



A closer look. A stronger connection.

Independent, live-first programming with Glen and Jennifer. Evidence-focused conversations, expert guests, on-location reporting, and a community that joins in.

238.4K

VIEWS

238,447 in the latest 28 days

61.9K

WATCH HOURS

61,930.7 in the latest 28 days

6,922

SUBSCRIBERS

Current count on September 13

+1,627

NET SUBSCRIBERS

Latest 28 days

LONG-FORM CONVERSATIONS. ROOM FOR YOUR BRAND.

TBXUnfiltered.com | YouTube @TBXUnfiltered | A TBXGO brand



An audience worth knowing.

A predominantly female, established-adult audience, concentrated in the U.S. Nearly half of channel watch time happens on television screens.

81.9%

FEMALE

Share in age/gender report

90.0%

AGE 45+

74.6% are age 55+

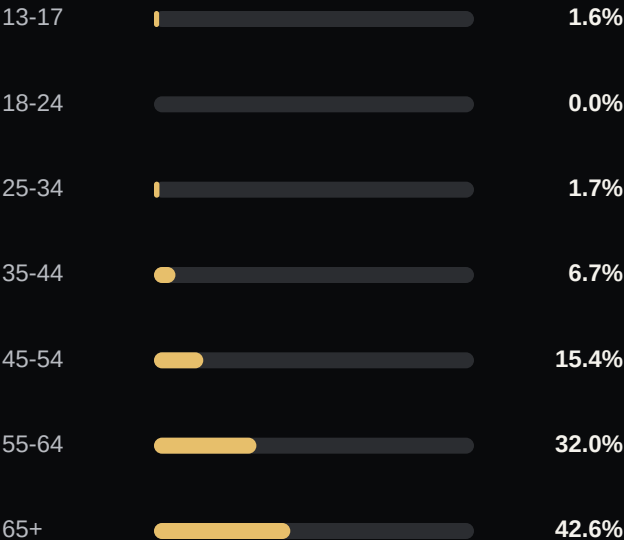
83.0%

UNITED STATES

Share of channel views

AGE PROFILE / SHARE OF VIEWS

Bar scale: 0-100%



46.9%

OF WATCH TIME ON TV

A meaningful presence in the living room.

50.0%

WATCH TIME FROM NON-SUBSCRIBERS

Connection beyond the subscriber base.

TOP GEOGRAPHIES / SHARE OF VIEWS

83.0%

UNITED STATES

4.0%

CANADA

2.4%

UNITED KINGDOM

1.0%

AUSTRALIA



Built to keep growing.

Our current programming era began in July. The reach is already extending well beyond the size of the subscriber base.

CURRENT-FORMAT WINDOW / JULY 1 - SEPTEMBER 12, 2026

436.4K

IEWS

436,405 in Analytics

125.4K

WATCH HOURS

125,371.5 total hours

+6,769

NET SUBSCRIBERS

Gained minus lost

18

BROADCASTS WITH 10,000+ VIEWS

Within the July 1-September 12 reporting window.

LEADING CONTENT / VIEWS WITHIN THE WINDOW

01	Tucson-Mexico connection / PI Bill Garcia	50,136
02	Exclusive from Tucson / Kurt Dabb & Bob Krygier	23,117
03	Facts vs. What People Got Wrong	21,771
04	Questions a Homicide Detective Cannot Ignore	20,931
05	After the 911 Call / reporter interview	19,439
06	Dark Roads West / Day 1 live road broadcast	19,297

From studio interviews to live field coverage, partners can explore placements across distinct programming formats.



Long conversations. Real attention.

The Tucson interview demonstrates the mix of expert access, audience interest, and sustained viewing available within TBX programming.

FEATURED BROADCAST / SEPTEMBER 10-12 RESULTS

Exclusive from Tucson

Kurt Dabb & Bob Krygier revisit the Nancy Guthrie case.

23,117

VIEWS

Through September 12

35:54

AVG VIEW DURATION

YouTube Studio metric

9,235.5

WATCH HOURS

On this broadcast

111,994

IMPRESSIONS

Registered on YouTube

8.7%

THUMBNAIL CTR

Of registered impressions

+207

NET SUBSCRIBERS

Attributed to this broadcast

CHANNEL MOMENTUM / LATEST 28 DAYS

+75%

VIEWS VS. PRIOR PERIOD

+32%

WATCH HOURS VS. PRIOR PERIOD

Sponsor messages can sit within substantive, host-led conversations and remain with the on-demand replay. Placement, timing, and reporting are agreed for each campaign.



A partnership that belongs here.

Reach viewers through Glen and Jennifer, the live show, field coverage, and the community around TBX Unfiltered.

PRESENTING SPONSOR

Opening recognition and visual brand presence within an agreed episode or series.

LIVE HOST READ

A 30-60 second host-delivered message at a natural program break.

SPONSORED SEGMENT

A 2-4 minute demonstration, explainer, or relevant product story.

FIELD / ROAD SPONSOR

Support a travel day, on-location package, or reporting logistics segment.

PRODUCT INTEGRATION

Authentic on-camera use in studio, travel, tech, home, or lifestyle settings.

CROSS-PLATFORM PACKAGE

Explore YouTube, website, community posts, social support, links, and codes.

NATURAL BRAND FIT

Automotive & road / Travel & hospitality / Mobile & connectivity
Consumer tech / Home & lifestyle / Financial & insurance / Streaming & books

CAMPAIGN REPORTING

Placement plan and integration notes
Views, watch time, and engagement
Clicks or offer-code tracking where applicable
Post-campaign performance summary

EDITORIAL INDEPENDENCE

Paid messages are clearly identified.
Sponsors do not control conclusions.
Brand categories are reviewed for fit.
Coverage conflicts may be declined.

LET'S BUILD THE RIGHT PACKAGE

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