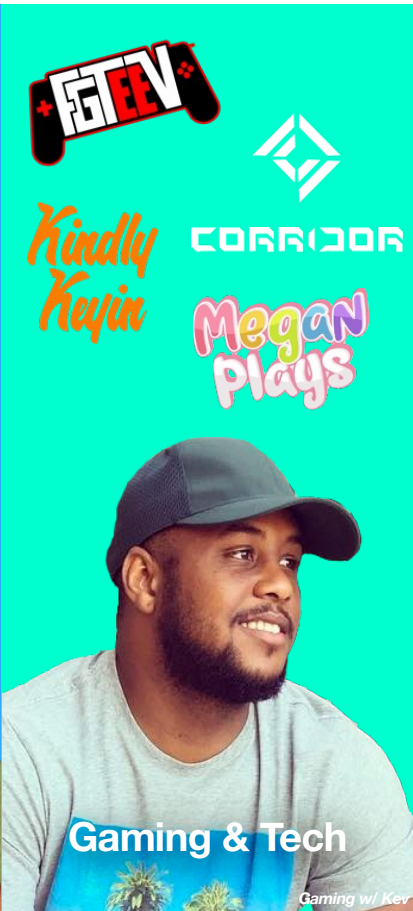


The image features a black background on the left side, which contains the 'STUDIO71' logo in white. The right side of the image is a large, colorful gradient that transitions from red at the top to yellow, then green, and finally blue at the bottom. A diagonal line separates the black area from the gradient area.

STUDIO71

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STUDIO7 offers transparent alignment,
with premium content creators, across all
screens and platforms.

 REACT MATT STEFFANINA FBe Pencilmation! Michelle Khare	 FTEV CORRIDOR Kindly Kevin Megan Plays Gaming w/ Kev	 LIFE NOGGIN 5 Minute Crafts Twix Mattel Tyler Oakley	 VAT19 THAT DUDE IN BLUE Donut James Pumphrey of Donut Media	 THE SHK FAMILY AFV THE BRAMFAM THE LABRANT FAM The Prince Family
Entertainment	Gaming & Tech	Lifestyle	Auto & Sports	Family & Kids

Creator Focused / Cross Platform

Premium Talent Across Verticals, Demos and Platforms
All Video Platforms including YouTube, TikTok, Twitter, Snap, OTT & Podcasts

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 TikTok
  YouTube
 
 Meta
 
 Roku
  amazon
  pluto
  Apple Podcasts
  Spotify

STUDIO71



STUDIO71

It's our job to know who the top creators are to ensure:

YOUR ADS ARE WATCHED

:06, :15s, :30+
93%+ Average Completion Rate*
Cross Platform Media
Customized Channel Lists
8 step Brand Safety Categorization

YOUR BRANDED CONTENT MAKES AN IMPACT

Custom Shoutouts
Dedicated Videos
Ranked commercial viability of creator
Strategy, Production, Execution, Reporting

YOUR PODCAST HOST READ IS RELEVANT

140+ Podcasts
38MM+ Streams
Simulcast Podcast Network
Diverse Content
New Listeners

The **ONE** place you can get it all.

CROSS PLATFORM MEDIA

VIZIO

Roku

pluto 

facebook

 twitter

 TikTok

 snapchat

 Apple Podcasts

 YouTube
Premium Reserved
& TrueView for Reach

STUDIO71 Reserved YouTube (Direct IO or Programmatic Guaranteed)

Cutting Through the Clutter



YouTube

Universe

37MM+
Channels



O&O
1800+ Premium,
Transparent
Channels

- Custom List Per Brief
- Curated + Client Approved Channels
- Contextually Relevant
- Premium and Brand-Safe
- 1st Priority Ad Rights/O&O
- Powered by Google Affinity 1st Party Data

STUDIO71

STUDIO71 DIRECT IO AUCTION YouTube

Media Discovery
Engine



Machine Learning
Models



Customized, Video-Level
Targeting



STUDIO71

1B+ Videos
Watched/day

Focused Videos

Every video uploaded to YouTube is organized by Studio71 into contextual targeting packages, allowing brands to target the most relevant, brand safe content.

In addition to general topics and interests, Studio71 uses 1st-party data related specifically to viewers of channels from our network, solely linked to us in Google Ads. Media can be run across our full network of premium inventory as well as against relevant, focused content topics.

S71 Arrow Data

1P Data



Continual Review

Context Brand Safety
Review

We uniquely target the highly engaged audiences against our and the larger YT ecosystem based on:

- Channels
- Subscribed, liked, viewed
- Brand Safety
- Contextual Relevance

Verticals
Audiences
Events
Moments
Trends
Seasons

STUDIO71

STUDIO71 technology ensures brand safety on multiple levels

Rigorous Creator Selection

Direct lines to creators, historical knowledge, and experience, means brand safety is in place well before campaign activation.

Content Keyword Filtering

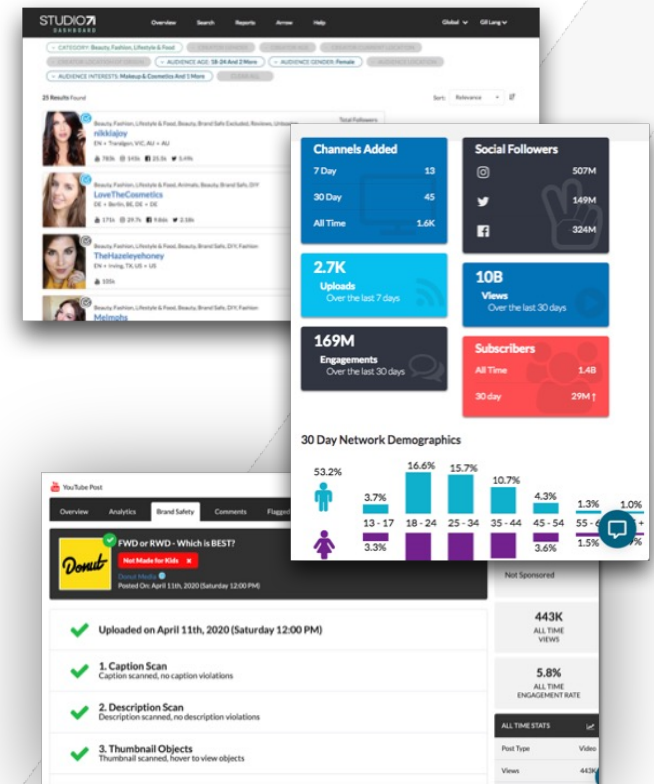
Inappropriate or potentially harmful content filtered out; includes captions, descriptions, and thumbnails.

Continual Human Review

Real people review all audio and video for safety assurance; highly trained to keep highest standards for brand safety.

Context + Audience Targeting

Historical content data allows us to recommend brand safety strategies across audiences and KPIs; opportunity to control custom channel lists based on brand safety.



STUDIO71 combines creativity + data to deliver you authenticity at scale

Full Service Branded Content

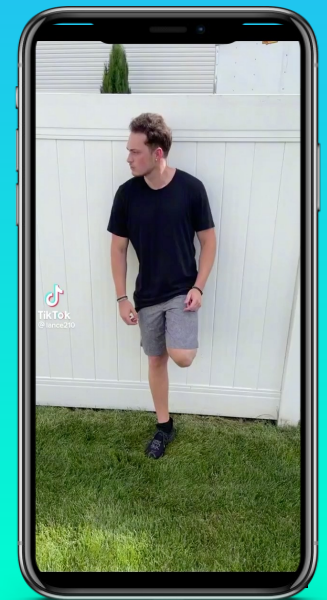
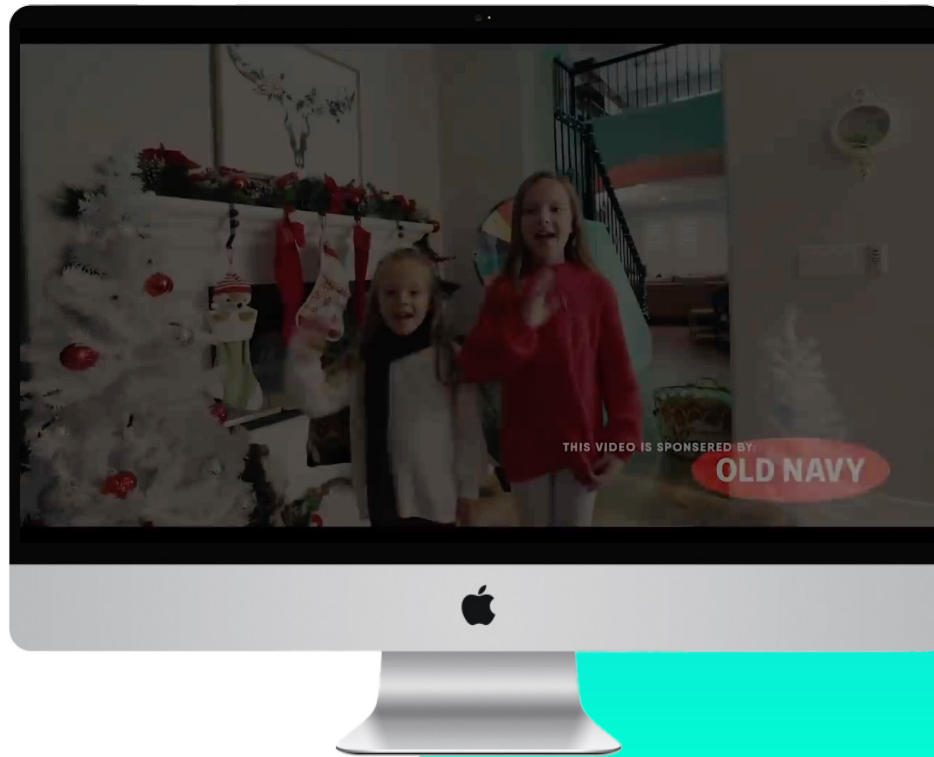
We'll work with you to find the perfect talent to create authentic video content (dedicated & shout-outs) that is engaging and on-brand.

Full Scope Production

Horizontal or vertical, we have the ability to produce high-quality video content at both our studio/sound stage in Burbank, or on-location.

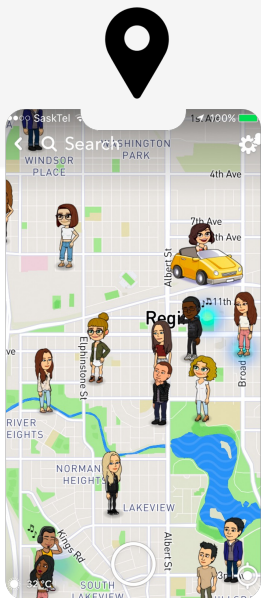
Content Amplification

Our proprietary data-driven targeting allows us to strategically distribute & amplify your content across key channels, platforms and demographics.

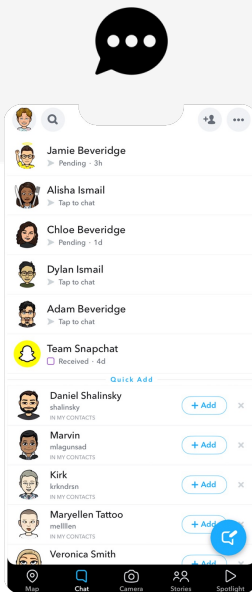


STUDIO71 Snap Video Mid-Roll

Partnering with Snap to provide 100% SOV & audience extensions of Studio71's top Snap Shows



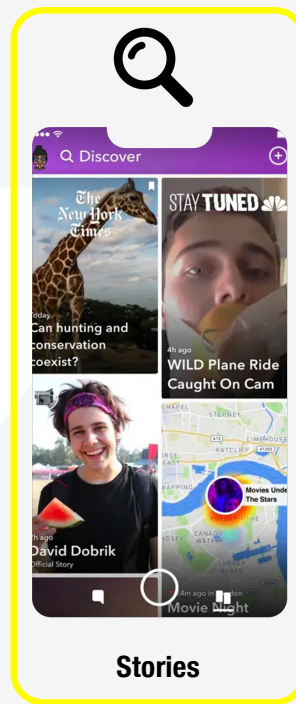
Map



Chat



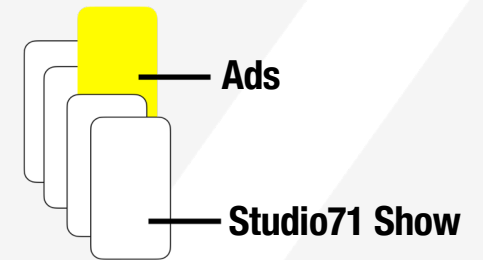
Camera



Stories



Spotlight

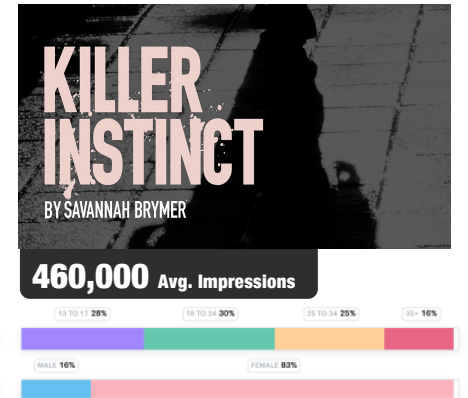
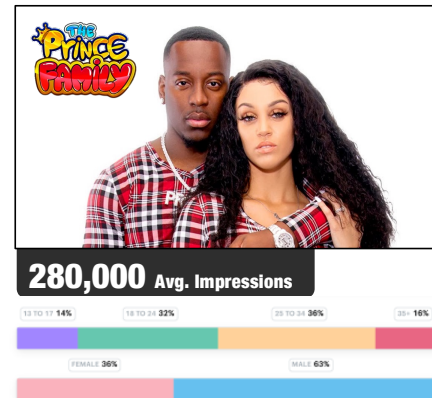
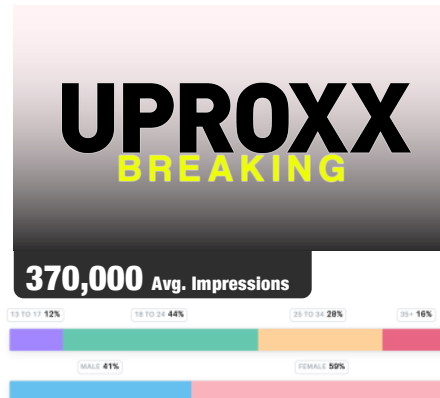
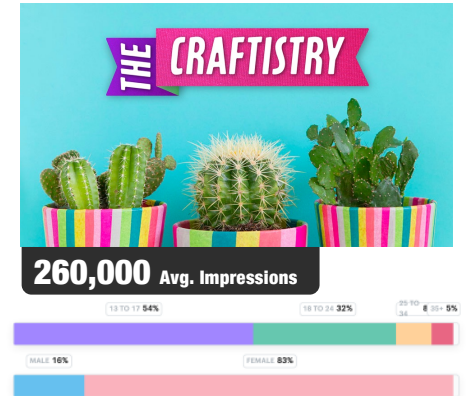
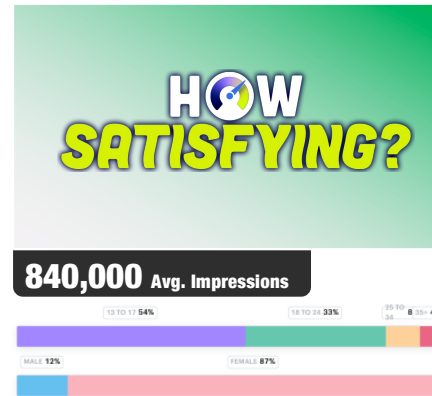
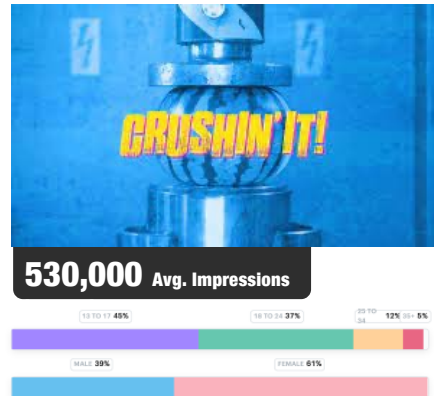
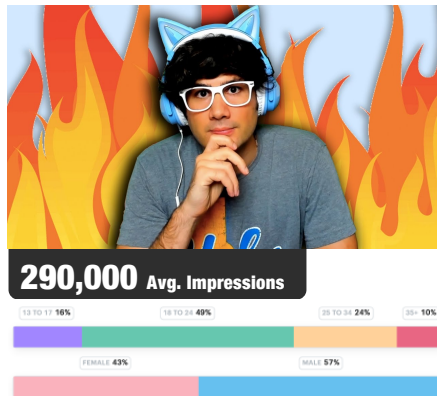


Premium Studio71 Mid-Roll in "Stories"

- 1) 100% SOV
- 2) Run of Shows
- 3) Content Engagers

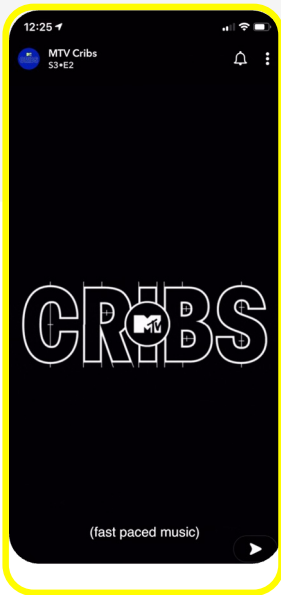
STUDIO71 Snap Video Mid-Roll

Partnering with Snap to provide 100% SOV & audience extensions of Studio71's top Snap Shows



STUDIO71 Snap Video Sponsored Content

Organic integration into Studio71's Snap Shows



Brand Moment



Product Placement

Brand Moments

A brand can sponsor the entire Story through 'sponsored by' messaging either within the Show's opening sequence or further within the Story adjacent to a specific segment.

Product Placement

Use of a product within the editorial content of your Show with a clear designation that it is part of a paid campaign.

Sponsored Content: Product Placement & Brand Moments

STUDIO71's premium podcast network

Simulcast podcast network based in lifestyle influencer content

140+ Podcasts

Continual network growth month-over-month.

38M+ Streams

Monthly streams are both Audio + Video.

Simulcast Podcast Network

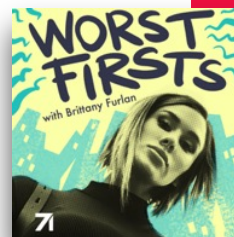
Our podcasts post simultaneously in both audio and video allowing more insight into the show and engaging audiences with different consumption habits.

Diverse Content

Wide range of audiences and content covering Tech, LGBTQ, Lifestyle, People of color, Suspense, Fashion, Automotive, Comedy, and much more.

Top Ranked & New Listeners

Several podcast in the top 10 iTunes charts & many of our podcast audience members are comprised of first-time listeners; we are bringing new ears to the space!





THANK YOU