



*Andertons*

MUSIC CO.

# WHERE WE WERE IN 2010



<b>YOUTUBE SUBS</b>	<b>0</b>
<b>YOUTUBE VIEWS</b>	<b>0</b>
<b>TOTAL AUDIENCE</b>	<b>0</b>
<b>PARTNERSHIPS</b>	<b>NONE</b>
<b>YEARLY INVESTMENT</b>	<b>£0.00</b>
<b>ECOMMERCE SALES</b>	<b>£1,600,000</b> <b>\$2,100,000</b>

# WHERE ARE WE NOW



<b>YOUTUBE SUBS</b>	<b>350,000</b>
<b>YOUTUBE VIEWS</b>	<b>85,000,000</b>
<b>TOTAL AUDIENCE</b>	<b>1,000,000</b>
<b>PARTNERSHIPS</b>	<b>ROB CHAPMAN THAT PEDAL SHOW RABEA MASSAAD</b>
<b>YEARLY INVESTMENT</b>	<b>£250,000 \$340,000</b>
<b>ECOMMERCE SALES</b>	<b>£22,000,000 \$30,000,000</b>



**HOW DID WE START**



# MAJOR MILESTONES

**2011: BEGAN TO EMPLOY SPECIALIST CAMERA & AUDIO PEOPLE FOR THE VIDEO SHOOTS**

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**2015: EMPLOYED 1ST FULL TIME MEMBER OF STAFF FOR VIDEO PRODUCTION & CREATED A DEDICATED VIDEO PREMESIS**

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**2017: CONSOLIDATED ALL CONTENT ONTO ANDERTONS BRANDED CHANNELS**

**WE CURRENTLY EMPLOY 3 FULLTIME VIDEO STAFF + 8 REGULAR PART TIME PRESENTERS AND RELEASE AT LEAST 1 VIDEO PER DAY ACROSS 4 CHANNELS**



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# LESSONS LEARNED

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**DOING NOTHING**

**IS**

**»»»» BETTER THAN ««««**

***Doing Something***



*Be Prepared*

**TO GET**

**TROLLED**



# BE HONEST

*(And Try to Keep Suppliers Happy)*



**GROW  
YOUR OWN**

*Don't Rely On*

**SOMEONE ELSE**



**THE FUTURE**



# MONETISING THE OVERSEAS

— Audience —

A photograph of a drum set in a dark environment, illuminated by blue stage lights. The drums and cymbals are visible, with some parts appearing to glow from the lighting. The overall mood is dramatic and focused on the instrument.

**GROWING**

*The Tech & Drum*

**CHANNELS**



**LOOK FOR**

»»»» *For More* ««««

**SPONSORSHIP**

A hand holding a clapperboard with technical details and a hand holding a marker. The clapperboard has a colorful striped top edge and contains the following text: 'ROLL A', 'FPS 23.98', 'PRD Roadside', 'DIR Jakob & Ryan', and 'CAM Thomas Taugher'. A hand is holding a black marker with 'EXPO' written on it, positioned over the clapperboard.

**KEEP ABREAST**

*Of Other*

**VIDEO SHARING**

**— PLATFORMS —**



**TIPS FOR YOU**



CONTENT

»»»» Is ««««

KING

**FIND  
YOUR OWN  
*Unique*  
ANGLE**

DO IT

»»»» For ««««

LOVE



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MUSIC CO.

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**QUESTIONS**

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