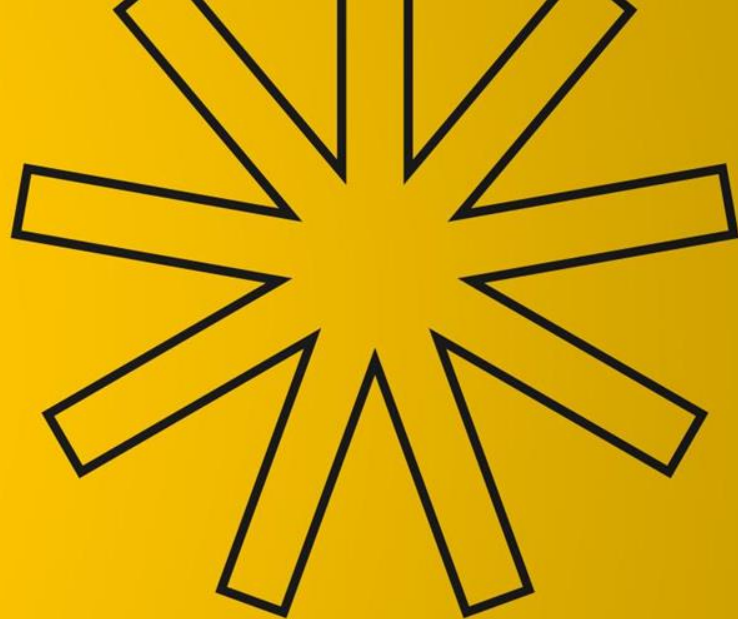


We are  
**spotter**

01/2023

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Spotter Advertising:  
Magna Equity Upfront 2023



**sp**



# Leading & defining

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**a powerful new  
creator economy  
category**

- \* Dynamic owned & curated YouTube video portfolio
- \* Robust & diverse channel offering
- \* Efficient video investment

# How did we get here?



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# Creators on the rise





# Dynamic & Diverse



Creators are:

**Relatable**

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Creators are:

**Relevant**  
Relatable

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Creators are:

**Revolutionary**

Relevant

Relatable



Creators are:

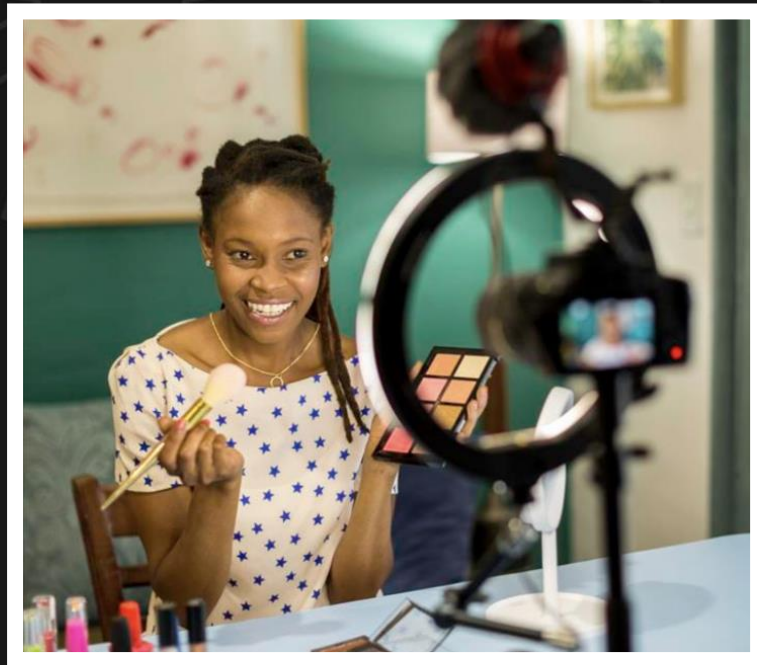
**Represented**  
Revolutionary  
Relevant  
Relatable

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Live the dream:

86%

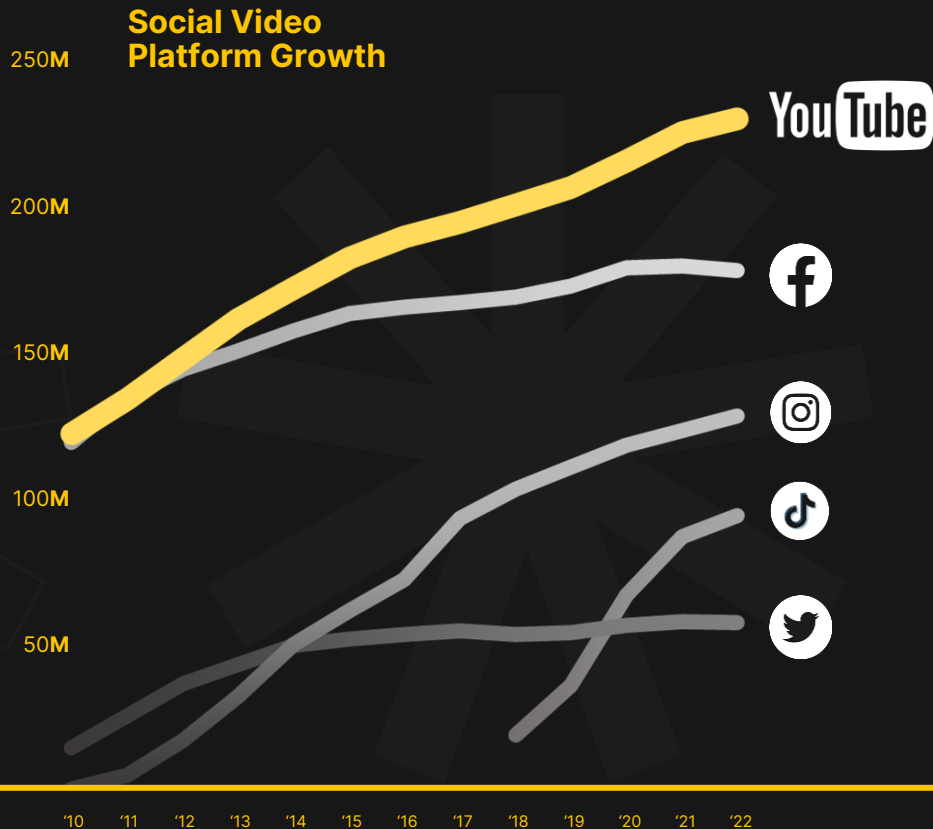
people who aspire  
to be a creator



The  
world's  
| **most**  
**dominant** |  
video  
platform

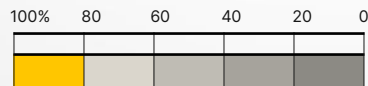








The  
future  
started  
yesterday



# The future includes everyone

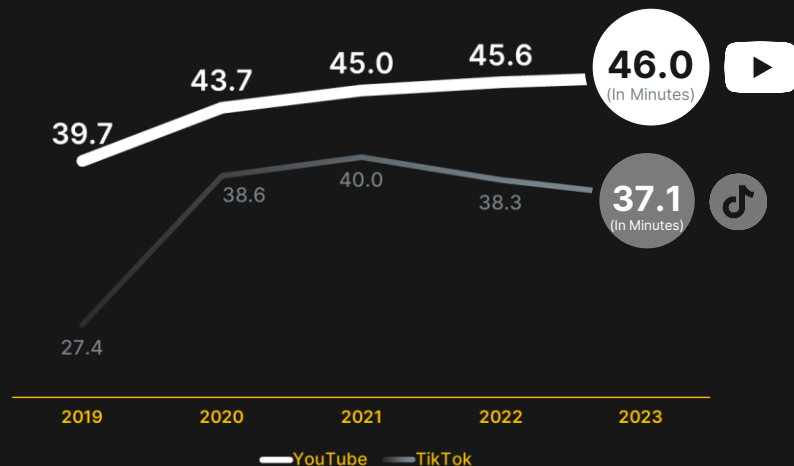
% of U.S. adults in each demographic group who say they ever use...



						
Total	81	69	40	25	23	21
Men	82	61	36	22	25	17
Women	80	77	44	28	22	24
White	79	67	35	23	22	18
Black	84	74	49	26	29	30
Hispanic	85	72	52	31	23	31
Ages 18-19	95	70	71	65	42	48
30-49	91	77	48	24	27	22
50-64	83	73	29	12	18	14
<\$30K	75	70	35	25	12	22
\$30k-\$49,999	83	76	45	27	29	29
\$50K- \$74,999	79	61	39	29	22	20
\$75K+	90	70	47	28	34	20
10	70	64	30	21	14	21
Some College	86	71	44	32	26	24
College +	89	73	49	23	33	19
Urban	84	70	45	28	27	24
Suburban	81	70	41	25	23	20
Rural	74	67	25	18	18	16

# The future remains on a fast track

Average time spent per day with TikTok vs.  
YouTube by U.S. adult users, 2019- 2023



**#1** **YouTube**  
"Must Have"  
Video  
Platform

**69%** say that YouTube is  
a platform they can't do without

Source: eMarketer 2/22; Hub Entertainment Research "Battle Royale: Winning Share of Minds in the Subscription Economy" (3,014 US consumers age 18-74 March 2022)



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## The Differentiator

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**Monetization**

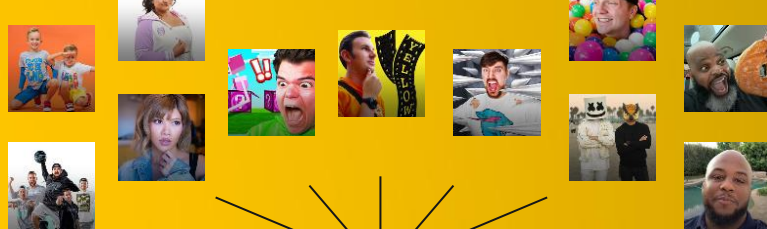
**Compensation**

**Revenue Sharing**

**You Tube**



# Taking creators to new heights



Rise of Creators

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The Dominance  
of YouTube

YouTube

sp\*tter



Creator Monthly paid revenue



**How Spotter**  
changed the game

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**sp\*tter**

**Capital Deployment Upfront**



**How Spotter**  
changed the game

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**Enabling projectable investments:**



**Editorial staff**



**Studios & equipment**



**Remote shoots**



**Marketing PR**

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# What it means for creators





the sp\*tter portfolio

# DIVERSE & INCLUSIVE





# Empowering multicultural creators

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## 90B+

Lifetime views

## 300M+

Subscribers

1/3 of total views come  
from **multicultural  
creator** channels

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# What it means for partners

# The great inclusivity challenge

- \* Limited access to premium content targeting multicultural audiences
- \* Lack of transparency into direct funding of multicultural creators
- \* Partnership approach is often more transactional vs. long term

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Gloom  
Entertainment



Deestroying  
Sports

# How we're making a difference

- \* Disrupting our industry's approach to empowering multicultural creators
- \* Enabling direct funding from brands into the multicultural economy
- \* Providing a launchpad for brands to develop sustainable partnerships with diverse creators

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# How Spotter solves the **inclusivity challenge**

**Investment  
deployed** \*

✱ **Direct Investment  
Impact**

Enabling consumer access to current & future multicultural and diverse content while further igniting BIPOC & LGBTQ+ creator economy

✱ **Spotter DEI Value  
Exchange**

In kind credit via partner advertising campaign & media implementation across Spotter's vast creator channel portfolio

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# A Smokin' Hot Start for AB

Since December 2021

**+36%**

Video uploads  
across channels

**+35%**

New  
subscribers





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# A chat with Aaron Brown

# About Aaron Brown

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Describing himself as a family-taught chef that “simplifies recipes and takes the mystery out of cooking”, Aaron Brown is fast becoming a grilling and BBQ legend.

Born in Los Angeles, Aaron’s journey in the kitchen started at just seven years old, after his mother bought him a junior cookbook and started to teach him cooking recipes from home. He attributes the success that followed entirely to his family, saying his grandma and mother were the first people to introduce him to the world of home cooking and feel-good cuisine.

Aaron continued to whip up delicious dishes for friends and family behind closed doors for many years, until just five years ago – when he made the life-changing decision to start sharing humble cooking videos from his kitchen on YouTube. Fast-forward to today, and Aaron’s cooking channel Smokin and Grillin with AB has attracted over two million subscribers and boasts a huge following on social media, a podcast, and his very own successful seasoning brand, The Level Up Series Seasoning A & B.



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# Let's talk Spotter DEI