



INSIGHTTV

DIVE INTO INSIGHT TV

BRAND REEL

We are the worlds leading 4K HDR producer, distributor and broadcaster, reaching over 150 million households and available across multiple devices and platforms.

We produce our own unscripted content, featuring authentic people with one thing in common: They all have a story to tell.

Our storytelling brings together global communities across lifestyle, entertainment and action sports. It engages curious minds and passionate fans alike.

Our unique proposition, which features inspiring personalities and social media stars with a following of over 80 million, connects brands with Millennial and Gen Z audiences.



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TARGET MARKET

Primary Audience: Millennials (1981-96)

Secondary Audience: Gen Z (1996-2012)

Millennials are the largest population cohort, making up over one quarter of the worlds population.

Millennials are the most Brand Loyal target market, with 51% of consumer choice driven by brand loyalty versus 27% of Baby Boomers.

However, Millennials are the hardest market to attract. Instead of dry brand driven materials, younger consumers want more authentic, personalised experiences and communication, with 44% expecting communities and social media to influence buying decisions.



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AUDIENCE PERSONAS



HAYUN JEONG, 33

STATUS

Head of Creative, branding agency

LOCATION

Seoul, South Korea

INTERESTS

Loves arts and creative business, started as a graphic designer

PERSONALITY TRAITS

Creative, Attention to detail, Patient

GOALS

She wants to open her own creative agency soon, offering design and marketing services.

ACTIVITIES

She watches TV, she follows marketing campaigns and people that can inspire her as a future entrepreneur, but also in being courageous and more spontaneous. She aspires to be a fun and self-confident manager.



INTROUBLE

HANSON LIU, 27

STATUS

Freelance Web Developer

LOCATION

Singapore

INTERESTS

Video Games, Formula 1, Extreme Sports, tech in general

PERSONALITY TRAITS

Intelligent, efficient, innovative. He is a problem solver and enjoys challenging tasks.

GOALS

He is trying to find more clients that are in accordance with his values and working ethic, he would rather have a smaller customer base, but including more complex and challenging projects.

ACTIVITIES

In his spare time he likes to watch racing shows and he is watching the Formula 1 World Championship yearly. He enjoys gaming and he usually follows social accounts related to tech, gaming and sports.



DALIA CHANG, 24

STATUS

Film maker and video editor

LOCATION

Hong Kong

INTERESTS

Production, Photography, Action Movies

PERSONALITY TRAITS

Curious, Ambitious, Likes discovering new environments

GOALS

She is working on her editing and production skills, she wants to travel with her job and be part of big productions around the world.

ACTIVITIES

In her spare time she researches for new equipment, she watches a lot of action movies and series and she loves experimenting with new filming techniques and location scouting.





VALUE PROPOSITION AND PRODUCTS



OUR VALUES

EVERYONE HAS A STORY TO TELL

Nobody tells stories like we do. We create content that connects global audiences and social communities through immersive storytelling.

ALWAYS AUTHENTIC

As millennials and Gen Z switch away from corporates and consumerism, we create authentic unscripted content that builds connections with fans.

MAKE A DIFFERENCE

Our product helps partners reach hard to engage audiences and global communities.

THE WORLD IS CURIOUS

And so are we. Our curiosity means we know more about our fans and audience than anyone else. How? We are our audience.

NEVER SETTLE

Our content is shot in beautiful 4k and 8k and available across linear, digital and on demand platforms. We focus on emerging trends and social talent.



WHAT MAKES US UNIQUE

SOCIAL TO SOFA

By creating content based on social media trends and featuring social influencers, create a bridge between social media and the sofa. It also enables brands to be more targeted with advertising across channels.

STORYTELLING IN 4K

Our content is shot in the highest quality 4K. We use unique storytelling techniques to bring unscripted and authentic content to life in a way that engages audiences like nobody else can.

INSIGHT TV LABS

We also use AI-social listening tools during the green light and production process to find emerging trends. We also test our concepts and programmes with digital research panels. Our NPS score is 9.2!

CONTENT DISTRIBUTION

Our audience consumes content from multiple platforms and media. We carefully distribute content based on a Value Funnel, ensuring we reach all touchpoints but do not cannibalise value. That's why we offer content over 6 linear satellite feeds, digital, SVOD and content sales



INSIGHT TV

PRODUCTS

Insight TV's 4K HDR channel is our flagship and the leading 4K channel globally. Over 500 hours of unscripted shows in 4K UHD HDR are dynamically scheduled on this channel. Adding new shows every month to keep the channel fresh and engaging. Our 4K HDR channels is first to premier new shows and content.

We also offer Insight TV in HD, which has its own unique schedule and programming.

To complete the line-up, we also have SVOD propositions, including HD digital and 4K digital (which is behind a paywall).

We are also expanding our digital channel line-up to cater for our growth in content and popularity.



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HIGHEST QUALITY 4K HDR AVAILABLE

HIGH DYNAMIC RANGE Improved picture quality with better contrast

We are now able to deliver much brighter highlights and much darker darks, creating striking contrasts.

WIDE COLOUR GAMUT Revolution in colour

4K reflects the natural world's broader range of colors, with the 2020 colour space we can now provide a far more lush and vivid palette.

IN JUNE 2020 WE PREMIERED OUR FIRST 8K SHOW
AND CONTINUE TO PIONEER IN THIS SPACE



HIGH FRAME RATE Smoother movements

Our content is shot in 50 frames per second resulting in smoother images and eradicating motion blur.

INCREASED BIT DEPTH Images look real

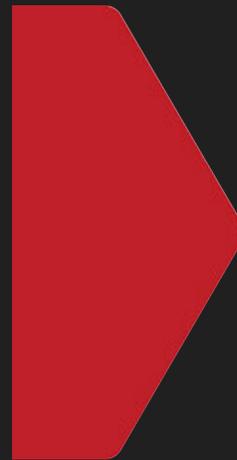
With a shift from 8 bit to 10 bit color, emerges the possibility to produce over 1 billion color combinations. This results in a continuous gradient of colors giving more dimension and a greater sense of reality.

UHD VIDEO RESOLUTION 4 times the number of pixels of Full HD format (1080p)

More pixels means sharper images. This brings better clarity and more details, creating a more natural experience.



STORYTELLING
OUR LATEST TITLES





FULL CIRCLE

INSIDE SKATEBOARDING CULTURE

- **An introduction to skateboarding culture and community**
- **Features Mike McGill, Steve Olson, J Grant Brittain and Spencer Barton (from the US), Titus Dittmann (Germany), Ko Hyojoo and Waxx Gyver (France) plus many more**

Professional skateboarder Richie Jackson meets with top skateboarders to talk about the past, present and future of the scene, while considering influential factors that have made skateboarding the socio-cultural phenomenon it is today.

TRAILER



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I AM INVINCIBLE

OVERCOMING TRAGEDY THROUGH SPORT

- Behind the scenes access into the lives of the athletes at the Invictus Games - witnessing all the ups and downs
- From life before their accident, through the stress and trauma of their rehabilitation, and their plans once the games finish

How does a person recover from a life-shattering injury when the dust of warfare has settled? At the Invictus Games, veterans become heroes of a different kind. From the cost entire families pay by serving their country, to the glory on offer through competition. This series showcases veterans with the type of resilience that makes them champions.



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TRAILER

SANDBOARDING ON DRAGON HILL

THE WORLD'S BIGGEST URBAN DUNE

- **Scenes available in incredible 8K**
- **Incredible images of the sand above the oceanside city**
- **Guided by Chilean Jose Martinez, two time sandboarding world champion**

Canadian mountain bike legends, Brett Tippie and Richie Schley, travel to the Dragon Hill in Iquique, Chile, the biggest urban sand dune in the world. Here they team up with local Jose Martinez and Brett attempts to become sandboarding world champion, at the age of 50!



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ULTIMATE GOAL



- **Featuring stars of the game: Eni Aluko, Rachel Brown Finnis, Rosie & Mollie Kmita, Rio Ferdinand and Robin van Persie**
- **Delving into a sport on the rise**

In this series, we're scouting the world for women who dream of making a career out of the beautiful game. An initial 28-strong squad from around the world will be coached by top players. But only a final selection will play in front of top scouts from major clubs. The entire squad will get an insight into the demands of professional football, and the necessity for leaders both on and off the pitch.



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INSIDE THE MASTERS OF DIRT S2

ADRENALINE FILLED ACTION

- **World's wildest freestyle motocross show**
- **Biggest names in Freestyle Motocross performing the latest tricks**

This new season follows the Masters of Dirt crew as they travel the world, amazing audiences of thousands in packed arenas. We go behind the scenes and see what it takes to make one of the largest extreme sports arena events, and the wild lifestyle that goes with it.



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SUMMARY

We are here to tell a story: We connect global communities by creating beautiful, authentic content & compelling storytelling.

We attract the largest (and highest churn risk) target market, creating improved Customer Lifetime Value.

Our content creates a bridge between social media and broadcast, and is complimentary to the existing channel line-ups

Our production values are extremely high, and our content is carefully managed to drive maximum value for our premium linear channels.

Nobody else does what we do.





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