



 CAPABILITIES OVERVIEW

Beyond Platforms. A Fully Integrated Media Ecosystem.

Onsite! Global Media is a verticalized engine combining original content creation, in-house production, and multi-platform distribution — all under one roof.



 WHO WE ARE

About Us

Onsite! Media covers culture the way the people living in it actually experience it. Fast, sharp, and with nothing explained back to you that you already know. Culture isn't just entertainment to us. It's how people live, think, spend, connect, and move through the world. We cover the moments everyone's already talking about, and we make room for the conversations that decide what comes next.

About Our Founder

Rah Ali is a media executive and cultural entrepreneur whose influence across entertainment and digital media brings authentic cultural credibility to every partnership. Her vision: build a media company that doesn't just report on culture — it shapes it. Her personal Instagram following of 1.1M carries into every Onsite! partner campaign.

We are more than a venue for ads — we build cultural moments.



What We Do: Onsite! Media's Unique Integration

Very few media companies can do what we do from a single infrastructure.

CREATE

Original, culturally fluent storytelling.

Most publishers lack speed.

PRODUCE

In-house studios, same-day turnaround, branded content.

Most production companies lack reach.

DISTRIBUTE

153.8M+ monthly views, 2.8M+ followers, enterprise ad stack.

Most cultural brands lack the monetization stack.

THE RESULT: A fully integrated model delivering speed, reach, and enterprise monetization under one roof.

Our Integrated Media Activation Campaigns

Six components sold and measured as one campaign.

1

Posts

Placements across Onsite! owned channels, timed to the release window.

2

Reshares

The audience redistributes the placement on its own — 4,119 shares and reshares on a major motion picture film promo.

3

Influencer Network

A curated influencer network carrying the message from a user perspective, inside the communities brands want to reach.

4

Programmatic Ads

Display inventory running across OnsiteGlobalMedia.us alongside the campaign.

5

Feature Articles

Editorial features on OnsiteGlobalMedia.us, written by the Onsite! newsroom.

6

Aftershows

Commentary that continues after the trailer or release, keeping the audience in the story.

The partnership formats they run in.

Integrated Brand Campaigns

Social, site, and video working together in a unified strategy for cultural impact and measurable brand lift.

Sponsored Content & Editorial

Native storytelling that feels organic — never like an ad dropped into someone else's world.

Studio-Led Productions

Concept through delivery: podcast series, video campaigns, and talent-led content built for your brand.

Programmatic At Scale

DSP and SSP access, homepage takeovers, and high-impact display from one partner.

We Create Conversations With 2.1x The Media & Entertainment Engagement Benchmark

The audience is not handed a trailer and asked to watch it. They are handed a conversation and asked what they think.

1

Green Screen Commentary

Influencers react to the trailer or release in their own voice, on their own page, in front of the footage. The brand message arrives as an opinion the audience already trusts.

2

Aftershows

Commentary segments released after a show or film airs, when the audience is actively looking for other people's takes on what they just watched.

3

Audience Response

Shares, reshares, comments and reaction posts. The audience carries the conversation outward on its own, and the brand stays inside it.

An ad interrupts the thing the audience came for. This content is the thing the audience came for.

Meet Our Audience: Numbers That Move The Needle

153.8M+

Views — One Month

One month (July 1–31, 2026) across Instagram, Facebook, TikTok, X, Threads, and Snapchat, measured in Sprout Social. Onsite! Instagram alone reached 17.4M unique viewers.

48.6M+

Video Views — One Month

One month (July 1–31, 2026) of Instagram Reels, Facebook, TikTok, and X video views.

6.8M+

Engagements — One Month

One month (July 1–31, 2026) of likes, comments, shares, and saves across all channels — a 4.7% engagement rate per impression.

2.8M+

Followers

Onsite! Instagram, Rah Ali, Facebook, and the Onsite! show accounts, confirmed in Sprout Social.

Average monthly performance — July 1–31, 2026 — from Sprout Social across all connected Onsite! accounts. Case studies and channel detail follow. Results vary from campaign to campaign.

Year To Date: Our Scale In 2026

1.23B+

Views

January 1 – September 15, 2026
across Instagram, Facebook,
TikTok, and X, measured in
Sprout Social.

528M+

Video Views

Instagram Reels, Facebook,
TikTok, and X video views,
January 1 – September 15,
2026.

47M+

Engagements

Likes, comments, shares, and
saves across all channels — a
3.8% engagement rate per
impression.

2.8M+

Followers

Owned community across all
connected Onsite! accounts,
including Rah Ali.

All figures are January 1 – September 15, 2026, from Sprout Social across all connected Onsite! accounts, including Rah Ali.

Our Monthly Reach Across All Channels

Average monthly performance, July 1-31, 2026 — Sprout Social, all connected Onsite! accounts (Instagram, Facebook, TikTok, X, Threads, Snapchat). Unique viewers from Instagram Insights. Results vary from campaign to campaign.

153.8M

Views

48.6M

Video views

6.8M

Engagements

CHANNEL	JULY 2026	DETAIL	SOURCE
Onsite! Instagram	125.1M views	@its_onsite · 17.4M unique viewers · 43.8M Reel views · 4.4M engagements · 1.45M followers	Sprout Social
Rah Ali Instagram — @rah_ali	553,596 views	1.1M followers · 128,369 unique viewers · 15,225 interactions · 63.3% of views from non-followers	Instagram Insights
Onsite! show Instagrams	291,162 views	@sited_show, @onthecontrary_podcast, @its_onsitestudios · 4,586 engagements · 29,814 followers	Sprout Social
Onsite! Facebook	19.6M views	4.6M video views · 2.38M engagements · 12.2% engagement rate · 136,843 followers	Sprout Social
TikTok + X	318,847 views	@itsonsitetv, @its_onsitetv · 11,755 engagements · 507 posts published	Sprout Social
Threads	~7M reach/mo	Cross-posted from the Onsite! ecosystem	Platform data
Snapchat	~1M reach/mo	Stories, Spotlight, and Profile	Platform data
YouTube	~100K avg views	Onsite Media + Sited_Show (podcast & shows) · ~420K avg impressions/month	Platform data
Site	High-intent native environment	Premium display placements framed as high-value editorial environments (scaling to 100K+ by Spring 2027), backed by DoubleVerify and IAS verification	Onsite! site

Our Audience Is The Decision-Making Engine Of The U.S. Economy

Instagram Insights and YouTube Analytics, July 1–31, 2026. Women 25–44 are the core; YouTube extends the same titles to a male-weighted audience.

70.7%

Women

87.3%

United States

67.9% aged 25–44

Peak activity Monday and Tuesday, 6–9 PM ET.

WHY SHE MATTERS TO BRANDS

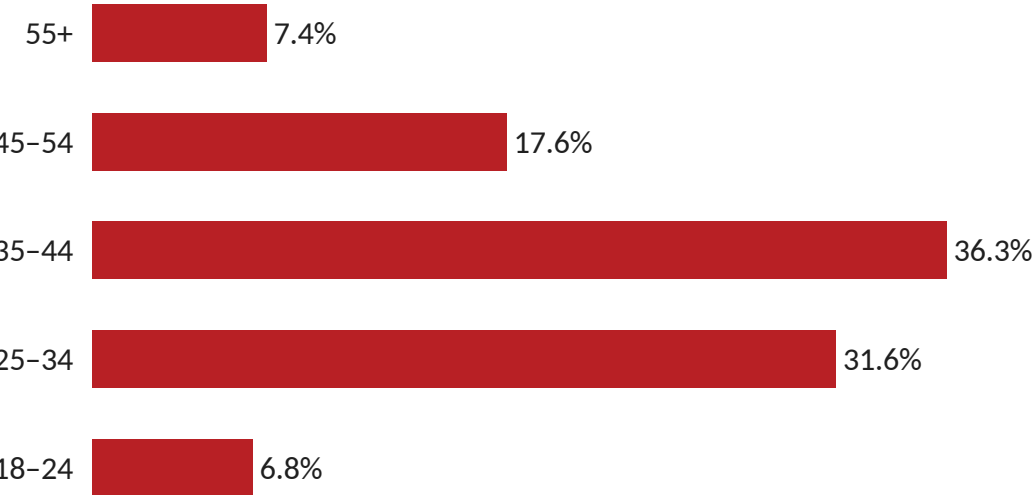
 Primary household purchase decision-maker

 Trend setter and taste maker whose choices move markets

 Brand advocate with real, measurable social reach

 Educated and high-income, so brands skew premium

Age Distribution



Gender mix by channel: Instagram 70.7% women (1.45M followers) • YouTube Sited_Show 50.6% women • YouTube Onsite Media 21.9% women.

A 2-Day Activation, A Fraction Of The Package

Major motion picture activation · a 2-day placement window · no website takeover, aftershows, or full creator program, and one paid creator instead of three · 677,712 views across Onsite! US and Onsite! Africa.

4.78%

Owned-channel engagement rate

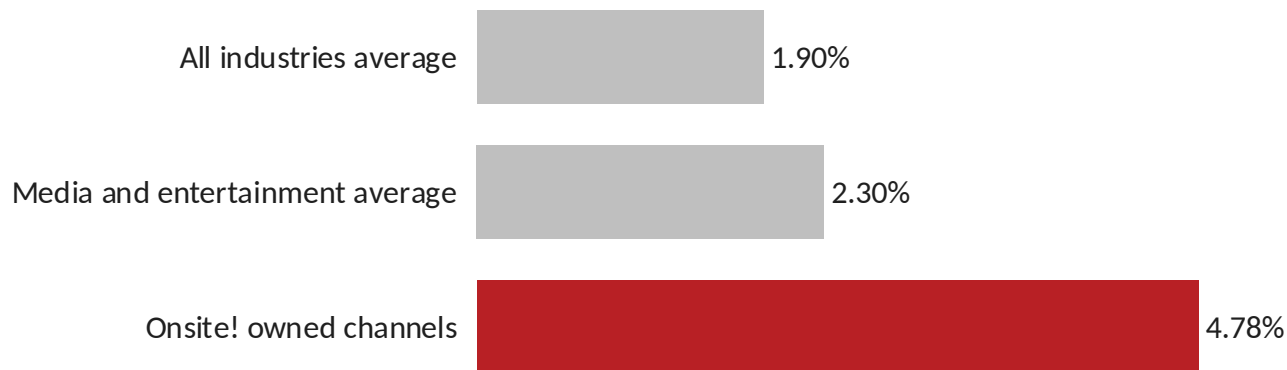
2.1×

The media and entertainment engagement benchmark

4,119

Shares and reshares — one for every 100 owned-channel views

ENGAGEMENT RATE VS. CATEGORY BENCHMARKS



What The Data Tells Us

Two days, a fraction of the full activation, and an owned-channel engagement rate more than double the category benchmark. 4,119 shares and reshares — one for every 100 views — carried the message far past the buy itself. The hero post hit a 10.16% engagement rate. Imagine the full activation.

Benchmarks: Dash Social 2026 — 2.30% for media & entertainment accounts, 1.90% all industries. Onsite! 4.78% measured in Sprout Social.

What Ongoing Volume Delivers, On Average

TV network partnership • 68–75 posts per month • every figure below is an average measured across 20 placements. Results vary from campaign to campaign.

114,507

Average views per post • 64,818 average viewers

3.11%

Engagement rate by views, against a 2.30% media and entertainment average

3,560

Average engagements per post

MONTHLY, 6-MONTH, AND 12-MONTH DELIVERY

PERIOD	POSTS	VIEWS	VIEWERS	ENGAGEMENTS	NEW FOLLOWS
Per month	68–75	7.79M–8.59M	4.41M–4.86M	242K–267K	975–1,075
6 months	408–450	46.7M–51.5M	26.5M–29.2M	1.45M–1.60M	5,855–6,460
12 months	816–900	93.4M–103.1M	52.9M–58.3M	2.91M–3.20M	11,710–12,915

What The Data Tells Us

Placements for this network average 114,507 views and 3,560 engagements each, at a 3.11% engagement rate by views against a 2.30% category benchmark. Over twelve months that volume delivers 93.4M–103.1M views, 52.9M–58.3M viewers, and 11,710–12,915 new follows.

Sources: Dash Social 2026 Instagram benchmarks. Placement figures are Onsite! first-party measured data across 20 placements.

About Our Content Verticals

Four core beats with dedicated editorial teams. Brands integrate natively into the verticals where their audience already lives — no retrofitting, no awkward adjacencies.

Entertainment

Celebrity news, TV and film, music, streaming, and pop culture. Onsite!'s founding beat and highest-traffic vertical.

Fashion & Beauty

Trends, style, product launches, and beauty culture. High purchase-intent audience with native product placement.

Business

Entrepreneurship, financial services, and executive leadership. An educated, high-income female audience that acts on what they discover.

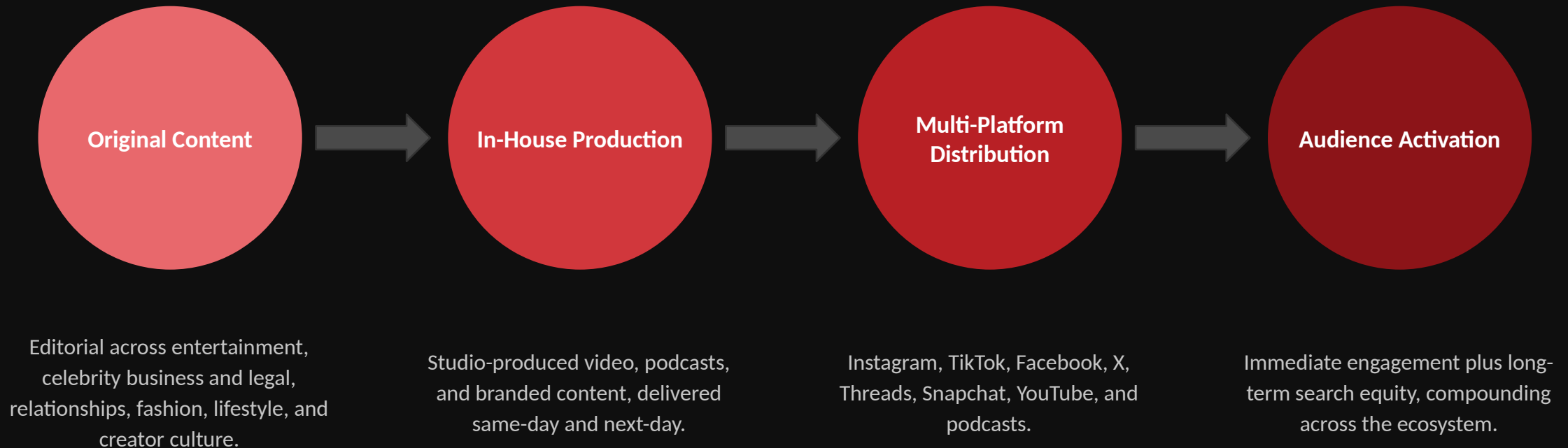
Sports & Lifestyle

Sports culture, wellness, food, and travel. Broad appeal with strong social shareability across all demographics.



The Onsite! Integrated Media Engine

Every element of the media lifecycle — owned, operated, and optimized in-house. We control the entire distribution journey from concept to conversion.



From concept to conversion, the entire journey lives under one roof — built to move at the speed of culture and the standards of enterprise.

Our Shows

Studio-produced series that run on Onsite! channels and carry brand integration, host reads and custom segments.



SITED_SHOW

Sited With Rah Ali

Interviews and studio sessions hosted by Rah Ali, filmed on the 4-cam stage.



PODCAST

On the Contrary

Panel debate on relationships, culture and the arguments people are already having.



GLAMCAST

T&T Talks

Beauty, fashion and lifestyle conversation in a purpose-built set.



SITED_SHOW

Sited 2.0

Rah Ali and Mister Lewis at the table. Culture gets discussed, debated and dissected.

Show titles and artwork link to the channel. *More shows slated for late 2026 / 2027.

Add Ons: Our Creator Studio

Production at the speed of culture.

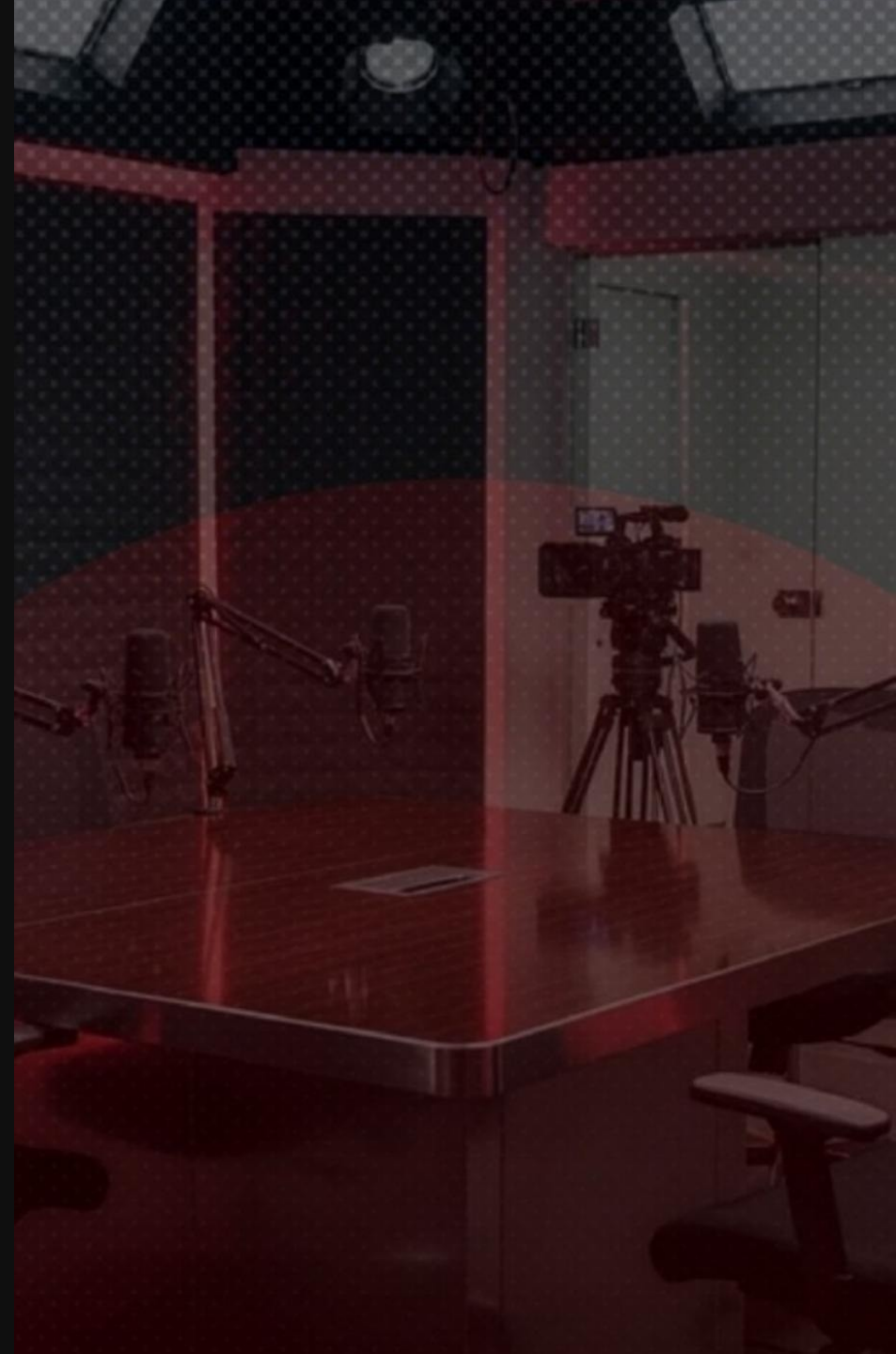
Production is where most media companies hit a wall. We own the infrastructure — no outside vendors, no bottlenecks, no delays. Our professional-grade 4-cam studio is engineered for broadcast-quality podcasting, interview series, and branded content delivered at social speed. Same-day and next-day production is simply how we operate.

Podcast & Interview Series

Social-First Video

Branded Content

Multi-Camera Shoots



Built For The World From Day One

Onsite! U.S.

Core platform and primary distribution engine. The operational and editorial foundation of the entire global ecosystem, where scale, speed, and culture converge.

Onsite! Africa

Focused on global Black culture and emerging markets, expanding reach into one of the world's fastest-growing media audiences with culturally resonant storytelling.

Onsite! Dubai

Upcoming. Luxury, lifestyle, and international expansion positioning Onsite! as a globally scalable cultural media brand with elite regional presence.

Ready To Move? Let's Build Together.

Full media kit and specs, the 2026/2027 rate card, and a discovery call with Rah Ali are available on request.

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