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## PROJECT METRICS & RESULTS - QYOU MEDIA

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### QYOU Studios (as of Q4 2022)

- Launched QYOU's Studio division in 2020 for the Creator Marketing business in the US, providing a key differentiator for the company competing in the creator economy
- Produced **1200+ influencer posts**, casting and collaborating directly with top influencers (such as Addison Rae, Brent Rivera, Joe Mele, Michael Le, Amanda Cerny, etc.) ensuring brand integration was creative, effective, and authentic.
- Produced and programmed **250+ brand channel posts** as part of the marketing campaigns, organically earning millions of views and subscribers for our top client's social profiles and accounts.
- Managed total budget of **\$8M** for campaigns as of 2022, responsible for maintaining margin and delivering in full.
- Earned **950M views** for influencer campaigns and brand channels (*not including any inflated hashtag views!*), with an average **Engagement Rate of 14%**
- Content produced reached **5.4 Billion subscribers** via influencer and brand channels
- Notable achievements:
  - Resident Evil franchise first ever TikTok channel (**550K+ subscribers** in 3 months) - sizzle / channel
  - The Croods TikTok channel (**600K+ subscribers** in 5 months) - sizzle / channel
  - 6 episode Scripted Original Series for Paramount Home Entertainment TikTok channel (**1.1M views**)
  - Hyundai campaigns had multi-day on location production days, full service capability in house with Studio
- Notable campaigns:
  - Top Gun: Maverick, Scream 5, My Little Pony, Sonic 2, Sing 2, Ghostbusters Afterlife, F9, The Lost City, Jackass, Boss Baby 2, American Horror Stories, Only Murders In The Building, COD Modern Warfare II, The Croods, Trolls World Tour, The Orville, Resident Evil Village, The Office, King of Staten Island, Men In Black International, UglyDolls, Snake Eyes, Charlie's Angels, Reservation Dogs, Clifford The Big Red Dog, and more!

### "The Q India" TV Network and Brand

- Launched QYOU's first and flagship regional television network, November 2017
- The Q India's distribution includes the biggest players in DTH, Cable, OTT, and mobile content platforms. Reach = **600+ million** people in India as of 2020.
- Produced and developed **60+ Shows** totaling **750+ Episodes** made for linear and VOD as of Q3 2020.
- **Managed 15-20 employees** and direct reports in LA and Mumbai offices.
- Established working relationships with **300+ content partners and independent creators**.
- **Programmed 150 weeks of linear content for TV**, creating strategy and standardized grid schedule.
- Developed new shows and original programming, including scripted and unscripted shows.
- Developed creative on-air elements to enhance engagement, interaction, and gamification.
- TAM Ratings Report Feb2019 - Feb2020 revealed significant improvements over time:
  - Total % Increase Feb19-Feb20:  
(Gross Reach **+382%**), (Net Reach **+176%**), (Impressions **+564%**), (Time Spent Viewing **+398%**)
  - Average Quarterly % Increase:  
(Gross Reach **+17%**), (Net Reach **+8%**), (Impressions **+27%**), (Time Spent Viewing **+18%**)

### Snapchat Shows Powered by "The Q India"

- Closed deal with Snap Inc. to have "The Q India" included in their debut shows launch in India, 2018.
- Launched **2 Original Shows** (*Comedy Countdown* and *DesiHipHop Showcase*) on Snap Discover
- Launched an **Original Publisher Story** (*Bolly2Box*) on Snap Discover
- Conceptualize and template the vertical video mobile interactive formats for all shows, and manage the team of editors and graphic designers to complete the episode orders.
- Publisher Story **350+ million views** with **100+ episodes**, Shows reporting **15+ million views** (As of 2020)

### "Q Polska" TV Network and Brand

- Launched QYOU's second regional television network Q Polska, January 2018
- Reach = **18+ million** people in Poland as of 2020.
- Traveled to Warsaw to oversee production of host segments and content development with Polish MCN MediaKraft, and to pitch network and shows for more distribution and carriage.
- Produced **20+ Shows** totaling **300+ Episodes**, **managed 10+ employees** in Warsaw.

### "The Q SEA" on Iflix

- Launched "The Q Malaysia", "The Q Indonesia", "The Q Philippines" March 2018 on Iflix, the leading OTT platform in 26+ regions in Southeast Asia.
- Closed licensing deals and managed relationships with **100+ content partners** in Southeast Asia.
- Produced **290+ Episodes** and **300+ Clips** (short form episodes), consisting of premium digital content from each region, hosted by local creators filmed by local production companies.
- Managed **5+ employees** in addition to local freelancers for production, talent acquisition, script writing, content delivery, marketing and brand representation on the Iflix platform.