

WORTHY MEDIA

STORIES WORTH YOUR TIME



**Worthy Media creates
premium TV & streaming
series featuring the world's
most fascinating people.**



Kenworthy & Koenigs

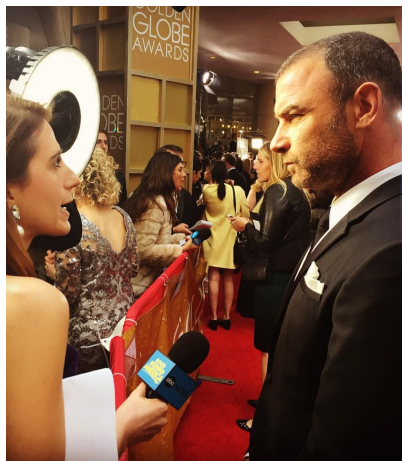
Co-Founders

Four-time Emmy Award winning TV producers, Alison Kenworthy and Michael Koenigs have two decades of combined experience creating shows for *Disney, ABC News, Hulu, National Geographic, and Good Morning America*

Michael developed **over 400 hours of original programming for Disney/Hulu platforms** and led ABC's efforts to expand its YouTube channels to **reach over 25M subscribers.**

Alison produced GMA's coverage of **The Met Gala, Wimbledon, and celebrity interviews**, before **launching Homeworthy in 2020**, a home lifestyle channel with **1.2B+ minutes watched annually.**

They lead a global team of **over 120 producers and videographers** creating long-form episodes and ads.



Three Pillars of Worthy Media



Owned & Operated Channels

WM builds channels with distribution on YouTube, Amazon, and other CTV platforms. Worthy runs nearly a dozen channels including Homeworthy, Seaworthy, Roadworthy, and Wedding Worthy.



Advertising Agency

WM works with top filmmakers and talent to market films, TV shows, and products on YouTube. Our latest projects have generated over 100M+ views for major film and series releases.



Premium Affiliate Network

WM supports a select group of YouTube channels that reach affluent audiences with high spending power. WM helps these channels to grow financially by selling premium ads to luxury brands, in addition to providing marketing and production support.

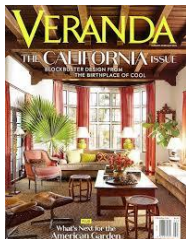
NETWORK DISTRIBUTION

1B+ annual impressions across platforms

DEVICES

TV	77%
Mobile phones	23%
Computers	16%
Tablets	10%

PRINT PRESS & PARTNERSHIPS



GLOBAL STORYTELLING

120+ producers and videographers filming episodes all over the world



New York City



Miami



Mexico City



Hong Kong



Paris



London



Dallas



Toronto



Jamaica



Morocco



The Bahamas



Melbourne



Chicago



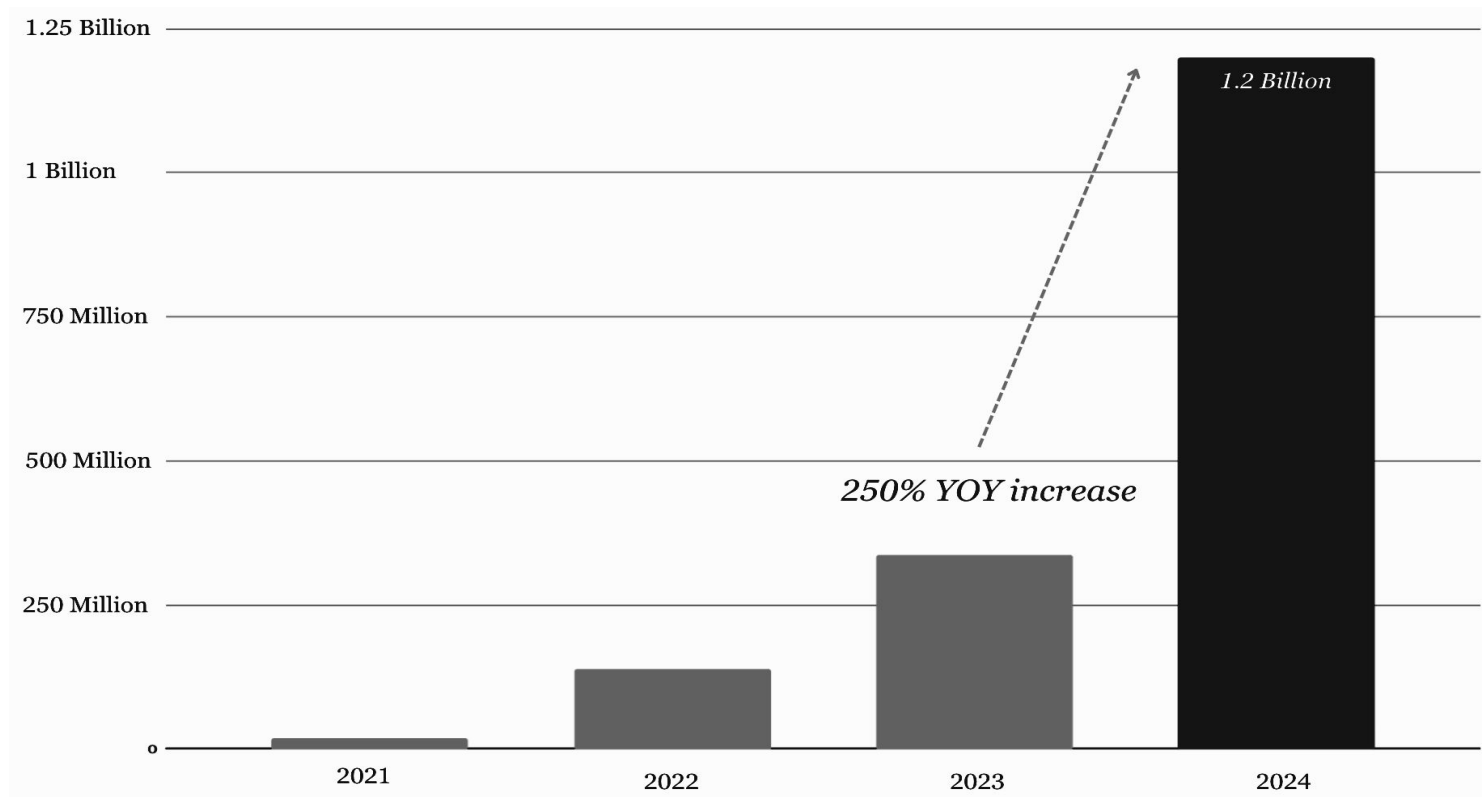
San Francisco



Los Angeles

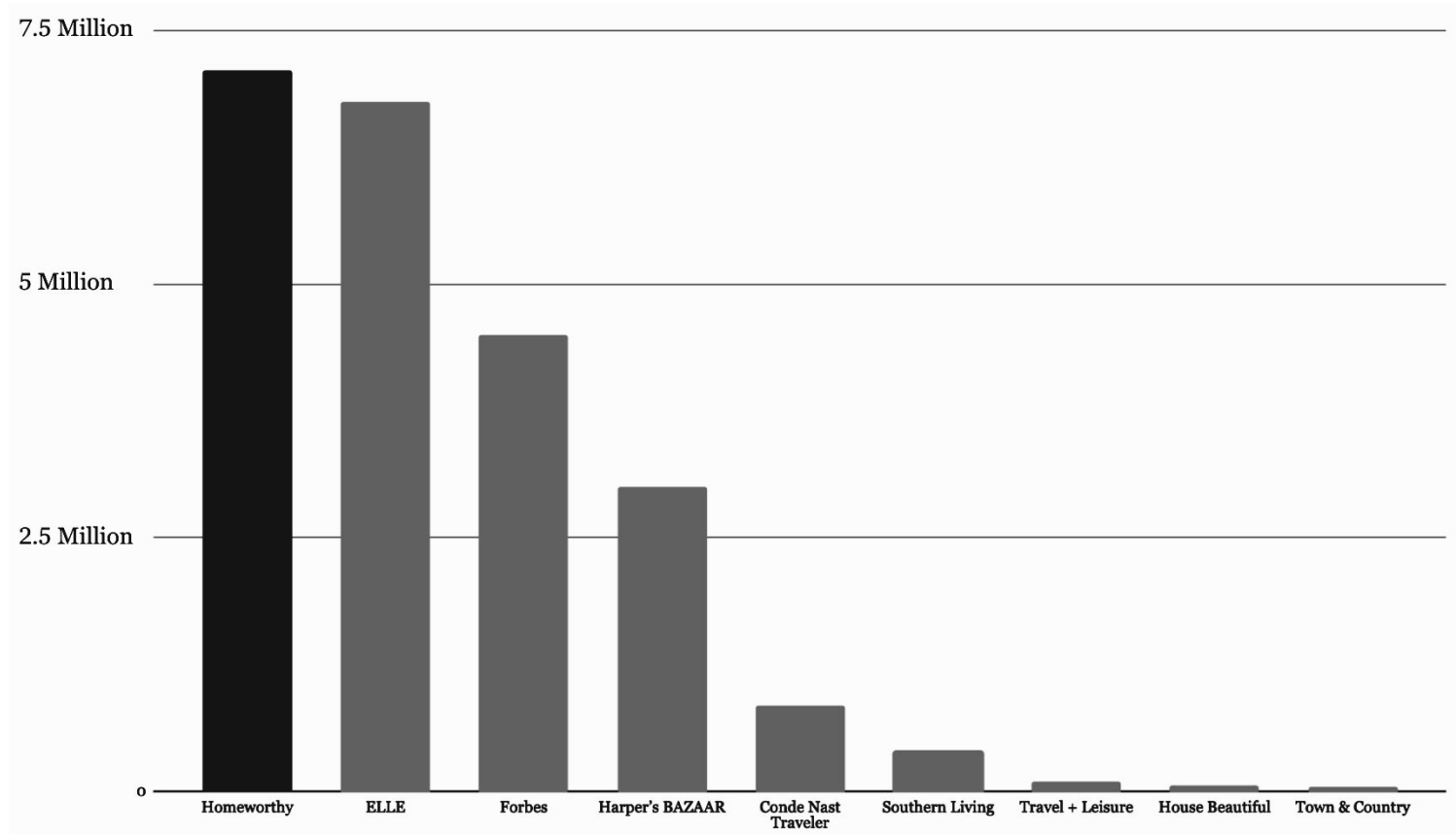
VIEWERSHIP ENGAGEMENT & GROWTH

Minutes Watched per Year on YouTube



LUXURY MEDIA

Monthly Video Views on YouTube





Nicky Hilton



Amy Schumer



Carson Kressley



Amber Guyton



Kathy Hilton



Alvin Wayne

WORTHY ICONS
Featuring creators with
50M+ COMBINED FOLLOWERS



Alex Papachristidis



*Lady Violet
Manners*



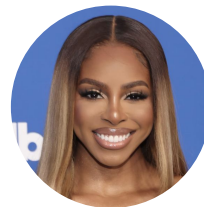
Nikki Boyd



Bunny Williams



Dorinda Medley



Candice Dillard Bassett

AUDIENCE OVERVIEW

KEY DEMOGRAPHICS

60%

Between 25-54, high affinity for luxury brands & experiences

\$160K

Est. Median Household Income



AFFLUENT AUDIENCE AND PURCHASING POWER

41x more likely to book luxury vacations than average TV/streaming viewer

35x more likely to shop high-end furniture

31x more likely to charter yachts and private planes

28x more likely to drive luxury vehicles

23x more likely to shop designer fashion brands



ADVERTISING PARTNERS

Rizzoli

SERENA & LILY

HEARST



VERANDA

J. McLaughlin



VISUAL COMFORT & CO. FRAMEBRIDGE

wayfair

Chairish



THE THINKING
TRAVELLER

Thomasville™

AWAY

+Babbel

 SQUARESPEACE

MACKENZIE-CHILDS





Top-Tier Marketing Experience

Developed content to launch major Disney franchises & titles

Founder created synergy content across Disney platforms including TV, streaming, and social to promote company's flagship movies, shows, and initiatives.

Produced sponsored series with top ABC & ESPN advertising partners for major events including US Open, movie premieres, and tentpole events including Disney's 100th anniversary.

Built network of unscripted series (lifestyle, travel, and documentary) to drive programmatic ad revenue across TV, streaming, and YouTube.