BE SEEN.
MEDIA INFORMATION 2020

THE B1M
THE BIM IS THE WORLD’S MOST SUBSCRIBED-TO VIDEO CHANNEL FOR CONSTRUCTION.

9 MILLION PEOPLE WATCH OUR VIDEOS EVERY MONTH.
OUR VISION
WE LOVE CONSTRUCTION.
AND WE WANT THE WHOLE WORLD TO LOVE IT TOO.
WE INSPIRE A BETTER INDUSTRY BY SHARING KNOWLEDGE AND EXPERTISE WITH A MASS AUDIENCE.

WE ATTRACT THE BEST TALENT BY SHOWING CONSTRUCTION AT ITS BEST TO MILLIONS.
WHY VIDEO?
THE WAY PEOPLE CONSUME INFORMATION HAS CHANGED.
VIDEO IS MASSIVE

TO WATCH EVERYTHING UPLOADED TO YOUTUBE TODAY WOULD TAKE YOU 65 YEARS

80% OF ALL INTERNET TRAFFIC WILL BE VIDEO BY 2021

SOCIAL MEDIA NETWORKS PRIORITISE VIDEO OVER ALL OTHER TYPES OF CONTENT

MORE PEOPLE WATCH YOUTUBE DURING PRIMETIME IN THE US THAN THE TOP 10 PRIMETIME SHOWS COMBINED

SOURCES: YOUTUBE / CISCO / WYZOWL / SOCIAL MEDIA TODAY / THE NEW YORK TIMES
OUR AUDIENCE
SIZE MATTERS

9M viewers each month in 144 countries across six continents
73%  
27%
SUBSCRIBED

THE WORLD’S MOST SUBSCRIBED-TO VIDEO CHANNEL FOR CONSTRUCTION

146,000

UNIQUE WEBSITE VISITS PER MONTH WITH 228,000 PAGE VIEWS

0.2

WE GAIN A NEW VIDEO VIEW EVERY 0.2 SECONDS

VIEWER ENGAGEMENT
REACH OUR AUDIENCE
CREATE AWESOME CONTENT

UNDoubtedly the best way to make the biggest impact

- Bespoke documentary features
- Brand // product placement within video content
- Brand sponsorship of a video // video series
- Co-branded content campaigns
228K PAGE LOADS PER MONTH FROM 146K UNIQUE VISITS

PRIME PLACE RESIDENCIES ON OUR HOMEPAGE, FEATURE PAGES, UNDER VIDEOS + IN OUR EMAIL CAMPAIGNS

ADVERTISE DIGITALLY
TALK TO US!

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