

PRAGERU IS CHANGING THE MINDS OF MILLIONS OF ONLINE VIEWERS ACROSS THE GLOBE.

16% said that PragerU had an impact on the way they voted in the 2016 elections.

70% of PragerU viewers said that the videos changed their mind on at least one issue.



WHAT IS PRAGERU?

PragerU is the world's only conservative non-profit that focuses on changing minds through the creative use of digital media. We take full advantage of today's technology and social media to educate millions of young people about the values that make America great. Our goal is to provoke thought and change minds by presenting an alternative to the leftist worldview that saturates most of our nation's grade schools and universities. We do this via short, five-minute videos that provide clear, concise, fact-based, yet entertaining, presentations featuring credible and often well-known thinkers. In 2017, PragerU is projected to accumulate over 500 million views.

VALUES

AT PRAGER UNIVERSITY WE BELIEVE THAT:

- America's greatness is built upon her founding values, which are Judeo-Christian at their core.
- These values include the concepts of freedom of speech, a free press, free markets and a strong military to protect and project those values.
- Our founding values are under a constant, insidious attack from the Left, and require a vigilant defense.
- Most Americans don't know about or understand the fundamental values that make America great, and are therefore unable or unwilling to defend them.
- Freedom of speech is a sacred right, to which "political correctness" is a direct threat.
- Free markets are the key to a strong, vibrant economy, which is the only way to lift people out of poverty and into prosperity.
- Every citizen should be grateful to be an American.
- Burdensome government regulations are the enemy of a strong economy.
- Expanding government erodes personal freedoms, stultifies economic growth, limits personal potential, and traps people in poverty and hopelessness.
- A strong national defense, and the willingness to use it when necessary, makes the world a safer place for Americans and our allies.
- America is the most moral nation on earth, and only enters into military conflicts when our freedoms, or those of our allies are threatened.
- The politics of identity divide, rather than unify, the nation; encourage narcissism; and impede personal growth and self-reliance.
- Quality of character is more important than ethnicity, ancestry, or gender.
- Gratitude is a necessary ingredient of happiness.

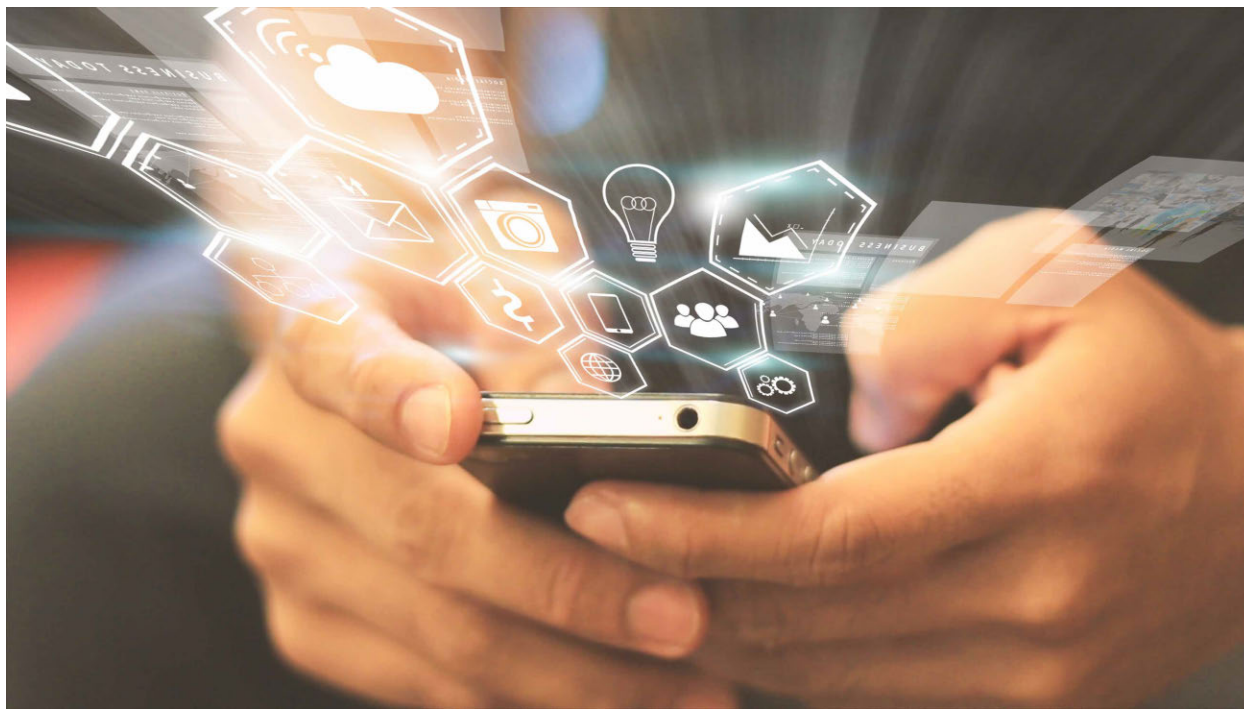
PRAGERU HAS BECOME A SIGNIFICANT MEDIA INFLUENCER.

60%

OF PRAGERU
VIEWERS ARE
UNDER 35

We are the *only* conservative
non-profit media influencer with our
remarkable level of reach and capabilities.

And we're just getting started...



PRAGERU IS FIGHTING THE WAR OF IDEAS ON THE FRONTLINE -- UTILIZING MEDIA & TECHNOLOGY TO REACH MILLIONS OF MINDS.

PragerU has grown quickly to become **the most influential online resource** for explaining and promoting conservative values. PragerU reaches more than **one million viewers per day**, more than 60% of whom are people under the age of 35. Our robust, multi-faceted marketing strategy boasts more than **three million subscribers** to our online newsletter, Facebook, Instagram and Twitter feeds, and YouTube channel. Our PragerFORCE digital student army currently comprises hundreds of “boots on the ground” spreading our values throughout America and the world. Membership in PragerU Educators also continues to expand, with several thousand teachers and professors using our videos to introduce students to conservative ideas in more and more classrooms every day. And our relationships with other media outlets result in collaborations with leading organizations who share our content on their own highly-trafficked digital platforms.



SOCIAL MEDIA USE

Pre-teens (8-12) use social media 6 hours a day.
Teens (12-18) use social media 9 hours a day.



SOCIAL MEDIA & NEWS

62% of young people use social media as a source of news. 18-24 year olds use social media as their *main source* of news.



MOBILE is the top outreach medium for Generation Z.

PragerU has over 2.2 million followers on Facebook.

Over 60 million different people have seen at least one PragerU video on Facebook.

PragerU videos receive over 1 million views every single day on Facebook alone.

Nearly 50 million people see a PragerU post every single month on Facebook.

140,000 new users join PragerU's Facebook page every month.

PRAGERU FACEBOOK REVIEW

18 MILLION AMERICANS UNDER THE AGE OF 35 HAVE SEEN AT LEAST ONE PRAGERU VIDEO.



THERE ARE 190 MILLION ACTIVE FACEBOOK USERS IN THE UNITED STATES

97 MILLION AMERICANS UNDER 35 ARE ON FACEBOOK
PRAGERU HAS REACHED 18 MILLION OF THEM

CONSERVATIVES THAT HAVE SEEN A PRAGERU VIDEO
50%

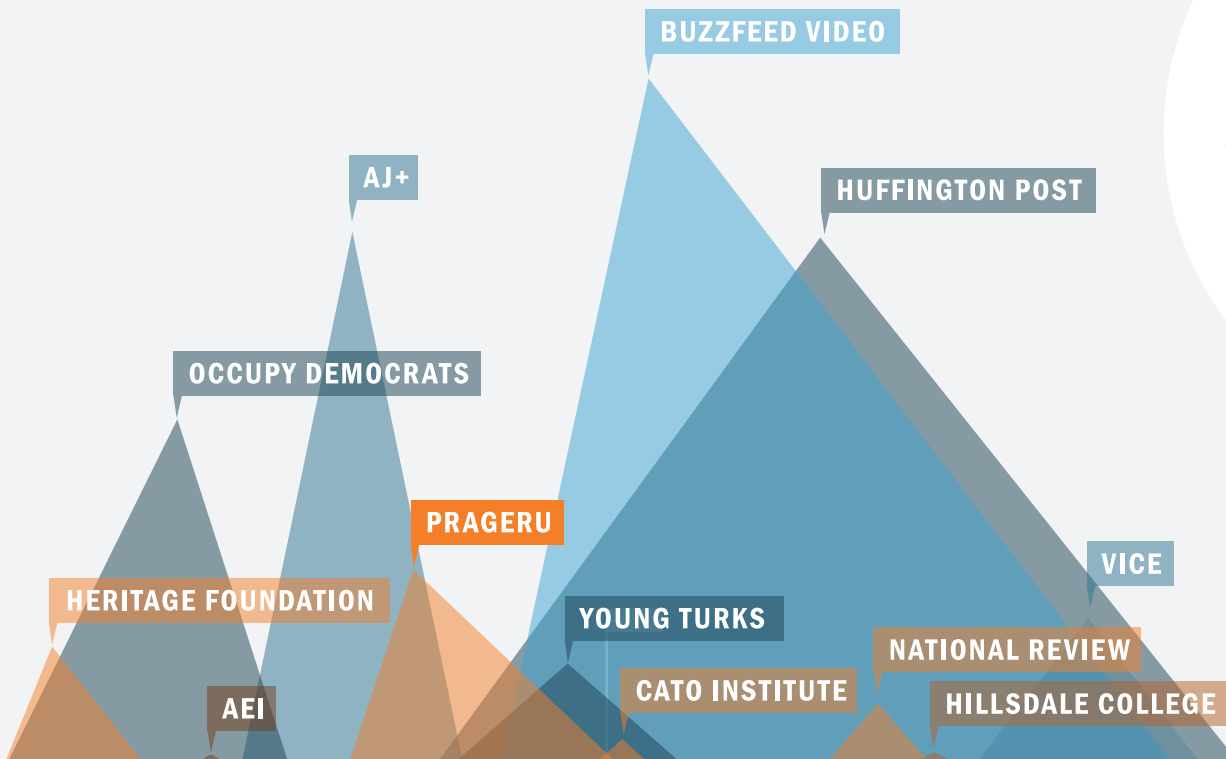
IDENTIFIED MODERATES THAT HAVE SEEN A PRAGERU VIDEO
25%

AMERICANS THAT HAVE SEEN A PRAGERU VIDEO
16%

IDENTIFIED LIBERALS THAT HAVE SEEN A PRAGERU VIDEO
12.5%



*OUT OF 190 MILLION ACTIVE FACBOOK USERS



THE LEFT IS STILL DOMINATING SOCIAL MEDIA, BUT PRAGERU IS CATCHING UP.

**YOUTUBE HAS OVER 1 BILLION USERS...
THAT'S A LOT OF PEOPLE.**



LearnLiberty



You Tube

SUBSCRIBERS

PragerU has more YouTube subscribers than The Heritage Foundation, Hillsdale College, National Review, Hoover Institution, Learn Liberty, AEI, Cato Institute, MRC and Conservative Review - COMBINED!

800,000
138,000
56,000
26,000

YOUTUBE DAILY UNIQUE VIEWS

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
285K VIEWS	285K VIEWS	285K VIEWS	285K VIEWS	285K VIEWS	285K VIEWS	285K VIEWS
285K VIEWS	285K VIEWS	285K VIEWS	285K VIEWS	285K VIEWS	285K VIEWS	285K VIEWS
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285K VIEWS	285K VIEWS	285K VIEWS	285K VIEWS	285K VIEWS	285K VIEWS	285K VIEWS

LIFETIME VIEWS FROM AROUND THE WORLD

	US: 74 MILLION
	CANADA: 6.1 MILLION
	MEXICO: 6.1 MILLION
	UK: 4.4 MILLION
	AUSTRALIA: 2.7 MILLION
	BRAZIL: 2 MILLION
	COLUMBIA: 1.9 MILLION
	SWEDEN: 1.1 MILLION

63%

63% of the PragerU viewers on YouTube are under 35.



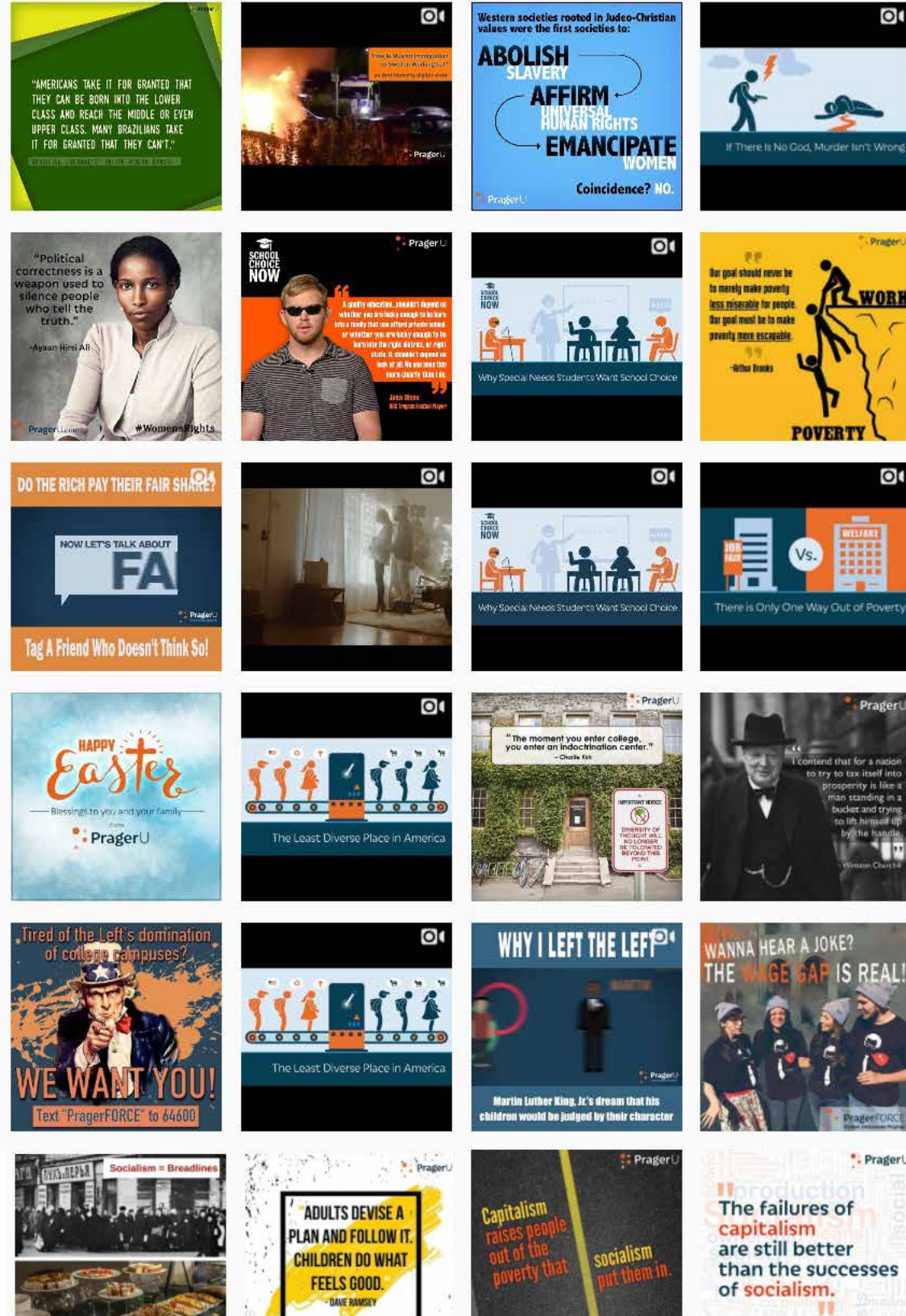
PRAGERU ON INSTAGRAM

Instagram is an incredible opportunity for PragerU to reach the next generation. There are 600 million active users on Instagram and over 60% of them are under the age of 30. Also, about 40% of American women are active on the platform.

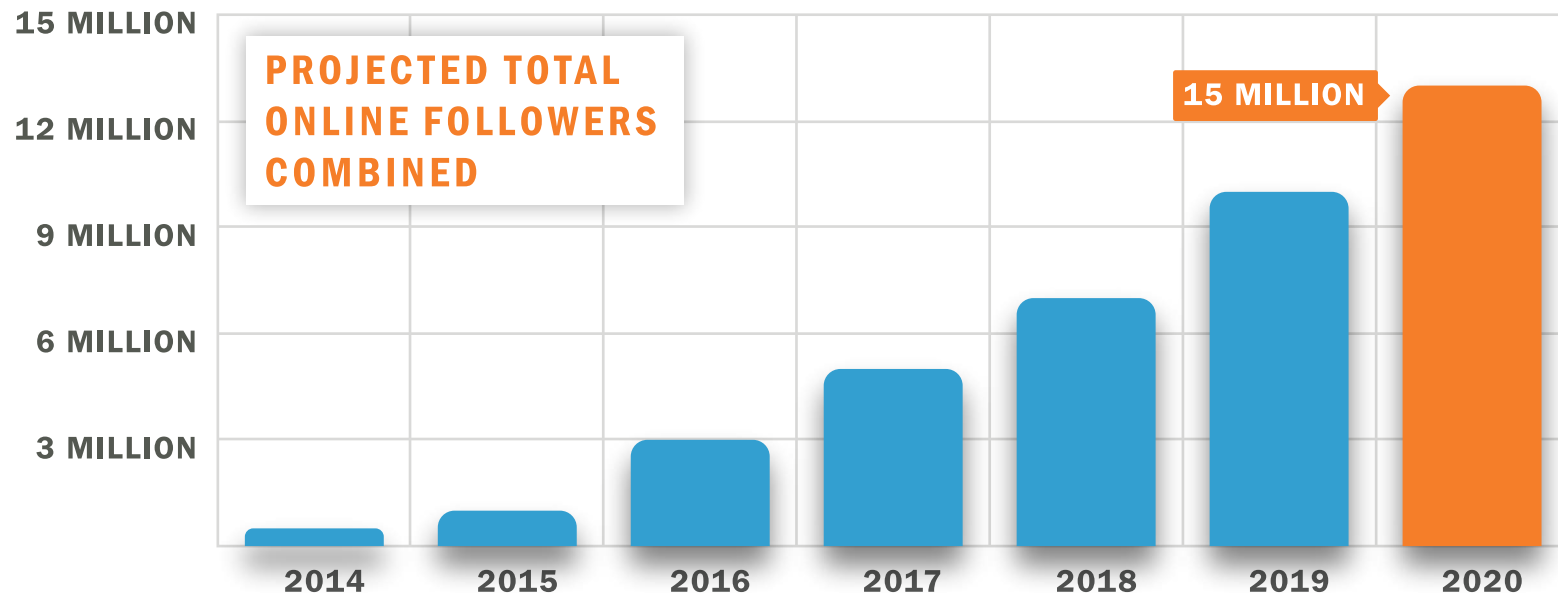
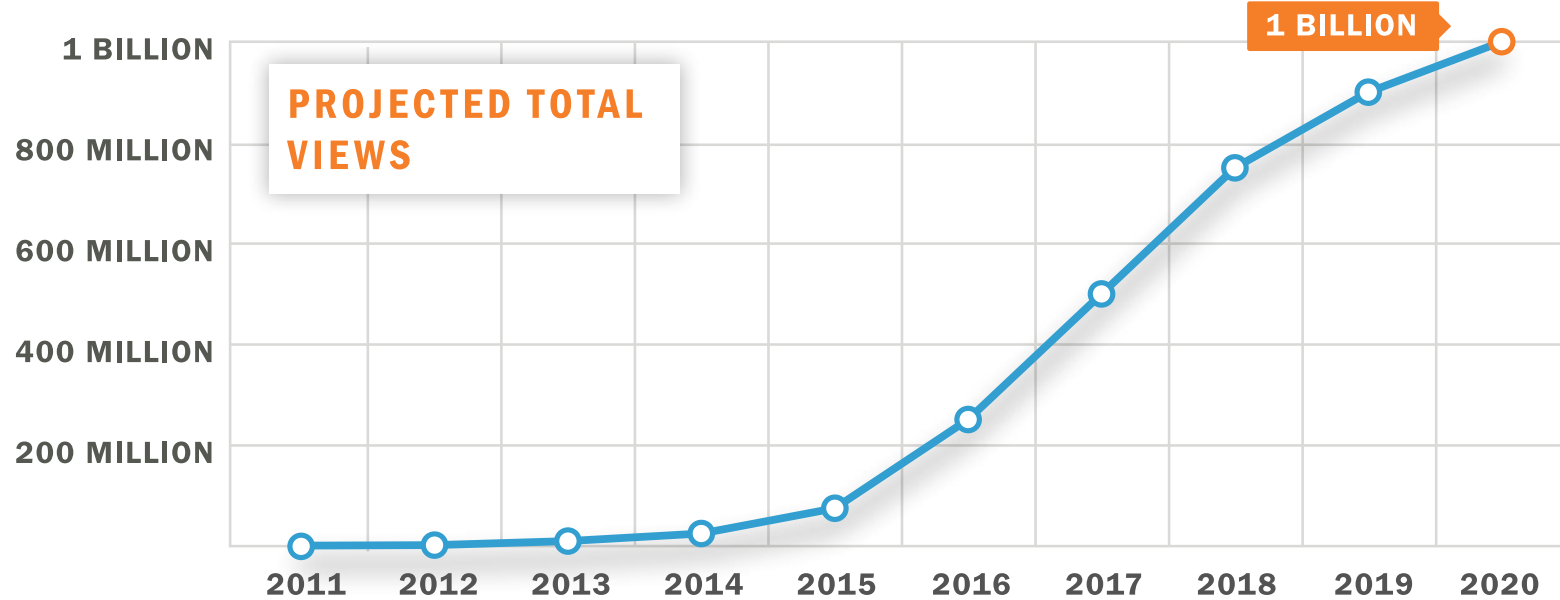
Through utilizing our existing video content, creating relevant new imagery and providing real-time access to our ideas via "Instagram Stories," PragerU has quickly become the fastest growing conservative organization on Instagram. Our marketing team has recently developed and implemented a growth strategy for the platform that has already doubled the growth in the first few months. With over 65,000 followers, PragerU has more than The Heritage Foundation, Turning Point USA, National Review, and Conservative Review combined.

To date in 2017, our short video clips have received over 2 million video views on Instagram. Every month, our content garners over 1 million impressions. While we are just getting started on Instagram, this is an extremely important platform for us to have an impact on the next generation.

PRAGERU IS THE FASTEST GROWING CONSERVATIVE NON-PROFIT ON INSTAGRAM.



PRAGERU PROJECTED ANNUAL VIEWERSHIP





PRAGERU'S YOUNG DIGITAL ARMY

PragerFORCE

PragerU's student ambassador program is a national coalition of active and influential students who spread the ideas and values of PragerU through our five-minute videos. Our ambassadors use their influence and relationships on campus to share our videos through articles, social media, club meetings, and word of mouth.

PragerFORCE has over 500 members signed up to volunteer in 2017 on campuses across the nation.

PragerFORCE members are involved in three main programs:

1. PragerFORCE Administration and Recruitment
2. PragerFORCE Writers Squad--students write op-eds and articles for college newspapers
3. PragerFORCE Digital Outreach Squad--students promoting PragerU content on social media cause videos to go viral

PragerEducators

PragerEducators is a volunteer community of high school and college educators who hold conservative values and believe that every student deserves the opportunity to learn about the founding principles that have made the United States the freest, most prosperous, and most generous society in human history. PragerEducators use their influence and relationships on campus to share our content through class discussion, faculty meetings and extracurricular assignments.



"I live in Brazil and as an **English teacher** always use PragerU videos **in my classes** to talk about economy, politics and all other subjects you approach."

-- *Lucas M.*

"I've showed the videos to undergrad students at **UC Berkeley**. At first they wince at the mere notion of "Conservative rhetoric", but after 2-3 of the best videos **they are hooked**, and ask me to Slack them the link to PragerU."

-- *Andrew P.,
UC Berkeley Professor*

"I teach **6th grade South Central** Los Angeles. My students love PragerU videos because they speak on current events and they're visual, brief and humorous."

-- *Hugh S.*

Pragerpedia

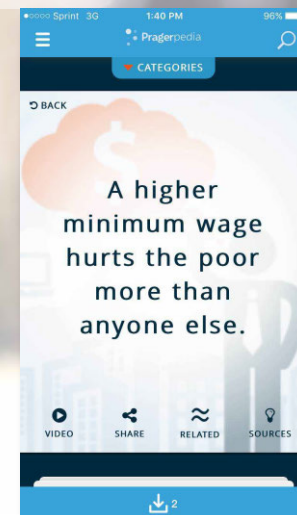
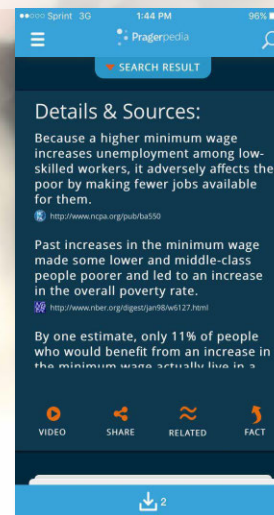
The primary goal of the Pragerpedia mobile app is to provide immediate access to important facts that can be easily shared to defend conservative ideas. The main components of the app are:

**Close to 100,000
Pragerpedia app
downloads
in 6 months**

- Instant access to hundreds of PragerU videos
- Quick access to key facts from our videos, designed as digital “fact cards”
- Ability to search facts by video, topic or keyword
- Flip the fact card over for sources and supporting arguments
- Swipe left/right to move on to the next fact card
- Instantly share the fact on social media
- Swipe down to easily save favorite facts for later use
- Access entire PragerU video library by topic, keyword or category
- Trending facts based on what other users are searching for

The upgraded Pragerpedia app will be released in late 2017 to include the following updates:

- Daily updates and responses to current events.
- Access to live interviews of PragerU presenters.
- Access to all PragerU videos.



TOP VIDEOS

We release an average of **5 videos per month**, each of which receives an average of **2,000,000** unique views. Some have gone viral and garnered over **7,000,000** views. The number of views is limited only by our marketing budget. The bigger the budget, the more people we can reach.

DO YOU UNDERSTAND THE ELECTORAL COLLEGE?

Tara Ross

51.4 MILLION VIEWS

IS ISLAM A RELIGION OF PEACE?

Ayaan Hirsi Ali

11.8 MILLION VIEWS

WAS THE CIVIL WAR ABOUT SLAVERY?

Colonel Ty Seidule

10 MILLION VIEWS

EVERY HIGH SCHOOL PRINCIPAL SHOULD SAY THIS

Dennis Prager

8.1 MILLION VIEWS

THE MIDDLE EAST PROBLEM

Dennis Prager

8 MILLION VIEWS

WHO NOT TO VOTE FOR

Adam Carolla

7.7 MILLION VIEWS

WHY I LEFT THE LEFT

Dave Rubin

6.5 MILLION VIEWS

WHY DO PEOPLE BECOME ISLAMIC EXTREMISTS?

Haroon Ullah

6.2 MILLION VIEWS

ARE THE POLICE RACIST?

Heather MacDonald

5.9 MILLION VIEWS

WAR ON BOYS

Christina Sommers

5.3 MILLION VIEWS

DON'T JUDGE BLACKS DIFFERENTLY

Chloe Valdary

5.2 MILLION VIEWS

CLIMATE CHANGE: WHAT DO SCIENTISTS SAY?

Richard Lindzen

4.6 MILLION VIEWS

ISRAEL: THE WORLD'S MOST MORAL ARMY

Colonel Richard Kemp

4.4 MILLION VIEWS

THE MOST IMPORTANT QUESTION ABOUT ABORTION

Dennis Prager

4.4 MILLION VIEWS

WHY IS MODERN ART SO BAD?

Robert Florczyk

4.4 MILLION VIEWS

THERE IS NO GENDER WAGE GAP

Christina Sommers

4.3 MILLION VIEWS

HE WANTS YOU

Dennis Prager

4.3 MILLION VIEWS

THE PROGRESSIVE INCOME TAX: A TALE OF THREE BROTHERS

Kip Hagopian

4.2 MILLION VIEWS



The following information is the result of the Prager University Impact Survey conducted the week of February 5th , 2017 on Facebook where PragerU has more than 2 million followers.

Q: What's your age?

A: 62% of the respondents are under the age of 34.

Q: Did the ideas from PragerU videos influence or change the way you voted in the recent election?

A: 16% of respondents answered yes.

Q: Do you use or reference PragerU videos when engaging in political discussions with others?

A: 86% of respondents answered yes.

Q: Has a PragerU video ever changed your mind on an issue?

A: 70% of respondents answered yes.

DENNIS PRAGER FIRESIDE CHATS

Listen to Dennis Prager's musings, meditations, and conversations beside a roaring fire



🔥 Fireside Chat with Dennis Prager: Ep. 6 - Recent Trip to Southeast Asia, Global Warming, Men vs. Women



🔥 Fireside Chat with Dennis Prager: Ep. 5 - On Students Recording Leftist Professors



🔥 Fireside Chat with Dennis Prager: Ep. 4 - Special Guest Dave Rubin Discusses Why He Left the Left!



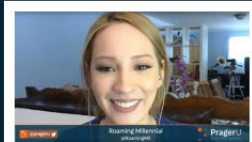
🔥 Fireside Chat with Dennis Prager: Ep. 3 - Trump, Executive Orders and Happiness



🔥 Fireside Chat with Dennis Prager: Ep. 2 - Inauguration and Leftist Boycotts

EXCLUSIVE INTERVIEWS

The PragerU team speaks with fascinating figures from across the cultural spectrum



🔥 Interview with Roaming Millennial



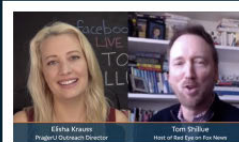
🔥 Interview with Heavyweight Boxing Champ David "Nino" Rodriguez



🔥 Soccer Star Cobi Jones on Sports, Competition and Participation Trophies



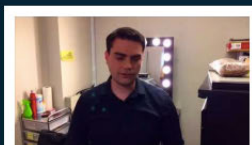
🔥 Dr. Jordan Peterson on Psychology, Happiness and Purpose



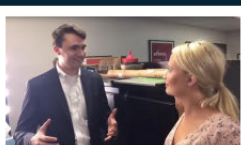
🔥 Tom Shillue Joins PragerU Live's Elisha Krauss

BEHIND THE SCENES

Get exclusive access to candid chats and sidebar conversations with some of our most engaging guests



🔥 Behind the Scenes with Ben Shapiro



🔥 Behind the Scenes with Charlie Kirk of Turning Point USA

PRAGERU SHOWS

Launched in 2017, PragerU Shows offer our viewers new content in addition to our weekly videos.

These digital shows include:

- A weekly Fireside Chat with Dennis Prager from his home study.
- Interviews with conservative thought leaders.
- Behind-the-scenes footage.
- Documentary shorts produced by partnering organizations.

PragerU Shows is a new way for PragerU to provide timely insight on current events in both live and recorded formats. It also allows us to take advantage of the multiplier effect by working with other conservative groups, reaching their audiences and giving other video creators a massive platform on which to broadcast our shared values. We are currently developing a strategy to allow for sponsorship and advertising opportunities on our PragerU Shows.

CONNECT WITH US

prageru.com

E: info@prageru.com

P: 323-577-2437



PRAGER UNIVERSITY

10045 Red Run Boulevard, Suite 250
Owings Mills, Maryland 21117

Prager University: Free Market Money
and the American Dream