

BRUNO & JOEL RANDOM

YOUTUBE ENTERTAINMENT AT LATAM SCALE

6M+

YOUTUBE SUBSCRIBERS

~2M

TYPICAL LONG-FORM VIDEO VIEWS FIRST 28 DAYS

BRAND PARTNERSHIPS 2026

MASSIVE REACH.

CONSISTENT ATTENTION.

417.9M
THUMBNAIL IMPRESSIONS
LAST 28 DAYS

54 M
CONTENT VIEWS
LAST 28 DAYS

8.8%
THUMBNAIL CTR
LAST 28 DAYS

7:58
AVERAGE VIEW DURATION

6.8 M
WATCH HOURS
LAST 28 DAYS

+126.4K
NEW SUBSCRIBERS
LAST 28 DAYS

SELECTED HIGH-PERFORMING VIDEOS

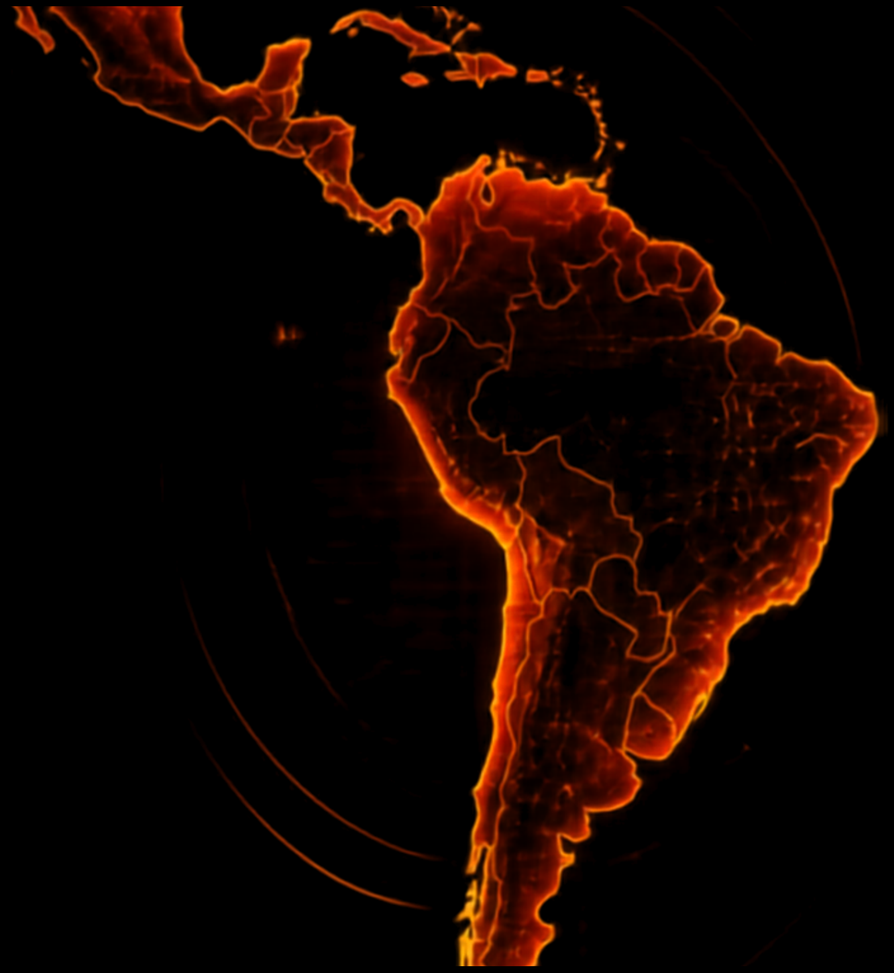






THE AUDIENCE

LATAM reach with Mexico as the leading individual market.



69.4%

OF YOUTUBE-REPORTED VIEWERS ARE AGED 25–44.

YouTube demographic reporting reflects account-level data and may not fully capture shared-screen or co-viewing behaviour.

#1 MARKET

MEXICO: 18.1%

Mexico	18.1%
Venezuela	11.4%
Argentina	7.6%
Colombia	7.5%
Ecuador	5.2%
Peru	4.8%
Dominican Republic	3.1%
Spain	3.0%
United States	2.7%
Brazil	2.6%

Source: YouTube Analytics • Period: Last 28 days

BIG-SCREEN ATTENTION

72.3%

OF WATCH TIME HAPPENS ON TV



86.9% OF VIDEO DISCOVERY COMES FROM YOUTUBE SUGGESTED + BROWSE

TRUSTED BY BRANDS

PREVIOUS PARTNERSHIPS

YOVERSE

EPIC GAMES

Bambu Lab

TEMU

ECOFLOW

filmora

WARGAMING.NET

GENSHIN IMPACT

BRAND INTEGRATIONS • DEDICATED CONTENT • CUSTOM CAMPAIGNS

PARTNER WITH BRUNO & JOEL

LET'S CREATE SOMETHING PEOPLE WANT TO WATCH.

BRUNO & JOEL RANDOM

BRAND MENTION

Short brand mention naturally placed within a Bruno & Joel YouTube video.

VIDEO INTEGRATION

Deeper brand integration organically incorporated into a regular Bruno & Joel YouTube video.

DEDICATED VIDEO

A full YouTube video built around the brand, product or campaign.

YOUTUBE SHORTS

Short-form branded content created specifically for YouTube Shorts.



LET'S TALK.

Eberth Pernia

BRAND PARTNERSHIPS — BRUNO & JOEL

hello@plotleap.com