

ChristTube MONETIZATION Model

GLOBAL FAITH HUB

ChristTube

Premium Infrastructure for the Digital Ministry

MONETIZATION: SAAS & COMMERCE

PREMIUM MEMBERSHIP REVENUE MODEL



400,000
CHURCHES
USA



1% TARGET
4,000
PREMIUM
MEMBERSHIPS



SaaS
ANNUAL REVENUE
\$76 Million

\$26 Million

CHRISTTUBE MONETIZATION MODEL

HOW WE MAKE MONEY



FREE - FOR REGULAR USERS



PREMIUM MEMBERSHIPS

CHURCHES - MINISTRIES - BRANDS - BUSINESSES
MUSIC ARTISTS - INFLUENCERS



ChristTube is built from a **SaaS** (Premium Membership Model)

REVENUE STREAMS:



PREMIUM MEMBERSHIPS
\$49-\$500 MONTHLY



ADVERTISING -
CPC, CPM,
SPONSORED ADS



CORPORATE
ADVERTISERS /
SPONSORS /
FAITH BASED
ORGANIZATIONS



ECOMMERCE -
20% REVENUE SPLIT
WITH DIGITAL CONTENT
AND SUBSCRIPTIONS
(PREMIUM MEMBERSHIPS)



DONATIONS &
GIVING - 1% OF ALL
DIGITAL GIVING
***\$154 BILLION DIGITAL**
GIVING 2025

| Market Capture & Efficiency

<1%

US MARKET SHARE

Focused Entry to Massive Scale



Target: Capturing just 4,000 churches out of 400,000.



Profitability: High ARPU from membership + Ad Revenue



Global: Expansion potential into 2B+ worldwide Christian demographic.
synergy

| THE GLOBAL TAM

Capture just 0.1% of the Global Market
\$37,000,000 / Month MRR Potential



400K

US CHURCHES



37M

GLOBAL CHURCHES

| SaaS PRICING ARCHITECTURE & SCALABILITY

★ **The ChristTube advantage:** Our low-friction monthly fee model ensures high retention and compounding MRR with virtually no churn.



Entry Premium

Pastors, Authors, Artists.
Channel customization & Global Marketing.

\$25 - \$99



Professional

Churches & Christian Brands. Full Digital Sanctuary Suite & Dashboard.

\$150 - \$250

Most Popular



Enterprise Level 1

Large Ministries.
Dedicated Streaming Bandwidth (High-Cap).

\$500



Enterprise Level 2

TV Networks & Conferences.
24/7 Global HD Broadcasting Priority.

\$1,000



\$1,500

Enterprise Level 3

Global Mega-Ministries. Unlimited
Capacity & Infrastructure Priority.



MONETIZATION: SAAS & COMMERCE

PREMIUM MEMBERSHIP REVENUE MODEL

Premium Category	Membership Tiers	Annual Value per Org
Pastors / Artists / Clergy	\$49.00 – \$99.00 / mo	Up to \$1,188
Business (Local to Global)	\$100.00 – \$350.00 / mo	Up to \$4,200
Churches (250 – 10k members)	\$250.00 – \$1,000.00 / mo	Up to \$12,000
Streaming Levels	\$500.00 – \$2,500.00 / mo	Up to \$30,000
EST. AVG REVENUE AFTER 90 DAYS	SaaS + Ad Yield	\$50M+ ARR Potential

SaaS PREMIUM MEMBERSHIP REVENUE MODEL

U.S.A Market 400,000 USA CHURCHES
THIS MODEL IS BASED ON 1% USA MARKET REACH



Premium Membership Type	Monthly Fee	Target Registered	Base Monthly Revenue
 Business Page Profiles			
BP Locally	\$150.00	2,000	\$300,000.00
BP Statewide	\$300.00	1,000	\$300,000.00
BP National	\$500.00	500	\$250,000.00
 Ministry & Leadership Profiles			
Churches / Ministries	\$250.00	5,000	\$1,250,000.00
Ministers / Preachers / Music Artists	\$49.00 - \$99.00	10,000	\$740,000.00
 Premium Streaming Services			
Streaming Services Level 1 - 3	\$500 - \$1,500	2,000	\$1,750,000.00
TOTAL ESTIMATED MONTHLY REVENUE			\$4,800,500.00

QUARTERLY SUBSCRIPTION SALES



1 % USA Market Share 400,000 Churches

QUARTERLY SALES PROJECTION SUMMARY

5% Growth Rate 

5%

Q1

Q2

Q3

Q4

Total

Year 1

\$15,133,576

\$17,519,006

\$20,280,440

\$23,477,144

\$76,410,166

Year 2

\$27,177,729

\$31,461,618

\$36,420,756

\$42,161,577

\$137,221,680

Year 3

\$48,807,296

\$56,500,546

\$65,406,444

\$75,716,135

\$246,430,422

3 Year Projections

\$91,118,601

\$105,481,170

\$122,107,640

\$141,354,856

\$460,062,267

| Ad Revenue Potential (1M MAU)



Low (Casual)

Impressions/User: **10 Impr.**

Monthly Impr.: **10 Million**

CPM: **\$5.00**

Monthly Revenue: **\$50,000**



Medium (Standard)

Impressions/User: **50 Impr.**

Monthly Impr.: **50 Million**

CPM: **\$10.00**

Monthly Revenue: **\$500,000**



High (Engaged)

Impressions/User: **100+ Impr.**

Monthly Impr.: **100 Million+**

CPM: **\$12.00**

Monthly Revenue: **\$1,200,000+**

Scaling user engagement within the "20-page" construct facilitates massive inventory without user fatigue.

| Ad Strategy: 1M MAU Potential



CPM Rates

\$7 - \$15

Direct & Programmatic



CPC Rates

\$1 - \$2

Faith-Niche Premium



Video Pre-Roll

\$15 - \$27

High-Impact Content

Monthly Revenue Forecast (at 1M Users)

Engagement Level	Impressions/User	Total Monthly Impr.	Monthly Revenue
Medium (Standard Social)	50	50 Million	\$500,000
High (Engaged Community)	100+	100 Million+	\$1,200,000+

Exponential Ad Revenue Potential (1M – 5M MAU)



The Multiplier Construct: Each unique Channel contains 20 Internal Advertiser Pages, scaling impressions by 2,000% per user.



CPM Model

\$7.00 - \$15.00

Per 1,000 Impressions



CPC Model

\$1.00 - \$2.00

Per Targeted Action



Video Roll

\$15.00 - \$27.00

High-Engagement Pre-Roll

User Scale (MAU)	Monthly Impressions*	Blended Ad Revenue (Monthly)	Projected Annual Ad Revenue
1,000,000 Users	300,000,000	\$4,500,000	\$54,000,000
2,500,000 Users	750,000,000	\$11,250,000	\$135,000,000
5,000,000 Users	1,500,000,000	\$22,500,000	\$270,000,000

AAR (ANNUAL ADVERTISING REVENUE) | ChristTube Ad Revenue Expansion

Exponential Ad Revenue Potential (1M - 5M MAU)



The Multiplier Construct:

Each unique Channel contains 20 Internal Advertiser Pages, scaling impressions by 2,000% per user.



	CPM Model 	CPC Model 	Video Roll 
1,000,000 Users	300,000,000	\$4,500,000	\$54,000,000
2,500,000 Users	750,000,000	\$11,250,000	\$135,000,000
5,000,000 Users	1,500,000,000	\$22,500,000	\$270,000,000

Upper Bound Annual Potential \$324M+

*Calculations assume 15 monthly visits per user across the 20-page channel architecture (300 total impressions/month) at a blended \$15 effective CPM (including Video and CPC performance).

Premium Sponsored Ad Potential

Leveraging High-Intent Multi-Page Inventory



Elite Placement

Top-of-channel and cross-page "featured" placements that bypass standard ad blockers and command 3x higher CPMs.



Safe Harbor Premium

Brands pay a "brand-safe" premium to be integrated directly into faith-based content without programmatic risks.



Inventory Depth

20-page architecture within every user channel provides deep funnel "Native Sponsorship" opportunities across all user sessions.

User Scale (MAU)	Sponsored Impressions*	Monthly Sponsored Revenue	Annual Run Rate
1,000,000 Users	50 Million	\$1,750,000	\$21,000,000
2,500,000 Users	125 Million	\$4,375,000	\$52,500,000
5,000,000 Users	250 Million	\$8,750,000	\$105,000,000

| Sponsored Potential (1M-5M MAU)

*Based on native sponsorships across 5% of total page-view inventory.

Premium Sponsored Placement: Blended \$35.00 CPM



1,000,000 Users

Sponsored Impr.: **50 Million**

CPM Rate: **\$35.00**

Monthly Revenue: **\$1,750,000**



2,500,000 Users

Sponsored Impr.: **125 Million**

CPM Rate: **\$35.00**

Monthly Revenue: **\$4,375,000**



5,000,000 Users

Sponsored Impr.: **250 Million**

CPM Rate: **\$35.00**

Monthly Revenue: **\$8,750,000**

| 5% Monthly Growth Roadmap

Launch

Mo. 6

Year 2 Outlook

Compounding growth scales **\$4.8M MRR** to
\$100M+ ARR within Year 2.

Join the Mission

The Digital Sanctuary for Global Media

✉ invest@christtube.com

🌐 invest@christtube.com
christtube.com/investors