



# revry

LGBTQ+ TV

ANA

nglcc  
National LGBT  
Chamber of Commerce



# » FOUNDERS

## Out100 MEET THE QUEER TITANS WHO MADE THIS YEAR'S OUT 100

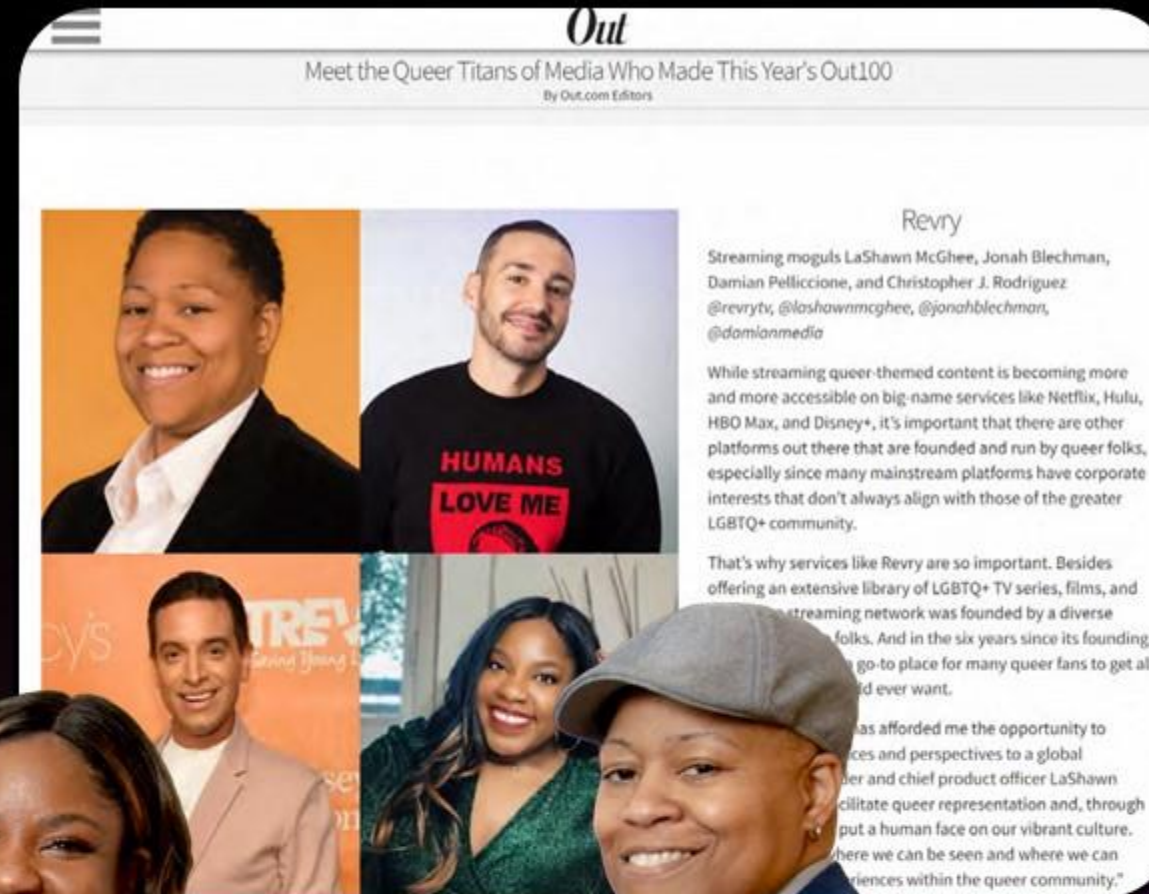


App Store

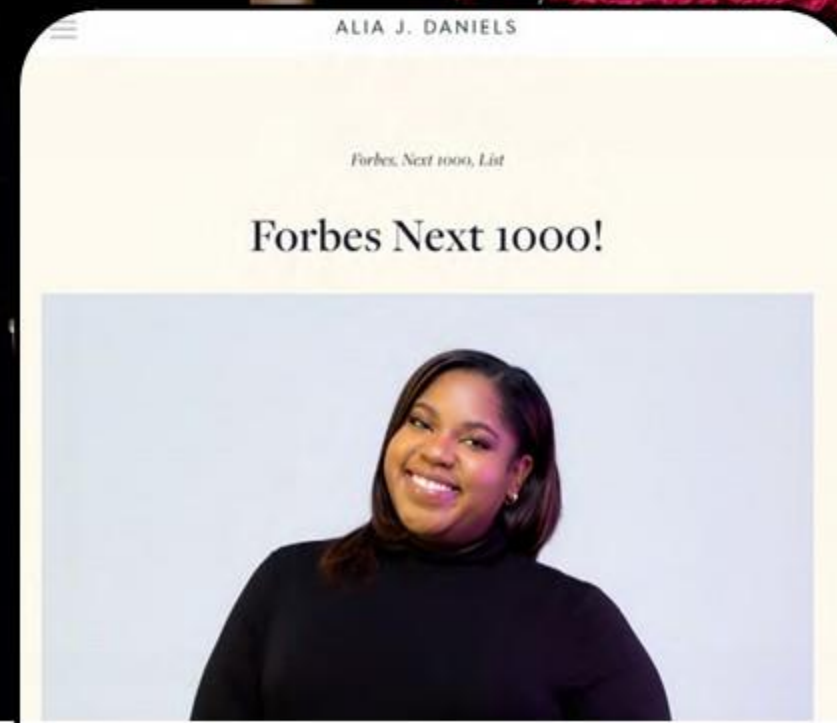
### DEVELOPER SPOTLIGHT

Developer Spotlight: Revry

August 11, 2021



## ADVOCATE PEOPLE OF THE YEAR



## Forbes FORBES NEXT 1000



**R**evry, the first global LGBTQ+ streaming media network, has championed a message of inclusivity, diversity, and hilarity since its founding in 2015. With original content such as the comedy series *Dropping the Soap*, the long-running mock-reality series *Gayborhood*, and its annual programming for Pride, Indigenous Peoples' Day, and more, the network has the queer audience covered.

"We're about to celebrate six years since the idea of the company, and today we stand with 30 employees across the country, mainly here in Los Angeles. We're in...over 300 million households and devices, not just domestically but globally," Revry cofounder and CEO Alia J. Daniels says in a video interview.

**A CHANNEL OF THEIR OWN**

After six years of broadcasting queer stories, the LGBTQ+ network Revry is seeing its influence grow around the globe.

BY DONALD PADGETT

releasing...  
McGhee...  
no-brain...  
bringing...  
One...  
commu...  
through...  
first q...  
The w...  
premier...  
enterta...  
and lif...  
news i...  
Andy L...  
Trendir...  
Alia J...  
and str...  
shows like *Culture Q* motivates...  
as it did in the early days of Revry...  
"Because we are such..."

# »» LGBTQ MARKET

## VALUABLE<sup>1</sup>

**\$3.6T**

Global GDP

**\$1.1T**

US GDP

## LOYAL<sup>2</sup>

Brand Loyalty rate of **88-91%**

## INTO STREAMING<sup>3</sup>

**85% of LGBTQ people** used a streaming service in the last 30 days, compared to 74% for the general population.

1. Estimated LGBT-GDP (table) - 2020. LGBT Capital. (2020). Retrieved November 9, 2021, ([http://www.lgbt-capital.com/docs/Estimated\\_LGBT-GDP\\_\(table\)\\_-\\_2020.pdf](http://www.lgbt-capital.com/docs/Estimated_LGBT-GDP_(table)_-_2020.pdf))

2. LGBTQ buying power. WNY Gay & Lesbian Yellow Pages. (2021, March 20). (<https://wnygaypages.com/lgbt-buying-power/>)

3. Nielsen Diverse Intelligence Services. (n.d.). Proud & present - nielsen.com. Nielsen Consumer (<https://www.nielsen.com/wp-content/uploads/sites/3/2021/06/lgbtq-report-2021.pdf>)

# THE PROBLEM

BRANDS CANNOT TARGET LGBTQ AUDIENCES

# »» BRANDS CANNOT TARGET LGBTQ AUDIENCES BECAUSE...



**USING  
MAINSTREAM TV  
IS WASTEFUL**



**SVOD-ONLY  
PLATFORMS  
ARE INEFFECTIVE**

**ADVOCATE  
QUEERTY\* *Out*  
instinct**

**EDITORIALS LACK  
VIDEO AD  
INVENTORY**



**“HATE SPEECH”  
MAKES SOCIAL  
MEDIA  
PROBLEMATIC**

# THE SOLUTION

REVRVY IS THE ONE-STOP SHOP FOR BRANDS  
TO REACH LGBTQ AUDIENCE

# » REVRY IS THE SOLUTION BECAUSE...

**OUR NETWORK IS  
PRE-TARGETED TO  
LGBTQ**

**MULTIPLE WAYS  
FOR BRANDS TO  
ENGAGE**

**WORLD'S LARGEST  
VIDEO AD  
INVENTORY**

**OUR PLATFORM  
IS AN LGBTQ  
SAFE SPACE**

# »»REVVY'S AUDIENCE

## REVVY'S DEMOGRAPHICS

75%

AGES 18-45

75%

MILLENNIAL

25%

GEN-Z

47%

MALE

46%

FEMALE

7%

TRANS/  
NON BINARY



# »» REVRV CHANNELS

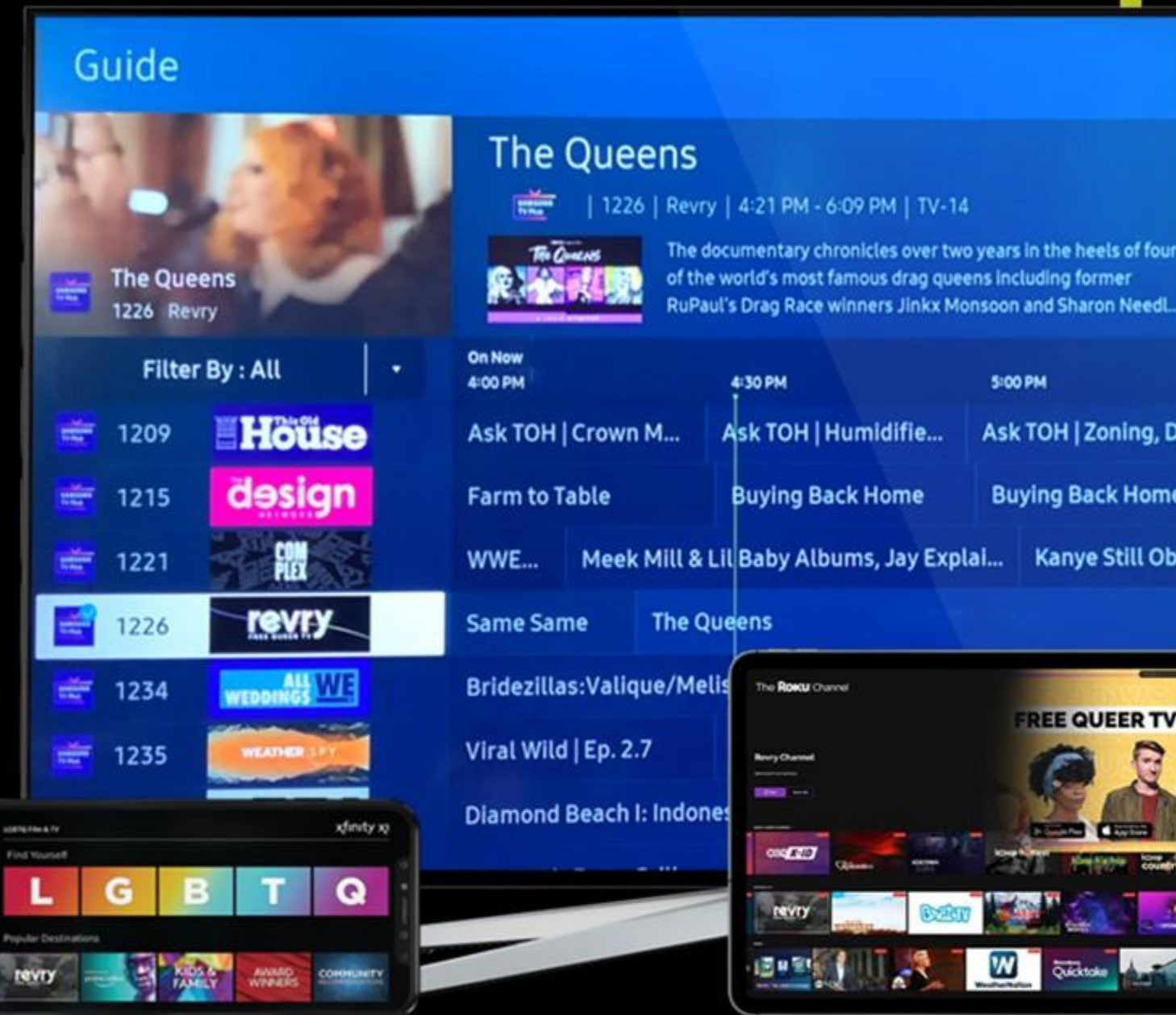
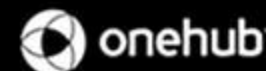
## REVRV OVER-THE-TOP APPS (OTT)



## ON DEMAND CHANNELS



## LIVE CONNECTED TV CHANNELS (CTV)



# » REVRV NETWORKS

## 1. REVRV ONE (USA)

**Rights:** USA only  
**Language:** Mostly English

**Content Rating:** TV-14  
**Ads:** 8 mins/hr  
**Content:** LGBTQ+

## 2. REVRV 2 (NA)

**Rights:** North America  
**Language:** Mostly English + Some Foreign Languages

**Content Rating:** TV-PG  
**Ads:** 8 mins/hr  
**Content:** LGBTQ+ Movies and Shows

## 3. REVRV 3 (GLOBAL)

**Rights:** Global  
**Language:** English  
**Content Rating:** TV-PG

**Ads:** 8 mins/hr  
**Content:** LGBTQ+ Movies and Shows

## 4. REVRV NEWS

**Rights:** Global  
**Language:** English  
**Content Rating:** TV-PG

**Ads:** 8 mins/hr  
**Content:** LGBTQ+ News + Lifestyle

## 5. REVRV HER

**Rights:** Global  
**Language:** English  
**Content Rating:** TV-PG

**Ads:** 8 mins/hr  
**Content:** Queer femxle and lesbian themed Movies + Shows

## 6. REVRV LATINX

**Rights:** Global  
**Language:** Spanish  
**Content Rating:** TV-PG

**Ads:** 8 mins/hr  
**Content:** LGBTQ+ Movies and Shows

## 7. REVRV BRAZIL

**Rights:** Global  
**Language:** Portuguese  
**Content Rating:** TV-PG

**Ads:** 8 mins/hr  
**Content:** LGBTQ+ Movies and Shows

revrv  
LGBTQ TV

Home Live OML Originals Movies Shows News Music

Today

Tomorrow



I Do

5:33 pm - 7:18 pm

A gay Briton living in New York risks losing his fam

♥ Favorites

6:00 pm

6:30 pm

revrv  
ONE

I Do  
5:33 pm - 7:18 pm

revrv<sup>2</sup>

2 In The Bush: A Love Story  
5:27 pm - 7:19 pm

revrv<sup>3</sup>

Queer News Weekly  
6:03 pm - 7:03 pm

revrv  
news

Dope State  
5:51 pm - 6:21 pm

Dope State  
6:21 pm - 6:51 pm

revrv  
her

The Dorians Film Toast 2021  
3:59 pm - 7:39 pm

revrv  
latinX

Tl@s  
6:05 pm - 7:39 pm

revrv  
BRASIL

Preeminent Television Programming  
5:59 pm - 6:59 pm

# ONE QUARTER SCREEN HERO UNIT

Sponsor our primetime (7pm-10pm) time slot with a special "Brought to you by..." on-screen overlay banner.

Specs: 1920x1080 png with locked graphic.  
Template will be provided.



# BILLBOARD HERO UNIT

Sponsor our primetime (7pm-10pm) time slot with a special  
"Brought to you by..." on-screen overlay banner.

Specs: H.264 codec mp4, 1920x1080



# CASE STUDY

SEARCHLIGHT PICTURES - THE EYES OF TAMMY FAYE



## BRAND PARTNERSHIP

- Culture Q featured an exclusive interview with movie screenwriter, Abe Sylvia, in which he discussed his inspiration for making the movie.



## RESULTS

- 2.5 Million Impressions
- 98% completion rate



# CASE STUDY

MCDONALD'S – "HOUSE OF PRIDE"

## BRAND PARTNERSHIP

McDonald's is kicking off Pride season with the second annual House of Pride—a celebration of LGBTQ+ culture, music, comedy, and dance! Sing and dance along with the star-studded slate of queer influencers, celebrities, and entertainment.



revry presents  
**house of pride**  
brought to you by  
McDonald's

## RESULTS

- 16x Million Impressions
- 98% completion rate



# CASE STUDY

STOLI - "QUEERX LIVE!"

## BRAND PARTNERSHIP

- Stoli integrated their "Stoli Serves Pride" Music Video into the *QueerX Live!* award show program in perpetuity.



## RESULTS

- 11 Million Impressions
- 98% completion rate

"Jennifer Lopez Among Participants in Revry's 'QueerX Live' Show"  
- **The Hollywood Reporter**

"Revry To Host *QueerX Live!* Drive-In With Jennifer Lopez, Joe Biden, Shea Diamond & More" - **Billboard Magazine**

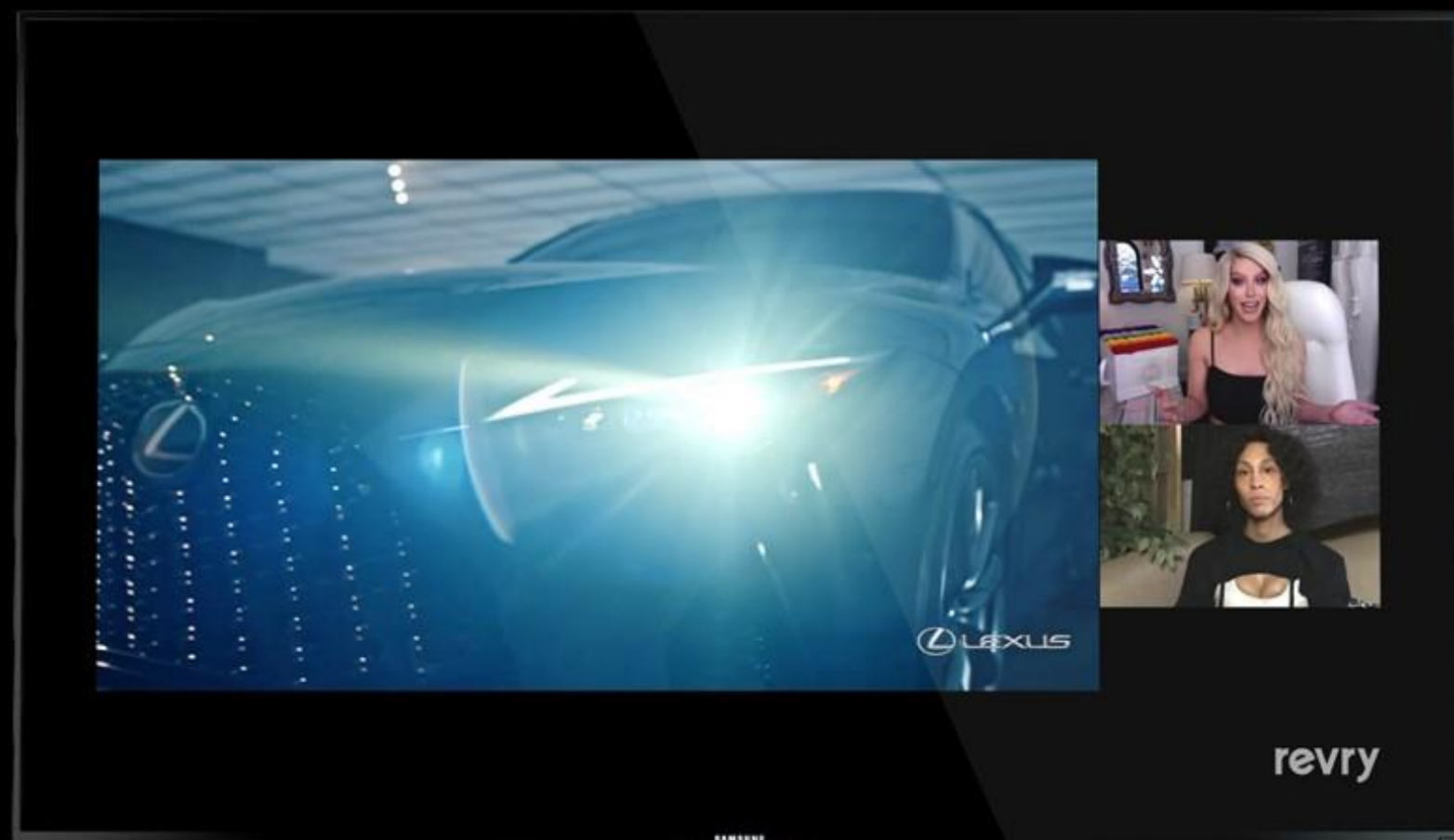


# CASE STUDY

LEXUS - "LEXUS IS REMIX"

## BRAND PARTNERSHIP

A special conversation between award winning celebrity trans influencer Gigi Gorgeous and Golden Globe winning actress MJ Rodriguez.



## RESULTS

- 5 Million Impressions
- 98% completion rate

# LEXUS IS REMIX

FEATURING GIGI GORGEIOUS + MJ RODRIGUEZ







**PROGRAMMING  
HIGHLIGHTS**

# PROGRAMMING FOR Q1



2022 IS A DRAG



10 DAYS OF VALENTINES



BLACK HISTORY MONTH



WOMEN'S HISTORY MONTH

# PROGRAMMING FOR Q2



PRIDE



ASIAN AMERICAN PACIFIC ISLANDER HERITAGE MONTH



MEMORIAL DAY

# PROGRAMMING FOR Q3



HISPANIC HISTORY HERITAGE MONTH



CHRISTMAS IN JULY

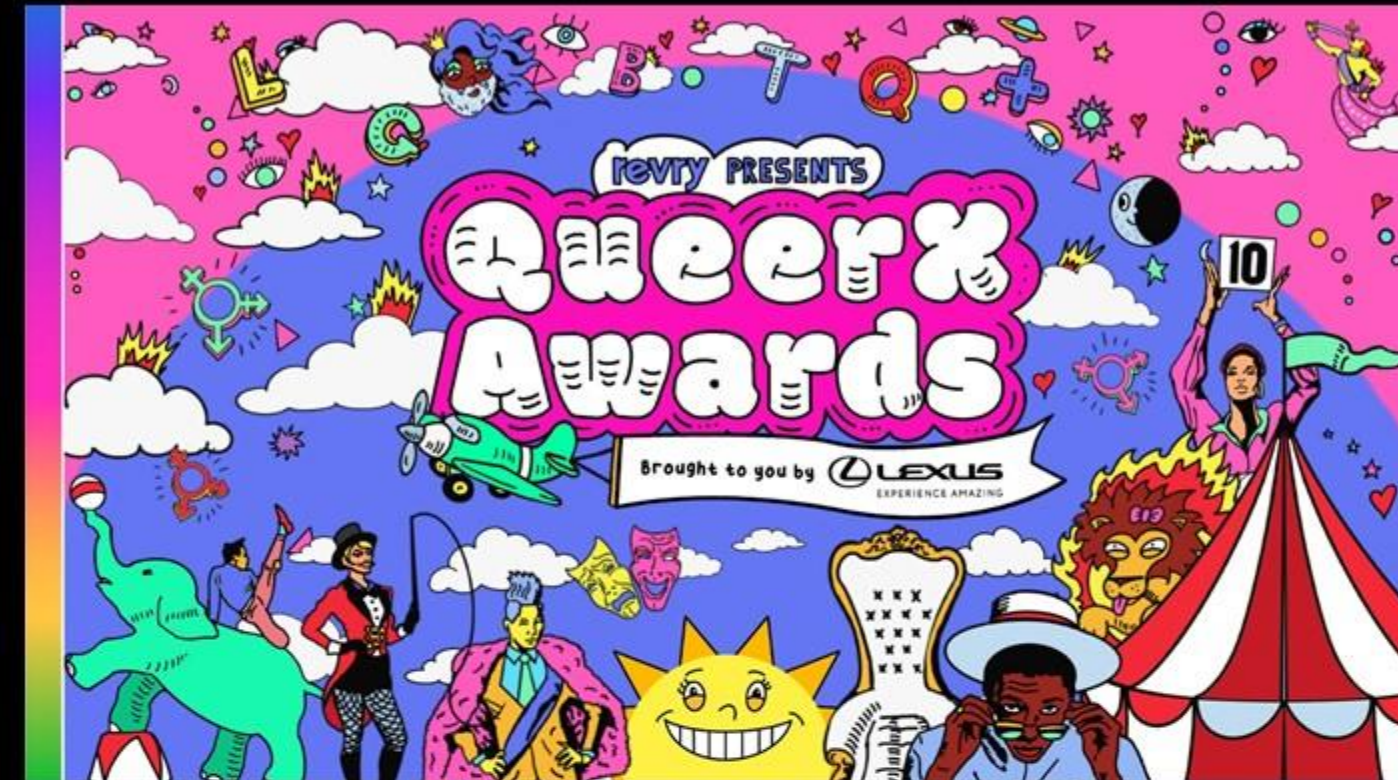


FOURTH OF JULY

# PROGRAMMING FOR Q4



HALLOWEEN



LGBTQ HISTORY MONTH



CHRISTMAS



NEW YEAR WRAP UP



**CONTENT  
OPPORTUNITIES**

# DOWNTIME

In partnership with Disney / ABC's Good Morning America Digital (GMA Digital), Revry presents the original docuseries Downtime that follows the life on and off the court of WNBA All Star MVP, Erica Wheeler.



## FORMAT

7X26 MIN. AND 7X13 MIN. EPISODES - JUNE 2022 (PRIDE)

## OPPORTUNITIES

TAILORED BRAND INTEGRATIONS AVAILABLE



**ERICA WHEELER #17**

**32 GP / 41.7% FG / 82.7% FT**



POINTS 434	OREB	16	STL	43
	DREB	82	BLK	8
	REB	98	TOV	87
	AST	152	PF	86



# QUEER CLASSIX

(QUARTERLY SCREENING SERIES)

This quarterly series features commentary from a well-known LGBTQ host who introduces a special screening of a classic or cult LGBTQ film. QUEER CLASSIX dishes all the tea behind-the-scenes with fun facts about the film and its talent. Think "Dinner and a Movie"

## FORMAT

4X100-130 MINUTES - QUARTERLY 2022  
(INCLUDES FULL FILM)

## OPPORTUNITIES

TAILORED BRAND INTEGRATIONS AVAILABLE



# VERSUS

## SEASON 3 (GAME SHOW)

Hilarity ensues as LGBTQ celebrity and influencer contestants are pitted against each other in rapid-fire challenges that test their trivia skills, memory, and even knowledge of their own social media. Each episode of VERSUS features a new set of mini-games that no one can prepare for!

### FORMAT

6X26 MINUTE EPISODES – Q4 2022

### OPPORTUNITIES

- "BROUGHT TO YOU BY" SHOW BRANDING
- CUSTOM HOST CALLOUTS
- SPONSORED SEGMENTS
- HERO UNITS
- TAILORED BRAND INTEGRATIONS



# QUEERX AWARDS

(STREAMING SPECIAL)

Revry's annual LGBTQ+ music, film, and cultural award show is back for its seventh year in 2022! QueerX Awards—premiering on National Coming Out Day (Oct 11th). The streaming special features special music performances, and the Revry Visibility Awards—honoring public figures who have contributed to queer visibility. Past participants and awardees include: Jennifer Lopez, Bowen Yang, Karamo Brown and President Joe Biden.

## FORMAT

90-120 MINUTE SPECIAL - OCTOBER 2022

## OPPORTUNITIES

- "BROUGHT TO YOU BY" SPONSORSHIP
- IN SHOW/CALL OUTS
- BRANDED SEGMENTS
- SOCIAL INTEGRATIONS
- TAILORED BRAND INTEGRATIONS



# MUSIC OUT LOUD

(SERIES)

Music Out Loud is the 2.0 version of the old school MTV-style music video series, but with a twist: all queer music artists! Featuring an LGBTQ VJ host, musician interviews, "pop up" video style facts/trivia, and music video premieres.

## FORMAT

6X26 MINUTE – Q3 2022

## OPPORTUNITIES

- "PRESENTED BY" BRANDING
- CUSTOM HOST CALLOUTS
- SPONSORED SEGMENTS
- HERO UNITS
- TAILORED BRAND INTEGRATIONS

**MUSIC  
OUT LOUD**

a revvy original series



# SHORTS OUT LOUD

(SERIES)

This show highlights the best LGBTQ short films from top film festivals across the globe. Every episode is built around a different theme (e.g., love stories, coming out, sci-fi, BIPOC, womxn, etc.) and takes viewers on a journey with live interviews with film-makers and cast members of each film.

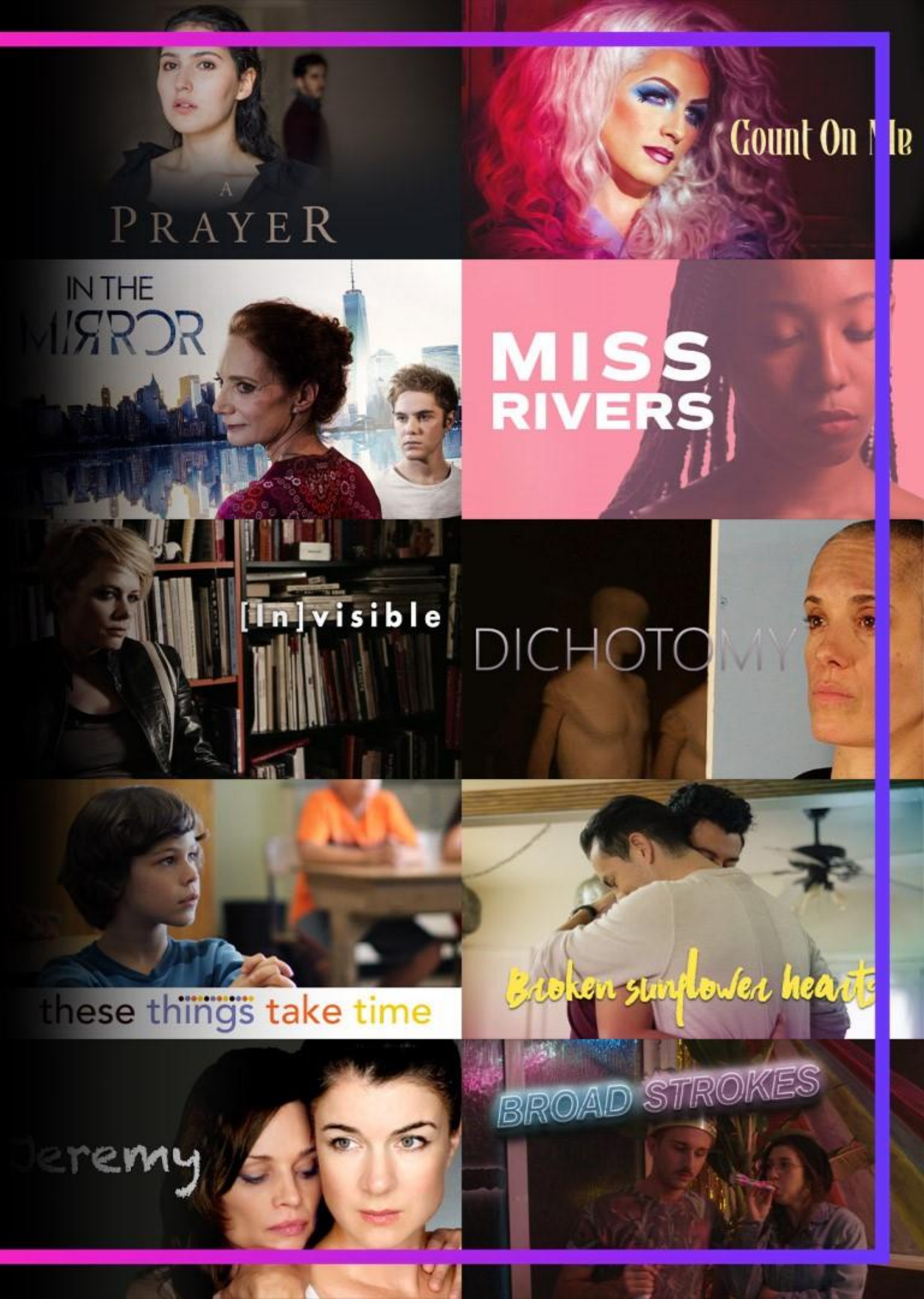
## FORMAT

6X26 MINUTES – Q3 2022

## OPPORTUNITIES

- PRESENTED BY" BRANDING
- SPONSORED SEGMENTS
- HERO UNITS
- TAILORED BRAND INTEGRATIONS

# SHORTS OUT LOUD



# TRAVEL GEN: CALIFORNIA

(TRAVEL SERIES)

In the vein of QUEER EYE, this four-part docuseries explores each city through the eyes and experiences of these four experts and influencers in food, fashion, outdoors, and history.

## FORMAT

4X26 MINUTES - Q4 2022

## OPPORTUNITIES

- "BROUGHT TO YOU BY" BRANDING
- SPONSORED SEGMENTS
- HERO UNITS
- BRAND MENTIONS FROM CO-HOSTS
- TAILORED BRAND INTEGRATIONS



# THE CATEGORY IS...OAKLAND

SEASON 2 (DOCUMENTARY SERIES)

The Revry Original award-winning anthology series THE CATEGORY IS explores how vogue ballroom culture has evolved beyond New York City and grown to shape queer communities throughout the world.

## FORMAT

4X26 MINUTES – Q4 2022

## OPPORTUNITIES

- "BROUGHT TO YOU BY" BRANDING
- HERO UNITS
- TAILORED BRAND INTEGRATIONS



# MAKE IT RAIN

(GAME SHOW)

Last Comic Standing meets Lip Sync Battle in MAKE IT RAIN, the hysterical comedy competition show which pits three comedians against each other, first, with a comedy set on the mic and then a dance set on the pole! Celebrity Guest Judges and a full audience then MAKE IT RAIN on the contestant with cash tips!

## FORMAT

4X26 MINUTES - Q4 2022

## OPPORTUNITIES

- "BROUGHT TO YOU BY" BRANDING
- CUSTOM HOST CALLOUTS
- HERO UNITS
- TAILORED BRAND INTEGRATIONS





# CULTURE Q

(WEEKLY NEWS SERIES)

Culture Q is the world's first weekly queer-centric news series! This innovative news series creatively features entertainment, pop culture, lifestyle and political news with wit and insight—all from the queer perspective!

## FORMAT

13-15 MINUTES - WEEKLY

## OPPORTUNITIES

- "BROUGHT TO YOU BY" SHOW BRANDING
- CUSTOM HOST CALLOUTS
- SPONSORED SEGMENTS
- HERO UNITS
- TAILORED BRAND INTEGRATIONS



**THANK YOU**



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