



VH2 TELEVISION • 2026

MEDIA DECK

Platform reach for advertisers, sponsors, and content partners.

Streaming across six consumer platforms

Android Mobile • Android TV • Fire TV • iOS • Roku • Web

PUBLIC PLATFORM POTENTIAL

12.2B+

non-unique consumer touchpoints
across the current app footprint



EXECUTIVE UPDATE

The market opportunity exceeds dashboard device mix

The prior 28,153 figure is an internal activity indicator—not a measure of VH2’s public platform potential.

28,153**DASHBOARD DEVICE MIX**

Internal activity total

12.2B+**PUBLIC FOOTPRINT**

Non-unique touchpoints

6**CURRENT APP SURFACES**

Mobile • CTV • Web

Roku + Web**REVENUE LIVE TODAY**

Subscription revenue

POSITIONING FOR PARTNERS

VH2 Television is distributed across six major consumer platforms representing more than 12 billion non-unique device and user touchpoints worldwide. Current VH2 analytics also track real usage, subscriptions, and content engagement.



PLATFORM VIEWING POTENTIAL

App-by-app scale, separated by viewing surface

Public ecosystem scale—not VH2 audience. Platform figures overlap and must not be added as unique viewers.

3.0B+

ANDROID MOBILE

monthly active Android devices

~1.5B

IOS / IPHONE

estimated active iPhones

300M+

ANDROID / GOOGLE TV

monthly active TV devices

300M+

AMAZON FIRE TV

devices purchased worldwide

100M+

ROKU

streaming households

6.0B

WEB

global internet users

Media-deck rule: VH2 is available across platforms representing billions of potential consumer touchpoints. Do not describe these figures as VH2 viewers, impressions, or unique reach.



DISTRIBUTION FOOTPRINT

Six channels for discovery, viewing, and activation

Each app surface supports a distinct promotion path across mobile, living-room streaming, and browser access.

3.0B+

ANDROID MOBILE

Google / Android

270M+

ANDROID TV

Google Developers

250M+

FIRE TV

About Amazon

2.5B+

IOS

Apple Newsroom

100M+

ROKU

Roku Newsroom

6.12B

WEB

DataReportal



MIDNIGHT MOVIE

A cross-platform sponsor story

Mobile discovery, living-room viewing, Roku/web monetization, and sponsor-friendly programming work together.

12.2B+

PUBLIC PLATFORM TOUCHPOINTS

Potential availability across app ecosystems where VH2.TV currently has surfaces.

MOBILE DISCOVERY

Android Mobile + iOS

Trailers • alerts • push • search

LIVING-ROOM VIEWING

Roku + Fire TV + Android TV

Premieres • binge • family viewing

ALWAYS-ON ACCESS

Web

Fast landing pages • easy sharing



CURRENT VH2 AUDIENCE

Actual dashboard traction remains the proof point

Public platform reach shows the size of the doorway; VH2 analytics show real signups, activity, plays, and viewing.

63,200

REGISTERED USERS

65,525

NEW SIGNUPS

37,800

MONTHLY ACTIVE USERS

5,875

DAILY ACTIVE USERS

TOP COUNTRIES

United States 68.27% • India 29.15% • Dominican Republic 2.03%

ENGAGEMENT

619,600 plays • 639,225 watch hours
61.9-minute average viewing session



MEDIA PACKAGES

Sell the footprint without overpromising audience

Define deliverables around VH2 inventory, content placement, creative, and reporting.

LAUNCH SPONSOR

Own Midnight Movie for a defined campaign window with logo placement, intros/outros, and cross-platform promotion.

CROSS-SCREEN AD BUY

Run video, display, or placement inventory across mobile, CTV, Roku, web, and available app surfaces.

FEATURED COLLECTION

Sponsor a curated row, genre block, creator package, or classic-content collection.

COMMUNITY + LOCAL

Connect VH2 programming with Atlanta-area sponsors, civic partners, premieres, or watch events.



RESEARCH NOTES

Source-backed platform potential

Backup evidence explaining why public platform potential is materially larger than internal device-mix activity.

PLATFORM	PUBLIC SCALE	SOURCE
Android Mobile	3.0B+ active monthly devices	Google Android blog, May 2022
Android TV	270M+ monthly active devices	Google / Android Developers, May 2025
Fire TV	250M+ devices sold globally	About Amazon, Nov. 2024
iOS	2.5B+ active Apple devices	Apple Newsroom, Jan. 2026
Roku	100M+ streaming households	Roku Newsroom, Apr. 2026
Web	6.12B internet users worldwide	DataReportal, Apr. 2026

Important caveat: platform footprint is not unique reach. Actual campaign delivery must be forecast from inventory, promotion, content demand, and VH2 analytics.



SUBSCRIPTION MODEL

Consumer subscriptions plus an on-air partner plan

Viewer tiers build audience and recurring revenue; the partner plan creates a separate content-owner revenue stream.

FREE

\$0

FOREVER

- Selected content
- Advertising supported
- Trailers + select live

VH2 BASIC

\$4.99

PER MONTH

- Most shows + movies
- Standard HD • 1 device
- Limited ads

VH2 PREMIUM

\$9.99

PER MONTH

- Full catalog • ad-free
- Full HD + 4K • 3 devices
- Exclusive originals

VH2 ON-AIR PARTNER

\$199.00

PER MONTH

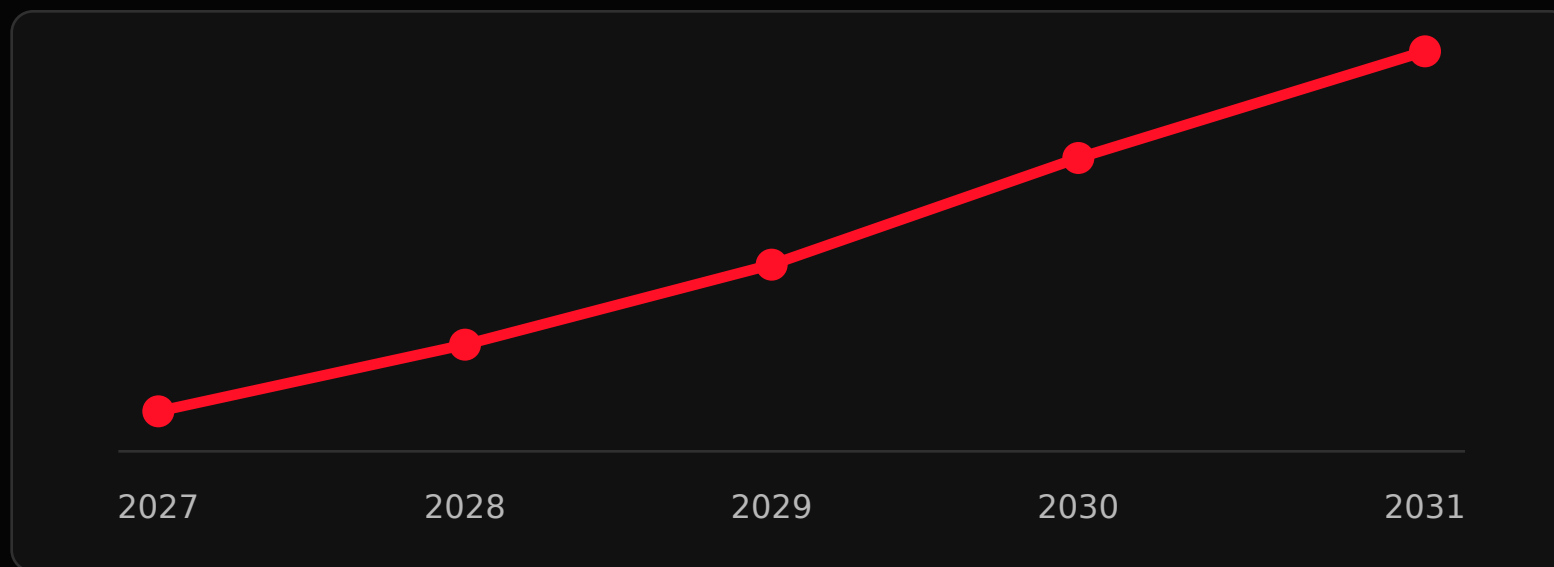
- For approved finished content
- Filmmakers + producers
- VH2.TV on-air opportunity



5-YEAR SCALE MODEL

Illustrative audience growth pattern

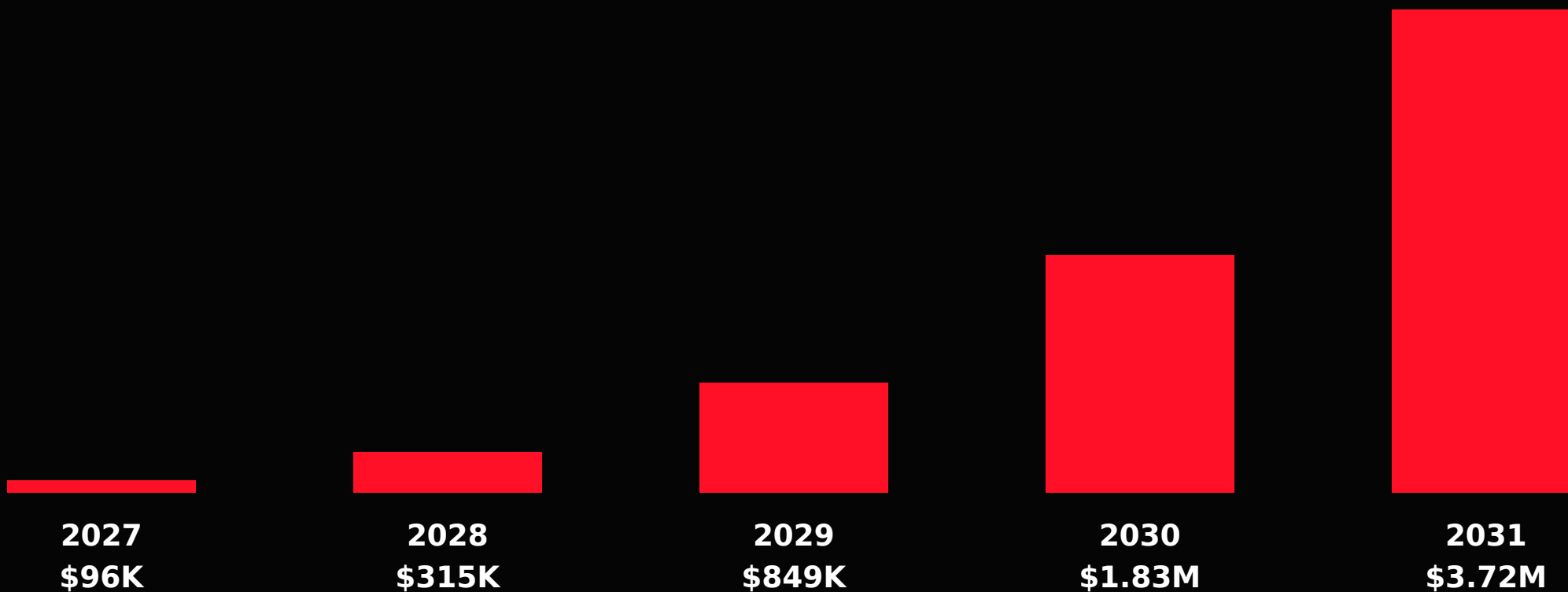
Base-case planning—not a guarantee. Growth depends on distribution, programming, acquisition, and retention.

**275K****2031 REGISTERED USERS****33K****2031 PAID SUBSCRIBERS**

**5-YEAR REVENUE POTENTIAL**

Revenue grows across subscriptions, ads, and sponsors

Illustrative gross revenue. Advertising and sponsorship are planning assumptions—not contracted revenue.



2031 mix: \$2.57M subscriptions + \$650K ads + \$500K sponsorships = \$3.72M gross



BILLBOARD CAMPAIGN

Billboard campaign is already live

Actual delivery from VH2 Networks Campaign Summary • Aug. 1–12, 2026

329,852 VH2 IMPRESSIONS	77,508 AD PLAYS / BLIPS	\$1,277.84 MEDIA SPEND	\$3.87 COST / 1K IMPRESSIONS
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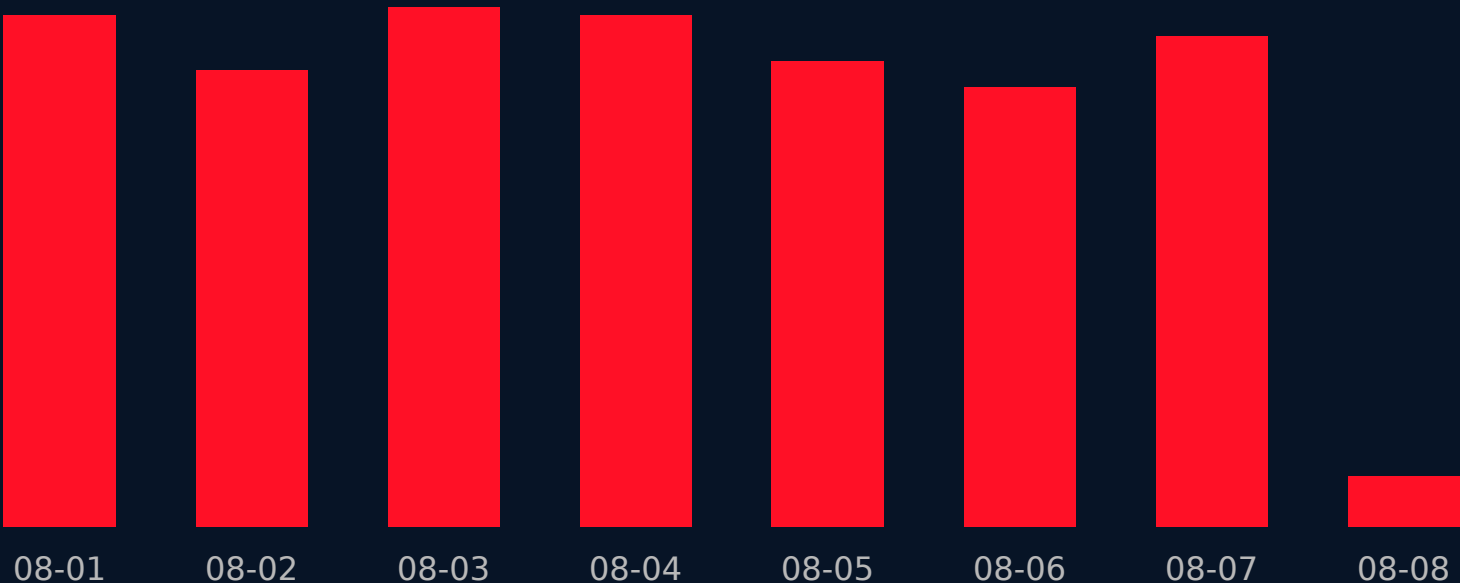
Combined with the separate Midnight Movie campaign: approximately 116,005 impressions, 24,238 blips, and \$447.39 in media spend across 108 unique sign IDs.



BILLBOARD DELIVERY

Daily performance shows a strong initial run rate

Core VH2 campaign • actual reported impressions



11,682
AVG. IMPRESSIONS/DAY
Aug. 1-7

≈350,469
30-DAY RUN RATE
If pace is maintained

Projection is illustrative; delivery varies by budget, inventory, timing, and sign mix.



BILLBOARD SCALE

Turn offline exposure into measurable VH2.TV growth

Use campaign-specific QR codes and short URLs to attribute registrations and subscriptions.

TOP SIGN IDs

GA-82563		6,269
GA-82569		6,254
GA-80971		6,043
GA-03818		5,887
GA-80960		4,584

CURRENT PACE

350K / month

≈ \$1,358

2× CAMPAIGN

701K / month

≈ \$2,715

5× CAMPAIGN

1.752M / month

≈ \$6,789

10× CAMPAIGN

3.505M / month

≈ \$13,577