

THE POWER OF



DMM



G R O U P

INCUBATOR FOR THE CULTURE



*Mission Critical*

KNOWLEDGE - CAPABILITIES - WEALTH

CLOSING THE FUNCTIONAL CAPABILITIES, KNOWLEDGE, AND WEALTH GAPS BETWEEN BLACK COMMUNITY AND ALL OTHER PEOPLE.

-NEIL NELSON

THE POWER OF BLACK INFLUENCE

DDM is a multicultural media company that leads through our unique storytelling and commentary and insight. We deliver our message across digital, digital audio, podcast, TV, streaming, live events, and print, we tell stories that affect our audience's daily lives and entertain as much as they inform.

REPRESENTATION MATTERS

At our core we are a narrative company that intentionally and specifically enlightens and transforms the world. Our content is specifically designed to influence culture, inspire conversation and affirm the respect of the culture and the history of the motherland.

**FUNCTIONAL CAP**





# Atlanta Black Star

**WHERE THE CULTURE MEETS THE HEADLINES**

**The Largest** Black-Owned and Operated Digital News Platform in the United States.

Atlanta Black Star offers an intelligent look at global news, politics, entertainment, sports and business from a professional Black perspective. We are uniquely positioned to help shape the national conversation and promote greater representation and inclusion for Black voices in media.

Atlanta Black Star receives most of its visitors from the top 10 states with the most African-American population. New York provides the largest amount of visitors followed by California, Texas, Georgia, Florida, Illinois, Virginia, North Carolina, Pennsylvania and Michigan.

ATLANTA BLACK STAR'S TRAFFIC  
**99% AUTHENTIC**  
(SOURCE: DOUBLE VERIFY)



*Finurah*

## A WEALTH AND FINANCE BLACK-OWNED DIGITAL CONTENT PLATFORM

**EMPOWERING THE CULTURE, ONE DOLLAR AT A TIME.**

Our mission is to provide African-American families with tools and information to close the wealth gap with other communities. We successfully launched the site in 2021.

Our voice reaches the most desirable African-American segments including: the aspirational, tech savvy, women, business decision makers, students and professionals. We have a nationally recognized team of journalists, reporters, social influencers and video producers all well versed on issues of wealth and finance and its relationship to the African-American audience.

**FINURAH**

WWW.FINURAH.COM



# *The Shadow League*

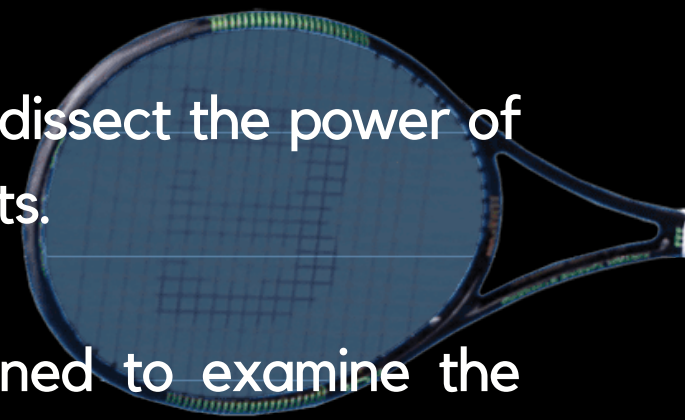
**ELEVATING THE GAME, LIFTING UP THE CULTURE.**

## The Largest Black-Owned & Operated Sports Platform

A digital platform driven by the need to dissect the power of culture and its impact in the world of sports.

The Shadow League is uniquely positioned to examine the story beyond the headline in ways that allow us to create deep connection points with our audience. Beyond print, we're constantly expanding through events, seminars, social media and sponsorships.

**THE SHADOW LEAGUE**



# DESTAH Video On Demand

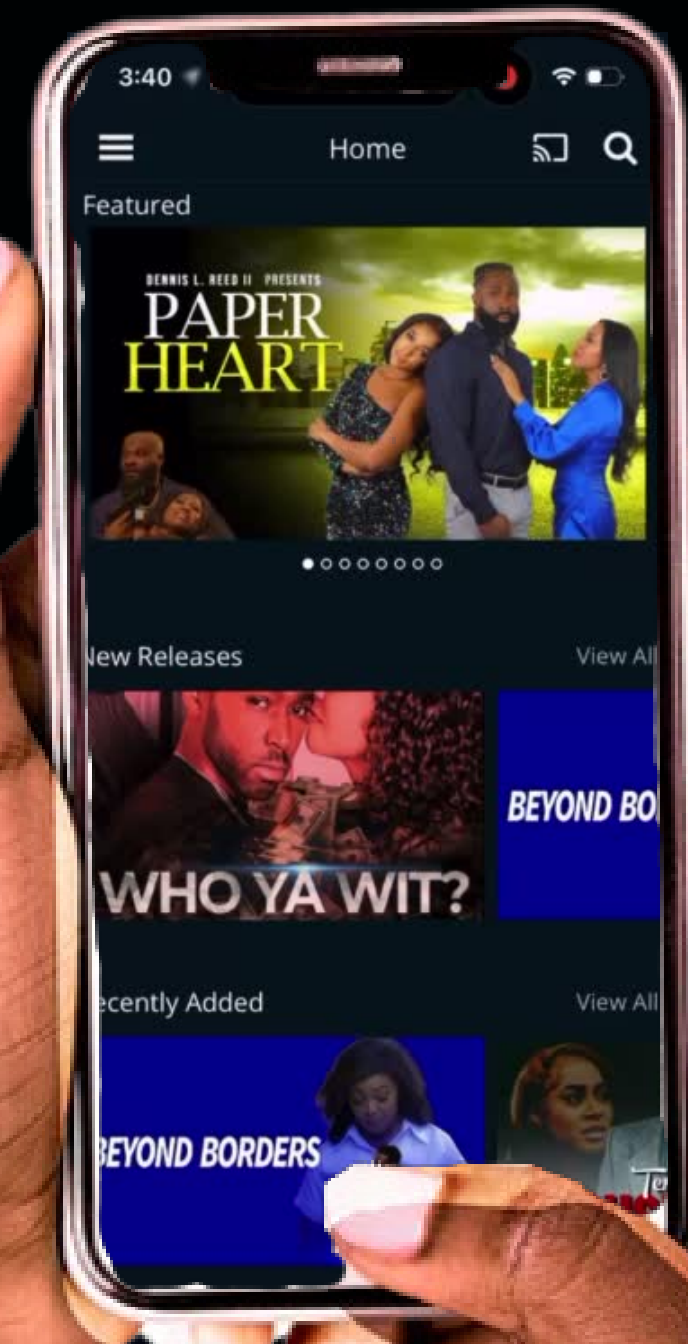
Sign In

"DESTAH IS THE AUTHORITATIVE VOICE OF THE **AFRICAN DIASPORA** CENTERED IN THE BLACK AMERICAN EXPERIENCE.

Featured

"IT'S OUR PLACE OF HAPPINESS AND JOY"

DESTAH is a premium video-on-demand streaming service that delivers the best selection of curated culturally themed content. Destah serves as a catalyst for Black filmmakers and empowers them by amplifying their creative voices and narratives.



New Releases



BEYOND BORDERS

ARMSTRONG

# DDM Rap Plug Live

FROM GOOD TO GREAT: DEVELOPING THE NEXT GENERATION OF MUSIC INDUSTRY LEADERS FOR THE CULTURE.

50 50 50  
SCHOOLS PRO CLASSES CAREERS

Rap Plug Live is a subscription-based video-on-demand (SVOD) platform that provides pro classes on how to be successful in the music industry. A "PRO CLASS" is a 30-60 min class that covers 5-10 topics highlighting 7-11 career paths in the music industry.

PARTNERING WITH



40

MILLION MONTHLY AD VIEWS

Aspiring artists learn how to break into the industry from established pros through a curriculum designed by Hip Hop legends. In celebration of the 50 Year Anniversary of Hip Hop, we will host 50 different Pro Classes at 50 different schools.

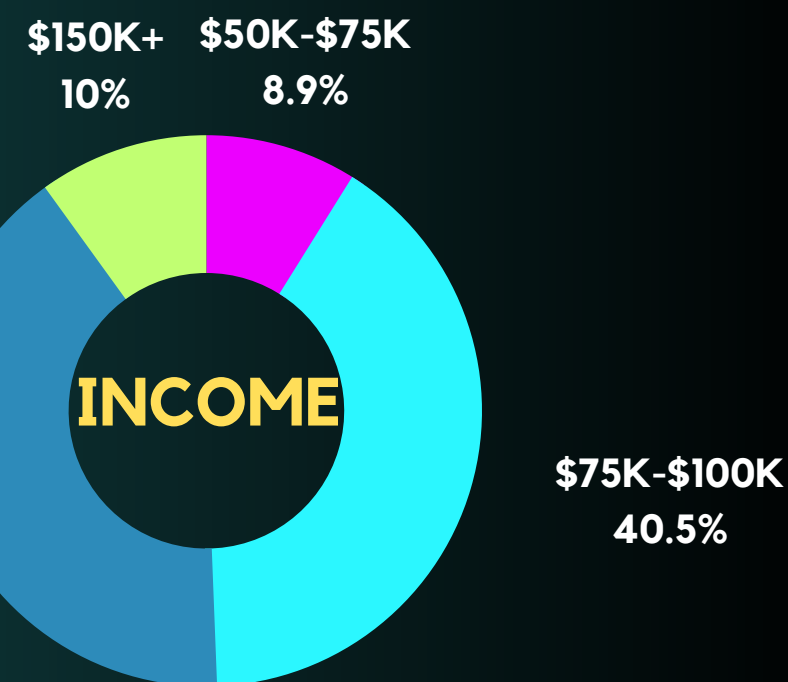
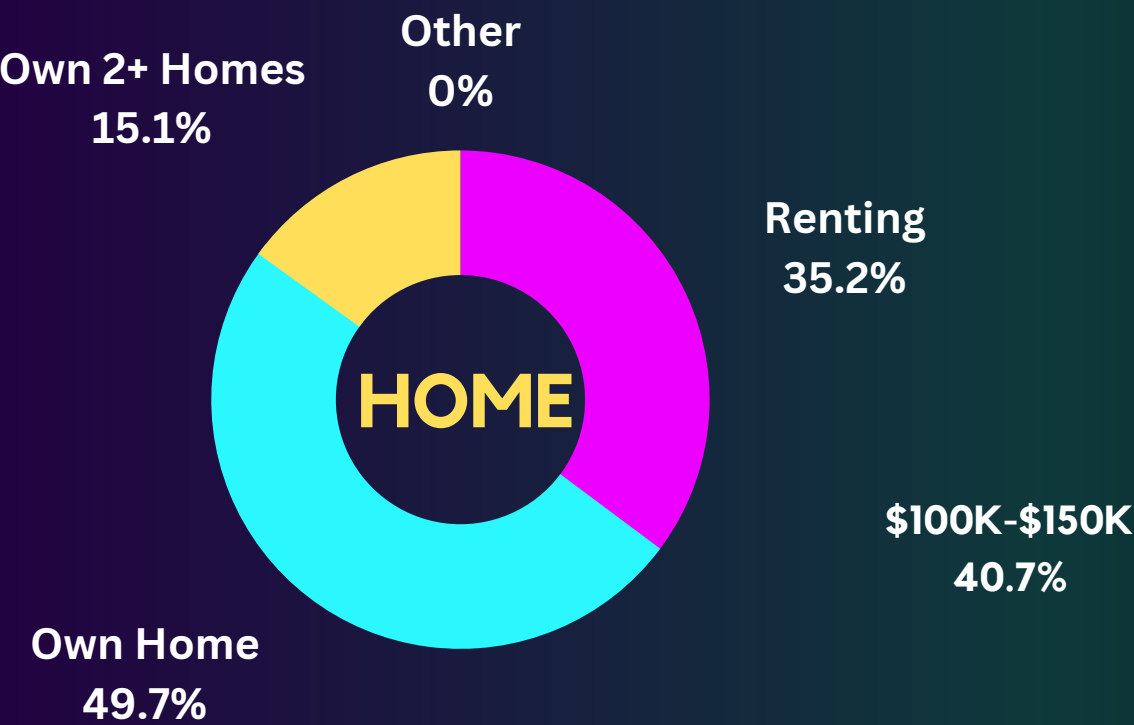
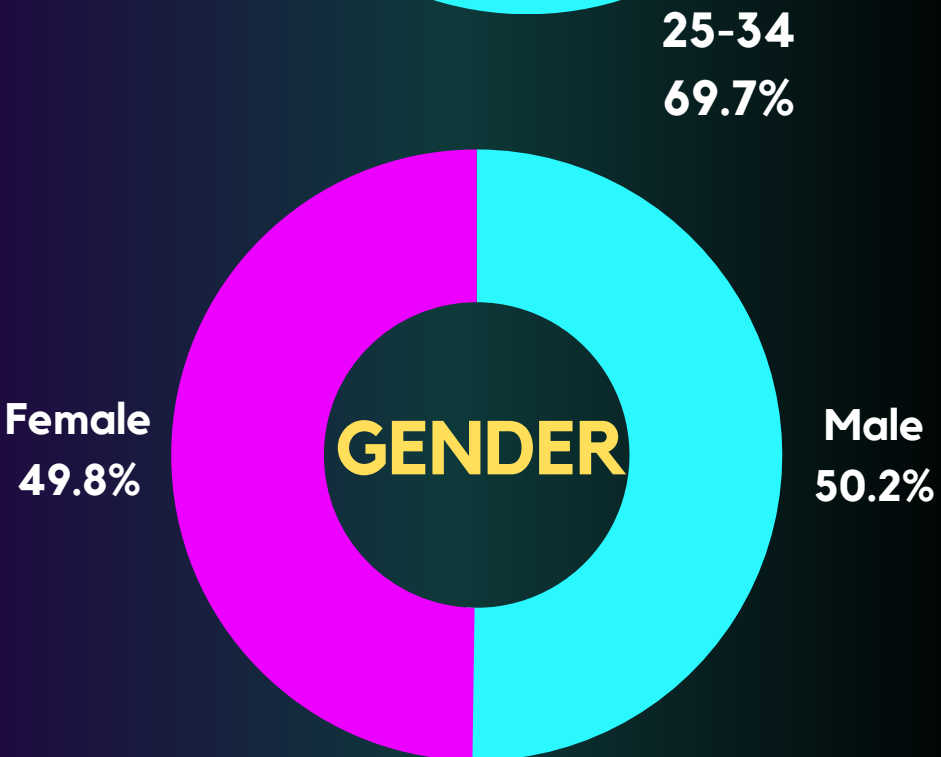
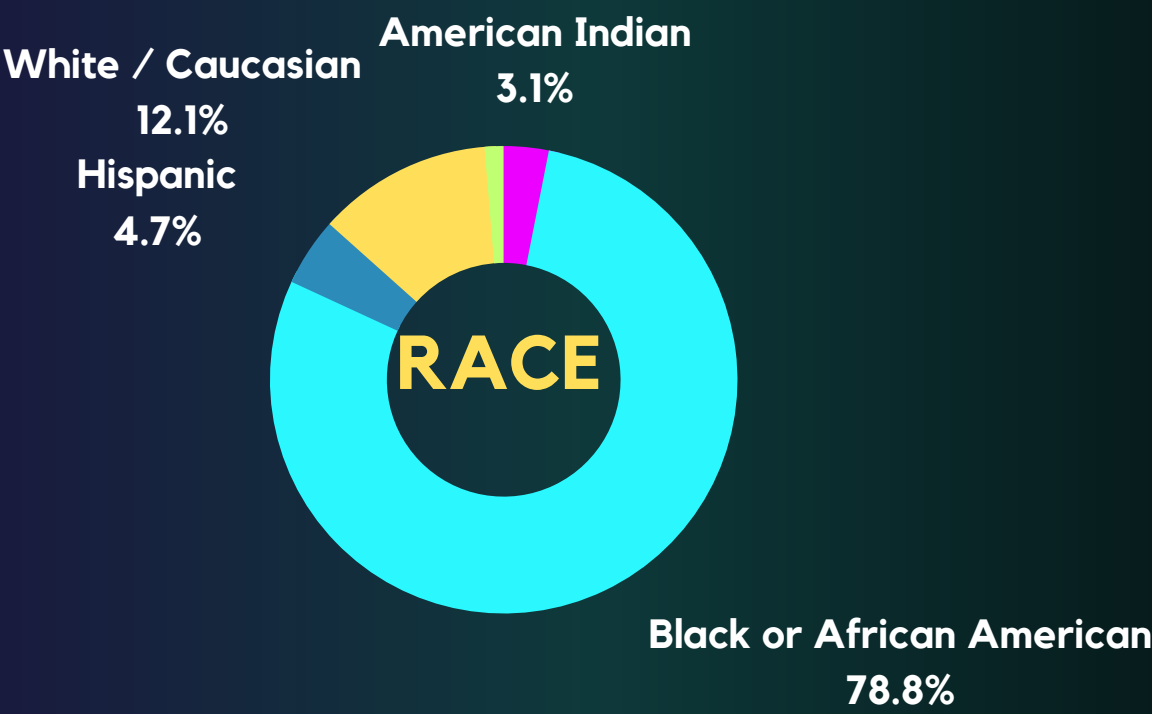
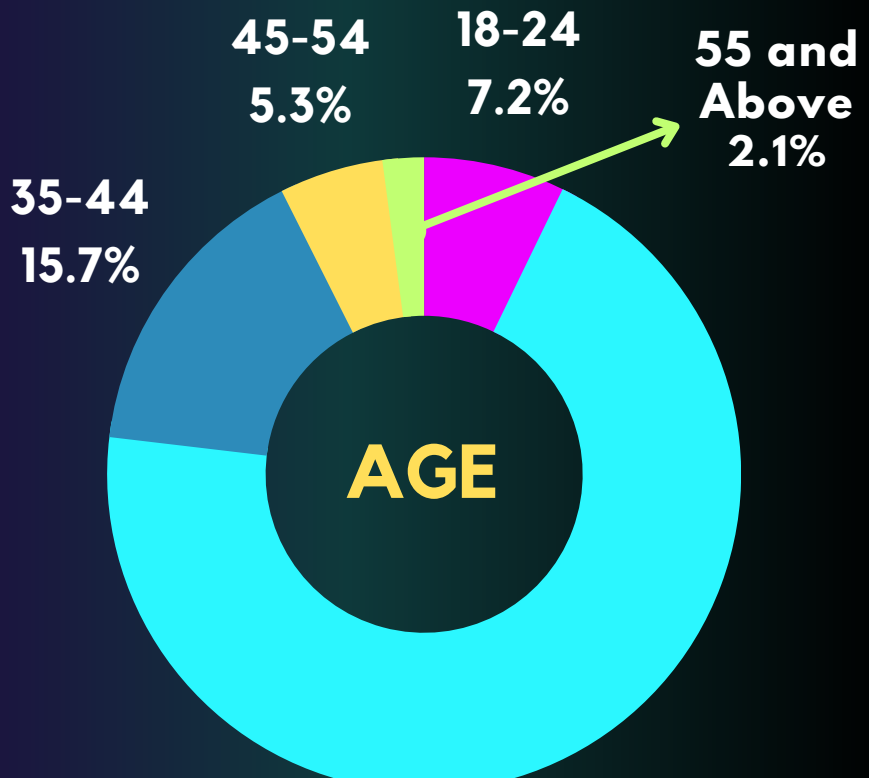


Celebrating THE 50TH ANNIVERSARY OF Hip Hop





# Demographic Survey





# Digital Marketing



## GEO-FENCING

We target users at the household-level using GPS and plot line data based on location and demographic variables.

## RE-TARGETING

Retarget our users based on their search terms and website visitors with recency controls to target up to 30 days.

## CROSS DEVICES

Easily reach our users across all of their devices and with a variety of creative formats such as mobile, tablets, desktops/laptops, and connected TVs with your branded creatives such as OTT/CTV, mobile, video, audio, display and native

## UNIQUE AUDIENCE

Your brand is given a one-of-a-kind opportunity to get their message in front of DDM's audience that is consciously and directly looking for a product.



# Social Impressions

1.5M

*followers*



OUR BRANDS RESONATE ACROSS A NUMBER OF PLATFORMS AND EMPHASIZE OUR REACH.

183+M

*impressions*

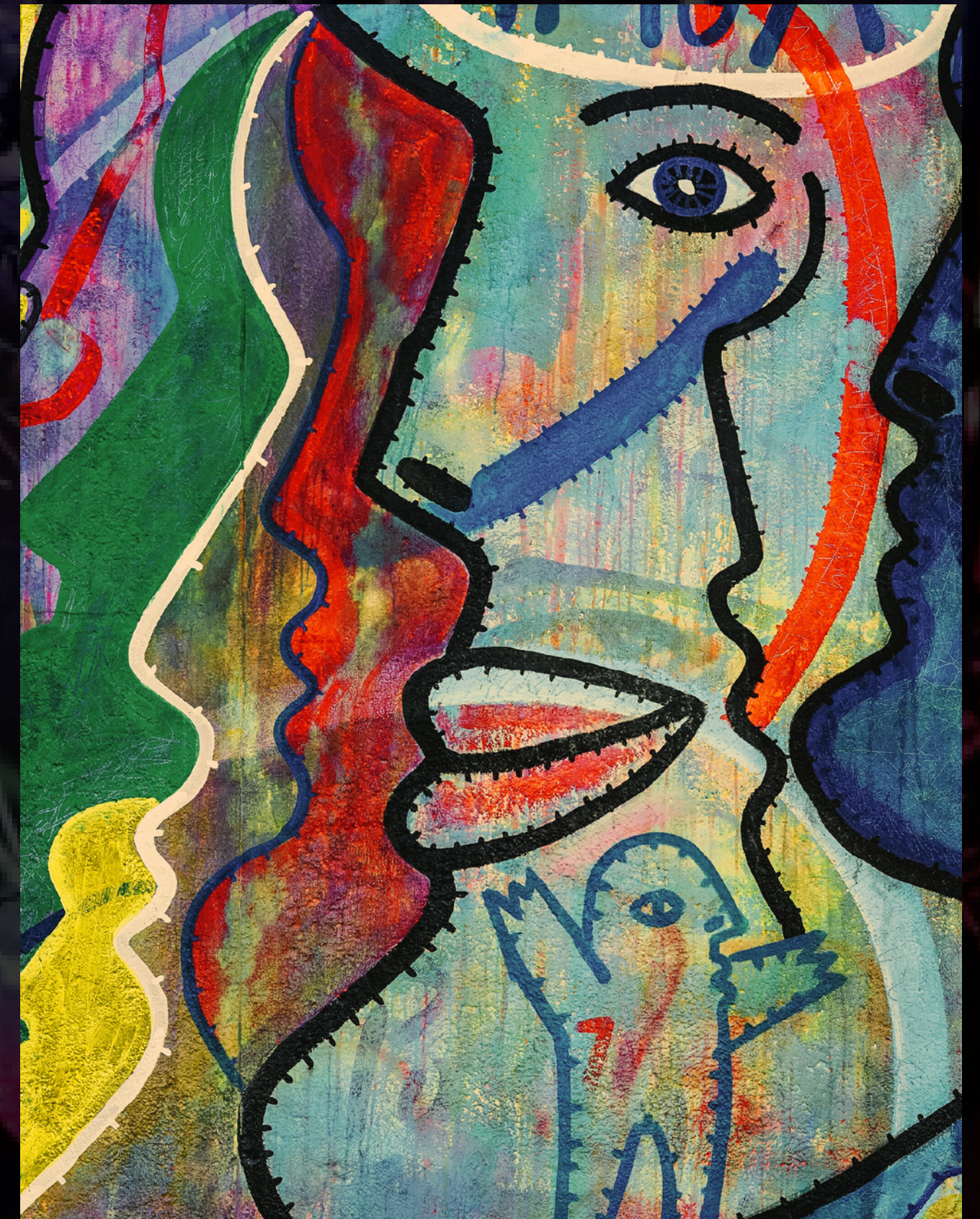


**Black Star**  
*Week*  
MAY 12-18, 2024

## HEALTH - WEALTH - CULTURE

ART - EDUCATION - TECHNOLOGY - MUSIC - FASHION - FILM

**Black Star Week aims to be an unparalleled celebration of the Black diaspora, where diversity, creativity, and excellence are celebrated across multiple domains. It seeks to create a space where people from all walks of life can come together, learn, be inspired, and appreciate the vast and multifaceted contributions of the Black diaspora.**





SCHEDULE OF EVENTS

MAY 12TH - 13TH

R&B SOUL PICNIC

MAY 14TH

FINURAH  
WEALTH  
SUMMIT

MAY 15TH

BLACK STAR  
CULINARY  
ODYSSEY

MAY 16TH

DESTAH INDIE  
FILM FESTIVAL

MAY 17TH

BLACK STAR  
TECH + MUSIC  
FUSION

MAY 18TH

THE ARTS  
AT  
UNDERGROUND

MAY 19TH - 20TH

AFRICAN CARRIBEAN  
FESTIVAL





# C-Level Leadership



## FOUNDER & CEO, NEIL NELSON IS A LEADING MEDIA & TECH EXECUTIVE/PURVEYOR OF CULTURE.

AS A MULTI-BUSINESS ENTREPRENEUR, NEIL HAS PLAYED A PIVOTAL ROLE IN THE DIGITAL MEDIA LANDSCAPE FOR AFRICAN-AMERICAN AUDIENCES, SUCCESSFULLY DEVELOPING NUMEROUS ONLINE PLATFORMS AND PARTNERING WITH FORTUNE 500 COMPANIES; SUCH AS AT&T, TO MAXIMIZE CONSUMER ENGAGEMENT. MOST RECENTLY, NEIL ACQUIRED THE SHADOW LEAGUE, A LEADING PLATFORM AT THE INTERSECTION OF SPORTS AND CULTURE FROM MEDIA VETERAN KEITH CLINKSCALES. ADDITIONALLY, HE LAUNCHED FINANCIAL NEWS AND INFORMATION SITE, FINURAH, IN CONTENT PARTNERSHIP WITH BLOOMBERG. HIS FLAGSHIP SITE, ATLANTA BLACK STAR HAS BEEN NAMED "THE FASTEST GROWING ONLINE PLATFORM IN THE AFRICAN AMERICAN SPACE" BY COMSCORE. IN JUST 10 YEARS, NEIL HAS ESTABLISHED DDM GROUP AS ONE OF THE LARGEST DIGITAL MEDIA BRANDS IN THE UNITED STATES BOASTING MORE THAN 14 MILLION UNIQUE MONTHLY VISITORS. WITH A B.S. IN BOTH ENGINEERING AND MATHEMATICS, NEIL COUPLES HIS TECHNICAL UNDERSTANDING OF DATA WITH HIS PASSION TO DELIVER NEWS WITH INTEGRITY AND HAS BUILT A MEDIA ENTERPRISE THAT IS SHIFTING PARADIGMS AND TRANSFORMING THE WAY NARRATIVES ARE SHARED GLOBALLY.



## CO-FOUNDER & CCO, TRACY DORNELLY LEADS CONTENT OPERATIONS FOR DDM GROUP.

SHE HAS CREATED INTERNAL SYSTEMS AND PROCESSES ACROSS ALL THREE PLATFORMS, PRIMARILY AROUND CONTENT PRODUCTION THAT ENSURE OPTIMAL USE OF RESOURCES. HAVING A PIVOTAL ROLE IN CONTENT DEVELOPMENT AND STRATEGY FOR THE SITES, TRACY LEADS THE DDM EDITORIAL TEAM, WHO IS MOTIVATED BY HER RELENTLESS DRIVE TO DELIVER COMPELLING NEWS STORIES TO MILLIONS OF READERS. THESE UNIQUE STORES WILL ALSO INFORM, INSPIRE, AND REFLECT THE NARRATIVES OF BLACK PEOPLE AND BLACK WOMEN IN THE US AND ACROSS THE DIASPORA. A GRADUATE OF CLARK ATLANTA UNIVERSITY AND BAUDER COLLEGE WITH DEGREES IN PSYCHOLOGY AND FASHION MERCHANDISING, TRACY IS A CHAMPION OF WOMEN'S ISSUES AND THE ENTREPRENEURIAL EMPOWERMENT OF WOMEN.



## FOUNDER, TSL, ADVISOR, KEITH CLINKSCALES IS A PEABODY AWARD WINNING EXECUTIVE.

WHO HAS IMPACTED MEDIA AND URBAN CULTURE ACROSS PLATFORMS. HE IS HIGHLY REGARDED AS AN INNOVATOR, AND CULTURAL THOUGHT LEADER. HE CREATED THE INDUSTRY LEADING DIGITAL PLATFORM THE SHADOW LEAGUE THAT DELIVERS A DIVERSE AND ENGAGED PERSPECTIVE ON THE WORLD OF SPORTS. HE IS THE FORMER CEO OF REVOLT MEDIA & TV AND LAUNCHED THE NETWORK WITH SEAN COMBS. BEFORE THAT HE WAS WITH ESPN, WHERE HE SERVED AS SENIOR VICE PRESIDENT. HE RAN ESPN THE MAGAZINE AND WAS LATER PROMOTED TO RUN THE CONTENT DEVELOPMENT GROUP WHERE HE DEVELOPED THE AWARD-WINNING "30 FOR 30" DOCUMENTARY SERIES. KEITH WAS ALSO RECRUITED BY TIME INC. TO LEAD INDUSTRY DEFINING VIBE MAGAZINE, THAT HE LAUNCHED WITH QUINCY JONES, WHICH WAS NOMINATED FOR FIVE NATIONAL MAGAZINE AWARDS. KEITH EARNED AN MBA FROM HARVARD BUSINESS SCHOOL AND ATTENDED FLORIDA A&M UNIVERSITY, WHERE HE SERVES ON THE SCHOOL'S FOUNDATION BOARD. KEITH IS A MEMBER OF THE PRODUCER'S GUILD OF AMERICA AND THE EXECUTIVE LEADERSHIP COUNCIL.



*Contact Us*



**NEIL NELSON**

Founder & CEO of DDM  
neil@atlantablackstar.com  
(404) 840-4044