JACK HARLOW

GLOBAL MARKETING PLAN



FANTASTIC FOUR



DAN NGUYEN
GLOBAL MARKETING



WYNTER FAYSON
DIVERSITY EQUITY & INCLUSION



HEATHER BATEZEL
PODCAST OPERATIONS



JESMYN JI
GLOBAL MARKETING

JACK HARLOW



ARTIST INFO

- BORN JACKMAN HARLOW
- 25 YEAR OLD FROM LOUISVILLE, KY
- DECIDED HE WANTED TO BE A RAPPER AT 12
- MUSICAL INFLUENCES ARE EMINEM, CREDITED TO HIS MOTHER
- VERY HUMBLE BEGINNINGS AS AN ARTIST!
- BREAKTHROUGH HIT WAS “WHAT’S POPPIN’”
- INSPIRED SOCIAL MEDIA TRENDS

FANBASE

- BIGGEST FAN BASES LOCATED IN UK, CANADA, AUSTRALIA
- POPULARITY ON SOCIAL MEDIA, RESPONDS WELL TO CHALLENGES
- SINGLE “LOVIN ON ME,” WENT VIRAL
- FANS ON TIKTOK MAKING MEMES, GAINING TRACTION

AUDIENCE INSIGHTS



DEMOGRAPHIC

OVERALL STREAMING AUDIENCE

- MALE 18-24 (32.1%)
- MALE 25-34 (23.8%)
- FEMALE 18-24 (16.5%)

TIKTOK AUDIENCE

- FEMALE 18-24 (33.2%),
- MALE 18-24 (29.4%)

ENGLISH SPEAKING AUDIENCE (89.59%)

GEOGRAPHIC

TOP 10 STREAMING MARKETS

1. USA
2. UNITED KINGDOM
3. CANADA
4. AUSTRALIA
5. SOUTH AFRICA
6. GERMANY
7. JAPAN
8. CHINA
9. FRANCE
10. BRAZIL

3.1M MONTHLY LISTENERS

6.8M

2.5M

5.8M

1.3M

“LOVIN ON ME” MARKET BREAKDOWN



JACK HARLOW’S TOP 3 EX-US STREAMING MARKETS AND LARGEST SOCIAL MEDIA FOLLOWINGS ARE **UNITED KINGDOM, CANADA, AND AUSTRALIA.**

STREAMING

67.9M GLOBAL STREAMS TO DATE

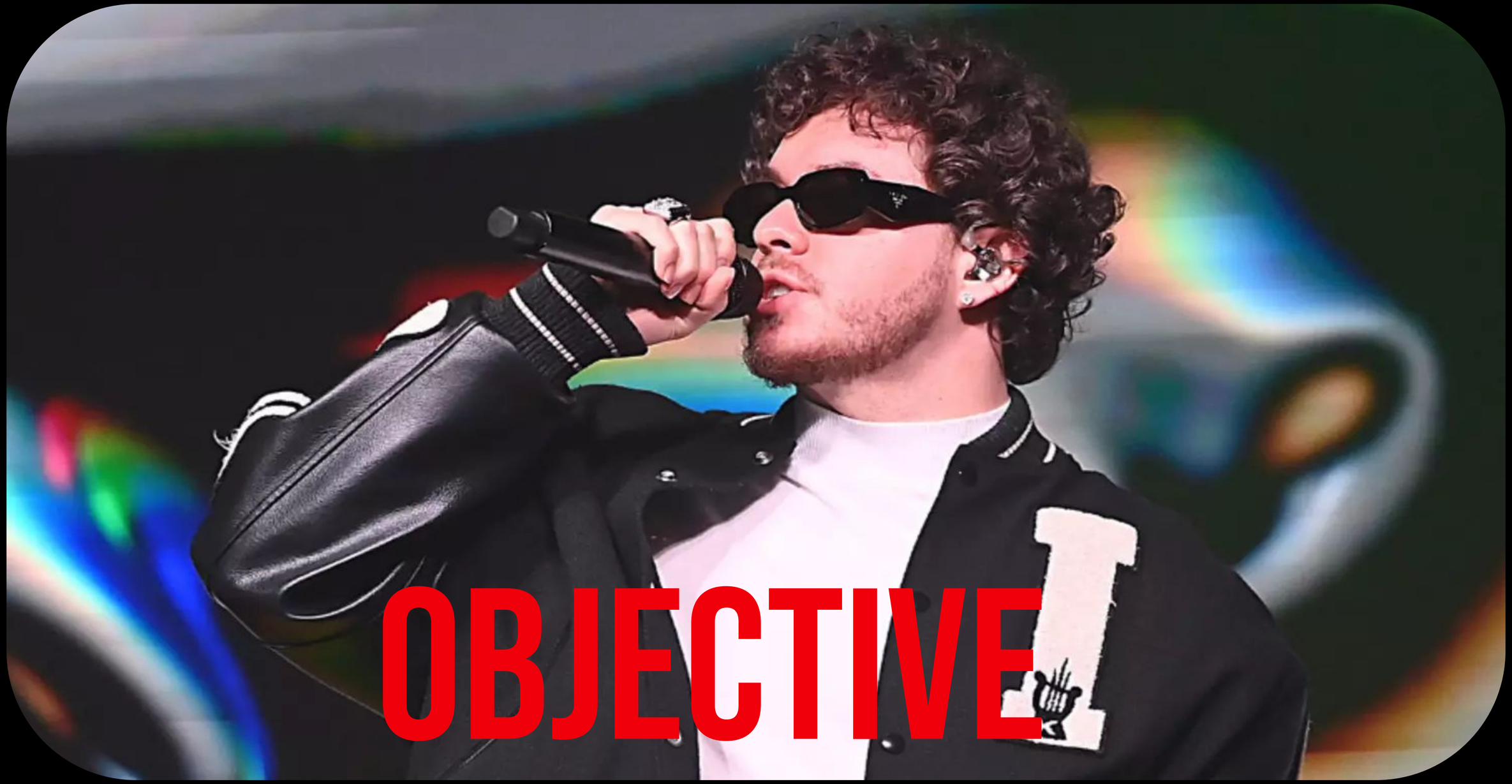
- 12.5% FROM THE UK (8.4M)
- 6.2% FROM AUSTRALIA (4M)
- 5.8% FROM CANADA (3.9M)

CHARTS

- #1 SPOTIFY IN UK, CA, AU
- #1 APPLE MUSIC IN UK, CA, AU
- #1 ITUNES IN UK, AU; #2 IN CA
- #1 SHAZAM AND DEEZER IN UK

AIRPLAY

- #2 AIRPLAY WORLDWIDE (APPLE MUSIC 1)
- #27 UK AIRPLAY CHART (ALL RADIO)



OBJECTIVE



MARKETING CAMPAIGN

UNITED KINGDOM

LONDON UNDERGROUND: *POSTER HUNT*

LIVERPOOL STREET

- CHARLIE BROWN - A CHARLIE BROWN CHRISTMAS
  - AD COPY: “I’m vanilla baby.”
  - AREA: TOWARDS EAST LONDON // VIBRANT, DIVERSE, YOUTH CULTURE & NIGHTLIFE

WATERLOO

- EBENEZER SCROOGE - CHARLES DICKENS’ A CHRISTMAS CAROL
  - THEME: TOP HAT AND ALL
  - AD COPY: “I don’t like no whips and chains...”
  - AREA: CENTRAL LONDON // A CHRISTMAS CAROL @THE OLD VIC THEATRE

VICTORIA

- GEORGE BAILEY - JAMES STEWART, IT’S A WONDERFUL LIFE
  - THEME: CLASSIC SUIT AND TIE LOOK
  - AD COPY: “... you can whip your lovin on me.”
  - AREA: HEART OF WEST LONDON // BUCKINGHAM PALACE, WESTMINSTER ABBEY

CANADA

THE NHL: *ALIGN WITH A BELOVED SPORT*

- CANADA'S MOST POPULAR, OFFICIAL NATIONAL SPORT
  - ICE HOCKEY
- NHL - NATIONAL HOCKEY LEAGUE
  - PROFESSIONAL ICE HOCKEY, US & CANADA
- MONTREAL CANADIENS @BELL CENTRE MONTREAL
  - GAMES THROUGHOUT DECEMBER
- MUSIC PLACEMENT ON PLAYLIST DURING STADIUM GAMES
  - REACH OUT TO CURATOR



AUSTRALIA

SPOTIFY WRAPPED: *HEY LOOK, IT'S JACK*

- AD PLACEMENT FOR A BILLBOARD IN SYDNEY
  - SYDNEY - 2ND IN MONTHLY LISTENERS ON SPOTIFY
- SPOTIFY - LARGEST MUSIC STREAMING SERVICE IN AUSTRALIA
- SPOTIFY WRAPPED
  - TOP 5 ARTISTS ON AU LISTENERS' SPOTIFY WRAPPED IN 2022:
    TAYLOR SWIFT, DRAKE, ED SHEERAN, THE WEEKND, KANYE WEST
- CREATE SOME BUZZ AND INCREASE LISTENERS TOWARDS THE END OF THE YEAR
- NOT A HOLIDAYS FOCUSED EVENT, BUT A PERSONALITY AD FOR SPOTIFY WRAPPED





BRAND PARTNERSHIPS

MCDONALD'S

THE JACK HARLOW CONE, THE MCLOVIN

- VANILLA SOFT SERVE ICE CREAM CONE
  - WITH GRAHAM CRACKER CRUMBLE - JACK'S HAIR
- TWO NAMES: THE JACK HARLOW CONE, THE MCLOVIN
- AVAILABLE FOR A LIMITED TIME AT SELECT LOCATIONS IN THE UK, CANADA, AND AUSTRALIA TO PROMOTE THE LOVIN ON ME TRACK
- REFERENCE COLLABS:
  - BTS, J BALVIN, SAWEETIE, TRAVIS SCOTT MEALS @MCDONALD'S
  - MEGAN THEE STALLION'S HOTTIE SAUCE @POPEYES



**MCLOVIN, AS SEEN IN THE 2007 US FILM, SUPERBAD*

FASHION

FOR A FIRST CLASS LOOK

- LOUIS VUITTON
  - “YOU SMELL ME, THAT’S LV” -NAIL TECH, JACK HARLOW
  - WORE LV ON PAPER MAGAZINE COVER
  - PERSONAL TIES TO JACK’S HERITAGE, FRENCH & IRISH DESCENT
- TOMMY HILFIGER
  - OUTFIT WORN AT MET GALA DEBUT

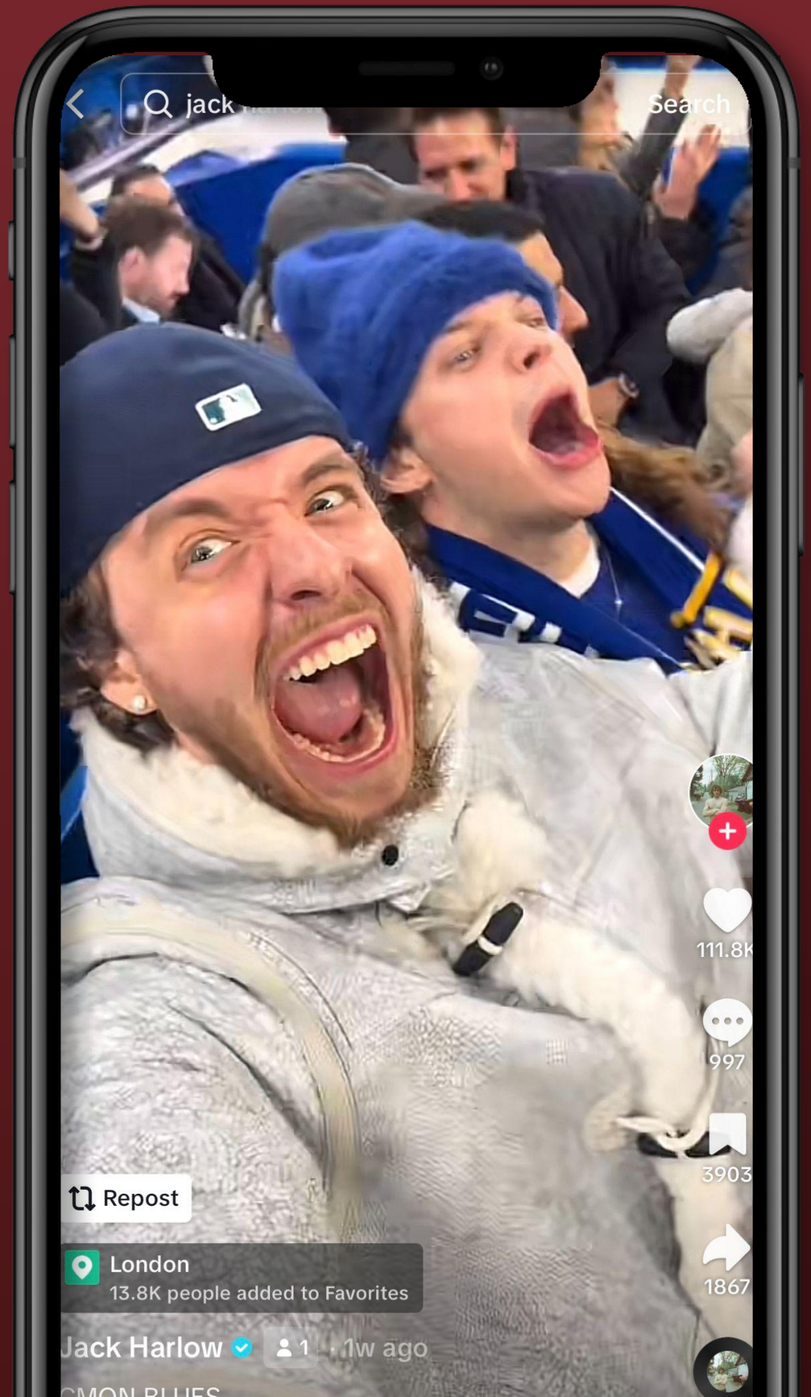




DIGITAL MARKETING

OBJECTIVES

- AMPLIFY “LOVIN ON ME” VIRALITY **GLOCALLY**
- LEVERAGE **BEREAL** TO PROMOTE FUTURE RELEASES



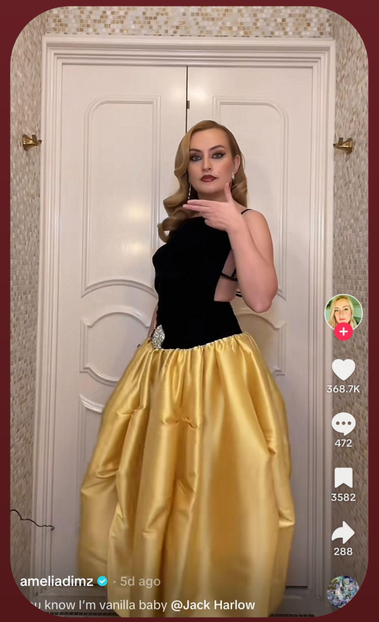
SOCIAL MEDIA CONTENT

VIRAL 50 NO.3

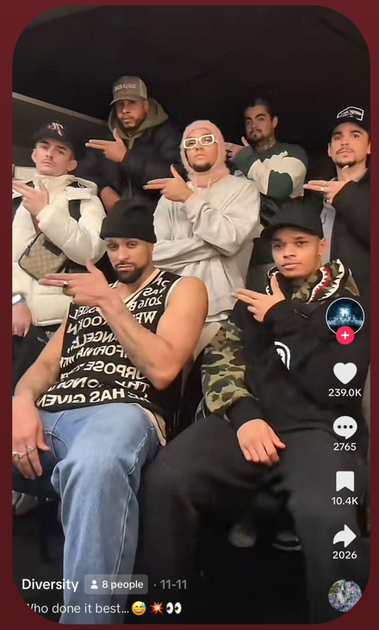
lovin on me dance



5.3M



3.6M



3.2M

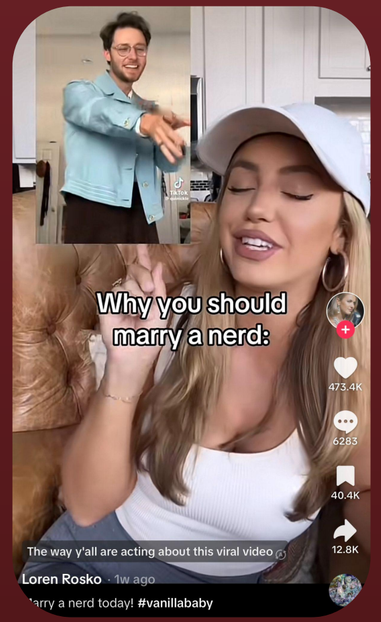
white boy winter



10.3M



7.1M



4.6M

SOCIAL MEDIA CONTENT

ORIGINAL ANGLE 1:



“I’M VANILLA BABY”
REVERSE
TRANSITION



ORIGINAL ANGLE 2:



“I DON’T LIKE...
BUT YOU CAN...”



INFLUENCER PARTNERSHIPS

UNITED KINGDOM

ameliadimz



@ameliadimz

46	3.2M	95.0M
Following	Followers	Likes

Perri Kiely



@perri.kiely

171	2.6M	56.0M
Following	Followers	Likes

Carl Cunard



@carlcunard

15	5.7M	56.8M
Following	Followers	Likes

Soph ♡



@sophiena_official

1309	2.6M	140.6M
Following	Followers	Likes

CANADA

Diana Conforti



@dianaconforti

90	6.0M	161.7M
Following	Followers	Likes

RAP

@rap

1063	9.9M	555.5M
Following	Followers	Likes

g_takei



@g_takei

589	2.3M	65.4M
Following	Followers	Likes

NFR Podcast

@nfrpodcast

1	1.4M	105.8M
Following	Followers	Likes

AUSTRALIA

Nay Sakya

@breakdown_basketball

210	1.1M	19.9M
Following	Followers	Likes

ashell1209



@ashell1209

979	1.4M	34.9M
Following	Followers	Likes

Glen Thomson



@glenthomsonn

111	594.5K	6.4M
Following	Followers	Likes

Sav and Mars



@savandmars

450	188.4K	13.7M
Following	Followers	Likes

BEREAL: REALPEOPLE

BEREAL IS A FRENCH PHOTO SHARING APP FOR SHARING REAL TIME PHOTOS GIVEN A RANDOMLY SELECTED TWO-MINUTE WINDOW EVERYDAY.

25M GLOBAL MONTHLY USERS IN 2023.
UK USERS: 80% GEN Z, 99% FEMALE (DATA.AI)

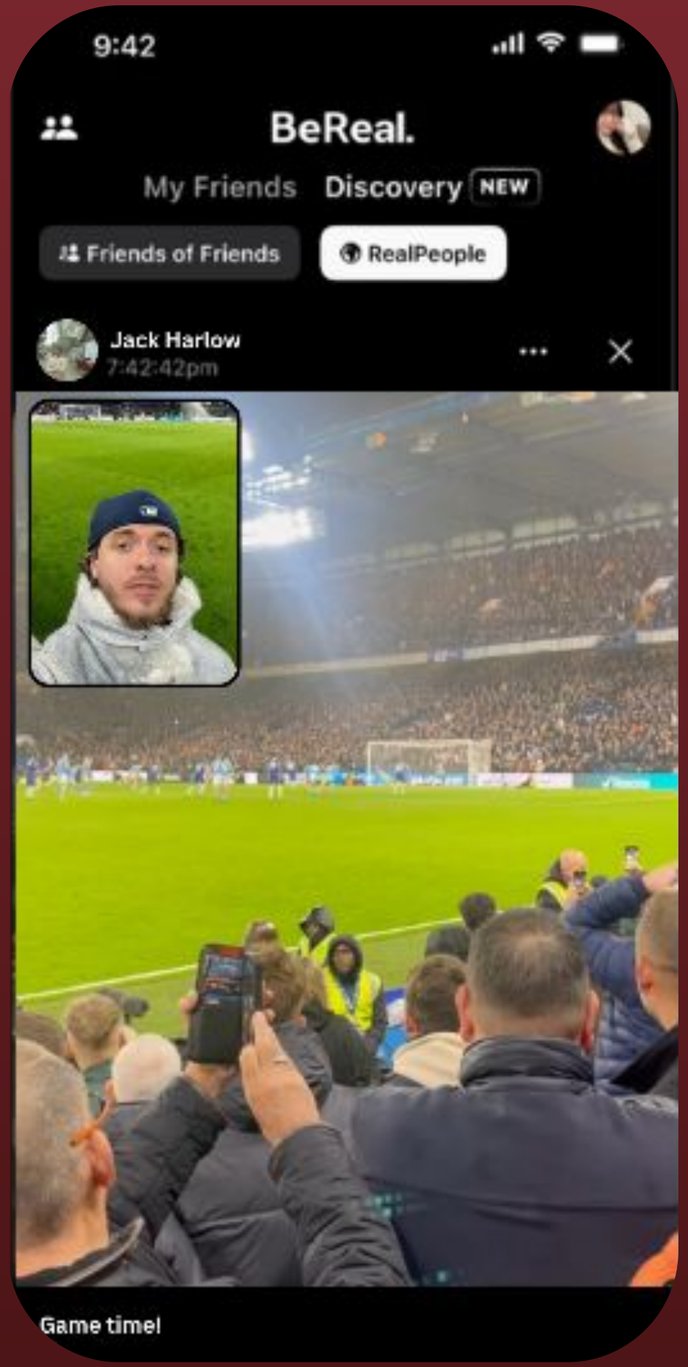
NEW FEATURE: **REALPEOPLE**

SOCIAL FEED DEDICATED TO CELEBRITIES: “CELEBRITIES ARE REGULAR HUMANS JUST LIKE US.”

CONTENT SUGGESTIONS:

AUTHENTIC SNAPSHOTS OF PERSONAL LIFE (BEFORE SHOWS, SPORTS, TRAVEL,...)
TEASERS FOR UPCOMING RELEASE (RECORDING, MV BTS,...)

LEVERAGE BEREAL TO FURTHER FOSTER RELATIONSHIPS WITH GEN Z FEMALE FOLLOWERS THROUGH AUTHENTIC ENGAGEMENT AND PERSONAL LIFE SHARING.



PODCASTS



DESCRIPTION: THIS IS A NEW PODCAST! “WHAT NOW? WITH TREVOR NOAH” IS A SHOW THAT COVERS EVERYTHING FROM ENTERTAINMENT TO SPORTS, POLITICS AND BUSINESS AND HAVING INTERESTING CONVERSATIONS TO “ FASCINATE PEOPLE”. GUESTS INCLUDE ENTERTAINERS, CEOS, ACTORS, ATHLETES, AND LEADERS. LEARN MORE ABOUT HAPPEN BEHIND THE SCENES AND EMBRACE AUTHENTIC BACK-AND-FORTHS, AND HONEST REACTIONS.

LAUNCH DATE: NOVEMBER 9, 2023
HOST: TREVOR NOAH
RECENT GUEST: DWAYNE THE ROCK JOHNSON
SEASON: 1

INSTAGRAM: @TREVORNOAH 8.6 MILLION FOLLOWERS

- NO YOUTUBE YET

#1	▸–	Spotify : Great Britain : Society & Culture
#2	▸–	Spotify : Great Britain : Top Podcasts
#1	▸–	Spotify : Canada : Top Podcasts
#90	▼23	Apple Podcasts : Great Britain : All Podcasts
#11	▼5	Apple Podcasts : Great Britain : Society & Culture
#2	▼1	Apple Podcasts : Canada : All Podcasts

PODCAST



DESCRIPTION: THE MUSICIANS YOU LOVE TALK ABOUT THEIR LIFE, INSPIRATION, AND CRAFT. THEN PLAY. IHEARTMEDIA IS THE EXCLUSIVE PODCAST PARTNER OF PUSHKIN INDUSTRIES.

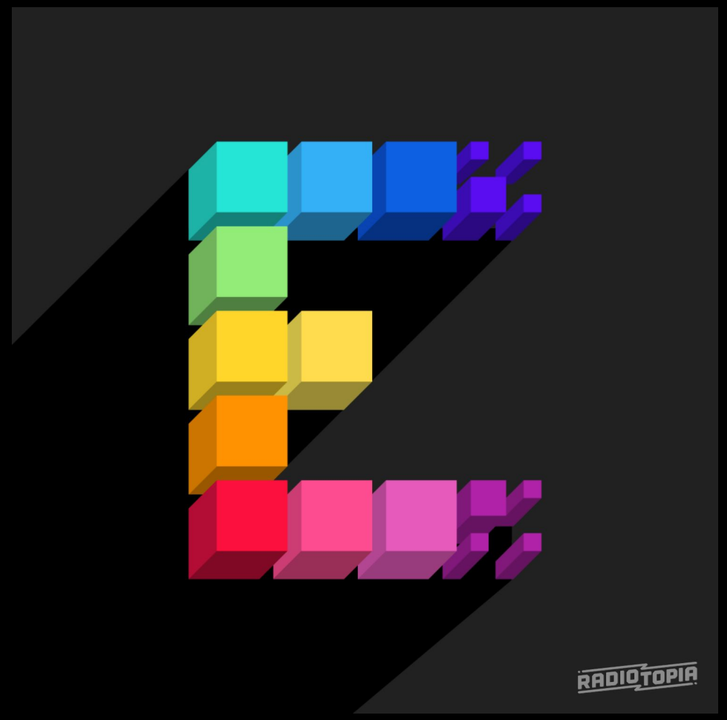
HOSTS: *BROKEN RECORD* IS HOSTED BY JUSTIN RICHMOND WITH INTERVIEWS BY PRODUCER RICK RUBIN, WRITER MALCOLM GLADWELL, AND FORMER *NEW YORK TIMES* EDITOR BRUCE HEADLAM.
RECENT GUEST: KESHA AND HIT BOY

REACH:
YOUTUBE: @BROKENRECORDPODCAST-- 125K SUBSCRIBERS
YOUTUBE VIEWS: 3.6K

PAST GUESTS:
KESHA - YOUTUBE VIDEO - 3.1K
HIT BOY - YOUTUBE VIDEO 3.3K VIEWS
YOUTUBE VIEWS TOTAL: 9,112,733 VIEWS
AVERAGE YOUTUBE VIEWS: 15K

#5	▲3	Spotify : Great Britain : Music
#8	▼2	Apple Podcasts : Great Britain : Music
#15	▼1	Apple Podcasts : Canada : Music
#10	▼1	Apple Podcasts : Australia : Music

PODCAST



DESCRIPTION: SONG EXPLODER IS A PODCAST WHERE MUSICIANS TAKE APART THEIR SONGS, AND PIECE BY PIECE, TELL THE STORY OF HOW THEY WERE MADE. EACH EPISODE FEATURES AN ARTIST DISCUSSING A SONG OF THEIRS, BREAKING DOWN THE SOUNDS AND IDEAS THAT WENT INTO THE WRITING AND RECORDING.

HOST: HRISHIKESH HIRWAY
RECENT GUEST: PARAMORE - “LIAR” & KESHA- “EAT THE ACID”

#13	▼4	Apple Podcasts : Great Britain : Music
#8	▼1	Apple Podcasts : Canada : Music
#11	▼1	Apple Podcasts : Australia : Music
#54	▲13	Apple Podcasts : Germany : Music
#7	▲1	Spotify : Great Britain : Music
#9	▸–	Spotify : Australia : Music

PODCAST



DESCRIPTION: THIS IS ONE OF WARNER MUSIC GROUP'S INTERVAL PRESENTS PARTNER PODCASTS, DRINK CHAMPS IS A ENGAGING AND HILARIOUS, "BOYS NIGHT OUT" PODCAST. WHERE HOSTS FEATURE ARTIST INTERVIEWS AND LOOK BACK AT THEIR PATHS TO SUCCESS, HIGHLIGHTING THEIR LIVES, FRIENDSHIPS, AND ICONIC MOMENTS WITHIN THEIR CAREER. IN THIS UNFILTERED SERIES,IT IS BOOZY CONVERSATION AND BOISTEROUS STORYTELLING.

HOSTS: HOSTED BY N.O.R.E. AND DJ EFN
RECENT GUEST: KODAK BLACK, METHOD MAN, ICE-T
SOCIAL MEDIA: @DRINKCHAMPS- 1 MILLION FOLLOWERS
YOUTUBE: @DRINKCHAMPS·265K SUBSCRIBERS

LOCATION PLAYS (MONTHLY) : CANADA- 5,152
UNITED KINGDOM- 3,722
AUSTRALIA- 1,350
AVERAGE NUMBER OF DOWNLOADS (NOVEMBER) - 250,000

VIDEO REACH:
YOUTUBE VIDEO FORMAT: REVOLT
FOLLOWERS: 2.74 MILLION
TOTAL AMOUNT OF VIEWS: 923,285,806 VIEWS
AVERAGE AMOUNT OF VIEWS: 1 MILLION PER EPISODE ON YOUTUBE

#3	▼2	Spotify : Great Britain : Music
#43	▲5	Apple Podcasts : Great Britain : Music
#34	▲16	Apple Podcasts : Canada : Music
#10	▼14	Apple Podcasts : Australia : Music

PODCAST



DESCRIPTION: INSIDE THE BIGGEST STORIES IN MUSIC, FEATURING INTERVIEWS WITH TOP ARTISTS, EXPERT INSIGHT ON NEW RELEASES AND BREAKING NEWS FROM THE ROLLING STONE STAFF, AND MUCH MORE.

HOSTED: ROLLING STONE SENIOR WRITER BRIAN HIATT
RECENT GUEST: TEEZO TOUCHDOWN

REACH:
YOUTUBE: @CUMULUSPODCASTS·11.2K SUBSCRIBERS
YOUTUBE FOLLOWERS: 11.2K
ROLLING STONE: 7.4 MILLION INSTAGRAM FOLLOWERS
ROLLING STONE YOUTUBE: 926K FOLLOWERS
TOTAL YOUTUBE VIEWS (ALL TIME): :308,541,660 VIEWS

#3	▼2	Spotify : Great Britain : Music
#43	▲5	Apple Podcasts : Great Britain : Music
#34	▲16	Apple Podcasts : Canada : Music
#10	▼14	Apple Podcasts : Australia : Music

PODCAST



DESCRIPTION: RAP RADAR IS THE HOME OF HIP-HOP'S MOST REVEALING INTERVIEWS. EACH WEEK, FAMED JOURNALISTS ELLIOTT WILSON AND BRIAN 'B.DOT' MILLER, AS THEY INVITE A-LISTERS FROM ACROSS THE HIP-HOP INDUSTRY TO SIT DOWN FOR THE DEFINITIVE CONVERSATION AROUND LIFE EXPERIENCES, MUSIC AND CULTURE.

HOSTS: ELLIOTT WILSON AND BRIAN 'B.DOT' MILLER
RECENT GUEST: CHARLAMAGNE THE GOD, NBA YOUNG BOY, VICTORIA MONÉT
SOCIAL MEDIA: @RAPRADARPODCAST - 67.6K

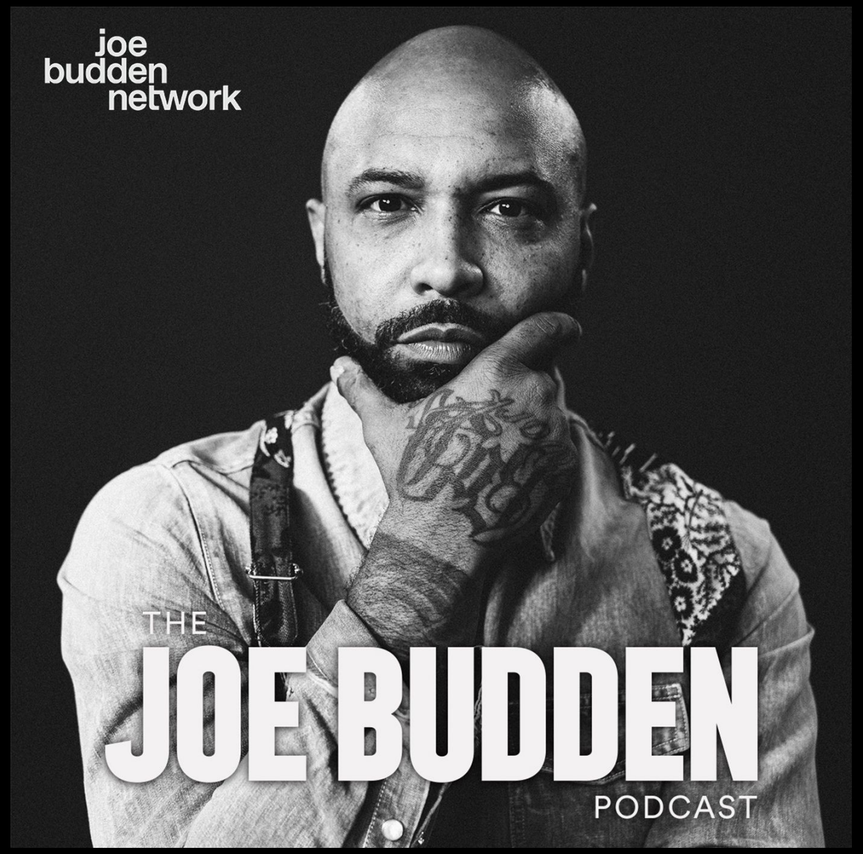
AUDIO REACH:

AVERAGE NUMBER OF DOWNLOADS (NOVEMBER) - 10,000

YOUTUBE REACH:
AVERAGE NUMBER OF DOWNLOADS (NOVEMBER) - 12,316
PODCAST NETWORK: INTERVAL PRESENTS (WARNER MUSIC GROUP)
YOUTUBE FOLLOWERS: 82.4 K
TOTAL AMOUNT OF VIEWS OF INTERVAL PRESENTS: 24,056,210 VIEWS
AVERAGE AMOUNT OF YOUTUBE VIEWS: SHORTS- 1.6M (79.6%) VIDEOS- 399.4K (20.4%)

#19	NEW	Apple Podcasts : Great Britain : Music
#59	▲77	Apple Podcasts : Canada : Music

PODCASTS



DESCRIPTION: IS A WEEKLY GATHERING OF FORMER HIP HOP RAPPER JOE BUDDEN'S NEAREST AND DEAREST FRIENDS TO TALK ABOUT CURRENT EVENTS IN THE MUSIC INDUSTRY. THIS INCLUDES NEW RELEASES, CONTROVERSIES, AND DAY TO DAY STUFF AMONGST THE GANG.

AD: PROMOTE JACK HARLOW'S "LOVIN ON ME" TRACK THROUGH DISCUSSION ON THE PODCAST, AS WELL AS A HOST READ AD PROMOTING THE NEW SINGLE. "LOVIN ON ME"

HOST: JOE BUDDEN
RECENT GUEST: N/A

REACH:
YOUTUBE: @JOEBUDDENTV- 1.3M SUBSCRIBERS

TOTAL AMOUNT OF YOUTUBE VIEWS: 605,376,086 VIEWS

AVERAGE YOUTUBE VIEWS: 300K

INSTAGRAM: @JOEBUDDENPOD 261K

HOST PERSONAL: @JOEBUDDEN- 1.7M

#2	▲2	Apple Podcasts : Great Britain : Music
#1	▸–	Apple Podcasts : Canada : Music
#5	▼3	Apple Podcasts : Australia : Music
#8	▲2	Spotify : Great Britain : Music

APPLE MUSIC PODCAST

Music

The Zane Lowe Interview Series

DESCRIPTION: ONE THING THAT TODAY'S BIGGEST ARTISTS HAVE IN COMMON: THEY ALL SPEAK WITH APPLE MUSIC'S ZANE LOWE ABOUT THEIR LIVES AND THE STORIES BEHIND THEIR SONGS. IN THIS PODCAST AUDIENCES WILL HEAR WHY HE IS THE INTERVIEWER THE BIGGEST STARS OPEN UP TO IN THESE CANDID, IN DEPTH CONVERSATIONS.

HOST: ZANE LOWE

REACH:
RECENT GUEST (LIKE HARLOW): THE KID LAROI - 78K VIEWS
AVERAGE YOUTUBE VIEWS: 100K
YOUTUBE: @APPLEMUSIC- 987K SUBSCRIBERS
INSTAGRAM: @ZANELOWE - 439K FOLLOWERS

- PAST FEATURE- APPLE MUSIC - NEW MUSIC DAILY - JACK WAS GUEST OVER A YEAR AGO

  (FEB 18, 2022) GAINING 168,672 VIEWS - JACK SPOKE ON "COME HOME THE KIDS MISS YOU

#2	NEW	Apple Podcasts : Great Britain : All Podcasts
#3	▸–	Apple Podcasts : Great Britain : Music
#1	▸–	Apple Podcasts : Great Britain : Music Interviews

APPLE MUSIC PODCAST



DESCRIPTION: THIS YOUTUBE EXCLUSIVE IS A APPLE MUSIC INTERVIEW, TITLED YOUNG MONEY RADIO- HOSTED BY LIL WAYNE. IN THIS SHOW LIL WAYNE INTERVIEWS SOME OF THE BIGGEST NAMES IN MUSIC, SPORTS AND COMEDY.

- SOME GUESTS HAVE BEEN GOOD CHARLOTTE, 2 CHAINZ AND MORE.
- SEASON 2 HAS JUST STARTED!
- ARTIST TO ARTIST INTERVIEW- COULD LEAD TO COLLABORATING

GOOD CHARLOTTE: 51,054 VIEWS
AVERAGE YOUTUBE VIEWS: 60K
APPLE MUSIC (YOUTUBE)
@APPLEMUSIC-987K SUBSCRIBERS

GEN Z TRENDING PODCAST



DESCRIPTION: SPOTIFY EXCLUSIVE

- THE MOST-LISTENED TO PODCAST BY WOMEN ON SPOTIFY, ALEX COOPER'S CALL HER DADDY HAS BEEN CREATING CONVERSATION SINCE 2018. COOPER CUTS THROUGH THE BULLSHIT WITH THE TOPICS AND GUESTS WHO ARE BREAKING THE MOLD—AND ASKING THE BURNING QUESTIONS YOU WANT THE ANSWERS TO. THERE WILL BE JOY, THERE WILL BE TEARS.
- PAST CELEBRITY GUESTS: ZAYN MALIK, JOHN MAYER, MILEY CYRUS, HAILEY BIEBER,
- JOHN MAYER- HOLIDAY SPECIAL (DEC 21 2022) - 256K VIEWS, ALSO INCLUDED A PERFORMANCE ON THIS EPISODE.
- HUGE POTENTIAL HERE FOR JACK TO PROMOTE HIMSELF FOR THE HOLIDAY SEASON WITH HIS SONG
- ZAYN MALIK INTERVIEW - (1.2M VIEWS)

REACH:

YOUTUBE CHANNEL- CALL HER DADDY - 770K FOLLOWERS

TOTAL YOUTUBE CHANNEL VIEWS: 37,555,862 VIEWS

AVERAGE AMOUNT YOUTUBE VIEWS: 90K

#8	▼5	Spotify : Great Britain : Top Podcasts
#2	▸–	Spotify : Great Britain : Comedy
#1	▸–	Spotify : Canada : Top Podcasts

GEN Z TRENDING PODCAST





JASON DERULO

DESCRIPTION: THIS PODCAST WOULD BE AN AMAZING OPPORTUNITY FOR JACK HARLOW TO SHOW IS CHILL PERSONALITY AND CHARM, AS THE HOST BOBBI ALTHOFF HOSTS IN SPECIFIC STYLE, THAT MAKES THE VIEWER TUNE IN MORE TO SEE HOW THIS AWK INTERVIEW WILL GO AND HOW MUCH BOBBI CAN PROVIDE A SATIRE ENVIRONMENT FOR AN ARTISTS PERSONALITY TO SHINE THROUGH. SOME GUESTS ON THE PODCAST SO FAR HAVE BEEN LIL YACHTY AND JASON DERULO ECT.

THE REALLY GOOD PODCAST -FIRST EPISODE DROPPED IN APRIL 2023 (DRAKE EPISODE - JULY)

REACH

YOUTUBE: @THEBOBBIALTHOFF•989K SUBSCRIBERS

TOTAL YOUTUBE VIEWS: 34,697,716 VIEWS

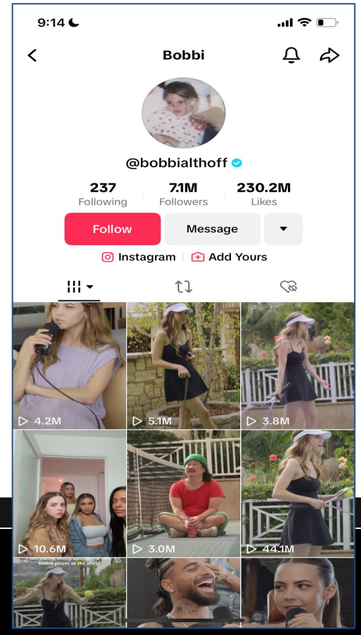
AVERAGE YOUTUBE VIEWS: GAINS ABOUT 2.5 MILLION VIEWS ON YOUTUBE, SOME EVEN GAINING 5 MILLION

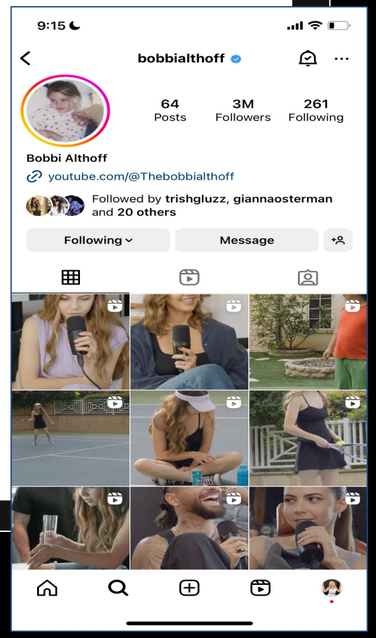
PAST GUESTS: JASON DERULO - 665K VIEWS

TYGA - 5.3 MILLION VIEWS

HOSTS SOCIAL MEDIA PLATFORMS:

INSTA: @BOBBIALTHOFF - 3 MILLION FOLLOWERS





YOUTUBE SHOWS TRENDING

FIRST WE EAT

Hot Ones:

FOR EVERY QUESTION THAT THEY FIELD FROM HOST SEAN EVANS, GUESTS MUST JOIN HIM IN EATING A PROGRESSIVELY SPICY CHICKEN WING. THE SAUCES GET HOTTER AND HOTTER AS THE QUESTIONS DO

- CREATED BY CHRIS SCHONBERGER & HOSTED BY SEAN EVANS
- AVERAGE VIEWS: 4 MILLION
- TOTAL VIEWS FOR FIRST WE EAT NETWORK: 3,311,883,716 VIEWS
- JACK HARLOW - 7.1M VIEWS- 2 YEARS AGO

CAPITAL FM (UK)

YOUTUBE CHANNEL FOR THE UK'S NO.1 HIT MUSIC STATION, CAPITAL

- EXCLUSIVE CELEBRITY INTERVIEWS
- PERFORMANCE
- TOTAL VIEWS FOR CAPITAL FM: 3,452,080,955 VIEWS
- AVERAGE VIEWS: 70K
- DUA LIPA INTERVIEW - 92K

SPOTIFY

SPOTIFY GREEN SCREEN

- ARTISTS PERFORM ORIGINAL MUSIC IN FRONT OF A GREEN SCREEN FROM SPOTIFY STUDIOS IN LA. FOLLOWING FILMING, THE FOOTAGE IS TRANSFORMED INTO A STUNNING VIDEO THAT REFLECTS THE ARTIST'S CREATIVE VISION.
- EXCLUSIVE PERFORMANCE
- NEW TO SPOTIFY YOUTUBE CHANNEL
- FIRST GUEST: TROY SIVAN 77K VIEWS (POSTED 5 DAYS AGO)



MONTHLY VIEW (NOVEMBER)

2023

November

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22 **Call Her Daddy** **Host: Alex Cooper**	23 **Break**	24	25 **The Joe Budden Podcast** **Host: Joe Budden**
26	27 **Now what?** **Host: Trevor Noah**	28 **Broken Record** **Hosts: rick rubin, malcolm gladwell, bruce headlam and justin richmond**	29	30 **The really good podcast** **Host: Bobbi Alhoff**		

MONTHLY VIEW (DECEMBER)

2023

December

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
					1	2
3	4 **Rolling stone Music Now** **Host: Brian Hiatt**	5	6 **Song Exploder** **Host: Hrishikesh Hirway**	7 **Rap Radar** **Host: Elliot Wilson & B Dott.**	8 **New Music Daily** **Host: Zane Lowe**	9
10	11 **Young Money radio** **Host: LIL WAYNE**	12	13	14 **The Zane Lowe Interview Series** **Host: Zane Lowe**	15 **Drink Champs** **Hosts: N.O.R.E. and DJ EFN**	16
17	18	19	20	21	22	23
24 31	25	26	27	28	29	30

THANK YOU

