



THE FUTURE
IS NOW

About **UMGP**

Universal Media Group is a dynamic player in the digital media production industry, presenting a unique blend of productions and products that distinguishes it in the market. Currently traded on the OTC Markets (UMGP), we are ambitiously working towards up-listing to Nasdaq by the end of 2023 with our diverse business growth strategy. Our portfolio comprises pioneering projects under development, prominently featuring Universal Streams, an innovative AI-enhanced streaming video platform designed for independent creators. Further bolstering our market presence is an exciting array of eclectic content in our productions segment, including the acclaimed national television network celebrity show, *Before the Fame*.



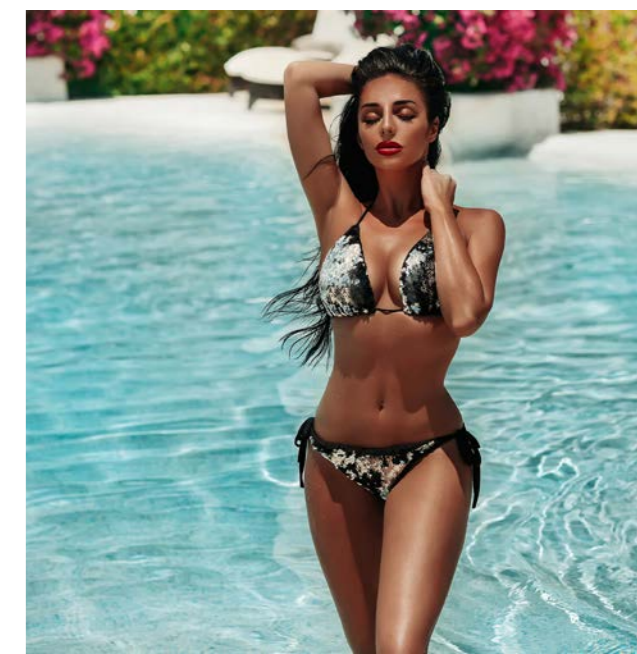
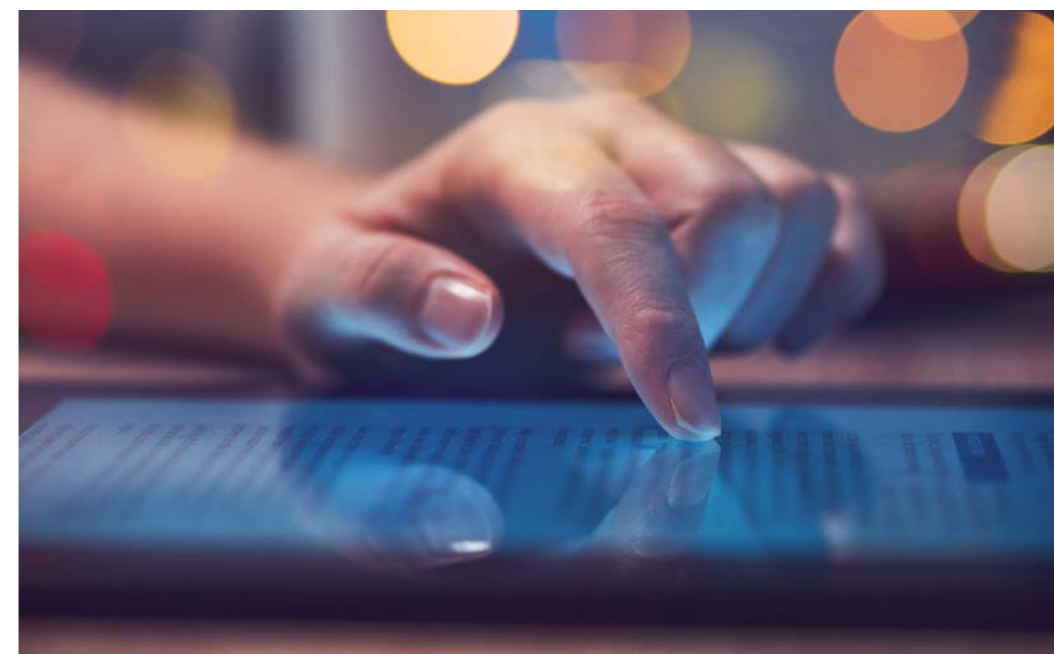
Our **Mission**

We create content that inspires. Our team focuses on high-quality, unique, entertaining content with thought-provoking insights often overlooked by traditional media platforms. We strive to be a leading producer and distributor of celebrity, influencer, and reality-based entertainment and information, using multiple product verticals to differentiate our content.

Expanding Business Verticals

2023 is projected to be one of the most transformational years in Universal Media's history financially.

In addition to expanding the Before the Fame franchise with new content and genres, we are filming two new reality TV pilots with world-renowned talent. The most significant project of 2023 will be the launch of our Ai assisted Streaming platform, Universal Streams.



Production Expansion



BEFORE THE FAME

Before The Fame with Mike Sherman takes a never before seen look that will take you down memory lane of today's hottest celebrities in sports, music, and entertainment, all on their journey to the top! New in 2023 is our "Influencer Edition" where we will interview some of the world's largest social media influencers and discuss their rise into the public consciousness.



STUNNIN' IN SOUTH BEACH

This is sure to be a rival to some of TV's most popular reality TV shows. It is based on a group of jet-setting women, ages 18-29, who are social media stars and who live a seemingly fabulous life. Millions of fans follow them, and many are obsessed with them. While season 1 will be focused in South Beach, the goal is a franchise shot in exotic locations around the world.



HIGH SCHOOL ICON

The next sensation in TV and social media! We not only spotlight artistic and athletic talents that you'd see on TikTok, we also celebrate stellar academic achievements and character. We're bringing school spirit to the limelight through our unique competition format. Exciting collaborations are underway with powerhouse personalities from music, film, and sports, who will put our contestants to the test!

Product Expansion



UNIVERSAL STREAMS

An innovative AI-supported streaming platform dedicated to exceptional content from independent creators. We strive to bolster the work of these creators, overcoming numerous monetization challenges and offering emerging influencers the essential tools and distribution capabilities to grow their brands and audiences. Universal Streams is set to showcase some of the most influential independent creators and influencers from around the globe.



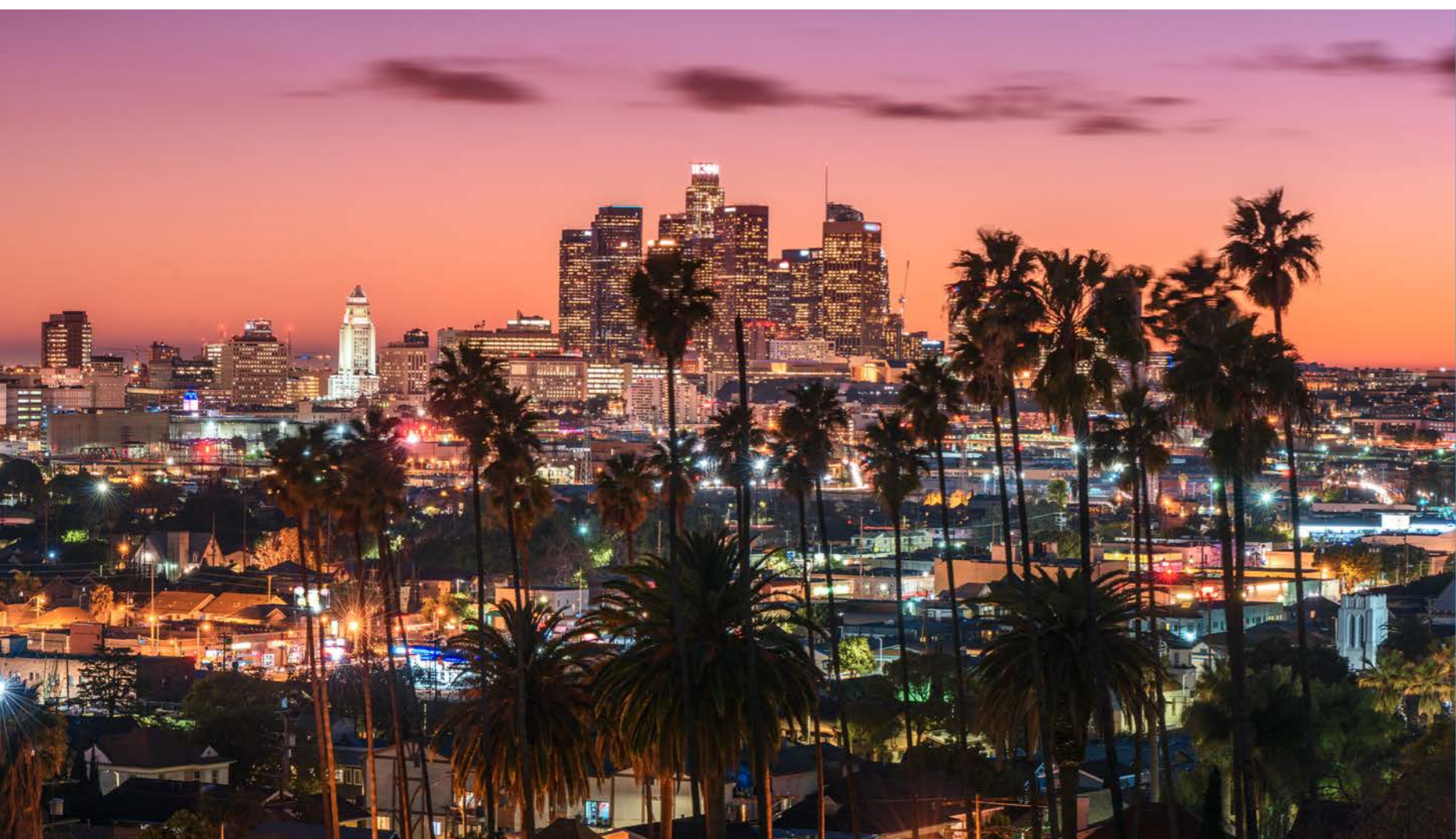
HIGH SCHOOL ICON APP

Brace yourselves, TikTok and American Idol - there's a new star in town: High School Icon. Ingeniously crafted to appeal to the dynamic Gen Z demographic, this platform is poised to revolutionize the digital arena, with no rivals in sight. Infusing gaming elements into social media, we're fostering school spirit via our competition-focused app designed specifically for high schoolers and their friends.

Before The Fame

Celebrity Documentary Series

Before The Fame with Mike Sherman takes a never before seen look that will walk you down memory lane of today's hottest celebrities in sports, music and entertainment all on their journey to the top!



Mike Sherman, the host and producer of the show, will sit down with friends, former producers, songwriters, coaches, managers, publicists, bodyguards, teammates, and much more all Before The Fame. Then you'll finally follow Mike on his journey to track down those big celebrities we all know so well. He will dig into his vault of vintage footage and show the world never before seen clips of today's biggest celebrities as they rose to super stardom!

BTF featured guests have massive social media followings on multiple platforms and promote their episodes to loyal fans. 2023 will include the expansion of the franchise to an "Influencers" Edition, where Mike dives into the explosion of social media influencers and their effect on trends today. These episodes will be available on Universal Streams.

Before The Fame



MICHAEL JACKSON ON TOUR

Greg Phillinganes & Rory Kaplan have worked with some of the biggest names in music, including the “King of Pop” Michael Jackson. This episode takes us behind the scenes and breaks down their influence on some of Michael Jackson’s hottest hits along with never before heard stories of Michael’s tours starting in 1974.



JAMIE FOXX

Mike Sherman sits down with Oscar & Grammy award winner, musician and comedian Jamie Foxx and friends/co-stars Speedy, Tiny Lester, Mike Tyson and Rafi Anteby. They reveal Jamie’s true character and how it was apparent that from the very beginning Jamie would become one of the biggest and most successful names in Hollywood.



THE ROLLING STONES ON TOUR

Mike Sherman sits down with three iconic and legendary musicians; Keith Richards, Chuck Leavell, and Terry Reid to talk about their time on stage with one of the greatest bands of all time, The Rolling Stones! This is a show for the ages.



THE STRAY CATS

In this episode, Mike Sherman sits down with the pioneering drummer & vocalist Slim Jim Phantom from The Stray Cats, a MTV mainstay in the 80’s. Their rockabilly style from a small town on Long Island was a catalyst to their multiple Top 100 hits.

Before The Fame



DJ KLAHED

Mike Sherman highlights the rise of DJ Khaled from 99 Jamz radio host to the top of the Billboard Hot 100 and shows flashbacks of their interviews together along his journey to stardom. Music industry mogul Steve Lobel and hip hop artist Fat Joe discuss the personality, work ethic, and network of DJ Khaled.



RASHAD EVANS

Rashad “Suga” Evans, former UFC Light Heavyweight Champion and a 2019 inductee of the UFC Hall of Fame and becoming one of the most successful UFC fighters of all time. He has his career broken down by first-hand stories as well as outside perspectives from UFC legends such as Chuck Liddell, Kamaru Usman and Vitor Belfort.



MIKE TYSON

Sitting with Don Metzner, Rob Hickman and longtime friend Sugar Ray Leonard Jr. Mike Sherman discusses the unconventional story of “Iron Mike” becoming the youngest heavyweight boxing champion in history. This episode highlights Mike Tyson’s public perception as a tenacious fighter, but also sheds light towards his true persona, eventually becoming a successful business entrepreneur.



FAT JOE

Mike Sherman sits down with hip hop legend Fat Joe, an American rapper from the Bronx, New York. They discuss his start in hip hop and his influence over the decades producing hit records. Long time friends such as Steve Lobel, Cool & Dre, Rated R and others share their experiences on the legend himself and his rise to fame.

Before The Fame



DWAYNE WADE

Mike Sherman sits with and highlights the career of Dwayne Wade, a former NBA All-Star, 3-time NBA champion and future Hall of Famer. Dwayne Wayne Sr. amongst others is interviewed and portrays the story of his son's rise from a high school standout athlete to a NBA world champion and eventual successful entrepreneur.



VITOR BELFORT

Mike Sherman has the opportunity to sit with Vitor Belfort who had a 20 year career in the Heavyweight, Light Heavyweight and Middleweight divisions in the UFC. Originally rooted in Brazil and moving to California, Vitor explains his ethos on how he made a decision to live by principles rather than living by preferences.



SCOTT SCORCH

This 8-time Grammy Winner and music producer reveals some of the highs of his music career that led him to the rise to stardom. Mike Sherman uncovers the influence that Storch had on countless hip hop artists as well as the lows and personal struggles he had to overcome over the course of his career.



LIL WAYNE

Mike Sherman discusses Lil Wayne's career and accomplishments from becoming one of the youngest artists signed by Cash Money Records and one of the greatest artists of all time. Joined by music artists Trina, Kevin Rudolf and music producers Stephen McDowell and BIGG D have all collaborated on projects together throughout his career.

Universal Streams OTT Platform

The Universal Streams

OTT (over-the-top) is a means of providing television and film content over the Internet at the request and to suit the individual consumer's requirements.

There are (4) types of OTT platforms;

AVOD: Advertising Video-On-Demand.

TVOD: Transactional Video-On-Demand.

SVOD: Subscription Video-On-Demand.

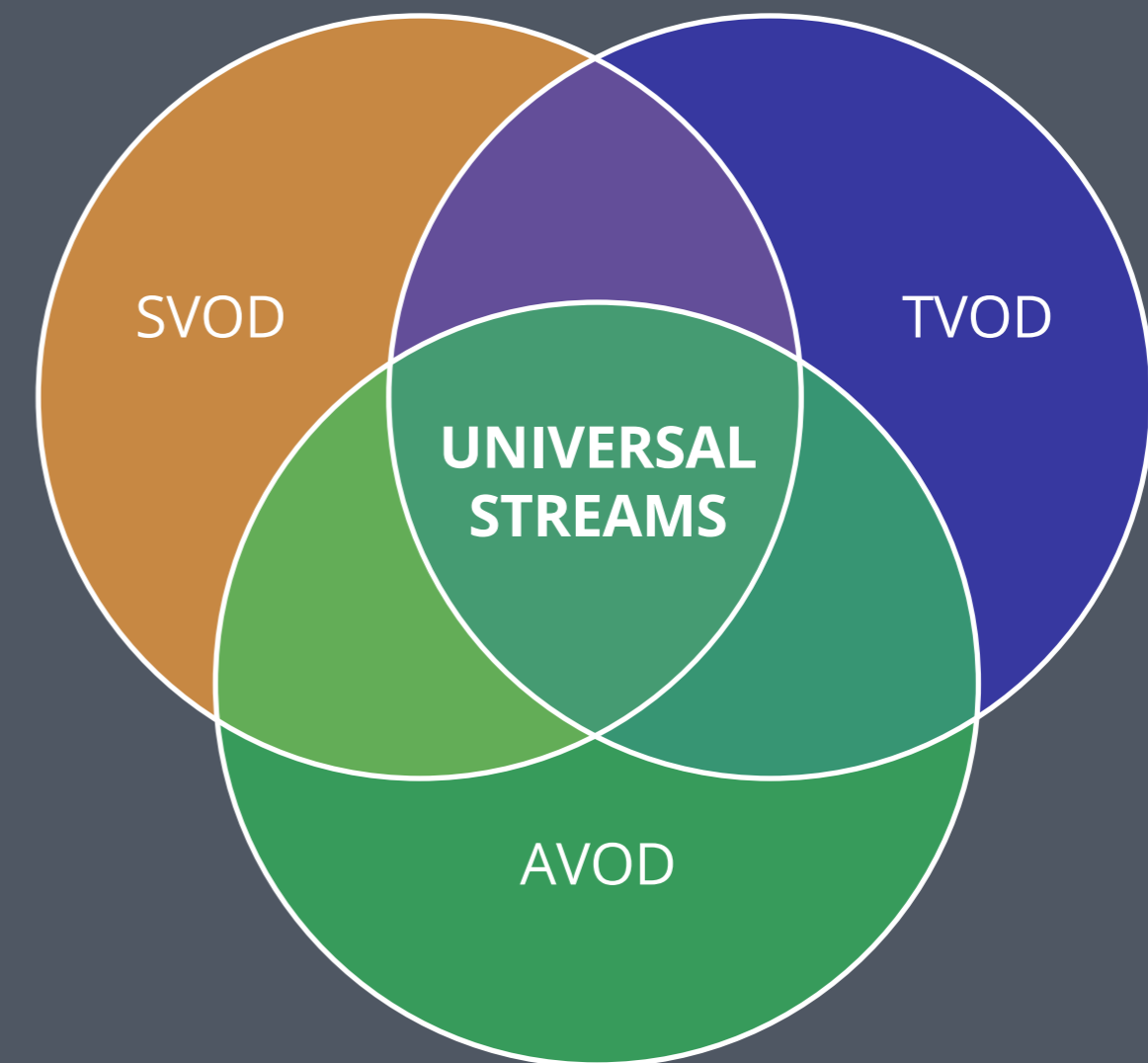
Hybrid: SVOD + TVOD.

UNIVERSAL STREAMS

Universal Streams, a groundbreaking streaming platform enhanced by AI technology, is committed to highlighting standout content crafted by independent creators. We are dedicated to strengthening their work, resolving myriad monetization hurdles, and supplying up-and-coming influencers with the vital tools and distribution channels necessary for brand and audience expansion. Anticipate witnessing some of the world's most impactful independent creators and influencers on Universal Streams.

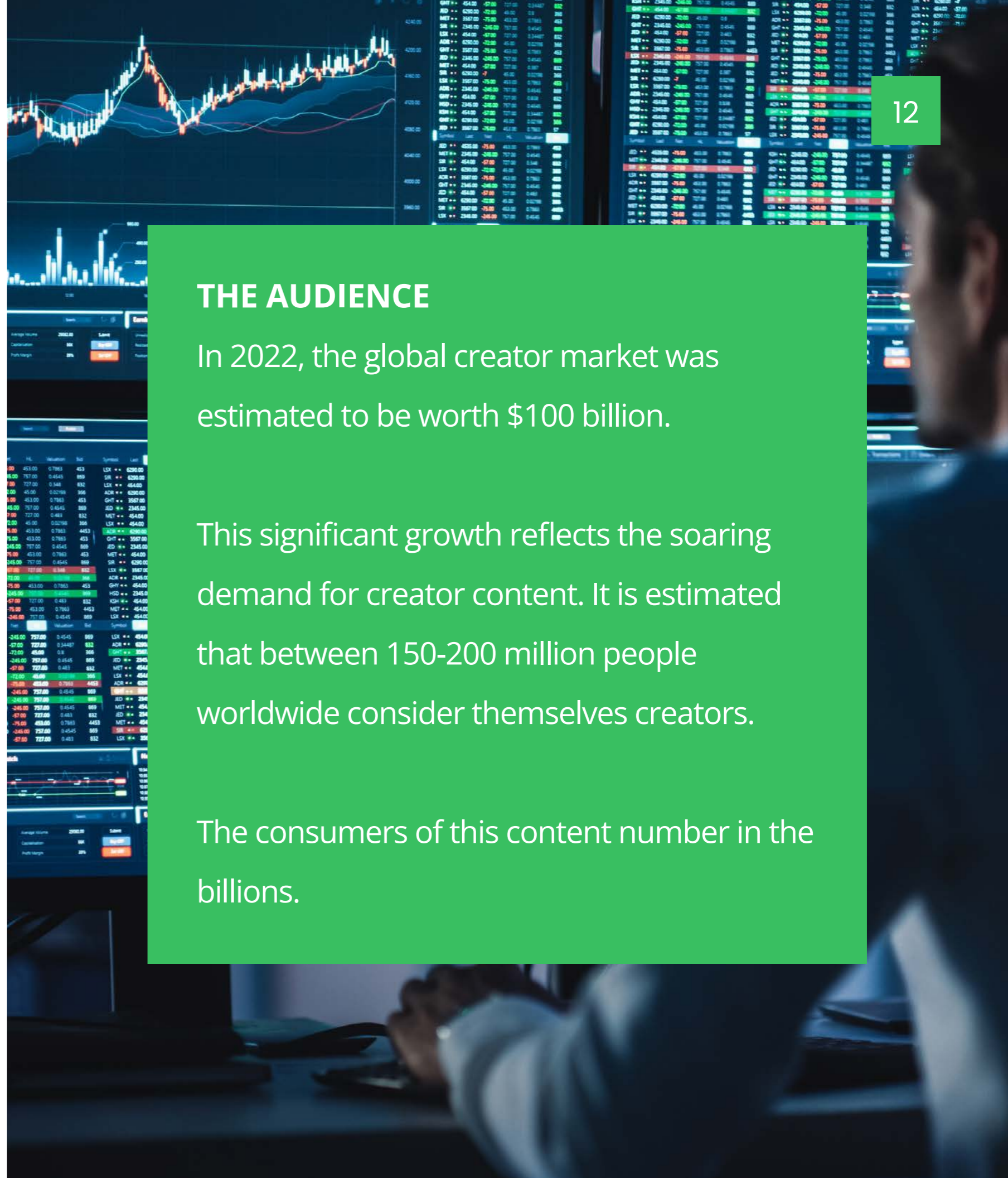
Universal Streams OTT Platform

The secret to a successful OTT business is a business model combining SVOD, TVOD, and AVOD whenever possible. A hybrid model is designed to maximize content monetization opportunities. AVOD, for example, works particularly well when combined with SVOD or TVOD, as it ensures no money is left on the table. An ad-supported freemium model will help you attract and onboard new users. And as you're monetizing through ads, you can convert them to paying subscribers through upsell activities, increasing your average revenue per user (ARPU) and the customer lifetime value.



Universal Streams OTT Platform

In recent years, we've seen increased investment and coverage of fixed and mobile infrastructure. Consumer data buckets are getting bigger and data even cheaper. Expansion of LTE networks and 5G roll-out will also expand the availability of data connections in existing and new markets for OTT streaming. This is particularly important for UniversalStreams. Data shows consumers now spend more time watching video content on their mobile devices than ever before. Our internal data reports that 70-80% of streaming takes place through web clients, smartphones, and tablets. For this reason, we recommend all new OTT service entrants focus on rolling out web services alongside iOS and Android apps in the first phase.



THE AUDIENCE

In 2022, the global creator market was estimated to be worth \$100 billion.

This significant growth reflects the soaring demand for creator content. It is estimated that between 150-200 million people worldwide consider themselves creators.

The consumers of this content number in the billions.

Universal Streams OTT Platform

Technology Focus

Our technology will be tailored to our niche audience with interactive AI integrations offering audiences worldwide a unique and seamless user experience on all devices, including web, iOS, Android, and more.

- 1. Live, VOD & Linear Ingestion** - We will securely ingest content from anywhere and deliver it everywhere
- 2. Content Security & Rights Enforcement** - Our content will be in safe hands, with a robust DRM Plan
- 3. The Universal Streams Console** - We'll internally manage our content and curate with our own proprietary CMS
- 4. Full End-to-End Support** - Advanced technology and support teams will offer a range of support to ensure our service succeeds
- 5. Monetization Models** - Monetize will be a multifaceted approach and hybrid platform including SVOD, TVOD & AVOD
- 6. Data Insights** - Our internal team will provide important user and service data to manage churn for better financial decisions
- 7. Customer Support** - Driven by multiple teams including 1st, 2nd and 3rd line support systems
- 8. Global Distribution** - We'll have content to ensure sales to our target audience in any market
- 9. Marketing & Sales Support** - We'll incorporate both internal and external marketing, sales, growth support and advisory teams
- 10. Trusted Tech** - Our technology development is a key differentiator to provide best-in-class solutions

The benefits of the above will assist in boosting brand awareness, scalability, monetization, and reduce expense and time. As OTT platform revenues are set to hit approximately 167 BILLION Dollars in the year 2025 across the globe, Universal Streams OTT platform will be the perfect way to take advantage of this burgeoning market in a niche demographic not yet targeted.

Universal Media Group, Inc.

‘EMMY Nominated’ CHAIRMAN AND CEO Mike Sherman

Universal Media Group is a leading producer and distributor of both short and long-form content, covering a diverse array of genres for multiple media platforms. Universal Media has its roots and focus on the implementation of celebrity-based programming through multiple distribution channels, including broadcast television, social media, and streaming video on demand platforms.

“Before the Fame,” with CEO and Host Mike Sherman, is the flagship program in the Universal content library. Before the Fame is a “Who’s Who” of celebrities, including professional athletes such as UFC Hall of Famer Rashad Evans, Basketball World Champion Dwayne Wade, Movie Stars including Jamie Fox and Lamorne Morris, Rock Legends Michael Jackson, and The Rolling Stones. Staying ahead of the competition, Universal has been producing quality 4K programming with projects centered around today’s biggest stars. Before the Fame has over 30 shows in the can.

In addition to its Emmy Award Nominated Before the Fame, Mike Sherman hosted and produced “On the Mike,” short-form interviews with over 200 A-List Celebrities, including the likes of Justin Bieber and Kim Kardashian. Universal Media continues to expand its offerings with its involvement in the Sundance Film Festival with its submittal of “The Session Man,” which tells the story of the highly gifted pianist and unsung hero Nicky Hopkins, who played with the Beatles, the Rolling Stones, The Who, The Kinks, and many more. Universal Media is getting noticed in Hollywood and has a bright future.

Universal Media Group is a publicly listed company and trades on the OTC Markets under the symbol “UMGP.”



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Universal Media Team



John Bryan

Director Of Sales & Distribution

Pioneering Executive and innovative marketer, with expertise in media distribution and multicast network platforms. Experience cultivated over 20 years working at MGM, Disney and Warner Brothers branded companies.



Aliia Roza

Public Relations Director, Executive Producer

A well sought after media personality, Aliia is an advocate for women empowerment, philanthropist, TV host, producer, actress and Social Media influencer with over 1.3 million followers on her verified Instagram account.



Rashad Evans

Talent Coordinator, Podcast Executive Producer

World Champion and UFC Hall of Famer are just part of who Rashad is. A charismatic and brilliant conversationalist, he brings a level of business savvy that is well suited for his role in developing our platforms with his worldly connections.

Universal Media Team



Kyle Shevrin
Writer & Show Runner

An American actor, writer and comedian, Kyle is best known for playing the role of Westwood in the independent film Tomato Soup (2015). He graduated from Boston University in 2012 before moving out to Los Angeles, California.



Matthew Brenowitz
Production Director

Matt polished his production skills working at several prestigious media companies, including Canvas Films. Matthew is experienced in all professional grade video, music, and graphic production programs.



Hugo Quizhpi
Videographer & Editor

An Emmy-Winning Videographer Helping artists & brands stand out with dynamic videos and high quality photography. A USAF veteran, Hugo brings an attention to detail that is unparalleled and work ethic that is unmatched.

Universal Media Team



Abebe Lewis
Marketing Director

A music mogul & marketing guru, Abebe is adept at developing highly effective marketing campaigns, brilliantly targeting ideal customers, and making it all happen on time and under budget. That's just a day in the life of Abebe.



Claudio Devoto
Digital Media Coordinator

His skills encompass planning, leading, responsiveness, flexibility, team-work and propensity to put extra effort in tasks, and has a personal inclination to adapt quickly to multicultural environments.



Scott Edward
Creative Director

Scott has been involved in all facets of television production since 1993. He has shot, edited and produced countless hours of content for both broadcast and online. He has covered red carpets in Hollywood for CBS News and countless more.