



**HOLLYWOOD**  
UNLOCKED

# HOLLYWOOD UNLOCKED

**HOLLYWOOD UNLOCKED** IS A MULTI-MEDIA BRAND WITH A CORE FOCUS ON ENTERTAINMENT, EMPOWERMENT AND EDUCATION. COMPRISED OF ORIGINAL PROGRAMMING LIKE THE HOLLYWOOD UNLOCKED IMPACT AWARDS AND AN EXCLUSIVE NEWS PLATFORM CREATED TO PROVIDE BREAKING AND CELEBRITY NEWS IN A CANDID DIALOGUE THAT IS BOTH ENGAGING AND AUTHENTIC.

BY LEVERAGING **JASON LEE'S** CLOSE RELATIONSHIPS WITH CELEBRITIES AND INFLUENCERS, FANS HAVE A POWERFUL MAINSTREAM SOURCE FOR ENTERTAINMENT AND DAILY NEWS VIA HOLLYWOOD UNLOCKED. THE PLATFORM BRINGS TRUSTWORTHY CONTENT TO MORE THAN 4 MILLION UNIQUE WEBSITE VISITORS MONTHLY AND IS AT THE INTERSECTION WHERE FANS AND INFLUENCERS MEET.

**HOLLYWOOD UNLOCKED HAS BECOME A FAST-GROWING COMPETITIVE SOURCE OF NEWS, ENTERTAINMENT AND ORIGINAL PROGRAMMING FOR THE MASSES.**



CULTURE DISRUPTOR AND MULTI-MEDIA POWERHOUSE JASON LEE HAS UNLOCKED THE SECRET TO SUCCESS IN HOLLYWOOD. HE BUILT AN EVER-EVOLVING BRAND EMPIRE THROUGH STRATEGIC CAMPAIGN OVERSIGHT, EVENT PRODUCTION, AND INFLUENTIAL RELATIONSHIPS WITH STARS INCLUDING **RIHANNA, MARIAH CAREY, CARDI B, TIFFANY HADDISH, FLOYD MAYWEATHER, KRIS JENNER AND KEVIN HART.**

IN THE COMPETITIVE WORLD OF ENTERTAINMENT, LEE HAS ELEVATED HIS BRAND RECOGNITION AS A PIVOTAL VOICE ON MTV2'S "**WILD N' OUT,**" "**THE BREAKFAST CLUB,**" "**DRINK CHAMPS,**" "**THE WENDY WILLIAMS SHOW,**" "**DISH NATION,**" AND MANY MORE.

**LEE CONTINUES TO SHINE AS THE FACE OF HOLLYWOOD UNLOCKED WITH ORIGINAL CONTENT LIKE THE JASON LEE SHOW, REACHING MILLIONS OF FANS ON REVOLT, INSTAGRAM, FACEBOOK AND YOUTUBE.**



# JASON LEE

# IMPACT AWARDS

HOLLYWOOD UNLOCKED



The Impact Awards, held annually in June, were created to honor Influencers, Celebrities and Icons who have made a lasting effect on *The Culture*. The awards show highlights recipient contributions across the Music, Film, Media, Political, Social and Creative industries. Formed with the intention of developing a space to celebrate their accomplishments and innovations, the Impact Awards pays tribute to these trailblazing talents for their outstanding achievements.





## 2022 HONOREES

FLOYD MAYWEATHER  
DRINK CHAMPS, KAREN BASS  
JENIFER LEWIS, LIZZO  
KELIS

## 2022 PRESENTERS

MARIAH CAREY, JABARI BANKS,  
CLAUDIA JORDAN, BLUEFACE

HOSTED BY TIFFANY HADDISH

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## PRESS PICK UP

1,793,926,074 MEDIA IMPRESSIONS

## BRAND PARTNERS

GAP, ZEUS NETWORK, FOX SOUL



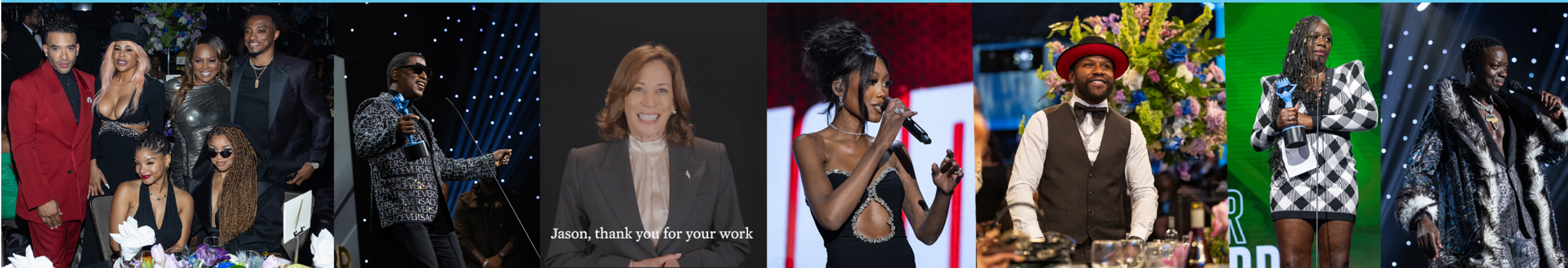


## 2023 HONOREES

CATHERINE BREWTON, LAW ROACH,  
CHLOE BAILEY, WHOOP! GOLDBERG,  
BABYFACE & TUPAC

## 2023 PRESENTERS

EVAN ROSS, SARUNAS J. JACKSON,  
MACY GRAY, TYRESE GIBSON & JOYNER  
LUCAS



Jason, thank you for your work

**HOSTED BY TIFFANY HADDISH**

**PRESS PICK UP**

2.2 BILLION MEDIA IMPRESSIONS

**BRAND PARTNERS**

ZEUS NETWORK, ENHANCED HEALTH



## 2024 HONOREES

CARDI B, SHARON STONE  
CHRISTIAN LOUBOUTIN,  
BEN CRUMP, JONATHAN MAJORS  
JASMINE CROCKETT, FAT JOE  
& DA BRAT AND JESSECA HARRIS-DUPART

## 2024 PRESENTERS

MARLO HAMPTON, CAM NEWTON,  
IYANLA VANZANT, RAVEN SYMONE

**HOSTED BY TIFFANY HADDISH**

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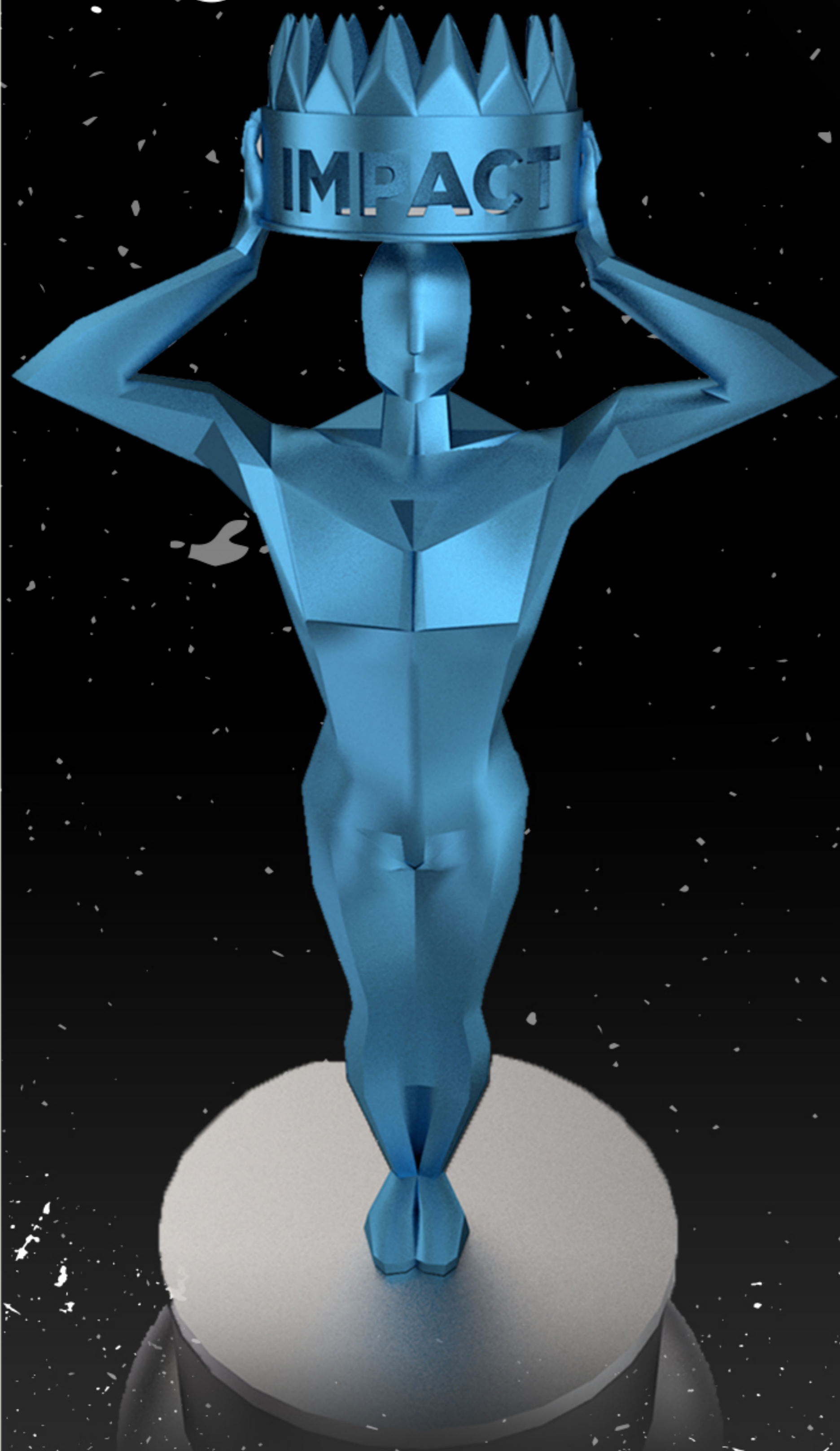
**PRESS PICK UP**

5.9 BILLION MEDIA IMPRESSIONS

**BRAND PARTNERS**

THE ZEUS NETWORK, E. & J. GALLO WINERY





# 2025 HONOREES



**RIHANNA**



**MADONNA**



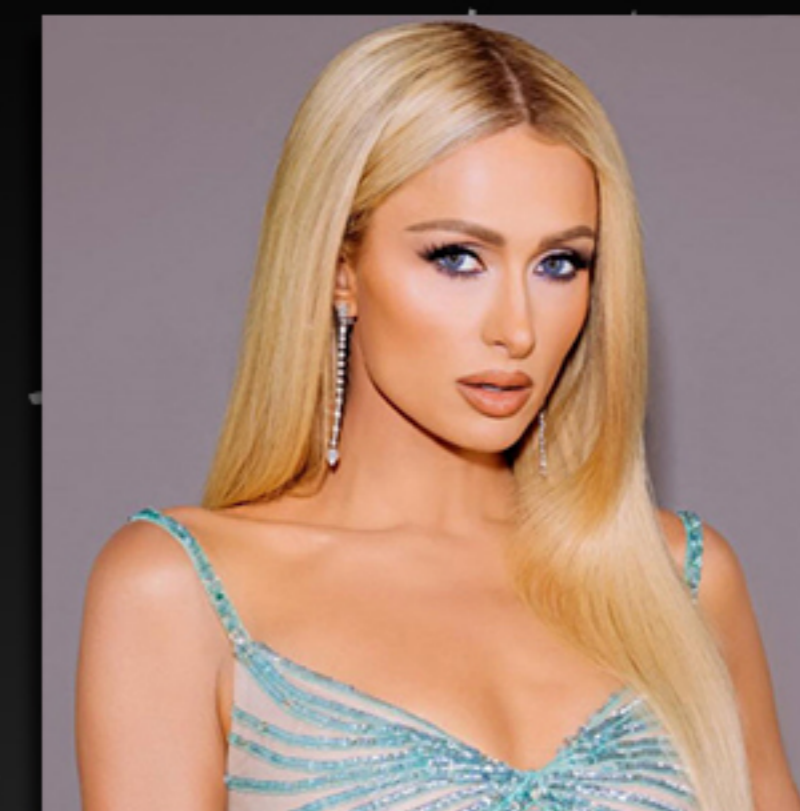
**IDRIS &  
SABRINA ELBA**



**A\$AP ROCKY**



**JENNIFER LOPEZ**



**PARIS HILTON**



HONOREES ARE SUBJECT TO CHANGE



REVOLT PRESENTS

# the **JASON LEE!** **SHOW**

JASON LEE KEEPS LISTENERS ON THE PULSE OF POP CULTURE WHILE BRINGING STARS IN FOR CANDID CONVERSATIONS THAT BRING TRUTHS TO THEIR LATEST STORIES. AFTER EACH INTIMATE INTERVIEW, LEE AND HIS GUESTS CLOSE OUT THE CONVERSATION WITH A SERIES OF FUN INTERACTIVE GAMES INCLUDING SMASH OR PASS, TEA IN 20, DM'S UNLOCKED, ERASE THE SHADE AND MORE!

THE PREMIERE EPISODE AIRED JANUARY 17TH ON **REVOLT** WITH A LONG ANTICIPATED INTERVIEW WITH GLOBAL SUPERSTAR **CARDI B** AND GARNERED OVER 4B MEDIA IMPRESSIONS, 7M SOCIAL MEDIA IMPRESSIONS AND 1.5M VIEWS IN ITS FIRST WEEK.

**THE JASON LEE SHOW** AIRS WEEKLY WITH AN AUDIO DROP MONDAYS ACROSS ALL STREAMING PLATFORMS, TUESDAY EVENINGS ON REVOLT CABLE AND LINEAR WITH THE EXTENDED DIGITAL RELEASE VIA REVOLT'S YOUTUBE ON WEDNESDAYS.



# the **JASON LEE!**

## Podcast

■ ■ ■

**THE JASON LEE PODCAST, ON HOLLYWOOD UNLOCKED, IS A WEEKLY SERIES WHERE JASON LEE AND HIS BULLPEN BREAK DOWN THE HOTTEST TRENDING TOPICS WITH BIG AND VARYING OPINIONS. EACH EPISODE FEATURES FAN FAVORITE SEGMENTS INCLUDING *THE TEA WITH JASON LEE*, A LIVE GUEST EXPERIENCE TITLED THE DEEP DIVE AND CLOSING WORDS FROM JASON DURING *THOTS & PRAYERS*.**



# ADDITIONAL PARTNERSHIP OPPORTUNITIES

## CULTURE CARNIVAL

Culture Carnival is a festival celebrating urban music and culture where festival-goers see chart-topping hip-hop and R&B artists and music's most buzzed-about newcomers on 2 stages in Miami, FL. starting summer of 2024.

## FUTURE INITIATIVE

The Future Initiative, composed of three main activations (Future Brunch, Future Stage at the Culture Carnival, and HBCU Future Tour) was curated with the intent of directly connecting black media, tech and thought leaders to aid in controlling our narrative through increased access to resources that assist in amplifying our stories.

## HOLLYWOOD CARES FOUNDATION - 501(C)(3)

The *Hollywood Cares Foundation* I AM READY initiative aims to create a model of leveraging popular culture to uplift youth and the values of service, empowerment and creativity.

## THE DINNER PARTY SERIES

The Dinner Party Series is an elevated experience featuring Celebrity Sit-Down Conversations with Jason Lee during a curated dinner with red carpet press engagement.

## POWER EXCHANGE

The *Power Exchange* is a Round Table Series with Jason Lee featuring in-depth conversations with notable public figures whose contributions have played a major role in the forward progression of The Culture.



# CELEBRITY RELATIONSHIPS



**A\$AP ROCKY**



**CARDI B**



**KATY PERRY**



**DIPLO**



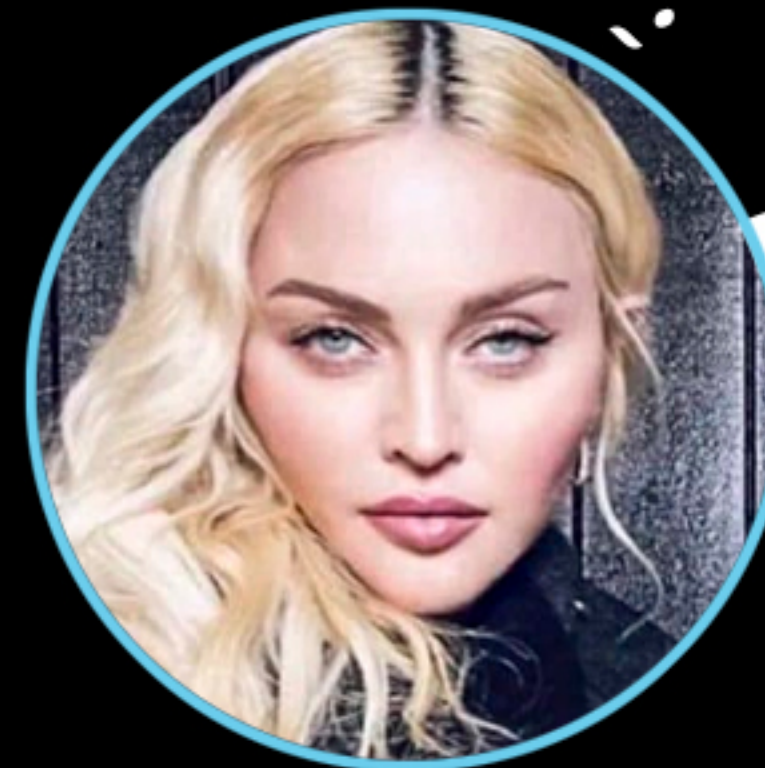
**FLOYD MAYWEATHER**



**JAMIE FOXX**



**LIL KIM**



**MADONNA**



**KELLY ROWLAND**



**LATTO**



**LIZZO**



**MEGAN THEE STALLION**



**OFFSET**



**NICK CANNON**



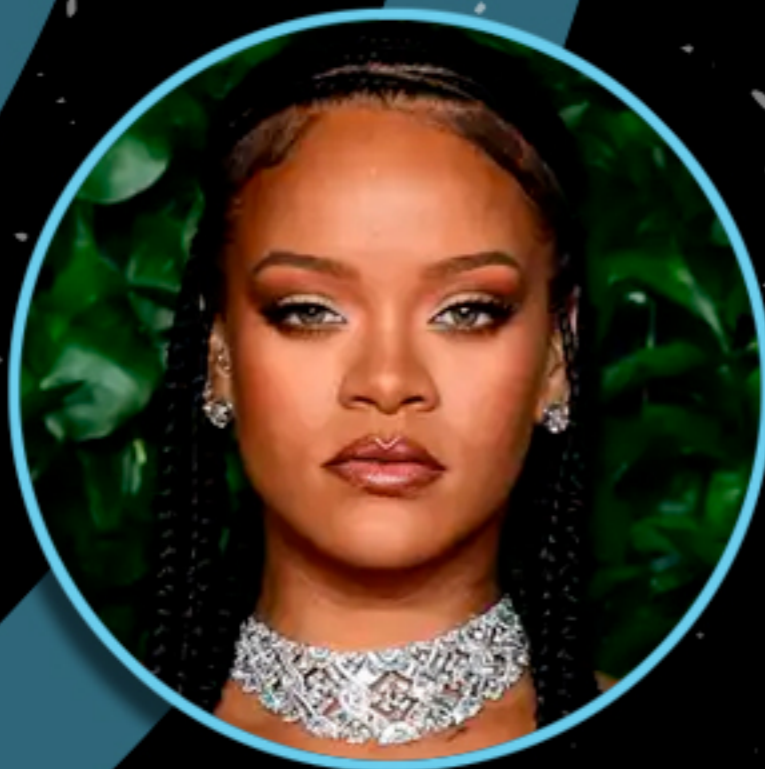
**QUAVO**



**MARIAH CAREY**



**QUEEN LATIFAH**



**RIHANNA**



**SERENA WILLIAMS**



**SERGE IBAKA**



**TIFFANY HADDISH**



**KEVIN HART**



**THE WEEKND**

# HOLLYWOOD. UNLOCKED

## INSTAGRAM

**3.6M**

FOLLOWERS

## FACEBOOK

**1.7M**

FOLLOWERS

## YOUTUBE

**511K**

FOLLOWERS

**1B+**

MINUTED WATCHED



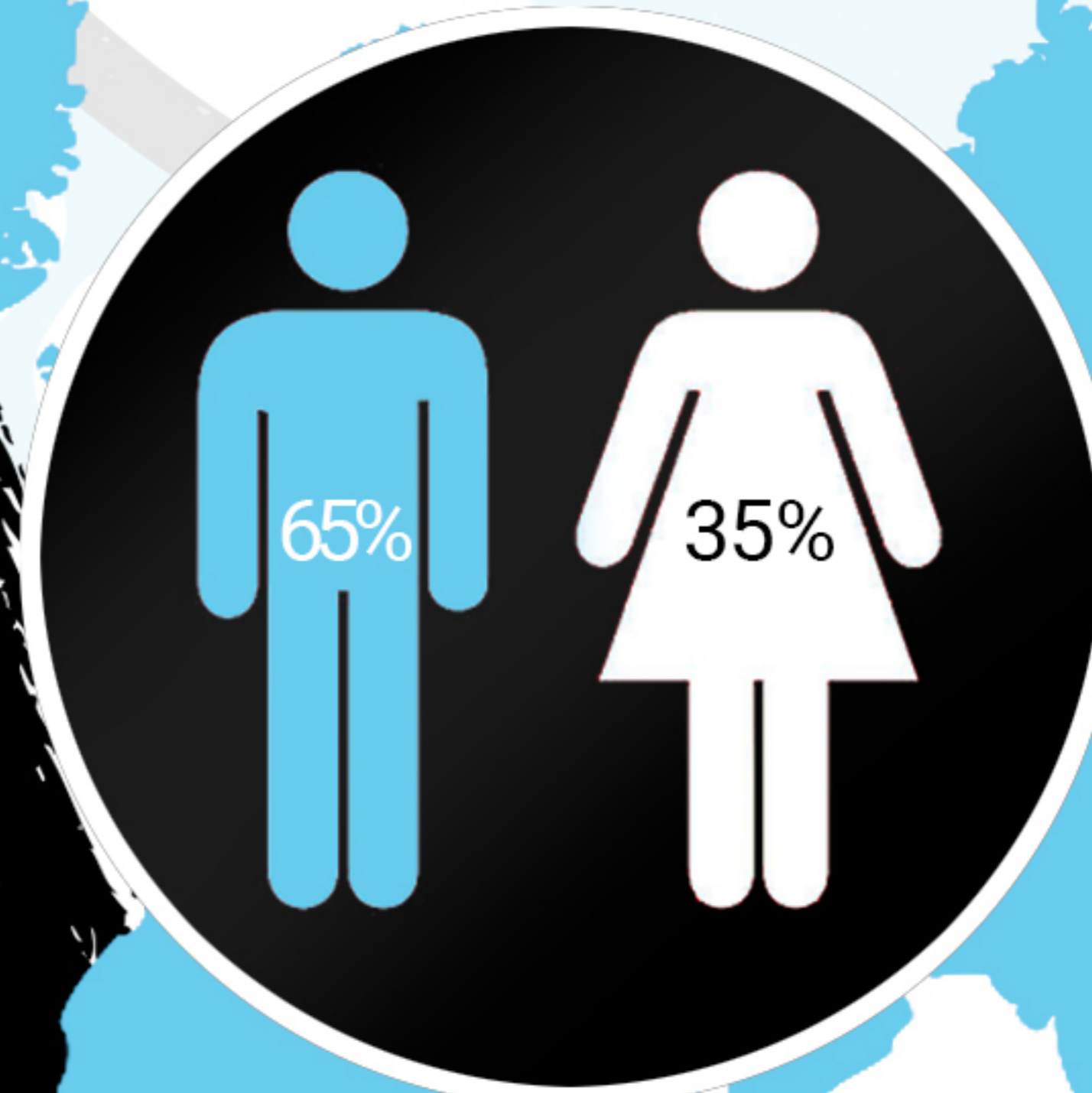
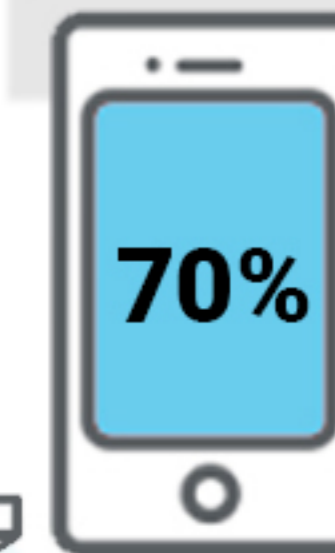
## WEBSITE

**4.2M**

MONTHLY VIEWS

**18-44**

AGE RANGE



AUDIENCE

# >>>>>> CAPABILITIES <<<<<<<

## INVENTORY AVAILABLE:

DISPLAY FOR MOBILE & DESKTOP  
VIDEO INSTREAM + OUTSTREAM FOR  
MOBILE & DESKTOP  
CAN ACCEPT PREBID ADAPTER

## TARGETING:

DEVICE  
GEO  
BROWSER  
OPERATING SYSTEM  
CONTENT  
USER SEGMENTS  
COMPANION ADS  
COMPETITIVE EXCLUSION

## SUBSCRIBERS

23K

SMS SUBSCRIBERS



25K

E-MAIL SUBSCRIBERS



## IMPRESSIONS

5.2M

VIDEO AD IMPRESSIONS  
MONTHLY

19.5M

DISPLAY AD IMPRESSIONS  
MONTHLY





# FEATURED IN ...

The New York Times

VOGUE

Los Angeles Times

GLAMOUR

BAZAAR

Us

Bravo

Esquire

TMZ

PAPER®

EXTRA

yahoo!

ET

Interview

THE REAL

Page Six

NYLON

BuzzFeed

Wendy  
THE WENDY WILLIAMS SHOW

cheddar

ELLE

COMPLEX

People

Daily

Mail

billboard

msn

Forbes

VANITY FAIR

COSMOPOLITAN