



Life Without Limits™

TV

PARTNERSHIPS

WHO WE ARE

The Best You believe that education and personal development lead to empowerment, and support individuals, organizations, and initiatives that strive to make the world a better place.

With this foundation, our next focus will be to help dedicated individuals and organizations become the social energizers who make a vital difference. *We provide practical answers, inspiration, guidance, and programs 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.*

A place where global leaders, influencers, authors, and entrepreneurs share expertise with a global audience aimed at improving the world and revolutionizing TV through thought-provoking individuals and ideas **NOW ON TV!**

So everyone can Live A Life Without Limits!



REACH



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 is currently selling about 160 million a year.

Apple TV Plus service may have garnered an astounding **50 million subscribers** in the U.S. in Q4 2020 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, the Android app store boosts **2.5 billion active Android users**.

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

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

BRAND EXPOSURE

At The Best You TV, you will have **the opportunity to join us and become one of our founding partners**. There are many ways you can benefit, reaching millions of people getting your content seen everywhere globally on the leading TV Apps through The Best You TV and its TV Partner channels.

Opportunities

Sponsorship. By becoming a sponsor your brand can become a relevant partner of The Best You and some of our channels and create exciting new revenue streams in the process. P.O.A.

Premier channel. Own a premiere channel, that is positioned strategically and showcases up to 12 shows that will be available and seen on our daily schedule and shared with other partner channels .

Channel. Own a channel, that showcases up to 30 shows that will be available and seen on our daily schedule and shared with other partner channels .

Advertising on The Best You TV and Roku. Thousands of impressions and displays on our scheduled and on-demand programming. The Best You TV has the ability to insert advertisements on our channel and Roku's and other partners' channels from 15-60 seconds or infomercials up to 15 minutes per hour, 24 hours a day 7 days a week.





THE BEST
YOU

Life Without Limits™

TV

PACKAGES

THE BEST YOU TV FOR YOU.

Let's share expertise. Get your message to the world.

GET INVOLVED :

- **Become a Founder.** Let's decide together how we want to change the world.
- **Become a Partner.** Let's do it together and share revenue.
- **Stream your event on our TV Network.** Reach millions of people.
- **Own your own TV Channel**
- **Get featured in one of our TV Shows.** The Best Series - How to... Learn from The Best.
- **Sponsor our shows.**



*yearly fee. 12-month contract minimum; 2 years max.

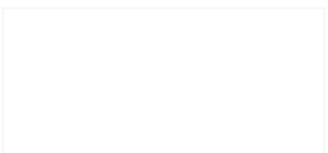
*sponsors are subject to approval.

*terms apply.

**Invitation only
P.O.A.**

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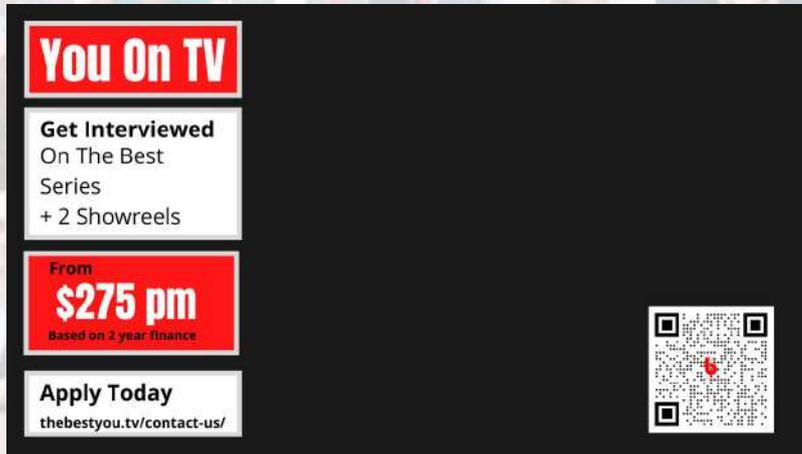
DYNAMIC CALL TO ACTION

QR CODES

Add call to action to your talks, interviews, shows, and **TV channel**

➤ Track your business

➤ QR codes with updated info embedded in your talk

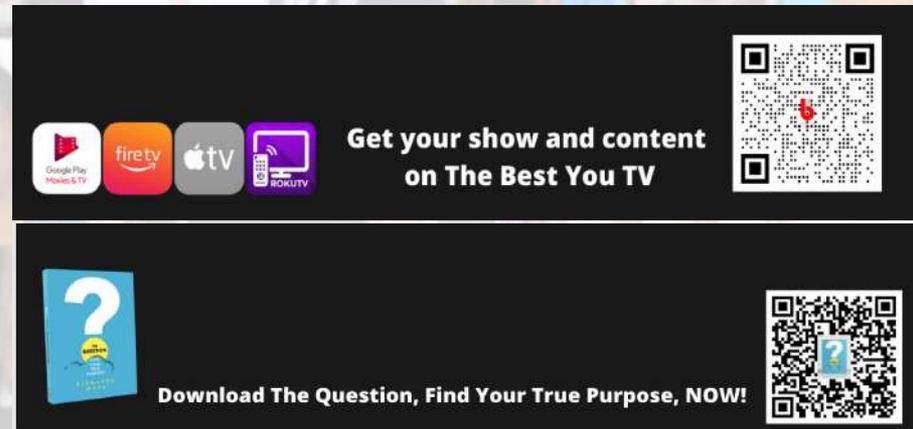


You On TV

Get Interviewed
On The Best
Series
+ 2 Showreels

From
\$275 pm
Based on 2 year finance

Apply Today
thebestyou.tv/contact-us/



Google Play
Hulu & TV

firetv

apple tv

roku tv

Get your show and content
on The Best You TV





Download The Question, Find Your True Purpose, NOW!



* Previous content can be updated, P.O.A

POA



ROKU ADVERTISING

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



All promotions purchased on Roku will appear on the home screen to the right of the My Channels section. **Roku ads are meant to boost a channel's visibility on our platform** and should link directly to a specific piece of in-app content when possible.

There will only ever be one ad shown at a time, so you'll never be competing with other brands for the viewer's attention

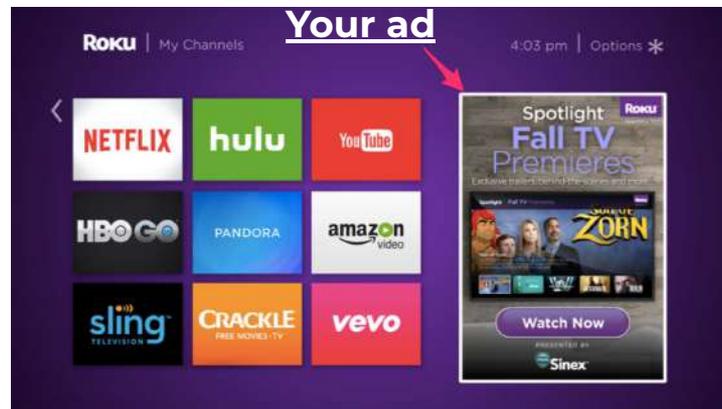
Once your campaign goes live, you can upload additional creatives to run. We encourage advertisers to submit 2-4 creatives per campaign to avoid user fatigue. The ad server will auto-optimize the creative, serving the banner with the highest click-thru-rate (CTR) at a greater frequency than banners with lower CTRs.

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.

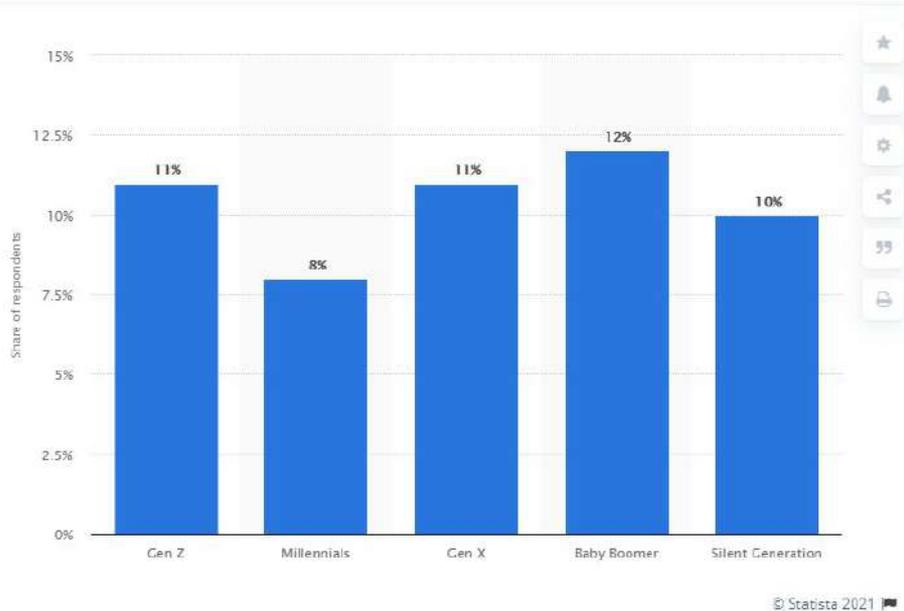
By selecting CPC, you will be charged for each click on your ad based on your current bid price (up to your budget). Min Spend \$1000



Subject to contract

ROKU DEMOGRAPHICS

Share of adults who used the Roku Channel in the last year in the United States as of February 2020, by generation



Other Statistics on the Topic



Why does it matter? →

- **2021: 51.2 Million Active Accounts**
- **4,500 Streaming Channels available on Roku TV**
- **2020 Coronavirus Pandemic: 50% User Increase**

ADDITIONAL SERVICES



We've Got You Covered! Our team of experts can help you put together your ideas, TV show, channel, documentary or, film. No idea is too small or too big.

- Copywriting
- Scriptwriting
- Editing
- Production
- Location manager
- TV Producers and directors

12 month contract - paid monthly or annually.

LET'S GET IN TOUCH

From **The Best You**, we're excited to hear about you and your ideas so we can work together
Get Involved, "Don't Watch"

Contact us today, be The Best You



info@thebestyou.co
emilia.jorio@thebestyou.co



www.thebestyou.tv
www.thebestyou.co

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