



TRUE
STREAMING HIP HOP CULTURE WORLDWIDE

#TRUE50HipHop

TRUE Magazine TV Presents **TRUE50HipHop** a Docu-Concert Series celebrating 50 years of Hip Hop.

TRUE Magazine TV is producing **TRUE50HipHop**, a special one-time visual Docu-Concert Series celebrating 50 years of Hip Hop that will be distributed globally on TRUE Mag TV.

TRUE50HipHop is a way that the Hip Hop community can see it through the lens of TRUE Magazine. The special visual Docu-concert series will consist of Live Stream Concerts with some of Hip Hop's top artists that have helped shape the culture. Packed with interviews that dive in deep with artists and the movers and shakers of Hip-Hop. Hear artists break down what Hip Hop is for them and how they see it going forward.

TRUE Magazine has been a part of pushing Hip Hop since its inception in 1997 with its first successful covers with Jay Z, Talib Kweli, KRS1, and The Outlaws. TRUE was created to showcase the trending mainstream artist while presenting the underground movement and who is next to blow to the Hip-Hop community. Our platform of media has showcased over 1000 artists within its 22 years as a voice of independent Hip-Hop.



#TRUE50HipHop: THE LIVE STREAM & DOCU-SERIES



TRUE50HipHop Concert will live stream in August 2023 with a follow-up series documenting the journey being released 2 weeks thereafter.

- Live Stream Pay Per View Concert
- A Video on Demand - 4 Part Series
- Note: Each episode will have a different artist's live performance & a set of interviews
- Each Episode will be 1-Hour minimum.

#TRUE50HipHop: TALENT

LIVE PERFORMANCES AND FOCUSED INTERVIEWS THAT WILL CONSIST WITHIN **DOCU-SERIES**



SOCIAL REACH XXX,XXX



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#TRUE50HipHop: GLOBAL DISTRIBUTION



TRUE50HipHop live stream concert will take place in the Bay Area

TRUE50HipHop The docu-series, with a replay of the live concert, will be available on on-demand worldwide on TRUE Mag TV. The show will be accessible via the VYRE App on Roku, Amazon Fire Stick, Apple TV, iPhone, Android, Samsung TV and desktop platforms.



#TRUE50HipHop: VYRE'S REACH



BY THE NUMBERS

41MM+
IMPRESSIONS 2022

955,600
CUMULATIVE USERS
(IN-APP & WEB) TOTAL

498,564
ACTIVE USERS 2022

IN-APP TIME SPENT

17MINS+
AVERAGE TIME
WATCHING BETWEEN
(18-28 yrs old)

37MINS+
AVERAGE TIME
WATCHING BETWEEN
(28-38 yrs old)





#TRUE50HipHop Audience Snapshot

We are creative, independent, and mainstream all in 1 place.

53%

MALE

47%

FEMALE

41%

Children in HH One or More

58%

AGE 18 to 34

27%

AGE 35 to 64

7%

AGE 64+

#TRUE50HipHop: OPPROTUNITY

Title Sponsorship

- Visual branding within the concert, tickets, marketing, marquee, and all visual assets.
- Opening evergreen 30-sec commercial before each Docu-Series Episode.
- Product use on set for interviews, at the live concert
- Redirected "Thank you" emails for all who purchase PPV access online with a live link or Bar Code.
- Intermission trailer before the headliner concert played at the venue and on the Docu-Series
- 30 commercials through all AVOD content on VYRE Network

Beverage Partnership (Categories: Vodka, Cognac, Tequila)

- Onsite Activation at the concert
- Visual Branding on marketing assets
- 30-sec commercial placed between Docu-Series interviews

Consumer Product Partnership

- Visual Branding on marketing assets
- 30-sec commercial placed between Docu-Series interviews

To partner or would like to discuss Brand Opportunities please contact advertising@vyrenetwork.com

