



The Premier Intellectual Platform
Connecting Global Context

ONE BIG WORLD SHOW

Media Partnership Guide

Creating unparalleled brand impact with 1BWS
An Omnichannel Partnership Driving Intellectual Authority
and Tangible Action Beyond Mere Exposure



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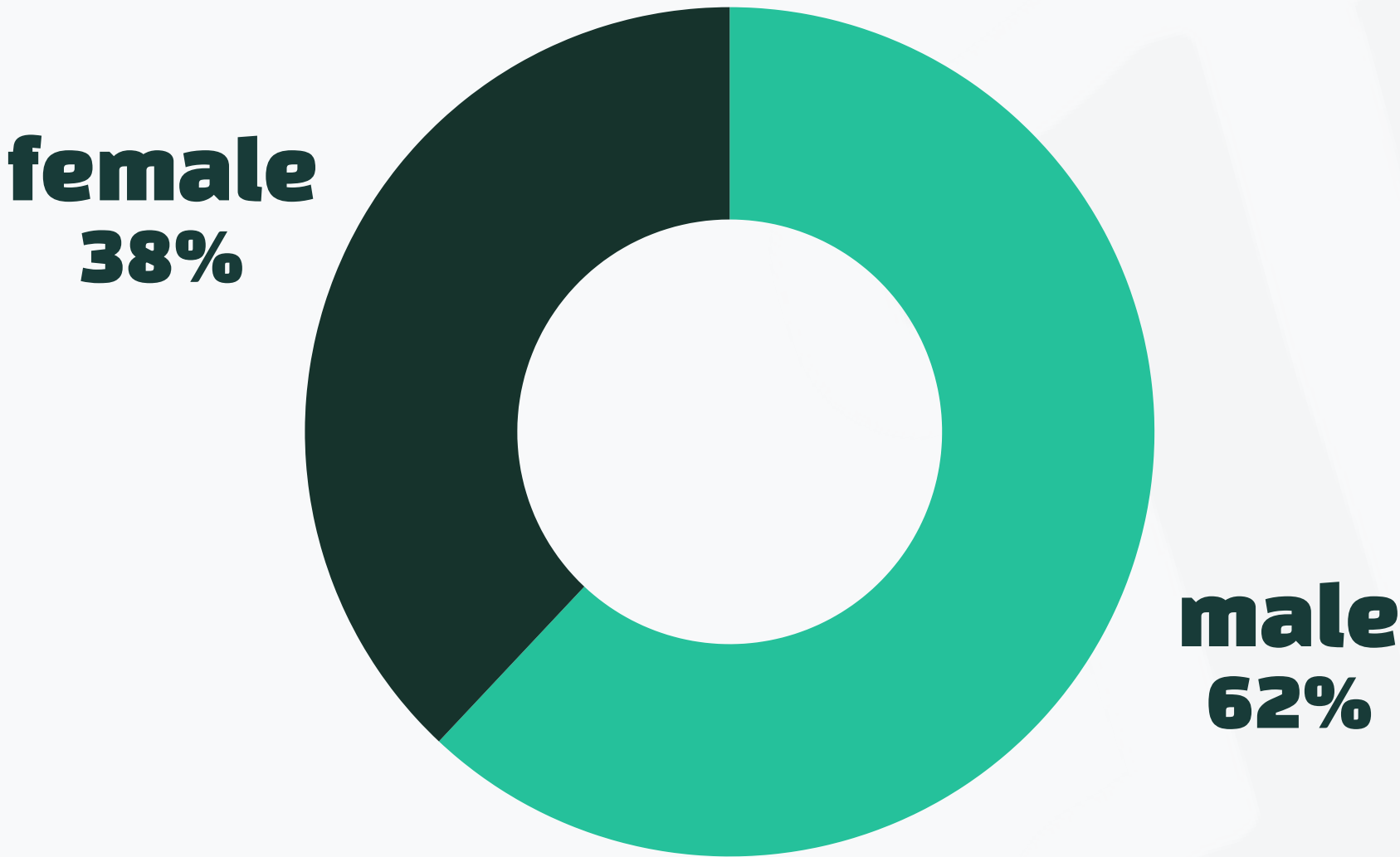
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CHANNEL OVERVIEW & ANALYTICS

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878K+	Subscribers
1.3M	Monthly Unique Viewers(MAU)
35.5M+	90-day views
1.1M+Hours	Cumulative watch time

CHANNEL OVERVIEW & ANALYTICS

Engaging 1.3M Monthly Unique Viewers: South Korea's Leading Global Intelligence IP

93.0% Adult Audience Aged 25+

69.8% Aged 25–54 Core Professionals
Prime Purchasing Power

**73.5% Non-Subscriber
Algorithmic Discovery**

Every episode expands beyond subscribers to reach new, high-intent unique viewers

**Documentary-Grade
Immersion**

Remarkable audience retention with 60.6% of monthly unique viewers returning consistently.

25–54

Core Viewership
By Age

104M+

90-Day Impressions

**Mobile
60%**

Top Viewing Device
TV 18%
Desktop 13%

73.5%

Non-Subscriber
Discovery

HOST PROFILE

Tyler Rasch

**1.35M+ Ecosystem:
Unparalleled Public Trust
Combined with Bilingual Social Influence**

- Bachelor of International Studies, University of Chicago
- Master of Political Science and Diplomacy, Seoul National University
- U.S. Senate Judiciary Committee · Embassy of Korea in the United States

ESG & SUSTAINABILITY

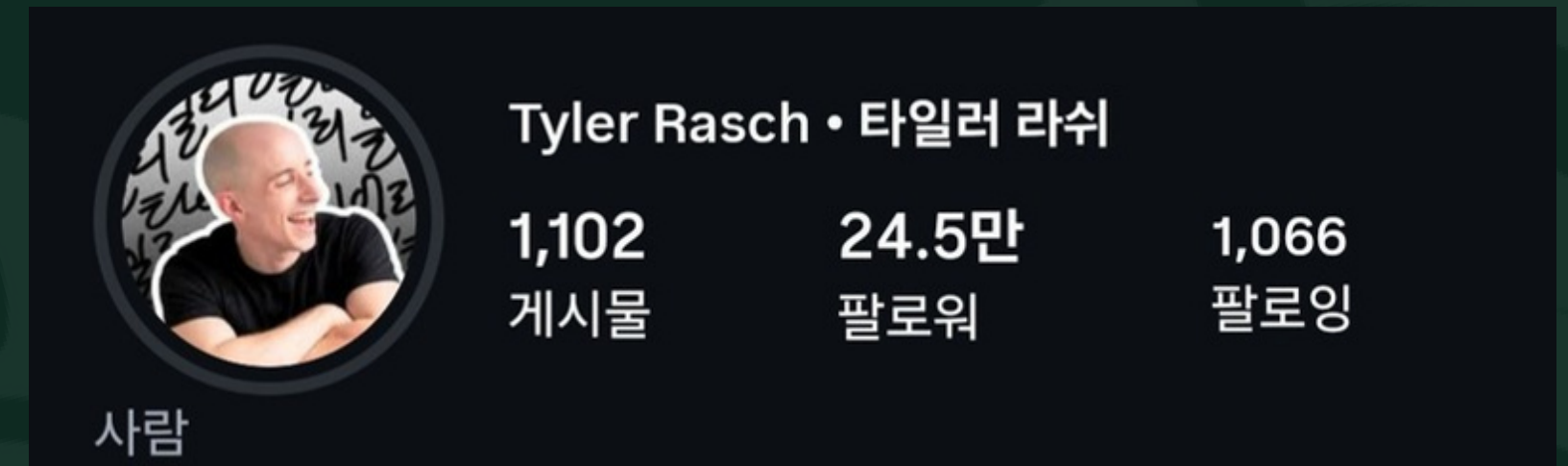
- Bestselling author of the book *There Is No Second Earth*
- WWF · FSC Official Ambassador
- Featured on prominent JTBC and tvN programs



HOST PROFILE

Tyler Rasch

**1.35M+ Ecosystem:
Unparalleled Public Trust
Combined with Bilingual Social Influence**



- Instagram (@tyleroninsta): 247K
— Highly engaged community of intellectual early adopters & conscious lifestyle leaders
- LinkedIn (Tyler Rasch): 30K+
— Premium network of C-Suite executives, tech founders & global business decision-makers
- Threads (@tyleroninsta): 48K+ — Text-driven trend, thought-leadership & intellectual discourse network
- X (@tylerrasch) & Facebook: 83K+ — Global current affairs & civic dialogue community

2026 PRODUCT LINEUP

5-Tier Advertising Portfolio

Tailored to Brand Objectives and Growth Stages

ENTRY	Production Support	Rapid Audience Validation & High-Efficiency Traffic (Talking Head / Podcast)
HOST READ	Podcast Standard PPL	Live Verbal Endorsement Driving High-Trust Click Conversions
PREMIUM	Podcast Premium PPL	Organic Contextual Dialogue & Native Brand Storytelling
HIGHLIGHT	Talking Head Deep-Dive PPL	Flagship Documentary Authority with Official Timeline Chapter Tag
FULL BRANDED	Talking Head Branded	Dedicated Category-Defining Documentary (Bundled with Shorts & Community Post)

⌘ Official Rack Rates and customized package proposals are provided immediately upon partnership inquiry.

PRODUCT 01

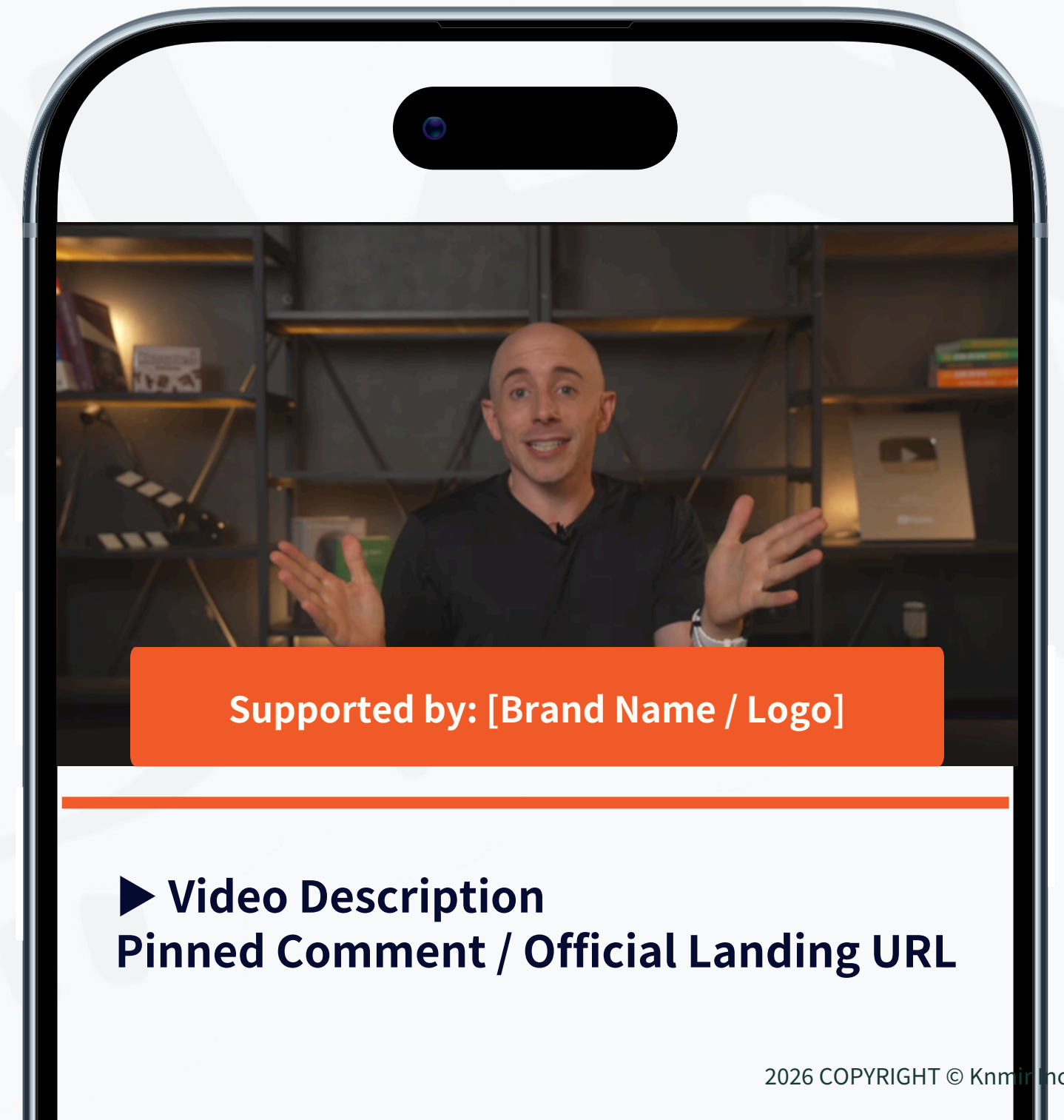
| ENTRY SPONSORSHIP

Placement Format

- "Supported by [Brand Name/Logo]" lower-third graphic overlay in video Intro & Outro
- Official brand URL featured at the top of description & pinned comment

Recommended For

- Tech/Startups seeking rapid audience-channel validation before major PPL
- B2B SaaS and professional services requiring high-intent link traffic



PRODUCT 02

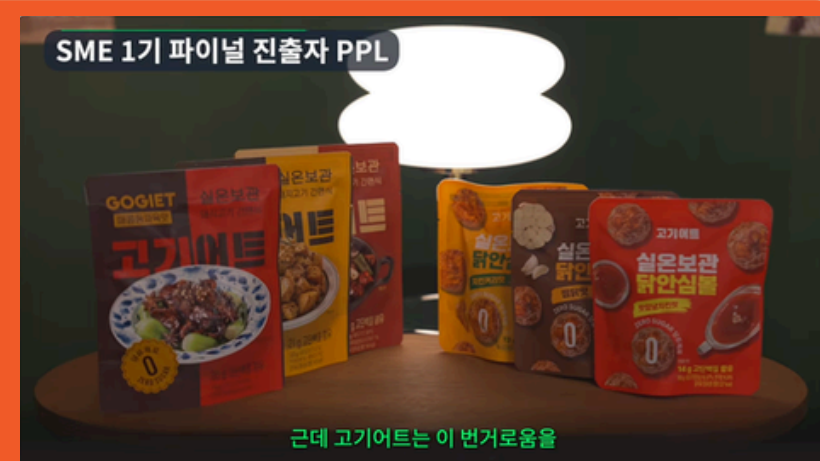
| PODCAST STANDARD PPL

PODCAST STANDARD PPL

- 30–45s compact read
(Hook → Key Value Proposition → Call to Action)
- Live host read by Tyler
- Physical product/app display on studio desk
- Pinned comment link

Smart Add-On Option

Full-episode length exposure



PRODUCT 03

| PODCAST PREMIUM PPL

PODCAST PREMIUM PPL

- 2–3 min organic conversational segment
- Natural situational dialogue
- Permanent desk product placement
- Pinned comment link

Smart Add-On Option

Full-episode length exposure



PRODUCT 04

| TALKING HEAD DEEP-DIVE PPL

Placement Options (Select 1)

- 1. Mid-Roll Segment (Up to 60s)
- 2. Post-Roll Segment (Up to 90s)
- Deep-dive delivery of brand USP through Tyler’s intellectual script, custom motion graphics & B-roll

Key Deliverables

- Pre-production script review & value proposition checklist alignment
- Official brand name integrated into YouTube timeline chapters
- Top-of-description URL & pinned promotional comment



PRODUCT 05

| TALKING HEAD

FULL BRANDED EPISODE

Core Package Inclusions

- Dedicated 40–60m original documentary built around the brand's core agenda and technology
- Complimentary 1x Repurposed Omni Shorts
- Complimentary YouTube Community Tab Post



PRODUCT 06

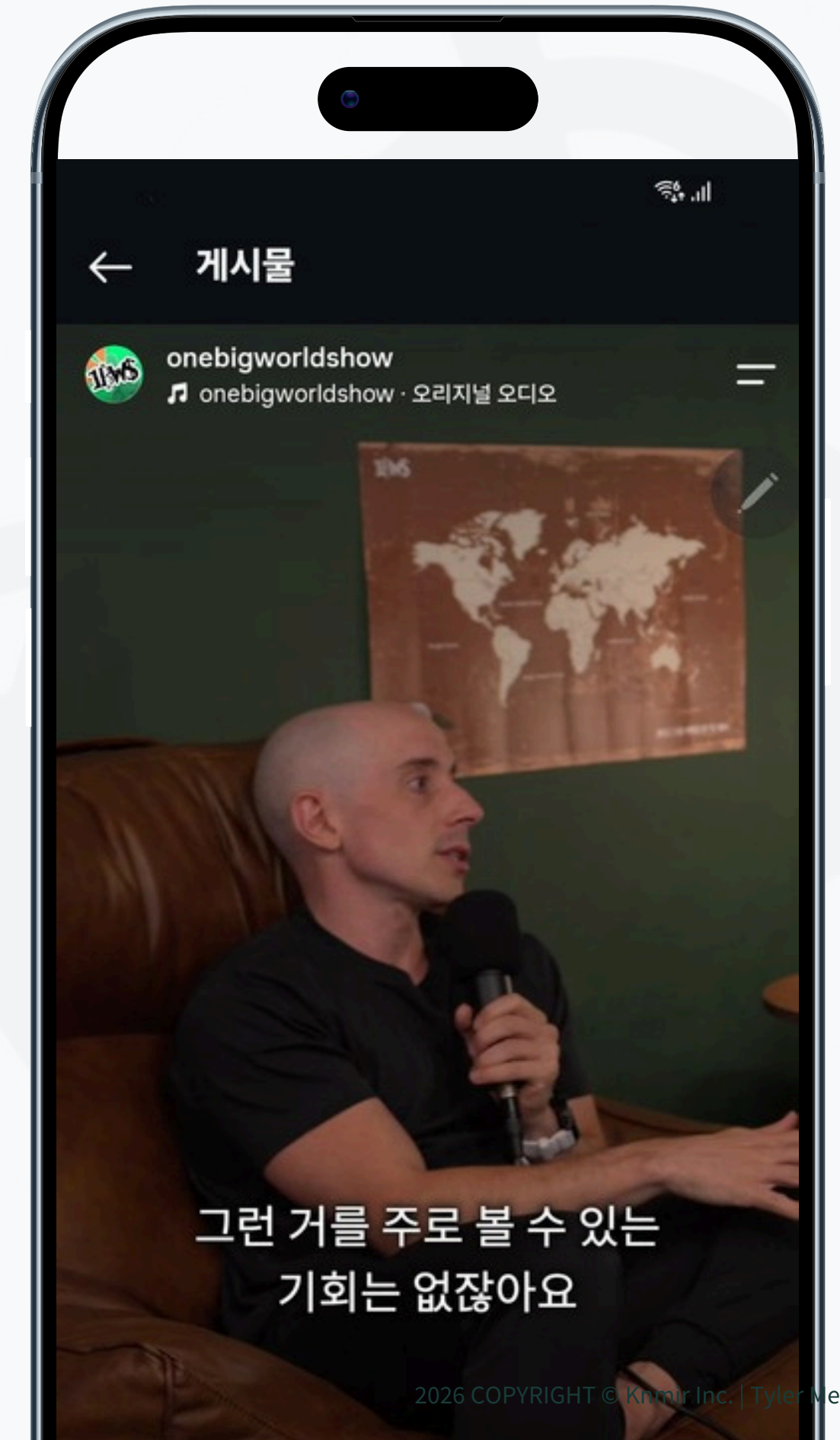
| TYPE A (Standalone Custom Originals) TYPE B (Repurposed Short-Form Syndication)

Type A (Standalone Custom Originals)

- Bespoke concept & Standalone shoot
- Tyler Original IG Reel (@tyleroninsta)
- Original IG Post/Carousel, LinkedIn
- Threads B2B Executive Article, 24h IG Story Link.

Type B (Repurposed Short-Form Syndication)

- High-impact 9:16 vertical cutdowns from the main episode
- 1BWS Omni Repurposed Shorts (YouTube Shorts + 1BWS Reels + TikTok)
- Tyler Personal IG Repurposed Reel cross-post.



STRATEGIC PACKAGES

| 3-Tier Strategic Omnichannel Packages

Package 1 [Impact Lite]

- 1x Podcast Standard PPL + 1x Omni Shorts (3 Platforms)
- 1x Tyler Personal Social Endorsement
(Option A: IG Carousel+Story OR Option B: LinkedIn/Threads Article+Story)
- Pinned UTM Link.

Package 2 [Signature Omnichannel ★Best Seller]

- 1x Talking Head Deep-Dive PPL
- 1x Omni Shorts (3 Platforms)
- 1x Tyler Personal IG Repurposed Reel
- 1x LinkedIn & Threads B2B Article + 1x YouTube Community Post

Package 3 [Hero 360° Enterprise]

- 1x Full Branded Documentary (40–60m) + 2x Omni Shorts (6 Total Uploads) + 1x Tyler Personal IG Repurposed Reel + 1x LinkedIn & Threads B2B Article
- **[Bonus] 30-Day Digital Ad Whitelisting License** + 1x Community Post

SPECIAL OFFER

| Multi-episode continuous campaign bundles

2x Talking Head PPL Bundle

- Preferred volume discount for long-term brand equity

3x Podcast Host-Read Bundle

- Repetitive endorsement with maximum audience retention

2x Signature Omni Bundle

- Full-funnel continuous campaign privileges

Bespoke B2B partnerships

- Offline Live Recording Sponsorships, Executive Interviews, Quarterly Retainers

CONTACT US

**Share your campaign goals and preferred formats
to receive the 2026 Official Rate Card and a tailored proposal.**



ONE BIG WORLD SHOW

Contact | contact@tylerrasch.com

Official Website | <https://tylerrasch.com>

