

YOUTUBE SOLUTIONS

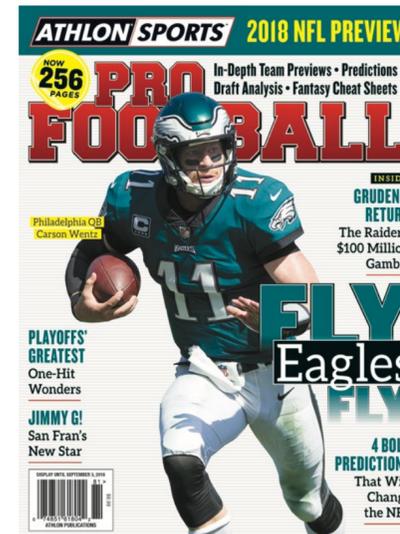
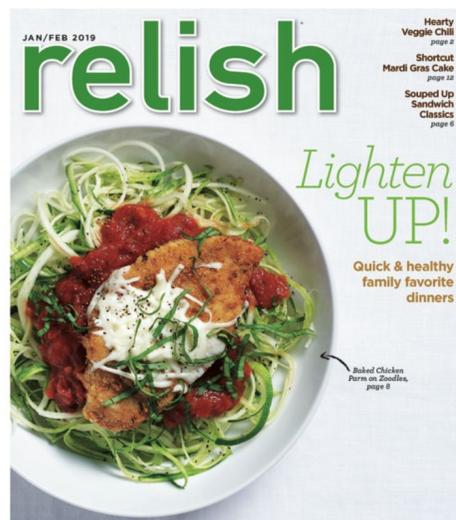
2019 MEGA-CONFERENCE

ATHLON
MEDIA
GROUP

AMG
Parade

MADE
IN NETWORK

ATHLON MEDIA GROUP **AMG**
Parade





BUILDING A YOUTUBE PRESENCE

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WHY YOUTUBE?



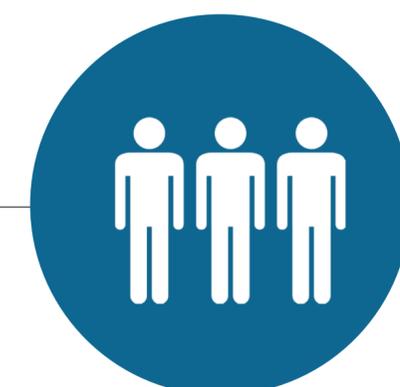
1 BILLION

Monthly active users on YouTube. If YouTube was a country it would be the 3rd most populated in the world.



44 PERCENT

Time in front of the TV has declined, but 18-49 year-olds' time on YouTube has jumped 44%.



18-49 YEAR OLDS

YouTube reaches more in this demographic than any cable network in the US.

BUILDING A YOUTUBE PRESENCE



COMMUNITY TABLE



PARADE

ABOUT MADE IN NETWORK

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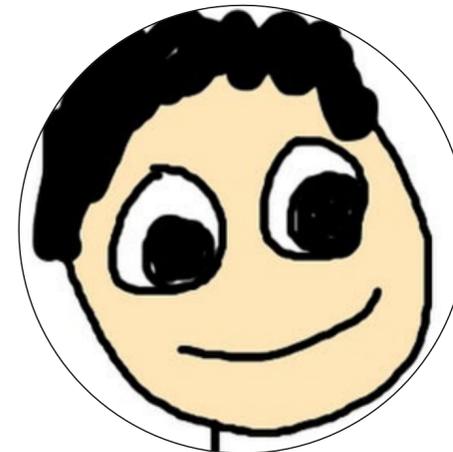
MADE
IN NETWORK



WE BUILD YOUTUBE CHANNELS

Based in Nashville, Tennessee, Made In Network operates on the belief that creating original content on YouTube is the future of entertainment.

- We are responsible for some of the most successful and watched channels on the platform, **garnering over 250 million views a month** through successful YouTube channel management programs as well as custom video integrations for the world's top consumer brands.
- Made In Network is one of only a few companies in the world with YouTube certifications in Channel Growth, Asset Monetization, Content Ownership, and Content Strategy.

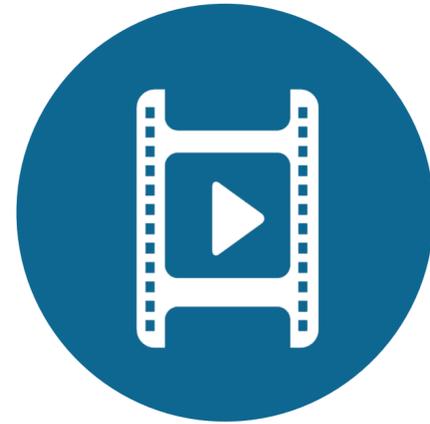


MADE IN CREATORS BY THE NUMBERS



30MM

TOTAL
SUBSCRIBERS



200MM

TOTAL VIEWS
PER MONTH



1B

MINUTES WATCHED
PER MONTH



83MM

TOTAL SOCIAL
REACH

SUCCESSFUL RESULTS

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SUCCESSFUL RESULTS/ AMG PARADE CHANNELS



POP KITCHEN 2018

- 47k+ Subscribers
- 49% Female/ 51% Male

2019 Goals:

- 70-90k views per video
 - +36k subscribers
-

69% 13-44 (57% 18-24)

PARADE 2018

- 55k+ Subscribers
- 48% Female/ 52% Male

2019 Goals:

- 60-75k views per video
 - +12k subscribers
-

87% 13-44 (77% 18-24)



SUCCESSFUL RESULTS/ REVENUE OPPORTUNITIES



GEICO®

**WHAT AMERICA EATS:
FAIRS & FESTIVALS**

- 8-PART SERIES
- 100K VIEWS PER EPISODE



SUCCESSFUL RESULTS/ BUILDING STRATEGY FOR MEDIA COMPANIES

YOUTUBE BEST PRACTICES WORKSHOPS

BUILDING A CHANNEL ROAD MAP

ROAD MAP IMPLEMENTATION



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