of IPTV's cooking shows are a highly engaged, educated and affluent audience who appreciate good food, wine and craft beer. They also enjoy traveling, live an active lifestyle and they care about the environment.

Compared to the average adult, IPTV viewers of cooking shows are:

- 99% more likely to engage in cooking for fun 2+ times per week.
- 93% more likely to have consumed 6+ glasses of imported dinner/table wine in the past week.
- 40% more likely to have consumed 9+ glasses of premium domestic beer/ale in the past week.
- 47% more likely to agree with the statement, "I always check the ingredients and nutritional content of food products before I buy them."
- 47% more likely to have spent \$6,000+ on foreign vacations in the past 12 months.
- 69% more likely to say that family/friends often ask for and trust their advice on environmentally-friendly products.

The cooking programs featured on IPTV are destination television for our viewers. This presents an opportunity for your company to get its name, logo and message in front of a highly engaged audience.

