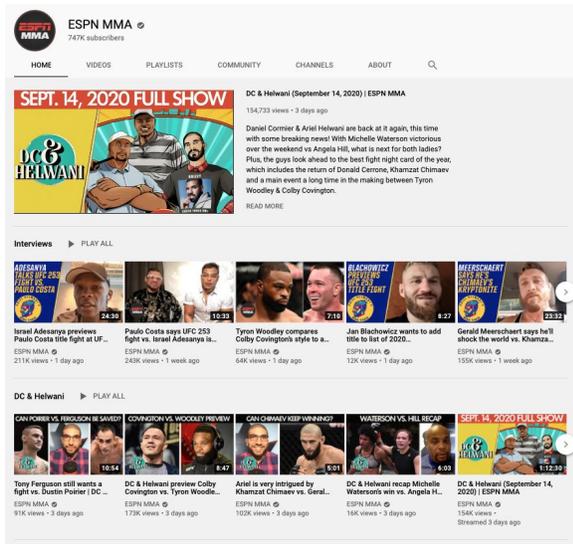
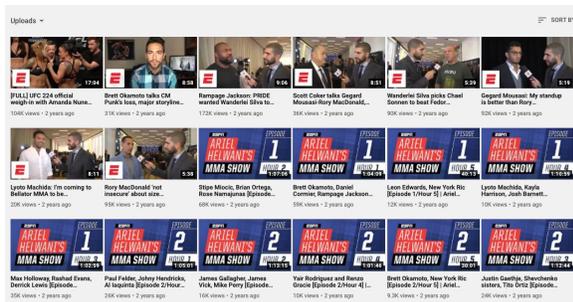




# Media Vision



**ESPN MMA YouTube:** Most recent thumbnails. Notice both a human face and recognisable logo.



**ESPN MMA YouTube:** Early thumbnails and content titles for the channel. Experiments between a focus on human faces, or a colourful logo.

## YOUTUBE

Model on highly successful ESPN MMA YouTube channel. With 750k + subscribers, ESPN MMA has a winning formula.

Interviews and news on key personalities in the scene is their primary strategy. Building relationships with the equivalents in Esports would be our goal. Perhaps we could diversify into a specialised YouTube channel for each esport. Much like ESPN has ESPN MMA, NBA, NFL etc.,

## PODCAST

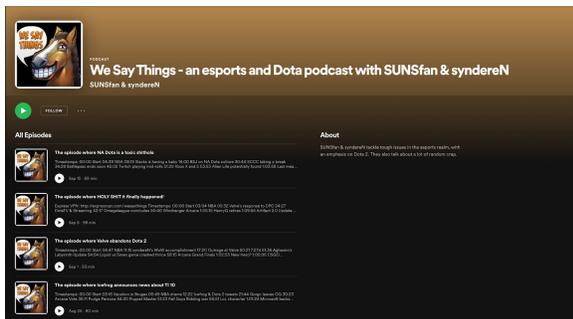
One model for the podcast would be *DC and Helwani Podcast*. Ariel Helwani is considered the GOAT (Greatest of All Time) of MMA reporting, in his highly successful podcast, Ariel regularly meets with 2x Heavy Weight Champion and UFC commentator, Daniel Cormier. Both Helwani and Cormier are beloved figures in the MMA scene. Their chemistry and inside knowledge provide a constant source of gossip, high level-analysis and speculation on cutting edge MMA developments.

I believe we can recruit a YouTuber/Player with excellent credentials in the scene, build trust and earn long term, high-level engagement with our audience through a podcast modelled on the *DC and Helwani Podcast*.

## Further Thoughts

Other models and inspiration (as well as competition) exist. The *We Say Things* podcast, focuses specifically on DOTA 2 and esports more generally. While *We Say Things* has a good formula, it lacks energy and is somewhat stale and foreboding in its outlook.

I believe we can offer listeners and personalities in the scene a lot more juice and engagement by giving them a chair next to their favourite DOTA 2 personalities with interviews. Closer to what DC and Helwani create with their podcast.



## Partnerships

Going further, building relationships with top streamers of games, tournaments and tips is going to net us far more attention than competing with these content creators for eyeballs.

These channels are - by and large - faster and more specialised than us. Therefore, our advantage, and value to them, is as an aggregator of attention. We can channel our audience to these viewers, build their profiles and thus incentivise them into working with us in the future. Creating a loop of attention and content which keeps our

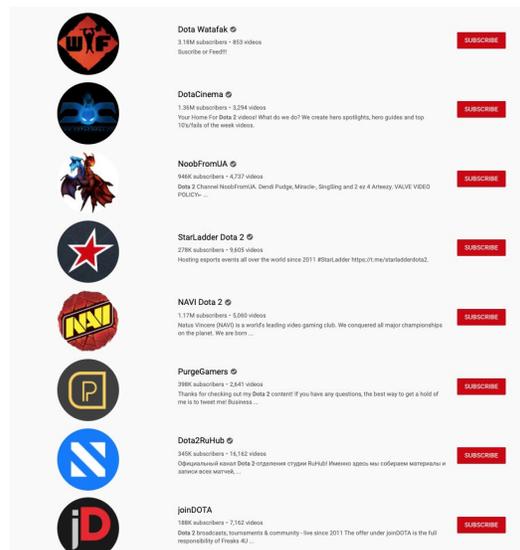
audience engaged, and going from one source to the other.



Top tournament streamer, NoobFromUA could benefit from us notifying our audience of streams he will cover. Potentially a partnership.

## A-List

Below is a list of the top DOTA 2 YouTube



channels. If we can leverage their audience by offering them a trusted, value driven partnership, we can exponentially increase our own value and audience reach.

