

Thoughtful Media Group's U.S. Catalog of Content Creators Surpasses 2.5 Billion Monthly Views

Growing Viewership of YouTube Stars Gives Advertisers Greater Opportunities for Online Video Marketing

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SUMMARY

Thoughtful Media Group's catalog of online video content creators in the U.S. has surpassed 2.5 billion monthly views. This diverse group of channels work with TMG on an ad-hoc basis, allowing it to offer greater options to advertisers for maximum campaign suitability.

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TMG, an LA-based entertainment company operating in the U.S. and Asia, has a large global network of contracted Creators producing regular online video content.

Alongside those, Thoughtful has direct access to other top-tier channels that are available for integrated advertising campaigns. This catalog of channels, which now have over 2.5 billion combined views, includes verticals such as entertainment, auto, cooking, beauty/fashion, reviews, crafting, family, fitness, gaming, lifestyle, how-to, men's style, music, outdoors, pop culture, news, tech, toys, travel and personal vlogging. As of mid-April, that catalog of channels reached two billion monthly views.

These diverse channels work with TMG on an ad-hoc basis, allowing the company to offer even greater options to advertisers for maximum campaign suitability. Greater exposure through the Thoughtful network also gives these Creators greater visibility to grow their audience size and viewership figures.

"This channel list is constantly growing as more and more YouTubers wish to collaborate with us. As this channel list grows, so do the views we are able to capitalize on," said Ryan Yudell, SVP and Managing Director of U.S. Operations at Thoughtful Media Group in Los Angeles.

Examples of Creators in this catalog are extreme sports adventurer Jon Watson (<https://www.youtube.com/user/JWatson2239>), with 204,000 subscribers and 1.86 million monthly views; music videos producer Shawna (www.youtube.com/user/Nanalew) with 600,000 subscribers and 300,000 monthly views; and family vlogger Clint Comer of ClintusTV (<https://www.youtube.com/user/Clintus>) with 111,000 subscribers and 6.42 million monthly

views.



SPOKESPERSON



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ABOUT THOUGHTFUL

Thoughtful Media Group (www.thoughtfulmedia.com) is a global multichannel network (MCN) operating across Youtube and the top video platforms in China. We create, maintain and aggregate online video channels that have unique, highly engaged and engageable audiences, and helping the world's leading brands and their agencies effectively reach these audiences. Thoughtful has offices in Los Angeles, Shanghai and Bangkok, and is made up of professionals who have significant experience in television, film, digital media, marketing, market research and advertising. Within China, the company's TMG Originals network is that market's first and largest MCN for video creators (www.tmgoriginals.com).



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