

RECAP DECK

HOT! TAKES!

WITH KATO

T O U R N A M E N T



HOT TAKES TOURNAMENT

JUNE 10 - AUG 5

Hot Takes is a 3-hour weekly interactive live stream music review show hosted by Kato On The Track.

The Hot Takes Tournament is a 9-week bracket style tournament where 16 Artists' songs are selected from Kato's live streams to compete for over \$15,000 in prizes.

2000+ TOTAL
SUBMISSIONS

HIGHLIGHTS



**TOTAL
WATCH MINUTES**



**TOTAL
ENGAGEMENT**

*Combined comments, likes and shares.



**LIVE VIEWS
PER WEEK**



**COMMENTS
PER WEEK**



*Based on 9-week totals and averages across all of Kato's social platforms (TikTok, Instagram, Twitch, YouTube, X and Facebook). Engagement metrics based on combined comments, likes and shares.

WEEKLY OVERVIEW



525

**AVERAGE
CONCURRENT VIEWERS**

50K

**AVERAGE
ENGAGEMENT**

*Engagement based on combined comments, likes and shares.

3.1K

**AVERAGE
VIEWS PER STREAM**

39K

**AVERAGE
WATCH MINUTES**

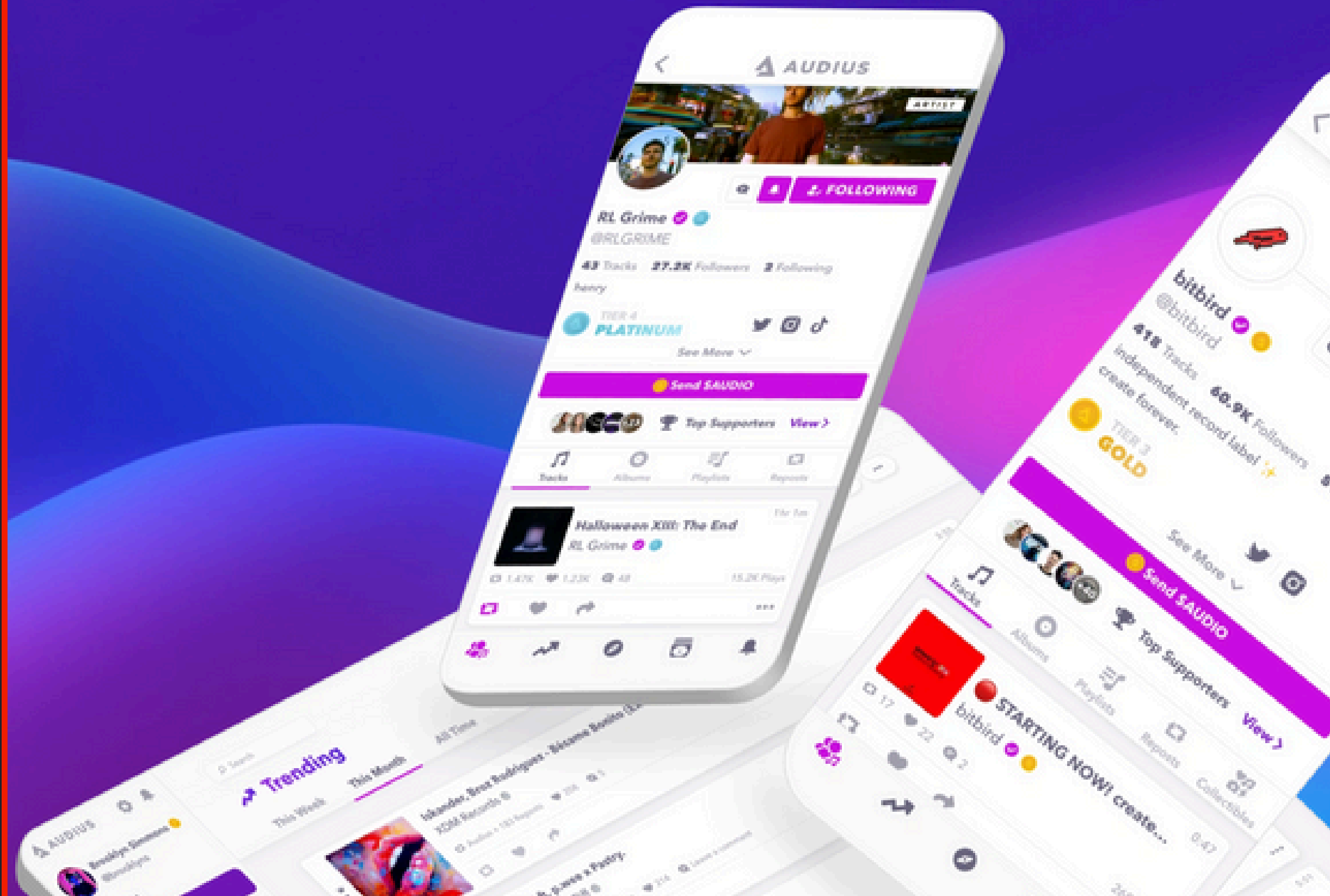
*Hot Takes is live every Tuesday from 7:30-10:30PM EST



Hot Takes is proud to partner with AudiUS - a web3, community-run music platform that connects Artists and music fans directly.

AudiUS serves as the primary music submission platform for Hot Takes, driving hundreds of new music uploads and users to their platform each week.

PARTNERSHIP





THANK
YOU

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