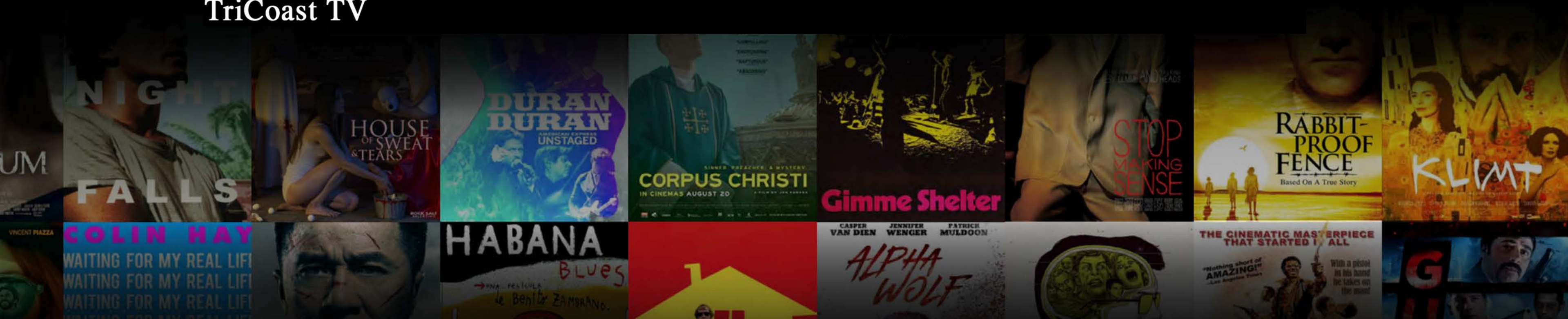


# Creating Highly Curated FAST Channels & Apps for the CTV Market

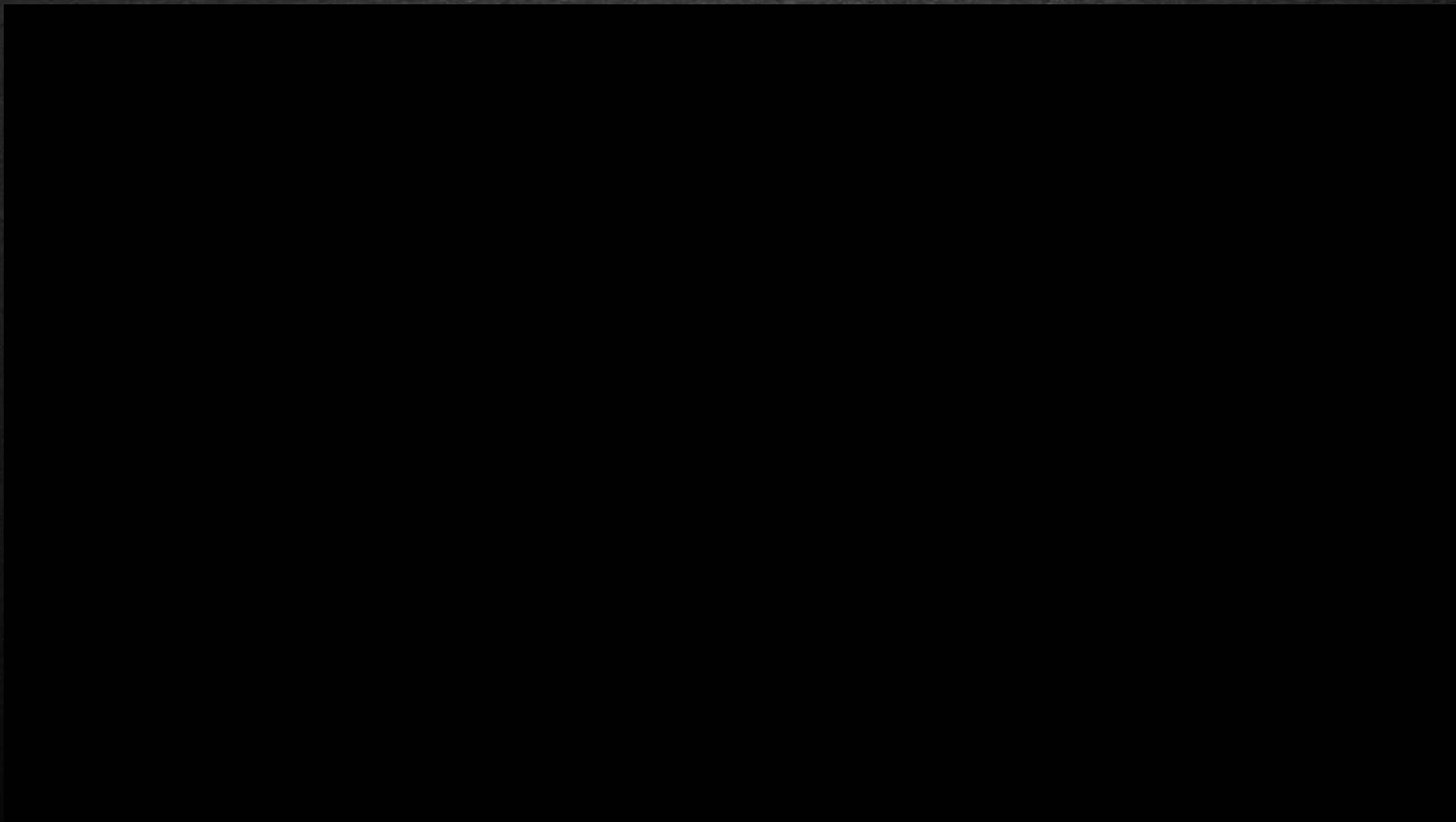






**THE PREMIERE GENRE CHANNEL**





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## OVER 3,000 MOVIES

5,000 + hours of feature films and TV titles; Curated content for SciFi, Action, and Horror fans

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## LOYAL COMMUNITY

DARK MATTER TV appeals to the 'alternative' community — audiences traditionally resistant to the mainstream.

Our typical audience is:

- Looking for niche content
- "Anti-corporate"
- Loyal w/ a hardcore fanbase



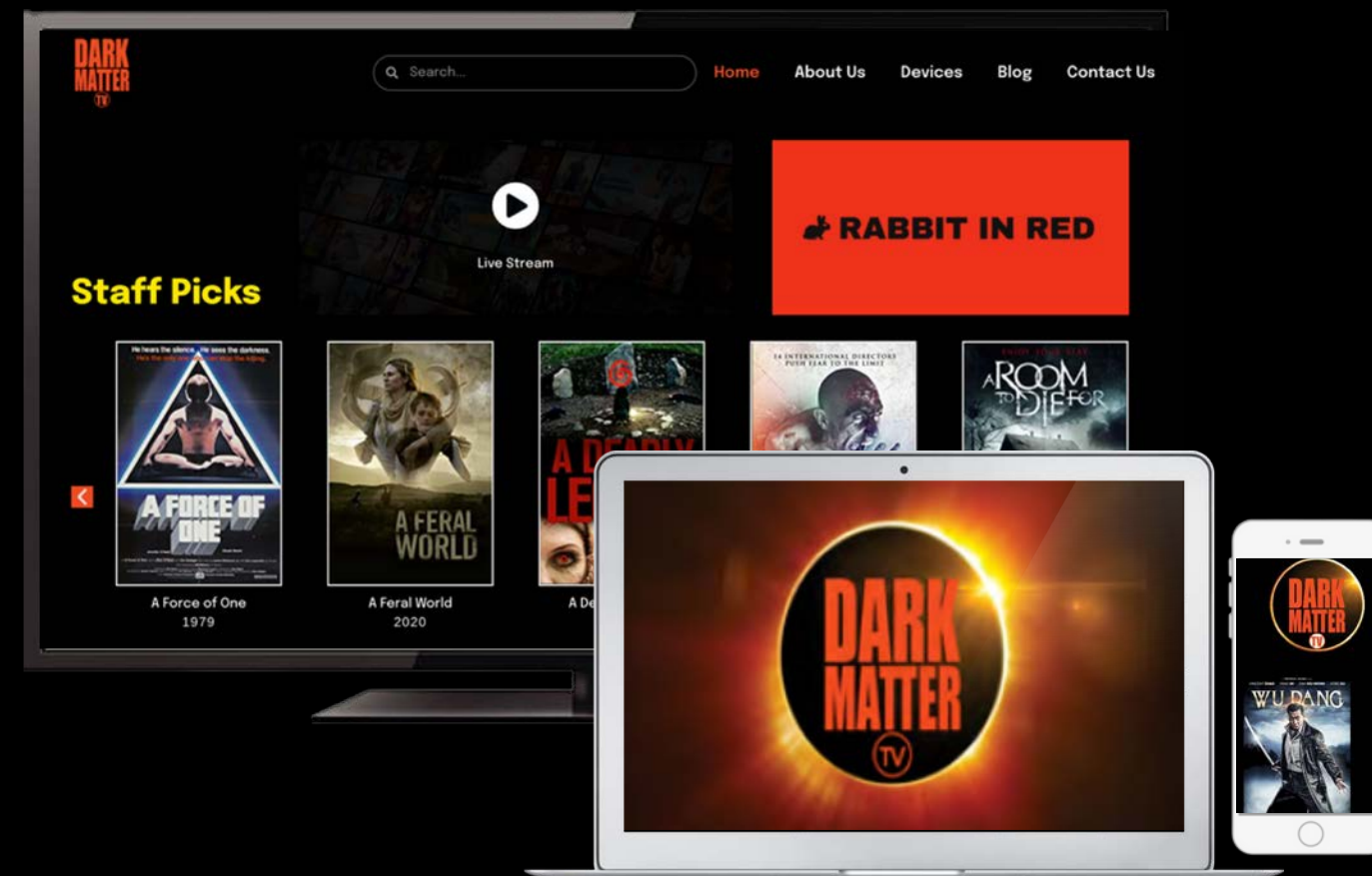
# OVERVIEW

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## CURATED FILM CATEGORIES

In the world of AVOD, audiences return when they trust the curation.

Just like Spotify does for music, DARK MATTER TV provides curated playlists for the genre fan.



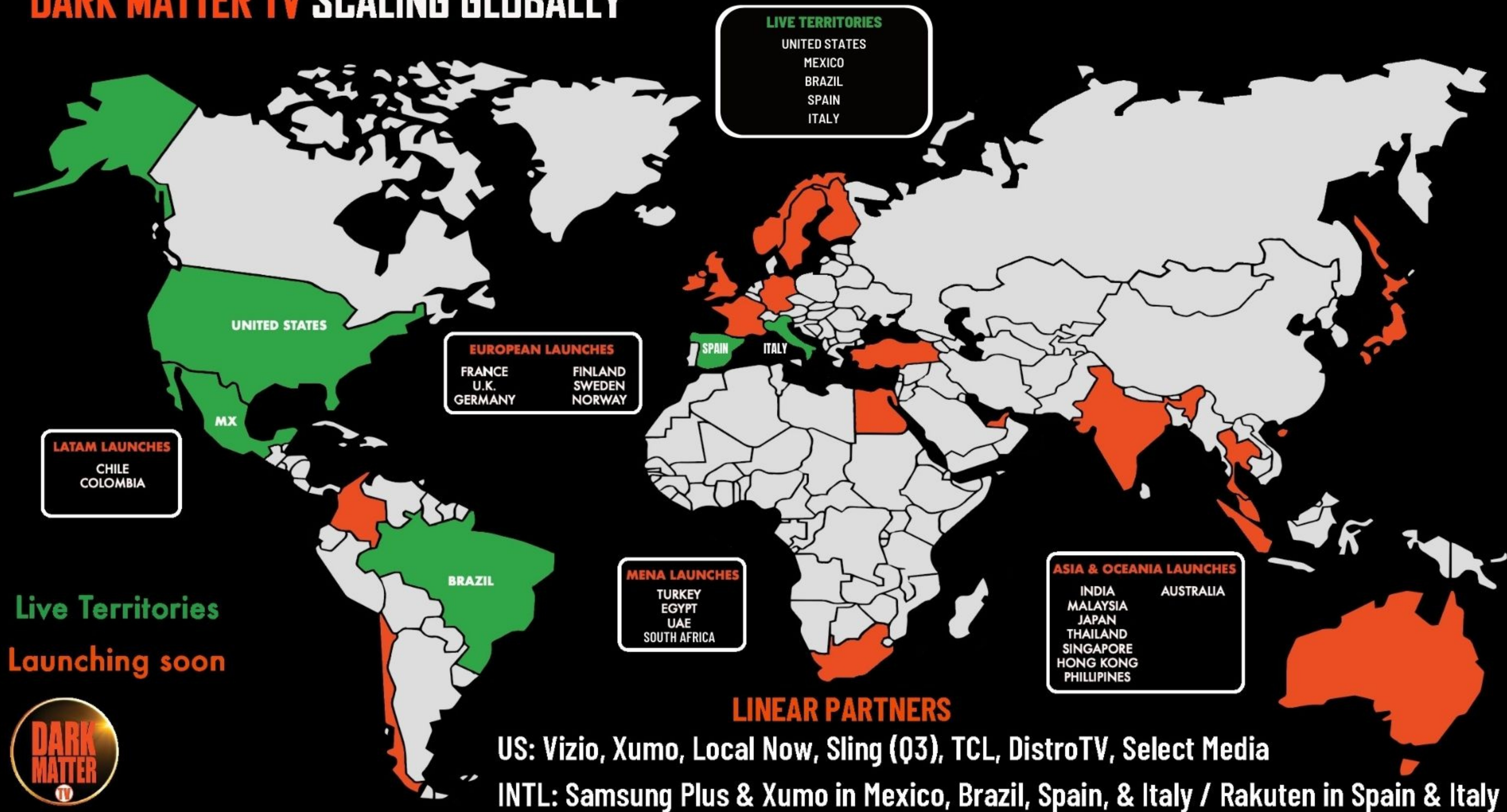
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## STELLAR AUDIENCE NUMBERS

- 65 million total views
- 5 million monthly viewers
- 20 million available impressions per month



# DARK MATTER TV SCALING GLOBALLY





# ACTIVE USER DEMOGRAPHICS

## GENDER



60% Male

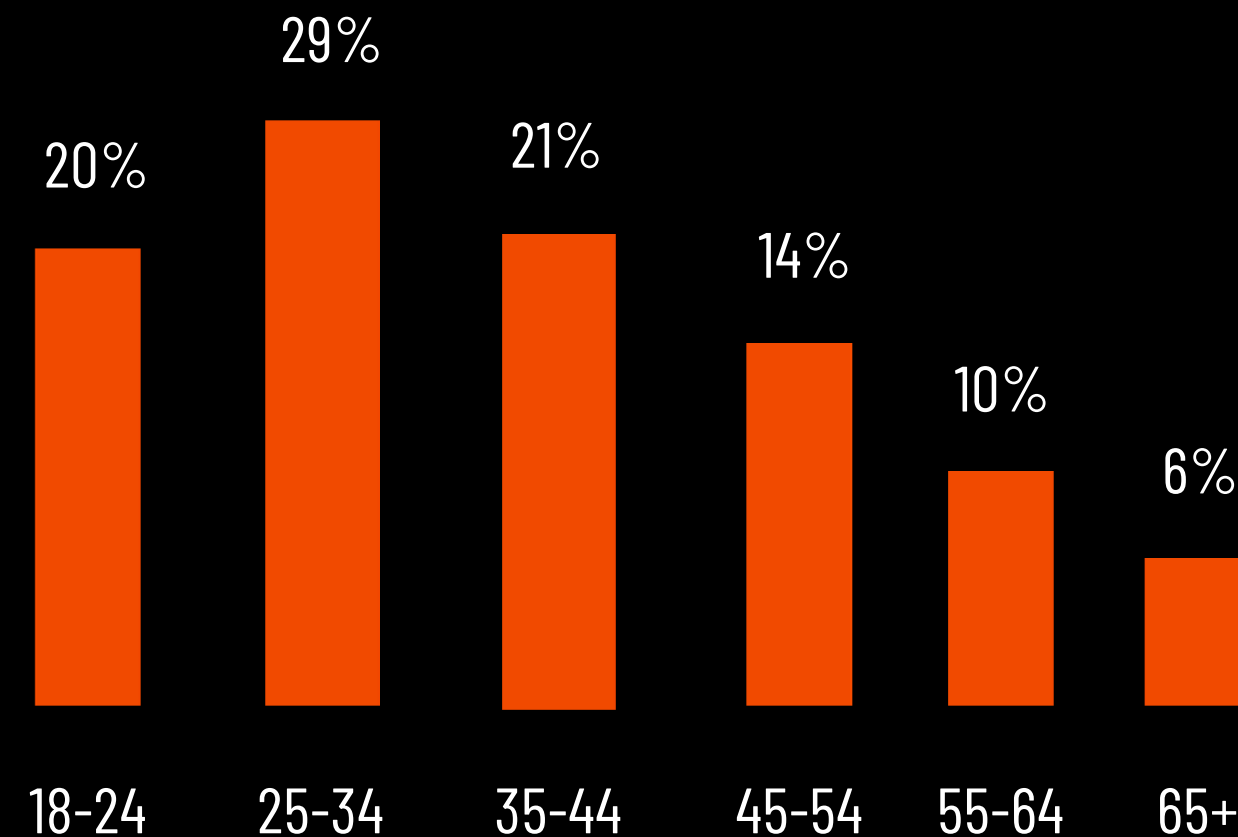


40% Female

## INCOME LEVEL

- >\$35,000 - 20%
- \$35,000 - \$100,00 - 46%
- \$100,000 - \$250,000 - 34%

## VIEWER'S AGE

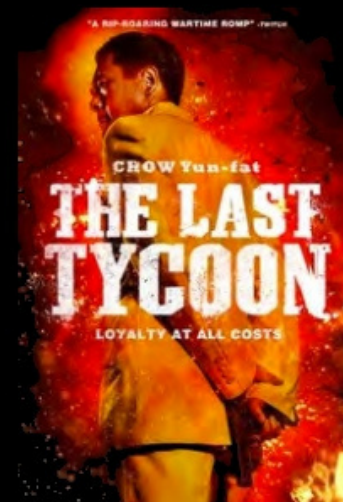




# SPECIALTY GENRES



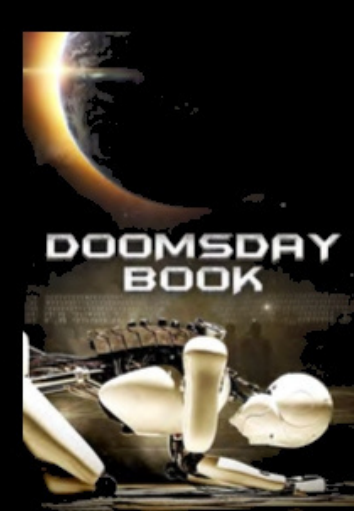
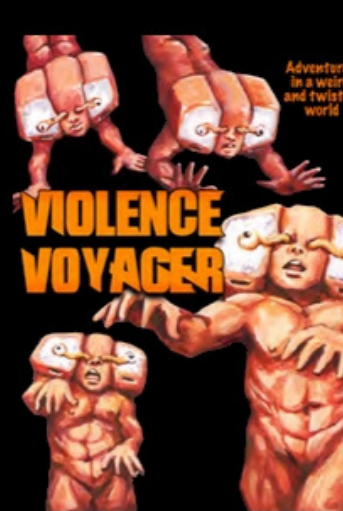
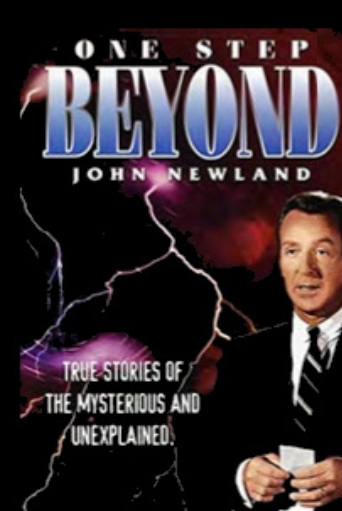
## ACTION



## PARANORMAL



## SCI-FI







# NOCTURNO

TRICOAST TV'S NEW SPANISH LANGUAGE  
HORROR CHANNEL FOR THE UNITED STATES

COMING IN Q4 2022





**CELEBRATING THE BEST OF DIY &  
CRAFT LIFESTYLE**

***AVOD APP & FAST CHANNEL***





## Crafting Genres

- Knitting
- Sewing
- Pottery
- Gardening
- Jewelry Making

## Unique Channel Opportunities

- Community Engagement
- Creator-Focused Programming







## **Key Made It Myself Info**

- Craft viewers stick with programming longer than average viewer
- Over 70 million crafters in the U.S. alone

## **Audience Demographics:**

- 72% of crafters identify as female
- Average age of 40







**Q4 2022 LAUNCH  
JUST IN TIME FOR  
THE HOLIDAY SEASON**







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