



LUNAR X

Economics Explained Brand Pitch Deck



**ECONOMICSTM
EXPLAINED**

April 2023

The information contained in this document is confidential, privileged and only for the information of the intended recipient and may not be used, published or redistributed without the prior written consent of Lunar X GmbH.

LOG-LINE

Documentary-style, entertaining, evergreen videos about newsworthy topics from the point of view of an economist.

PRIMARY TARGET AUDIENCE

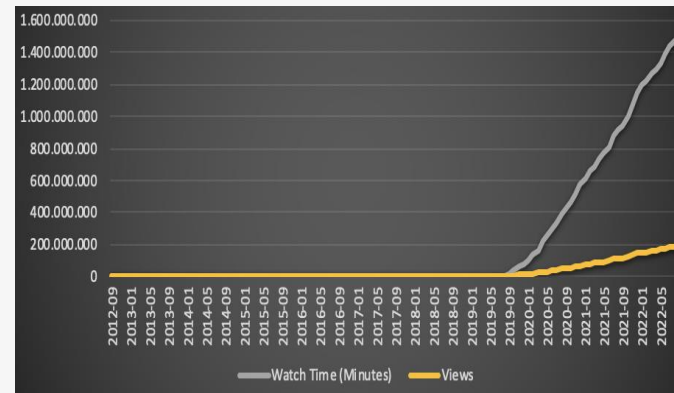
Young adults aged 20-35.

CHANNEL SYNOPSIS

Helping you become more knowledgeable about how the world works, our content covers the biggest topics and headlines through the eyes of economists. Our team explores a wide range of subjects improving your ability to understand the world more clearly.

WHY OUR FANS LOVE US

Our goal is not just to entertain but to educate. After watching an Economics Explained video, you will know more about how the world works than you did at the beginning.



>210m
Cumulative views

>1.6bn
Watched Minutes

#1 Economics Brand on The Internet



Led by esteemed economics professor Michael Burnand.

Every video is vetted by a global team of experts to ensure accuracy.

Most recognized economics-related digital media brand in the world. Viewership far exceeds “The Economist” on a per-video basis.

Nature of content attracts highly educated audience with high purchasing power.

Average views per video higher than The Economist

**ECONOMICS
EXPLAINED™**

~1.2m



What Would Happen if China's Economy Collapses?
402K views • 6 days ago



Is There a Better Economic System than Capitalism?
677K views • 11 days ago



How the World's Richest Country Lost 90% of its GDP
3.2M views • 3 weeks ago

**The
Economist**

~750k



Energy crisis: what can 1973 teach us?
163K views • 4 days ago



China after covid: How will the world economy react?
208K views • 10 days ago

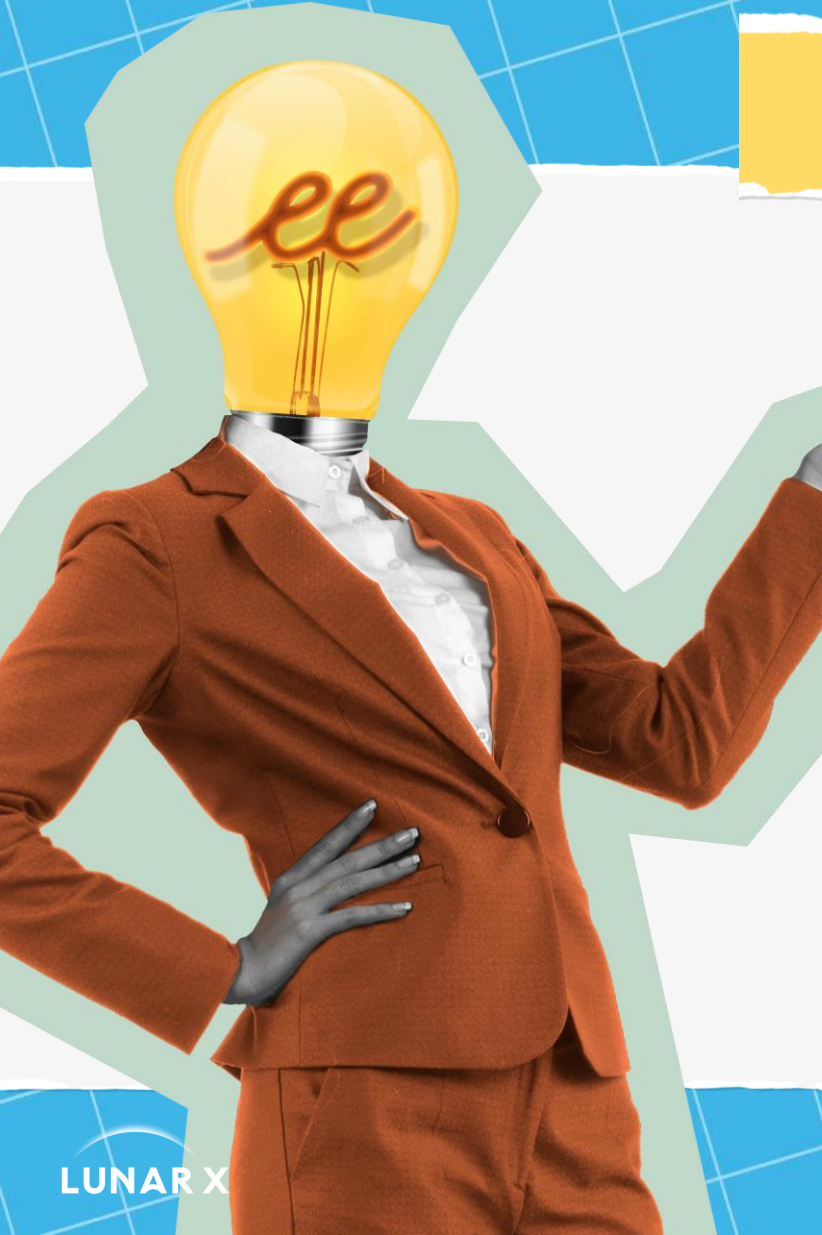


The World Ahead 2023: five stories to watch out for
2.4M views • 2 weeks ago

Country Economies

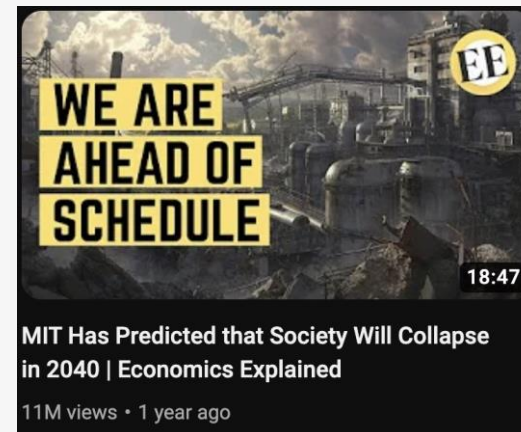
Economic Theory

Current Events



Country Economy videos explain the key aspects of an individual country's economy:

- Main Industries
- Economic Policies
- Opportunities and Challenges



Economic Theory videos take a deep dive into the cutting edge of economic research to explain the problems facing the world today.



Current event videos explain important events in the world economy. EE does more than just explain what is going on in the world today, we use current events as real-world case studies to explain economic concepts.

HIGHLY ATTRACTIVE TARGET AUDIENCE

Economics Explained appeals to an **educated, high-purchasing power, English-speaking audience aged 20-35** with an interest in economics. Advertisers benefit from our strong community engagement, reflected in a **>95% like ratio** and an average of **>2,000 qualified comments per video** within 30 days.

BEST-IN-CLASS QUALITY STANDARDS

Economics Explained upholds the highest quality standards with **every video vetted by experts to ensure accuracy**. Partnering with us will allow your brand to reach an engaged and receptive audience who appreciate our commitment to excellence.

EXCEPTIONAL TRUST AND LOYALTY

Economics Explained delivers edutainment that puts complex economic concepts into real-world contexts, making them fun and digestible. We achieve **exceptional conversion rates** for brand integrations due to our meticulous fact-checking procedures and outstanding research standards and the trust we've earned with our audience, resulting in many re-bookings. By partnering with us, you can **showcase your brand to a large and engaged audience that learns and is entertained without feeling like they're being taught in the traditional way.**

STRONG REBOOKINGS



LUNAR X

ECONOMICSTM EXPLAINED

