

Open your device

OUR TARGET AUDIENCE

The Millennials age group

(15-35 years old)

Fans of digital, they watch programs on youtube and socialize.

Millennials spend around 4 hours per day and when they reach the age of 22 y.o., they would have already spent **10.000 hours** on their screen.

KEY ASSETS

- 🔌 Channels, Platforms and Apps
- 🔌 Brands
- 🔌 Facebook fans
- 🔌 Innovative tech platforms
- 🔌 Clients
- 🔌 Library
- 🔌 High quality content

METRICS

DIGITAL

















- ⌚ **6 brands** (DRAMAPASSION.COM, e-NETWORK, GONG+GONGMAX, ENORME, S24)
- ⌚ **1 SVOD** service, **1 replay** service, **2 websites**, **2 live apps**
- ⌚ **4.5 millions** digital sessions per month
- ⌚ **3 million** video streams per month
- ⌚ **150,000** apps **downloads**
- ⌚ **150 millions** videos on **youtube**

SOCIAL

- ⌚ **+1 million fans** and followers on social (FB, YT, TWT, INSTA)
- ⌚ Delivering **3 millions ad streams** per month
- ⌚ STAR24 and ENORME TV are hitting over **1 million FB video streams** per month
- ⌚ Aggregated **FB reach 2-4 million** per month
- ⌚ More than **300,000 entries** in competitions
- ⌚ **Database of 150,000**

METRICS

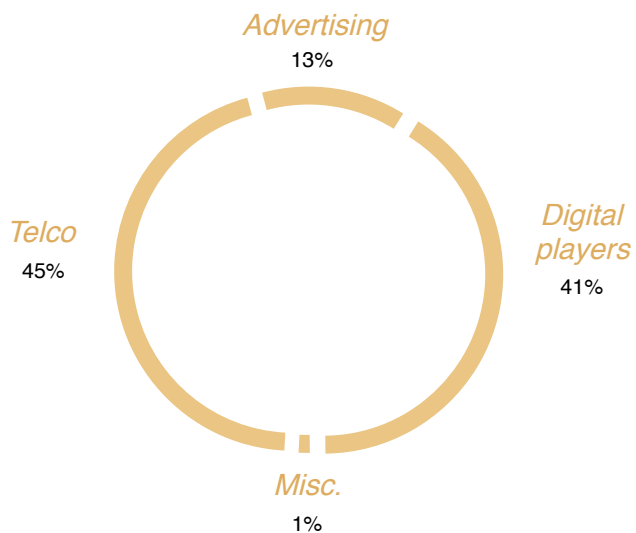
NETWORK

- ⌚ 4 Digital HD TV linear channels    
- ⌚ 3 millions TV viewers / month
- ⌚ Cable Reach 18 million TV homes     
- ⌚ 8 non-linear channels        
- ⌚ Over 7,500 hours in library out of which 2,000 hours is in house perpetuity
- ⌚ 18 live broadcast from Korea and Hong Kong in 2016
- ⌚ A dozen TV franchises
- ⌚ One docu-series of 10 x 52' in production
- ⌚ All digital broadcasting process and platforms using cloud based and SAS solutions
- ⌚ Major International advertisers       ...
- ⌚ Started Ad Sales in house, now working with all market Ad rep: WPP, Havas, Publicis ...

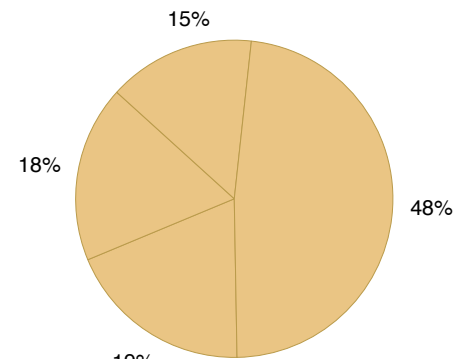
A WELL BALANCED TURNOVER

(Gong Media 2016)

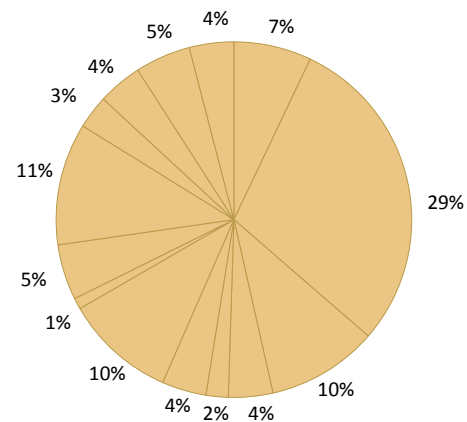
GONG MEDIA



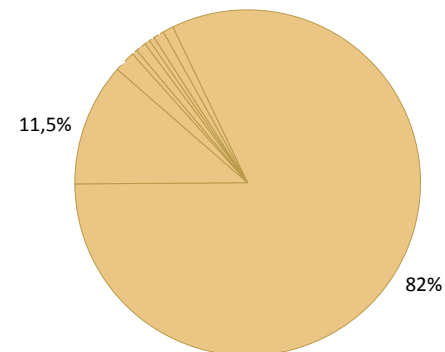
Telco 4 clients



Advertising agencies 14 clients (representing hundred of announcers)



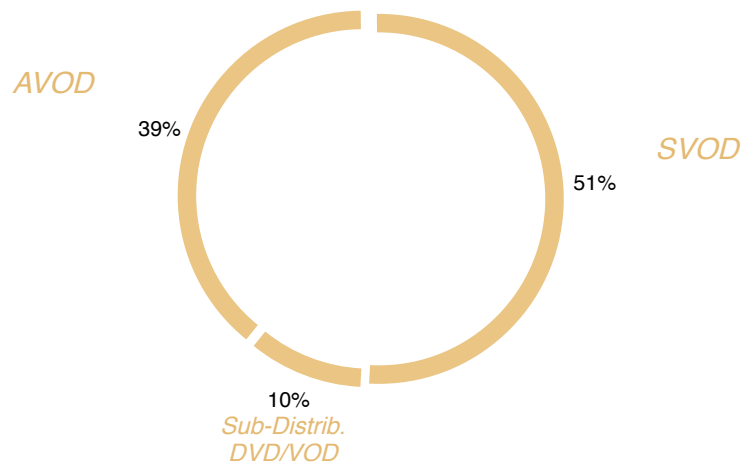
Digital players 9 clients



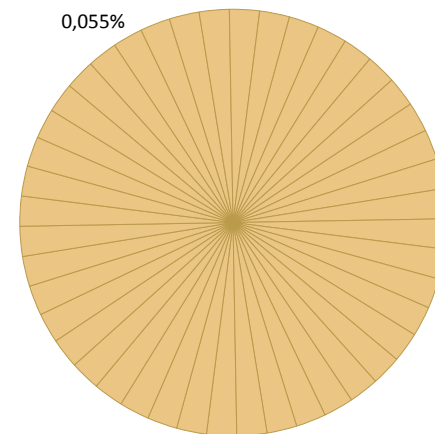
THE SVOD PLATFORM



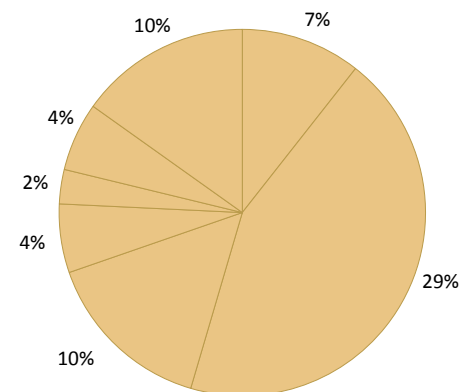
DRAMAPASSION



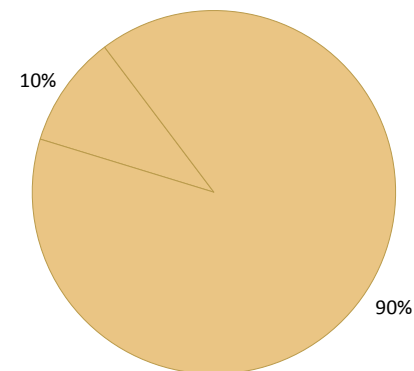
SVOD
1.800 clients



AVOD
7 clients
(representing hundred of announcers)



Sub-Distrib.
2 clients





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