4.01 million active unique monthly users.

From 85% mobile user penetration and extended to over 4m social media followers across Facebook, Instagram and Twitter.

GuardianTV is an innovative on-demand video platform that delivers daily video content across multiple categories.
Page views 20m+ Average Monthly
Sessions 9.5m Average Monthly
Ad Impressions 40m Average Monthly
### PLATFORM ANALYTICS

<table>
<thead>
<tr>
<th><strong>Age:</strong></th>
<th>18 - 64Yrs</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Session by Gender:</strong></td>
<td><img src="image" alt="Male 75%" /> <img src="image" alt="Female 25%" /> <strong>8% YoY Growth Rate</strong></td>
</tr>
<tr>
<td><strong>Location:</strong></td>
<td><img src="image" alt="69% Lagos" /> <img src="image" alt="31% Other states (Abuja, PH, Ibadan and so on)" /></td>
</tr>
</tbody>
</table>
SOCIAL COMMUNITY IN NUMBERS

- **facebook**
  - Over 1.08m page likes
  - Avg Monthly Engagement: 580k

- **instagram**
  - Over 461k followers
  - Avg Monthly Engagement: 213k

- **twitter**
  - Over 2.7m followers
  - Avg Monthly Engagement: 40m

- **YouTube**
  - Over 169k subscribers
  - Avg Monthly Video Views: 190k
**OUR OFFERINGS**

**Display Banner Ads**

Banner Ads across mobile and desktop to help create awareness and audience reach.

- Billboard: 970 x 250
- Large Leader board: 970 x 90
- Leader board: 728x90
- MPU: 300 X250
- Double MPU: 300 X 600
Display banner

Impression: 5,762,246
Clicks: 14,010
CTR 0.24%
OUR OFFERINGS

Social Media Amplification:
- Sponsored Post
- Branded Content
- Content Partnership
- Sponsored IG Live/Tweet Chat
OUR OFFERINGS

Guardian Tv

Event Coverage
OUR OFFERINGS

Online TV

- Instream advertising
- Docu Series
- Exclusive content
Thank You

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