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## Ventura Broadcasting Company

a division of Ventura TV Video Appliance Center, Inc.  
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# FREE PROGRAM GUIDE COMING TO KVHF 4.1

## Ventura Broadcasting Company to launch on-screen guide for Valley digital TV viewers.

**FRESNO, CA – May 5, 2015** – Central Valley viewers will soon see a new guide service on digital channel KVHF 4.1, which is scheduled to launch later this month. This featured-packed on-screen program guide is destined to be a frequently visited channel as it will provide Valley viewers with a long-awaited service.

“We strive to satisfy the requests of our viewers,” stated Mark Shirin, President of Ventura Broadcasting Company in a recent interview. “One of the biggest complaints that viewers have expressed to us is that there was not a convenient way to get local program information,” continued Shirin. “While we have gone to great lengths to make program guides available online and on mobile devices via our website [[www.venturabroadcasting.com](http://www.venturabroadcasting.com)], that simply wasn’t always convenient for our viewers. So, we’re really excited to launch this service and we think our viewers will be too.” Shirin added.

CURRENT TIME		62°F Fresno, CA		Today 82°F	Tonight 58°F	Tomorrow 78°F
10:49 AM	10:30 AM	11:00 AM	11:30 AM			
getTV 21.2	He Laughed Last		The Little Princess			
ESCAPE 21.3	The FBI Files		The FBI Files			
GRIT 21.4	The Last Detail		Flame of the Barbary Coast			
22.2	Kate and Mallory Fashions		Kate and Mallory Fashions			
NBC 23	Today		KSEE 24 Midday News			
24.1	Las noches de LATV		Lo que no sabías		Rokamole!	
24.2	The Wendy Williams Show		Valley Life		KMPH News Midday	
FOX 26.1	Kiss Me, Stupid					

The guide lists all local over-the-air channels, providing viewers with the most accurate and up-to-date program listings for scores of free digital television channels. Programming information is updated in real-time as national networks deliver their program data to VBC’s guide provider.

“We’re extremely pleased with the high level of technical support we’re receiving from DSI,” commented Shirin when asked about his multi-year contract with Display Systems International, Inc., one of North America’s leading providers of scrolling TV listings. “The interface looks just as good as satellite and cable program guides, which is something we know our viewers will appreciate.” Shirin noted.

Viewers may also tune-in to KVHF 4.1 to check the local time and weather conditions/forecasts provided by the National Weather Service, as well as, view local announcements.

In addition to the guide, the channel will also offer streaming audio powered by Biz Talk Radio, a nationally syndicated talk-radio network. Biz Talk Radio is committed to original, entertaining and compelling business related programming. Show themes include: Sales & Marketing, Management, Finance, and Work-Life Balance.

“This will be the ‘go-to’ place to get the latest TV program schedules, to check local weather, and to be entertained and informed through a unique talk-radio experience.” Shirin stated. “And the best part of it

all, is that this guide is not just limited to our own channels, but we've included program information for all local broadcast channels." Shirin concluded.

Viewers in Central California can now tune in to over 85, free, digital broadcast television channels 24 hours a day, by simply connecting an outdoor antenna to their digital TV or converter box.

#### **VBC CHANNEL LINE-UP AS OF MAY 2015**

<b>KGMC 43.6</b>	<b>KVHF 4 For Men</b>	<b>KVBC 13 Variety</b>	<b>KBID 31 International</b>
43.6 – MeTV	4.1 – VBC Program Guide 4.2 – Tuff TV 4.3 – Untamed Sports 4.4 – REV'N 4.6 – BizTV 4.7 – Launch TV	13.1 – MeTV 13.2 – Heartland 13.3 – Movies! 13.4 – Retro TV 13.5 – Justice Network 13.6 – YouToo America 13.7 – Jewelry TV 13.8 – Ventura Channel 13.9 – Dr. TV 13.10 – PBJ	31.1 – EuroNews* 31.2 – MiCasa 31.3 – Al Mayadeen News 31.4 – Diya TV 31.5 – AMGA TV 31.6 – Armenia 1 31.7 – Noor TV

\* Also available in Russian language. Look for channel language settings from your TV's audio options menu.

#### **About Display Systems International**

Established in 1983, Display Systems International is one of the largest providers of scrolling TV listings in North America. Every day DSI listings data and character generators keep millions of viewers informed about cable programming and local events.

To learn more, visit: <http://www.displaysystemsintl.com>

#### **About Ventura Broadcasting Company**

Launched in June 2011, Ventura Broadcasting Company (VBC) became the first retailer-owned television broadcasting company in the United States. VBC's channel lineup features its flagship network, MeTV, which is currently ranked the #1 classic TV network in the country per 2015 Nielsen ratings. MeTV is seen on KGMC 43.6, KVBC 13.1, Xfinity 187, and Northland Cable 2 & 9. Since April 2014, VBC has continuously expanded its broadcast operations to include over twenty additional networks of diverse content appealing to multicultural groups and delivering previously unavailable niche programming to the general public.

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