



Effectively promote your products
with articles and videos

PR articles for DTM products Tutorial Video Production

Over
2,500
articles
total

Over
900
videos
total

Distribution
for
unlimited
publication
period



We are available to create review articles
and tutorial videos for DTM products.

POINT 01



**Prompt distribution of
publicity** for sales and
new products

POINT 02

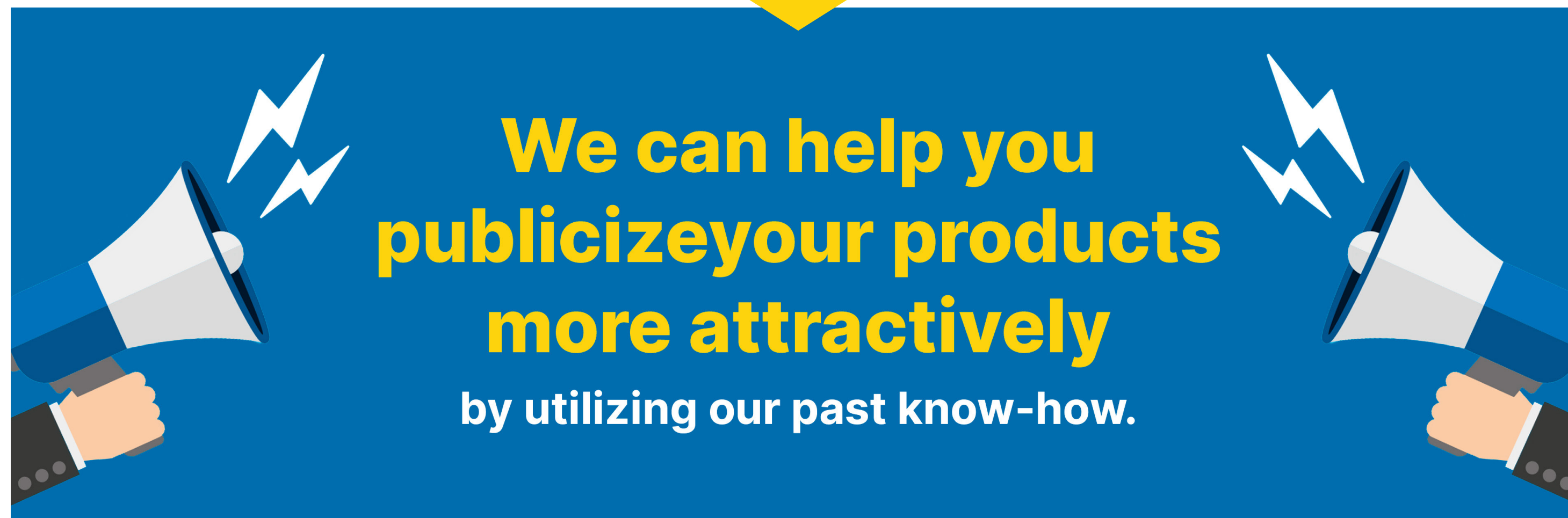


**Easy-to-understand
explanations of product
tutorials**, most of
which are in English

POINT 03



Raise awareness
through our website
and YouTube channel



**We can help you
publicize your products
more attractively**
by utilizing our past know-how.

FEATURE

Features of this Service

FEATURE 01

Over 160,000 subscribers!
Publication on our YouTube channel

We publish your video on our YouTube channel, which has over 160,000 subscribers.



FEATURE 02

Create tutorial articles to accompany the videos

By creating articles to accompany tutorial videos, products can be promoted to a wider user segment. We will also announce the created content on our SNS (Facebook, X).

Create tutorial articles to accompany the videos



FEATURE 03

Content will be distributed on our website with unlimited publication period!

Created articles and videos will be distributed with unlimited publication period. We will create content that is not only SEO optimized for web searches, but also designed to be used by users over the long term.



ABOUT

Site Information & Trends

WEB SITE

Monthly active users

Approx. **330,000**

Monthly page views

Approx. **1,250,000** PV

YouTube

Number of subscribers

Approx. **160,000** + subscribers

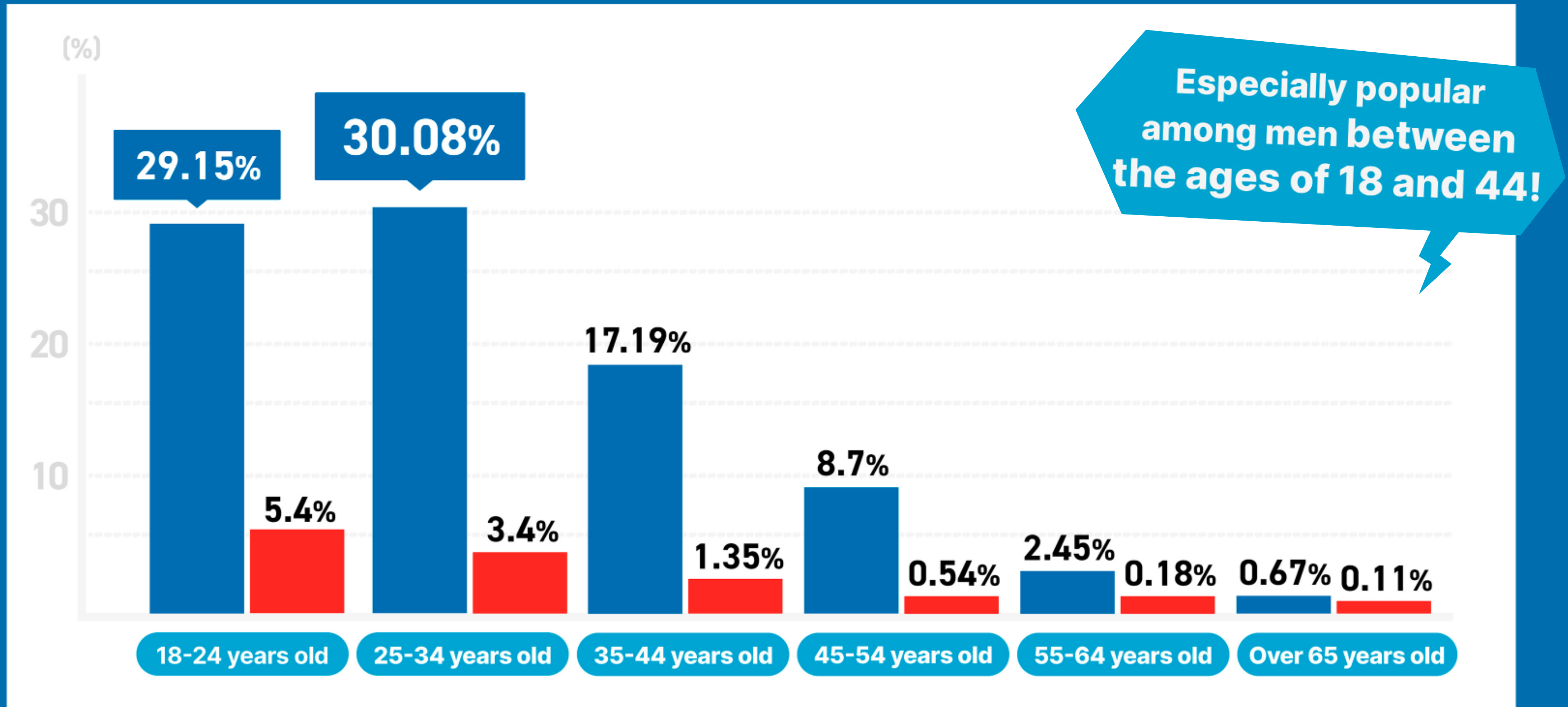
Total number of views

Approx. **36,610,000** Views

*Data is total as of December 2022.

sleepbreaks MEDIA SITE

Age and gender viewing



CONTENTS

Examples of Production Content

Various types of video content can be produced to suit your products and objectives. Here are some examples.

CONTENTS

01

Introduction/tutorial of DAW and plug-ins

.....
This is the most basic way to demonstrate our videos by creating new features and tutorial videos for the products, focusing on the desktop screen.



CONTENTS

03

Product introduction in the format of interview

.....
The person in charge or developer of your product can appear on stage to convey the appeal of your product through interviews and demonstrations. Product features and operational feeling that cannot be conveyed through only text and images can be fully appealed to the viewer.



CONTENTS

02

Demonstration videos to convey the attraction of hardware products

.....
Please contact us for demonstration-style video production that conveys the attraction of hardware products such as keyboards, microphones, and audio interfaces.



CONTENTS

04

Short videos that attract attention

.....
We also support popular YouTube short videos and will carefully select the key points of your product for quick and effective PR.

CONTENTS

Content Placement and Appeal

Articles and videos will be appealing to attract more users' attention.



Placement in the slider of the HOME



Placement of contents in the most prominent position

Placement in the slider of the HOME, the most accessed page.



Register to our search system



Quick access to articles and videos through search

Optimize searching so that users can quickly access articles and videos.



Placement in the category list on the HOME



Placement of links in the category list as well

It makes it easier for first-time visitors to access articles and videos.



Searchability of articles and videos

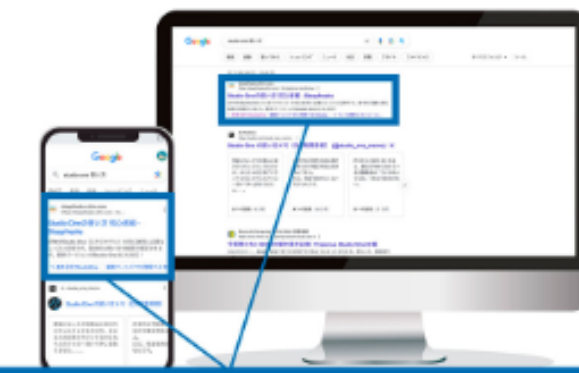


Also accessible in the sidebar of articles

The article list implements tag searches by product manufacturer and type. Quick access to the article the user is looking for.



Search Results SEO Optimization



We also support search engine display optimization

Our content will be displayed at the top of the search results for the most common user search words "software name + usage".



Websites are optimized for mobile display



Responsive support for different devices

Our website is also compatible with the display of devices other than PCs (iPhone/Android/iPad)! PR is possible regardless of the device.

Promoting videos and articles on our SNS

Facebook



users

6,000 users

**Targeted appeals are possible,
such as advertising for published articles.**



X / formerly Twitter



users

30,000 users

**Using new posts, reposts,
and comments can also be used to
promote past contents.**



VOICE

Comments about our services

KORG

KORG INC.

The communication was smooth, courteous, and reliable, and **the videos are always of high quality**, making them easy to understand and use as product training for our salespeople.



YAMAHA MUSIC JAPAN CO., LTD.

We have always felt comfortable working with Sleepfreaks because **they produce user-friendly content while taking into account the promotional points of the manufacturer.**

We have seen many people, regardless of whether they are users of our products or not, who have gained knowledge about DTM through Sleepfreaks' easy-to-understand content, and we hope to continue to utilize Sleepfreaks as a source of information and entertainment for the DTM market.

III≡ Ableton

Ableton

The most attractive thing about Sleepfreaks is their overwhelming amount of knowledge about a wide variety of DAWs.

With so many different DAW software products on the market, we have come to rely on Sleepfreaks to always create videos that appeal with an objective and accurate perspective on the merits of our products.

The quality of the videos is of course excellent, and Sleepfreaks take the time to scrutinize the content until we are satisfied with it, and they always give us their opinions from the user's point of view, which ensures that the content is useful for our users.

Please continue to give me your support.

sleepfreaks

Many companies have requested this service.



SLEEP FREAKS leads the way in the times of 100 million musicians

sleepfreaks



<https://sleepfreaks-dtm.com/add-movie-en/>

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