

THE LATINO AND AFRICAN AMERICAN DIGITAL CONNECTION



The
BIPOC
Filter





THE BIPOC FILTER

Is certified by the National Minority Supplier Development Council.



Key Partner Contacts



**Thomas
Brown**

CEO/Founder

tom@bipocfilter.com

646-361-8448



**Ralph
Paniagua**

Co-Founder

ralph@bipocfilter.com

917-446-3346



Wendell Batts

Co-Founder

wendell@bipocfilter.com

914-462-8435

The Multicultural Media Representation

Firm focused on Authenticity,
Quality & Community.

The Latino and African American
Digital Connection.





Our Mission

- To ensure Multicultural Media Owners get their fair share of the media pie
- To alleviate a publisher's greatest expense - an experienced sales staff
- We partner with our publishers as a fully verticalized extension of their business.
- Our goal and mission is simply to help an historically underserved market WIN on a fair playing field.



BIPOC Filters Programmatic Platform

Connects advertisers
programmatically to the
most sought after
Multicultural audiences.



The Opportunity for Minority Publishers

- This Joint Venture between BIPOC FILTER and AZERION delivers the perfect partnership for today's digital media landscape.
- Helps lower the barrier of entry for minority owned publishers and ad tech organizations to get unique, robust demand from the world's top advertisers and their holding companies
- Reduce payment terms, time to payment and fees to benefit minority publishers
- Create and provide unique formats to drive further incremental revenue for publishers

The Opportunity For Demand Partners

- Custom audiences developed to drive performance against Multicultural targeted audience.
- Unique formats including high impact units with A/V capabilities
- O&O display, video and audio inventory unavailable elsewhere
- Ultra competitive pricing
- Provide a scalable, efficient solution for clients and agencies to provide minority owned & targeted supply at scale





+



**Have entered into an
exclusive Partnership**

The Bipoc Filter will
exclusively represent
Azerion's Multicultural
inventory and audiences in
North and South America.



+



Multicultural Audience Strategy

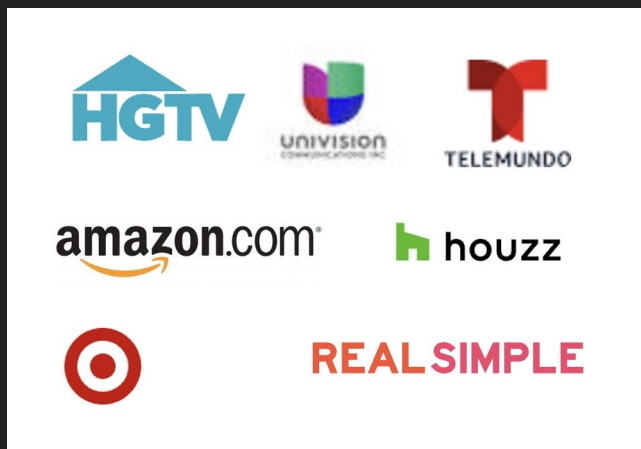
Identifying Your Most Valuable Audiences

We gather, browse, search and share online behavior on +90% of the US population across more than **18 million websites** as well as **100MM unique device ID's** from our SDK in-apps to efficiently target 75%+ of the United States multicultural audiences.

These data points are then **clustered into custom audience segments** & these users are messaged no matter where they are online. Custom audiences available via PMP connection.

BROWSE

Capture browse data from hyper relevant publishers & websites, apps etc, such as:



SEARCH

Leverage search data from onsite search engines

"Efici" Ahorro de energía" (Energy savings)

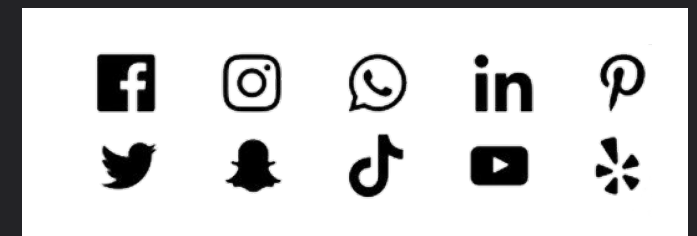
"Aire acondicionado eficiente" (Efficient air conditioning)

"Eficiencia en el consumo de agua caliente" (Hot water efficiency)

"Facturas de energía más bajas" (Lower energy bills)

SHARE

Pair with social share data from friend and follower clicks



Azerion Datasphere

Proprietary technology built from a vast data network to drive **intent**, **immediacy** & **incrementality**

INTENT

Browse-Search-Share

Technology to build a curated **audience pool** & message users no matter where they are online.

IMMEDIACY

2h Data refresh for actionable targeting

INCREMENTALITY

Go beyond traditional targeting to uncover new users

48 avg. data points
p/user p/month

**Scaled supply
& audiences**
to reach
**Multicultural
Demographics**
at scale

75 billion	Omnichannel USA avails Monthly
50 billion	Display & High-Impact avails
15 billion	Online Video (OLV) imps
10 billion	Gaming imps
1 billion	Streaming Audio & Podcast imps

Suggested Custom Audiences

African American Targeting:

- Using unique data to target users visiting specific black owned and black targeted properties

Spanish Language/Hispanic Targeting:

- Using unique data to target Spanish/Hispanic across Hispanic owned, targeted & spoken language



Have entered into an exclusive Partnership

to form the largest Minority Owned Sports and Entertainment video platform. Reaching over 150 million AA focused Video Views and 250 million Latino focused video views monthly.



VALIDATED, VETTED & VERIFIED

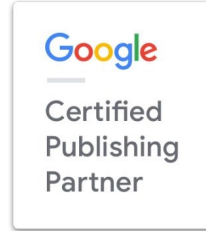
STN Video has been recognized by the biggest names in digital media as a trusted resource for publishers and content providers.



200+ PREMIUM CONTENT PROVIDERS



2,000+ NEWSPAPER.COM, BROADCAST.COM AND NATIVE DIGITAL SITES



ONE OF ONLY 12 GOOGLE CERTIFIED PUBLISHING PARTNERS IN NORTH AMERICA



RANKED AS ONE OF THE FASTEST GROWING TECH COMPANIES IN NORTH AMERICA FOR 4 YEARS IN A ROW



WINNER: BEST AD-SUPPORTED VIDEO SERVICE FOR PUBLISHERS



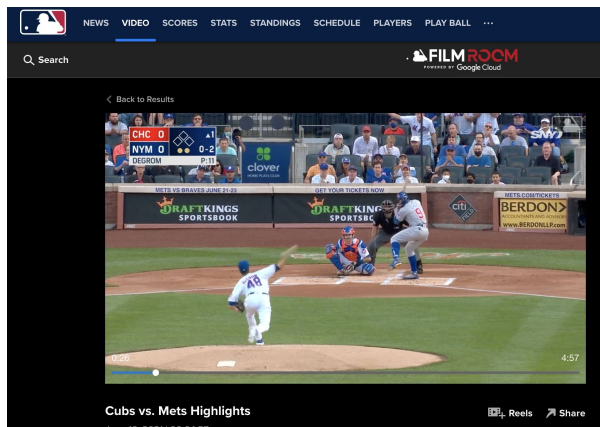
STN VIDEO
WINNER
Best Video Platform
2022 Digiday Media Awards



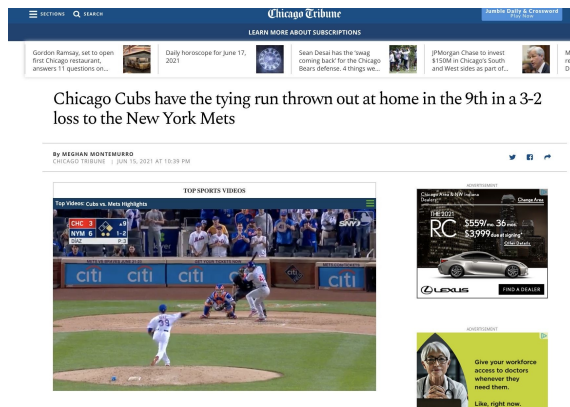
How We Do It

Reach fans wanting the best in digital video combined with the local perspective of their favorite publisher.

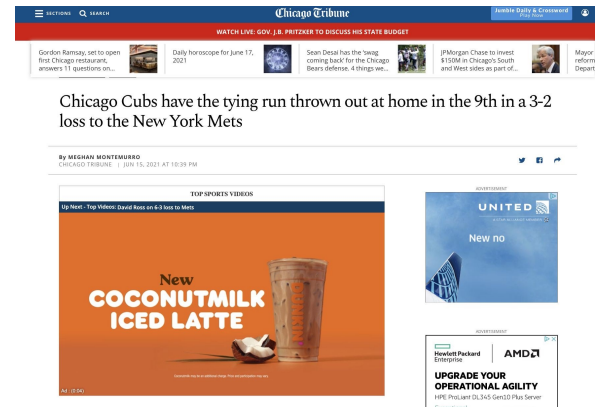
Official And Trusted Content



On Top Tier Publishers Across The Country



Helping Your Advertisers Connect With Our Fans





Trusted By 200 Content Providers

Engaging. Official. Exclusive.

STN Video has partnered with over 200 content providers to provide a library of brand safe and contextually relevant video from the world of news, sports, entertainment, lifestyle, health, travel, food, business, technology, politics and more...





Partners With Over 2,000 Publishers Across the Country

STN Video digital video platform is leveraged coast to coast by digital newspapers, broadcasters and born online sites to maximize your audience reach.





STN Video Value Proposition

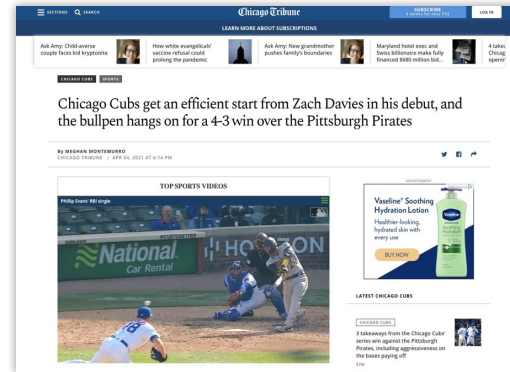
What We Do For Your Clients

STN VIDEO PLATFORM DELIVERS ON CONTENT, ENVIRONMENT, KPIs AND AUDIENCE

Exclusive And Brand Safe Content



Kpi Friendly / Contextually Relevant Placements



Audience Insights





Over 10,000 Audience Insights

STN Video can reach and target thousands of segments via our audience insight platform specific to your desired audiences.



Age, Gender, Ethnicity



Media Consumption



Purchase Drivers



Personal Values



Political Influences



And thousands more...



A18-34: 24 million impressions in 2Q
A18-40: 30 million impressions in 2Q



Males: 49.4%
Females: 50.6%



Net Worth: \$750 - \$999K, Index 302
Net Worth: \$1M+, Index 198



HHI \$150K+, Index 212



**Thank
You**

