

## WHO IS RYAN?

Ryan is the most popular kid in the world.....ever! In just five years, his megahit YouTube channel Ryan's World (formerly RyanToysReview) generates 1 billion global views per month. The eight year old launched a top-selling Ryan's World toy line at major retailers including Walmart and Target during the 2018 holiday season. Then, in April 2019, Ryan's Mystery Playdate debuted on Nickelodeon and a much-anticipated RMP toy line followed in December 2019. Ryan can't be stopped!

## ABOUT RYAN'S WORLD

Ryan began uploading to Ryan's World, previously known as Ryan ToysReview, five years ago and has built a fanbase of kids around the world. As a YouTube viewer, he was inspired by popular YouTube channels to make his own videos about toys. Beyond toys, he also uploads sketches, videogame playthroughs, science experiments and more. Since starting, Ryan's World has grown to include two incredibly cute twin sisters, Emma and Kate, as well as original characters Combo Panda (an animated panda gamer) and Gus the Gummy Gator...a gator who loves gummies and adventures. Both Combo Panda and Gus the Gummy Gator have successful spin-off channels. With over 22 million subscribers, Ryan is loved by kids and parents everywhere.

## RYAN'S WORLD 2021

Total Subscribers: 49M

October '21 Monthly Views: 681.3M

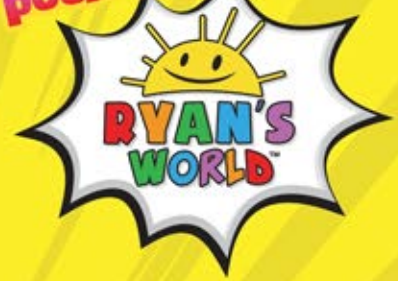
Total Lifetime Views: 67.8B

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40 x 22' Live Action



50 x 22' Hybrid



50% Girl  
50% Boy

Age 3-8 (core: 4-6)