

NEURO.TV

- **SUMMARY:** good production and content. Good logo. Viewership is very low. Need to improve marketing to increase audience and revenue. Their academic competitors have an average of 3 million viewers on YouTube. Neuro.TV averages 2,000 per annum, which is nothing. No real efforts are being made in PR and marketing.
- **CURRENT STATUS:** 16 one hour episodes to date. Aired on YouTube, iTunes, MP3, MP4 and a few podcasts. Websites include: www.neuro.tv, Facebook, LinkedIn and Twitter. YouTube viewership has an average of 2,000 views per annum. Facebook is only: 1,267, Twitter only has 456. Neuro.TV is posted on a few outside websites but not many, including: BrainFacts.org, Richard Dawkins' Foundation Blog, The Duke Chronicle, Philosophy of Brains, Knowing Neurons, The London School of Economics and Political Science Blog.

CONTENT: A prestigious selection of guests and eminent professors. Recent guests include 2014 Nobel Laureates for Medicine and Physiology: May-Britt and Edvard Moser, directors of the Kavli Institute for Systems Neuroscience: awarded for the discovery of grid cells. Other guests include: Hank Greely, Director of the Center for Law and the Biosciences and Professor of Genetics, at the Stanford School of Medicine, Kenneth Kosik at UCSB. Episode topics are varied and provocative.

- **2015 GOALS:** 12 episodes are aimed for 2015. 6 are being edited, remaining 6 to be shot. Guests include Michael Platt, Director of the Duke Institute for Brain Sciences and Jeffrey Schall, Director of the Center for Integrative Cognition and cognitive Neuroscience.
- **COMMENTS:** Two problems in PR: 1) No real effort (they say: no one has the time, money, a one-man show focusing on good content. 2)nd problem: Jean-Francois Garipey promotes his own name vs. Neuro.TV as the lead entity. For example, he has his own YouTube Channel and blog and Neuro.TV does not. He stated that he was concerned that the latter would out trump him. Nevertheless, Jean-Francois Garipey is very ambitious for Neuro.TV and understands that Neuro.TV needs to be promoted under its own name.
- **TO INCREASE VIEWERSHIP:** the following needs to be done:
 1. Look at how TED Talks, asapsience, the science channel, Vsauce, Veritasium. thebrainforum.org and scishow market themselves.
 2. A YouTube Channel for Neuro.TV with subscribers, flesh it out and promote on all platforms.

3. A Neuro.TV blog and promote on all platforms. (The Jeffrey Epstein VI Foundation blog has 1.8 Million viewers prior to bad media for example. If monetized w google adwords, it would generate about \$35,000 per annum. No reason that NeuroTV can't reach this)
4. Cross marketing with episode guests: i.e. request to have Neuro.TV posted on their university or Institute YouTube Channels, university websites, blogs etc.
5. Some bigger names in their episodes (that command viewership). Ie: Seth Lloyd, Martin Nowak, Ben Goertzel etc. (We can assist with this).
6. Advertise their Facebook page and with more frequent posts and catchy headings.
7. Link all platforms: Facebook, google+, LinkedIn, Twitter, tumblr, Stumbleupon etc.
8. A monthly PR Newswire press release with links to the YouTube Channel.
9. Episodes need more demonstration graphics. And a varied format from time to time, such as a one-on-one interview. They should stay as academic as they want, so long as they have a mediator to connect to a layman audience.
10. Live episode panels at universities from time to time.
11. Live and past episodes for radio. A radio partnership. And with university radio stations.
12. Need a Wikipedia business page with links.
13. Posted on all the business directories via Yext. (good for link building).
14. Continue posting on outside websites and blogs.
15. Produce live panel discussions to be hosted by groups like Techonomy, The Brain Forum, Ted Talks and Live Science. A panel for a live debate on Intelligence Squared.
16. An audio version 'books on tape' sold on Amazon, iTunes and promoted on all platforms.

FUNDING PROPOSAL:

- Based on the high quality of content, Dr. Jean-Francois Gariepy's dedication, and that with increased viewership, Neuro.TV could be financially self-sustaining, I would suggest the following: a \$12k one year salary paid to a person there to do marketing/PR and implement the steps listed above. \$12k to assist with their current slate of productions and any marketing costs. When the above PR steps are done and when viewership is tripled, they would be eligible for a larger investment. Future investments based on viewership increases. Your foundation should be linked and mentioned.
- Neuro.TV and the Jeffrey Epstein VI Foundation: if successful, Neuro.TV could be a useful platform for the foundation in promoting its own conferences, panel discussions and scientists.