

Raw Truth



Real Crime

# VICE VERSES

*Media Kit*

Vice Verses delivers gripping police bodycam stories to an audience of 1.2 Million+ viewers every month — highly engaged, emotionally invested, and primed for action.

# *About* **VICE VERSES**

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A faceless but powerful storytelling channel that transforms raw police bodycam footage into captivating narratives. Unlike competitors who upload footage uncut, **we carefully edit, narrate, and frame stories for maximum impact.** This makes every video feel like a mini-documentary instead of surveillance tape.

# AUDIENCE OVERVIEW

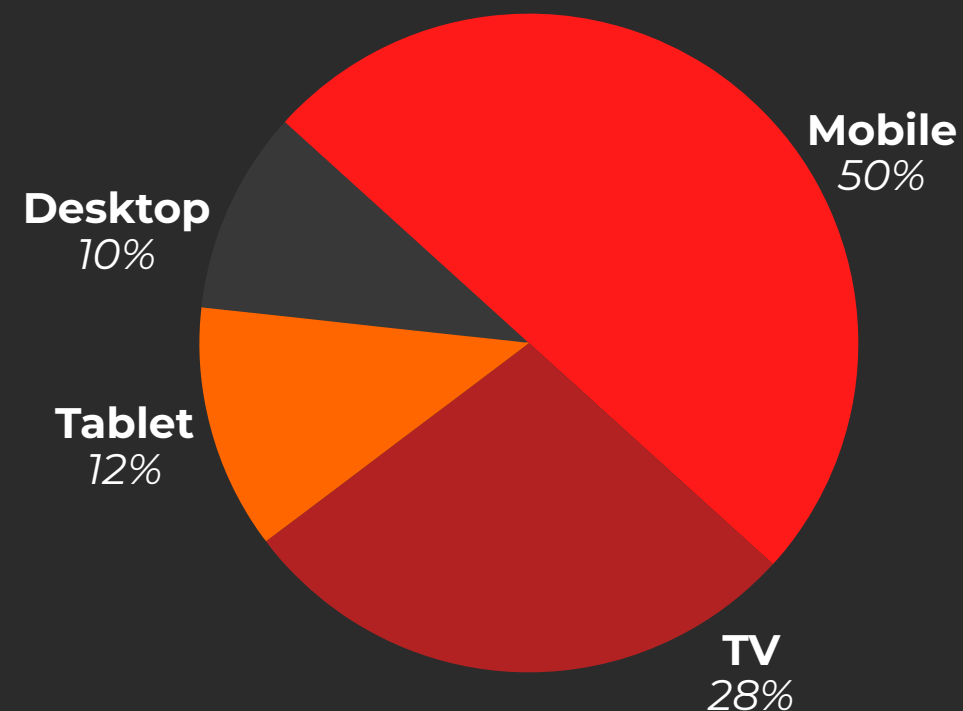
## LAST 90 DAYS:

**Total Views:** 3.8M

**Subscribers:** +10.4K

**Unique Views:** 464.7K

## DEVICES:



## DEMOGRAPHICS

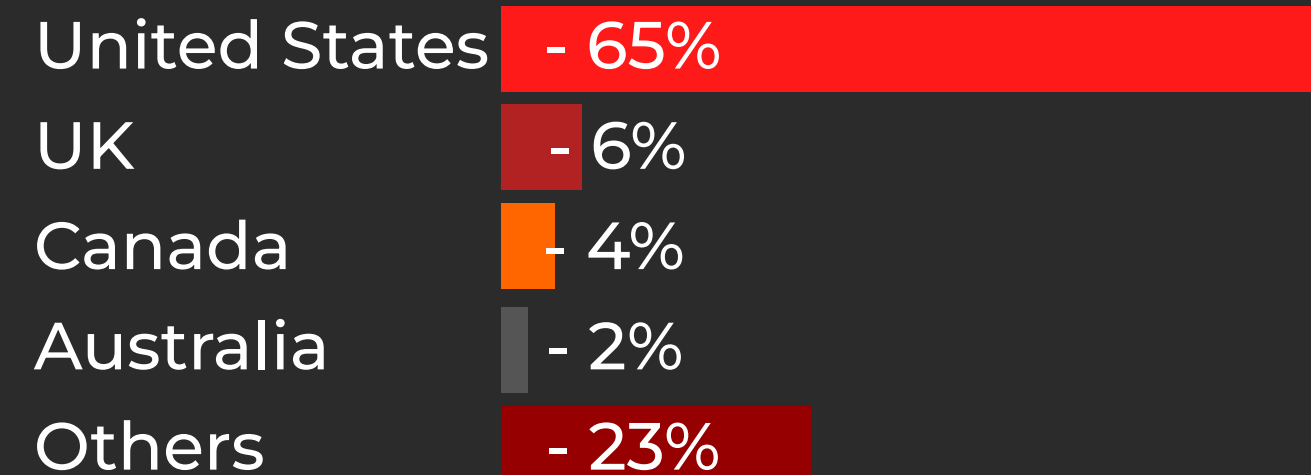
**Age:** 25–44 = 41.9%

**Core Buying Demographic:**

( Working Professionals + Family Heads)

**Gender:** 66% Male | 34% Female

**Top Countries:**



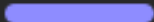
“65% U.S. audience — premium Western reach with high purchasing power.”

# AUDIENCE INSIGHTS

*Youtube studio*

## New viewers 🕒

Last 90 days

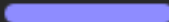
Videos  1.1M

Shorts  212.5K

See more

## Regular viewers 🕒

Last 90 days

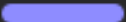
Videos  31.3K

Shorts  32.4K

See more

## Subscribers

Last 90 days

Videos  +8.5K

Shorts  +1.9K

See more

## Views

Last 90 days

Videos  2.4M (63.9%)

Shorts  1.4M (36.1%)

See more

## Published content

Last 90 days

Shorts  23

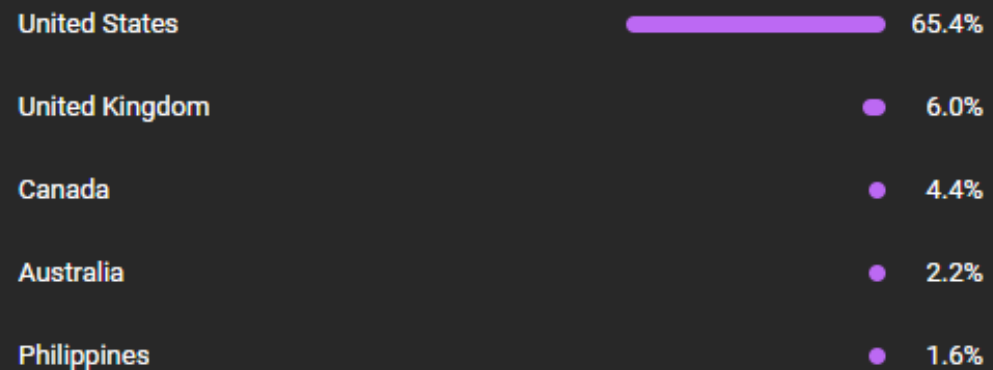
Videos  21

See more

### Top geographies

Views · Last 90 days

All Videos Shorts



See more

### Device type

Watch time (hours) · Last 90 days

All Videos Shorts

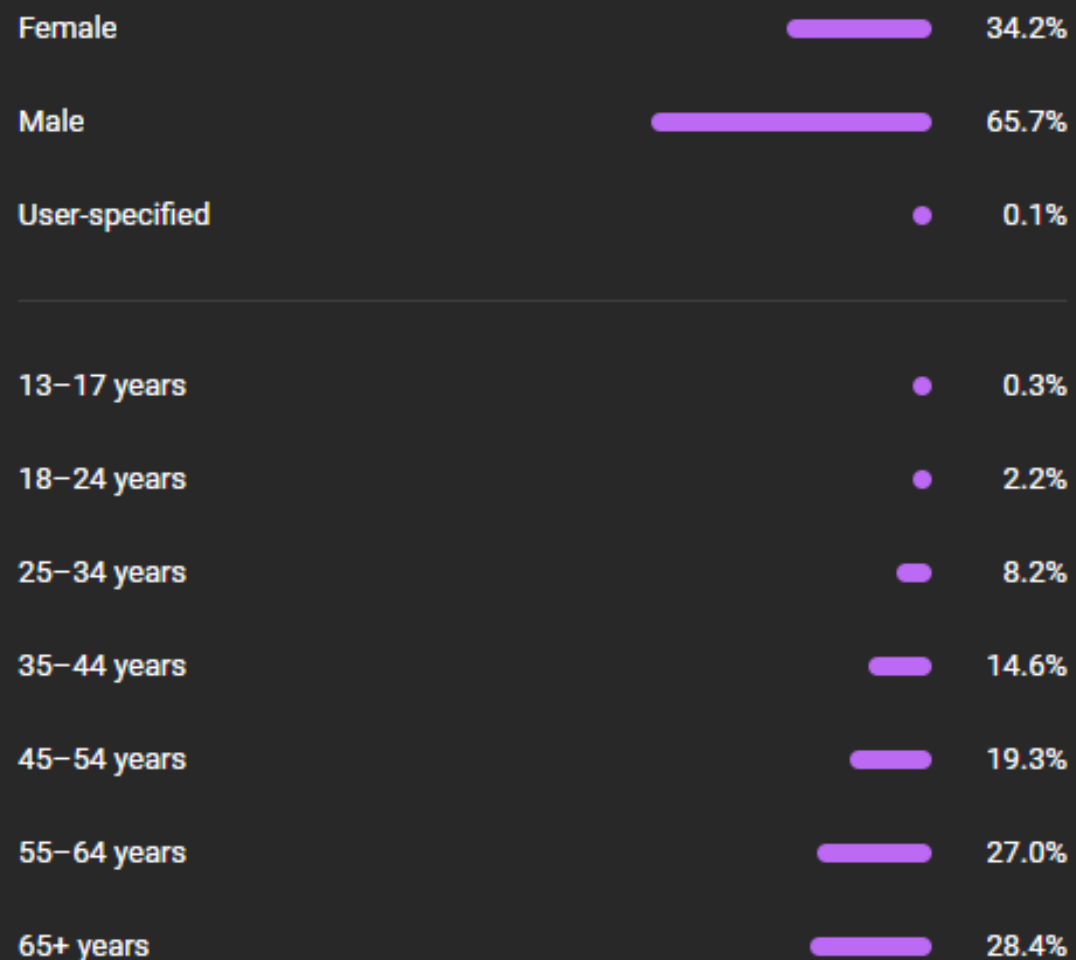


See more

### Age and gender

Views · Last 90 days

All Videos Shorts



 Viewer age is based on the age users tell us when making their account. It does not yet reflect users YouTube estimated to be under 18. [Learn more](#)

See more

# PARTNER OPPORTUNITIES

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**Custom Campaigns:** Multi-video sponsorships, affiliate links, giveaways.

**Sponsored Mid-Roll:** 45–60 sec integration mid-video (non-skippable placement).

**YouTube Shorts Integration:** 15–30 sec high-impact promo.

**Links & Mentions:** Description, pinned comments, end-screen shoutouts.

“Partnership packages are fully customizable based on campaign goals and budget.”

# *Why* **VICE VERSES?**

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- ✓ **65% U.S. audience** — premium Western reach.
- ✓ **66% Male audience** with strong purchasing power.
- ✓ Long watch times — **integrations are actually seen.**
- ✓ **Story-first format** — seamless sponsor fit
- ✓ Proven virality — **multiple videos have reached 1M–4M views.**

# CONTACT US

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**Visit Our Website**  
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**Watch on YouTube**  
@Vice\_Verses

“Let’s create something unforgettable together.”