



SUBURBIA PRODUCTION

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SUBURBIA PRODUCTION

- new age TV network
- Generation Z
- encouraging change of media consumption
- YouTube as Distributor
- German based content

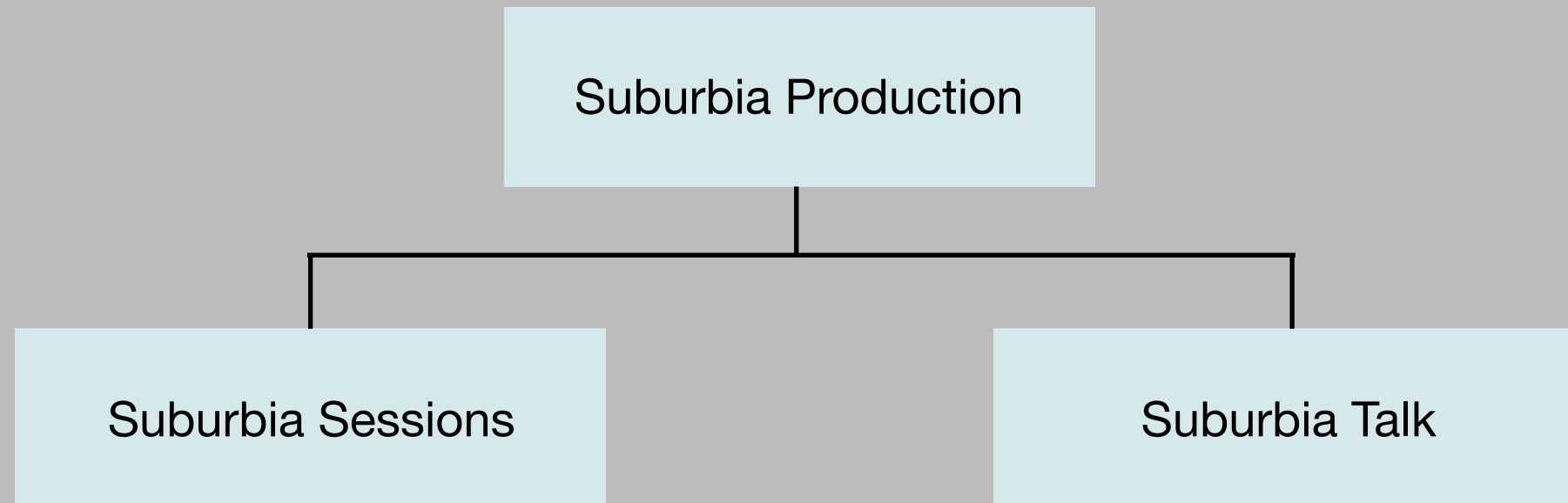


DISTRIBUTOR - YOUTUBE

- 1 billion hours of viewed videos every day
- Millions of uploaded videos every day



PRODUCTS & SERVICES



MARKET SEGMENTATION



Geographic: primarily German speaking countries



Demographic: equally men & women, generation Z



Behavioural: binge-watching



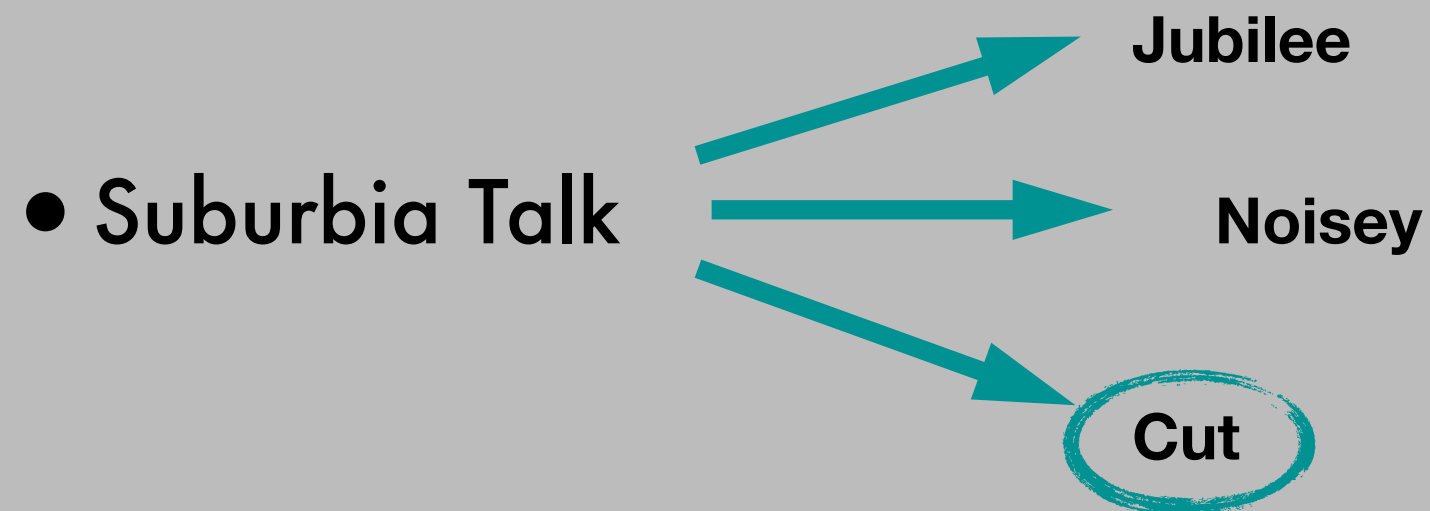
Psychographic: creative people



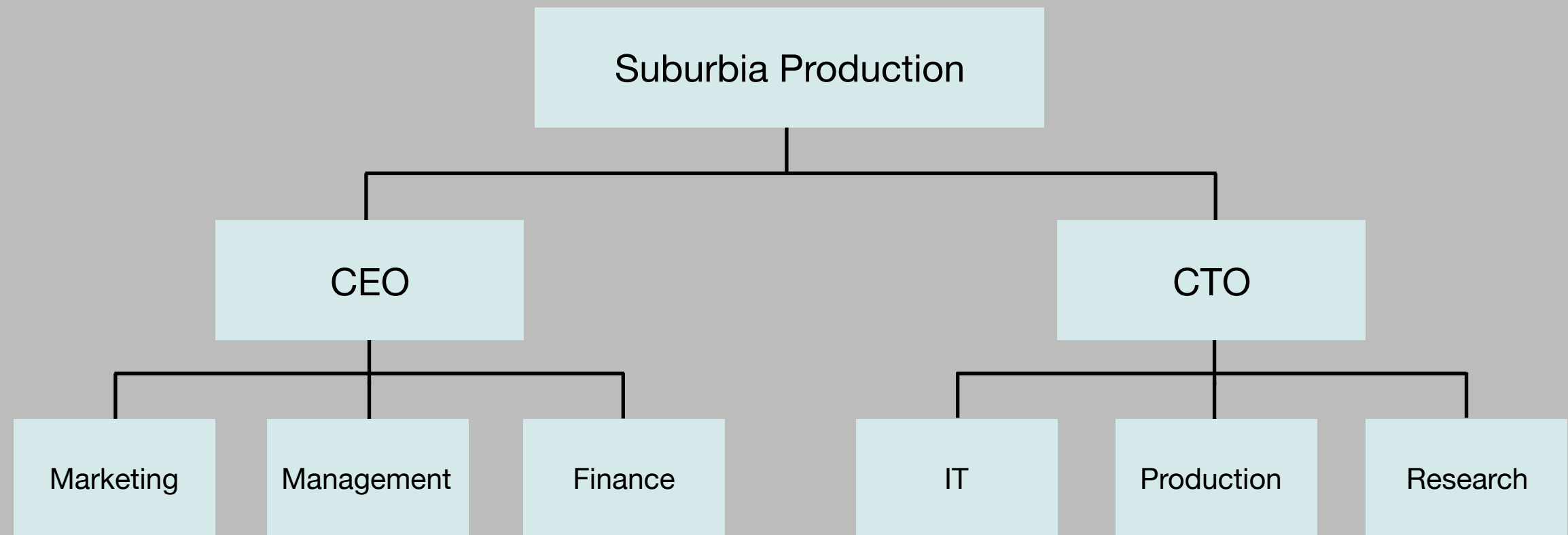
USP: German based content + brand's identity



COMPETITORS



MANAGEMENT & ORGANISATION



 based in Vienna, Austria

 German based content



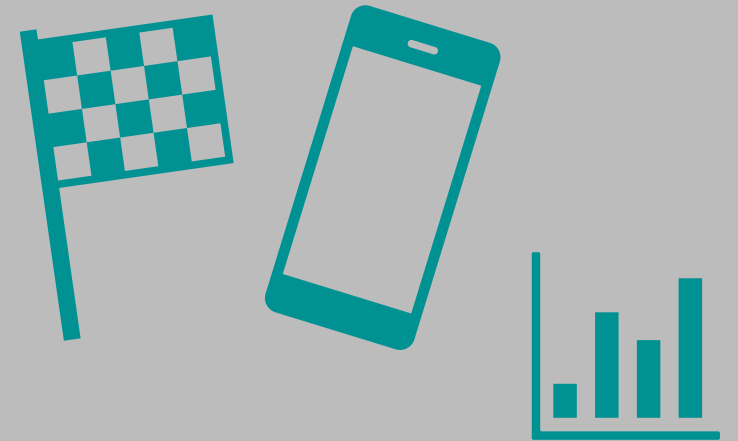
PRICING STRATEGY



- Advertising revenue
- Brand partnership
- Collaboration with other YouTube channels
- Merchandise articles



MARKETING PLAN



- Main concentration on social media
- Connection of YouTube w. Facebook, Instagram, Snapchat & Twitter
- Generation Z ➡ Snapchat



MARKETING PLAN

- Print advertisement 
- Sales promotion 
- Personal selling 
- Website Optimisation & SEO 



FINANCIAL PLAN

Year 1 Profit & Loss Projection	
Profit & Loss Projection	Year 1 in €
Revenues	16.160,00
Revenue Merchandise	15.600,00
Revenue Service	560,00
Costs	3.900,00
Merchandise Costs	3.900,00
Gross profit	12.260,00
Set Up Costs	890,00
Operating Expenses	1.718,00
CEO Wages	9.600,00
CTO Wages	9.600,00
Net profit or loss	-9.548,00
Funds private	5.000,00
Funds Tileyard	5.000,00
Total Profit for Year 1	452,00



**THANK YOU
FOR YOUR
ATTENTION !**



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