



 **DANGER TV**

WHERE ADVENTURE MEETS ADRENALINE™

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!





**Led by experienced
professionals in media, tech
and programmatic advertising**

Javier Saralegui (Founder), CEO

Founder/COO of Univision Online, President/COO Galavision

Alvaro Saralegui (Founder), President

Publisher/Sports Illustrated, CEO/Quokka, NFL/Adviser

Scott Falconer (Founder), CTO

*Serial Entrepreneur, Technology & Management advisor for
Fortune 500 companies*

Sara Sinclair, PhD VP of Operations and Revenue

Programmatic advertising expert in the CTV space

John Harvey, Content Officer

Early adopter of branded content at BankRate and Slate



**DangerTV is certified minority owned (Hispanic) by the NMSDC
and is eligible to participate in DEI budgets and initiatives**



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

67% **Male**

AGE **18-34**

50%+ **Multicultural**

AVG. Session Duration

160 min. on **O&O** app

60 min. on **Samsung TV+**

and **Vizio**





AUDIENCE TOP 10 DMAS*

- | | |
|------------|-------------|
| 1. LA | 6. Tampa |
| 2. NYC | 7. Orlando |
| 3. Dallas | 8. Houston |
| 4. Chicago | 9. Atlanta |
| 5. Miami | 10. Phoenix |

* DMA's can be individually targeted.



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

TikTok

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
genre on **Samsung TV Plus** by hours
viewed (05/30/23)

- US performance has led to
Mexico launch



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*
- ▶ *Branded content opportunities and product placement in long form content in addition to short form video across our social networks*





QUESTIONS?

javier@dangertv.com

alvaro@dangertv.com

sara.sinclair@dangertv.com