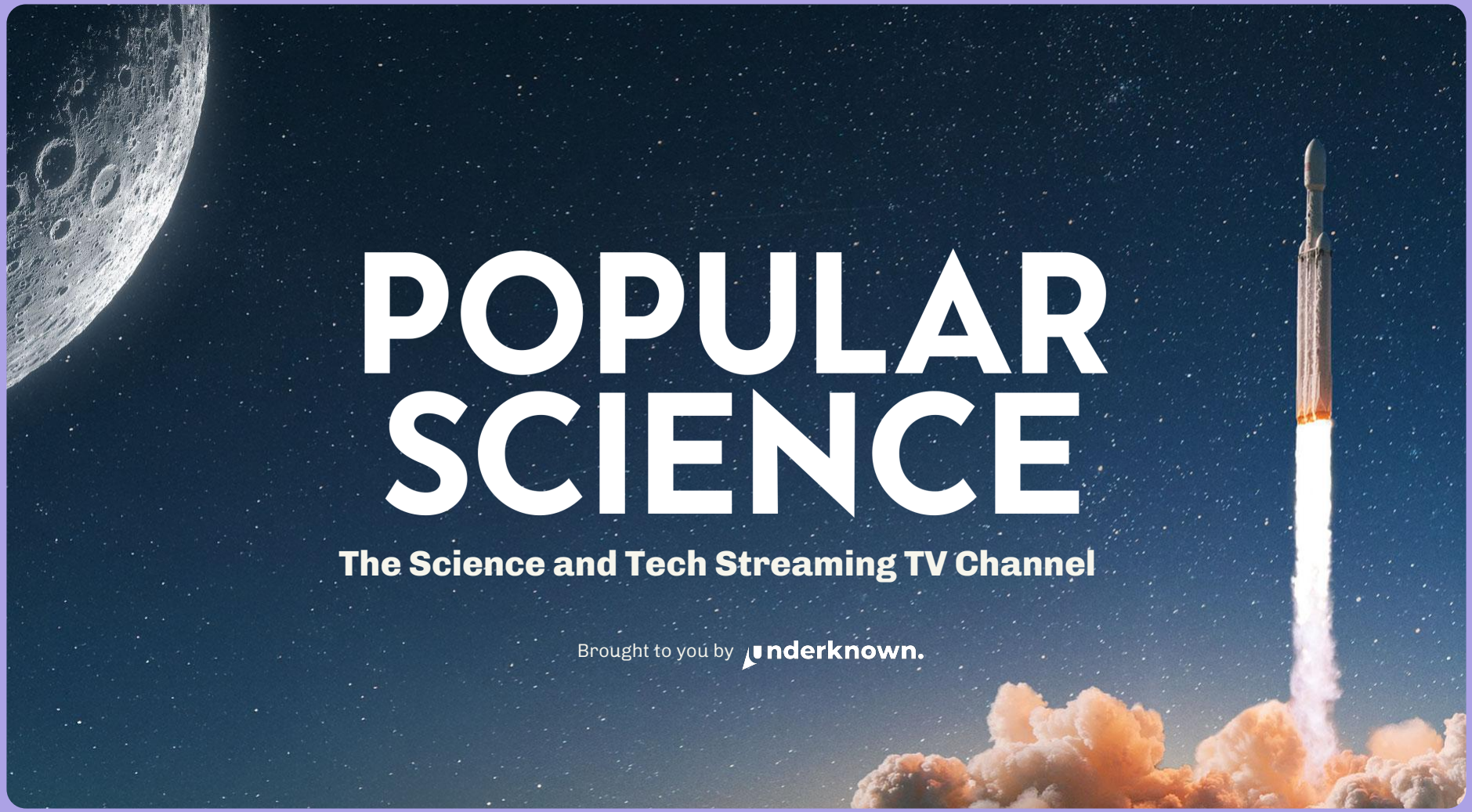

POPULAR
SCIENCE
The Science and Tech Streaming TV Channel
Brought to you by underknown.

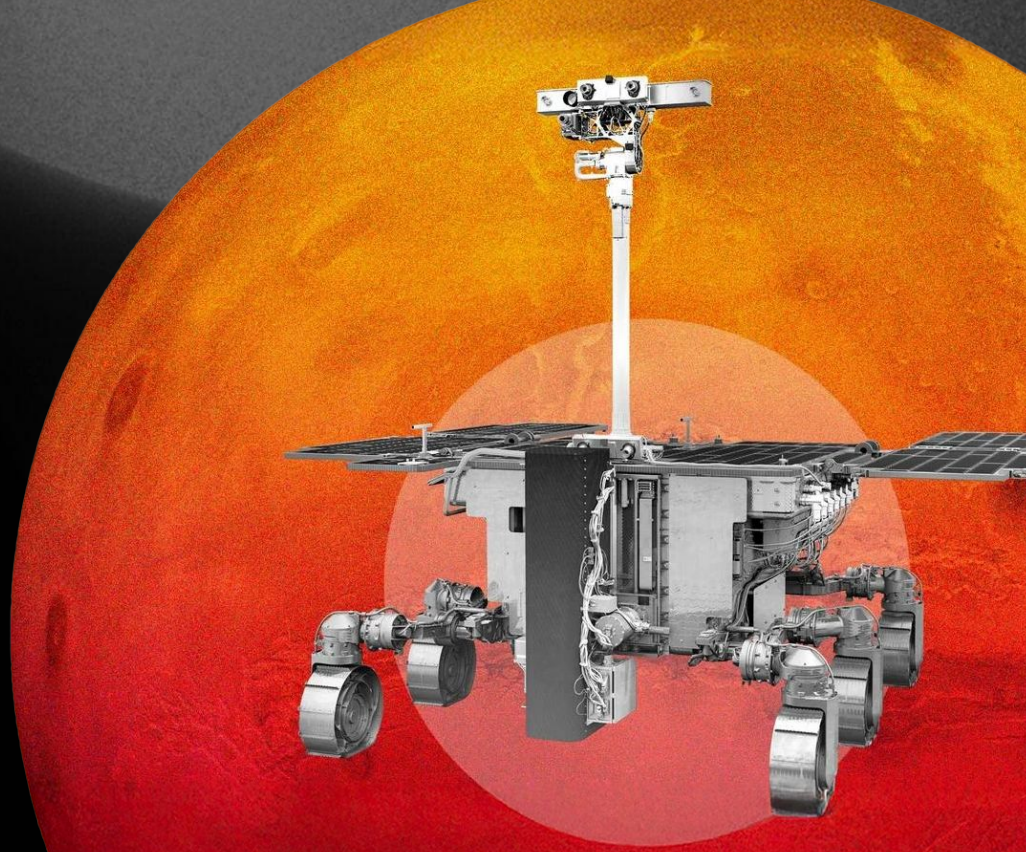
POPULAR SCIENCE

Demystifying the worlds of science and technology since 1872.



For 150 years, Popular Science has been a trusted source for award-winning stories, respected science experts, and simple, clear explanations of big ideas.

The PopSci streaming TV channel **extends this legacy**, delivering the best in science, technology, and discovery content. From cosmic mysteries to engineering marvels, it's bold, fascinating, and right on your Smart TV.



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Content Pillars

Doc Films, Factual Series, Feature Films, Live and Originals

Popular Science **fuels the curiosity** by delivering action-packed programming that spans from the depths of the ocean to the farthest reaches of the cosmos. It celebrates **humanity's greatest ambitions** and pushes the boundaries of discovery and exploration, providing a platform for those who are driven by a **desire to understand** and uncover the wonders of our world and beyond.



Space & Earth Science



Live Rocket Launches



Documentaries & Features



Tech & Crazy Engineering

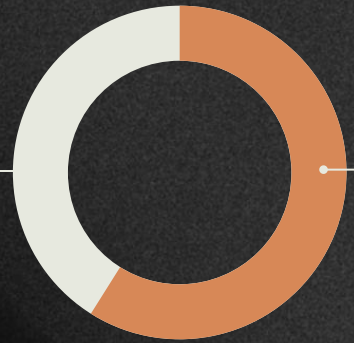


Nature & Environment



Survival Hacks & Stories

Audience



25%
Female

75%
Male

1M
Monthly unique viewers

34-65
Years old median age

5M
Monthly watched minutes

80-120k
Median HHI

- inventors
- scientists
- engineers
- technologists
- coders
- entrepreneurs
- policy makers



Original Series

SHORTY AWARD 2021 — Best Use of Video, Best Storytelling

WEBBY AWARD 2020, 2022 — Best Science & Education Video Series

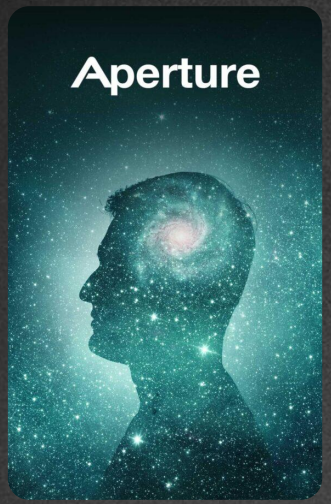
TELLY AWARD 2022 — Gold Winner, Series - Social Video



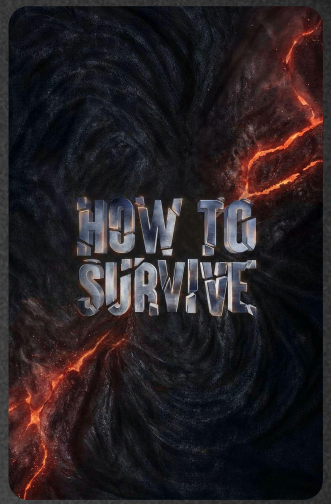
WHAT IF
An epic exploration of possibilities



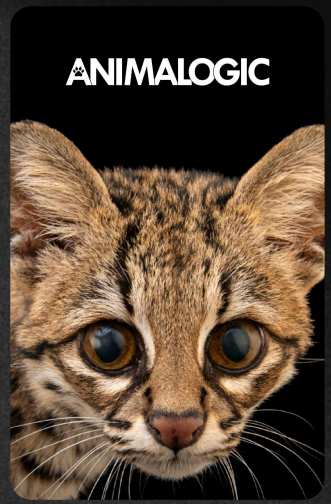
CHASE DIES IN SPACE
The content creator with a passport to the Universe



APERTURE
Exploring the Universe in all of us



HOW TO SURVIVE
Survive whatever awaits you



ANIMALOGIC
Examining the nature of the beast











Content Partners

Popular Science delivers the best of factual content in science and tech, spanning documentaries, flagship series, and live events. With content from **Gravitas** (The Last Man on the Moon)**, Giant Pictures, Complexly** (SciShow, Crash Course)**, NASA Spaceflight,** and **Hacksmith**, plus Underknown's original shows **What If, Apperture** and **How to Survive**, it brings the most compelling stories of discovery, innovation, and exploration to streaming TV.

Benefits of working with us



Leverage

Leverage our 150 years of legacy and credibility to enhance your company's reputation



Showcase

Showcase your scientific and technological achievements through expert validation from a trusted source



Utilize

Utilize our creative expertise in branded content video explainers, and storytelling



Boost

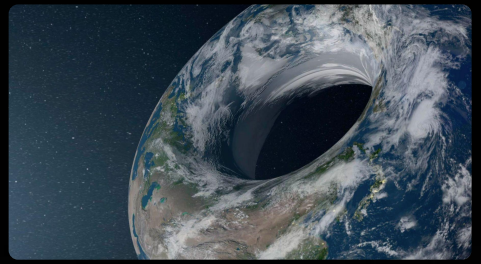
Boost consumer trust and brand recognition by benefiting from our well-established presence in the scientific community



Gain

Gain a competitive edge with association to a prestigious brand that's respected among industry leaders



HOW TO SURVIVE


IF








Sci SHOW


NSF


Book a Call

Let’s *collaborate*



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