



# MISS \* UNIVERSE

*Every Moment*  
BEAUTIFULLY CONFIDENT



## WHO WE ARE

The Miss Universe Organization (MUO) is a global, inclusive organization that celebrates all cultures, backgrounds and beliefs. We create and provide a safe space for women to share their stories and drive impact personally, professionally, and philanthropically. The women who participate in this international platform serve as inspirational leaders and role models to their communities and fans around the world.

## WHAT DRIVES US

The Miss Universe Organization exists to advocate for a future forged by women - women with the courage to push the limits of what's possible, who have the passion to make world-shaking discoveries, and audacious enough to do this over and over. We believe that the future of humanity rests on reaching gender equity around the world.

**Photo from Left to Right:** CEO Anne Jakkaphong Jakrajutatip, VP for Global Partnerships Olivia Quido-Co, and Miss Universe President Raul Rocha







THE WORLD'S PREEMINENT  
BEAUTY PAGEANT

SPARKLY ✦ BEAUTIFUL ✦ POWERFUL

MISS ✦ UNIVERSE





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to advocate for a future forged by women.



# Driving pop culture *and creating desire*

## “Swiftenomics”

Taylor Swift Eras tour drove \$5B  
to local economies



MISS \* UNIVERSE  
drives ~\$60-80M



# Aspirational *and* accessible influencers

90+ influencers who do good, act good and look good



Miss  
**Mexico**  
2023



Miss  
**Colombia**  
2023



Miss  
**Brazil**  
2023



Miss  
**USA**  
2023



Miss  
**Japan**  
2023



Miss  
**France**  
2023



# Championing women *with purpose*



Raising ~\$1M annually  
*To support women's issues*

**Hernaaz Sandhu, 2022**

From India

Menstrual Equity

\$1M P&G Foundation  
donation

**R'Bonney Gabriel, 2023**

From USA

Sustainable Fashion

Inspired age limit lift

**Voice for Change**

Launching 2023 to support delegates' causes



# Our Universe

The largest celebration of women in the universe

Delegates from 90+ Countries

3 hour Live Broadcast of Finals 300M+

U.S. ROKU 21M

U.S. Telemundo 2.4M

Network of partners across 150+ countries

YouTube 2.8M

2 Weeks of Live Events

Preliminaries + Costumes + Finals 20K screaming fans

90+ Global Delegates social reach 9M\*

\*Assumes 100k followers per delegate

2 two hour Live Streamed Competitions 1M+\*

Preliminaries + National Costume pay/view on Live Bash

(15.7M yr prior on YouTube)

\*Estimated



## Social Followers

FB	13M
IG	5.7M
Tiktok	2.3M
YouTube (re-watch)	1.1M
Twitter (x)	1.2M
Titleholder	1-2M

## Digital Uniques

App	4.7M+
Web	3.2M
Email	1.3M
	.3M



# The most watched women's event in the world

*With a growing, high passion fan base*

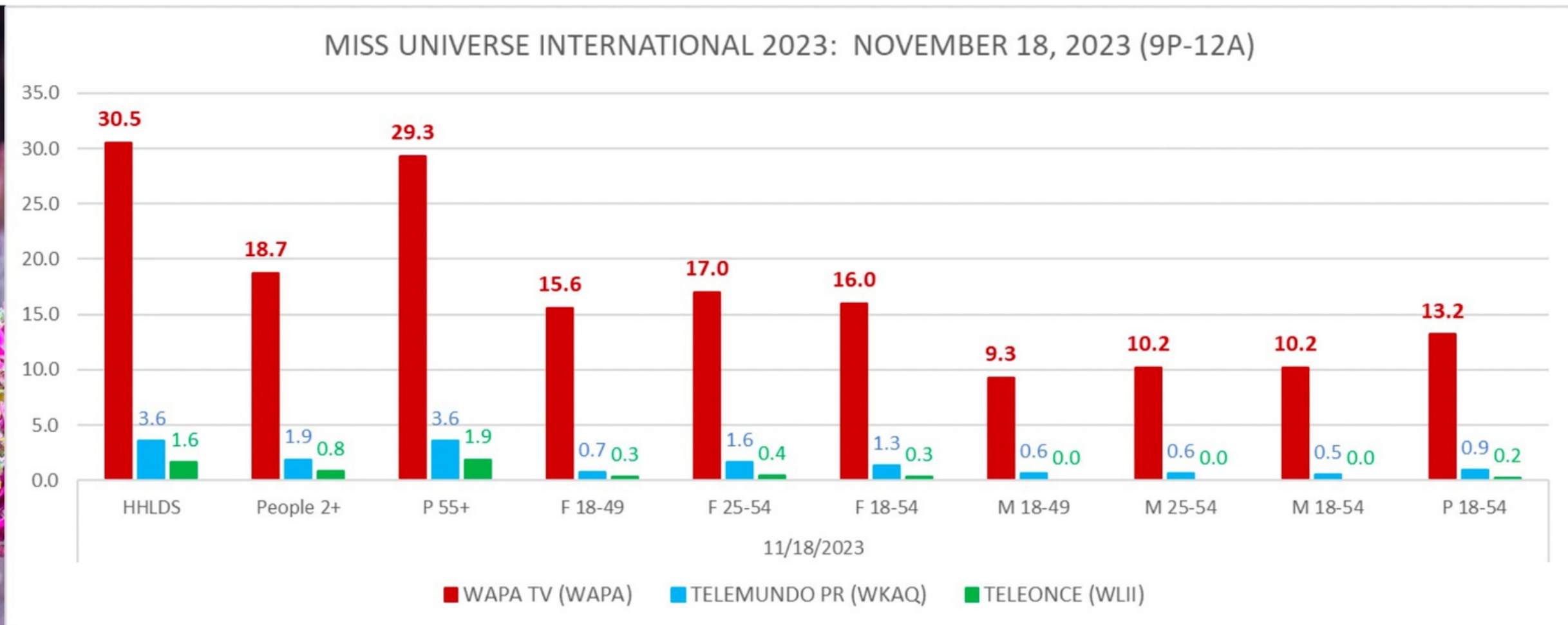
- ★ **#1 on Roku**  
21M views, 5x more than any other same day program  
526 million minutes across linear, digital, and social ,+37% vs year prior
- ★ **#1 on Telemundo**  
Vs same day programs, 2.4M views
- ★ **#1 most social show across all of television**  
5.7 million views across Facebook, Instagram, Twitter, and YouTube
- ★ **#1 driver of social video views on Spanish-language TV**  
10.6 million views across Facebook, Twitter, and YouTube.
- ★ **7.3x more views than any other premiere on YouTube**

★ Sources: Most social and social video views, Talkwalker 2023



# Best TV ratings worldwide in 10 years!

Driven by an increase in audience in *Latin* and *Asian Countries*





# 7.7 Million People Streamed the Finals Live

+ 5.1 Million vs Last Year!



## 72nd MISS UNIVERSE Competition Final



Miss Universe  
3.21M subscribers

Subscribe

7.7M views Streamed 3 weeks ago

Streamed LIVE from El Salvador on November 18th at 8p CT is the 72nd MISS UNIVERSE



REWATCH the 71st MISS UNIVERSE Competition | FULL SHOW | Miss Universe

1.6M views • 9 months ago

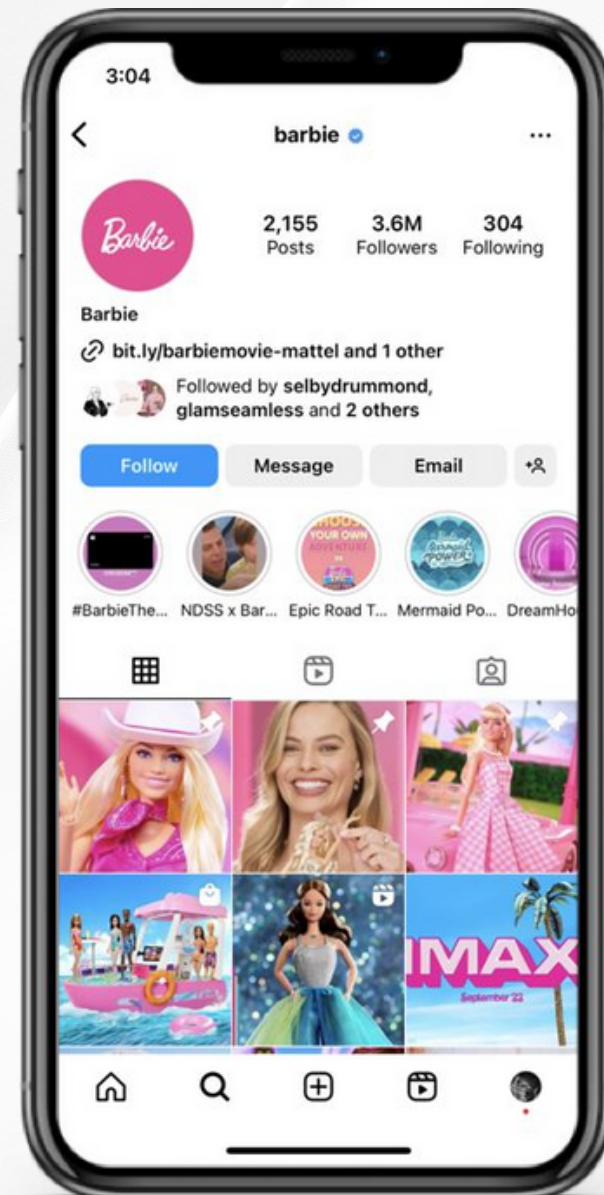
Miss Universe

WATCH PARTY! Rewatch the 71st MISS UNIVERSE Competition with us on the official Miss Universe YouTube channel Feb.



An Instagram fan base that is +127%  
*vs FIFA Women's World Cup and Barbie– combined*

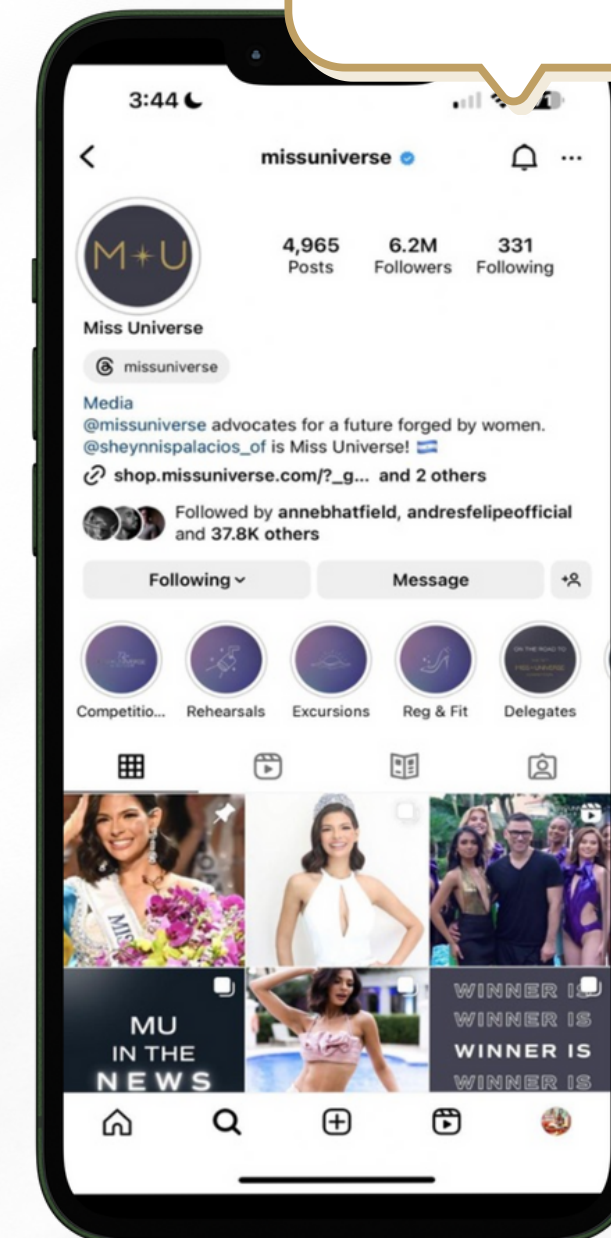
127%



Barbie: 3.6M



Fifa: 1.3M



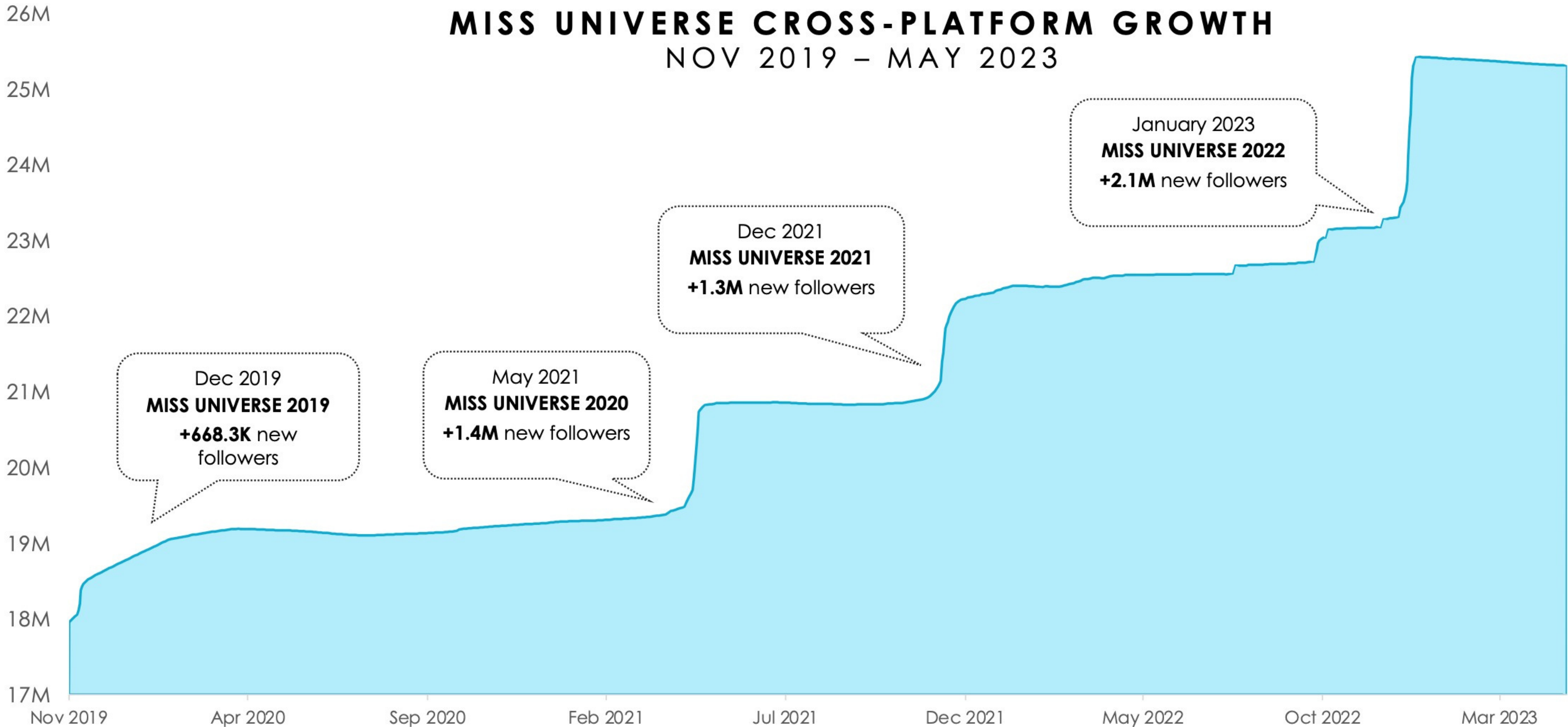
MISS \* UNIVERSE : 6.2M



Miss Universe has grown consistently over the last 3 years, and with each new edition, it has experienced strong spikes in growth.



MISS UNIVERSE CROSS-PLATFORM GROWTH  
NOV 2019 – MAY 2023

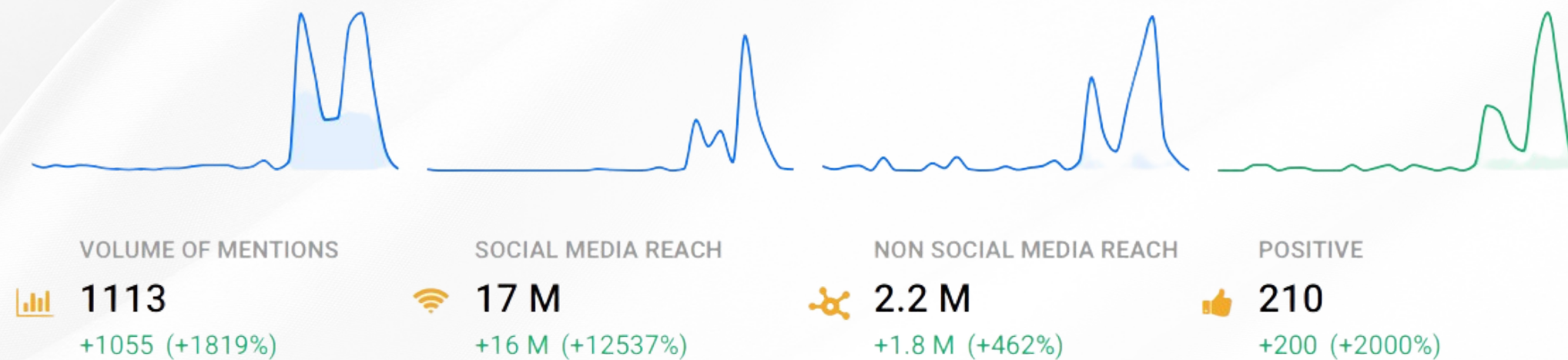


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# Sheynnis' 4-day Public Appearance in Costa Rica

## Summary of mentions



## Mentions per category (comparing to previous period)

 <b>259</b> +1424% X (TWITTER)	 <b>101</b> +100% INSTAGRAM	 <b>245</b> +1942% FACEBOOK
 <b>82</b> +2633% TIKTOK	 <b>92</b> +9100% VIDEOS	 <b>289</b> +1506% NEWS
 <b>8</b> +100% PODCASTS	 <b>2</b> +100% FORUMS	 <b>13</b> +225% BLOGS
 <b>22</b> +1000% WEB		



“*It's time to start talking about pageants again.*

We consider our society to be forward-thinking and pro-women, but that should also mean that we embrace women-led initiatives in all forms.

Abroad, pageantry is *everything*. Crowned queens drive tourism, make a difference in their communities, are role models...Why wouldn't we want to spotlight these things in America too, especially now that we see our modern values reflected on stage?

”



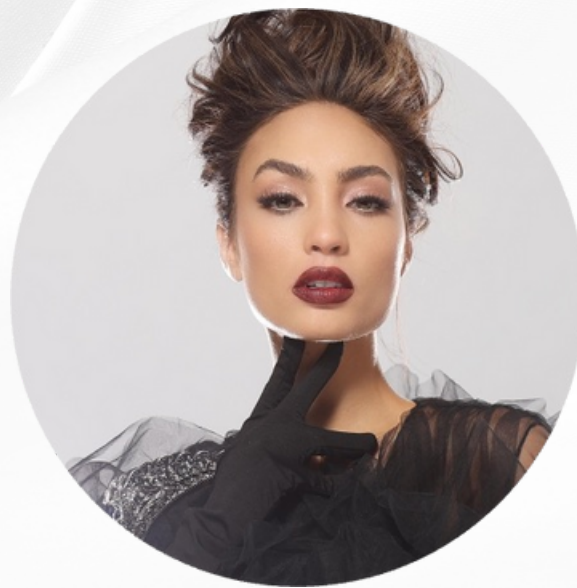
**Tarah-Lynn Saint-Ellen**  
Fashion Editor, Cosmopolitan  
November 29, 2023



Every year, *a star is born*



Sheynnis Palacios  
Nicaragua  
MISS \* UNIVERSE 2023  
Instagram 1.7M in 10 days



R'Bonney Nola  
USA  
MISS \* UNIVERSE 2022  
835k Instagram  
Followers



Harnaaz Sandhu  
India  
MISS \* UNIVERSE 2021  
4.5M Instagram  
Followers



Andrea Meza  
Mexico  
MISS \* UNIVERSE 2020  
4.1M Instagram  
Followers



Zozibini Tunzi  
South Africa  
MISS \* UNIVERSE 2019  
2.8M Instagram  
Followers



# Stars who become *Cover Stars*

VOGUE



DESIGNER PROFILE

## Queen's Gambit: Miss Universe R'Bonney Gabriel On Sustainable Fashion

BY TICIA ALMAZAN

PHOTOGRAPHS BY MIKEY SANCHEZ

STYLING BY NICHOLAS CENTOFANTI

Aug 02, 2023



# We are Gen Z women *inspiring* Gen Z women

MORE THAN AN AUDIENCE, *FANS*

66% Women, 71% 18-34

AGE	%
18 - 24	34%
25 - 33	37%
34	15%
35 - 44	6%
45 - 54	3%
55 - 64	2%

#1 Platform  
to reach Gen Z  
and Millennial  
Women





# Super consumers of beauty and fashion

+ *Going out, working out, traveling*

	Vs U.S. Avg
Handbags	3.3x (+230%)
Haircare	3.3x
Retail Luxury Apparel	3.2x
Jewelry & Watches	3.2x
Cosmetics	2.8x
Skincare	2.8x
Accessories (bags, shoes)	2.5x
All Retail Apparel	2.5x
Fitness	2.4x
Air Travel	2.2x
Soft Drinks	2.2x
Casual Dining Out	2.1x
Body care & Fitness	2.1x
Sports events	1.8x
Athletic Apparel	1.7x

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# Audiences with Strong Affinity to *Personal Care, Fashion, and Beauty*

230%

More interested in Hair Care

210%

More interested in apparel

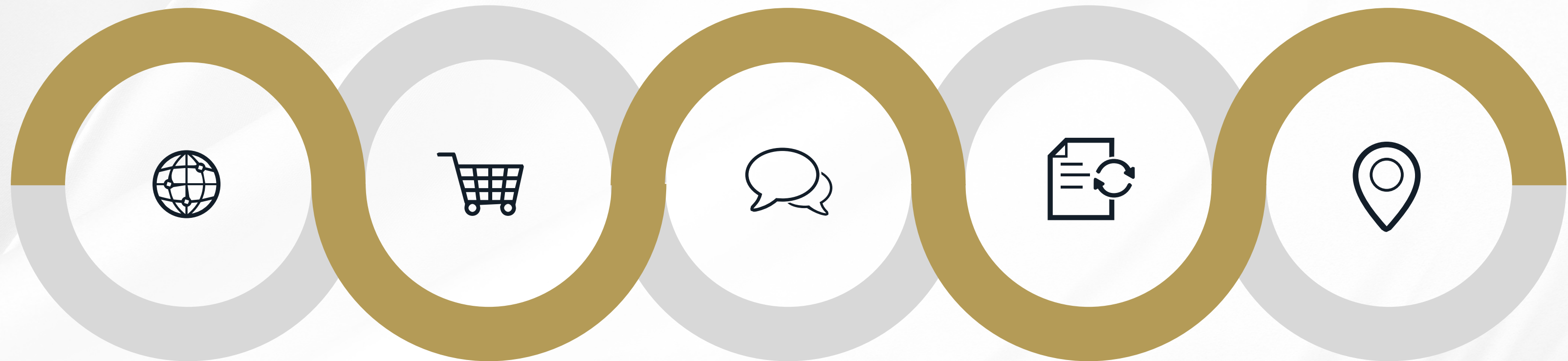
180%

More interested in Make Up and  
Skincare



## HOW WE WORK

# We listen to you and create custom opportunities



Custom year long  
category exclusive  
global, cross platform  
with full IP access  
sponsorships

Product placement and  
branded content  
solutions across  
broadcast, live streamed,  
social, digital and IRL  
events

Influencer Marketing

Multi-year licensing  
opportunities

Regional and national  
digital activations and  
influencer marketing





# The Universe *has a plan for* YOU

Beautifully Confident

Live Every Moment,  
Beautifully Confident