

# Global Child

## Travel & Purpose

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**2024** PARTNERSHIP

TV SERIES & PRODUCTION

VIRTUAL REALITY SOLUTIONS

A man and a woman are shown in profile, facing each other and smiling. They are wearing dark jackets. The background features a dramatic mountain range with snow-capped peaks under a clear blue sky. The text 'WHO IS Global Child?' is overlaid in the center.

# WHO IS Global Child?

**RANKED AS #1 TRAVEL TELEVISION SHOW IN THE WORLD**  
(REACH AND DISTRIBUTION)

**VIDEO**





NO MATTER YOUR COUNTRY OR BACKGROUND  
**YOU ARE PART OF THE FAMILY** OF  
HUMANITY. **YOU** ARE A **Global Child**

A man in a white shirt and khaki pants stands in a narrow hallway, his hands behind his back, looking away from the camera. The hallway has textured, light-colored walls and a stone floor. The lighting is warm and directional, creating strong shadows and highlights. The text "WHY THIS OPPORTUNITY?" is overlaid in white, with "WHY" in a bold sans-serif font and "THIS OPPORTUNITY?" in a thin, spaced-out sans-serif font.

**WHY** THIS  
OPPORTUNITY?



**CHARITY**



**NATURE**



**ENTERTAINING**



**LUXURY**



**SUSTAINABILITY**



# Global Child

SHOWCASE YOUR DESTINATION THROUGH A  
UNIQUE 60 MIN STORY THAT TOUCHES HEARTS.



**ADVENTURE**



**INSPIRATION**

**HOSPITALITY**

**CREATIVITY**



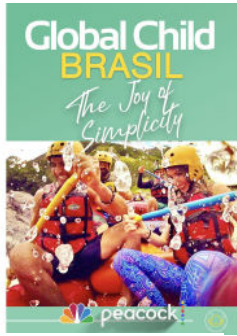
**CULTURE**

# GLOBAL CHILD “TRAVEL & PURPOSE”

INTERNATIONAL PORTFOLIO OF EPISODES (32+ One Hour Shows, VR & Press Amplification)



DUBAI



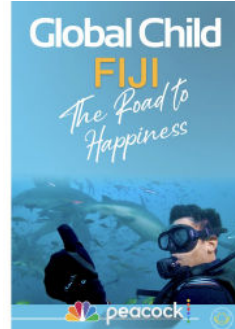
BRASIL



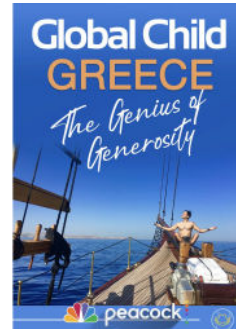
COSTA RICA



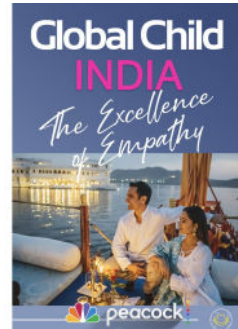
CHILE



FIJI



GREECE



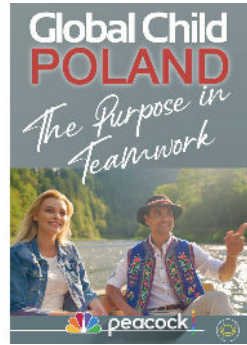
INDIA



IRELAND



MAURITIUS



POLAND



QATAR



TANZANIA



THAILAND

WE EXPLORE THE WORLD THROUGH THE BEST EXPERIENCES & GIVE BACK WITH OUR CELEBRITY FRIENDS.

# THE GLOBAL CHILD REACH

Current Combined **VIEWER REACH: 788 Million +**  
digital platforms- linear tv - major airlines

**25.1 Million** Unique views per episode  
(Five-year cycle)

**11,321,349 Hours Streamed** world-wide  
Five-year cycle per episode



Total campaign impressions: **1.3 Billion**

**18+** streaming platforms

**41+** Free Linear Channels

**10+** Major Airlines

# INTRODUCTION TO GLOBAL CHILD

We showcase destinations and positive initiatives with our celebrity friends as we give back and share a positive life lesson that applies to all of humanity! Example: Generosity, Empathy, Creativity, Sustainability.

We've reached roughly one billion people through 17+ major airlines including Emirates, American Airlines, Iberia and LATAM.

Digital platforms like Peacock (NBC, FOX, SKY), VIZIO, iTunes, Roku, Tubi, Prime Video, Xumo and more, including National US Cable and International networks. **GLOBAL DISTRIBUTION.**

8 years + 33 destinations.

**GLOBALCHILDTV.COM**



- 33+ episodes
- Duration: 60 mins
- +360 Global Marketing Campaign
- Travel Packages & Positive Press
- Virtual Reality Campaign

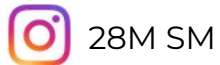
**Markets:** North America, UK, Europe, Latin America, Australia, MENA, Asia



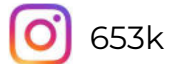
# PREVIOUS CO-HOSTS

Co-hosts include: Miss Universe, Miss World 2023, Miss Earth, Forbes Instructors, Top Actors, Philanthropists and Influencers

Catriona Gray  
Miss Universe



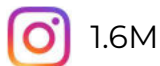
Peter Taunton  
Forbes Instructor



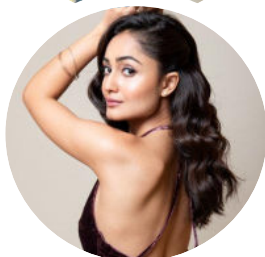
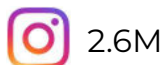
Karolina Bielawska  
Miss World 2022



Amanda Obdam  
Miss Thailand



Tridha Choudhury  
Actress



Maria Aristizabal  
Miss Colombia

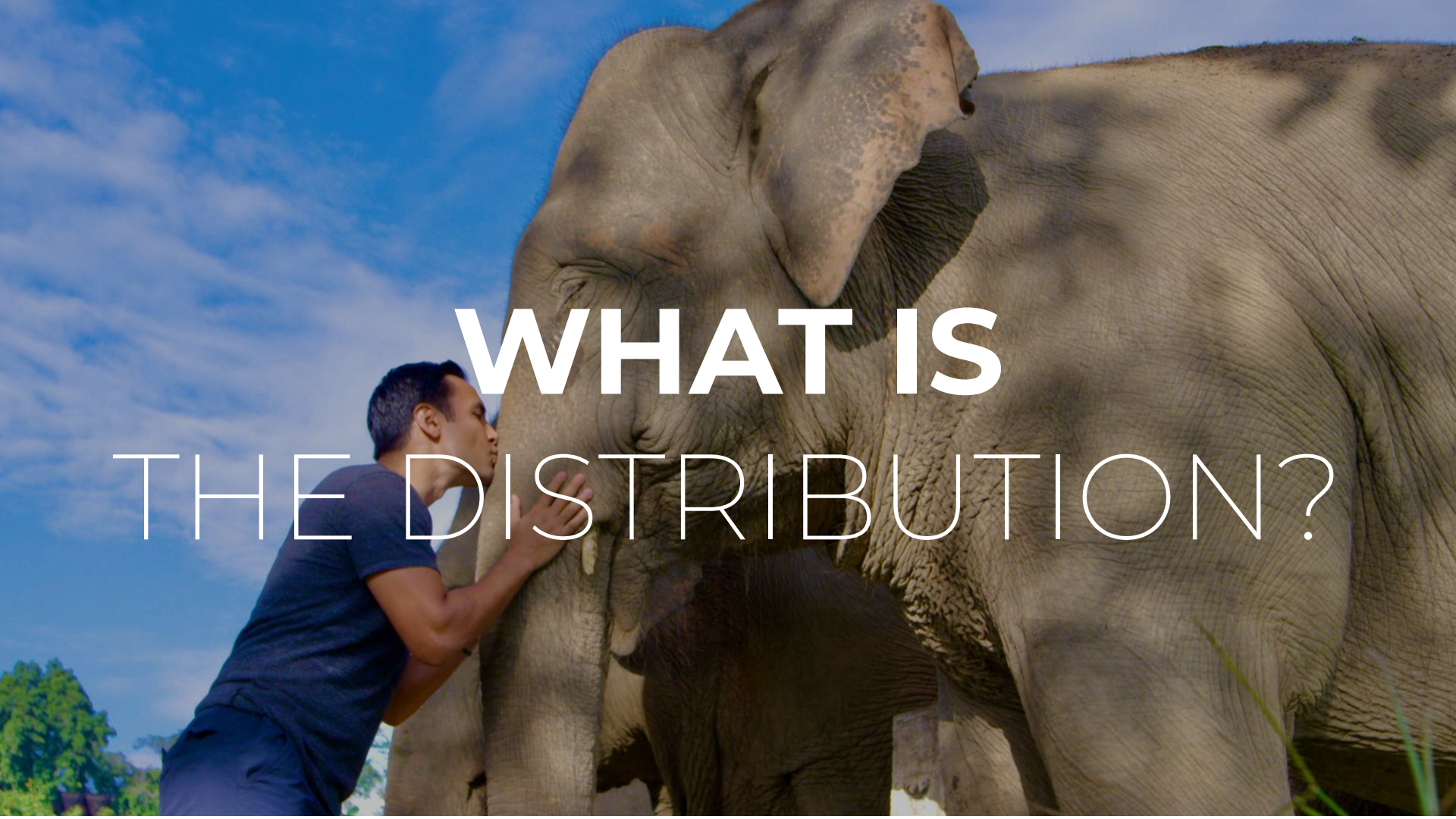


Learn More



**33+ Episodes**  
JURY Travel Video  
Awards 2022

Total co-host social  
media following:  
**89.6 million**



# WHAT IS THE DISTRIBUTION?

# STREAMING SERVICES

## CURRENT DISTRIBUTION

CURRENT COMBINES VIEWER REACH: **788 Million+**

### **PEACOCK (NBC)**

65 million US & Canada subscribers &  
25M through UK, Ireland, Germany, Italy, France & Switzerland

### **THE ROKU CHANNEL**

63 million US, Canada and UK

### **EMIRATES FLIGHTS**

In flight system: 65 million combined passengers yearly  
Travelers with Highest Purchasing Power  
*Global Audience*

### **VIZIO (ALL SONY TELEVISIONS)**

18 million active users across the US, UK, Europe & LATAM.

### **SAMSUNG TV PLUS**

16 million US, Canada, Australia and UK

### **IBERIA FLIGHTS**

62 million passengers yearly  
*Global Audience*

+ **51 LINEAR CHANNELS & 15+ STREAMING PLATFORMS**



# STREAMING SERVICES (continued)

## **LATAM FLIGHTS**

120 million passengers yearly  
*Global Audience*

## **TUBI**

20 million active users in US, Australia, Canada, Mexico, New Zealand

## **GLEWED**

25 million active users in US, UK, Australia and Canada

## **BUTACA TV**

8 million active users in US, Canada and Latin America

## **DISTRO TV (STREAMING PLATFORM)**

US, Canada, LATMA

## **CHINA AIR**

ASIA, WW.

## **JEI TV**

*Korea*

## **PLEX**

20 million active users  
*Global Audience*

## **TVV NETWORK**

National US Cable Network reaches 8M homes in USA and 15M in LATAM

## **CANAL MACAU**

Linear TV Channel in #1 SE Asia Market

## **ALBA VISION**

Conglomerate of 47 Free Linear Networks LATAM (200M) VIEWERS

## **NOSEY**

4 Million Users

## **M-LUX (Modern Luxury)**

Launching soon





# Global Child Impact Study

How much does Global Child positively impact viewer's impression of a destination?

Dubai Episode & Chile Episode  
Qatar Episode

PHD lead study with 900+ US based travelers.

**Average desire to visit Qatar increased by up to 64%**

**Average belief that Chile is a top 3 place to visit increased by up to 273%.**

**For all assessed aspects of visiting Dubai & Chile, participants showed significant average increases ranging from 16% to 33%.**

# Global Child

## KEY STRATEGIC PARTNERSHIPS



**Augusto is a PADI DIVE Ambassador for Ocean Conservation. PADI amplifies our content to 17M monthly advocates & divers.**



**Global Child has co-branded campaigns that played on all MIA International Airport screens to 145,000 daily passengers. 8.7M Travelers.**



**Global Child episodes featuring LATAM Destinations play on their inflight on all planes. LATAM carries 125,000,000 passengers a year.**

## MODERN LUXURY MEDIA

**GC & ML partner to create episodes & reach ML's 18M+ monthly luxury consumers across multiple platforms & 80 Luxury Brands.**

# Global Child

**THANK YOU.**

TV SERIES & PRODUCTION

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WE CAN ALSO CREATE YOUR VIRTUAL REALITY CAMPAIGNS &  
SHOWCASE THEM IN VR DOMES.

**NEXT** 

# Global Child

## PART 1: VIRTUAL REALITY CONTENT CAPTURE

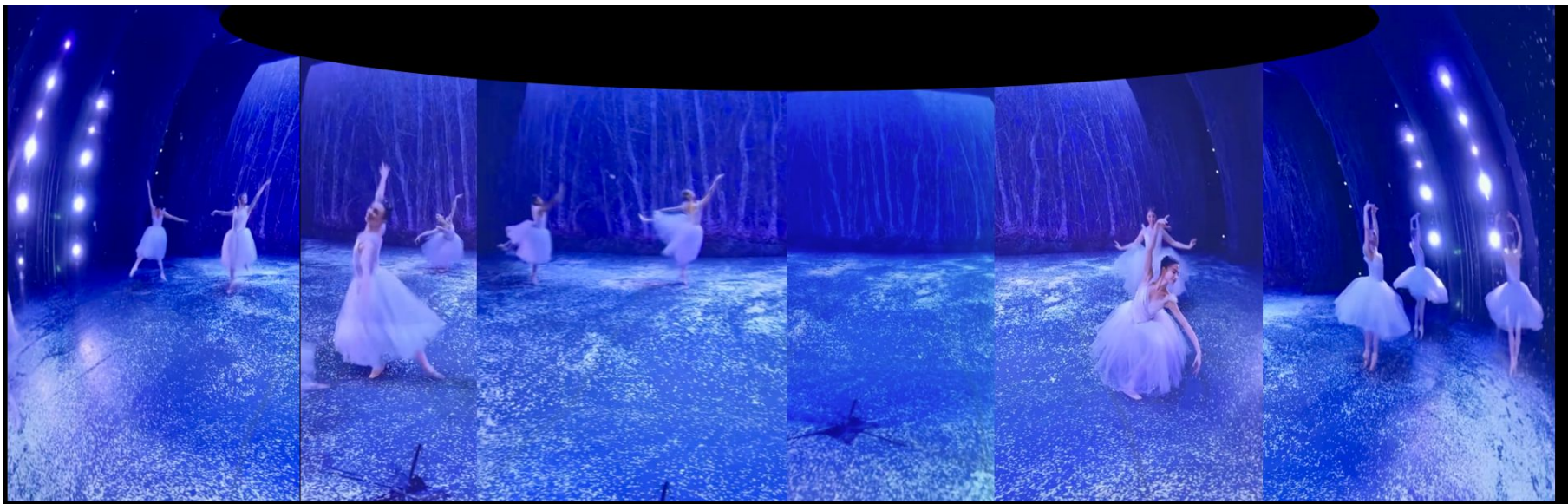




# **VR PRODUCTION FUNNEL:** **(TURNKEY )**

**WE CREATE THE CONCEPT ACCORDING TO YOUR NEEDS.  
WE FILM & PRODUCE **IMMERSIVE VR** EXPERIENCES.**

**WE PROVIDE MODULAR **VIRTUAL REALITY DOMES** TO TRULY  
IMPACT YOUR AUDIENCE WHEREVER YOU WANT.**



**360 IMMERSIVE 4K VR LASER PROJECTION.**

**NO HEADSET.**

**SHARED EXPERIENCE.**



**MODULAR & BRANDABLE**



**GO ANYWHERE.**

**TRULY IMMERSIVE**

# Global Child

## PART 1: CONTENT CAPTURE

3 DAY 5 DAY 7 DAY & BESPOKE VR CAMPAIGNS AVAILABLE



- We create a storyboard & concept according to your needs.
- Our VR experts film the sites in 8K VR with top equipment.
- We create your bespoke library of VR assets for all headsets & VR Domes.
- We provide the sale of VR Domes & set up at events.

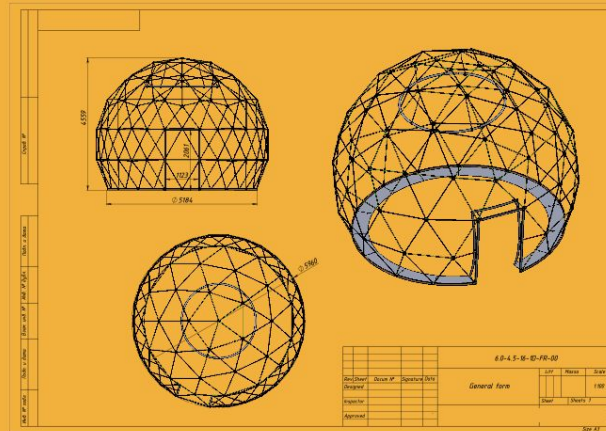
Production: On site team: 2 VR Filming Experts, 1 Director, 1 Production Assistant.

Post Production: Team based in Los Angeles, California.

Travel & Purpose

# Global Child

## PART 2: VIRTUAL REALITY DOMES



# VR SUPER REALITY DOMES



6M  
8M  
14M  
22M



Global Child

# VIRTUAL REALITY DOMES

Showcase tourism assets, sites, tourism experiences, hotels, weddings, properties, developments & initiatives through immersive VR DOMES.

## VR DOME ACTIVATION IDEAS:

### High Profile Events

- Formula 1 Races (24 cities)
- Art Basel (Miami/Switzerland)
- New York Fashion Week
- World Economic Forum
- Champions League Final
- Major Intl Concerts & Music Festivals
- Major University Events

### High Profile Events

- International Airports
- Major Malls
- Cruise Ports
- Strategic Pop-Ups

### Tourism Trade Shows

- Arabian Travel Market
- World Travel Market
- ITB
- FITUR

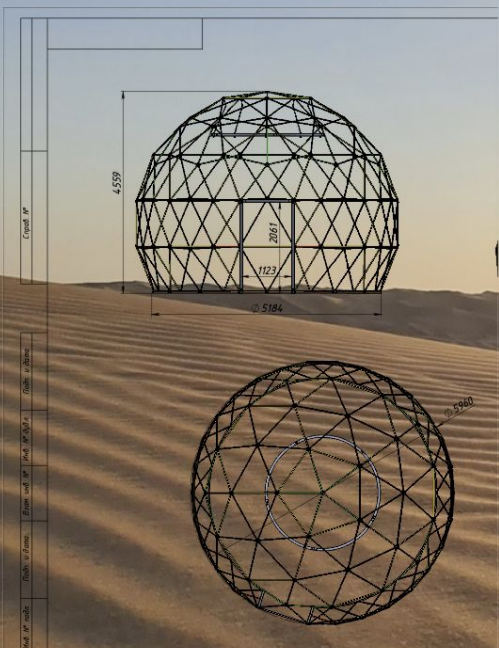


# Global Child

## PRICING FOR:

- TV SERIES & GLOBAL PROMOTION PRODUCTION
- VIRTUAL REALITY PRODUCTION CAMPAIGN
- VIRTUAL REALITY DOMES & LIVE EVENT SOLUTIONS

**AVAILABLE UPON REQUEST**



**Global Child**  
Travel & Purpose

Shukran.  
Merci.  
Gracias.  
Thank you.



# APPENDIX

## HOW DO WE IMPROVE PERCEPTIONS?

We leverage the emotional equity we've intentionally built with global audiences over seven years of **giving back** & sharing positive life lessons.

We speak to camera in unscripted sincere ways that **connect emotionally** with the viewer who is treated as a participant instead of a spectator.

We have **purpose** embedded in our content & an uplifting message of unity that is welcomed universally. **Our edge is our humanity...** our uniqueness is our sincerity and our exponential growth is proof that **we build positive brand equity** for all of our partners.

## WHAT THE MEDIA SAYS :

### IMPACT STUDY BY:

## ROBERT MOULDER, PHD

Quantitative Psychologist, Data Scientist, and Statistical Consultant

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in <https://www.linkedin.com/in/robert-moulder-62a1726a>    orcid.org/0000-0001-7504-9560  
■ [https://www.researchgate.net/profile/Robert\\_Moulder2](https://www.researchgate.net/profile/Robert_Moulder2)



## LAST LOOK

# WORLD VIEW

Global Child TV founder Augusto Valverde offers a fresh lens for luxury travel. BY PHEBE WAHL

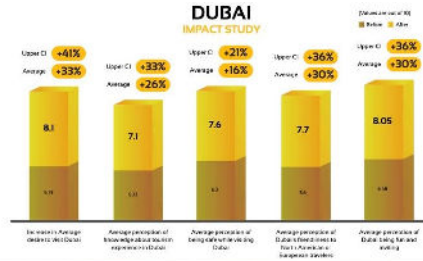
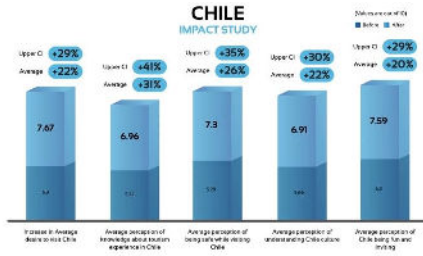


"We believe that no matter your race, religion or background, you're part of the family of humanity," says Global Child TV ([globalchildtv.com](http://globalchildtv.com)) founder Augusto Valverde. "We have so much more in common as humans than what sets us apart. So we go around the world having the best experiences and we give back."

A former club promoter turned volunteer jail chaplain who is now dedicated to a life of service, Valverde has personally felt the transformative power of giving back. He shares a positive life lesson through each *Global Child* episode. "The more we gave, the happier I became, and I saw that we can really make a positive impact by making this our purpose."

Over 32 destinations have been featured in the epic one-hour episodes including Dubai, Brazil, Greece and many others. Previous hosts include Miss Universe, Miss World, Miss Earth, NBC actresses, top influencers and Forbes instructor Peter Taunton. Yet, the real star is Valverde, whose charisma not only emanates from the screen but shines a spotlight on those in need.

Global Child  
TV founder  
Augusto  
Valverde



Test Group: 300 Adults 25-55  
51% Female, 49% Male from every US state.

Poll conducted by the award winning Pollfish Inc  
Data Analyzed by two separate experts:

Robert Moulder Ph.D in Quantitative Psychology  
(University of Virginia)

William T. "Kelly" Kaufhold, Ph.D.  
Professor of Digital Media Innovation  
(School of Journalism and Mass Communication  
Texas State University)

#### Demographics Ages

25-43 38.50%  
35-44 41.50%  
45-54 20%

Country: USA

**Purpose:** Statistical analysis was conducted in order to test if focus group perceptions significantly changed after viewing Global Child videos.

**Method:** Viewers were asked 10 questions prior to watching the Global Child content. Then, the same viewers were asked the same questions after watching the content. We quantified the impact and persuasion of Global Child "Travel with Purpose" on viewers across a variety of subjects, from their desire to visit a destination to their understanding of the tourism offering and perception of safety.



# HOW DO WE SHOWCASE YOUR DESTINATION OR BRAND?

- Positive Promotion & Product Placement within the 60 minute episode.
- On screen Branding through the give back component of the episode including mentions of CSR & Foundation by celebrities.
- Amplification through global Press, Digital Universe & live events.
- Bespoke marketing assets including Virtual Reality & VR Domes.

# Global Child

## INDIA

*The Excellence  
of Empathy*



## WHO WE REACH

GLOBAL CHILD AUDIENCE x Modern Luxury

### THE BASICS

Male/Female..... **49%/51%**  
Average Age..... **41**

### AUDIENCE LIFESTYLE

- **4.5X** as likely to have a HHI of **\$500,000+**
- **5X** as likely to have a net worth of **\$2 million+**
- **90%** more likely to be a Chief Executive or Upper Management
- Nearly **3X** as likely to have a professional school degree and **2.5X** as likely to have a doctorate
- **71%** more likely to have traveled abroad within the past year
- **85%** more likely to have flown **10+ times** in the past year for business and/or personal reasons
- **2X** more likely to own a second home

### AFFLUENCE

#### HOUSEHOLD INCOME

\$250,000+..... **82%**

#### LIQUID ASSETS

\$3,000,000+..... **68%**

#### HOME VALUE

**\$1.8 MILLION**



# Global Child

## The Bahamas

- Global Child partnered with **Modern Luxury Media**, **PADI**, Atlantis Bahamas & Bahamas Tourism to create this wonderful 60 minute “Protecting Paradise” episode promoting all the stakeholders.
- We also created marketing trailers amplified by PADI & Modern Luxury’s distribution outlets.
- We crafted VR trailers featuring the destination and partners.
- The episode will now begin distribution for the foreseeable future in all the major streaming, linear and airline platform partnerships.
- We invite you to preview the full episode: [GlobalChildTV.com](https://www.GlobalChildTV.com) password: gratitudeisthekey



**SEEK ADVENTURE.  
SAVE THE OCEAN.™**

- Social (Instagram (872,000)
- Facebook (2.3M),
- Tik Tok (33,000)
- Email (2.4M newsletter subscribers)
- Scuba Diving Magazine channels (Instagram (279,000)
- Facebook (368,000)
- Tik Tok (10,700)
- Email (240,000 email)



*19M+ Impressions Per Padi Campaign*

Padi will amplify Global Child's diving content & destination trailer across their media universe.

DIGITAL OVERVIEW



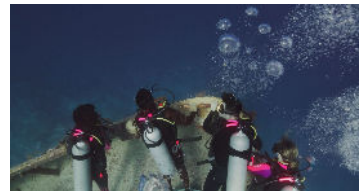
<b>SCUBA</b>	<b>278,000+</b> AVG. MONTHLY PAGE VIEWS	<b>752,000+</b> SOCIAL MEDIA AUDIENCE	<b>240,000</b> CUSTOM EMAIL SUBSCRIBERS	<b>120,000</b> EDITORIAL ENEWS SUBSCRIBERS
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FACEBOOK: SCUBA DIVING MAGAZINE INSTAGRAM: @SCUBADIVINGMAG TIKTOK: @SCUBADIVINGMAG TWITTER: @SCUBADIVINGMAG



<b>1,400,000+</b> AVG. MONTHLY PAGE VIEWS	<b>3,400,000+</b> SOCIAL MEDIA AUDIENCE
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FACEBOOK: PADI INSTAGRAM: @PADITV TIKTOK: @PADI TWITTER: @PADI



# WHO IS MODERN LUXURY?





# PRINT & DIGITAL UNIVERSE

**HAWAII**  
 MODERN LUXURY HAWAII  
 HAWAII INSIDER'S GUIDE  
 CHARITY & SOCIAL DATEBOOK

**SILICON VALLEY**  
 MODERN LUXURY SILICON VALLEY

**PALM SPRINGS**  
 MODERN LUXURY PALM SPRINGS

**LOS ANGELES**  
 ANGELENO  
 LOS ANGELES CONFIDENTIAL  
 INTERIORS CALIFORNIA  
 MLMD LA

**CUSTOM PUBLISHING**  
 ART BASEL MIAMI BEACH  
 BEN BRIDGE TIMELESS  
 IS LUXURY  
 THE MALL AT SHORT HILLS  
 TOURBILLON INTERNATIONAL  
 WYNN MACAU  
 WYNN

**NATIONAL DESTINATIONS**  
 EDITION  
 MENSBOOK.COM  
 MODERN LUXURY INTERIORS  
 NATIONAL DIGITAL DESTINATION  
 WATCHESINTL.COM

**SAN FRANCISCO**  
 SAN FRANCISCO  
 SAN FRANCISCO CITY GUIDE  
 CHARITY & SOCIAL DATEBOOK

**ORANGE COUNTY**  
 RIVIERA ORANGE COUNTY MAGAZINE  
 INTERIORS CALIFORNIA

**SAN DIEGO**  
 MODERN LUXURY SAN DIEGO  
 INTERIORS CALIFORNIA

**COLORADO**  
 ASPEN  
 PEAK  
 ASPEN GALLERY GUIDE  
 WEDDINGS ASPEN

**CHICAGO**  
 CS - CHICAGO SOCIAL  
 NS - NORTH SHORE  
 MICHIGAN AVENUE  
 INTERIORS CHICAGO  
 WEDDINGS CHICAGO  
 WEDDINGS NORTH SHORE  
 MEN'S BOOK CHICAGO  
 CHARITY & SOCIAL DATEBOOK

**PHILADELPHIA**  
 PHILADELPHIA STYLE  
 WEDDINGS PHILADELPHIA  
 CHARITY & SOCIAL DATEBOOK  
 MLMD PHILADELPHIA

**NEW YORK**  
 MANHATTAN GOTHAM  
 INTERIORS NEW YORK

**BOSTON**  
 BOSTON COMMON  
 INTERIORS BOSTON  
 MLMD BOSTON

**THE HAMPTONS**  
 HAMPTONS  
 INTERIORS NEW YORK

**PALM BEACH**  
 MODERN LUXURY PALM BEACH  
 INTERIORS SOUTH FLORIDA

**WASHINGTON, D.C.**  
 DC  
 CAPITOL FILE  
 INTERIORS WASHINGTON  
 WEDDINGS WASHINGTON  
 CHARITY & SOCIAL DATEBOOK  
 MLMD DC

**MIAMI**  
 MIAMI  
 OCEAN DRIVE  
 INTERIORS SOUTH FLORIDA  
 CHARITY & SOCIAL DATEBOOK  
 MLMD MIAMI

**ATLANTA**  
 THE ATLANTAN  
 JEZEBEL  
 INTERIORS ATLANTA  
 WEDDINGS ATLANTA  
 CHARITY & SOCIAL DATEBOOK  
 MLMD ATLANTA

**DALLAS**  
 MODERN LUXURY DALLAS  
 INTERIORS TEXAS  
 CHARITY & SOCIAL DATEBOOK  
 MLMD TEXAS

**HOUSTON**  
 HOUSTON MAGAZINE  
 INTERIORS TEXAS  
 CHARITY & SOCIAL DATEBOOK  
 MLMD TEXAS



**BRANDS**

80+

**MARKETS**

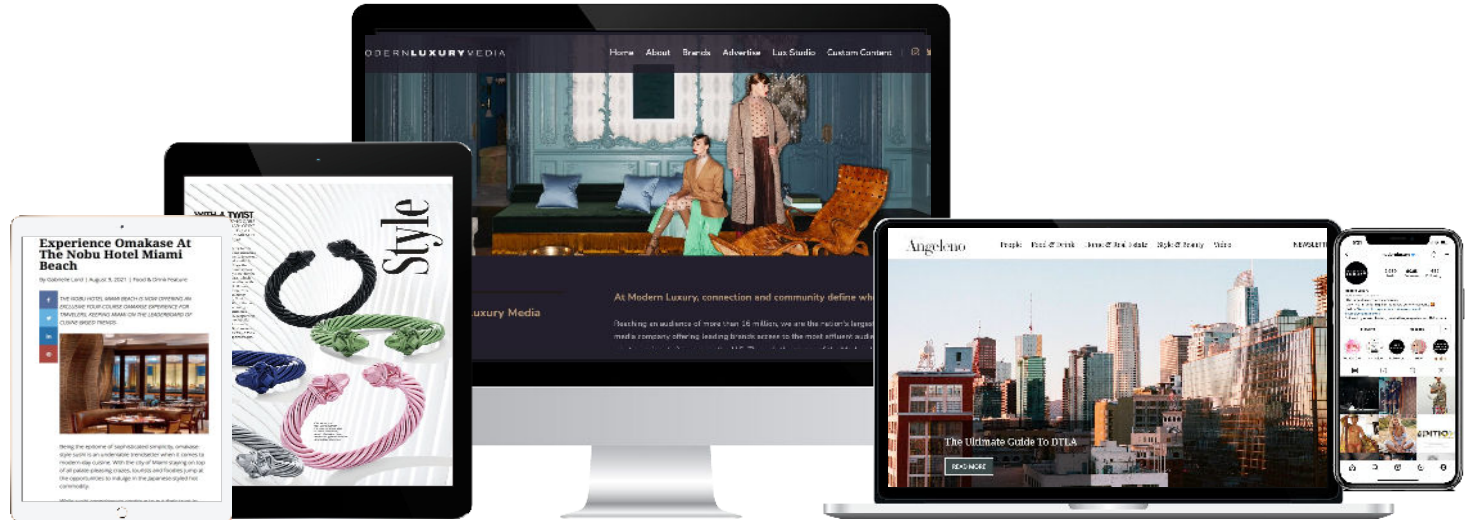
22

**TOTAL MODERN LUXURY AUDIENCE**

18,600,000

# MODERN LUXURY DIGITAL NETWORK

DIGITAL & SOCIAL



## NATIONAL SCALE. LOCAL CONNECTIONS.

THE NATION'S LARGEST DIGITAL NETWORK CATERING TO THE LUXURY CONSUMER,  
INCLUDING PROPRIETARY DESTINATIONS & CURATED NETWORK OF PREFERRED CONTEXTUAL SITES

MODERN LUXURY  
WEBSITES

34

DIGITAL AUDIENCE  
U.S. UNIQUES

50MM+

CURATED PUBLISHING  
PARTNERS

300+

VIP OPT-IN ML  
SUBSCRIBERS\*

1.4MM+

SOCIAL MEDIA  
FOLLOWERS

2.7MM+

DISPLAY MEDIA | EMAIL MARKETING | SOCIAL MEDIA | INFLUENCERS | CONTENT CURATION | VIDEO

# Global Child



THANK YOU!