



 **DANGER**TV

**SURVIVAL HOME AND GARDENS
BRANDED CONTENT SPONSORSHIP**

GET ON BOARD: DANGERTV IS TAKING OFF

- OVER 4 MILLION HOURS STREAMED PER MONTH AND GROWING
- STREAMED VIA YOUTUBE , SAMSUNG TV PLUS, VIZIO, SLING AND A GROWING NUMBER OF DISTRIBUTION PLATFORMS
- MOST DESIRABLE TARGET AUDIENCE: MILLENNIAL MEN
- VOD AND LINEAR STREAMS, ALSO AVAILABLE IN SPANISH
- PREMIUM DANGER AND ADVENTURE PROGRAMMING
- MILLIONS OF ADDITIONAL VIEWS ON TIKTOK AND YOUTUBE SHORTS
- MOBILE AND BINGE-VIEWING CAPABILITIES

BRAND PROMISE: TO CREATE AWE!



DANGERTV: AHEAD OF THE CURVE

- AMONG FASTEST GROWING POST CABLE ENTERTAINMENT OPTIONS
- ADVERTISERS FLOCKING TO DANGERTV FOR “AUTHENTICITY” OPTION
- ADVERTISERS ALREADY INCLUDE BRANDS LIKE RANGER ROVER, HBO PLUS, PROGRESSIVE, DUNKIN DONUTS, NFL, HOME DEPOT AND MANY MORE
- A PIONEERING PRESENCE ON CONNECTED TV’S, ESTIMATED TO GROW FROM 100MM TODAY IN THE USA TO 230MM BY 2023

WELCOME TO: SURVIVAL HOME AND GARDENS





PROGRAM OVERVIEW

- HOME AND GARDENS MEETS DOOMSDAY PREPPERS
- HOSTED BY DISCOVERY STARS MYKEL HAWKE AND RUTH ENGLAND
- FOUR EPISODES, ONE PER WEEK, RESULTING IN THE ABILITY TO OWN ANY MONTH OF THE YEAR
- PRODUCT PLACEMENT
- COMPLEMENTED BY DANGERTV SHORT FORM SURVIVAL TIPS AND SOCIAL POSTS



SURVIVAL SOLUTIONS

- **HOME: EXTREME HOMES, BUNKERS, DISASTER DESIGNS, PORTABLE SHELTERS**
- **FOOD: EDIBLES (BOTH FORAGING AND FARMING), MEDICINALS, MAKE-SHIFT FISHING AND TRAPPING**
- **TRANSPORTATION: TRUCKS, AWD, BOATS, MOTORCYCLES, MOUNTAIN BIKES**
- **DEFENSE: HOME DEFENSE, SELF DEFENSE, IMPROVISED DEFENSE**

CUSTOM CONTENT

- PRODUCED BY INVERLEIGH; LEADING EXTREME AND SURVIVAL CREATOR IN AUSTRALIA/OFFICES IN LOS ANGELES
- EACH SHOW IS 24 MINUTES
- FOUNDATION FOR EACH SHOW WILL BE HOME, FOOD, TRANSPORTATION AND DEFENSE
- SOLUTIONS TO SURVIVE TORNADOS, FOREST FIRES, TSUNAMIS, AND MAN-MADE DISASTERS



MEDIA OVERVIEW: DANGERTV CONNECTED TV NETWORK

- SAMSUNG TV PLUS
- VIZIO
- XUMO (DISCOVERY PLATFORM FOR LG, VIZIO, SANYO AND OTHERS)
- FIRETV
- YOUTUBE
- ROKU
- SLING FREESTREAM (OTHER MVPD'S ON-DECK)



MEDIA OVERVIEW (CONT.)

DANGERTV SURVIVAL TIPS/SHORT FORM AND SOCIAL

- **FREQUENTLY POSTED SURVIVAL TIPS FROM MYKEL HAWKE AND RUTH ENGLAND**
- **IN PARTNERSHIP WITH SAMSUNG AUDIENCE ENHANCEMENT NETWORK FOR DISTRIBUTED SHORT FORM (CPM BASED)**
- **WILL BE COMPLEMENTED BY REGULAR TIKTOK, FACEBOOK, INSTAGRAM AND YOUTUBE POSTS**
- **WILL ALSO BE MADE AVAILABLE ON ALL SAMSUNG PHONES VIA TV PLUS**



SURVIVAL HOME AND GARDENS MEDIA INVESTMENT SUMMARY

- **SURVIVAL HOME AND GARDENS SPONSORSHIP (4 SHOWS/PRODUCT INTEGRATION INTO STORYLINE): \$800,000**
- **DANGERTV SPONSORED SURVIVAL TIPS/SHORT FORM, IMPRESSIONS SUPPLIED BY OUTSIDE TV/OTTM PLATFORM (CPM) : \$160,000**
- **DANGERTV SPONSORED SURVIVAL SOCIAL POSTS (CPV) +SHOUTOUTS: \$40,000**
- **EXCLUSIVE SPONSORSHIP COST: \$1,000,000**



 **DANGER**TV

Survival Home and Gardens
Branded Content
Sponsorship

SEASONED TEAM OF MEDIA AND ONLINE PROFESSIONALS

- **JAVIER SARALEGUI: FOUNDER/CEO**
AS FOUNDER OF UNIVISION ONLINE AND PRESIDENT OF GALAVISION CABLE NETWORK, JAVIER HELPED LEAD UNIVISION TO A MULTI-BILLION DOLLAR SALE.
- **ALVARO SARALEGUI: FOUNDER/PRESIDENT**
AS PUBLISHER, SPORTS ILLUSTRATED, CEO, QUOKKA, and GROUP PUBLISHER, PEOPLE, ALVARO HAS DEEP OPERATIONAL EXPERTISE. HE ALSO CONSULTS WITH THE NFL.
- **JOHN HARVEY: CHIEF CONTENT OFFICER**
JOHN HAS DEVELOPED MULTI-MEDIA CONTENT PLATFORMS OVER WEB, TV, RADIO, AND PODCAST AT TIME, BANKRATE AND SLATE.
- **SARA SINCLAIR, PhD: VP REVENUE AND PROGRAMMATIC OPERATIONS**
SARA HAS BECOME AN EXPERT IN CTV/FAST PROGRAMMATIC ADVERTISING SPACE AND OFTEN LENDS HER EXPERTISE TO ADDITIONAL PUBLISHERS IN THE SPACE TO IMPROVE THEIR MONETIZATION CAPABILITIES