Highlights:

1. Nearly 1 billion views in 2018 alone
2. Over 5.1 million followers and subscribers
3. Reached 1 out of every 3 Americans online
4. Over 400 videos produced
5. 40% of donations come from online viewers
OUR MISSION IS ACHIEVABLE.

Our mission is to influence culture through digital content that advances Americanism.

At PragerU, we believe that the greatest threat to America is that most Americans don’t know what makes America great. PragerU’s mission is to explain and spread what we call “Americanism” through the power of the internet. Our five-minute videos are conservative sound bites that clarify profoundly significant and uniquely American concepts for millions of people each year. Our short, entertaining content is the tip of the spear, reaching and teaching people of all ages those uniquely American ideas that have made this the freest, most prosperous country the world has ever known.

OUR VISION IS RATIONAL.

We advocate for common sense.

We help millions of people understand the fundamental values that shaped America: Judeo-Christian values.

We provide them with the intellectual ammunition they need to defend and spread those values. PragerU is a resource for every American—and every person in the world who values liberty—for understanding and explaining the values we share.

OUR CONTENT IS POWERFUL.

PragerU videos are so popular, they often go viral-reaching millions of viewers.

TOP VIDEOS

<table>
<thead>
<tr>
<th>Title</th>
<th>Views</th>
<th>Presenter</th>
</tr>
</thead>
<tbody>
<tr>
<td>Do You Understand the Electoral College?</td>
<td>56.2 MILLION</td>
<td>Tara Ross</td>
</tr>
<tr>
<td>Was the Civil War About Slavery?</td>
<td>27.3 MILLION</td>
<td>Ty Seidule</td>
</tr>
<tr>
<td>War on Boys</td>
<td>23.3 MILLION</td>
<td></td>
</tr>
<tr>
<td>The Inconvenient Truth About the Democratic Party</td>
<td>20.8 MILLION</td>
<td>Carol Swain</td>
</tr>
<tr>
<td>Why I Left the Left</td>
<td>16.7 MILLION</td>
<td>Dave Rubin</td>
</tr>
<tr>
<td>Is Islam a Religion of Peace?</td>
<td>17.3 MILLION</td>
<td>Ayaan Hirsi Ali</td>
</tr>
<tr>
<td>How the States Can Save America</td>
<td>15.1 MILLION</td>
<td>Jim DeMint</td>
</tr>
<tr>
<td>Every American Needs to Hear This Speech</td>
<td>14.6 MILLION</td>
<td>Dennis Prager</td>
</tr>
<tr>
<td>Why Don’t Feminists Fight for Muslim Women?</td>
<td>13.0 MILLION</td>
<td>Ayaan Hirsi Ali</td>
</tr>
<tr>
<td>Immigrants! Don’t Vote for What You Fled</td>
<td>12.8 MILLION</td>
<td>Diana Alvarez</td>
</tr>
<tr>
<td>Don’t Follow Your Passion</td>
<td>12.4 MILLION</td>
<td>Mike Rowe</td>
</tr>
<tr>
<td>There is No Gender Wage Gap</td>
<td>12.4 MILLION</td>
<td></td>
</tr>
</tbody>
</table>
Our most significant accomplishment continues to be our success in reaching young Americans.

PragerU continues to produce and promote new videos on a weekly basis. The growth in our viewership and followership continues to accelerate as we expand and enhance our social media and digital marketing. We have more than 1.5 billion lifetime views. Along with analytics and proven data of millions of minds changed on some of the most important ideas that shape the way people think.

**SURVEY DATA**

<table>
<thead>
<tr>
<th>YouTube Audience (analytics by age group):</th>
<th>Unique Impressions</th>
</tr>
</thead>
<tbody>
<tr>
<td>34 years and under</td>
<td>More than 100 million different people have seen at least one PragerU video.</td>
</tr>
<tr>
<td>35-64 years old</td>
<td></td>
</tr>
<tr>
<td>65 years and above</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Has a PragerU video ever changed your mind on an issue?</th>
<th>Video Views Per Day (avg.)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Respondents who said YES:</td>
<td>3,000,000</td>
</tr>
<tr>
<td>70%</td>
<td>2,000,000</td>
</tr>
<tr>
<td>5.8%</td>
<td>1,000,000</td>
</tr>
</tbody>
</table>

Do you use PragerU videos in political discussions?

<table>
<thead>
<tr>
<th>Respondents who said YES:</th>
</tr>
</thead>
<tbody>
<tr>
<td>86%</td>
</tr>
</tbody>
</table>

More than 1,500,000 different people have seen at least one PragerU video.
OUR GROWTH IS SUBSTANTIAL.

We are the front-runner for conservative online media, but there is still a lot of work to do to catch the Left.

Despite YouTube’s censorship of over 80 PragerU videos, we continue to reach 25 million people each month on YouTube.

We are a leading conservative voice on Instagram, a platform that has a massive user base of young people.

PragerU has nearly 300,000 followers on Instagram.

We garner over 1 million video views on Instagram each month.
OUR PRESENTERS ARE CREDIBLE.

We take the best ideas from the best minds and distill them down to five focused minutes.

NOTABLE VOICES

Dennis Prager
Radio Talk Show Host / Author

Ben Shapiro
Editor-in-Chief - The Daily Wire

Charles Krauthammer
Author / Columnist

Larry Elder
Radio Talk Show Host / Author

Christina Hoff Sommers
Former Professor

Dave Rubin
Talk Show Host / Comedian

Brian Kilmeade
Fox News Host

Dinesh D’Souza
Scholar / Filmmaker

Candace Owens
Dir. of Comm. - TPUSA

Allie Stuckey
CRTV Host / Blogger

Victor Davis Hanson
Professor / Columnist

Carol Swain
Professor of Law & Political Science

Kim Strassel
Editorial Board - The Wall Street Journal

Andy Puzder
Former CEO - Carl's Jr. & Hardee's

Jordan Peterson
Professor / Author

Gloria Alvarez
Political Scientist / Broadcaster

Tucker Carlson
Fox News Host / Commentator

Mike Rowe
TV Host / Narrator
THE LEFT IS THREATENED BY US...

Francesca Tripodi, a sociologist at the Data & Society Research Institute at the University of Virginia, spent nine months conducting a study about PragerU content.

“PragerU videos,” Tripodi said, are so powerful because “they start with a very basic truth, and then toe this line really well between valid critiques of liberal ideology and propaganda.”

BuzzFeed News (a well-known liberal media outlet) recently referred to PragerU as “one of the biggest, most influential forces in online media,” and called us a “megaphone” of “counterprogramming for young people marooned in liberal US universities.”

#wewillnotbesilenced

The Left is threatened by us...

People have been referring to PragerU as the “tip of the spear”, the “Air Force of the conservative movement.” We humbly and passionately accept this task.

- Marissa Streit, CEO of PragerU

Liberals are educated by us...

www.prageru.com