

DANGERTV ORIGIN STORY

- Originally launched as a Snap Discover channel (500K followers)
- DangerTV long form premium content favored big screen presence
- Pivots to CTV after Samsung TV Plus reaches out in 2018 and asks if there is interest in becoming a FAST channel
- Programmatic advertising led to advertiser access and investment
- Growing ever since!







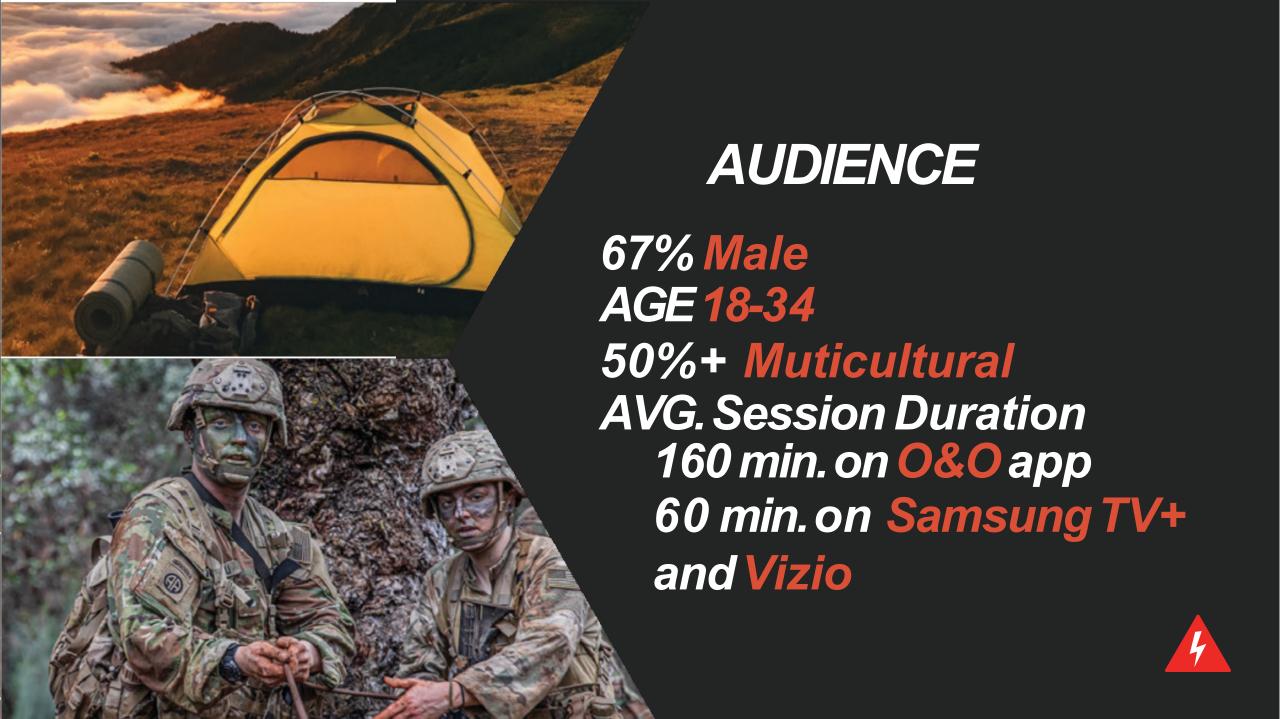
THE DANGERTV MISSION

HOME OF THE BOLD

To provide the world with free adventure and adrenaline-centric content that is:

- Exhilarating
- ► Sourced Globally
- Reflects the multicultural nature of it's young viewing audience
- ► Brand-safe for advertisers







AUDIENCE TOP 10 DMAS*

1. LA

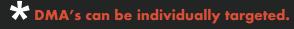
4. Chicago 9. Atlanta

6. Tampa

2. NYC 7. Orlando

3. Dallas 8. Houston

5. Miami 10.Phoenix





CONTENT

Content can be viewed as a scheduled linear stream and/or on demand for binge watching

Content filter: To Evoke Awe
Curated, Premium Long-Form
2000+ Hour Library
600+ New Hours Annually
100% High Definition
100% Closed Captioned
DangerTV Latino(In Spanish) Launched 2022





CONTENT CATEGORIES

Dangerous Jobs Adventure Rescue **Animal Encounters** Weather Disaster Survival Military Speed Crime



DISTRIBUTION

Samsung TV Plus (US & MX) Vizio Watch Free+ YouTube Direct TV Sling Roku Amazon FireTV TCL Xumo Loop.tv TikŤok Fubo





GROWTH STORY

- 92MM hrs streamed since 2020 (FAST + social)
 - FAST: 26MM
 - YouTube and Social: 66MM
- 80% YOY growth
- 955K subs. / 15min. sessions on YouTube
- On track to hit 1MM subs and 100MM hours in Q1 2024



DANGERTV KPI'S CONTINUE TO IMPRESS

Top 1% of YouTube channels by views
Top 3% of YouTube channels by
subscriber count
Top 25% channel on Sling by hours
viewed
Top 50% views duration in Sports/
Outdoor category on Vizio
Top 50% channel in Entertainment

• US performance has led to Mexico launch

viewed (05/30/23)

genre on Samsung TV Plus by hours



NATIONAL ADVERTISERS ARE BUYING DANGERTV

- Demand is cross-category
- ▶Brand-Safe
- ► Premium programming provides ideal environment to reach young men / 18-34
- 250 National Advertisers... and counting



























INVESTMENT OPPORTUNITIES

Programmatic Ad Sales In Place (PMP, Direct sold guaranteed or non-guaranteed)

▶ Verticals Available: Danger, Rescue, Danger Security

DangerTV Linear and AVOD versions available in English and Spanish

Condensed Eight Minute Episode Versions Now Available

Pranded content opportunities and product placement in long form content in addition to short form video across our social networks



A DANGERTV QUESTIONS?

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