



Life Without Limits™

TV

SPONSORSHIP

Get Involved... "Don't Watch"

About us

The Best You is a comprehensive, multi-media platform offering personal and professional development solutions.

The Best You is a one-stop shop for quality content, seminars, magazines, digital media, expos, retreats, e-learning and **television**.

In the past, the personal development industry has always focused on changing the individual, not inspiring a movement, but we now have a responsibility as experts in motivational education and leadership psychology to inspire and transform groups of people to make the world a better place. By educating and empowering whole communities we can impact global change and create greater awareness of vital issues.

The Best You believes that education and personal development leads to empowerment, and supports individuals, organisations and initiatives who strive to make the world a better place. With this foundation, our next focus will be to help dedicated individuals and organisations become the social energisers who make a vital difference. We provide practical answers, inspiration, guidance and programmes specifically designed to promote awareness and engage social action, and our varied platforms (magazines, digital tv, website and events) deliver the transformative tools necessary to facilitate change.

Bringing the personal development community together as a global community is a project greater than any one individual or company can handle, but let The Best You support you, because together we can make a better world - **NOW ON TV!**



Life Without Limits™

About the founder

Author of *The Question, Find Your True Purpose*,
Creator of The Best You brand, The Best You Expo
and **The Best You Legacy Club**.

Bernardo Moya is an editor, author, publisher, TV producer, editor-in-chief of *The Best You* magazine, and CEO of NLP Life Training (the world's largest Neuro-Linguistic Programming organisation).

Bernardo is the founder of the global brand **The Best You** and **The Best You Legacy Clubs**.

He has unrivalled experience in the world of self-help.

He is the architect behind the UK's biggest annual personal and professional development event – **The Best You Expo** – held in London and California, that reach audiences of over 100.000 individuals, and now he is bringing all this to the TV!

bernardo-moya.com



Life Without Limits™

CONTENT



Podcasts



TV



Magazine

EVENTS



International Expo



Talks

ONLINE



E-Learning



Community

NETWORK



Members &
Networking Club



Youth

THE BEST YOU CHANNELS



Life Without Limits™

The Market

\$11 BILLION USD The net worth of the personal development market in 2014

www.brandongaille.com

5 PERCENT The average annual growth of the personal development market, which far exceeds global economic trends.

www.brandongaille.com

15 MILLION Dale Carnegie is often credited with giving birth to the personal development industry with *How to Win Friends and Influence People* (Vermilion). Since publication in 1936, it has sold over 15 million copies, and is still on Amazon UK's best sellers list.

www.managementtoday.co.uk

45,000 TITLES The estimated number of self-help books in print.

20 MILLION The number of copies of Stephen Covey's 1989 classic *The 7 Habits of Highly Effective People* sold to date. (Forbes 2012)

£35 MILLION Paul McKenna's net worth.

www.managementtoday.co.uk

\$300 MILLION USD The revenue generated by the 2006 self-help book and DVD *The Secret*. The book reached the top of The New York Times bestseller list, and remained there for 146 consecutive weeks.

The Global E-Learning Market accounted for \$165.21 billion in 2015 and is expected to reach \$275.10 billion by 2022.

(Orbis Research, 2017 Global E-Learning Report)

The worldwide wellness industry grew 10.6% between 2013-2015 to \$3.72 trillion, making it one of the world's fastest-growing, most resilient markets.

(2016 Global Wellness Economy Monitor Report)



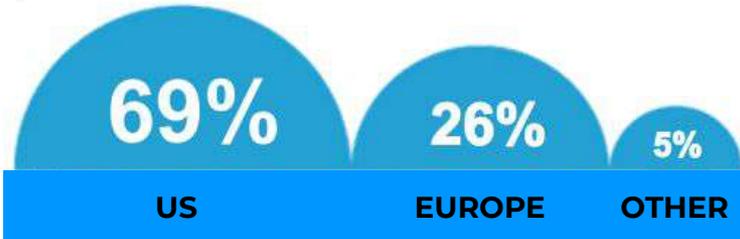
Our Audience

The Best You appeals to consumers and professionals who are seeking an inspirational and educational experience. Falling in that category includes authors, motivational speakers, students, digital influencers, entrepreneurs, media presenters, publishing companies, educators, everyday people, health experts and personal development market leaders.

- AUTHORS
- ENTREPRENEURS
- BUSINESS MANAGERS
- BUSINESS COACHES
- INSPIRATION SEEKERS
- INFLUENCERS
- MEDIA
- MOTIVATIONAL SPEAKERS
- PERSONAL GROWTH COACHES
- PUBLISHING COMPANIES
- RETREATS & SPA
- TRAVEL COMPANIES



Employment of 2020 EXPO attendees



Location & Income



AVERAGE NUMBER OF EXPO ATTENDEES PER YEAR

2016 - 3200+ 2017 - 7000+ 2019 - 12.000+

Demographics

smart | **savvy** | **successful** | **open-minded** | **intellectually curious** | **innovator**



16 - 90



76% female | 24% male



USD 50k - 500k



Speaker | Author | Coach | Entrepreneur
Mentor | Physician | IT | NLP | Finance



PhD | Masters | University | Junior College



United States | United Kingdom | Europe | India | Brazil | Mexico | Thailand | Philippines

Testimonials

First day at the **The Best You expo** was **amazing!**

Mirela Sula



Amazing evening at the The Best You Awards with a fabulous lineup of people and finalists. **With Richard Blackwood as the evenings MC** it was absolutely amazing **#feelinggrateful**



'The Best You is one of my favourite EXPOs, It's a great place for myself & my team to share our vision, **we have grown with the help of best you & where honoured to win an award.** Happy to continue attending and growing together.

Calum Best
Best Me Life



Participating in the Expo, **DOUBLED** my business."

Lyndal Marwick, Pole Tales 2018
UK Expo Exhibitor



Well done team,
great effort
Tommy Gentleman



Thanks for **amazing job, amazing place, amazing people, amazing energy.** Hope see you a next year
❤️👉 - Milanvasko

Amazing event,
people and ideas
💡 #thebestyouexpo
Thiago Ayres

A brilliant day yesterday in London at 'The Best You Expo'. I got to listen to great speakers and really got inspired by so many amazing businesses that are out there supporting others through so many different ways.
- Your Time Coaching

Thank you for an **amazing inspirational** 2 days. see you next year ❤️ - **Gijolovelife**

A **fabulous afternoon** with some truly inspirational & beautiful souls. Rewarding beyond my beliefs ❤️. **Looking forward to next year's event at The Best You Expo Olympia #thebestyou**

Past & Present Partners & Sponsors

**/Global
Woman.co**



PSYCHOLOGIES
MAGAZINE



WELLTODO
GLOBAL WELLNESS NEWS

Infusionsoft.

**SUCCESS
RESOURCES**
YOUR LEARNING PARTNERS



lululemon

BULLETPROOF™

A21

WBTWN
WOMEN'S BROADCAST TELEVISION NETWORK



BALANCE
LIVE WELL

Past & Present Speakers



Some of the names included on our TV channel include: **Les Brown, Lisa Nichols, Marisa Peer, Mathew Knowles, Jim Kwik, Dave Meltzer, Dave Asprey, Jeff Hoffman, Mas Sajady, Marie Diamond, Jack Canfield, Sharon Lechter, Judymay Murphy, John Shin** and so many more...

It all begins with an idea...

... and The Best You gave it a platform.



The Best You Channels

A partnership with The Best You TV has the power to create change, shift minds and perspectives and to reform cultures within communities and organizations.

Our challenge...

Brand Repositioning

We want... to connect with thought leaders to share a new brand mission and message.

Showcasing Thought Leadership

We want... compelling ways to position our brand at the forefront of innovative thinking.

Insights Gathering

We want... to tap into the world's most innovative thinkers to ponder what's new and what's next – listening, learning, and sharing our own perspective.

Culture Building

We want... unique ways to recharge creatively and reinvigorate connections between our brand mission and the world at-large.

Launching a New Product

We want... to tell a captivating story about the evolution, development, and ambition of a new product, reaching influential early adopters.

Managing Through Disruption

We want... a flexible, yet powerful platform to help us rethink complex problems, inside and out – from internal professional development to marketable brand awareness.

Idea Mining

We want... to find and tell the incredible stories from across our organization that are often overlooked. We need to bring these stories to the forefront and share them with the world through a compelling format that resonates with people.

Our reach...

Stream across all platforms



Nearly one in three smart TVs sold in the United States is a Roku TV.

Roku predicts that "roughly half of all U.S. TV households" will have either cut the cord or never had traditional TV by 2024.

The Roku Channel — Roku's own ad-supported channel — reached an estimated **56 million viewers** in 2020.



In total, Amazon will have **96.5 million viewers**, which is 8.8% higher than in 2018.

By 2021, the number of Amazon Prime Video viewers will reach one-third of the U.S. population.

Netflix remains the top streamer with nearly 159 million individual viewers in the U.S.



Apple has sold about 2 billion phones, and are currently selling about 160 million a year.

Apple TV Plus service may have garnered an astounding **33.6 million subscribers** in the U.S. in Q4 2019 alone.

That puts it as the third most popular streaming service in America.

Morgan Stanley analysts estimate Apple TV could be a \$9 billion-per-year business by 2025, even with conservative sign-up estimates.



The world's largest app store, Google Play is Google's digital distribution service.

Hosting around 3 million apps in 2020, Android app store boasts **2.5 billion active Android users**.

With 2+ billion active monthly users, Google app store is a brand itself.

115+ billion downloads in last 12 months, are proof of growing popularity of Google android app store.

User Penetration Data

Connected TV User Penetration, by Device

US, 2020, % of connected TV users

Amazon Fire TV



Apple TV



Blu-ray player



Connected game console



Google Chromecast



Roku



Smart TV

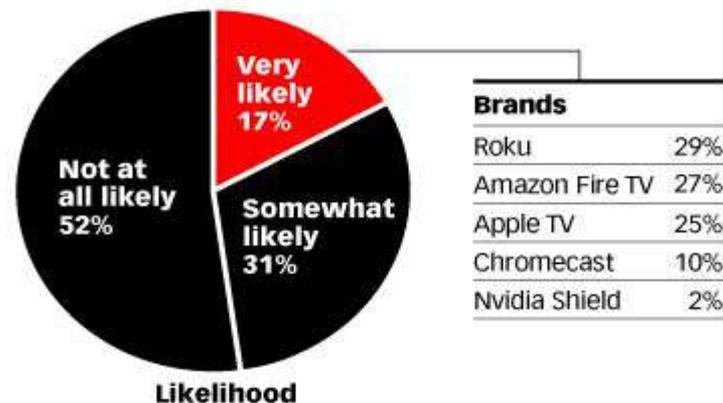


Source: eMarketer, February 2020

www.eMarketer.com

How Likely Are US Internet Users to Buy a Streaming Video Device in the Next 12 Months?

% of respondents, June 2019



Brands

Roku	29%
Amazon Fire TV	27%
Apple TV	25%
Chromecast	10%
Nvidia Shield	2%

Note: n=2,517 ages 16+

Source: Hub Research, "Evolution of the TV Set," July 23, 2019

249005

www.eMarketer.com

Founders

Of The Best You TV



Bernardo Moya is the founder of **The Best You**.

He is a speaker, author of the best selling book *'The Question - Find Your True Purpose'*.

TV producer and seminar promoter for some of the biggest thinkers in the personal development industry.



Dr. Fab Mancini is America's #1 Healthy Living Media Expert.

A world renowned Chiropractor, Hay House's international best-selling author of *The Power of Self-Healing*.

Host of his popular radio show, *Self-Healing with Dr. Fab*.



Dame Doria (DC) Cordova, PhD (Hon.)

CEO of Money and You® Program – the organization that brought to the world Entrepreneurial, Experiential, Transformational Education with over 165,000 graduates from over 85 countries.

Doria (DC) Cordova



Dame Smith Jackson

From humble beginnings as an overworked hair stylist and college dropout, serial entrepreneur, Dame Dr. Nicola Jackson has over 25 years of entrepreneurial experience.



Mas Sajady

Founder of Xponential Intelligence®, MediMorphosis® and Medihealing® has helped tens of thousands around the world break through challenging situations in their personal and professional lives so they achieve not only success, but also significance in their lives.



Partner with The Best You TV

The Best You TV does partnerships differently. We meet Partners and Sponsors at **the intersection of inspirational ideas, thorough research, and applied action.**

Partnerships with The Best You TV leverage everything that makes The Best You: our global, research-based ideas; our live, knowledge-sharing conferences and events; our Online content and format; and our progressive approach to education through storytelling and interviewing. A partnership with The Best You TV is truly unique, immersive and meaningful. It has the power to create change, to transform minds and perspectives and to shift cultures within organizations.

But, enough about us... this is about you.

Whatever your brand challenge, our global culture of innovation has a set of solutions: flagship conferences, custom events, custom content, professional development and smart media strategies, brought together in a way that's uniquely tailored for you.

If you have a world-changing idea or content worth sharing... **TBY TV will give you a platform.**

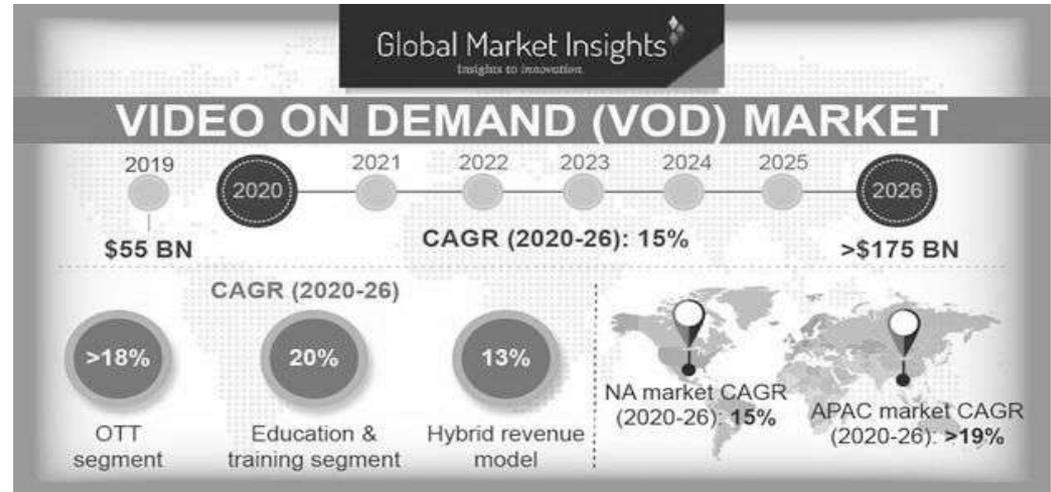
TVoD Market Insights

The global video on demand market size was **USD 55 billion in 2019** and is projected to reach **USD 175 billion by 2026**, exhibiting a CAGR of 14.8%.

The global market is driven by the increasing use of mobile technology and next-generation broadband infrastructure powered by high-speed internet technologies such as 5G, Wi-Fi 5, and Wi-Fi 6.

This is emancipating the consumer and motivating the market players to generate original content to enhance the viewing experience for the viewers.

Furthermore, the closing down of movie theaters due to COVID-19 is likely to fuel and drive the growth of the market even further.



TVoD Facts

Fact 1 Audiences can only take so many channels

The number of channels viewed per person per week has only grown from 7.1 in 2001 to 8.5 in 2009. But there are hundreds of channels available in the US. We aim to make **The Best You TV channel** the go-to in the personal and business development world.

Fact 2 TV viewing is increasing

TV hours watched per head in the US have remained stable since 2001 at approximately 25 hours per week. The latest quarter of figures has shown a huge increase, in a post-COVID world, becoming the new normal.

Fact 3 Time-shifted viewing gets higher AIs

The ability to view content you want at your convenience has led to AIs (Audience Appreciation Index) for all programmes going up and especially for those programmes that audiences have time-shifted, by approximately 5 percentage points.

Future viewing

There will be a crucial role for on-demand in audiences' lives and it will undoubtedly become greater as it makes the journey from the PC to the television through IPTV (Internet protocol TV) and Smartphones.



Why Sponsor our TV Channel?

1. Be a part of the \$150 billion sector

By engaging with **The Best You** as a Sponsor, you have the opportunity to access unrivalled opportunities to promote your services and products to the massive 200k+ network The Best You have gathered through its most daring projects throughout the years: The Best You Expo and NLP Life Training.

2. Rapidly Growing Multi Media Platform

The Best You Online Membership has grown by 265% in the last 5 years and now represents over 20,000 members in 25 countries. Raise the profile of your brand and ensure you have consistent touch points with key players in the fast growing Personal and Business Development Sector.

3. Unparalleled Networking

Combine The Best You's powerful brand name and impressive track record with yours, and benefit from exceptional exposure via highly flexible opportunities to meet the needs of your business. Choose from an array of options (including bespoke packages). Our content continues to offer the largest community of individuals interested in bettering themselves and increasing their revenue.

4. Unrivalled Exposure to Global Sector

You will not find better prospects for gaining exposure of your business, product or service to this sector than via the suite of packages that The Best You are pleased to offer.

Benefits of Sponsoring with The Best You TV



media exposure



lead generation



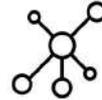
connect with key industry players



editorial coverage



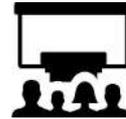
brand awareness



exposure to database of 200k+ contacts



generate new sales



face to face engagement at our largest events in US & Europe



be a part of this emerging, fast growing and demanding sector

TV Sponsorship Case Studies

Case Study 1: Using Sponsorship to Launch a Brand

Chambord is a premium, French black raspberry liqueur. With awareness at almost zero, Chambord's primary objective was to make more people aware of Chambord.

TV Sponsorship was established as the best way of achieving this and it debuted on TV, in an exclusive sponsorship with E4's 'Revenge' – an American drama set in the millionaire's playground of the Hamptons.

A perfect fit with Chambord's decadent and fantasy brand positioning. **They smashed all targets and increased sales by 47% year on year.**

Case study 2: Using Sponsorship to Drive Response

These days, brand activation is a more important part of the mix and the accessibility of response channels – especially online – means that consumers can respond or find out more much more easily than in previous eras. The result of all this is that we are getting increasing evidence that **programme sponsorships can generate significant levels of consumer activity in themselves.**

For example, Surf was a relatively small brand in a low interest category, but it used TV sponsorship to shout its rivals. By sponsoring ITV2's "The Only Way is Essex", and maximising interest in the TOWIE characters to the full. This included TOWIE "star" Joey Essex launching a new limited edition of Surf D'reem which bottled the smell of summer.

The campaign was amplified with Tweets from Joey Essex to his 1.5 million followers. **It generated an additional £1.2 million in sales for the brand.**

Although there's plenty of evidence and a barrage of case studies demonstrating the power and effectiveness of Sponsorship, the Thinkbox research '**TV Sponsorship: a brand's best friend**' demonstrated that the effects of Sponsorship are felt most strongly on the emotional and implicit mind, which means that traditional explicit, recall-based methods of evaluation are destined to underestimate the true value of TV Sponsorship.



SPONSORSHIP BENEFITS	PLATINUM SPONSOR	PARTNER SPONSOR	CHANNEL SPONSOR
Premiere channel / Unlimited Videos	✓	✓	✓
Roku Campaign 20% of investment	✓	✓	✓
Newsletters & social media advertising	✓	✓	✓
Brand feature (exposure & lead generation)	✓	✓	✓
Featured Interview Inspiring People Series	✓		✓
720 30-second adverts per month	✓		
Editorial coverage (12 articles)	✓		
Special editorial feature (cover & theme)	✓		
Naming rights for the channel	✓		
Main stage talk at The Best You Expo	✓		
360 30-second adverts per month		✓	✓

CONTINGENT* SPONSORSHIP PACKAGES

COST

Platinum Sponsor*

The main sponsor associated with **“The Best You TV. The Best You TV brought to you by”**. It includes highlighted premier channel with unlimited episodes. Over 720 adverts scheduled per month, main stage talk at all and any live events, to appear as platinum sponsor at The Best You EXPOs. Twenty percent of the advertising to be applied to targeted Roku campaigns. Featured and highlighted articles on The Best You Magazine. Included in all newsletters and social media. One year minimum, maximum two years.

\$15.000 pcm

Partner Sponsor*

“The Best You TV in association with”. It includes highlighted premier channel with unlimited episodes. Over 360 adverts scheduled per month. Twenty percent of the advertising to be applied to targeted Roku campaigns. Featured and highlighted articles on The Best You Magazine. Included in all newsletters and social media. One year minimum, maximum two years.

\$7.500 pcm

Channel Sponsor

To sponsor an existing channel or premier channel with up to thirty channels. Over 360 adverts scheduled per month. Twenty percent of the advertising to be applied to targeted Roku campaigns. Featured and highlighted articles on The Best You Magazine. Included in all newsletters and social media. One year minimum, maximum two years.

\$2.900 pcm

**applicable for any future virtual and live event*

**** bespoke packages available**

CONTINGENT* SPONSORSHIP PACKAGES	COST
<p>Head sponsor of a Live Event* Head Sponsor one of our upcoming EXPOs, that will be streamed on The Best You TV, included in all marketing communications, all social media posts; commercials to be included throughout the event, live interview or talk on the main stage with founder or ambassadors of the brand.</p>	\$25.000 per event
<p>Event sponsor* Partner Sponsor one of our upcoming EXPOs, that will be streamed on The Best You TV, included and promoted on all social media posts, get a live interview or talk on one of the breakout rooms with founder or ambassadors of the brand.</p>	\$15.000
<p>Stream Stream your live event on our TV channel, to be aired simultaneously on all social platforms, Facebook, YouTube, Roku, Amazon Fire, Apple TV, IOS, Google Play. Attract sponsors, speakers and advertisers. Fifty percent offer for first event.</p>	\$15.000 per event
<p>◆ Roku Promotions Targeted campaigns on Roku, targeting based on location, age, gender, financial records. CPM and CPC campaigns based on a minimum of \$1000. Target your show, event, or product to the nearly 60 million Roku subscribers.</p>	\$1000 per month
<p>◆ Advertising Promote your services to your ideal market at an extremely affordable price. Take advantage of the amazing reach of 200+k loyal followers The Best You has gathered from all around the world.</p>	\$2,500

**applicable for any future virtual and live event*



ROKU

Roku Advertising Explained

How it works

Roku ads are meant to boost a channel's visibility on our platform



ROKU CPM CPM stands for Cost Per Thousand Impressions. When selecting this campaign type, you get charged the going rate for every 1,000 ad impressions served. **Min Spend \$600**

CPC stands for Cost Per Click. By selecting CPC, you will be charged for each click on your ad based on your current bid price (up to your budget). **Min Spend \$1000**

Your advert!



Subject to contract

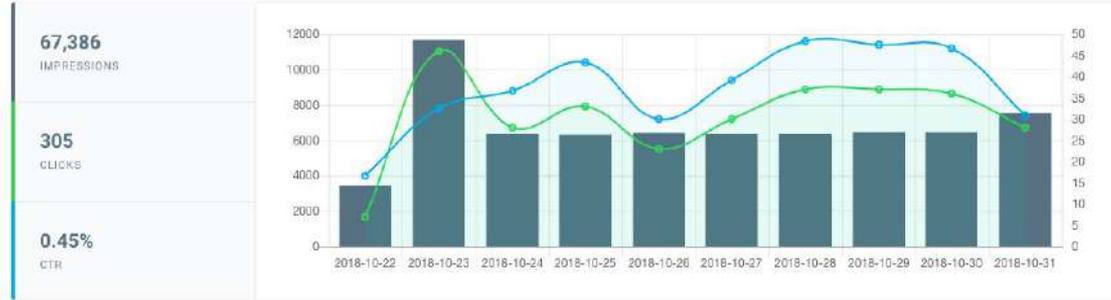


Roku - Campaign - Statistics

Targeting

- Action/Adventure Fans +
- Beauty /Fashion (Installed) +
- Channels Frequented By Moms +
- Comedy (Installed) +
- Comedy Fans +
- Cooking Fans +
- Crime Drama +
- Drama Fans +
- Educational +
- Family Time Viewing +
- Fantasy Fans +
- Fitness (Installed) +

Details **Daily Stats** Discussion



Daily Stats

Date	Impressions	Clicks	CTR
Oct 31st, 2018	7,541	28	0.37%
Oct 30th, 2018	6,444	36	0.56%

*Select the number of impressions you would like to run. Currently, campaigns can only be purchased for the US Channel Store. You'll be given a cost-per-thousand price for your specific campaign.



Life Without Limits™

TV

Menu

Categories



INSPIRING PEOPLE
TALKS

NLP LIFE | talks



INSPIRING PEOPLE
INTERVIEWS



Bernardo Moya

The Best You Expo Talks



Les Brown

The Best You Expo Talks



Marisa Peer

The Best You Expo Talks



Brian Rose

The Best You Expo Talks



Dave Asprey

The Best You Expo Talks



The Show

The Best You Expo Talks



Michelle Mone



Dean Graziosi



Joe Polish



Richard Bandler



Michael Neill



Alastair Campbell

Get Involved, "Don't Watch"
Arrive with Questions, Leave with answers!

The Best You TV channel is inspirational, interactive, fun and where the world's best experts share tips, techniques and powerful lessons.

If you would like your own TV Episode, channel or are interested in our partnership or media sponsorship opportunities, we would be happy to assist with further info. Press here to connect →



+44 208 089 6972
+1 323 870 4849



www.thebestyou.tv
www.thebestyou.co



info@thebestyou.co

Join the conversation
[#thebestyoutv](https://twitter.com/thebestyoutv)

