Project Reality

60 SECONDS

Media Kit

October 2026

60 Seconds is a street game show where contestants have one minute to answer a general knowledge challenge and win real cash.

70K
Combined followers

34.4M
Combined video views

544K
Median views per episode

Audience & viewership

Platform	Followers	Video views	Median views
TikTok	50K	28.02M	371K
Facebook	13K	4.66M	88K
Instagram	7K	1.71M	31K

Combined video views are the total October views across TikTok, Facebook and Instagram. Median views use cumulative views for 23 episodes published in October 2026. The combined median uses per-episode totals across all three platforms.

Follower demographics

TikTok

68% men / 32% women

48.1% aged 25–34

Facebook

80% men / 20% women

44.5% aged 25–34

Instagram

74.8% men / 25.2% women

39.5% aged 25–34

Top follower location on all three platforms: United Kingdom

Featured episodes



Food & Drink
10.2M TikTok views



Geography & Countries
7.2M TikTok views



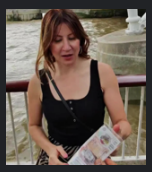
Sport
2.2M TikTok views

Featured series



Same Question Until Someone Wins

7 episodes · 11.16M cumulative TikTok views



World Cup Winners

5 episodes · 1.35M cumulative TikTok views

Partner with Project Reality

Sponsored episode
A bespoke challenge built around your brand or campaign.

Sponsored series
A recurring challenge or theme across multiple episodes.

Enhanced prize activation
Sponsor an increased cash prize or a special bonus.

Rates available upon request.
Partnerships are quoted based on scope.

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