



LANCE THE PI NEWS

Sacramento's #1 Live Streamer. Former Cop. Licensed PI. Unfiltered Street News.

lancethepinews.com | info@lancethepi.com

2.25M+	191,855+	4	5
Monthly Views	Total Followers	Major Platforms	Simultaneous Live Streams

ABOUT LANCE THE PI NEWS



Lance The PI News is Sacramento's #1 independent live news operation — delivering real-time police scanner coverage, breaking news, and street-level reporting through the eyes of a credentialed professional.

Lance Casey brings over **12 years as a law enforcement officer** and **25+ years as a California Licensed Private Investigator (License #27617)** to every broadcast. This isn't hobbyist content — it's professional news coverage backed by decades of field experience.

While most independent streamers cover news from a cell phone, Lance The PI News operates with **professional camera equipment** and a **LiveU broadcast transmission system** — the same technology used by major television news networks to deliver live signals from the field.

Every live stream broadcasts **simultaneously across 5 platforms** — YouTube, Facebook, Kick, Twitch, and TikTok — reaching a combined audience of nearly 200,000 followers and generating over 2.25 million monthly views.

WHAT SETS LANCE THE PI NEWS APART

- ✓ Former law enforcement officer — 12 years on the force
- ✓ Licensed California Private Investigator #27617 — 25+ years
- ✓ LiveU professional broadcast transmission technology
- ✓ Simultaneous live streaming to 5 platforms at once
- ✓ Professional camera equipment — far beyond cell phone streams
- ✓ Press credentialed field journalist
- ✓ 97% U.S.-based audience — premium domestic reach
- ✓ Core audience ages 35–65+ with high purchasing power

REACH & AUDIENCE

2.25M+	191,855+	1,966
Combined Monthly Views	Combined Followers	Email Subscribers

PLATFORM BREAKDOWN — LAST 30 DAYS

PLATFORM	FOLLOWERS	MONTHLY VIEWS	KEY HIGHLIGHT
TikTok	87,100	656,044	147.8K top video • 5,018 shares
Facebook	50,000	483,000	97.2% U.S. audience • 69% suggested reach
YouTube	28,155	312,000	57.8% TV viewers • 26,600 watch hours
Instagram	26,600	795,427	+613.5% reach growth • 8,321 shares
Email List	1,966	—	Direct subscriber access

SIMULTANEOUS LIVE DISTRIBUTION

YouTube • Facebook • Kick • Twitch • TikTok Powered by LiveU — professional broadcast transmission technology used by major TV news networks

AUDIENCE DEMOGRAPHICS

Your brand reaches a high-value American consumer audience — established adults aged 35–65+ with disposable income, watching on TV screens, predominantly in the United States.

<p>AGE RANGE</p> <p>65+ 25.5% (YouTube) / 38.9% (Facebook)</p> <p>55–64 22.8% / 27.3%</p> <p>45–54 18.8% / 16.4%</p> <p>35–44 15.5%</p> <p>Core buying demographic: Ages 35–65+</p>	<p>GENDER SPLIT</p> <p>YouTube: 63.4% Male / 36.5% Female</p> <p>Facebook: 53% Male / 48% Female</p> <p>Instagram: 56.2% Male / 43.8% Female</p> <p>Consistent male-skewing audience across all platforms</p>
<p>GEOGRAPHY</p> <p>United States 97.2% (Facebook)</p> <p>United States 79.8% (YouTube)</p> <p>Canada 1.6–3.0%</p> <p>United Kingdom 2.2%</p> <p>Top Cities: New York, Chicago, Houston, LA, Sacramento</p>	<p>DEVICE TYPE</p> <p>TV 57.8%</p> <p>Mobile 20.4%</p> <p>Computer 14.4%</p> <p>Tablet 5.8%</p> <p>Majority watch on television — lean-back, engaged, high-attention viewing</p>

WHY ADVERTISERS CHOOSE LANCE THE PI NEWS Our audience mirrors the demographic profile that drives consumer spending — homeowners, established professionals, and engaged news consumers aged 35–65+ watching on television screens across the United States. This is not a young, scrolling audience. This is a trusted, loyal viewership that acts on recommendations.

CONTENT CATEGORIES

Lance The PI News produces four distinct content types, giving sponsors multiple advertising contexts to reach our audience.

NEWS CONTENT

01 Live street reporting, breaking news, police scanner coverage, and neighborhood incident reporting. Real-time coverage as events unfold — unedited, unfiltered, professional.

Examples: Live police/fire response, breaking incidents, neighborhood coverage

SERVICES CONTENT

02 PI tips, license plate lookups, phone number searches, and how-to investigative content. This category drives some of our highest viral numbers — 147.8K+ views per video.

Examples: How to find an address, license plate lookup, phone number reverse search

BRANDED CONTENT

03 Custom short-form videos produced specifically for sponsor businesses. Previous examples include content created for Sacramento personal injury law firms.

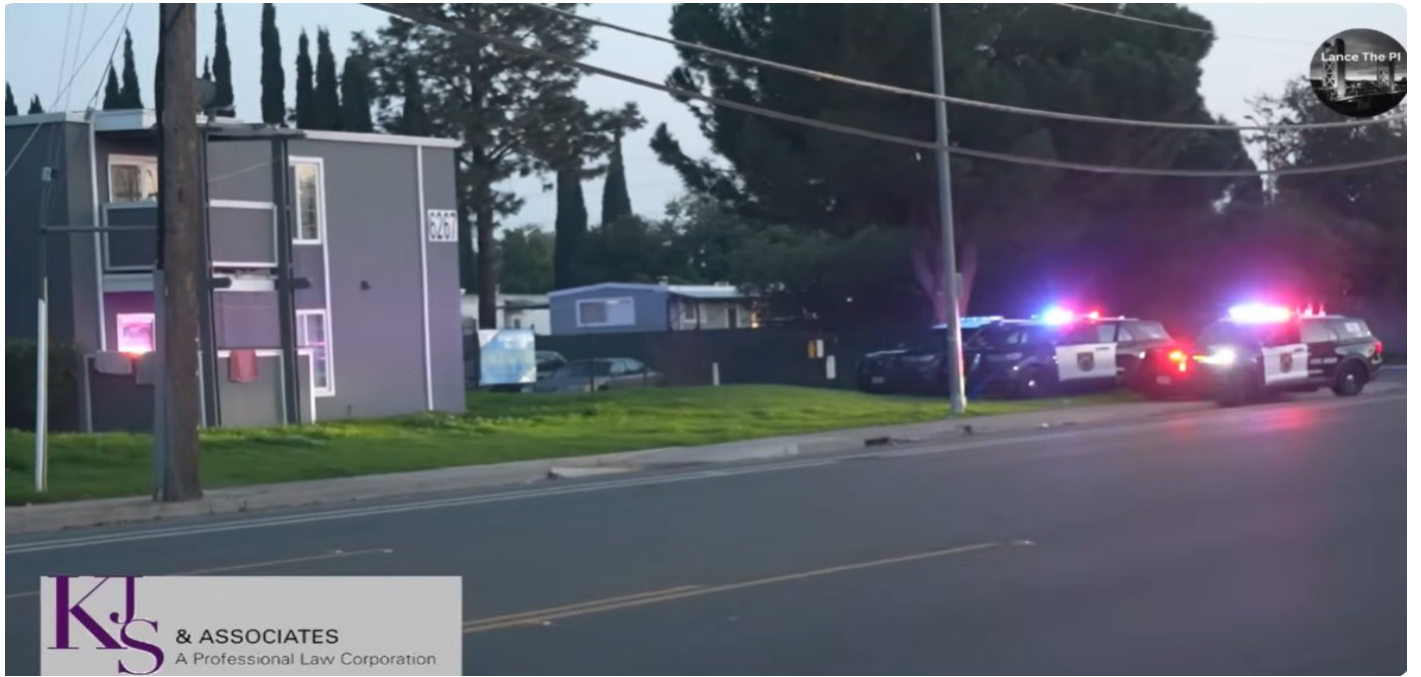
Examples: Del Rio & Caraway P.C., Phoong Law Corp, Keith J. Staten & Associates (multi-month live sponsor) | [Watch Del Rio & Caraway video](#) | [Watch Phoong Law video](#)

PRODUCT REVIEWS

04 Dedicated product reviews published on YouTube and repurposed as Shorts/Reels. Reviews are authentic, field-tested, and reach a general consumer audience.

Examples: WeBoost Drive Reach Cell Signal Booster, Uniden SDS 100 Police Scanner | [Watch WeBoost review](#) | [Watch Uniden review](#)

LIVE STREAM SPONSORSHIP IN ACTION



The Law Office of Keith J. Staten & Associates — multi-month exclusive live stream sponsor. Logo banner displayed on every broadcast alongside real-time Sacramento street news coverage.

PAST PARTNERSHIPS

Lance The PI News has a proven track record of delivering results for sponsors. The following partnerships demonstrate our ability to produce professional branded content and sustain long-term sponsor relationships.

The Law Office of Keith J. Staten & Associates

MULTI-MONTH LIVE STREAM SPONSOR

Exclusive logo banner on all live streams, verbal shoutout every broadcast, link in all video descriptions. Multi-month engagement demonstrates sustained ROI and sponsor satisfaction.

Del Rio & Caraway, P.C.

BRANDED SHORT-FORM CONTENT

Custom short-form video produced and distributed across YouTube, TikTok, Facebook, and Instagram. Personal injury law firm serving Sacramento and Roseville, CA.

■ [Watch Sample Content](#)

Phoong Law Corp

BRANDED SHORT-FORM CONTENT

Custom short-form video produced and distributed across all platforms. Personal injury law firm serving Sacramento and San Francisco, CA.

■ [Watch Sample Content](#)

WeBoost Drive Reach

PRODUCT REVIEW

Dedicated product review published on YouTube and repurposed as Shorts/Reels. Cell signal booster for vehicles — reviewed in real field conditions.

■ [Watch Sample Content](#)

Uniden SDS 100

PRODUCT REVIEW

Dedicated police scanner review published on YouTube. Reviewed by an active scanner user with 25+ years field experience — authentic authority-driven content.

■ [Watch Sample Content](#)

SPONSORSHIP OPPORTUNITIES

EXCLUSIVE LIVE STREAM SPONSORSHIP

Own The Broadcast — One Sponsor. Total Exclusivity.

Lance The PI News accepts one exclusive sponsor at a time, giving your brand complete ownership of our live broadcast presence across 5 simultaneous platforms. Your logo. Your message. No competition.

WHAT'S INCLUDED IN THE EXCLUSIVE PACKAGE:

✓ Exclusive logo banner displayed on every live stream
✓ Verbal shoutout on every live stream
✓ Your business name + link in every video description
✓ Your business mentioned in every email sent to 1,966 subscribers
✓ Premier sponsors unlock expanded live distribution to X, Rumble, and LinkedIn

LIVE DISTRIBUTION PLATFORMS:

YouTube	Facebook	Kick	Twitch	TikTok
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Premier sponsors unlock addition of: X (Twitter) • Rumble • LinkedIn

STANDALONE ADD-ONS

Available as independent purchases:

Custom Branded Short/Reel	Short-form video featuring your business, produced and published across YouTube, TikTok, Facebook, and Instagram.
Dedicated Email Blast	Standalone email sent exclusively about your business to our full 1,966-subscriber list.
Product Review Video	Dedicated review of your product published on YouTube and repurposed as Shorts/Reels across all platforms.
Sponsored News Content Video	"This video sponsored by" segment integrated into news content videos, distributed across all platforms.

LANCE THE PI NEWS

PARTNER WITH US

Ready to put your brand in front of 2.25 million monthly views across America's most engaged news audience? We'd love to talk.

EMAIL	WEBSITE	ADVERTISE
info@lancethepi.com	lancethepinews.com	lancethepinews.com/advertise/

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