

# Exposure to the Israeli Market

## **CNN profile on TOV**

- At least **2.5 million people** viewed the TOV mini documentary
- **42,000 people** watched the long version of the TOV video

## **Harvest of Hope PBS documentary**

Has appeared 29 times on 10 public television/PBS stations in 9 states around the US.

**CNN**



## **Global Entrepreneurship TOV-ACTO podcast**

8 episodes, from September 2020 to June 2021:

- **1,470** total visits in the podcast landing page, almost half (43%) visited again
- **771** downloads from podcast apps
- **446** views on YouTube

## **Growing in Africa TOV-GrowingIL webinar**

- **54** Israeli companies attended
- **133** Registered

