A Mission Driven Organization

TMTG will fight for the First Amendment protections and freedoms of all Americans, protect democracy, and defend capitalism.

Our Vision

TMTG aspires to create a media powerhouse to rival the liberal media consortium and fight back against the “Big Tech” companies of Silicon Valley, who have used their unilateral power to silence opposing voices in America. In January 2021, “Big Tech” (Facebook, Twitter, and others) began to forcibly silence President Donald J. Trump and many other conservative voices. This is unacceptable. If Big Tech can censor the President of the United States, then they can censor anyone. To counter this liberal bias and dangerous exercise of tech monopoly censorship, Donald J. Trump and TMTG intend to create a media and technology company rooted in social media, digital streaming, information technology infrastructure, and more. In the year 2021, the media pendulum has swung dangerously far to the left. TMTG intends to even the playing field.
Tech Monopoly Censorship Threatens Free Speech

What Happened to Freedom of Speech?
...Liberal tech media outlets flex unilateral power to silence opposing voices

**WHY AMAZON’S MOVE TO DROP PARLER IS A BIG DEAL FOR THE FUTURE OF THE INTERNET**

**FACEBOOK BANS PRESIDENT TRUMP FROM POSTING FOR THE REST OF HIS PRESIDENCY**

Stripe Stops Processing Payments For Trump Campaign Website

**APPLE SUSPENDS PARLER FROM APP STORE**

Wikipedia co-founder Larry Sanger slams the site’s left wing ‘woke’ bias and claims its days of ‘neutrality are long gone’

**Amazon Will Suspend Hosting For Pro-trump Social Network**

**TWITTER PERMANENTLY BANS PRESIDENT TRUMP**
Other Freedoms Are At Risk

What Happened to America’s Voice?
...Social media imbalance has dangerous consequences

Twitter BANS U.S. President MAINTAINS Taliban Account
Market Opportunity To Disrupt Big Tech

What if digital media wasn’t the FAANG monopoly?
TMTG
TRUMP MEDIA & TECHNOLOGY GROUP
CORPORATE OVERVIEW
Corporate Competitive Structure

TRUTH SOCIAL VS TMTG+

TMTG VS TMTG NEWS

Long-Term Opportunity TMTG Tech Stack

Twitter, Facebook, Netflix, Disney+, CNN, iHeart Media, AWS, Google Cloud, Azure, Stripe
The History of US Media – Political Segmentation

Newspapers, radio, and cable TV news have split along ideological lines. Will social media soon follow?

1790’s-1850’s
Newspaper

By 1796, two main political parties dominated the American landscape – Federalist Party and Democratic-Republican Party. Both parties had a completely separate network of newspapers, which catered to the political leanings of each constituency.

Starting with the 1849 California Gold Rush, the business model of new “Western” Newspapers was divided to such a degree that the new clients (i.e., Portland, Oregon) had a specific newspaper dedicated to differing political viewpoints.

1980’s
Radio

Starting in 1987 with President Reagan’s removal of the Fairness Doctrine, radio stations became politically aligned.

August 1988
Rush Limbaugh launches the modern birth of conservative talk radio.

1990’s
Cable Television

June 1980
CNN launches.

July 1996
MSNBC launches.

October 1996
Fox News launches as the first conservative cable news competitor.

2021
Social Media

January 8, 2021
President Donald J. Trump is banned from Twitter.

January 9, 2021
Parler, a conservative social media app, becomes the #1 most downloaded app before being forcibly removed from Apple and Google stores.
An Industry Ripe for Further Segmentation

TMTG will be a fountainhead of support for American freedoms as the first major rival to “Big Tech.”
Trump’s Historic Social Media Following

Total Followers: 146.5M
- Twitter: 89M
- Instagram: 24.5M
- Facebook: 33M
Sizing the Digital Audience

Potentially hundreds of millions of users

**Netflix**
Global Paid Subscribers
(# in millions)

- 41 (2013)
- 54 (2014)
- 71 (2015)
- 89 (2016)
- 111 (2017)
- 139 (2018)
- 167 (2019)
- 204 (2020)
- 209 (2021)

**Podcast**
Monthly US Listeners
(# in millions)

- 35 (2013)
- 40 (2014)
- 48 (2015)
- 54 (2016)
- 60 (2017)
- 75 (2018)
- 90 (2019)
- 105 (2020)
- 120 (2021)
- 126 (2022)
- 132 (2023)

**Twitter**
Global Monetizable Users
(# in millions)

- 115 (2017)
- 126 (2018)
- 152 (2019)
- 206 (2020)
- 210 (2021)

**Disney+**
Global Paid Subscribers
(# in millions)

- 27 (2020 Q1)
- 34 (2020 Q2)
- 58 (2020 Q3)
- 74 (2020 Q4)
- 95 (2021 Q1)
- 104 (2021 Q2)
- 116 (2021 Q3)

*Source: Company filings via www.sec.gov and Statista.com*
A Massive Market Opportunity
Building a “Non-Cancellable” Global Community
Inclusive “Big-Tent” Approach

209M
Netflix Subscribers

206M
Twitter Monetizable Users

130M
iHeart Registered Users (Digital & Mobile)

? TMTG Subscribers | Users | Listeners

Liberal | Independent | Conservative

89M
Trump’s Historic Following

89M
Twitter Followers

33M
Facebook Followers

24.5M
Instagram Subscribers | Users | Listeners

*Source: Company filings via www.sec.gov and Statista.com
“One-third would use a Trump-backed Social media platform” -

Would you use a social media platform that was backed by former President Donald Trump?

- **54%** Yes
- **30%** No
- **16%** Maybe

- **GOP Voters**
  - **54%** Yes
  - **19%** No
  - **27%** Maybe

- **DEM Voters**
  - **12%** Yes
  - **10%** No
  - **78%** Maybe

- **INDP. Voters**
  - **24%** Yes
  - **18%** No
  - **58%** Maybe

*Source: The Hill • March 30, 2021*
Galvanizing A Conservative Media Universe

TMTG has the opportunity to galvanize and unify the fragmented "non-Big Tech" universe.
TRUTH Social is America’s “big tent” social media platform that encourages an open, free, and honest global conversation without discriminating against political ideology.

**Our Aspiration**

TRUTH Social was built to provide a “big tent” alternative to existing social media platforms that are dominated by the big tech monopoly (Twitter and Facebook). While initial users will be catalyzed by the existing Trump universe, the future of the platform audience lies in being open and inviting to a wide range of ideologies. Content from news and politics to sports, comedy, and entertainment aims to unite independents, liberals, libertarians, and conservatives alike.
Conservative Following Could Provide Catalyst For TRUTH Social Growth
What is TMTG+?

TMTG+ is an on-demand streaming service that will provide news, big-tent entertainment, exciting documentaries, sports programming, and more. The American public is seeking “non-woke” entertainment, and TMTG+ will provide content for all to enjoy.
History of President Trump’s Entertainment Success

THE APPRENTICE

MISS UNIVERSE

VARIETY

‘APPRENTICE’ WINS FOR NBC

VARIETY

Ratings: NBC’s Miss Universe Pageant Tops Sunday in Demos

VARIETY

APPRENTICE TOPS CSI

Los Angeles Times

NBC RENEWS ‘APPRENTICE’

Donald Trump Sells Miss Universe to WME/IMG
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