DAILY ON YOUTUBE · CRYPTO NEWS, MARKETS & ANALYSIS

Put your brand in the daily crypto conversation.

Sponsor **The Market Update** and **The Crypto Briefings**, The Coin Daily's daily YouTube shows on crypto news, markets and analysis, with a placement that is defined, disclosed and reported.



Ava, our AI presenter



THE SHOWS

Published daily on YouTube

SHOW 01 — Daily

The Market Update

MARKET NEWS AND CONTEXT

The day's crypto market moves and the news behind them, in context.

SHOW 02 — Daily

The Crypto Briefings

CRYPTO DEVELOPMENTS AND EXPLANATIONS

Notable crypto industry developments, explained clearly.

Defined placements. Clear disclosure. Measurable delivery.

DEFINED

An Ad-labelled read after the first headline, with graphic, tracked link and pinned comment.

DISCLOSED

Labelled Ad and kept separate from editorial coverage. Voiced by Ava, our AI presenter.

MEASURED

A seven-day report on your placement: views, watch time and tracked clicks.

02 · AUDIENCE

Who watches the channel

YouTube Studio snapshot | exported 7 October 2026

Channel-wide · Last 28 days
unless marked lifetime

LIFETIME	LAST 28 DAYS	LAST 28 DAYS	LAST 28 DAYS
187.3K	277.5K	1.4M	19.9K
Channel subscribers	Unique viewers	Views	Watch hours

46.2% returning viewers, as reported by YouTube (last 28 days)

Geography

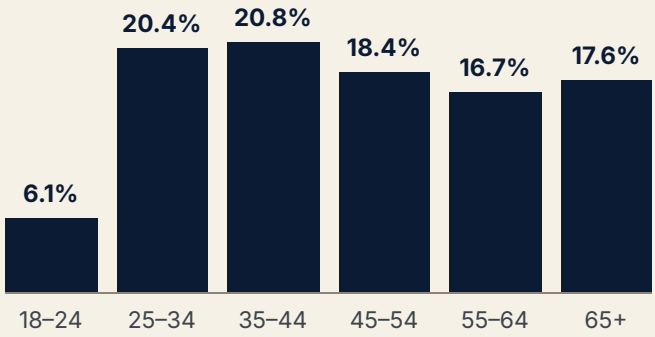
Share · last 28 days

United Arab Emirates	62.9%
United States	24.4%
United Kingdom	5.9%
Other (remainder)	6.8%

Bars on a 0–100% scale.

Age

Share · last 28 days



Gender

Share · last 28 days



Male **74.9%** Female **25.0%**

Audience interests

Google-estimated

- Banking services
- Financial planning
- Financial services
- Business services
- Travel
- Luxury shoppers

Google-estimated audience interests; not purchase intent or household-income data.

PLEASE NOTE Channel-wide figures include Shorts and paid amplification. They are not a forecast or guarantee of show, segment or sponsor reach.

Source: The Coin Daily YouTube Studio export, created 7 October 2026 (historical snapshot). Last 28 days as shown in supplied export; subscribers are lifetime. Named-country percentages as reported by YouTube; Other is the calculated remainder.

03 · THE PLACEMENT

A clear place in the show.

FORMAT EXAMPLE

Illustrative layout



Format example only. No real sponsor shown.

RUNNING ORDER

FIRST HEADLINE
The show opens with its lead story.

Ad 30–45 second presenter read
Your brand message, voiced by Ava, with your sponsor graphic on screen.

EDITORIAL CONTINUES
Coverage resumes, separate from the Ad.

In every placement

- Ad-labelled presenter read
- Sponsor graphic
- Tracked description link
- Pinned comment

Also included

- One factual revision to your read
- A seven-day report: views, watch time and tracked clicks

PACKAGES

01
Single-show placement
One placement in one episode of either show.

02
Five-show series
Five placements, scheduled with you across episodes.

03
Multi-week partnership
A recurring schedule agreed with you over several weeks.

Rate card and availability on request. Additional formats by agreement.

- **Dedicated studio interviews also available — see page 4.**

Ad Presenter reads are voiced by Ava, our AI presenter. Advertising is labelled Ad and kept separate from editorial coverage. AI disclosure: thecoindaily.co/ai-disclosure

Sponsor The Coin Daily

https://thecoindaily.co/sponsorship/
https://thecoindaily.co/contact/ (choose Press / commercial)

PROCESS

1 **Brief**
2 **Fit & schedule**
3 **Publish & report**

All partnerships are subject to suitability review and our published sponsorship policy.

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04 · ADVERTISEMENT FEATURE

Dedicated studio interview

A 3–5 minute, fully scripted interview-style brand feature. Ava sits down with an authorised digital version of your spokesperson, giving you room to explain your company, product and story in a polished two-person studio format.



Studio format example: Ava with an authorised guest digital double.

Included

- Script development and approval
- AI studio production
- Branded edit
- Publication on The Coin Daily YouTube channel
- Tracked description link
- Pinned comment
- Seven-day delivery report

Format at a glance

LENGTH	3–5 minutes
SCRIPT	Fully scripted, approved by you
CAST	Ava with an authorised digital version of your spokesperson
STATUS	Advertisement feature, not an independent editorial interview

Ad **Clearly labelled Ad. AI presenters and guest digital doubles are identified.**

Scope, rates and availability on request.

https://thecoindaily.co/sponsorship/
https://thecoindaily.co/contact/ (choose Press / commercial)