



INSIGHTTV

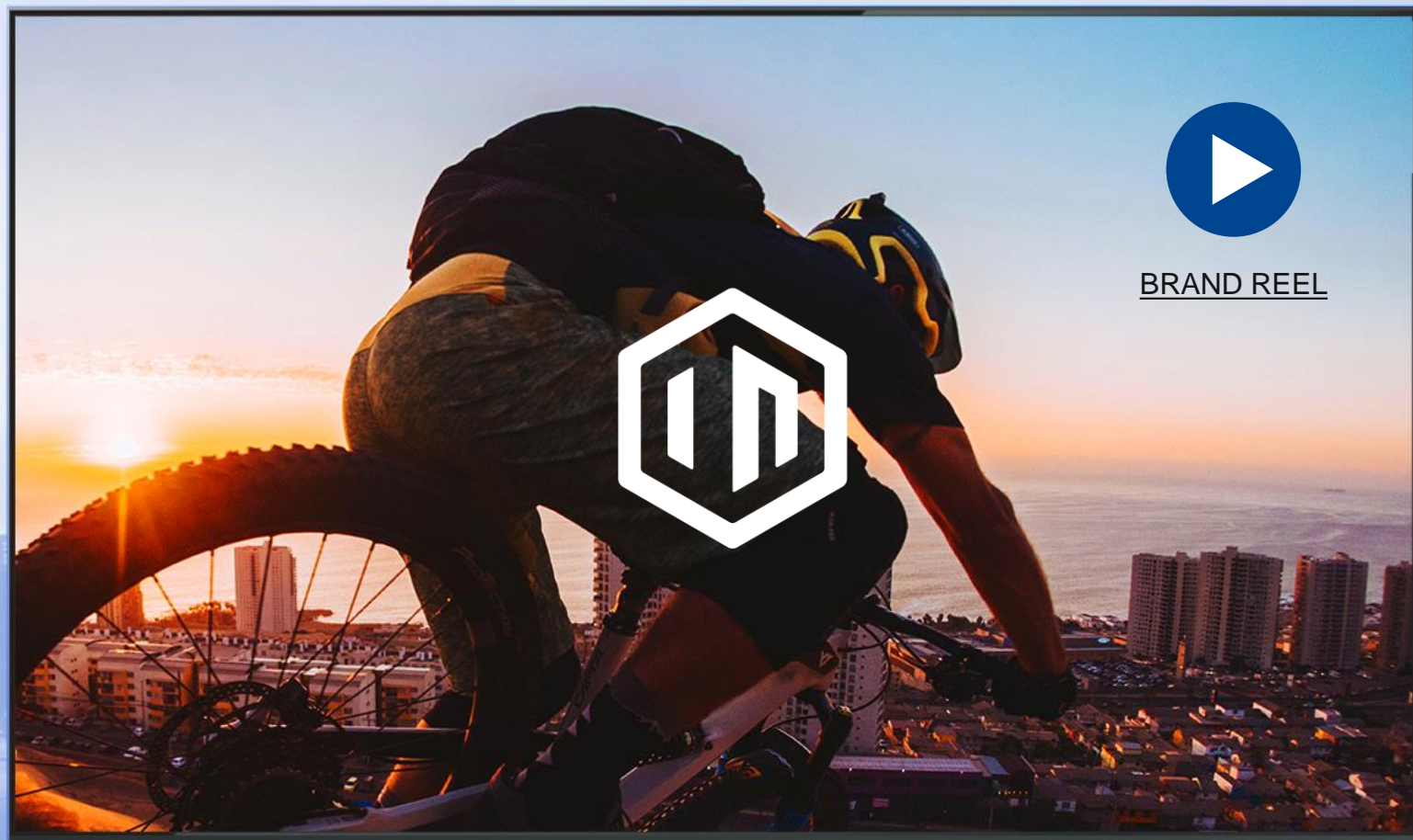
**NOBODY ELSE DOES**  
WHAT WE DO



# MEET INSIGHT TV

Global producer, distributor and broadcaster of the leading Millennial and Gen-Z lifestyle, entertainment and sport content. **We're passionate about creating REAL, impactful and authentic stories that resonate with global audiences.**

Available across 178 platforms in 56 countries and 12 languages



Rakuten TV

COMCAST

VIZIO

pluto tv

vodafone

sky



# OUR COMMUNITY

The leading global **Millennial and Gen-Z** producer, distributor and broadcaster.



## WORLDWIDE DISTRIBUTION

178 Platforms  
56 Countries  
12 Languages

## SOCIAL REACH



2,817,752 FOLLOWERS  
85,000,000 TOP PERFORMING VIDEO VIEWS



425,990 SUBSCRIBERS  
12,900,000 TOP PERFORMING VIDEO VIEWS



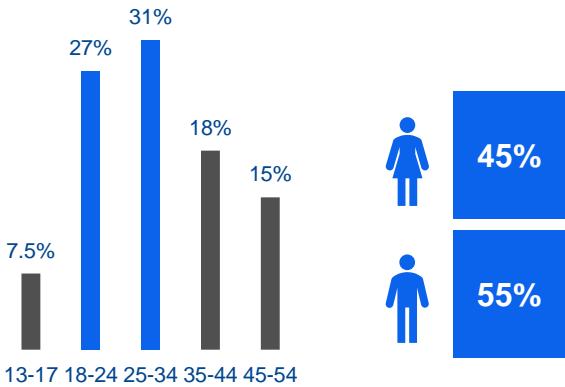
67,000 FOLLOWERS



## KEY AUDIENCE

Millennials & Gen-Z  
(Ages 18-40)

## AUDIENCE BREAKDOWN



## VIEWERSHIP

92.7M average monthly viewership  
38% CAGR last 4 years

## PLATFORM BREAKDOWN

DIGITAL LINEAR	BROADCAST LINEAR	VOD PLATFORMS
44.7M	45M	3M

## REGIONAL BREAKDOWN

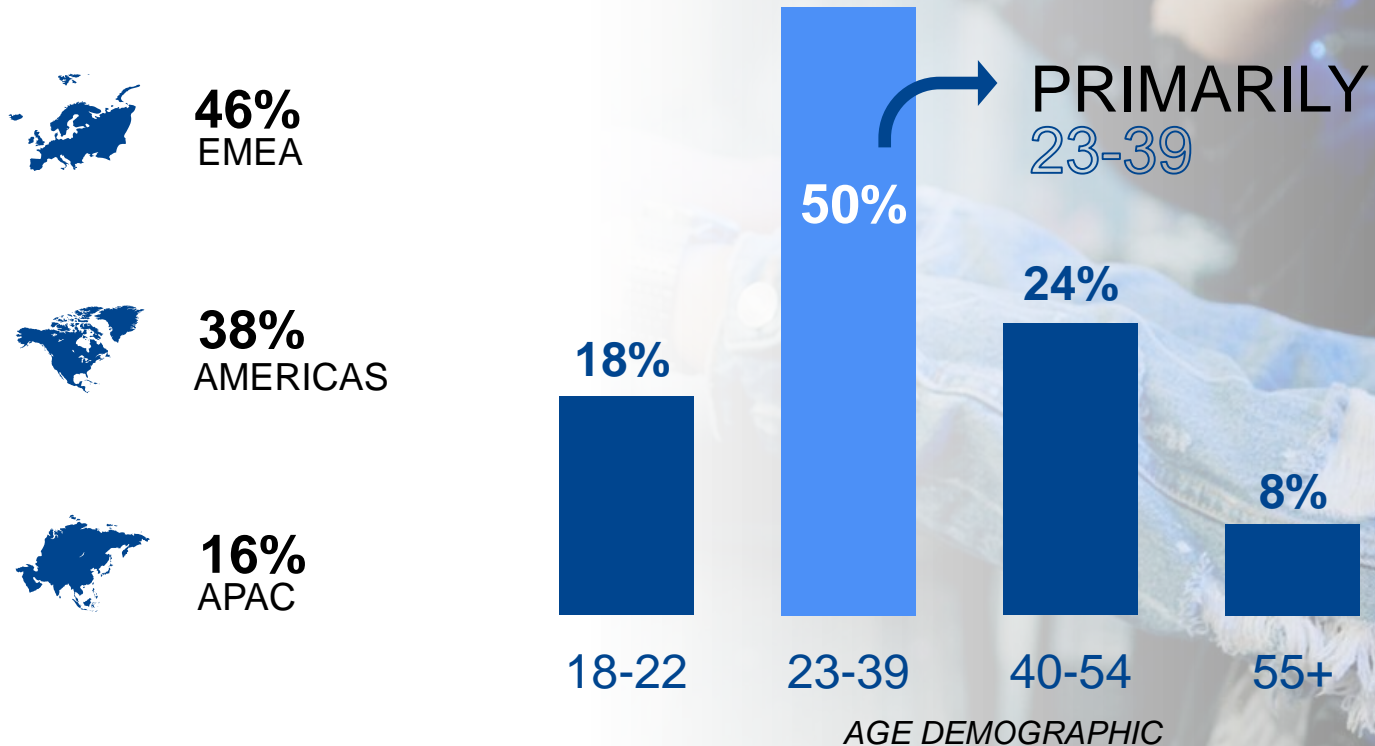
EMEA	AMERICAS	APAC
46%	38%	16%





# OUR GLOBAL AUDIENCE

**Unique, curious, authentic, passionate**, like Insight.  
They are always ready to dive in. No matter their favourite genre - we have something for them to watch however they watch.



# OUR CHANNELS

We have **EIGHT** different channels with multiple feeds depending on the region. Lifestyle, Entertainment, Music, Nature, Science, Action Sports, Short Form... no matter the genre, we have something for you!



**UHD HDR**

LIFESTYLE &  
ENTERTAINMENT  
**4K/UHD**

REEL



**FAST**

LIFESTYLE &  
ENTERTAINMENT  
**HD**

AVAILABLE ON F.A.S.T PLATFORMS

REEL



**HD**

LIFESTYLE &  
ENTERTAINMENT  
**HD**

AVAILABLE ON CABLE/DTH/IPTV

REEL



**INBITES**

SHORT-FORM  
**HD**

REEL



**INTROUBLE**

ACTION SPORTS  
**HD**

REEL



**INWONDER**

SCIENCE &  
TECHNOLOGY  
**HD**

REEL



**INWILD**

NATURE & WILDLIFE  
**HD**

REEL



**INSPOTLIGHT**

MUSIC & LIFESYLE  
**HD**

REEL



# OUR DISTRIBUTION PARTNERS

## CONTENT LICENSING

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## DISTRIBUTION

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and many more...



# STRONG AVERAGE MONTHLY VIEWERSHIP

## HIGHLIGHTS

**178**

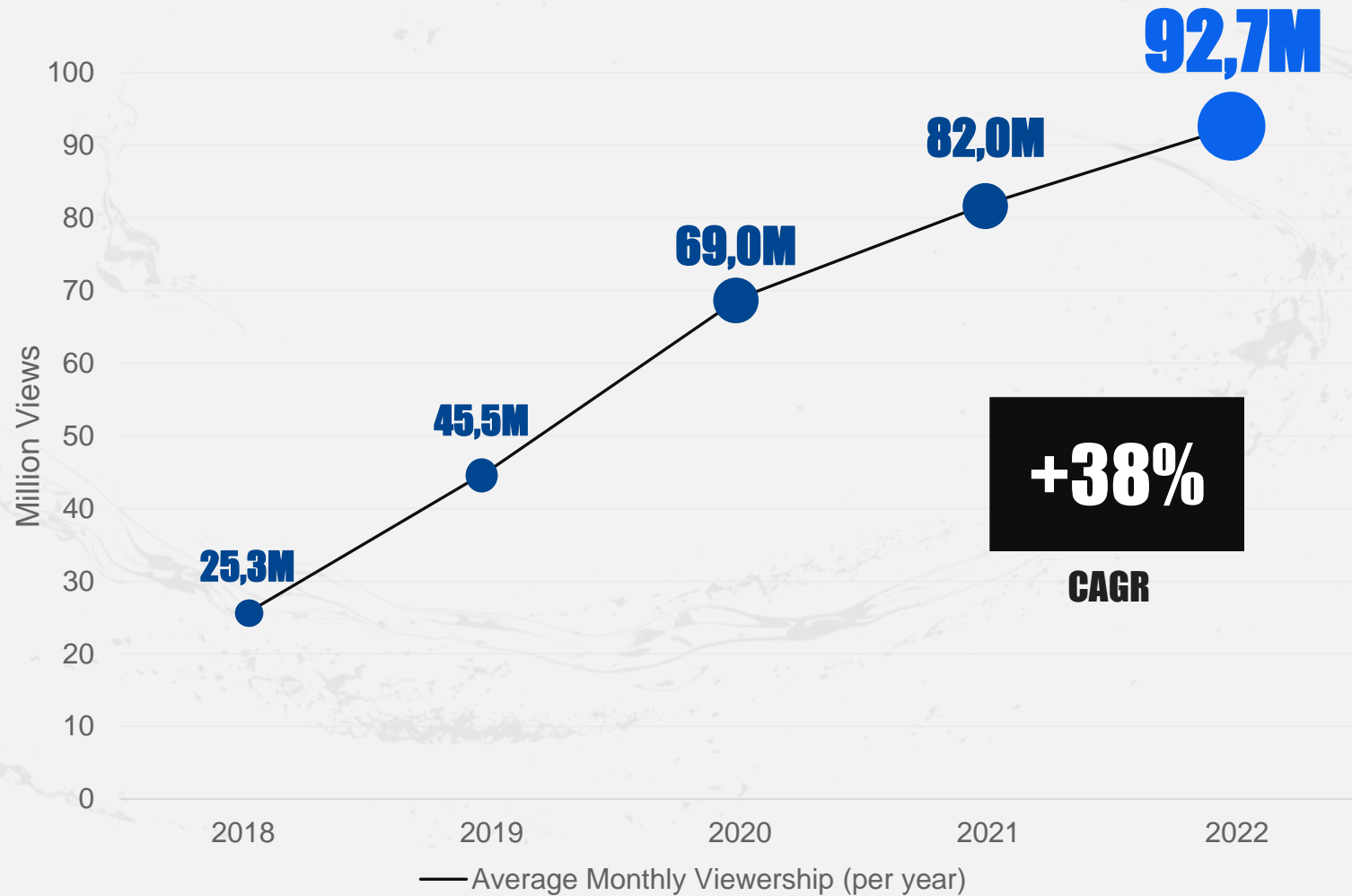
PARTNER  
PLATFORMS

**56**

COUNTRIES

**12**

LANGUAGES



## VIEWERSHIP BREAKDOWN

2022 YDT

**44,7M**

DIGITAL  
LINEAR

**45M**

BROADCAST  
LINEAR

**3M**

VOD  
PLATFORMS







# OUR CONTENT

## WE CREATE AWARD-WINNING UNSCRIPTED CONTENT

FEATURING REAL STORIES ACROSS  
SPORTS, LIFESTYLE, MUSIC, NATURE,  
SCIENCE, AND ENTERTAINMENT.

**+600 HRS**

Available  
content

**+100 HRS**

New content each year  
on average





# OUR PRODUCTION PARTNERS

## CO-PRODUCTION

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## BRANDS

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and many more...



# FEATURED TALENT



MARTIN GARRIX



KENNY DOBBS

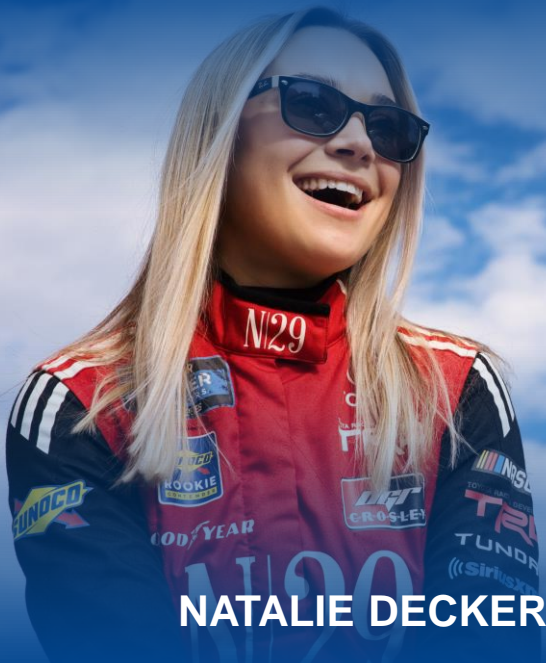


HUDSON YANG

A COLLECTIVE FOLLOWING OF  
**+150M FOLLOWERS**



YANN HOROWITZ



NATALIE DECKER



EILEEN GU



# LIVE EVENTS

Lockdown did not stop us from delivering the in-person **LIVE** feeling into over **200M** homes worldwide and counting . . .



One of the most prestigious one-on-one breaking competitions in the world - check out thousands of breakers as they compete to win.



Back for the first time since 2019, Tomorrowland Winter was an experience like never before with incredible DJ sets to celebrate its return.



Live concerts featuring celebrity guests and performances. Past events: VAX LIVE, GLOBAL GOAL, ONE WORLD TOGETHER, etc.



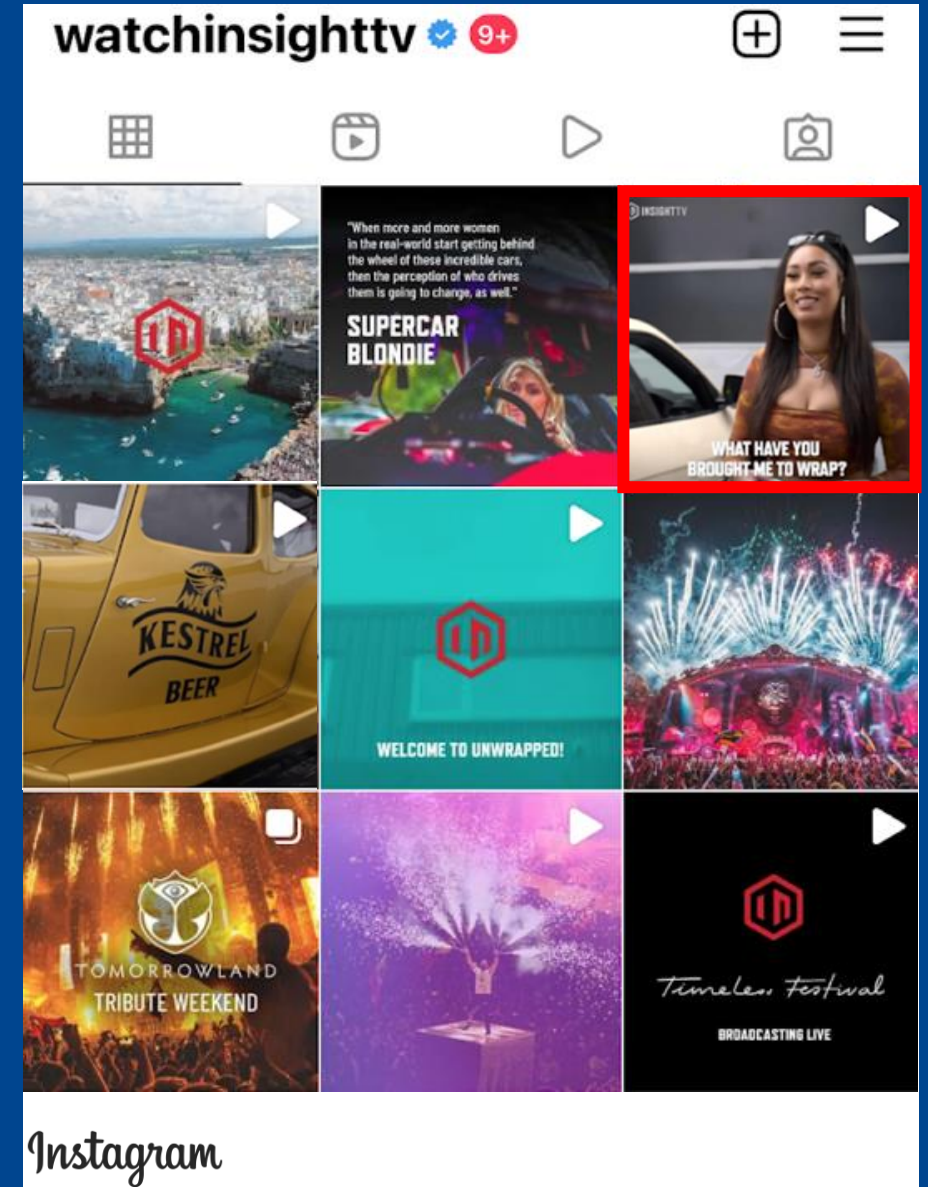


# OUR SOCIAL MEDIA SUCCESS

We make content starring **social influencers** and inspiring personalities who have a combined following of over 150M.

## SAMPLE: **YIANNIMIZE UNWRAPPED**

@Yianni invites celebrity guests into his garage for a day they will always remember. In this case, @Snoochie Shy - a radio presenter with 124k followers on Instagram - brings an item to wrap, the host and celebrity get to know each other through fun and playful activities before the wrap reveal.





# **LIBRARY HIGHLIGHTS**





## CAR CREWS WITH SUPERCAR BLONDIE

Starring Alex Hirschi aka Supercar Blondie (6m followers on Instagram, 3m subscribers on YouTube), as she travels across the USA to uncover the biggest, loudest, richest and most unique cars, drivers and motoring cultures in the country.



## EPIC EXPLORING

In *Epic Exploring*, YouTube stars Cody and Josh (3.9m subscribers) are on a mission. Together with urban exploring friends they travel around the world in search of the most spectacular abandoned locations on the planet.



## YIANNIMIZE UNWRAPPED

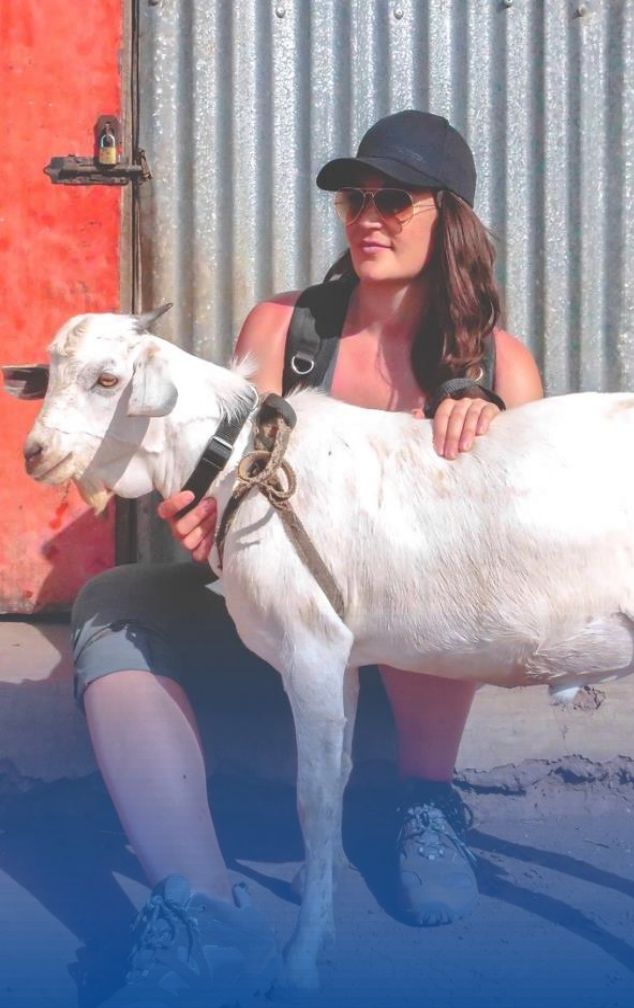
Yianni Charalambous asks celebrity guests to bring an item to wrap. As his team works on wrapping the object, Yianni and the celebrity spend time in the garage, getting to know each other through fun and playful activities while waiting for the final reveal.



## THE GARMS DEALER

Fashion guru Sam Morgan joins a series of top Premier League players to talk all things football and fashion, before hunting down the best 'garms' and 'creps' for his celebrity clients. A rare access into the worlds of Premier League stars and high-class fashion.





## FOOD FOR THOUGHT

Different food celebrities, from different countries, travel from the farm to the slaughterhouse in a new country. However, these foodies must travel with an animal that is destined for the table. At the end of the journey, they are faced with deciding whether the animal will live or die.



## GHOST CHASERS

Kay Nambiar joins psychic Ian Lawman and paranormal investigators Paul Hobday and Chris Howley on a journey to some of Europe's most haunted locations, in search of definitive proof of whether or not ghosts really exist.



## BACKYARD BALLISTICS

Madcap inventor Jörg Sprave (2.5+m YouTube subscribers) and Cheyenne Rutter are challenged by fans to create truly mind-bending launchers in the name of science and thrills. They take on ambitious fan set challenges with surprising results, gnarly carnage and spectacular finales!



## A SIMPLE PATH

Yann Horowitz, professional skateboarder and LGBTQ+ activist, takes us on an epic journey around the world with individuals who are a key part of the skateboard community in their country, experiencing the highs and lows of big and small cities.





## ULTIMATE GOAL

A squad of female footballers have the chance to earn a professional contract. Rachel Brown-Finnis, Eni Aluko, Rosie Kmita & Mollie Kmita are given world class coaching and masterclasses from legends like Robin van Persie, Rio Ferdinand, Peter Crouch, Joe Cole, Jens Lehmann, Lucy Bronze, Viv Miedema and more.



## WINTER GOLD

Seven winter sports athletes, including freestyle skier Eileen Gu, snowboarder Katie Ormerod and figure skater Donovan Carrillo are on a quest for glory at the 2022 winter Olympics in Beijing, China. Follow their relentless pursuit of excellence. What else makes these elite athletes who they are? What unexpected difficulties do they have to overcome? It's the story of how they really live their lives, the tale of what it really takes to become the best.



## THE FLYING KESTREL

This is the story of underdogs dreaming big. Re-imagining a 1930s Riley Kestrel with a faster 0-60 acceleration than a Bugatti Chiron, three men attempt to turn their grand ambition into a reality... But will trying to reach a land speed record in their "Flying Kestrel" bring them crashing back down to earth?



## MAKING THE SQUAD: FIFA

Esports reality competition show featuring professional FIFA gamers from around the world. Can they transfer what they've learned on their consoles into fun, dynamic real-life challenges? The winner gets a coveted spot on G2's FIFA team and takes home the prize of €10,000.





# UPCOMING PRODUCTIONS





# COMING SOON



## PARADISE KITCHEN BALI

Follow Chef and Kynd Community Co - Founder Lauren Camilleri on her journey to make a difference. Filmed in the stunning backdrop of Bali, PARADISE KITCHEN BALI is more than a cooking show, it's a window into a unique world of conscious cooking. In each episode, Lauren dishes up amazing meals that are all inspired by being kind. It's plant based, ethical and guaranteed to inspire and leave viewers itching to travel to the Island of the Gods. Lauren is not only your chef, but your guide to the rich culture of Bali and its people, making each episode a bright and evocative stand-alone experience.



## WOMEN'S WORLD CUP STUNT

Featuring Ultimate Goal S1&2 and Squad Goals, which are two very well-received female football shows. Ultimate Goal gives 26 women from around the world the chance to live and train like professional footballers, before a final squad plays a match under watchful eye of international scouts and agents. As for Squad Goals, Calum Best is the new Chairman of Dorking Wanderers FC Ladies. The women are all juggling work and family life with their passion for football – whilst trying to win the league and gain promotion.



## THE GREAT WALL WITH ASH DYKES

As one of the Seven Wonders of the World, the Great Wall of China has been explored, studied, and documented countless times. But with its ever-changing terrain, rich culture and fascinating history, there's still so much left to be discovered. Now, explorer and adventurer Ash Dykes is going on his greatest adventure yet – taking on The Great Wall and experiencing six totally different landscapes along the way. Totalling 13,000 miles in length, this breath-taking wonder, snakes its way through the Chinese landscape.



# SHOWS IN DEVELOPMENT



## WILD FOOD WITH KHANH ONG

From the rugged West Coast of Tasmania to the remote billabongs of Arnhem Land, **WILD FOOD** with Khanh Ong is an exciting series that combines wildfood, adventure and a hint of glamor. This new series is all about his adventures in the lush and diverse island continent of Australia. These locations have never been showcased like this before, it's time to get **WILD**!



## ELS VISSER

In sport, achievement is often measured in medals and records – a legacy told in silverware. But some victories run deeper. They mean more than beating an opponent or finishing first and are remembered as evidence that human willpower can overcome impossible odds. It's the difference between a winner and a champion of the people. For triathlete Els Visser, a life-threatening trauma nearly ended her career before it could begin, but as her training routine intensifies ahead of competition, so too does her desire to confront her past and channel it into renewed determination. If she wins, it would be the making of a true champion.



## THE NEXT CRYPTO GEM

The World's first Cryptocurrency game-show is spearheaded by seasoned producers, **THE NEXT CRYPTO GEM** brings the fast-paced world of crypto currency to a mainstream television audience for the first time. Using a competitive reality show format evocative of "Shark Tank," "The Voice," and "The Apprentice," the groundbreaking series features celebrities, business tycoons and well-known crypto influencers as judges.



# SHOWS IN DEVELOPMENT



## ULTIMATE GOAL S3

Back for a third season which promises to be a one which uncovers some truly world class talent. Though we start our search in the UK, we're entering uncharted waters for season three by taking the second week of training overseas.



## STREETBALL WITH KENNY DOBBS

Streetball with Kenny Dobbs is the first INSIGHT TV FAST ORIGINAL. Kenny Dobb's takes you on a Journey into the exciting world of street basketball. Each episode ends in a showpiece game where Kenny Dobbs' team of streetball legends (featuring White Iverson, Slim Reaper, Leaky Roof, Doug Anderson and Jay Moore) take on fierce rivals in New York City. Before the showdown game in NYC.



## A SIMPLE PATH S3

In A Simple Path season 3, Yann Horowitz goes on an epic journey around the United States to meet with individuals part of the skateboard community, as well as people from the worlds of art, music, fashion, and food. Portrayed through the lens of a skateboard, Yann shines a light on the highs and lows across big and small city life in the US.



# WE PASSIONATELY CREATE AND SHARE CONTENT FOR THE EXPERIENCE GENERATION.

Whether it is making great  
programming, showcasing your brand  
or entertaining our audiences, we want  
to partner with YOU.

