

2024 MEDIA KIT



AS SEEN ON



ADTV

The American Dream TV is a nationally recognized and EMMY-nominated show centered around real estate and lifestyle that inspires and uplifts communities across the country through positive media. A real show, not a reality show featuring the very best real estate professionals who serve as the authentic “VOICE” for their respective markets. The show attracts millions of viewers every month with a strong presence on major cable networks, digital platforms, and popular social media channels.

We empower real estate professionals with engaging content, innovative technology solutions, and a supportive community of industry trailblazers. Our comprehensive platform offers exclusive opportunities that generate high-quality business referrals, helping to elevate and advance real estate careers.

Watch our 1-Minute Show Spotlight



**UNIQUE SHOWS
IN CITIES
ALL ACROSS
THE COUNTRY**

Our Mission

To inspire and enrich communities across the country through positive media by sharing authentic stories that educate, empower, and engage audiences. We bring to life captivating stories centered around real estate, lifestyle, and culture, delivered by exceptional professionals who embody our commitment to excellence and integrity.

Our Vision

To revolutionize the media industry by leveraging innovative technology solutions and creating compelling, authentic content that captivates audiences and drives positive change. We aim to be recognized as leaders in the industry, earning the prestigious EMMY award by showcasing real stories in real neighborhoods.

Recognition for Industry Awards

These prestigious organizations honor excellence in video and television across all screens and are judged by leaders from video platforms, television, streaming networks, and production companies.

Emmy-nominated x2



Telly Award Winner x 12



Viddy Award Winner x 2

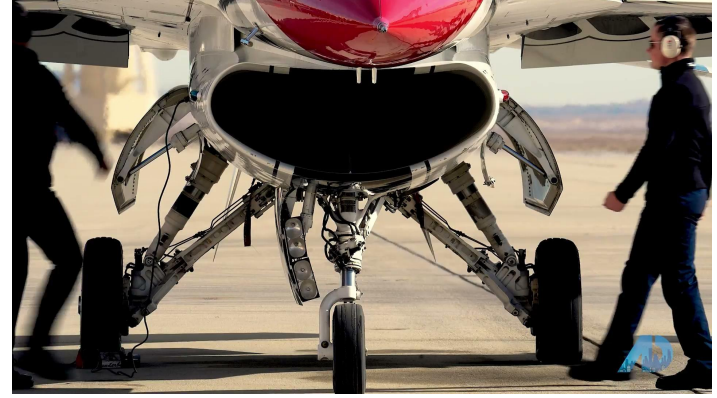


Show Examples

Skydiving in Colorado Springs



Inside The Thunderbirds - US Air Force



Animal Adventures at Phoenix Zoo



Racing at the Firestone Grand Prix



Past Guests



Grant Cardone

CEO and Founder of
Cardone Enterprises



Ryan Serhant

CEO and founder of
SERHANT



Shannon Gillette

As seen on HGTV



Craig Sewing

CEO and Founder of
American Dream TV



Barry Habib

CEO and Founder of
MBS Highway



Tom Ferry

#1 Real Estate Trainer



Robert Reffkin

Compass



Glen Sanford

EXP



Tarek El Moussa

Flip or Flop

Media Distribution Channel Examples

Cable Networks



Traditional television channels viewed on your TV through a coaxial cable.

Examples:
ABC, CBS,
NBC, FOX

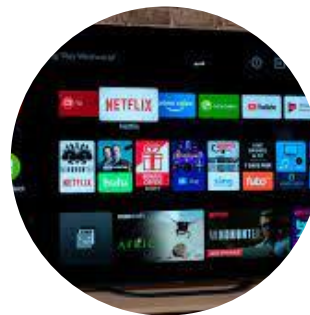
Streaming Devices



TV connected hardware for Internet content streaming.

Examples: Roku, Apple
TV, Amazon Fire,
Chromecast

Smart TVs



TVs that have built-in streaming capabilities.

Examples:
Android TV,
Apple TV

Streaming Platforms



Online streaming services for movies, TV shows, and original programming.

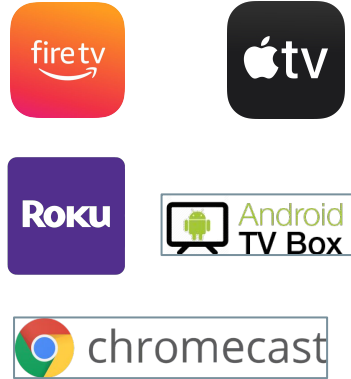
Examples:
Amazon Prime, Hulu,
Netflix, Apple TV+

ADTV Distribution

Cable Networks



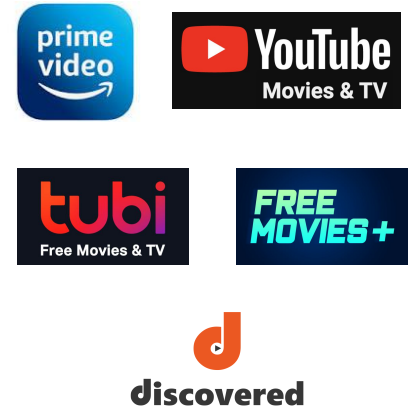
Streaming Devices



Smart TVs



Streaming Platforms



Search and download The American Dream TV app

Search for The American Dream TV

February Viewership Report

ADTV Facebook and Instagram Results Traffic Performance

Feb 1-29, 2024 compared to Feb 1-28, 2023

VIEWS OF AMERICAN DREAM TV

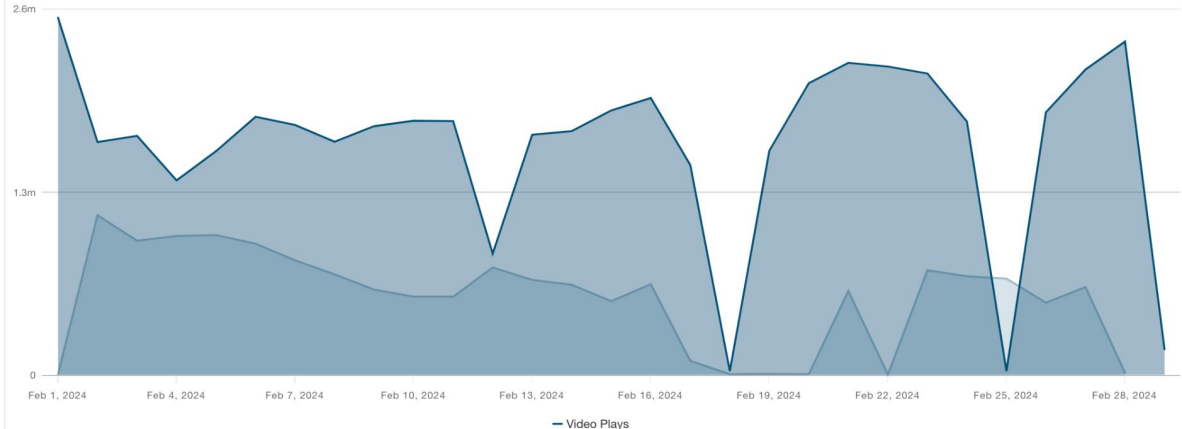
TOTAL VIDEO PLAYS

47,689,928

+208.7%

VIDEO VIEWS OVER TIME

Feb 1 - 29, 2024 compared to Feb 1 - 28, 2023



February Viewership Report

OVERALL VIEWERSHIP



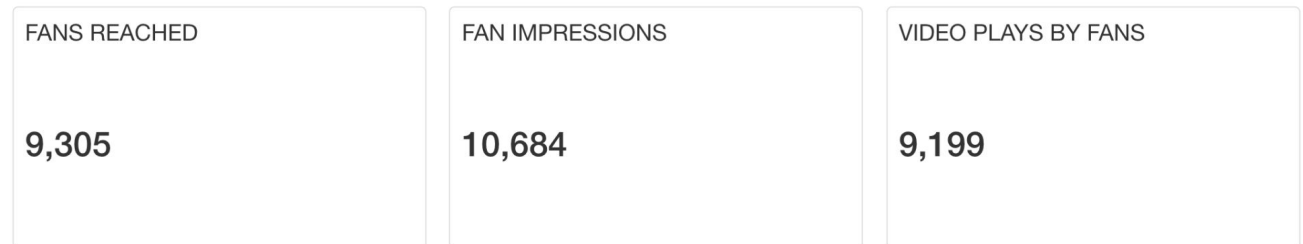
Engagement: A like, comment, share, or video view

Reach: Number of people who viewed your content

Impressions: Number of times your content was viewed

Example: If you reached 5 users and they each saw your post twice, you would have a "reach" of 5 and 10 "impressions."

PAGE FANBASE

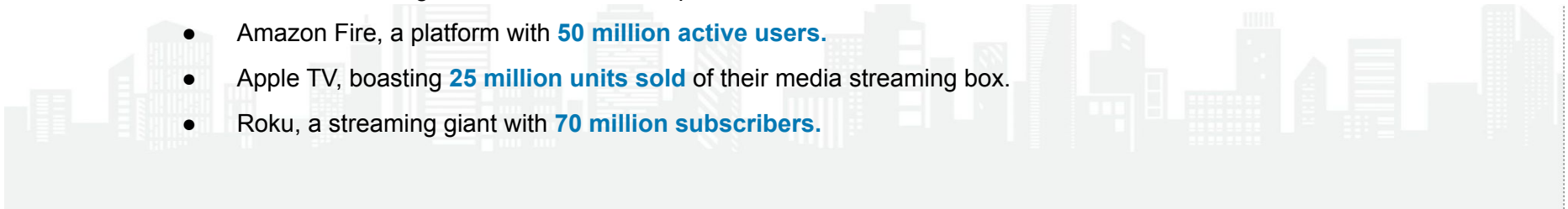


The Numbers Speak for Themselves

Viewership Habits (source: Nielsen)

- An impressive 93% of American adults now turn to streaming platforms for their entertainment, marking a clear shift away from traditional cable.
- An overwhelming 98% of US consumers are subscribed to at least one paid streaming platform.
- A significant 8 out of 10 consumers in the U.S. currently enjoy the benefits of paid streaming video services.

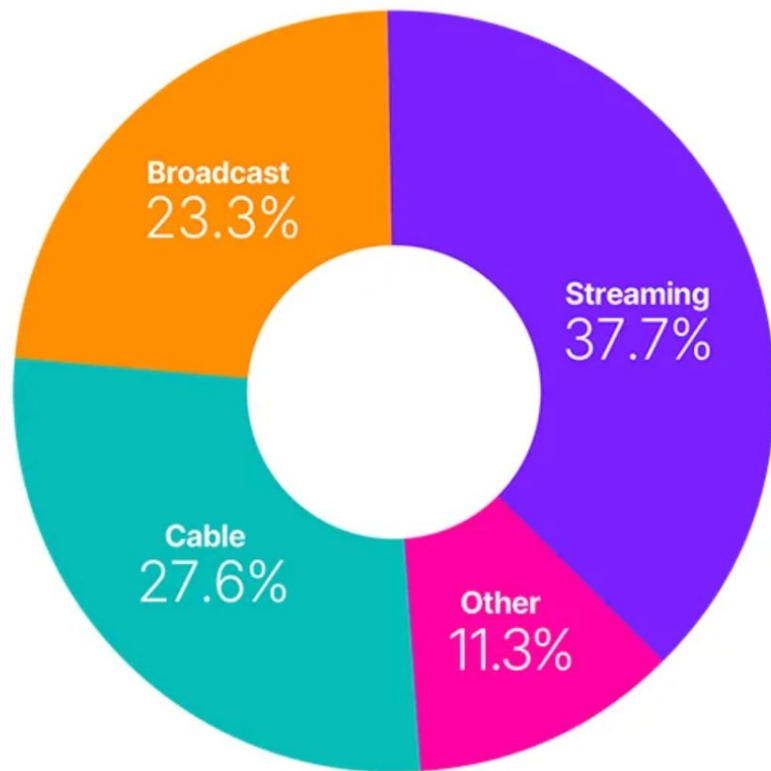
Streaming Platforms

- Amazon Prime Video, boasting a staggering **200 million subscribers**.
 - YouTube Movies & TV, with **176 million subscribers**.
 - Tubi, the FOX digital network, with an impressive **74 million active users**.
 - Amazon Fire, a platform with **50 million active users**.
 - Apple TV, boasting **25 million units sold** of their media streaming box.
 - Roku, a streaming giant with **70 million subscribers**.
- 



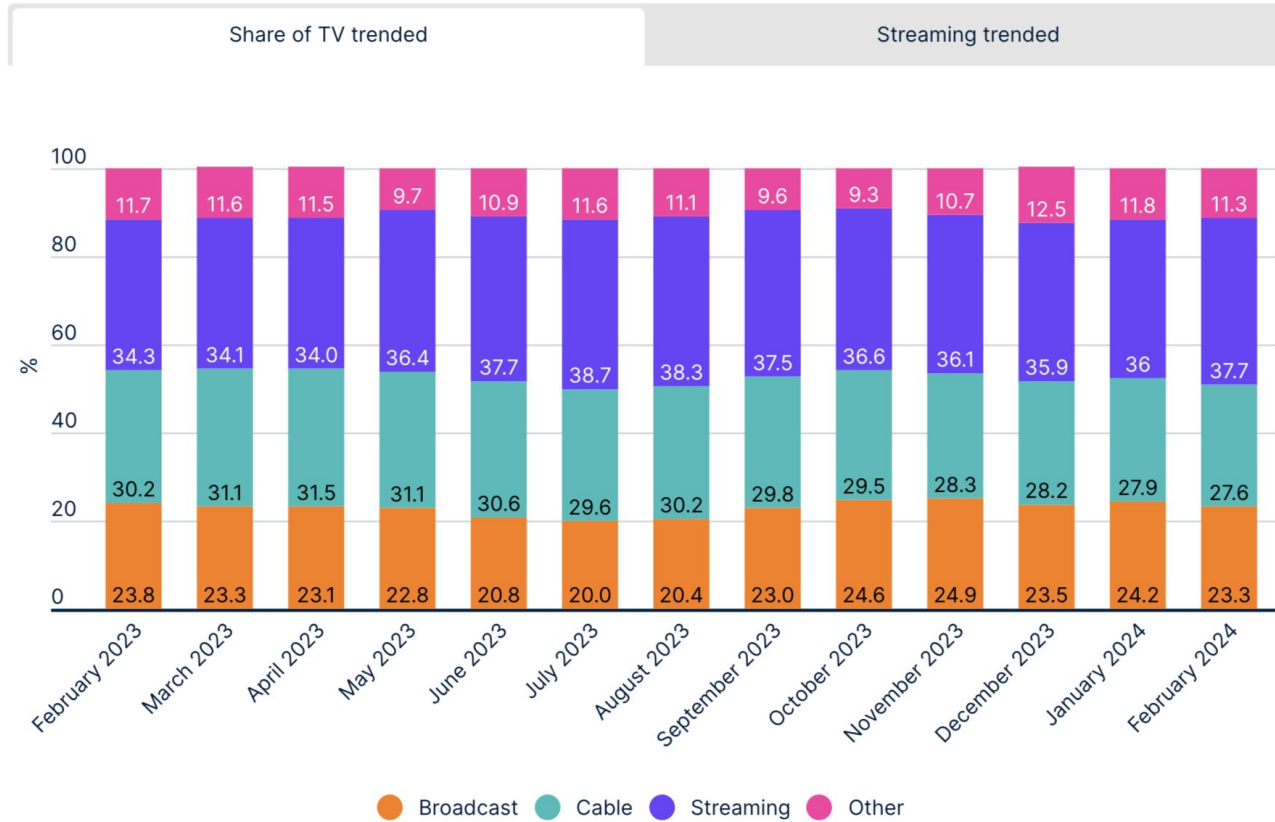
February 2024

Total Day | Persons 2+



- 5.6% Other Streaming
- 9.3% YouTube Main
- 7.8% NETFLIX
- 2.8% hulu SVOD
- 2.8% prime video
- 1.9% Disney+
- 1.7% tubi
- 1.4% peacock
- 1.3% max
- 1.2% Roku Channel
- 1.1% Paramount+
- 0.8% plutev

Trended view



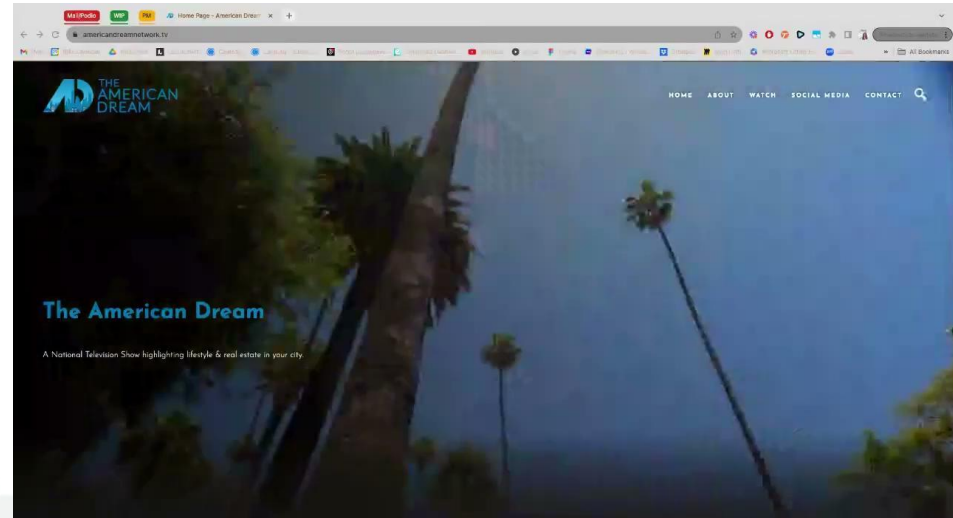
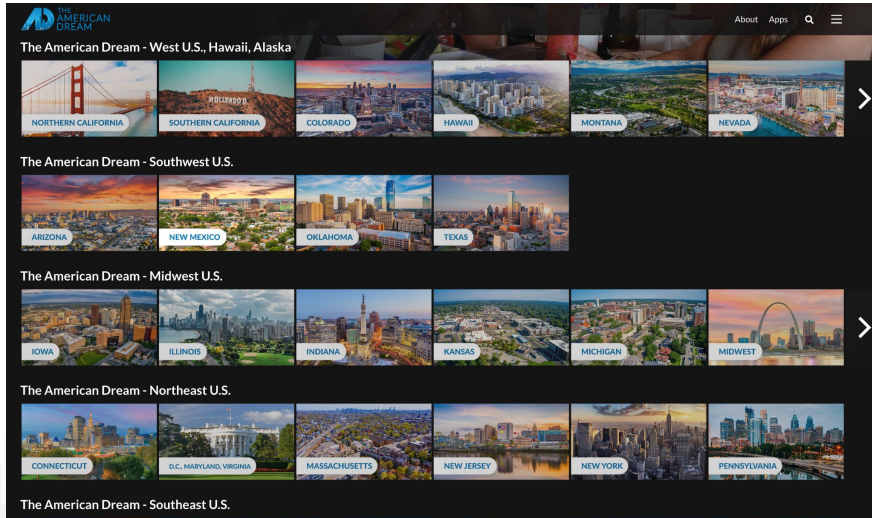
Note: The streaming category does not include "linear streaming" (the aggregation of vMVPD/MVPD apps).

Stream The American Dream on our Website



Streaming 24/7 from our WATCH page
[ADTV Watch Page](#)

Explainer video to find your episode 



Download The American Dream App on Amazon Fire TV

On Amazon Fire TV

1. From the Home screen, select Find.
2. In the search bar, type "The American Dream TV" and select the app from the results.
3. Select Download to install the app.

From Amazon's website

1. Go to the Amazon website and sign in to your account.
2. Click on the Fire TV tab.
3. In the Apps & Games section, select Search.
4. In the search bar, type "The American Dream TV" and select the app from the results.
5. Click on the Deliver to Fire TV button to send the app to your device.



Download The American Dream App on Roku TV

On Roku TV

1. From the Home screen, select Streaming Channels.
2. Select the Search Channels option.
3. In the search bar, type "The American Dream TV" and select the app from the results.
4. Select Add Channel to install the app.
5. Select Open Channel to watch.
6. Once the app is installed, you can also launch it from the Home screen.



Download The American Dream App on Apple TV

On Apple TV



1. On your Apple TV, open the App Store.
2. In the search bar, type "The American Dream TV" and select the app from the results.
3. Select Get to install the app.
4. Once the app is installed, you can launch it from the Home screen.

From Amazon's website and delivered to your Apple TV

1. Go to the Amazon website and sign in to your account.
2. Click on the Apple TV tab.
3. In the Apps & Games section, select Search.
4. In the search bar, type "The American Dream TV" and select the app from the results.
5. Click on the Deliver to Apple TV button to send the app to your device.
6. Go to your Apple TV Home screen to launch.



How to Find the Show



Meet Our CEO and Show Creator



Craig Sewing is a visionary and nationally recognized thought leader in both real estate and media industries, serving as the Founder and CEO of American Dream Media & Tech. He is also a best-selling author, TV and radio personality, and has been nominated as one of the Most Influential People in Real Estate by Inman News.

Under Craig's leadership, The American Dream has become an Emmy-nominated national TV show that reaches a massive audience of 20 million viewers each month through 70 different shows across 70 cities.

Spotlighting Communities, Transforming Media: Join the American Dream TV Movement!

Join us as we revolutionize the real estate landscape through the power of positive media. At ADTV we are not just storytellers, we are architects of dreams, curators of invaluable resources, and a community of visionaries shaping the industry's future.

Together, we make dreams a reality and drive positive change in the industry!

Watch the show: [American Dream Network](#)

Stay connected and inspired by following us on social: @theamericandreamtv



Spreading Positive Media Across the Country

