



Inspire Michigan

MOTOR CITY TV

AT LONG LAST
A CABLE TV NETWORK IN

DETROIT

Presented by

JOSEPH GOUGH

INSPIRE MICHIGAN

MOTOR CITY TV

The Nuts & Bolts

- Cities as small as Albuquerque have cable TV networks powering their local economies
- Detroit is the Automotive capital of the world, yet all the car shows are produced elsewhere?
- The loss of *SPEED* has left a void for viewers
- Detroit has the greatest television advertising buying power in country thanks to the Big Three and several other large TV advertisers
- Detroit has never leveraged that buying power into “combined action” with TV Networks...

Buying a TV Network

The concept is to enter into a Joint Venture with an established media conglomerate: Discovery, Scripps, NBC Universal, Viacom, Turner, etc.

Purchase a controlling interest, but keep the established company invested in the network's continued success. This keeps your ad sales staff, carriage leverage, and programming teams largely intact. Yet, allows you to make the necessary changes and relocate the network to Detroit.

Examples: Discovery and Harpo Productions in OWN Network, Lucas Oil and MAVtv, Esquire and NBC Universal, Discovery & Hasbro in the HUB children's network.

The Beauty of Leverage

- If the Big Three collaborate with their suppliers, dealers, racing companies and other auto-related brands, the combined ad buying power could easily guarantee the annual operating budget, along with purchase price via traditional financing
- The capital efficiency of moving network operations closer to Detroit coupled with the easily accessible Michigan film incentives and state tax abatements, would provide the JV entity with an expedited and guaranteed path to profitability

Southeast Michigan *(Location Assets)*

- Michigan International Speedway
- Milan Dragway and Short Tracks
- Ford, GM, and Chrysler Test Tracks and Proving Grounds
- Big Three Tech Centers and Engineering
- Belle Isle, Grand Prix, Gold Cup, Air Races
- Automotive dealers, investors and suppliers
- Auto Baron Historical Landmarks
- Classic Car Collections-Dream Cruise
- Best in class car shooters and post production

Production Assets= Capital Efficiency

- Producers, Camera, and Talent that know VEHICLES
- Generous film incentive program for infrastructure
- Empty studios and low cost venue rates
- More qualified crew with lower labor costs
- Physical locations, industrial expertise, and subject matter content focused on the steel and wheels
- Racing legends: Penske & Roush & Kalitta... Even hydroplanes race in Detroit!
- Investors and Content producers who know the industry better than anyone in the world

MOTOR CITY TV

Perfect Storm for the City



Inspire Michigan Summary

By bringing a cable television network to Detroit the auto industry will be making a huge statement:

1. We believe in Detroit and we are committed to making this a vibrant world class city again
2. We want to create high paying diversified jobs in the City of Detroit and stop the creative brain drain
3. We want to drive economic development in the City
4. We want to own the highest profile media platform for vehicles and auto-related content
5. We want greater control over our media investments and branded entertainment productions

MOTOR CITY TV

Contact

Inspire Michigan is a 501(c)3 Non-Profit with a mission to nurture economic development in media, education, and technology.

Joseph W. Gough

President & Founder

248.506.0268

joe@inspiremichigan.com