

АЙТИБОРОДА

MEDIAKIT 2024

Show

The “АйТиБорода” - is a YouTube Tech Show started at the beginning of 2018 and is designed to show the tech sphere from the inside.

The show's mission is to introduce the audience to tech topics & and professions, programming languages, popular technologies, directions, companies, and significant people from the sphere.

The show's audience is Central and Eastern Europe beginners and continuing tech professionals.

Author

The show's author is Lex Kartynnik, also known as Lex ITBeard, who has been working in IT since 2011 as a Software Engineer, Developer Relations Specialist, and Community Consultant.

Working in Tech in parallel with the creation of new episodes of the show allows Lex to better understand the needs and desires of his audience.



GENERAL YOUTUBE STATS

27 MLN.

VIEWS

320 THOUS.

SUBSCRIBERS

6.4 MLN.

TOTAL VIEWING HOURS

YOUTUBE STATISTICS FOR 2023

6,1 MLN.

VIEWS

720 THOUS.

HOURS OF PEOPLE
WATCHING CONTENT

15:12

AVERAGE VIEW
DURATION

CONTENT FOR 2023

18

INTERVIEWS

13

LIVE-STREAMS

18

SHORTS

12

EPIISODES FOR
SPONSORS

INTERESTING FACTS

- The most viewed episode in 2023 gained over 120,000 views in total and was about AI and programming.
- Each episode in 2023 gains about 20,000 more views and listens on platforms other than YouTube
- The most popular tech interview on the channel has more than 1 million views.

Audience

The audience of the show is people who are actively interested in Tech or already work in this field.

50% of the audience are knowledge seekers starting their way: students, and representatives of other professions who want to move to Tech.

10% of the audience are working in Tech for up to one year.

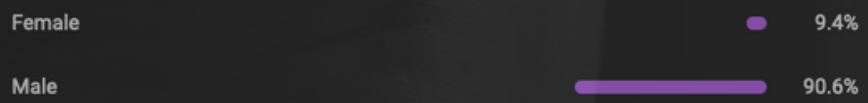
30% of the audience have been in Tech for 1-5 years.

10% of the audience had been in Tech for more than five years.

Programmers, testers, and managers form the backbone of the audience.

The channel is also watched by representatives of other areas: HR, PR, and company executives.

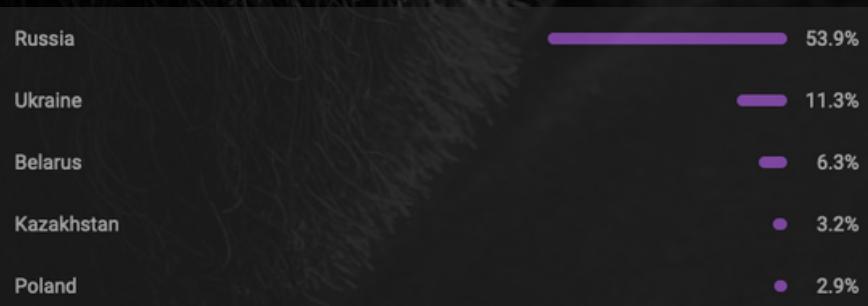
SEX



AGE



COUNTRIES



The statistics do not show the countries with the percentage of the audience on the channel <= 1%. There are more than 80 such countries

Community

In order to facilitate communication and content consumption, as well as to attract new audiences, a number of platforms have been created that develop in parallel with YouTube.

Each of the platforms contributes its own personal value and is part of the global community building around the ITBeard show.

Platforms

Telegram - used for alerts of new episodes, additional materials to episodes, and useful content for the audience.

LinkedIn - publishing new issues in a professional social network, working with the audience.

Podbean - audio distribution to all major podcast platforms.

AUDITORY OF OTHER PLATFORMS



22 THOUS.



23 THOUS.



1,8 THOUS.



7,9 THOUS.



5,7 THOUS.

The total audience of the show, not including subscribers to the YouTube channel, is more than 80 thousand people

Commercial cooperation

- YouTube pre-rolls and integrations
- Sponsored episodes
- Telegram ads
- Instagram ads
- Tech-event hosts
- Ambassadorship
- Barter

These are the main types of cooperation that have already been tested and worked.

We are always ready to consider your proposals for new types of cooperation.



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Contacts

email:

IAMITBEARD@GMAIL.COM

сайт:

HTTPS://ITBEARD.COM

telegram:

@IAMITBEARD

Detailed information about types of cooperation, statistics and prices is available at the contacts above