



A HOT SET

Media Kit 2024

WHO WE ARE



A Hot Set covers news and stories across the global entertainment industry with an eye trained towards people of color. Through in-depth commentary, statistical insights, historical analysis, profiles, updates, and special coverage, we keep you well informed about the ever-evolving role people of color play in shaping the future of the entertainment industry.

HS

BRAND ETHOS

As the globalization of Hollywood takes hold, the entertainment industry's standards of what is and is not worthy of critical acclaim and celebration expands beyond America and the West. The nuanced creativity and visual expressions from Africa, Asia, and Latin America, as well as indigenous North America and Oceania, are not only in the conversation, but also expanding what it means to be part of media's cultural zeitgeist.

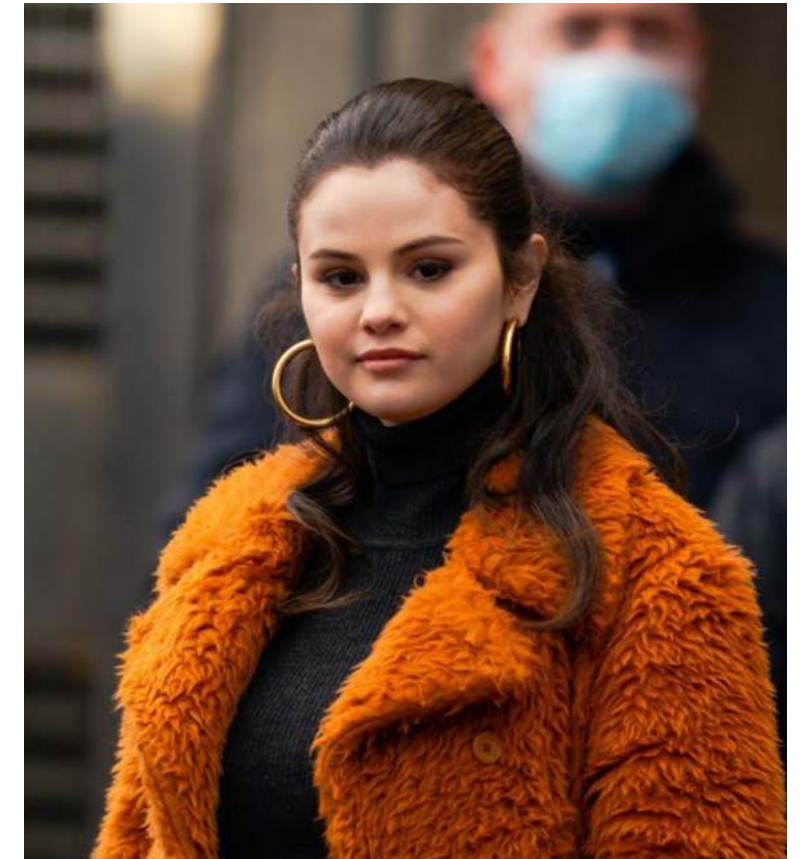
Accompanying this globalization, people of color are not simply asking for a seat at the Hollywood

roundtable, instead taking seats via the spirit of entrepreneurship. An evolved understanding that change requires ownership over the creative means of production allows POC to control and expand the images of POC on the big, small, and digital media screens. In addition, POC are rapidly advancing through the ranks of the Hollywood establishment, impacting the future of the entertainment industry for generations to come.

A Hot Set is an entertainment trade platform highlighting these developments via our coverage of

entertainment industry topics. *A Hot Set* provides reports and analysis on the front-of-camera and behind-the-scenes of film, television, and live theater sectors' latest news. Additionally, *A Hot Set* provides in-depth coverage of digital media content creators and the evolution of gaming.

Through informative reporting, analysis, and data-driven content, *A Hot Set* elevates creatives and business-minded POC within the entertainment industry, inspiring the next generation. Welcome to *A Hot Set*!





PROFILE

A Hot Set has a diverse readership.

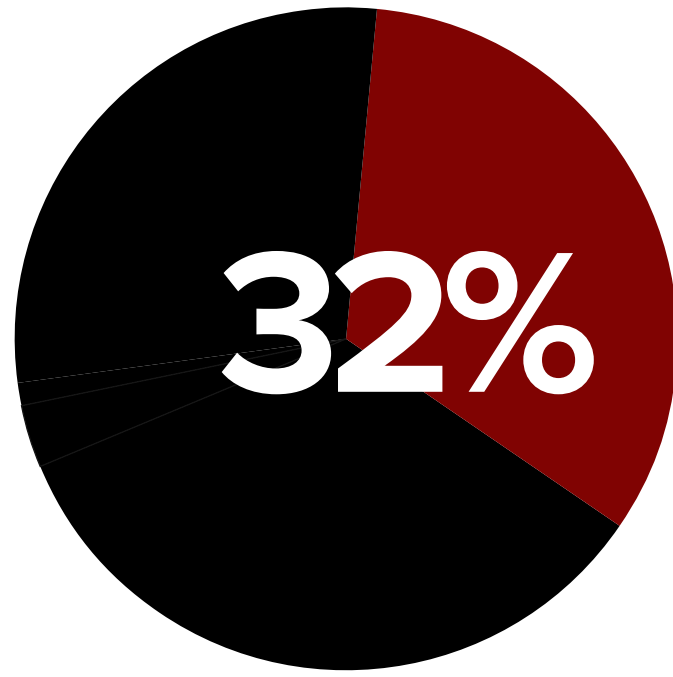
35
Median Age

40%
Single

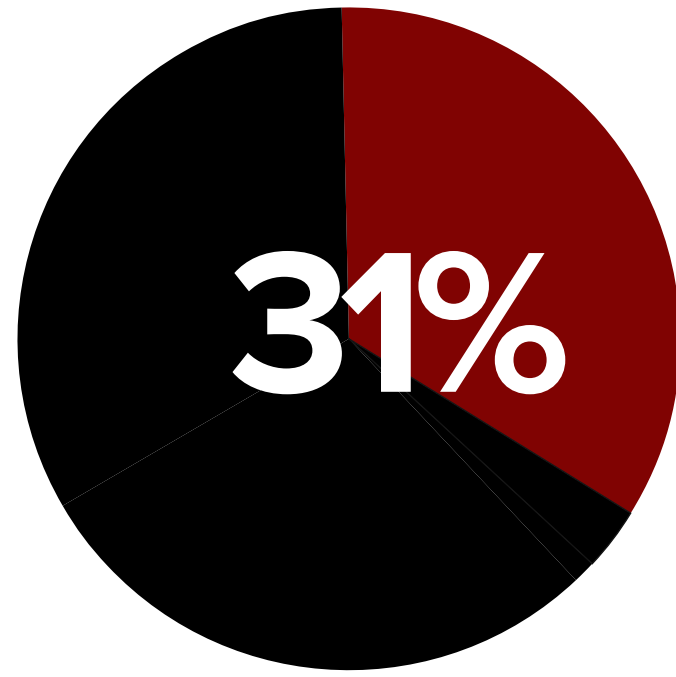
46.3%
Female

53.7%
Male

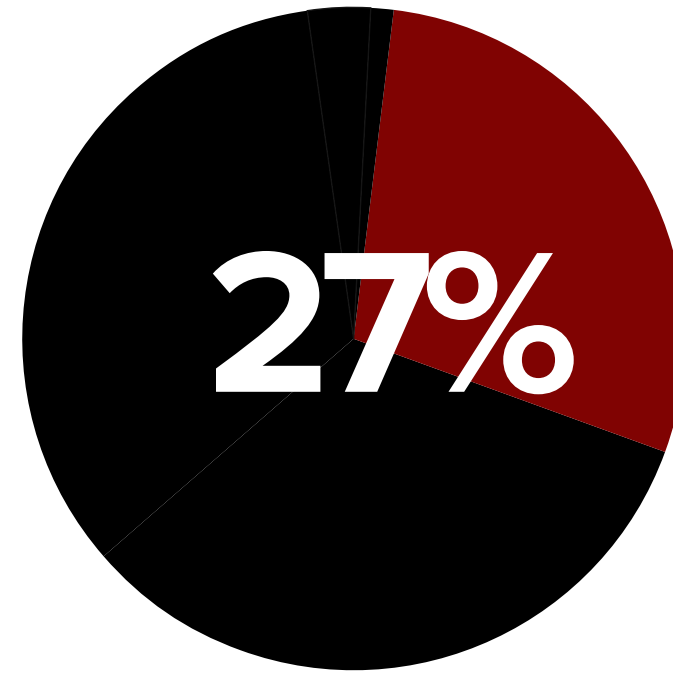
\$73,497
Median Income



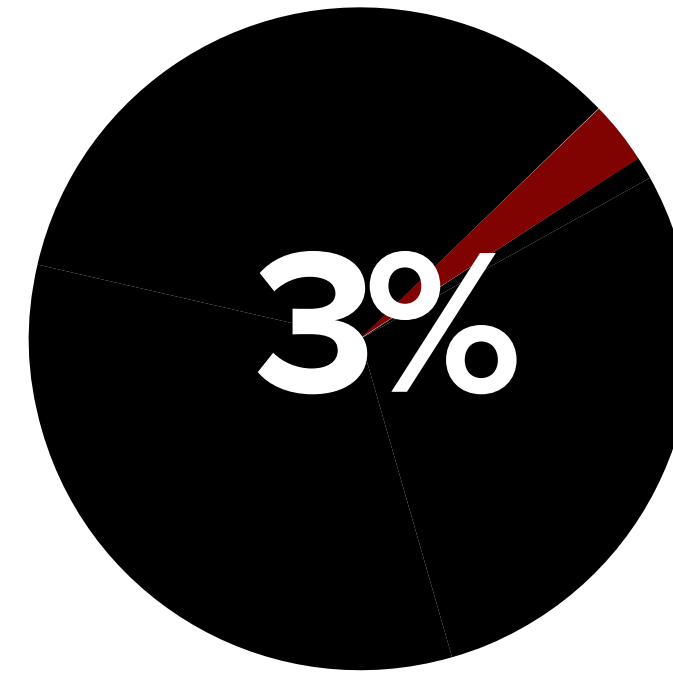
**African
American/ Black**



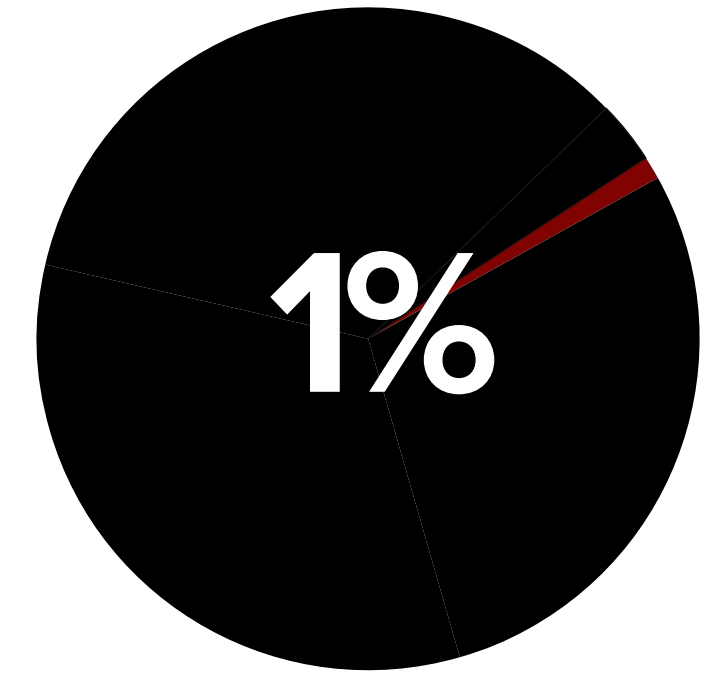
**Asian American and
Pacific Islander**



**Non-White
Hispanic/ Latino**



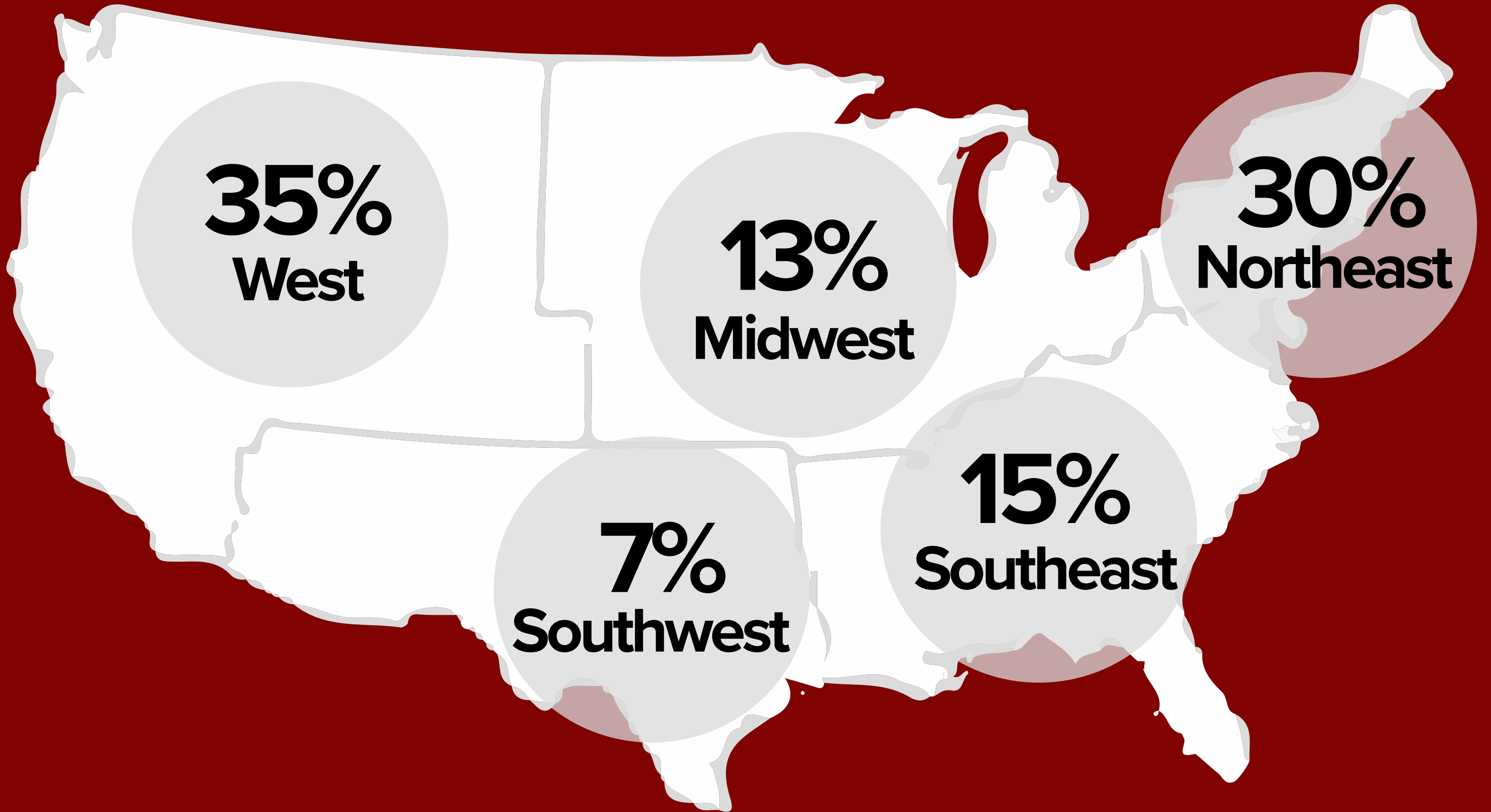
Multiracial



Native American



REGIONS



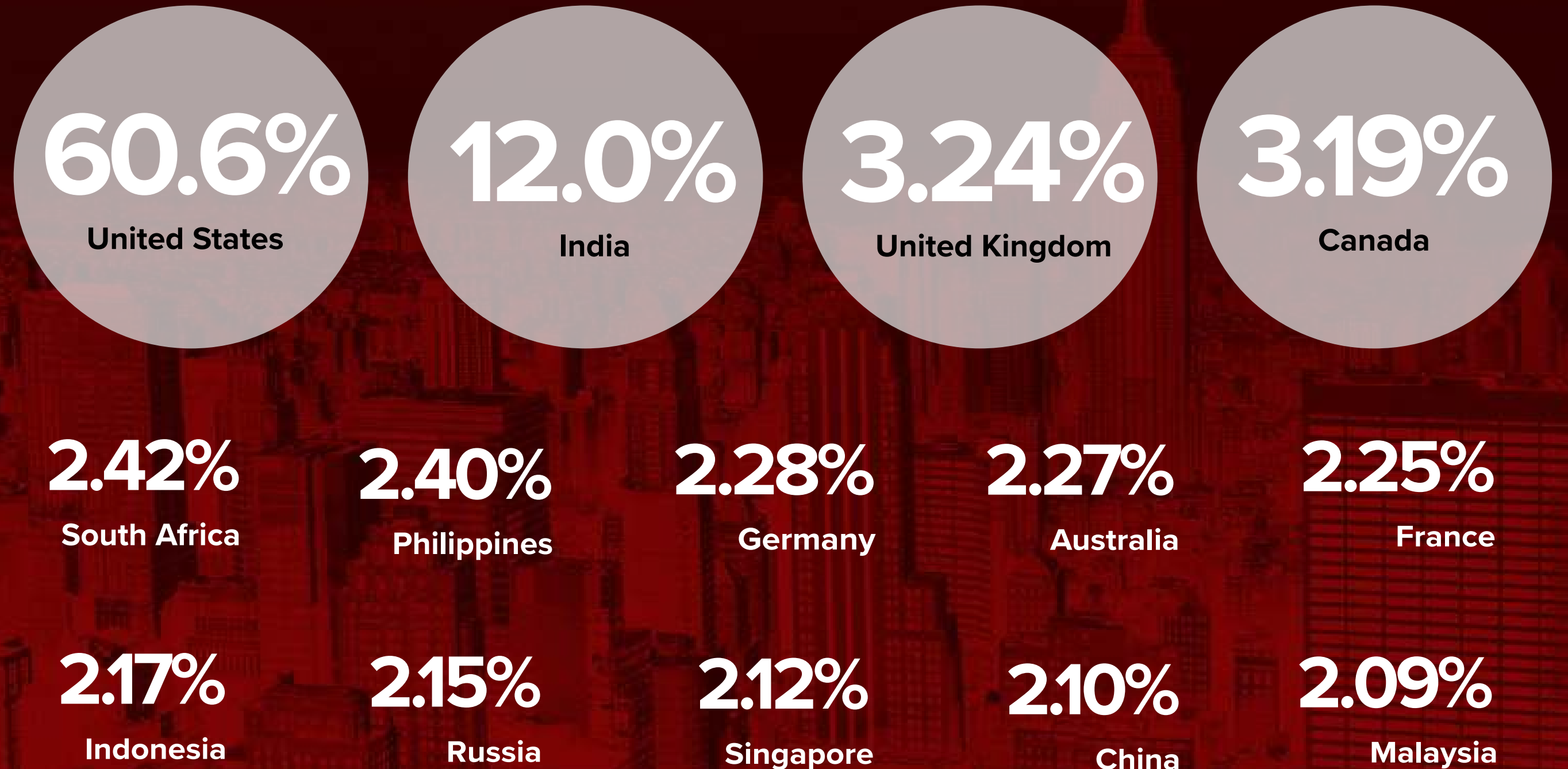
A Hot Set's readers are a metropolitan generation, with 76% of our readers currently living in an urban environment and 24% living in the suburbs.



INTERNATIONAL MARKETS

A Hot Set has a global audience of readers.

Top international markets for *A Hot Set's* audience:



READER ANALYTICS

A Hot Set's readers have diverse content interests across the digital media platform.



Content Interaction

56.92%

Digital

54.05%

Scripted

46.33%

Film

42.18%

Unscripted

40.54%

Media

37.25%

Awards & Festivals

15.54%

Resource Portal

Traffic Source

72.8%

Organic Search

20.9%

Direct

2.60%

Referral

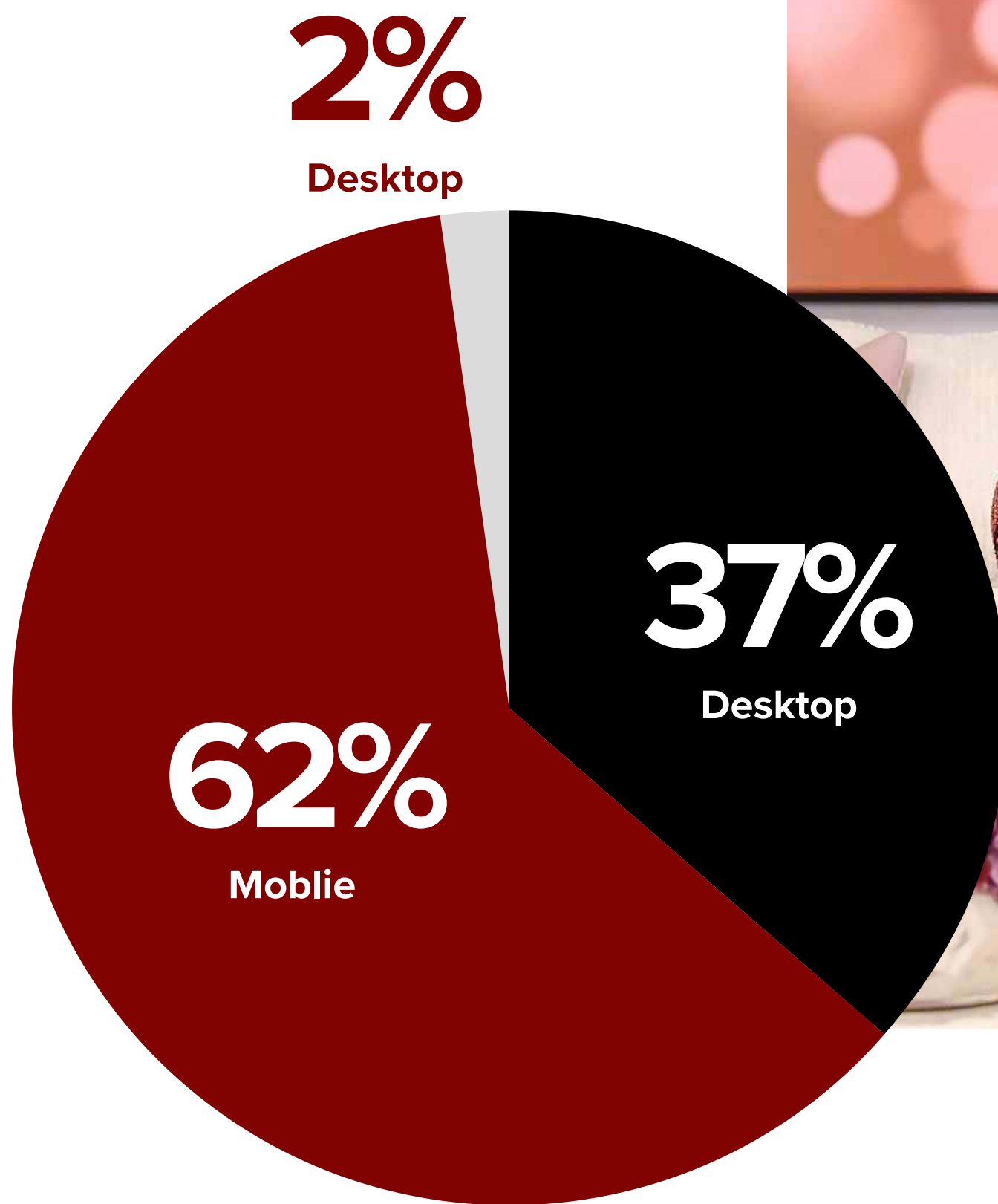
3.70%

Social

2.04

Average Minutes
Spent Per Visit





***A Hot Set's* readers access our content across multiple media devices.**

FILM COPY

Features:

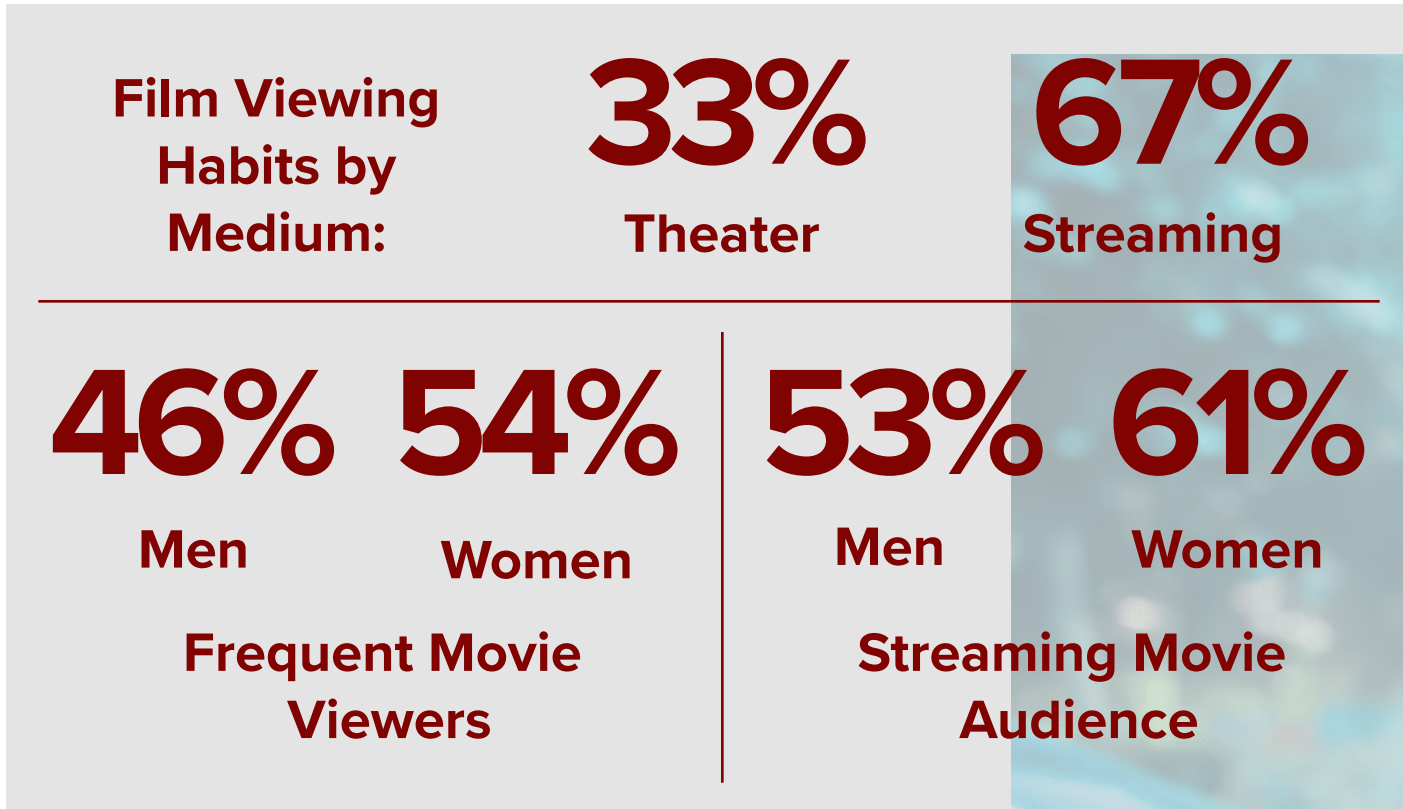
***A Hot Set* covers a wide variety of films, from blockbusters and independents to documentaries and art house narratives, from a global POC diaspora. Through news, reviews, and commentary, we keep our readers informed on the latest developments, discussions, and debates within the film industry.**

Shorts:

With an eye trained toward the future of the industry, *A Hot Set* features short films by up-and-coming filmmakers.



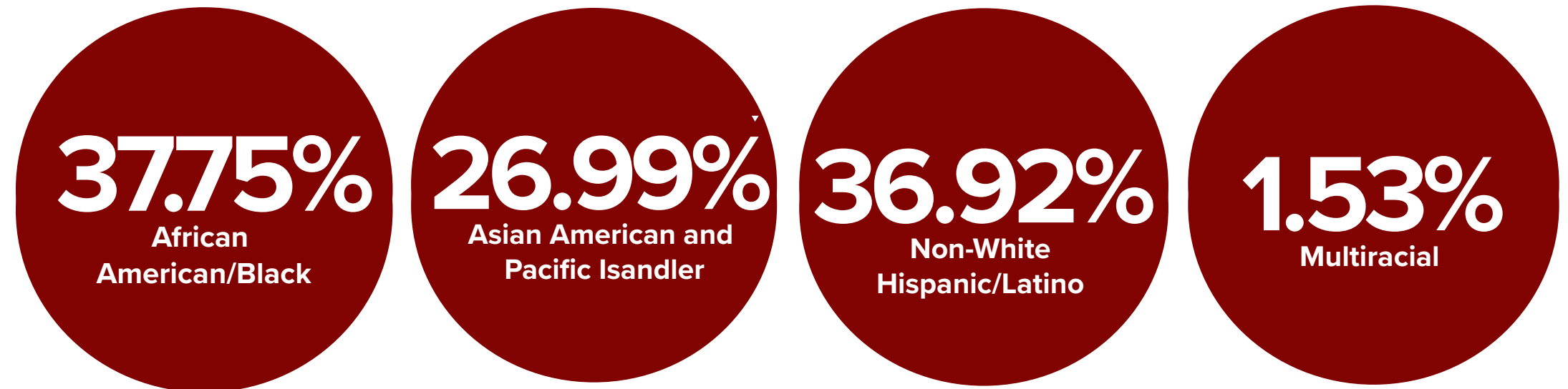
FILM STATISTICS



A *Hot Set's* readers are avid film connoisseurs. Here is a glance into our readership's film consumption habits.



Audience Distribution:



TELEVISION

Scripted:

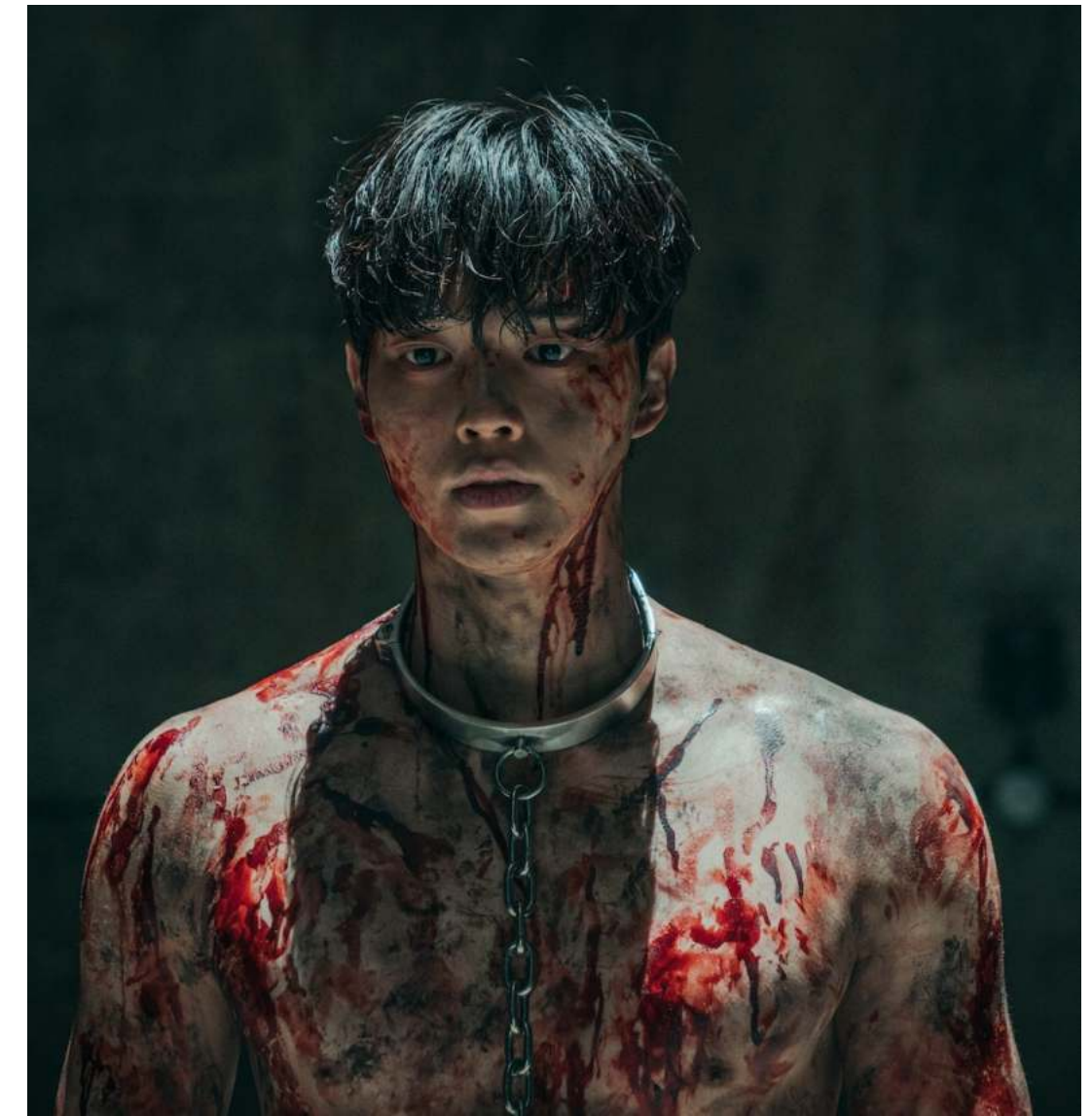
A Hot Set delves into the business of scripted television media, providing a range of news, commentary, and reviews on the latest developments across broadcast, cable, and online media outlets as it relates to people of color.

Unscripted – Informative:

Keeping in mind that not all media is for entertainment purposes, *A Hot Set* keeps readers abreast of the behind-the-scenes POC developments for hard news and talk show programming.

Unscripted – Reality:

With its continued presence as a profitable media player, *A Hot Set* covers the business of reality TV, including everything from docu-soaps and competitive series to docuseries and courtroom dramas, from a POC perspective.



TELEVISION MEDIA VIEWING

A *Hot Set's* readers are highly engaged viewers of television content. Here is a snapshot of our TV viewing audience.

Percentage of
Linear TV
Viewing:

23.7% Broadcast
30.38% Cable

Total Broadcast
Audience:

21%

African
American/ Black

18.5%

Asian American and
Pacific Islander

30%

Non-White Hispanic/Latino

Total Cable
Audience:

46%

African
American/ Black

23%

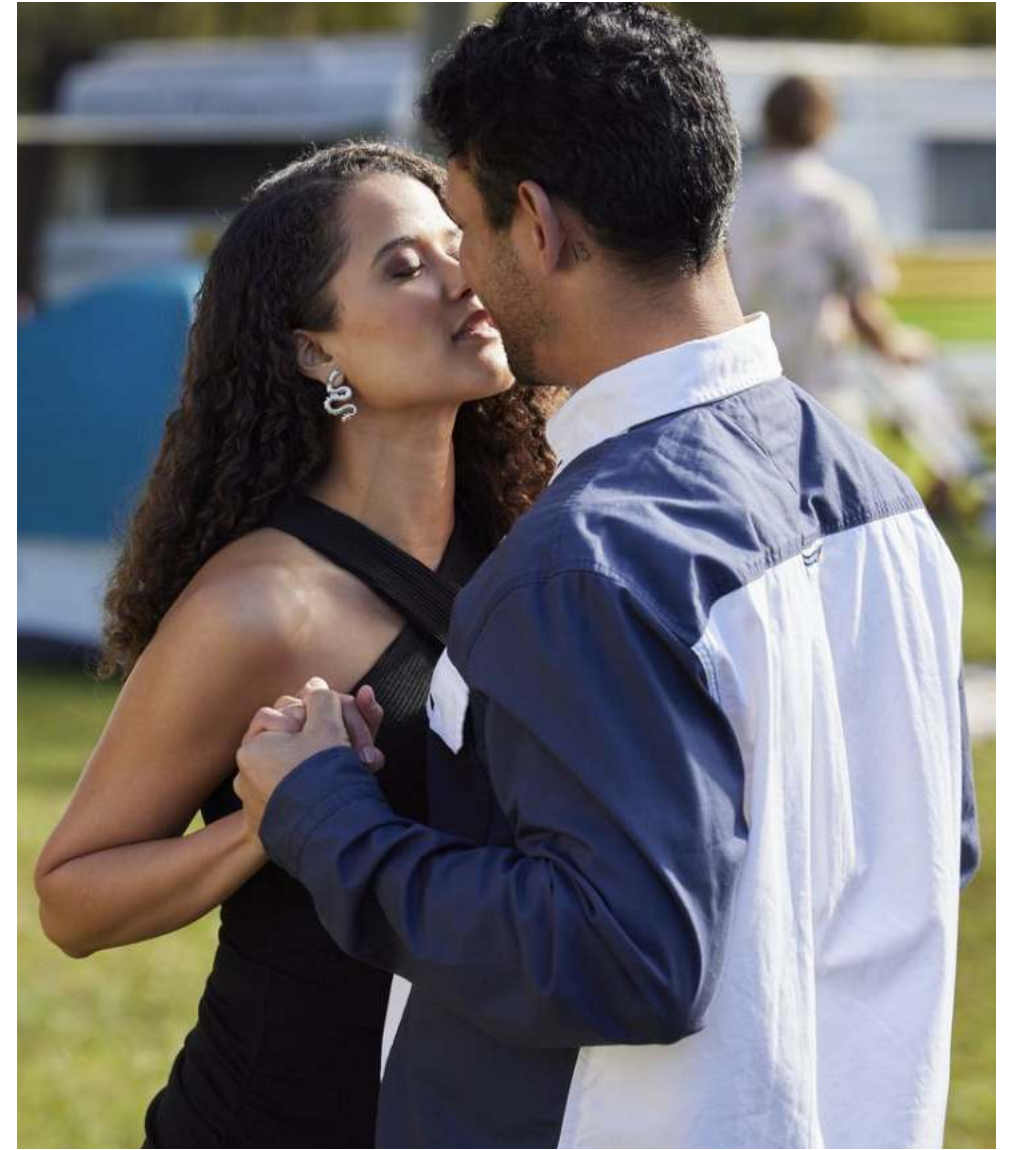
Asian American and
Pacific Islander

42%

Non-White Hispanic/Latino



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Linear TV Media
Viewing by Gender:

43.5%

Men

56.5%

Women

Linear TV Broadcast
Media Viewing
by Gender:

43%

Men

57%

Women

Linear TV Cable
Media Viewing
by Gender:

44%

Men

56%

Women

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Nonlinear Media Streaming by Gender:

57.4%
Men

42.6%
Women

Total Nonlinear TV Audience:

72.96%
Men

9.83%
Women

Total SVOD Audience:

70%
African American/ Black

82%
Asian American and Pacific Islander

80%
Non-White Hispanic/Latino

Total FAST Channel Audience:

80%
African American/ Black

45%
Asian American and Pacific Islander

90%
Non-White Hispanic/Latino



THEATER



As the world of theater continues to expand its representation, **A Hot Set** explores the ever-evolving role of people of color on the stage and behind-the-scenes.

26% of people of color in America have attended at least one Broadway, Off-Broadway, Off-off-Broadway, or regional theater production.

DIGITAL



The growth of content creators allows for a diverse array of media targeted toward POC audiences. *A Hot Set* covers the expansion of content creators via new media outlets.

Daily Streaming of Video
Content From Content Creators:

56%
Men

44%
Women

77%
African
American/Black

84%
Asian American
& Pacific Islander

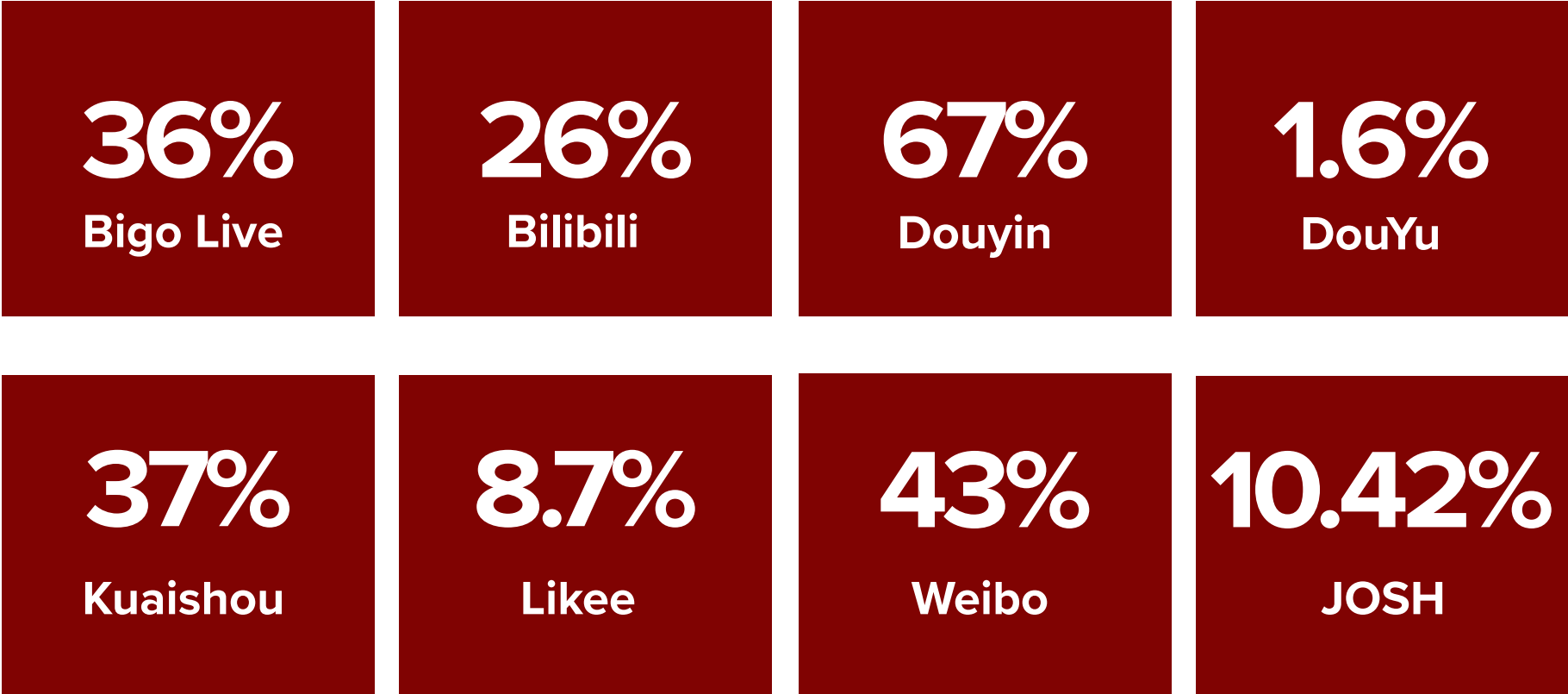
80%
Non-White
Hispanic/ Latino

Domestic Audience of People of Color Streaming Video Content by Platform:

10.42% Dailymotion	68% Facebook Live	72% Instagram Reels	26% LinkedIn Video
27.91% Patreon	2% Rumble	13.4% Snapchat	33% Tik Tok
20.83% Twitch	27% X	30% Vimeo	87% Youtube



Audience of People of Color Streaming Video Content by International Platform:



GAMING

Domestic Audience of People of Color Gamers

10%
Hispanic / Latino

7%
Asian American and
Pacific Islander

8%
African
American/ Black

3%
Multiracial or Other
Non-White Racial / Ethnic Group

Gamers by Gender:

53% | **46%**

Men

Women





FEATURE

A Hot Set's feature articles cover an array of entertainment topics through cultural analysis, historical retrospectives, awards coverage, personal profiles, and interviews aimed to keep our readers informed and educated on all aspects of the entertainment industry.

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INDUSTRY

A Hot Set keeps readers and content creators abreast of the movers, shakers, and tastemakers building media brands from the ground up and taking ownership of the lenses and voices through which people of color are seen.

A Hot Set covers the business side of the entertainment industry. Our content engages with what happens in the c-suites and boardrooms, presenting financial insights that define industry success.



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AWARDS & FESTIVALS

Coverage:

A Hot Set provides news and commentary on the global awards season, ranging from nominees and winners to structural changes within ceremonies to the buzz from film festival prize winners.

Honors:

The annual AHS Awards honors the best of people of color in the entertainment industry across television, film, and new media outlets.



RESOURCE

A Hot Set's resource portal highlights POC-owned media companies and occasions. The website connects media organizations and content creators to shape the entertainment industry's future.



MEDIA COVERAGE

If you have an interest in collaborating with *A Hot Set* for a profile, interview, request a media review, or other entertainment industry-related coverage, submit a detailed summary of your request along with your contact information and we will get back to you once it has been reviewed.

For more information, please contact our Public Relations Representative via our contact form.

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