

MEDIA KIT
2019



GOING 
GLOBAL

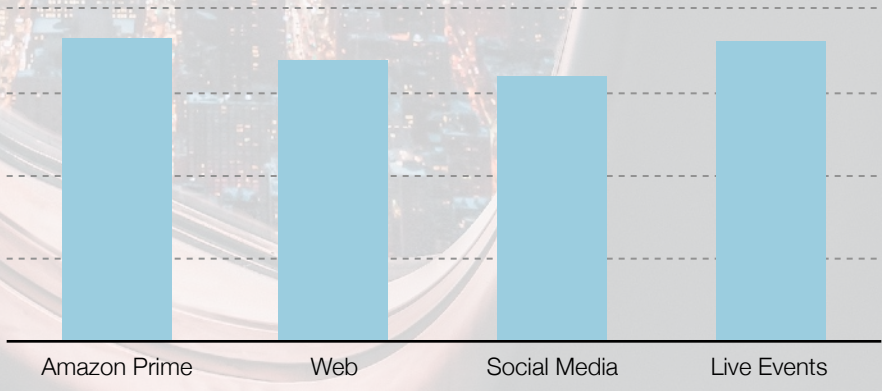
Life is a journey... travel well.



*After launching on CNBC World and building a worldwide audience, **Going Global** has moved to Amazon Prime, added a Host and created a worldwide multimedia marketing platform.*



Connect with our passionate and loyal audience who want the best the world has to offer



MULTIPLE TOUCHPOINTS

The **Going Global** community is engaged, mobile and worldly. They cherish knowledge and insight,

access and education and they want to live life to the fullest. Our viewers, users, followers and customers respect curation and connections and highly value our team's opinions and recommendations. They are millennials and boomers and important influencers and they want to change the world; their world.

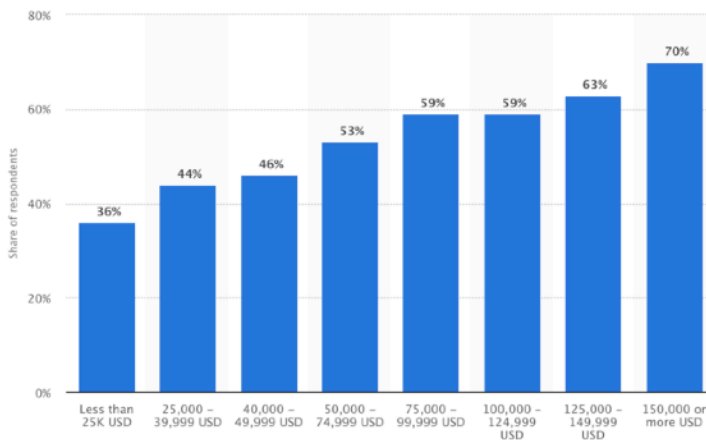
AMAZON PRIME DEMOGRAPHICS - US

Amazon Prime has over 100mm subscribers around the world and is available in 240 countries and territories. **Going Global** is available for free to subscribers in the US and UK and for download in other markets.

THE RIGHT AUDIENCE - AFFLUENT & ACTIVE

50% of American households with an income of \$50,000 to \$125,000 have a Prime membership and 70% of households with an income over \$150,000 have a membership. 34% of Prime subscribers in the US are between 35 - 54 years old, while 36% are 55 and up. These are community leaders, local influencers and business decision makers with the desire and means to travel the world and engage with luxury brands.

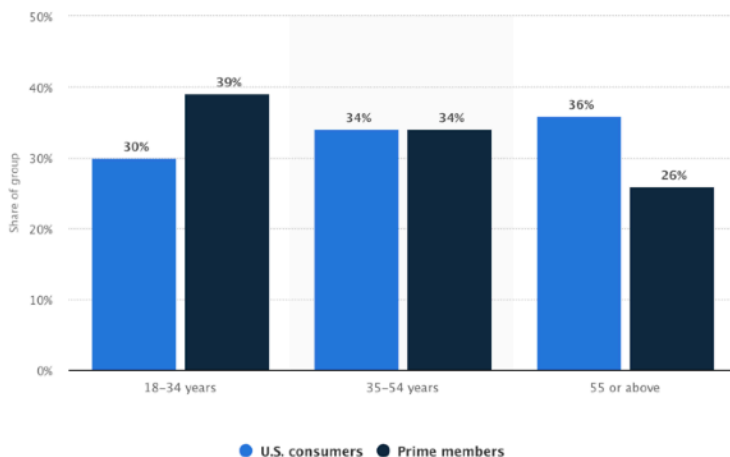
Share of online consumers in the United States who are Amazon Prime members as of July 2017, by household income



DESCRIPTION SOURCE MORE INFORMATION

This statistic presents the percentage of online consumers in the United States who are Amazon Prime members. During the most recent survey period in July 2017, it was found that 59 percent of respondents with an income of 75,000 to 99,999 U.S. dollars had an Amazon Prime membership.

Distribution of Amazon Prime members in the United States of March 2017, by age group



DESCRIPTION SOURCE MORE INFORMATION

This statistic presents the age distribution of Amazon Prime members in the United States, compared to the age distribution among adult U.S. consumers in general. During the March 2017 survey, it was found that 39 percent of Prime members were aged between 18 and 34 years.

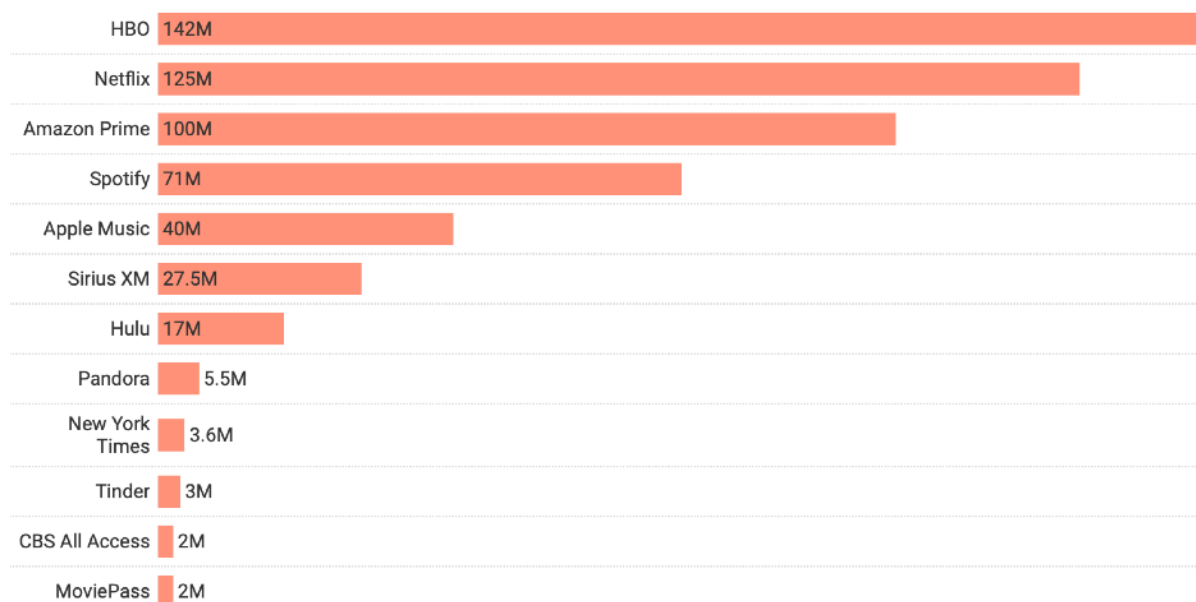
AMAZON PRIME DEMOGRAPHICS - WORLD

Going Global joins Amazon Prime alongside Hollywood leaders such as Julia Roberts, Tom Cruise, Ridley Scott and more. With 8 Emmy Awards last year and an ambitious development slate, Prime is the place to reach a global, discerning audience.

THE HALO EFFECT OF CELEBRITY

With a variety of ways to integrate destinations, travel, luxury goods, food and beverage and many other categories of advertisers and sponsors, **Going Global** is the perfect way for brands to connect with a highly focused, deeply

Subscribers worldwide



Includes paid and trial subscriptions, except for Amazon, which only includes paid Amazon Prime subscribers.

Source: The companies • [Get the data](#) • [Created with Datawrapper](#)

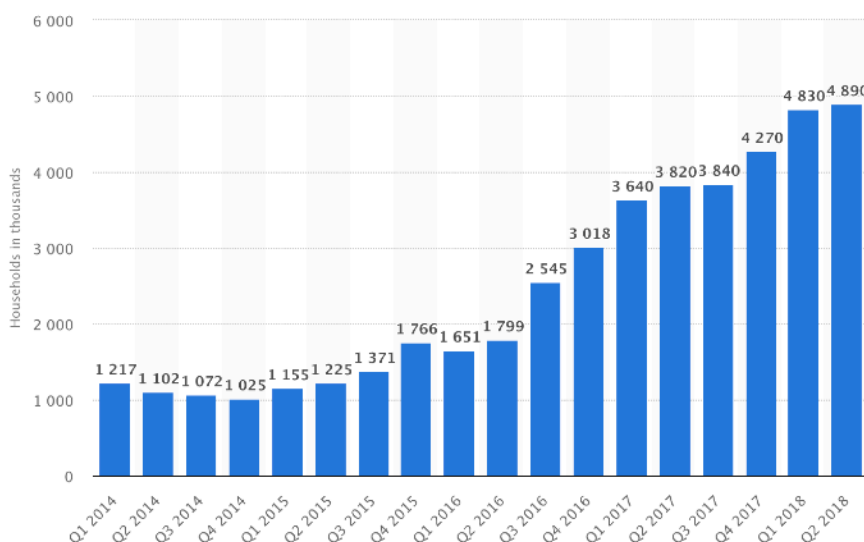
AMAZON PRIME DEMOGRAPHICS - UK

CNBC says Amazon Prime is the fastest growing streaming service in the UK and according to the Guardian it reaches a whopping 40% of all UK shoppers. It also has a far higher net worth demographic than any other service.

Amazon Prime subscribers are the most affluent, with a 73 per cent ABC1 social profile. Netflix and Now TV boast 63% ABC1 households by comparison.

ABC1 consumers are defined as those people who have more education and better-paid jobs than those in other social and economic groups.

Number of Amazon Prime Video households in the United Kingdom (UK) from 1st quarter 2014 to 2nd quarter 2018 (in 1,000 households)



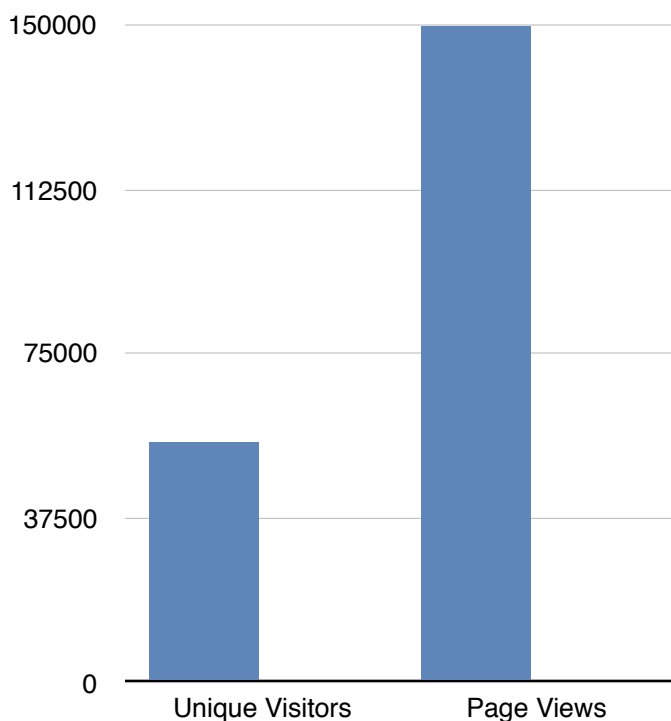
DESCRIPTION

This statistic shows the number of households subscribing to Amazon Prime Video services in the United Kingdom from quarter one 2014 to quarter two 2018. In quarter two 2018, Amazon Prime Video had nearly 4.9 million subscribers in the United Kingdom.

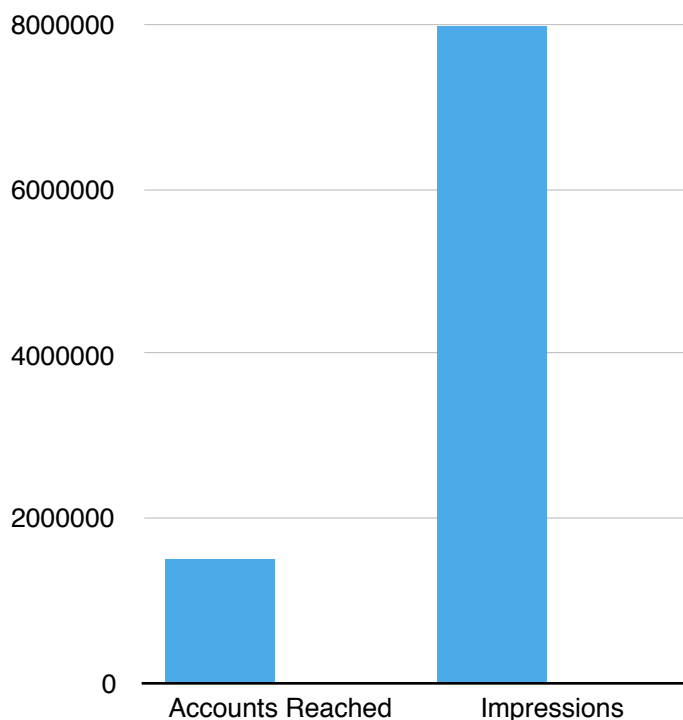
ADDITIONAL MEDIA TOUCHPOINTS

Going Global is part of a media organization which has built a large web, social media, print and event following across this globe. This means on top of the brand's highly engaged 21,500 Instagrammers, 54,800 Twitter followers and 14,00 Facebook fans we tap into over 2 million Facebook fans, 300,000 Twitter followers and 100,00 Instagrammers to promote our advertising partners.

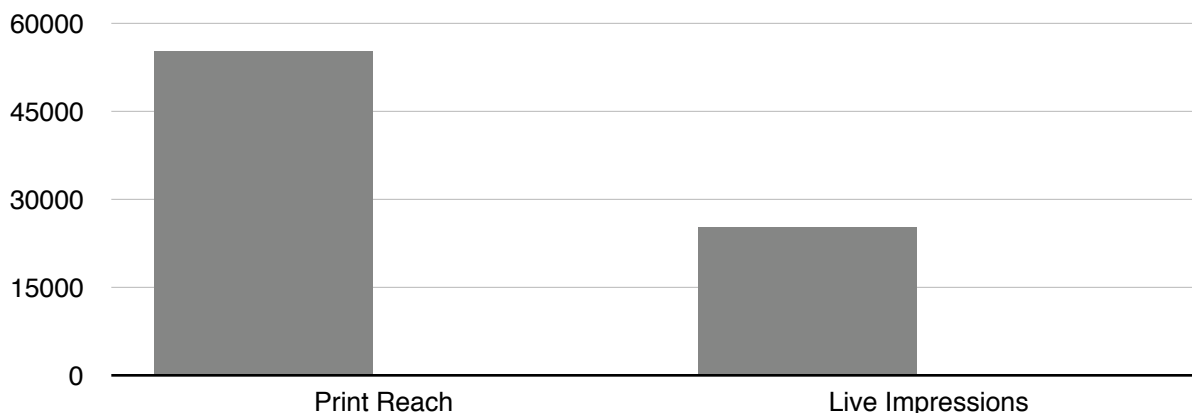
goingglobaltv.com - MONTHLY REACH



SOCIAL MEDIA - MONTHLY REACH



PRINT & EVENTS - MONTHLY REACH





GLOBAL REACH, LOCAL CLOUT

Going Global features an impressive international audience which gives the brand size, importance, credibility and depth. But we also can target geographical regions with earned media campaigns, social media reach outs, live events and more, offering your brand the best of both worlds.

In this way advertisers and sponsors have the benefit of being associated with an established international brand while still being able to direct marketing resources to a targeted and well-focused local campaign that will speak directly to potential customers.

It's simple, smart and extremely cost-effective.

Product Categories	Can offer category exclusivity
Product & Services	Product placement in show(s), acknowledgement in credits, online articles, featured in a behind-the-scenes video, guaranteed social media numbers, earned media mentions, live event inclusions & more
Term	One episode to an entire season
Cost	TBD

G O I N G G L O B A L

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