

# revry

LGBTQ TV



nglcc  
National LGBT  
Chamber of Commerce

ANA





# » FREE QUEER TV

Revry is the largest LGBTQ entertainment network in the world. Streaming free live TV, originals, movies, series, and music videos—this is the only global destination for advertisers to connect directly to the affluent and in-demand LGBTQ consumer.

1500+ Hours

50+ Originals

Exclusives Featuring  
Mainstream and LGBTQ  
Celebrities



LIVE TV



ORIGINALS



MOVIES



TV



MUSIC



LIZZO

BOWEN  
YANG

JOE BIDEN

JENNIFER  
LOPEZ

ELTON  
JOHN



# >> REVRY REACH

LIVE CONNECTED TV CHANNELS (CTV)

REVRY OVER-THE-TOP APPS (OTT)

ON DEMAND CHANNELS

# 5M+

viewers  
a month

Revry is available in 60M+ households in the US.



# >> REVRY AUDIENCE

25%

GEN Z

30%

MILLENNIAL

45%

GEN X+

47%

MALE

46%

FEMALE

5%

TRANS

2%

NON-BINARY



# >> REVRY CHANNELS

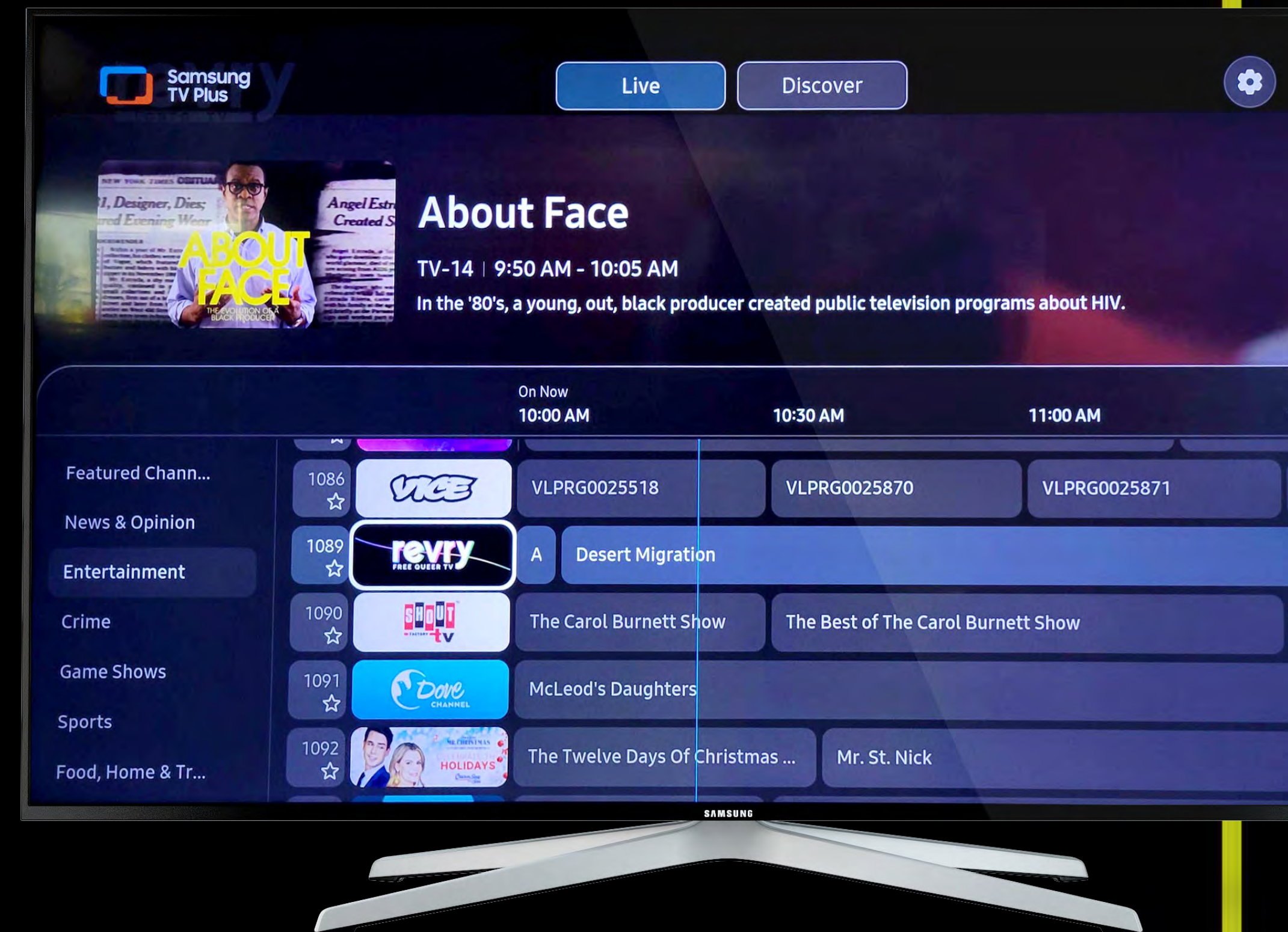
## REVRY OVER-THE-TOP APPS (OTT)



## ON DEMAND CHANNELS



## LIVE CONNECTED TV CHANNELS (CTV)





# » AD OPTIONS

## VIDEO INVENTORY

Non-skippable :15, :30, :60\*, :90\* second spots

## DISPLAY

Branded Hero Unit TV Screen Takeover

"Electronic Program Guide" (EPG)  
Branding Takeover

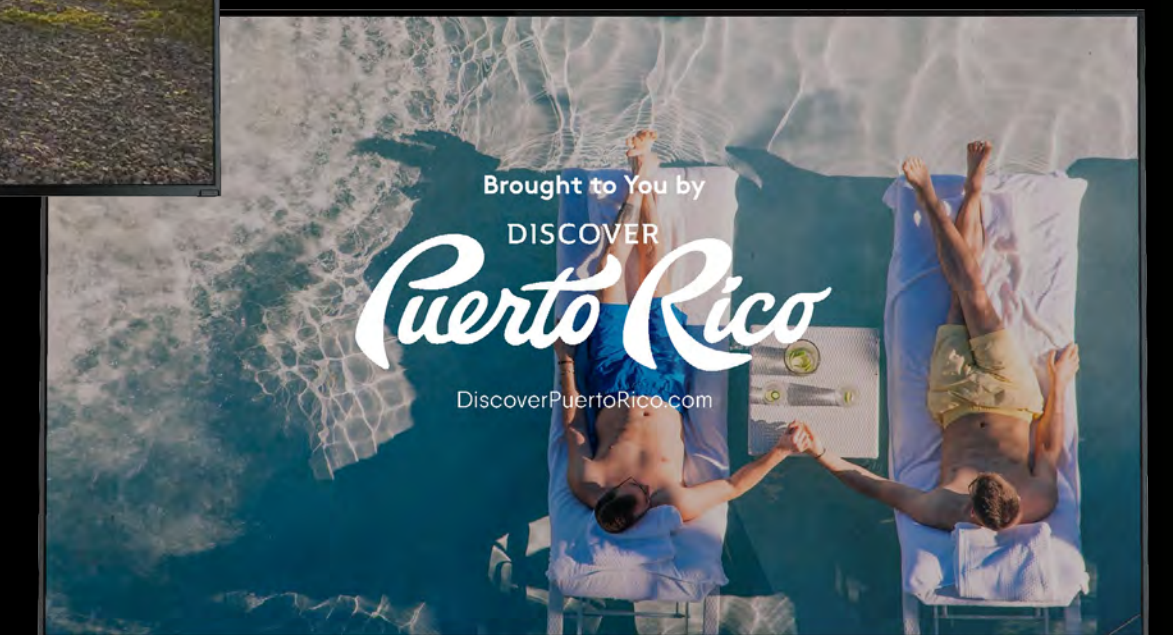
## BRANDED CONTENT

Brand integration into premium LGBTQ Content.  
i.e., product placement, sponsored segments,  
verbal call-outs, etc.

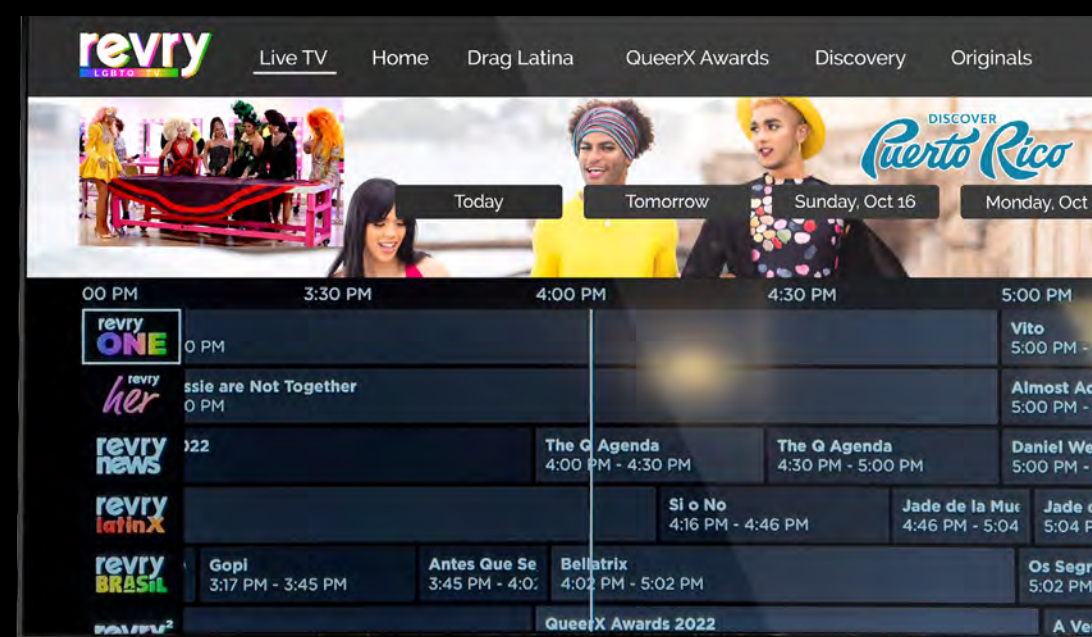
NON-SKIPPABLE AD



BRANDED HERO UNIT



EPG TAKEOVER



BRANDED CONTENT





# >> DIVERSE FOUNDERS

## Out100

### MEET THE QUEER TITANS WHO MADE THIS YEAR'S OUT 100



App Store

## DEVELOPER SPOTLIGHT

Developer Spotlight: Revry

August 11, 2021



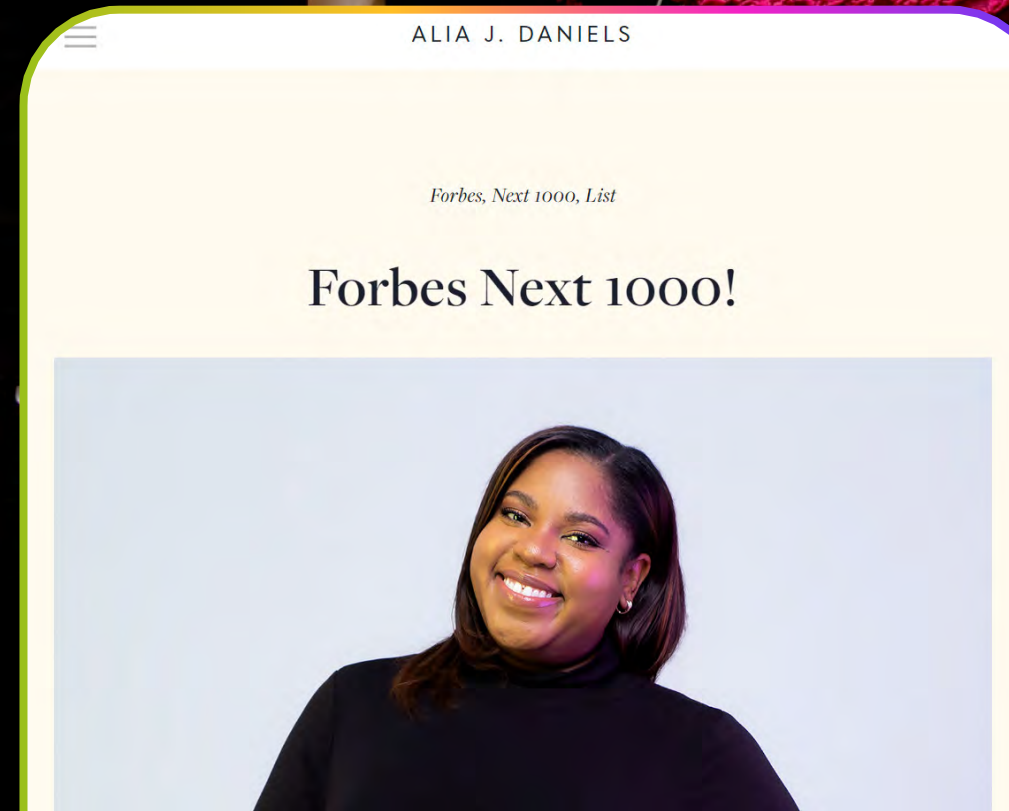
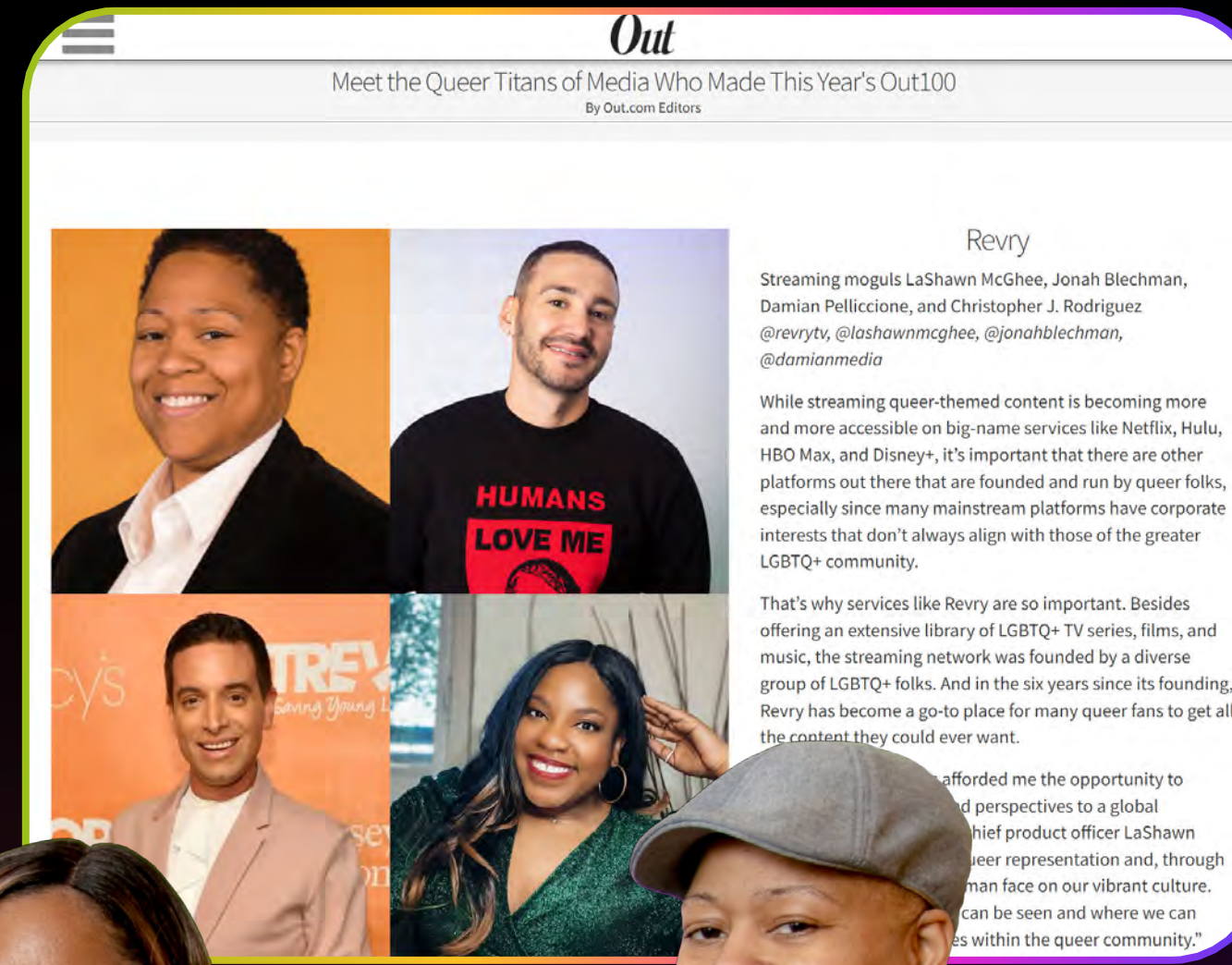
DAMIAN  
PELLICCIONE

CHRIS  
RODRIGUEZ

ALIA J.  
DANIELS

LASHAWN  
MCGHEE

## ADVOCATE PEOPLE OF THE YEAR



## Forbes

### FORBES NEXT 1000



**R**evry, the first global LGBTQ+ streaming media network, has championed a message of inclusivity, diversity, and hilarity since its founding in 2015. With original content such as the comedy series *Dropping the Soap*, the long-running mock-reality series *Gayborhood*, and its annual programming for Pride, Indigenous Peoples' Day, and more, the network has the queer audience covered.

"We're about to celebrate six years since the idea of the company, and today we stand with 30 employees across the country, mainly here in Los Angeles."

## A CHANNEL OF THEIR OWN

After six years of broadcasting queer stories, the LGBTQ+ network **Revry** is seeing its influence grow around the globe.

BY DONALD PADGETT

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and str  
shows like *Culture Q* motivates





# **CASE STUDIES**



# >> CASE STUDY: QUICK SERVICE RESTAURANT

revry presents  
**house**  
of  
**pride**  
brought to you by



**CLIENT** MCDONALD'S  
**PROGRAM** HOUSE OF PRIDE  
**FORMAT** 52 MIN. VARIETY SHOW  
**SHARE OF VOICE** 100%  
**ROI** 33 MILLION ORGANIC IMPRESSIONS





# » CASE STUDY: AUTOMOTIVE

revry presents

## queerX AWARDS

**CLIENT** LEXUS  
**PROGRAM** QUEERX AWARDS  
**FORMAT** 52 MIN. AWARD SHOW  
**SHARE OF VOICE** 25%  
**ROI** 30 MILLION ORGANIC IMPRESSIONS





# >> CASE STUDY: SPIRITS

revry presents

# queerX AWARDS

**CLIENT** STOLI  
**PROGRAM** QUEERX AWARDS  
**FORMAT** 52X MINUTE AWARDS SHOW  
**SHARE OF VOICE** 25%  
**ROI** 10 MILLION ORGANIC IMPRESSIONS





# >> CASE STUDY: MOVIE STUDIOS

a **revry** original series



**CLIENT** SEARCHLIGHT PICTURES

**PROGRAM** CULTURE Q

**FORMAT** 5 MIN. INTERVIEW

**SHARE OF VOICE** 30%

**ROI** 2.5 MILLION ORGANIC IMPRESSIONS

**CLIENT** UNIVERSAL PICTURES

**PROGRAM** CULTURE Q

**FORMAT** 5 MIN. INTERVIEW

**SHARE OF VOICE** 30%

**ROI** 1.5 MILLION ORGANIC IMPRESSIONS





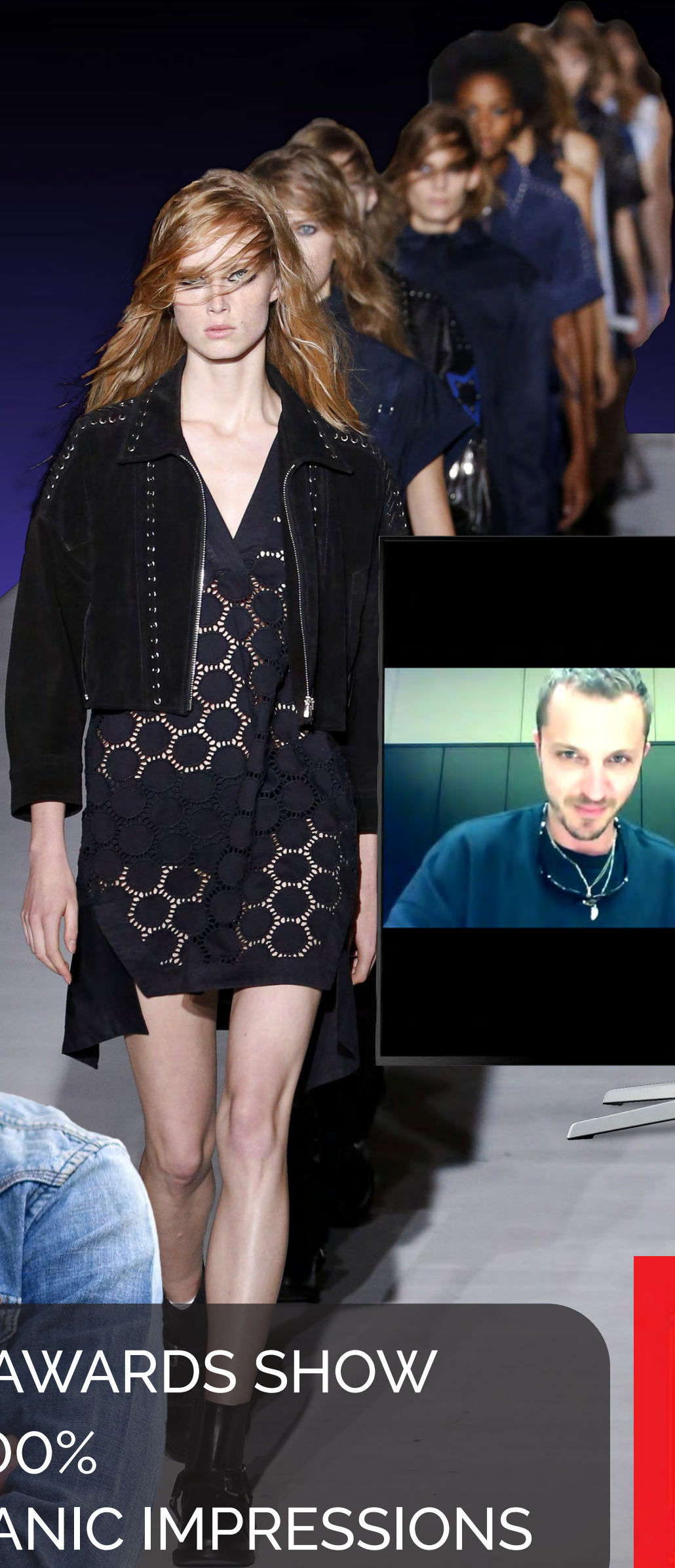
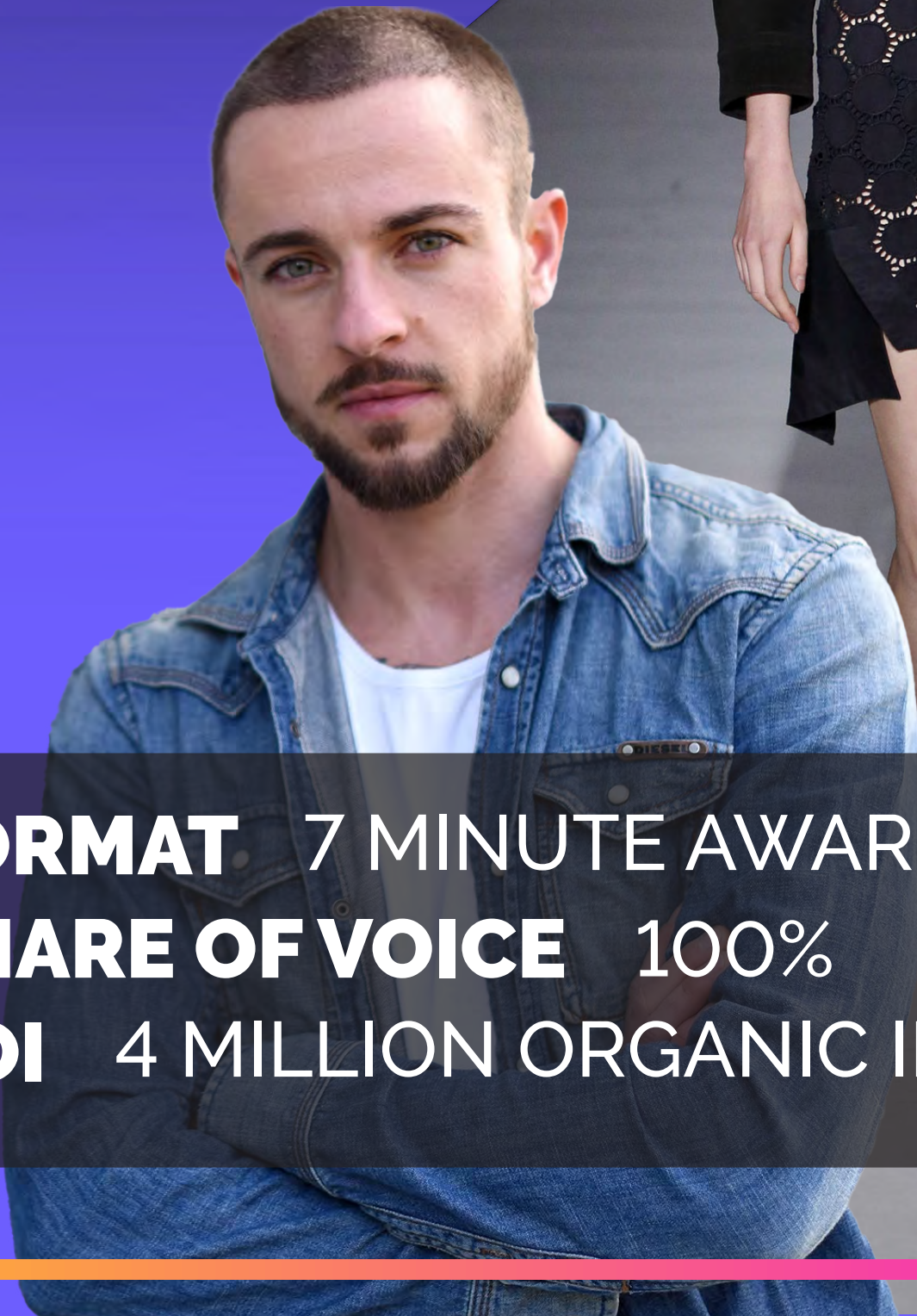
# >> CASE STUDY: APPAREL

a **revry** original series



**CLIENT** DIESEL  
**PROGRAM** CULTURE Q  
**FORMAT** 5 MINUTE INTERVIEW  
**SHARE OF VOICE** 30%  
**ROI** 1 MILLION ORGANIC IMPRESSIONS

**FORMAT** 7 MINUTE AWARDS SHOW  
**SHARE OF VOICE** 100%  
**ROI** 4 MILLION ORGANIC IMPRESSIONS





# >> CASE STUDY: TRAVEL

revry presents

## MUSIC OUT LOUD

**CLIENT** STOLI

**PROGRAM** MUSIC OUT LOUD

**FORMAT** 52X MINUTE AWARDS SHOW

**SHARE OF VOICE** 25%

**ROI** 10 MILLION ORGANIC IMPRESSIONS



DISCOVER

*Puerto Rico*



THANK YOU



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