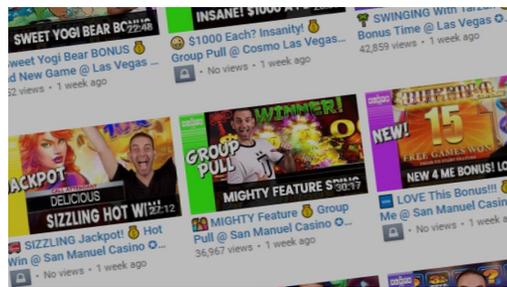
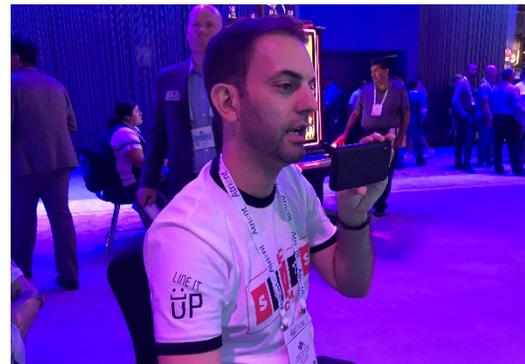




WELCOME





**WHAT IS
BC SLOTS?**



**CASE
STUDIES**



**CONTENT
SAMPLES**



**BIG
OPPORTUNITIES**



WHAT IS BC SLOTS?

WHAT WE DO

Who would ever want to watch someone play slot machines on YouTube?

In 2016, Brian Christopher, veteran of the film and TV industries, first launched his YouTube channel as a hobby, to share videos of himself playing slot machines with family and friends; nothing more, nothing less. In short time, without really changing anything at all, his online presence *exploded*, and now, just a few years later, BCSlots hosts two highly-visited YouTube channels. Between the two, Brian boasts over 200,000 YouTube subscribers, more than 110 million video views, more than 1,500 videos, and an unprecedented 15.5 minute average watch time. Beyond YouTube, BCSlots has almost 10,000 email subscribers, and *far* higher engagement rates and content creativity on Facebook, Twitter, and Instagram than any of his competitors.

So, *who* would ever want to watch someone play slot machines on YouTube? **MILLIONS** of people, apparently!





WHAT IS BC SLOTS?

ANALYTICS

The influential channels of BCSlots blow away the competition:

Based on data from July 17, 2019 – August 13, 2019		BCSlots	Largest Competitor or Industry Avg.	Compare
 YouTube	Total Views: Avg. Daily Views: Subscribers: Avg. Watch Time:	110.1 Million 139.7 Thousand 211.2 Thousand 15.5 Minutes	47.2 Million 52.3 Thousand 154.4 Thousand Not Available	2.3 X 2.7 X 1.4 X -
 Facebook	Page Likes: Avg. Post Engmt. Rate:	17.1 Thousand 5.9 Percent	12.2 Thousand 2.0 Percent	1.4 X 2.9 X
 Twitter	Followers: Avg. Post Engmt. Rate:	4.1 Thousand 2.0 Percent	1.0 Thousand 0.1 Percent	4.1 X 20.0 X
 Instagram	Followers: Avg. Post Engmt. Rate:	9.1 Thousand 5.2 Percent	4.6 Thousand 2.2 Percent	2.0 X 2.4 X
 Newsletter	Subscribers: Avg. Open Rate: Avg. Click Rate:	9.3 Thousand 29.7 Percent 14.2 Percent	Not Available 14.1 Percent 1.1 Percent	- 2.1 X 12.9 X
 Website	Monthly Users: Monthly Sessions: Monthly Pageviews:	17.0 Thousand 35.0 Thousand 98.7 Thousand	Not Available Not Available Not Available	- - -



WHAT IS BC SLOTS?

DEMOGRAPHICS

BCSlots' largest audience segment is 25 – 34, usually skewing slightly more male:

Based on data from April 1, 2016 – May 31, 2019

	Age	Gender
<p>YouTube</p>	25 – 34 22% 35 – 44 20% 45 – 54 21% 55 – 64 19% 65 + 12%	Male: 69% Female: 31%
<p>Facebook</p>	25 – 34 19% 35 – 44 27% 45 – 54 26% 55 – 64 18% 65 + 7%	Male: 57% Female: 43%
<p>Twitter</p>	25 – 34 Not Available 35 – 44 Not Available 45 – 54 Not Available 55 – 64 Not Available 65 + Not Available	Male: 55% Female: 45%
<p>Instagram</p>	25 – 34 28% 35 – 44 28% 45 – 54 21% 55 – 64 12% 65 + 5%	Male: 43% Female: 57%
<p>Newsletter</p>	25 – 34 28% 35 – 44 11% 45 – 54 18% 55 – 64 27% 65 + 14%	Male: 45% Female: 55%
<p>Website</p>	25 – 34 34% 35 – 44 16% 45 – 54 13% 55 – 64 6% 65 + 6%	Male: 54% Female: 46%



CASE STUDIES

MOHEGAN SUN PROMOTION (CONNECTICUT) – FEBRUARY 2019

When Mohegan Sun flew out Brian Christopher and commissioned him to live stream at their casino, he was officially the first person to do so. The results were overwhelming, and management and fans alike had only positive things to say about BCSlots.

<i># of Videos Featuring Mohegan Sun:</i>	14
<i>Total Views for All YouTube Videos:</i>	854,000
<i>Social Media Engmts./Clicks/Views:</i>	24,000
<i>Clicks to Evite Page:</i>	3,400
<i>Live Event Participants:</i>	180



“Thanks so much for your visit! It was fun to watch the live stream and see the activity coming in.”

- Mohegan, partner

“The meet and greet was amazing and everyone was so friendly.”

- Paul D., fan

“The absolute funnest time! Love Brian and this GREAT Rudies family!”

- Helen G., fan



CASE STUDIES

LIVE! CASINO & HOTEL PROMOTION (MARYLAND) – JUNE 2018

Maryland's Live! Casino & Hotel brought Brian out as part of his 2018 East Coast Tour, to film six videos at their establishment. When some of these YouTube videos went viral, exposure for the casino was even higher than expected.

# of Videos Featuring Live! Casino:	6
Total Views for All YouTube Videos:	834,000
Social Media Engmts./Clicks/Views:	4,000
Clicks to Evite Page:	600
Live Event Participants:	100



“Definitely let us know if you are coming back out East ever - we would definitely like to continue to partner.”

- Live!, partner

“That was so much fun!!! Come back to Maryland!!!”

- Theresa C., fan

“When u come to Maryland again I wanna put my \$\$ up with u guys.”

- Marcus M., fan



CASE STUDIES

SCIPLAY VEGAS TRIP GIVEAWAY (ALL US STATES) – MARCH/APRIL 2019

This was Brian's third consecutive contract with Sci-Play (Scientific Games' mobile division). BCSlots promoted four different apps, produced 12 videos, embedded ads in seven BCSlots pieces, lent his name and likeness to their apps, and hosted live videos and events!

# of Videos with Ads/Mentions:	7
Total Views for All YouTube Videos:	391,000
Social Media Engmts./Clicks/Views:	11,000
Clicks to Evite Page:	Not Applicable
Live Event Participants:	300



"...extremely successful promotion!"

- SciPlay, partner

"I am spinning like crazy to win a trip!"

- Isabel R., fan

"I've been trying since the start on Quick Hit Slots Community App...Send me some GOOD LUCK Brian!"

- Heather E., fan



CASE STUDIES

URCOMPED FAN CRUISE PROMOTION (WORLDWIDE) – MARCH 2019

For the second year in a row, URComped organized a Caribbean cruise, hosted by BCSlots and Brian Christopher. URComped was so thrilled with the exposure that their *third* cruise is already booking up quickly for 2020.

# of Videos Featuring Cruise:	15
Total Views for All YouTube Videos:	596,000
Social Media Engmts./Clicks/Views:	31,000
Clicks to Cruise Landing Page:	1,300
Live Event Participants:	125



“...love doing these and want to keep doing them with you.”

- **URComped, partner**

“Yay for cruise week! I must've drank a lot because I don't even remember Dragon Sphere on the ship...”

- **Casino C., fan**

“When's the next cruise Brian? My hubby and I cruise A LOT and would love to go with the rudies!”

- **Melonie V., fan**



CASE STUDIES

ST. PATRICK'S DAY APPAREL PROMOTION (WORLDWIDE) – MARCH 2019

While BCSlots apparel giveaways have been smaller than other promotions, due to their scope, this particular apparel promotion was Brian's most successful so far. This venture included highly engaging posts, exclusively on Facebook.

<i># of Videos Featuring Apparel:</i>	Not Applicable
<i>Total Views for All YouTube Videos:</i>	Not Applicable
<i>Social Media Engmts./Clicks/Views:</i>	2,500
<i>Clicks to Evite Page:</i>	Not Applicable
<i>Live Event Participants:</i>	Not Applicable



“Was hoping to win it hahaaa.”

- Virginia D. T., fan

“Yes...Get a shirt! Will be at the slots this weekend! Wish me luck! Happy Saint Patrick's Day!”

- Erica J., fan

“We need to add this shirt to our collection of Brian's stuff.”

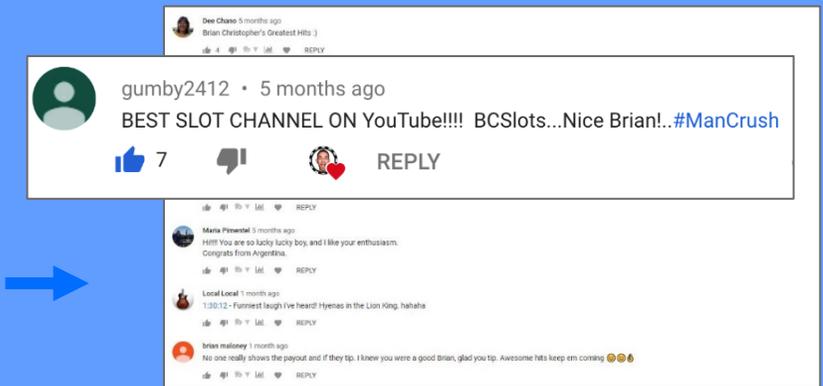
- Russell S., fan



CONTENT SAMPLES

YOUTUBE

This YouTube video was one of Brian's most successful ever, with almost 400K views to date. His fans flocked in droves to watch Brian's biggest wins of 2018, while posting hundreds of positive comments along the way:

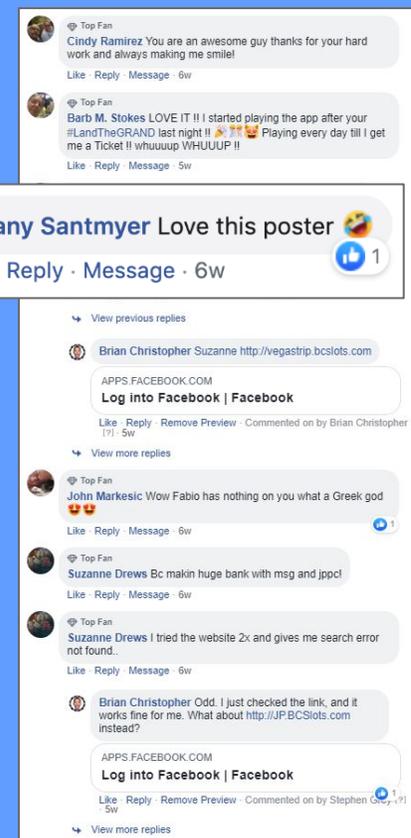
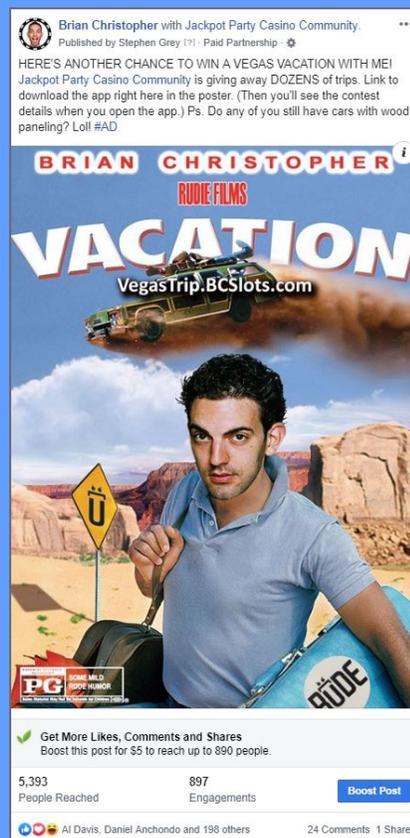




CONTENT SAMPLES

FACEBOOK

These Friday photoshopped film poster parodies have always been a big hit for BCSlots, so it made perfect sense to piggyback the Scientific Games Vegas Trip Giveaway on this *Vacation* poster; needless to say, Brian's fans flipped out:





CONTENT SAMPLES

TWITTER

Almost every Wednesday, Brian does a casino live stream for his fans. To promote these, BCSlots posts mesmerizing cinemagraphs, where the background moves frantically, while Brian remains completely still; fans are amazed:

Brian Christopher @BCSlots Follow

For today's live stream, what if I play without moving the entire time, like this? Hahahaha.

#Casino #Gambling #SlotMachines

2:35 PM - 22 May 2019

1 Retweet 30 Likes



Garrett Mudrick @gmud300 · May 22
Replying to @BCSlots
Rude 😡
1

Brian Christopher @BCSlots · May 22
Lol!

Darci Koch @Luckcometome · May 22
Replying to @BCSlots
Nope wouldn't like that.Have to see your expressions on your face.😬 Good luck tonite.
1

Brian Christopher @BCSlots · May 22
What if I just freeze the whole time in a fun expression? 😬😬
1

Darci Koch @Luckcometome · May 22
No brian that wouldn't be the same. 😬😬

hogand2cent @hogand2cent · May 22
Replying to @BCSlots
That was actually pretty good!...I mean fremont street performer good!! 😊
2

Jay Mather @JayBirdFlies · May 23
Replying to @BCSlots
Your so Good There will be Statues Losing there Job Over you...lol

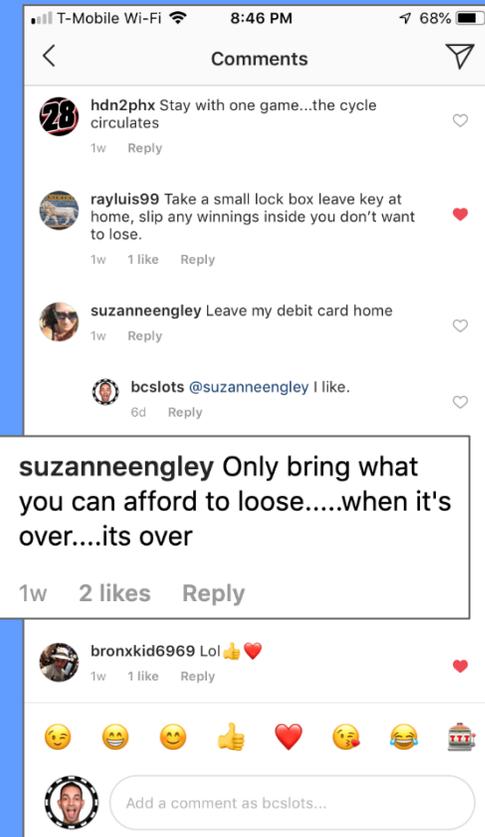
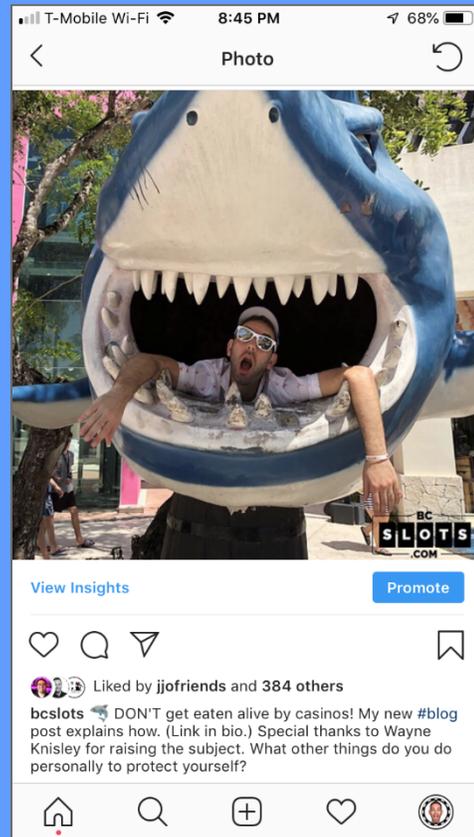




CONTENT SAMPLES

INSTAGRAM

By popular demand, Brian blogs regularly about topics that interest his fans. Social posts – like this one – about his blog entries are always strong performers, with his fans often praising Brian’s advice, and even chiming in with their own:





BIG

OPPORTUNITIES

CASINO FEATURES

This much is clear: When Brian's fans see him gambling at a casino on YouTube, they want to gamble there too. For this reason, casinos frequently fly Brian out and commission him to promote their establishments. Casino features can include some or all of the following:

- Brian films videos at the casino
- Brian live streams from the casino
- Brian features amenities at the casino
- Video title cards that include the casino
- Video lower thirds that include the casino



BIG OPPORTUNITIES

EVENT PARTNERSHIPS & CONTESTS

Brian's fans are *all* about live events. Brian already hosts dozens of these per year – many of which become the basis for his YouTube videos – so there's no reason why the right partner can't be a marquee presenter of said events and related contests:

- Group slot machine pulls
- Meet & greets
- Slot tournaments
- Private fan parties
- Fly-away contests
- Product giveaways



BIG

OPPORTUNITIES

EMAIL BLASTS

With a click rate 15 times greater than the industry standard for gambling properties, BC Slots bi-weekly newsletter recipients are highly engaged. There exist many opportunities for brand integration in these extremely popular email blasts:

- Subject line integration
- News story feature
- Customized skins
- One-time, sponsored blasts



BIG
OPPORTUNITIES

PARTNERS WE'VE WORKED WITH

Since its inception, BCSlots has had the pleasure of working with more than 50 different partners in varying capacities. These valued partners have *always* been pleased and usually repeat their promotions with Brian. Here are a select few:





**GET IN
TOUCH**

WE LOOK FORWARD TO WORKING WITH YOU!

Find us online...

Website: BCSlots.com
YouTube: YT.BCSlots.com
Facebook: FB.BCSlots.com
Twitter: TW.BCSlots.com
Instagram: IG.BCSlots.com

Casino Booking Inquiries: Scott McCusker (CGAgency)
Scott@CyberGrooveProd.com
(845) 304-8800

