

Carl Terzian Associates Partners With Big Media USA To Increase Client Awareness Via Internet Broadcasting

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Carl Terzian Associates (CTA), a boutique public relations firm, has partnered with Big Media USA, an Internet broadcasting company, to increase awareness of CTA's clients through the Internet and to promote Big Media USA.

"Broadcasting through the Internet has become an important marketing tool in reaching specific audiences," said CTA Vice President for Media Jim Goyjer. "This approach is much more informative and cost effective than traditional advertising."

"Since we launched Big Media USA four years ago the interest in Internet broadcasting and in our radio and television services has grown exponentially." said Chairman and CEO Tony DeMaio. "We continually have to upgrade our broadcast platform to accommodate those who want to be part of this new medium to gain exposure."

Big Media USA has 11 networks with categories ranging from for-profit professional services and businesses to nonprofit organizations and trade associations. Under each category are a number of stations on specific subjects. Each subject matter has its own set of channels that are hosted by various organizations, businesses or individuals. Every channel covers a discussion area or a theme that is explored through interviews with experts.

Each audio or video interview program is normally thirty minutes long and is available instantly on Big Media USA's On-Demand 24/7 streaming service. The program can also be imbedded on the interviewee's own website and blog and available as a podcast and are downloadable. In addition, it can be placed on other relevant partnering websites on the Internet, maximizing exposure.

In April 2010 Arbitron Inc. and Edison Research released their latest study "The Infinite Dial 2009." This study showed that the usage rate of digital audio platforms, such as online radio, iPods, podcasting, etc., has increased significantly since 2008. The study reported that the weekly online radio audience grew from 33 million in 2008 to roughly 42 million Americans in 2009. Online radio reaches 20 percent of 25-to-54 year-olds, up from 15 percent in 2008.

Overall, the Internet radio audience is highly coveted by advertisers and less costly than advertising. The study found that online radio listeners are more likely to be upscale, well-educated, and employed full time: 54 percent of weekly online radio listeners are employed full-time; 16 percent of weekly online radio listeners live in homes with an annual income greater than \$100,000; 37 percent of weekly online radio listeners have a college degree or higher education level.

About Carl Terzian Associates

Carl Terzian Associates (CTA) is a full-service agency that is celebrating 41 years of public relations services to clients in such fields as law, healthcare, entertainment, products, real estate, banking, education, hospitality, and nonprofits. They specialize in networking - conducting over 800 networking events throughout California annually for clients - crisis management, media placement, special events and image building. For more information www.carlterzianpr.com

About Big Media USA

Established in 2006 Big Media USA is an Internet broadcasting company. It's innovative platform makes navigation simple and straight-forward, giving anyone instant access to quality radio and TV programming covering a wide variety of topics on numerous stations and channels. All the shows are free of charge and On-Demand 24/7. For more information go to

www.bigmediausa.com.

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