

KOLO KINO

MEDIA KIT

**KI
NO**

OUR CHANEL



YOUTUBE.COM/@OKOLOKINO

ABOUT OUR PROJECT

Kolo Kino is a unique cinematic adventure, dedicated to exploring the depths of the film world. We specialize in detailed biographies, critical reviews, informative documentaries, and in-depth analyses. Each project is a work of art, designed to educate, inspire, and entertain our audience. Our mission is to reveal the untold stories behind the movies, uncovering the intricate details of the film industry, ranging from the journeys of its renowned stars to the creative processes of its filmmakers.

WHO ARE WE?

We are a small, international team hailing from Ukraine, enriched by our diverse backgrounds and experiences. Over the course of seven years on YouTube, we have constantly improved the quality of our content with each project. Our team blends unique talents in filmmaking, photography, editing and writing. This combination allows us to create content that is visually stunning, deeply narrative, and culturally insightful. At 'Kolo Kino', we are dedicated to delivering exceptional cinematic experiences, celebrating the artistry of film through our multifaceted international perspective.



TRAFFIC & STATISTICS

SUBSCRIBERS

120.000

AVERAGE VIEWS
PER VIDEO

175 000

MONTHLY UNIQUE
VIEWERS

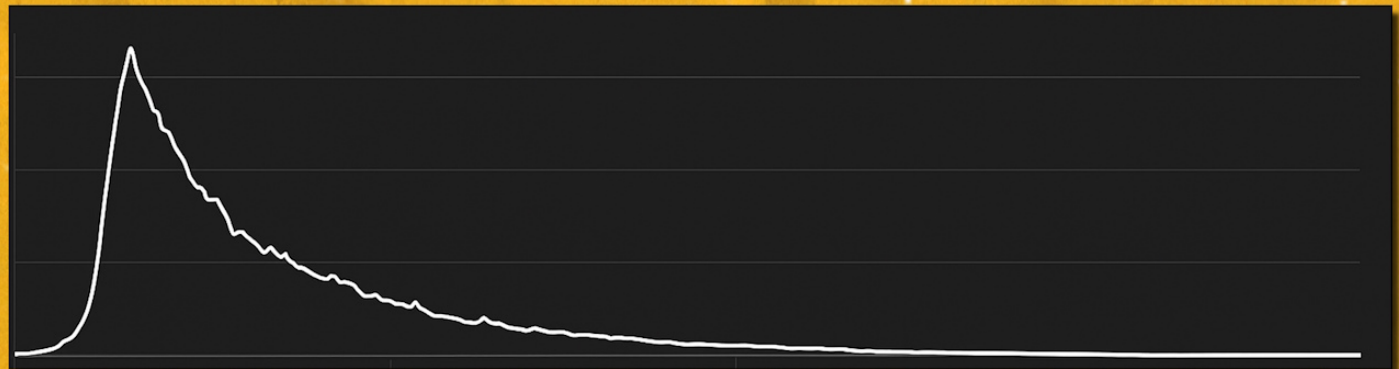
600 000

Our documentary films on directors and actors possess an evergreen quality, maintaining their relevance over time. Unlike other content genres, our documentaries consistently captivate audiences, irrespective of when they were first released. Notably, our viewership experiences significant surges in response to related current events, such as new movie releases, award ceremonies, or major public events featuring the subjects of our documentaries. This enduring appeal ensures that advertising investments in our content yield sustained results, offering advertisers an opportunity for timeless visibility and engagement.

VIDEO LIFESPAN

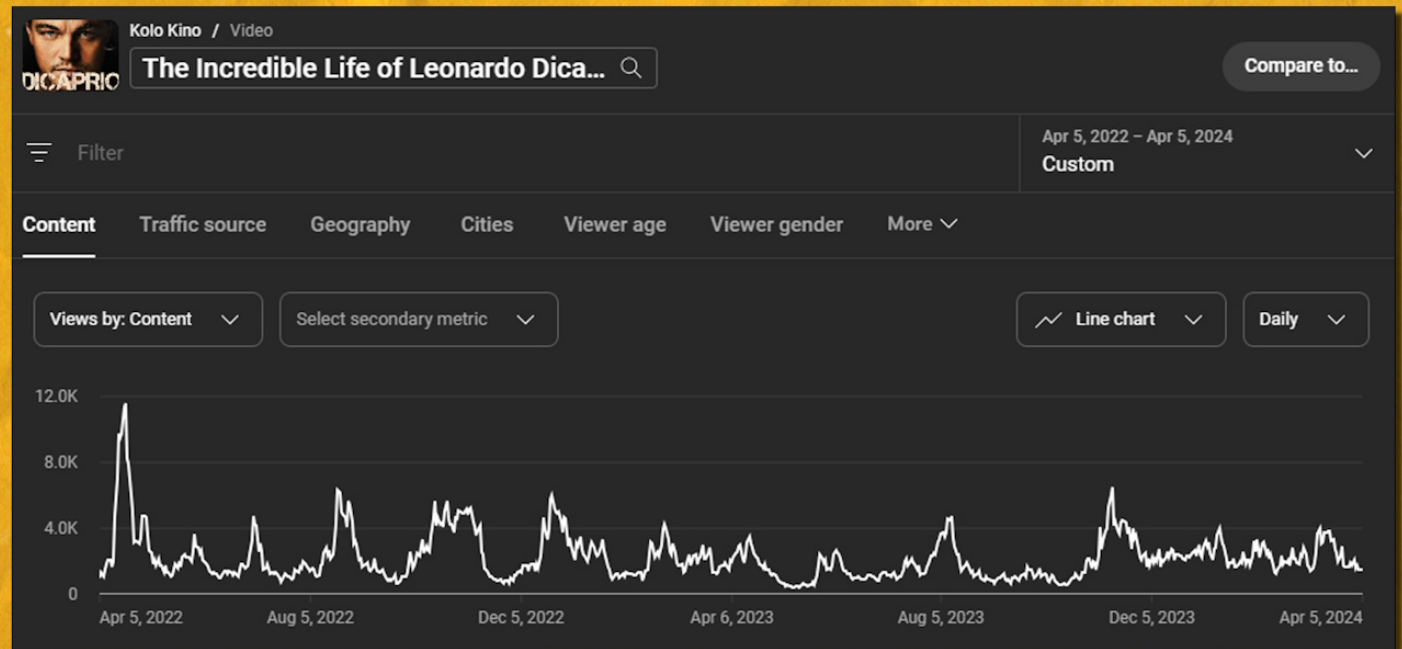
TYPICAL YOUTUBE VIDEO STATS

A short acceleration phase, brief spotlight, then a steady decline into obscurity.



OUR VIDEOS

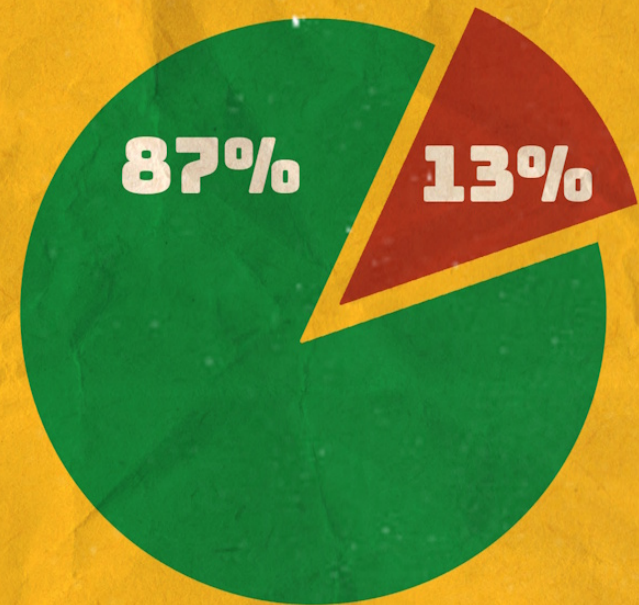
Recurring spikes in views triggered by every new headline about the subject of our documentaries.



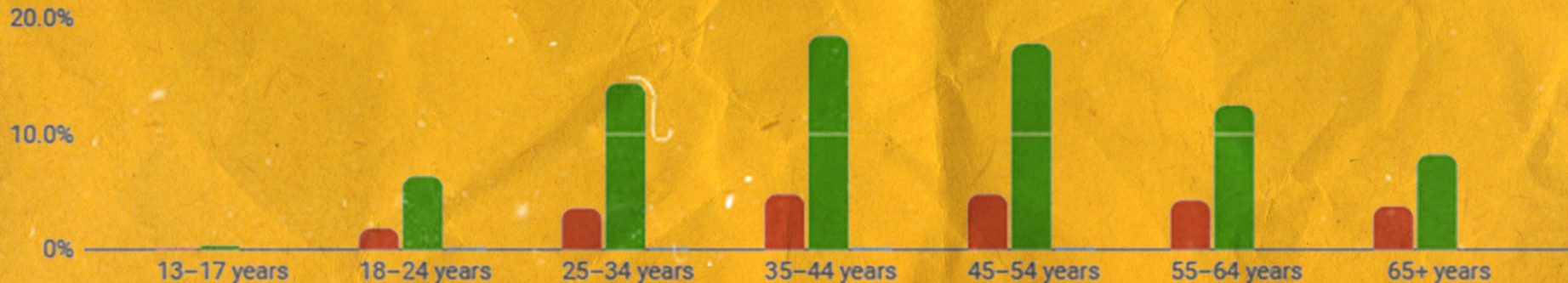
AUDIENCE DETAILS

HERE'S WHAT OUR AUDIENCE LOOKS LIKE:

Focused on cinephiles across all ages, Kolo Kino particularly resonates with the 25-54 age demographic, notably males who make up a significant 70% of our viewership. Despite this focus, our channel's timeless and educational nature attracts a wide spectrum of viewers, from young adults in the 18-24 range (7%) to seniors 65 and above (8%). Our audience comprises individuals deeply interested in cinema and culture, offering advertisers a unique opportunity to reach a diverse and engaged group who appreciate high-quality content.



MALE FEMALE



TOP GEOGRAPHIES

UNITED STATES	42.5%
UNITED KINGDOM	9.4%
CANADA	6.7%
AUSTRALIA	4.3%
GERMANY	3.1%

Our audience doesn't just watch — they tune in. A remarkable 56.5% of our viewers experience 'Kolo Kino' on their television screens. This dominant presence on TV not only speaks to the cinematic quality of our documentaries, but also translates into significantly higher engagement with sponsored content. Viewers on large screens are far less likely to skip forward, and because we integrate sponsorships directly into the narrative flow, our skip rate remains exceptionally low — just 4%. This makes our channel an ideal environment for seamless, story-driven brand exposure.







Our audience at 'Kolo Kino' spans across continents, with a significant viewership rooted in the United States, accounting for 42.5% of our views. This strong American base is complemented by substantial audiences in the United Kingdom, Canada, Australia, and other regions, reflecting our global appeal. Major cities like Los Angeles, New York, London, Sydney, and Melbourne lead in viewership, showcasing our content's resonance in key cultural and cinematic hubs.

TOP DEVICES

TV	56.5%
MOBILE PHONE	20.4%
COMPUTER	17.4%
TABLET	5.7%

OUR MOST POPULAR CONTENT FILMOGRAPHY

**CAPTURING THE ESSENCE OF CINEMA LEGENDS, OUR DOCUMENTARIES
COMBINE ARTISTIC DEPTH WITH ENDURING APPEAL.**

	VIEWS	WATCH TIME		VIEWS	WATCH TIME
	2,5M	590k HOURS		1,2M	310k HOURS
	1,9M	665k HOURS		1,1M	835k HOURS
	1,8M	470k HOURS		720k	180k HOURS

SPONSOR OPPORTUNITIES

Kolo Kino offers dynamic and engaging opportunities for sponsors to connect with a dedicated and cinema-savvy audience. Our approach to sponsored content is crafted to ensure seamless integration and maximum engagement.

Our typical sponsorship package includes:

1. Developing scripts that dynamically integrate advertisements into the narrative of our documentaries and video-essays, ensuring a natural fit with the content.
2. Editing the sponsor's message into the first 5 minutes of our videos for a harmonious and entertaining integration.
3. Including direct links to the sponsor's products or services in the video description for easy viewer access and interaction.

The trust in us as creators ensures that our advertising integrations are likely to be fully viewed, with **less than 4%** of our audience skipping ads. It's essential that advertised products align with our film-focused theme, making multimedia technology a preferred choice.

PREVIOUS ADVERTISING EXPERIENCE

OUR APPROACH TO INTEGRATING ADVERTISING WITH CONTENT

Alongside the two channels highlighted in this media kit, we also operate a Ukrainian channel 'КОЛО КІНО', boasting over 235,000 subscribers. Prior to the Russian attack, this channel was actively engaged in integrating advertising within our documentaries. A prime example of our advertising integration is seen in the Joaquin Phoenix biography, sponsored by XGIMI, where the ad placement seamlessly follows the intro. This demonstrates our proficiency in embedding advertising in a manner that is both natural and enriching to the storytelling.



CONTACT US

DON'T BE A STRANGER!

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ADDRESS

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