



Life Without Limits™

TV

SPONSORSHIP

ABOUT US

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

We are a one-stop-shop for quality content, seminars, magazines, digital media, expos, retreats, e-learning, and **television**.

The Best You first aim is to focus and help dedicated individuals and organizations become the social energizers who make that 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) provide the transformative tools necessary to facilitate change.

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



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 organization).

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

He has unrivaled 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, which reach audiences of over 100,000 individuals, and now he is bringing all this to the TV!

bernardo-moya.com



CONTENT



Podcasts



TV



Magazine

EVENTS



International Expo



Talks

ONLINE



E-Learning



Community

NETWORK



Members &
Networking Club



Youth

THE BEST YOU CHANNELS



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, 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.
(Forbes 2012)

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)

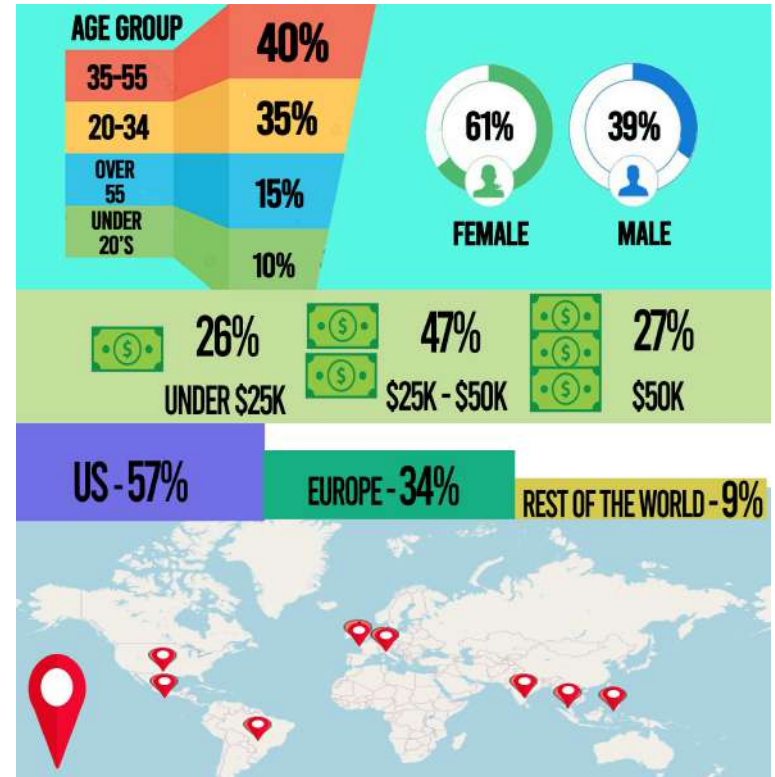


DEMOGRAPHICS

The Best You have offered their clients inspiration content in multiple formats. Through **The Best You Magazine, The Best You Online** and its content and courses, and **The Best You TV**.

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
- MOTIVATIONAL SPEAKERS
- MEDIA
- PERSONAL GROWTH COACHES
- PUBLISHING COMPANIES
- RETREATS & SPA

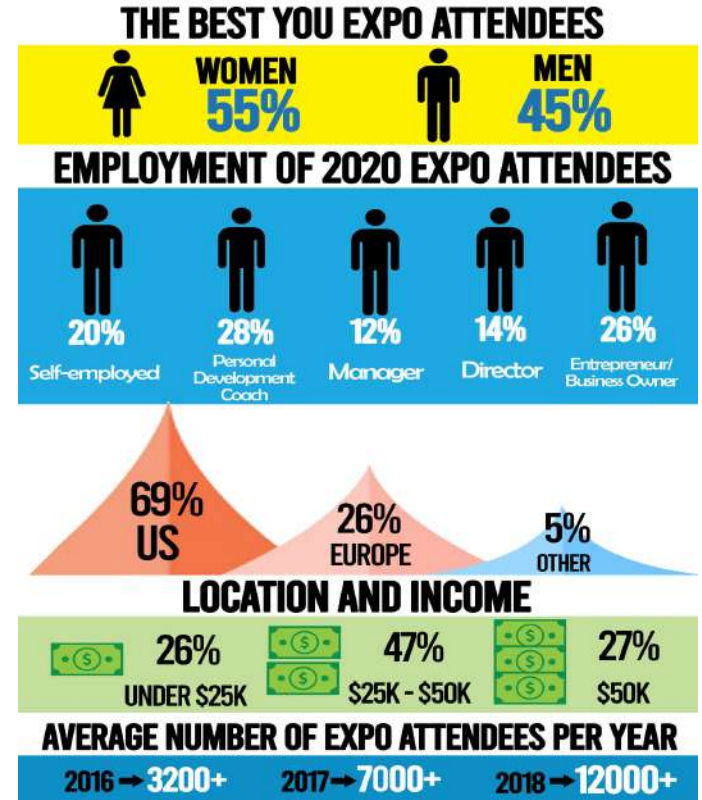


AUDIENCE

The Best You EXPOS and Best You Live Events appeal to consumers and professionals who are seeking an inspirational and educational experience, targeting a diverse generational audience.

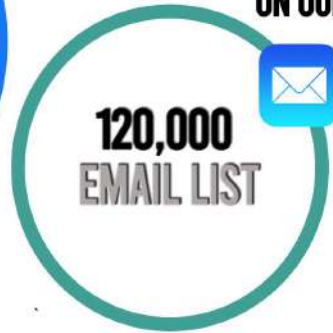
Our events are hybrid. A combination of Live, Virtual, and streamed on our TV channel.

Amazing opportunities to appear in front of thousands of attendees and to promote your brand via commercials and advertisements.



SOCIAL REACH

LET'S GET SOCIAL AND DIGITAL!



**WE HAVE A STRONG DIGITAL PRESENCE
AND AN ENGAGED AUDIENCE**

**WE HAVE ALL KINDS OF INTERESTING DATA
ON OUR SOCIAL MEDIA FOLLOWING
& DIGITAL PRESENCE**

**TELL US WHAT YOU'RE LOOKING FOR AND
WE WOULD BE HAPPY TO PUT SOMETHING TOGETHER**

MEDIA PARTNERS



<https://www.ukhealthradio.com/>

The world's no. 1 'Talk Health' radio!

UK Health Radio, your leading health conversation station!
A digital radio station with over 200,000 regular listeners from a large number of countries. Aimed at a discussion of health.



<https://toptalentmag.com/>

Top Talent Magazine is all about shining a light on the valuable expertise behind the experts who change lives and make the world a better place!

More coming soon ...

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**.

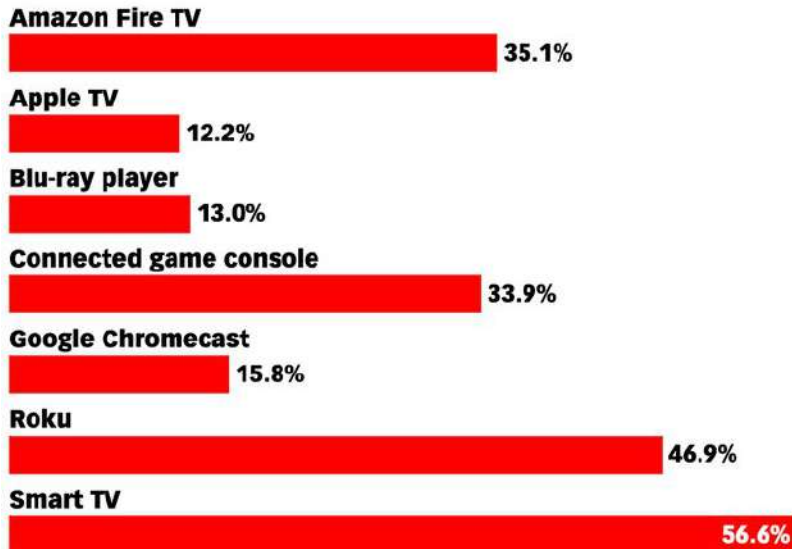
With 2+ billion active monthly users, the Google app store is a brand itself.

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

USER DATA

Connected TV User Penetration, by Device

US, 2020, % of connected TV users

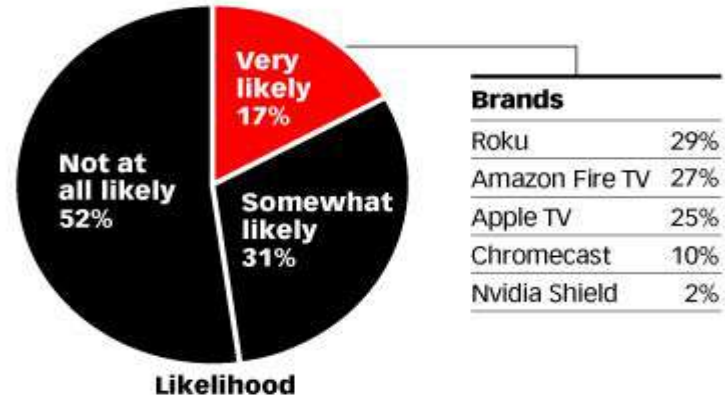


Source: eMarketer, February 2020

www.eMarketer.com

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

% of respondents, June 2019



Note: n=2,517 ages 16+

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

249005

www.eMarketer.com

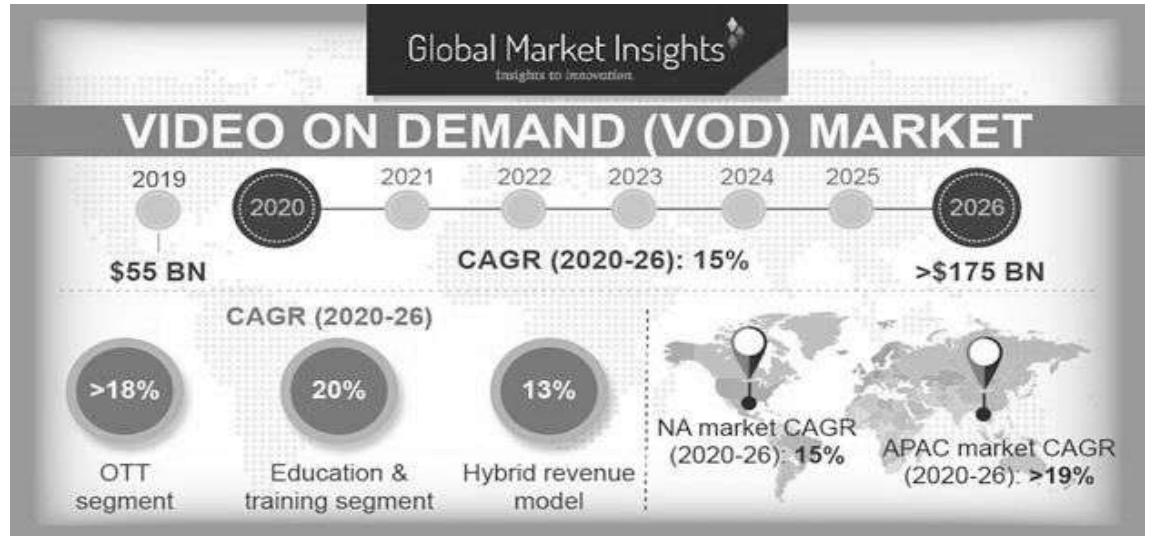
MARKET CONTINUED

The global video on demand market side 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.



WHY SPONSOR

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

By engaging with **The Best You** as a Sponsor, you have the opportunity to access unrivaled 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

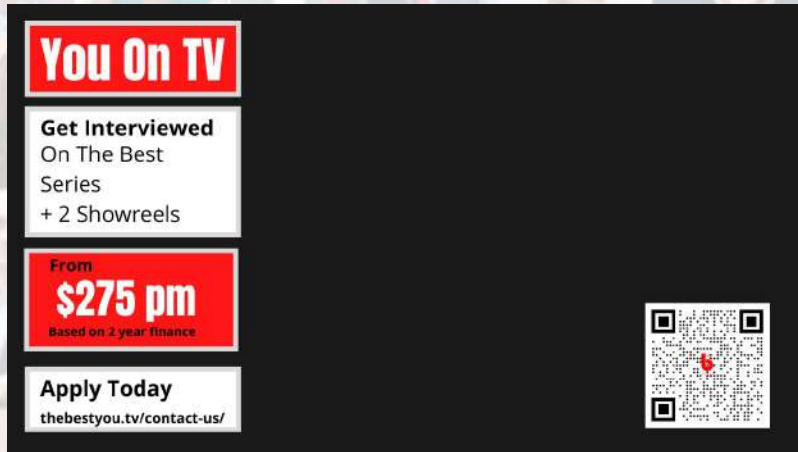
You will not find better prospects for gaining exposure of your business, product, or service to this sector than via the suite of packages that **The Best You** are pleased to offer.

DYNAMIC CALL TO ACTION

QR CODES

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

➤ Track your business




You On TV

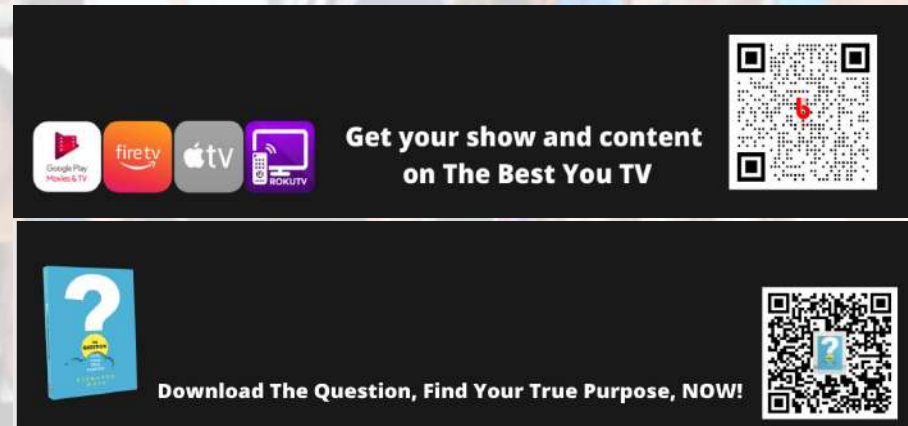
Get Interviewed
On The Best
Series
+ 2 Showreels

From
\$275 pm
Based on 2 year finance

Apply Today
thebestyou.tv/contact-us/



➤ QR codes with updated info embedded in your talk




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



THE BEST
YOU

Life Without Limits™

TV

EVERYTHING IS CUSTOM

CUSTOMIZATION

We don't use stock packages because we know they don't work. We want to create something just for you, designed to help you achieve your goals.

Some of the ways we can work together include:

1. Roku Targeted Campaigns
2. Premier Channel
3. Editorial Coverage
4. Advertising & Media Presence
5. Channel Naming Rights
6. Brand Recognition
7. VIP Opportunities
8. Brand Feature
9. Inspiring People Series Featured Interview
10. The Best You Events Main Stage Talk



CUSTOMIZATION FOR TV



CUSTOMIZATION FOR EVENTS



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)