

'Style Culture TV' | Content - Brand Activation

2021 Viewership | 47,319,426

Subscribers | 15,628

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styleculture.tv

- DECK -

Intro

Established in 2020, *Style Culture TV* is a fashion, lifestyle and entertainment magazine focusing on the pulse of current events and trends. Addy.Media produced and styleculture.tv branded content now exceeds 47m views annually with over 25k retained and unique subscribers.

Executive Producers

Executive team consists of Adriana 'Stream Queen' Kaegi, owner and EP of Addy.Media, a New York based, fashion, lifestyle and entertainment production house and Kurt Sather, the CEO and EP of Show Me Television, a Los Angeles based entertainment media and tech company. Both are passionate about their craft and strive for innovation while navigating the merging technology and content markets.

On Carpet Personalities

Producer / Journalist, Charlii Sebunya [@charliisebunya](https://twitter.com/charliisebunya), alongside journalists; Amanda Salvato [@amandasalvato](https://twitter.com/amandasalvato), Nina Williams [@stylenina](https://twitter.com/stylenina) and Gita Cellei [@gitacellei](https://twitter.com/gitacellei) with over 145k+ fashion and entertainment followers. Videography and photography by Juan Carlos Ariano and Andrew Marfoli.

Distribution

Style Culture TV has two primary forms of distribution; Owned & Operated and Syndicated Network.

- O&O assets include [YouTube](https://www.youtube.com), [Roku](https://www.roku.com), [Fire TV](https://www.firetv.com) and Web with over 15k retained users, and over 1m annual views. Upcoming development: Vizio, Samsung
- Syndication networks include Video Elephant and Loomi.TV by Opera with over 46m annual views in 2021. Upcoming Integrations: Anyclip

Production

Travel across the globe to New York, Paris, London, Shanghai and more with a diverse group of hosts and enigmatic journalists as they bring you behind the scenes footage, exclusive designer content, front row access to seasonal fashion, lifestyle and entertainment events.

- ['ADDY.Academy'](http://ADDY.Academy)
- ['Benchmark Series' \(IGTV\)](http://Benchmark Series (IGTV))
- ['Making it Happen'](http://Making it Happen)
- ['Tea with Charlii'](http://Tea with Charlii)
- ['Random Rants'](http://Random Rants)

-----Editorial Offering-----

Editorial Brand Placement

We offer a wide range of branded editorial opportunities with segment pricing determined by scale of brand activation, event exclusivity and status of celebrity or brand in-segment. Placements include;



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Segment [Sponsorship](#), pre-production planned [In-Content](#), and production or post-production [Product Placement](#).

Rates: CPM

Term: 3mo, 6mo, 12mo

Exposure: Estimated 100,000 - 500,000 views per segment

Segment formats:

- [‘Interview Style’](#) with the hosts and journalists
- [‘Behind The Scenes’](#) footage
- [‘Runway’](#) footage
- [‘Short Films’](#) produced by the designers and show runners

-----**Brand Acquisition Offering**-----

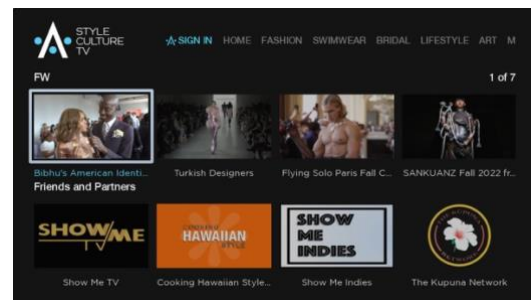
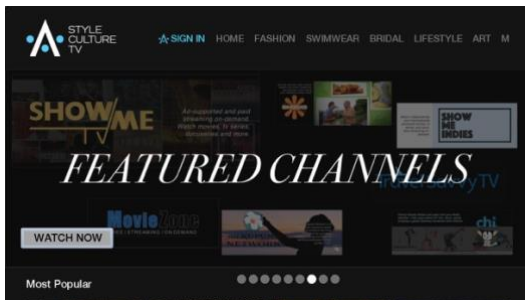
Cost-Per-Click (CPC) Brand Placement

Curating an experience the user enjoys and engages with is how we retain our base throughout our O&O network. Organic user acquisition and retention opportunities are available upon request. Pricing determined by brand activation, above the fold placement or vertical.

Rates: CPC

Streaming Verticals: Fashion, Lifestyle, Entertainment News

Term: 3mo, 6mo, 12mo



-----**Syndication Offerings**-----

Syndication partnerships available upon request.

Segment formats:

- [‘Interview Style’](#) with the hosts and journalists
- [‘Behind The Scenes’](#) footage
- [‘Runway’](#) footage
- [‘Short Films’](#) produced by the designers and show runners

Verticals: Fashion, Lifestyle, Entertainment News

Rates: Revenue Share

Of Note:

Syndicated views in 2021: 46,008,980



'Fashion Week' viewership in 2021: 3,219,938 (6.98% of total)

Annual Events include: Fashion Week across the globe, Art exhibits, NFT events, red carpet events, Miami Swim Week and more.