

REAL
PEOPLE

REAL
STORIES

REAL
ADVENTURE

JTQTV

A NETWORK OF ADVENTURE

2026 MEDIA KIT

ADVENTURE
CONNECTS
US ALL

JTQTV.COM



PEOPLE ★ STORIES ★ EXPERIENCES ★ ADVENTURE

REAL
PEOPLE
—
REAL
STORIES
—
REAL
ADVENTURE



EXPLORE
DISCOVER
TOGETHER

WHAT IS JTQTV? ENTERTAINMENT YOU'RE PART OF.

JTQ TV is an independent entertainment network built around original creators, real people and experiences that invite audiences to participate.

From original series and live programming to games, competitions, storytelling and real-world adventures, JTQ TV brings entertainment beyond passive viewing and creates more ways for people to watch, play, discover and connect.

*More
Than a Channel.
A Community.*



ORIGINAL SERIES

Stories and programming
created for JTQ TV.



LIVE ENTERTAINMENT

Programming where
anything can happen.



INTERACTIVE EXPERIENCES

Games, competitions and
audience participation.



INDEPENDENT CREATORS

Original voices with
something worth sharing.

REAL
ADVENTURE
LIVES HERE.™

JTQTV.COM
A NETWORK OF ADVENTURE



WATCH
CREATE
PARTNER

SAME
CURIOSITY.
BIGGER
POSSIBILITIES.

ROOTED IN
MICHIGAN

REAL PEOPLE
REAL STORIES
REAL ADVENTURE

*Michigan
Est. from
Adventure*

OUR STORY

EVERY NETWORK HAS AN ORIGIN STORY.

Ours started with a quest.

Before JTQ TV, there was Johnny's Treasure Quest.

What began with treasure hunting grew into something much bigger: live entertainment, interactive games, virtual experiences, events, original content and a community built around participating rather than simply watching.

JTQ TV is the next chapter.

An independent network built from that same spirit of curiosity, creativity and participation, now creating a home for original programming, independent creators and experiences that can take audiences beyond the screen.



THE QUEST

EXPLORE ★ SEARCH ★ DISCOVER



THE COMMUNITY

PLAY ★ CONNECT ★ PARTICIPATE



THE NETWORK

WATCH ★ CREATE ★ BELONG

*More
Than a Channel.
A Community.™*



PEOPLE ★ STORIES ★ EXPERIENCES ★ ADVENTURE

WHAT WE CREATE STORIES. GAMES. PEOPLE. ADVENTURE.

From original series and live interactive entertainment to independent creator programming, JTQ TV is building a lineup designed to give audiences more than one way to be part of the story.

More
Than a Channel.
A Community.™

REAL
PEOPLE.
REAL
STORIES.
REAL
ADVENTURE.

Adventure
Lives Here.™

JTQ ORIGINALS

STORIES MADE HERE.



STEP INTO THE QUEST. BECOME THE LEGEND.



JOHNNY
VISION
FINANCIAL BROADCAST



LATE
NIGHT
TRUTHS

Amy
AFTER
Dark



THE LOST
TREASURE
SOCIETY
REAL HISTORY. REAL TREASURES. REAL ADVENTURE.



FOUND
EVERY OBJECT HAS A STORY.



SIDE QUEST
THE ADVENTURE ISN'T ALWAYS THE DESTINATION.



BEHIND
THE QUEST
THE ADVENTURE BEHIND THE ADVENTURE.

JTQ LIVE

ANYTHING CAN HAPPEN LIVE.



WCST



TREASURE
VAULT
25 KEYS. ONE UNLOCKS THE VAULT.



MILLIONAIRES
CLUB
TRIVIA NIGHT
LIVE
LOTTO 471

TRIVIA • ROLLOVER CASH • WEEKLY GIVEAWAY
DREAM. PLAY. WIN. TOGETHER.



ALPHA
QUEST
LIVE WORD GAME
GUESS THE LETTERS.
SOLVE THE PHRASE.
CLAIM THE WIN.



THE
BIG DEAL
SHOW
PICK. PLAY. RISK IT. WIN BIG.



CRACK
THE
SAFE
LIVE
PUZZLES
CLUES
NUMBERS
BIG PRIZES

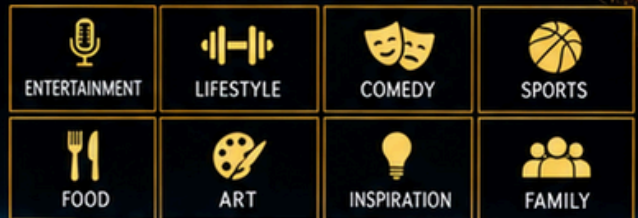
CRACK THE CODE. CLAIM WHAT'S INSIDE.
ONE SAFE. ONE COMBINATION. ONE SHOT TO CRACK IT.

CREATOR PROGRAMMING

INDEPENDENT VOICES. ORIGINAL IDEAS.



Original programming from independent creators, personalities, experts and storytellers bringing their own voices to the network.



AND MORE...



NEW
VOICES.
BIGGER
POSSIBILITIES.



*More Than a Channel.
A Community.™*

OUR GROWING COMMUNITY

BUILT WITH PEOPLE. GROWING THROUGH COMMUNITY.

JTQ TV didn't begin with an audience assembled for a network. It grew from years of adventures, games, stories, live experiences and the people who kept showing up for them. Now that community becomes the foundation for something bigger.

*Real People.
Real Stories.
Real Adventure.*



JTQ COMMUNITY

Treasure hunters • players
families • adventurers

*People
Fuel
The Adventure.*



CREATORS

Independent voices • personalities
experts • storytellers

**CREATORS
BUILD A
BRIGHTER
TOMORROW**



LIVE PARTICIPANTS

Games • competitions
trivia • interactive entertainment

**PLAY
COMPETE
BE PART OF
THE STORY.**



SOCIAL COMMUNITY

Facebook • Instagram • TikTok
YouTube • Snapchat • Threads • X • Lemon8

*A GLOBAL
COMMUNITY
OF EXPLORERS*



REAL-WORLD EXPERIENCES

Treasure hunts • events • meetups • adventures

**REAL PLACES
REAL PEOPLE
UNFORGETTABLE
EXPERIENCES**



JTQ TV

The place where all of it more together.

*Different
People.
Same Compass.*



ESTABLISHED COMMUNITY

Years of organically built
relationships and participation.



MULTI-PLATFORM REACH

An existing presence across
major social platforms.



REAL-WORLD ENGAGEMENT

Digital audiences that already
become players, customers
and participants.



CREATOR EXPANSION

New voices bring new communities
into the network.

WE'RE NOT STARTING FROM ZERO. WE'RE BUILDING FROM COMMUNITY.



People
Stories
Experiences
Adventure™

WHY JTQ TV IS DIFFERENT NOT JUST SOMETHING TO WATCH. SOMETHING TO JOIN.™

Traditional entertainment asks people to watch. JTQ TV gives them ways to participate. Our programming connects stories, creators, live experiences, games and real-world adventure inside one growing network.

REAL PEOPLE
REAL STORIES
REAL PLACES

A BIGGER
TOMORROW

Adventure
Lives Here.™



WATCH

Original series,
personalities and stories.



PLAY

Live games, trivia,
challenges and competitions.



PARTICIPATE

Become a contestant.
Solve something.
Win something. Go somewhere.



BELONG

Return for the people,
experiences and community.

THE AUDIENCE DOESN'T HAVE TO STAY THE OTHER SIDE OF THE SCREEN.



REAL PEOPLE

Authentic personalities
and independent voices.



People Make
the Adventure.™



INTERACTIVE BY DESIGN

Participation isn't
an afterthought.
It's built into the programming.



DIGITAL + REAL WORLD

Stories can begin on a screen
and continue through games,
events and adventures.



From
Screen to
Somewhere.™



CREATOR-POWERED

A network where independent
creators can build alongside
the platform instead of
disappearing inside it.



Different
Voices.
Bigger
Possibilities.™



MORE WAYS TO CONNECT

WATCH • PLAY • ATTEND • COMPETE • COLLABORATE • SPONSOR • CREATE

One network can create multiple points of connection between people, creators and partners.



People
Stories
Experiences
Adventure.™

ADVERTISE WITH JTQ TV

DON'T JUST RUN AN AD. BECOME PART OF THE ADVENTURE.™

JTQ TV gives brands opportunities to move beyond traditional advertising and become part of the stories, games, experiences and communities audiences are already choosing to join.

REAL PEOPLE.
REAL STORIES.
REAL PLACES.
A BIGGER
TOMORROW.

Adventure
Lives Here.™



SHOWS

Presenting sponsorships
Branded segments
Product integration



LIVE

Game sponsorships
Prizes
Contestant moments
Live mentions

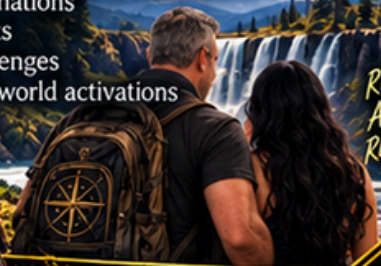


PLAY
COMPETE
WIN
TOGETHER



EXPERIENCES

Destinations
Events
Challenges
Real-world activations



REAL
ADVENTURES.
REAL CONNECTIONS.



NETWORK

Cross-platform campaigns
Social content
Recurring visibility
Long-term partnership opportunities.



A CONNECTED
COMMUNITY
EVERYWHERE.



CREATORS

Creator partnerships
Demonstrations
Authentic integrations
Fresh perspectives



DIFFERENT
VOICES.
BIGGER
POSSIBILITIES.

BRANDS
THAT ADVENTURE.
GO FURTHER.



BE SEEN.

Inside original
programming.



BE EXPERIENCED.

Through games,
prizes and adventures.



BE REMEMBERED.

Through moments
audiences participate in.



BE PART OF IT.

Across screen, social
and the real world.

ONE PARTNERSHIP. MORE THAN ONE PLACE TO SHOW UP.

SHOWS • LIVE • SOCIAL • CREATORS • EVENTS • EXPERIENCES



People
Stories
Experiences
Adventure.™

EXAMPLE PARTNERSHIP

ONE PARTNER. ONE IDEA. AN ENTIRE ADVENTURE.

A brand wants to introduce a product, destination, service or experience to the JTQ TV community. Instead of simply placing its logo on screen, we build the partnership into the journey.

Real
Places.
Real People.
A Bigger
Tomorrow.™

THE BRAND DOESN'T INTERRUPT THE ADVENTURE. IT HELPS CREATE IT.™

EXAMPLE: DESTINATION PARTNERSHIP

A Side Quest episode brings Johnny & Amy to a breathtaking destination. A live challenge introduces it to viewers. A contestant wins an experience. Creators produce supporting content. The audience is invited to visit, participate or discover it themselves.



ON SCREEN

Originals • Live
Creator Programming



IN THE GAME

Prizes • Challenges
Giveaways • Contestant
Experiences



IN THE WORLD

Destinations • Events
Activations • Experiences



IN THE CONVERSATION

Social • Clips
Community • Creator Content

01

DISCOVER

The audience
meets the partner.



Stories
Open Doors.

02

INTEGRATE

The brand becomes
part of the story.



Authentic
Integration.
Real Impact.

03

PLAY

The audience
gets involved.



PLAY
COMPETE
WIN
GO

04

EXPERIENCE

The story leaves
the screen.



Real Experiences.
Real Connections.

05

EXTEND

The moment
keeps traveling.



LIKE
COMMENT
SHARE
EXPLORE
BE PART OF IT

ONE IDEA CAN BECOME MANY MOMENTS.



WATCH



PLAY



PARTICIPATE



GO



SHARE



REMEMBER

Partnerships can be built around the goals, audience, story and scale that make sense for each collaborator.



Real
Creators.
Real Stories.
A Bigger
Tomorrow.™



DIFFERENT VOICES.
BIGGER POSSIBILITIES.™

IDEA
DEVELOPMENT
PRODUCTION
AUDIENCE
IMPACT

Good
Stories
Change
People.™

CREATE WITH US YOU HAVE THE IDEA. LET'S BUILD THE SHOW.

JTQ TV is building a home for independent creators, personalities, experts and storytellers with something worth sharing. You don't need a television studio behind you. You need a point of view, an idea and the drive to make it real.



IDEAS
PEOPLE
PLACES
STORIES
ACTION



SAME WORLD.
NEW STORIES.™

STORYTELLERS
EXPLORERS
TEACHERS
CREATORS
DREAMERS
DOERS
YOU BELONG HERE.™



HAVE A SHOW?

Bring an existing concept, series or audience.



HAVE AN IDEA?

Pitch something that hasn't been made yet.



HAVE SOMETHING TO TEACH?

Food. Art. Sports. Finance. Lifestyle. History. Family. Culture. And beyond.



HAVE A VOICE?

Personality matters. You don't have to look or sound like traditional television.

WE'RE NOT LOOKING FOR MORE OF THE SAME.
WE'RE LOOKING FOR WHAT ONLY YOU CAN MAKE.



YOUR IDEA
Your vision.
Your voice.



DEVELOPMENT
We help shape
and strengthen it.



PRODUCTION
Bring it to life
together.



DISTRIBUTION
Across TV, digital
and beyond.



COMMUNITY
Find your audience.
Build what's next.



GROWTH
More stories.
More opportunities.

Opportunities may include original programming, recurring series, specials, live programming, collaborations and other creator-led formats.

READY TO PITCH?

TELL US WHAT YOU WANT TO CREATE.

JTQTV.COM • PITCH YOUR SHOW

We're interested in the person behind the idea as much for the idea itself.

CREATE
EXPLORE
EDUCATE
ENTERTAIN
INSPIRE

Ideas
Travel
Farther
Here.™



THERE'S A PLACE FOR YOU IN THE ADVENTURE.

JTQ TV is being built through people, ideas, skills and relationships. From production and collaboration to locations, resources and expertise, some of the best opportunities begin with a simple conversation.

*Different
Voices.
Bigger
Possibilities.™*

REAL PEOPLE.
REAL STORIES.
REAL PLACES.
A BIGGER
TOMORROW.

*People
Ideas
Skills
Communities.
A Bigger
Tomorrow.™*

PEOPLE
PLACES
STORIES
OPPORTUNITIES

Create
Explore
Collaborate
Grow

PULL UP
A CHAIR.

*Ideas.
Today.
Adventures
Tomorrow.*

Good
People
Make
Great
Things.



PRODUCTION

Film • Edit
Design • Build
Create



LOCATIONS

Venues • Destinations
Businesses
Experiences



EXPERTISE

Specialists • Historians
Educators
Professionals



COLLABORATION

Creators • Organizations
Communities
Events



RESOURCES

Equipment • Products
Services • Access



OPPORTUNITIES

Have something
we haven't thought of?
Tell us.



**SOME PEOPLE WATCH
THE ADVENTURE.
SOME PEOPLE HELP BUILD IT.**
Which one are you?

WE BELIEVE GOOD IDEAS CAN COME FROM ANYWHERE.

You don't need a television résumé, a giant company or the perfect introduction. If you believe what you do could make JTQ TV better, more interesting or more useful to our community, we want to hear about it.

LET'S BUILD SOMETHING.

Tell us who you are, what you do and what you're imagining.

JTQTV.COM • WORK WITH US

*More
Adventures
Together.™*

*The weird idea
is welcome too.™*

JOURNEYS
PEOPLE
PURPOSE



THE NETWORK

At a Glance

PEOPLE
STORIES
EXPERIENCES
ADVENTURE

*More Than A Channel.
A Community.*

A MULTI-FACETED ENTERTAINMENT NETWORK BUILT ON ADVENTURE, CREATIVITY AND COMMUNITY.

JTQ TV brings together original programming, live interactive entertainment, independent creators, real-world experiences and strategic partnerships to create a network that's more than a place to watch — it's a place to belong.



ORIGINALS



Original programming developed by JTQ TV, including signature shows, series and specials that inform, entertain and inspire.

STORIES THAT LAST



LIVE



Interactive entertainment where viewers can participate. Live games, trivia, competitions and real-time events that make the audience part of the action.

ANYTHING CAN HAPPEN



CREATORS



Independent voices. Original ideas. A home for creators from all backgrounds to share their shows, passions and perspectives with a growing audience.

REAL PEOPLE
BIGGER POSSIBILITIES



EXPERIENCES



Entertainment that extends beyond the screen. From treasure hunts and events to community adventures, we create real-world experiences that bring people together.

EXPLORE TOGETHER



COMMUNITY



A growing audience built from years of real engagement. JTQ TV is a community of curious minds, game-players, adventurers and creators who believe entertainment is better together.

A PLACE TO BELONG



PARTNERSHIPS



Strategic opportunities for brands, businesses and organizations to engage with an active, loyal and growing audience across shows, live programming, creators and experiences.

ADVENTURE WORKS
BETTER TOGETHER

MORE THAN A CHANNEL. A COMMUNITY.

A NETWORK OF ADVENTURE.

JTQTV.COM

EXPLORE
DISCOVER
CREATE
COLLABORATE
BELONG

The Adventure Continues...

*Real People.
Real Stories.
Real Experiences.
A Bigger
Tomorrow.™*



JTQTV

A NETWORK OF ADVENTURE



THIS IS ONLY THE BEGINNING.

The adventure continues.™

DIFFERENT
VOICES.
BIGGER
POSSIBILITIES.™



EXPLORE
CREATE
COLLABORATE
DISCOVER
BELONG

MORE STORIES
MORE CREATORS
MORE PLACES
MORE PEOPLE
A BRIGHTER TOMORROW



SAME WORLD.
NEW STORIES.™

PEOPLE * STORIES * EXPERIENCES * ADVENTURE

JTQTV.COM