



POPVIEWERS

WHAT TO WATCH NEXT

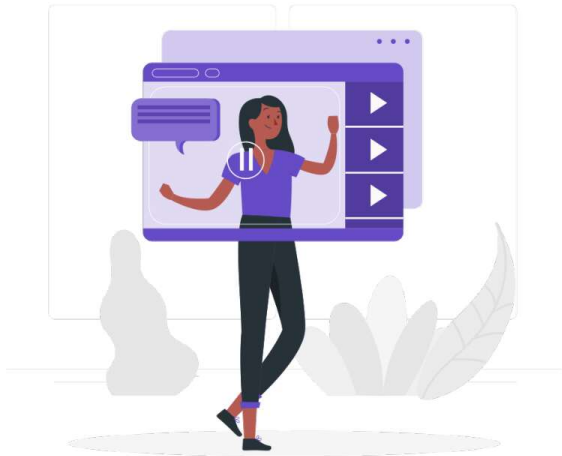


**PopViewers is a Community-Based
Media & Entertainment App
& Data Analytics Platform With a
\$90B TAM**



POPVIEWERS

We are a **community-based app and platform** that helps users find what to watch next.



React to **what they've watched.**



Gain access to **unique premium experiences.**



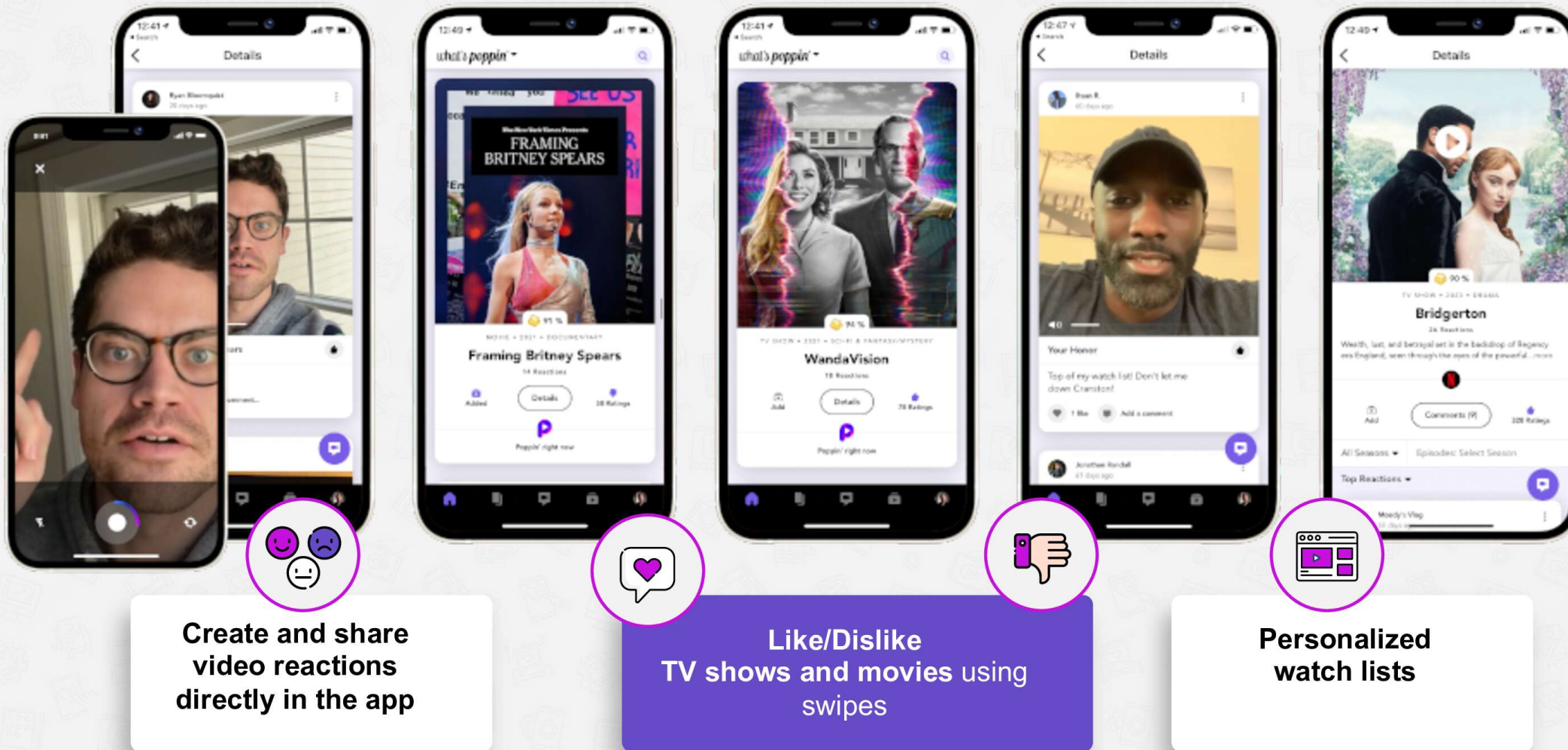
Our platform provides **real-time, relevant data to content providers** so that they know what to invest in next.



We are a platform **to drive consumers to their content.**

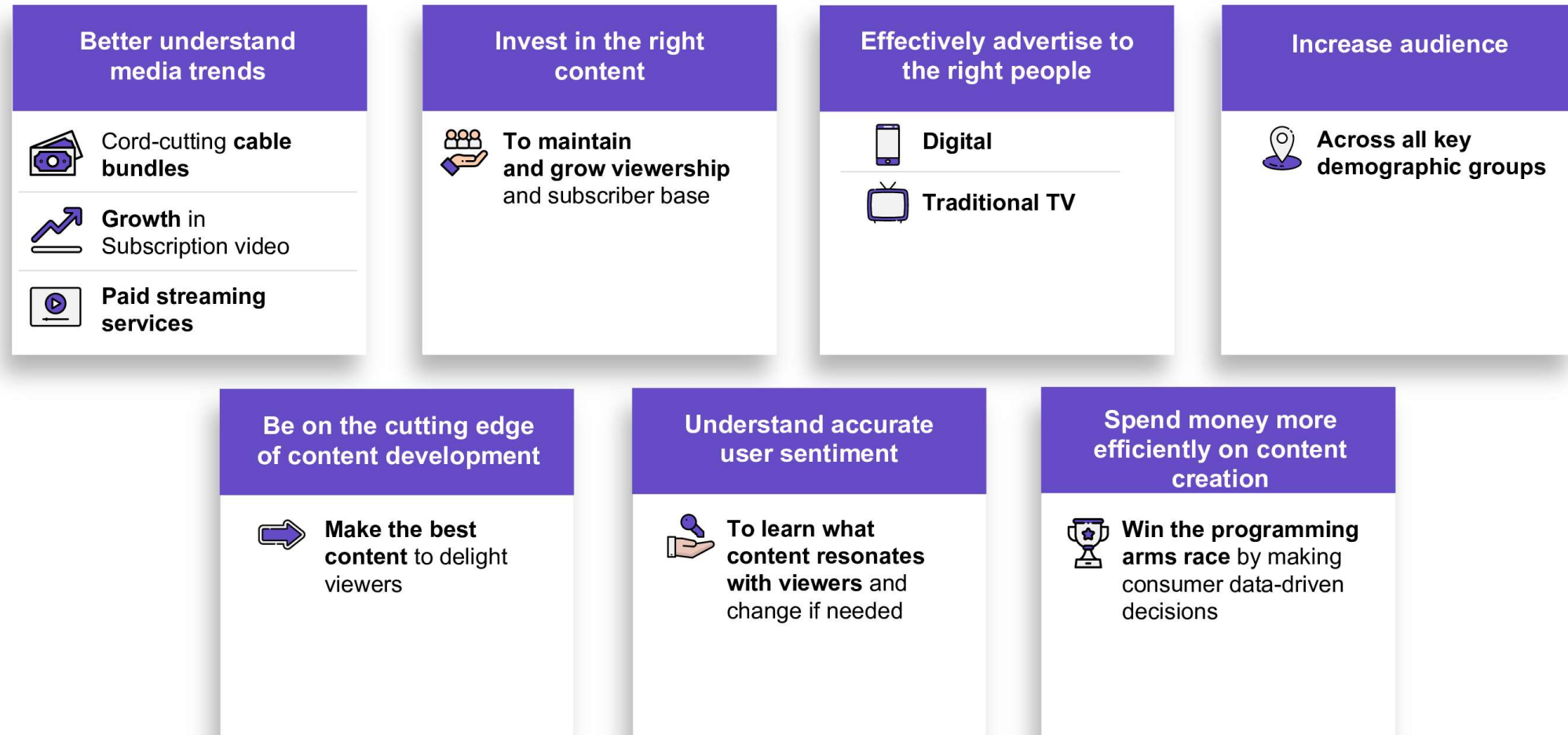


PRODUCT IS INNOVATIVE, UNIQUE AND DEMOCRATIC



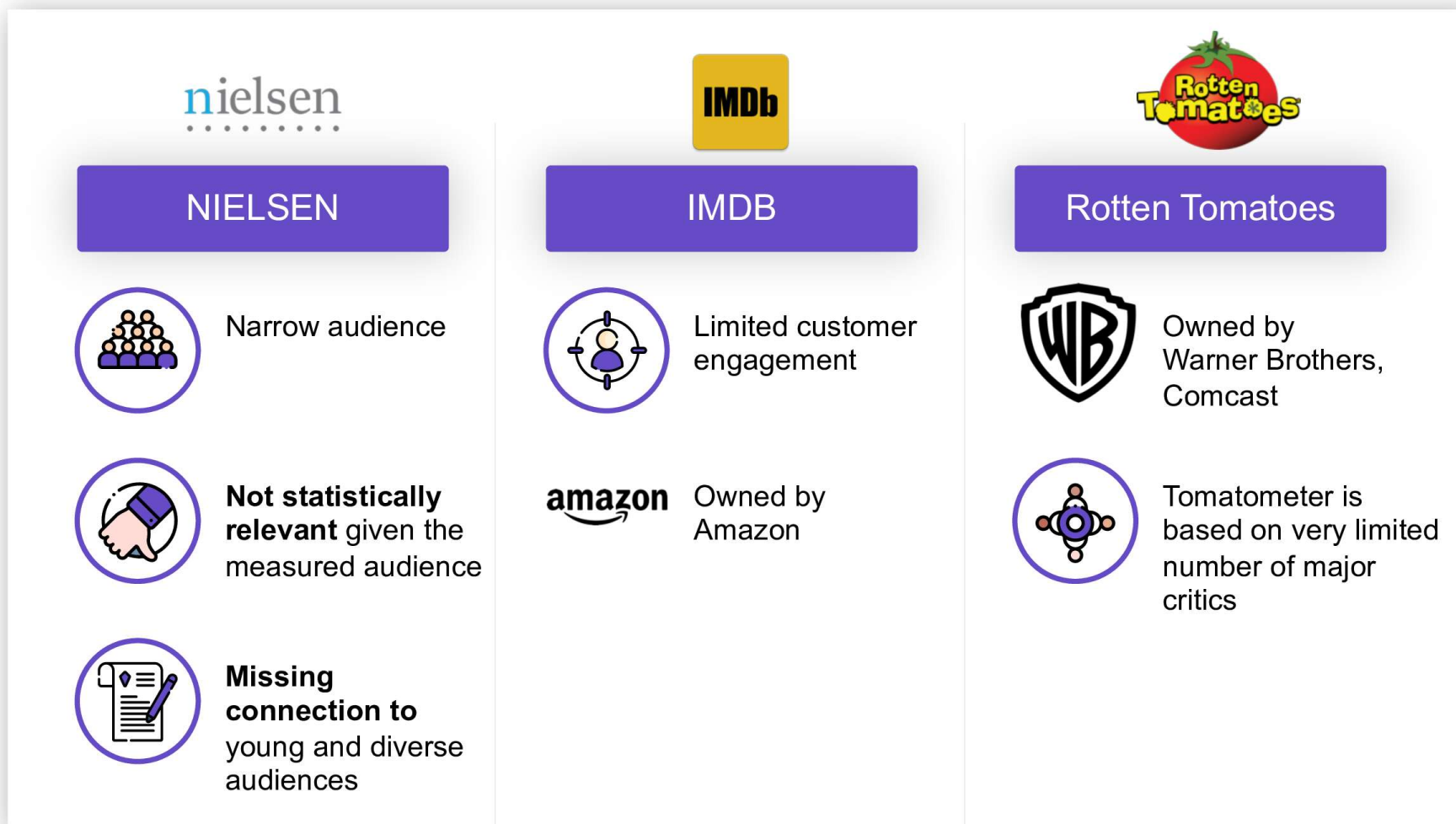
CONTENT PROVIDERS NEED TO KNOW

WHAT TO INVEST IN NEXT







AVAILABLE DATA DOES NOT MEET MARKET'S NEEDS

DATA SETS ARE INCOMPLETE



SUPERIOR TO THE COMPETITION GIVEN UNIQUE APPROACH

				
Viewer-generated reviews	✓	✓		✓
Video reviews	✓			
Nuanced sentiment measurement	✓			
Sentiment quantification	✓	✓	✓	✓
Personalized recommendations	✓	✓		
Delivers content discovery	✓			



MARKET OPPORTUNITY IS MASSIVE

Business Market Opportunity

\$53.2B

Global Data Market Size for 2021 3rd-Party Audience Research Data Spending¹

\$37.4B

Advertising Market Size Global ad spending on digital video 2021²

\$90B+

Consumer Market Need

US TV Households

120.6M⁴

Digital Video Consumption

8 h/day³

Films Released in 2019

792⁶

Original TV shows released in 2019

1,178⁵

Total US Broadcast TV Stations

1,758⁷

Minutes it takes to decide what to watch

21³

¹ <https://www.onaudience.com/resources/top-data-markets/>

² <https://www.statista.com/outlook/218/100/video-advertising/worldwide>

³ <https://advanced-television.com/2020/04/17/study-us-users-streaming-8hrs-day-under-lockdown/>

⁴ <https://www.statista.com/statistics/243789/number-of-tv-households-in-the-us>

⁵ <https://variety.com/2019/tv/news/netflix-more-2019-originals-than-entire-tv-industry-in-2005-1203441709/>

⁶ <https://www.statista.com/statistics/187122/movie-releases-in-north-america-since-2001/>

⁷ <https://www.fcc.gov/document/broadcast-station-totals-december-31-2020>





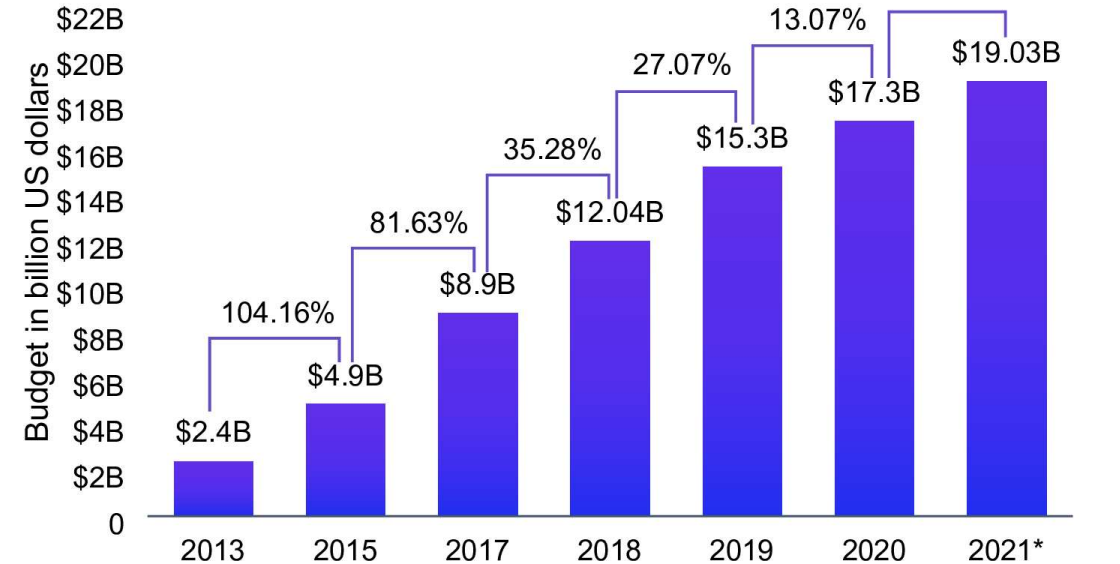
SPENDING \$30B+ ANNUALLY

Top content providers will
pay to reduce risk and
grow customer base

- Netflix projected to spend more than **\$19B on content in 2021⁸**
- Disney+ original programming budget for 2020: **\$1.5 - \$1.75B⁸**
- Amazon spent **\$8B on content in 2020⁸**
- Hulu had a 2020 content budget of **\$3B⁸**



N
NETFLIX



* <https://www.cultofmac.com/731279/netflix-19-billion-2021/>

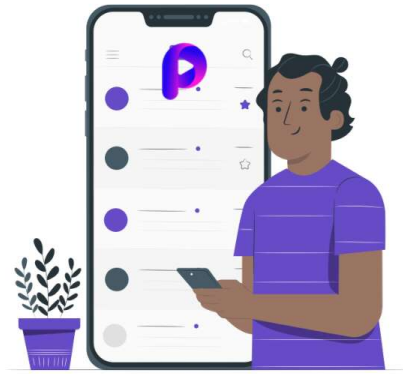
⁸ <https://www.forbes.com/sites/sergeiklebnikov/2020/05/22/streaming-wars-continue-heres-how-much-netflix-amazon-disney-and-their-rivals-are-spending-on-new-content/>



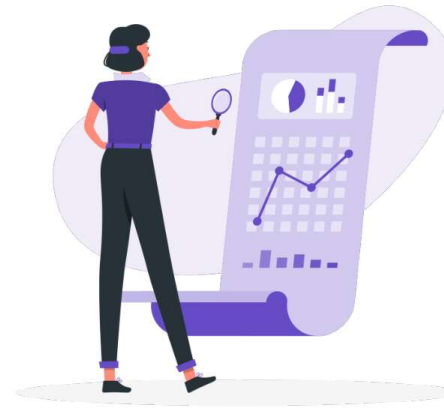
COMPETITIVE ADVANTAGES



First-mover advantage
as the programming
arms race escalates



Only **true independent**
voice of the viewer



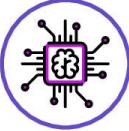



Better insights into
younger, more diverse,
mobile-first audience,
which aligns with
demographic trends

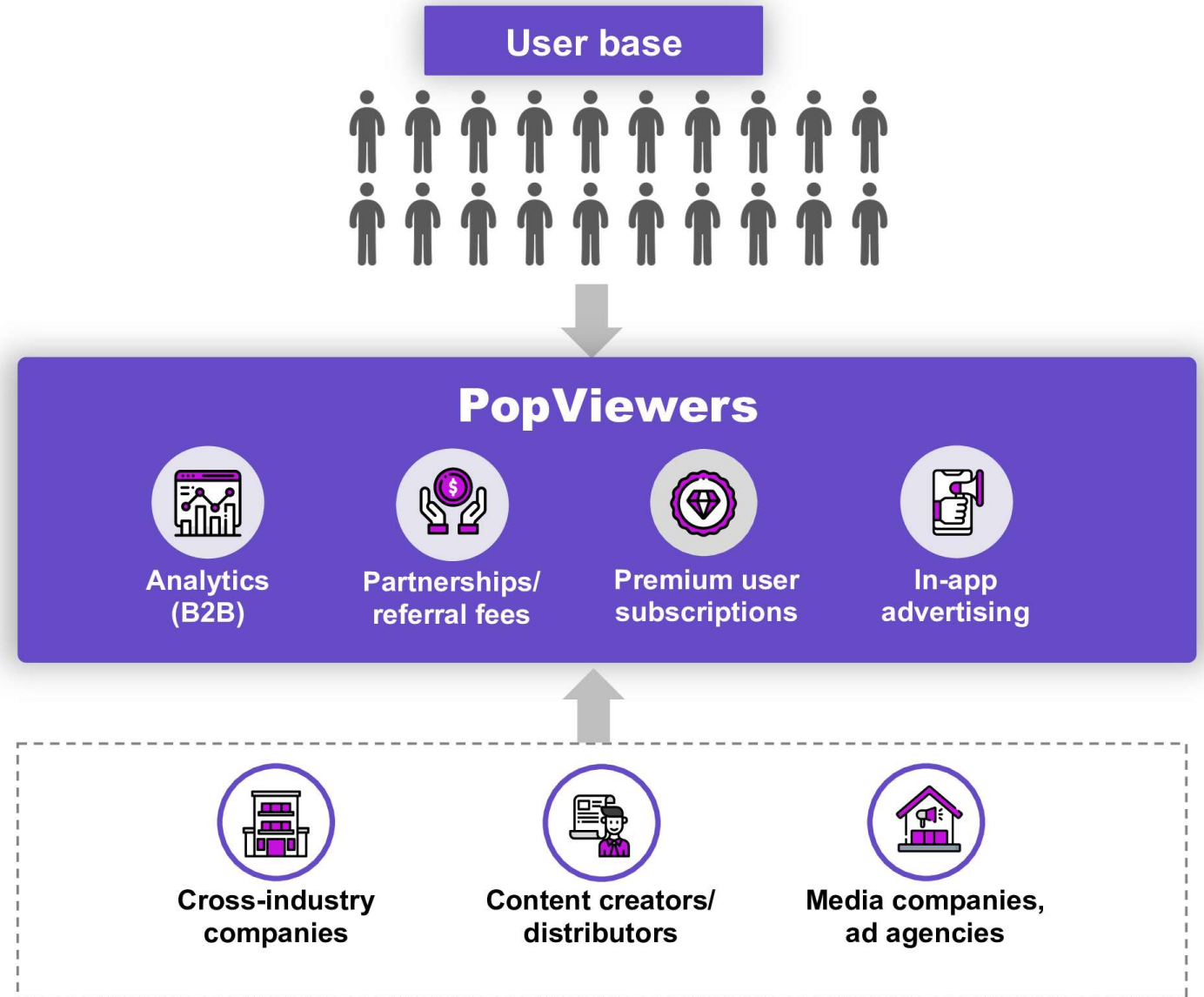


Seasoned and **well-**
connected team



Scalable B2B Revenue Model Focuses on Analytics, Partnership Fees, and Advertising

-  AI and machine learning enabled analytics, insights and customized focus groups
-  Partnerships/referral fees
-  In-app advertising
-  Free and Premium Model



FREE AND PREMIUM CONSUMER REVENUE MODEL

Free Model



- Discover what to watch next
- Community access/make your voice heard
- Find where to watch content
- Create a custom watchlist
- See user-generated ratings and leave your own

Premium Model



\$9.99

subscription fee

- Access to premieres and early screenings
- Create a watch party with your friends
- Exclusive watch parties and other off-line events
- Ranked reviews (profile elevation through profile promotion)
- Advertising free
- Join celebrity interviews



EXPERIENCED, DIVERSE & WELL-CONNECTED TEAM



Chris Witherspoon

Founder & CEO

- Seasoned entertainment journalist and entrepreneur



Benjamin Greenberg

CPO

- Established thought leader in digital/ mobile product.
- Former VP of Product and User Experience for WebMD



Dan Woolsey

COO

- Documentary Filmmaker & Media Entrepreneur
- Co-founded TheGrio (sold to NBC)



Vinton Vickers

Financial Advisor

- Media industry analyst, consultant and investor.



Howie Altmann

CTO

- 20 years experience across multiple industries and company stages: Hello Alfred, Axial, Bonobos, and TravelClick
- Serial Entrepreneur



Gilad Barash

Data Analytics Strategy Advisor

- VP of Analytics at Distillery



















Hayley Brooks

Creative Director

- Founder of Storyline
- Creative and marketing strategist
- Former CAA representative



HIGHLY-CONNECTED TEAM AND PLANNED STRATEGIC PARTNERSHIPS*

*This does not constitute endorsement of the project.



**USE OF PROCEEDS WILL BE
USED TO DRIVE GROWTH,
DEVELOP ANALYTICS
PLATFORM, AND EXPAND TEAM**

CAPITAL REQUEST

We are seeking...

\$1,070,000

With Additional Funding We Will:



Deploy marketing and growth strategies



Expand team



Develop data analytics platform



Build out premium offering

Round	Amount	Closing
Angel	\$400K	Jun 2019
Pre-seed	\$1m	Sep 2019

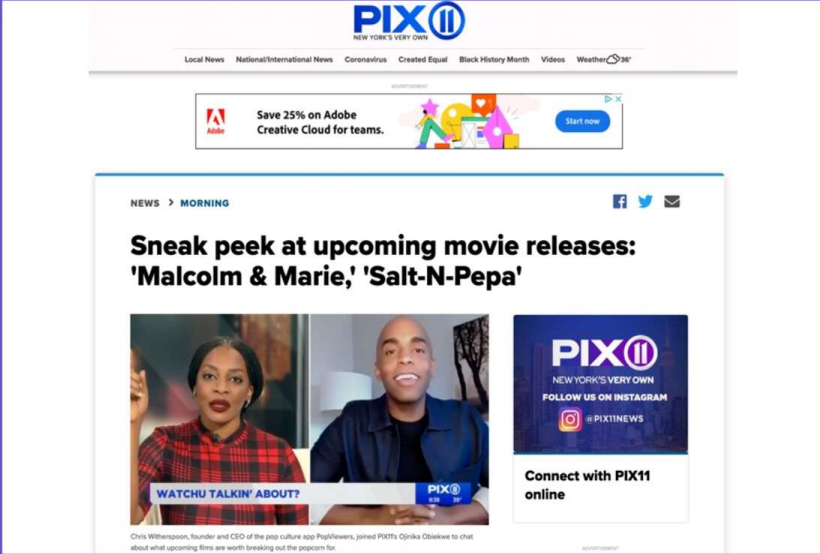
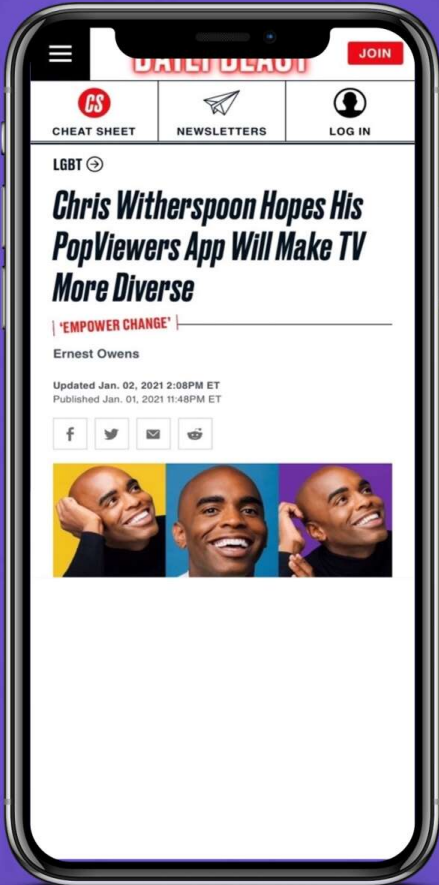
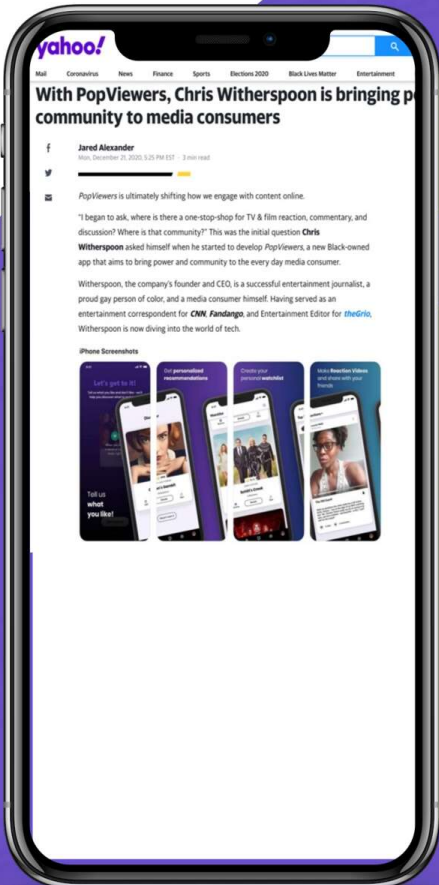
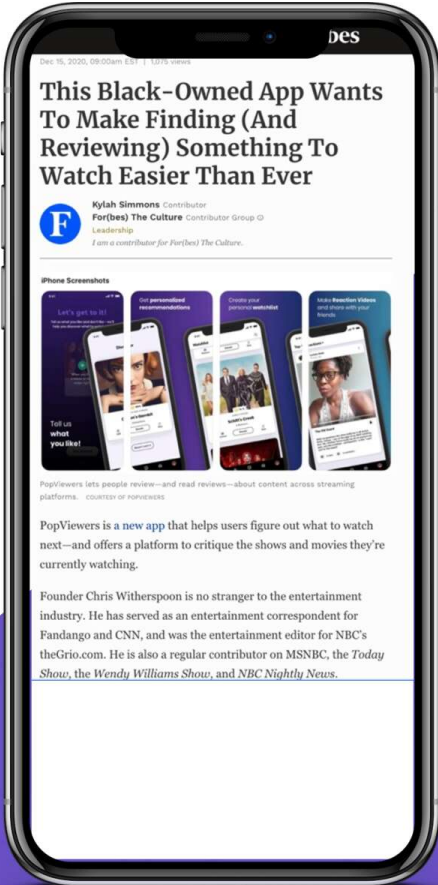


With \$1.4m funding thus far we have:

- Completed market research
- Hired COO, CPO, CTO and dev team
- Launched iOS version of app



POPVIEWERS IN THE NEWS





POPVIEWERS

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