



#LIVESPORTBROADCAST



FINDFITPEOPLE.TV

Find Fit
PEOPLE TV





ABOUT THE FOUNDER

BRIEF INTRODUCTION



GRANT GOES

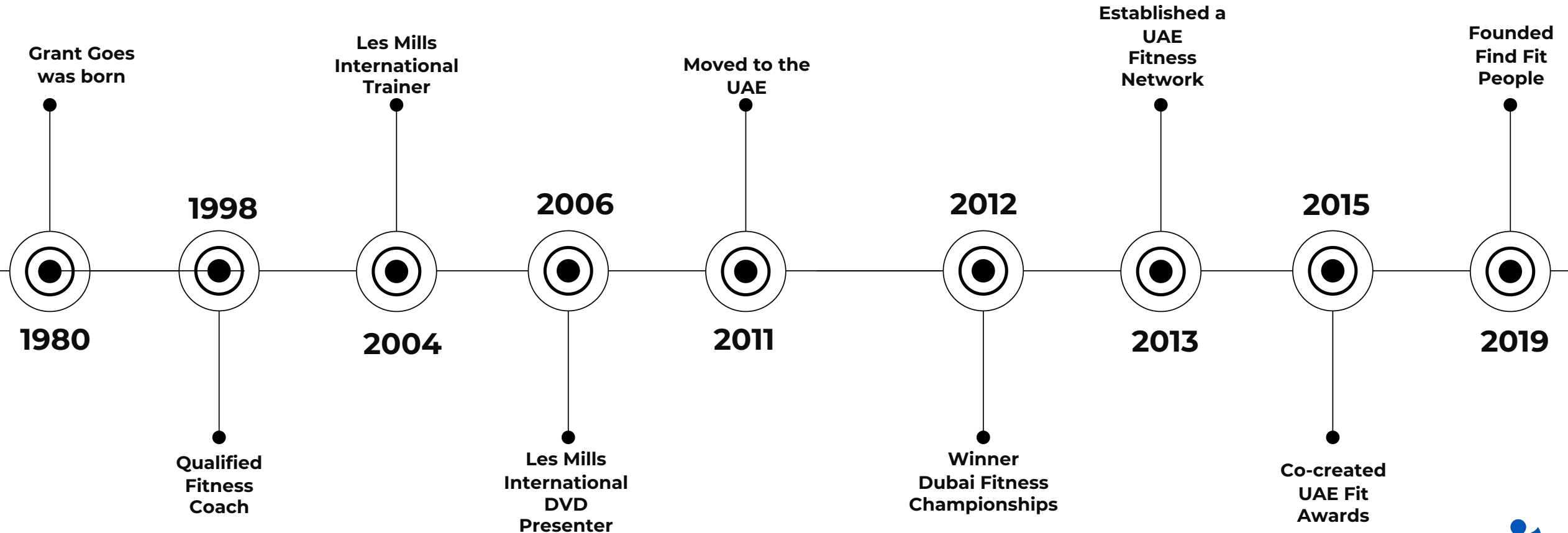
New Zealand born, Grant is a great youth & grassroot sports advocate and passionate fitness enthusiast and athlete, with 22+ years of experience in the global fitness industry.

With an outstanding drive to help others succeeding along with the competitive nature to help bridge the gap between those watching and those involved in health, fitness and sports.



ABOUT THE FOUNDER

MILESTONES





MARKET OVERVIEW

HOW WE STARTED

HOW WE STARTED

The global sports sector has a proud history of successfully working together in the high-performance arena – many sports share information and build the collective knowledge to benefit high performance athletes on the world stage.

This collaborative approach has inspired us to launch our **Find Fit People TV** ([FFP TV](#)) initiative.





FFP TV
WHO | WHAT | WHY

WHO WE ARE

FFP TV is a professional high-quality livestream broadcast service provider for grassroots and youth sports.

WHAT WE DO

We provide high quality livestream broadcast services to schools, sports clubs, event organizers and sports federations.

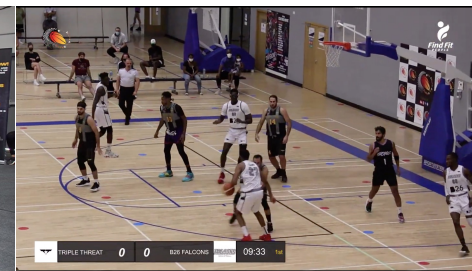
By providing live content, audiences/viewers are able to share in the moments with their favorite athletes, connecting in the highs and lows that a live experience brings.

WHY WE DO THIS

Our goal is to connect more people with all youth and grassroots sports in the UAE, and help increase participation in these sports.

To do so, we are joining forces with local UAE organizations – we will align with and support the many excellent initiatives led by a variety of organizations in this space.

Ultimately, we aim to support the sector to build commercial value and sustainability.





FFP TV

LIVESTREAM FOR ALL SPORTS



We will regularly provide live coverage of a huge range of youth and grassroots sports held throughout the UAE. While our content partners will collectively provide thousands of hours of excitement & entertainment for their fan base along with extended audiences - giving opportunities for us all to find new activities that we could fall in love with.



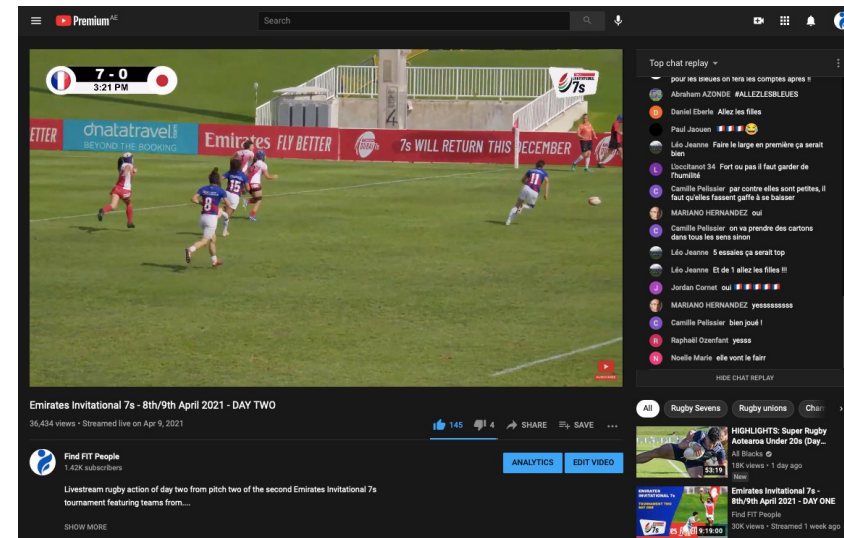
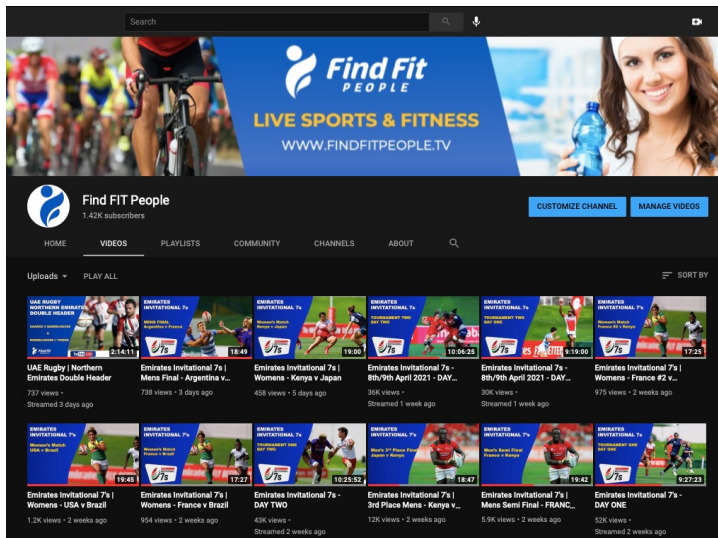


FFP TV

WHERE DOES THE CONTENT 'LIVE'?

CHANNELS DISTRIBUTION

The content will be available via our Find Fit People YouTube channel to be watched via personal devices, computers or smart TV's.



www.findfitpeople.tv



www.youtube.com/c/findfitpeop



www.facebook.com/findfitpeopl

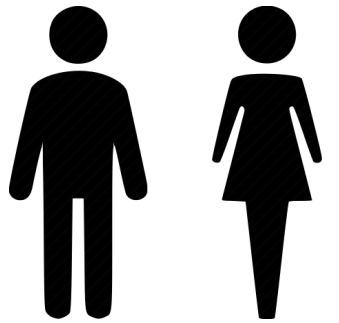




OUR AUDIENCE

**stats based on 13 livestreams from March – May 2021*

GENDER



54% 46%

AGE GROUP



17%
18-24 34%
25-34 41%
35-45 8%
46+

DEVICE USED



67% 22% 11%



OUR INITIAL 'FOOTPRINT'

**stats based on 13 livestreams from March – May 2021*



+1,641

YT subscribers



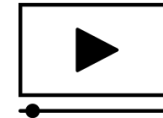
79,400

unique viewers



2,784,000

watch time *minutes



218,200

video views



NOTE: Due to the nature of our content focus being team sports, youth sports, minor local sports, and that is a good percentage of situations we believe more than one person is viewing the same screen (e.g.: mum & dad, family of players, club members socializing, etc.), hence in actual fact the above number of viewers is likely to be 50%-100% higher than what is shown.



OUR 'FOOTPRINT' INCLUDES

**stats based on 13 livestreams from March – May 2021*

Desert Barbell Power Meet 8 Day 1

4,120 views



Juniors Ultimate RACENIGHT

3,221 views



Emirates Strongest Man and Woman

5,676 views



Emirates Invitational 7s

145,235 views



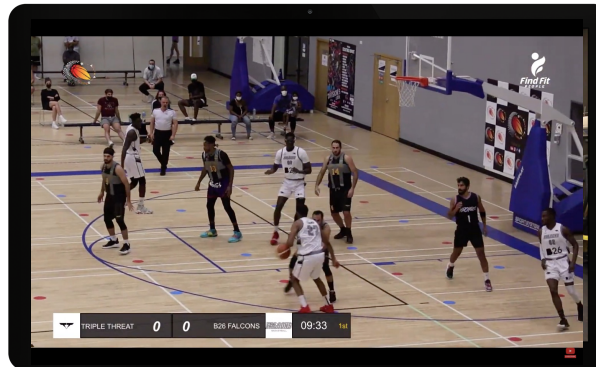
Dubai Muscle Classic 2021

62,173 views



Ball Above All Sports – Championship

528 views



UAE Badminton Exhibition matches

1,473 views



Aspire Gymnastics Open Competition

13,700 views





WHO IS PROVIDING CONTENT ALREADY?



*Leading gymnastics
academy in UAE*



*Leading athletics
academy in UAE*



*Leading Touch Rugby
league in UAE*



*Largest fitness
exhibition
in Middle East*



*Host of International
Rugby 7s Competition*



*UAE's Premier Rugby
competition*



*Leading powerlifting
facility in Middle East*



*Leading strongman
event organizer
globally*



*Major Body Building
competition in UAE*



*UAE Federation for
Table Tennis*



*Largest Basketball
competition in Dubai*



*UAE event organizers
for Badminton*



EXPECTED TARGET AUDIENCE

UNITED ARAB EMIRATES

Expected Audiences Watching

- Males aged 20 – 45
- Females aged 24 – 40
- Families with children
- Active families that enjoy sports entertainment and getting involved in physical activities
- Families with two incomes or high individual earners
- English speaking expat communities
- Office workers, self employed, small business owners, entrepreneurs.
- Monthly income – AED15,000 to AED40,000

How much and where they spend

In 2015 there was USD1.7Billion+ total annual expenditure related to sports in Dubai & USD670Million total economic impact of sport in Dubai, *\$52Million from local organized sports events (excluding leagues).*

Spending is focused on;

- Equipment
- Accessories
- Clothing
- Nutrition & Hydration
- Health care for the body
- Support Services - Massage
- New activities/adventures



Our future is bright

65% of Dubai's current population is between the age of 20-40 YO – the age where people are most active

Families in UAE- 639 public schools and 580 private schools with a total enrolment of 287,725 students (public schools) and 793,295 students (private schools).

Event participation- 130+ regular local sporting events (those without international participation) take place in Dubai alone each year, and each including 40 to 4,000+ participants

2021 Event Season - October – April during the cooler parts of the year, BUT, in 2021 more than 120 events are taking place during the summer months (May to September) – Dubai Sports Council has introduced Summer Sports series (120+ events) and Abu Dhabi Sports Council has introduced Sports Festival both running during the months July and August.



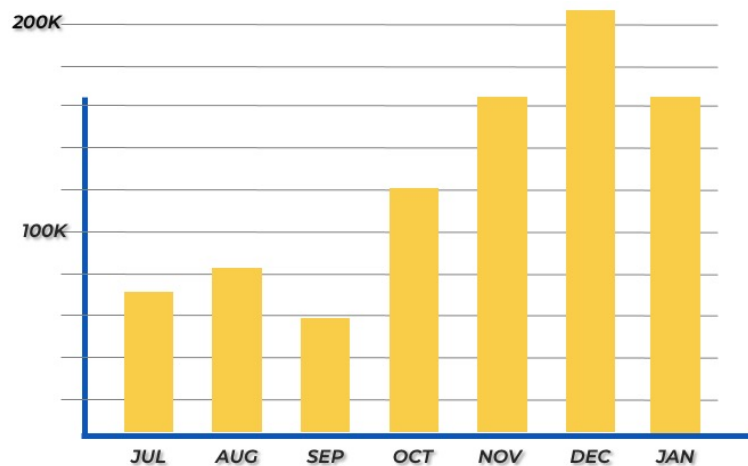
ENGAGEMENT WILL CONTINUE TO GROW

UNITED ARAB EMIRATES - 2021/22

With the timing of our introduction in the UAE market the outlook over the next 6 months is very strong because of initial supporters and the upcoming events, especially as the temperatures get cooler.

We already have many small, medium and large sized events scheduled to stream for July, October, November and December. Moreover, we are currently in talks with Dubai Sports Council to cover associated events like those in conjunction with summer sports series.

Our sponsors and supporters will receive great returns on their investment through sales, especially heading into 2022 with more major events taking place to include repeated messaging.



2021 GROWTH RATE

**50+ SPORTS
ORGANIZATIONS**

**240+ LIVE
BROADCASTS**

**40 Million+
WATCH MINUTES**

**1.5 Million+
VIEWERS**



HOW WILL THEY CONNECT WITH YOUR BRAND?



HOLDING SCREEN

Display information to viewers at start or between stream segments



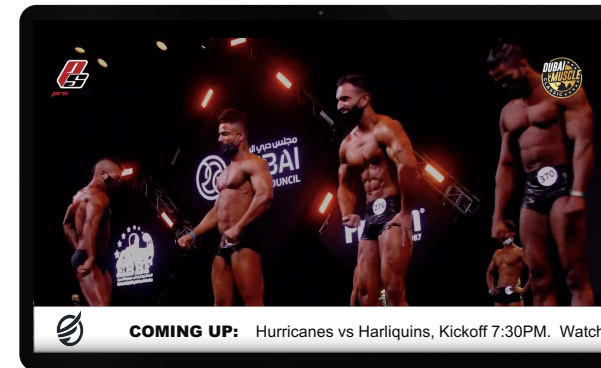
PROMOTIONAL VIDEO

30-60 Second videos played during broadcast



TICKER

Providing information about the event or other various information



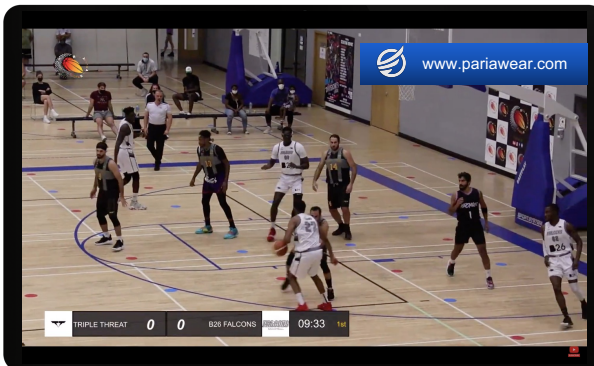
COMMENTARY MENTION

A display on screen for 10 seconds while commentary says it verbally



POP-UPS

Brand information displayed on the screen for 10 sec during broadcast



SCOREBOARD BRANDING

Sponsor branding sits around the scoreboard



STINGER TRANSITION

Used when switching to replays/highlights, changing scenes



EVENT DETAIL GRAPHICS

Event details, Event Schedule, Team Lists, Leaderboards, Etc





ADDITIONAL BRAND AWARENESS OPPORTUNITIES



**PRODUCT
PLACEMENT**

**LIVE
INTERVIEWS**

**EVENT
ACTIVATIONS**

**BROADCAST
ACTIVATIONS**



We are looking for brands interested in boosting youth involvement in sports and growing opportunities in UAE grassroots sports. With our already highly interactive and engaging audiences, **we build customized packages with partners that bring real value along with strong benefits...** *it's real people in real time.*

**LET'S TALK
OPPORTUNITIES**



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