



AUSTRALIAN COMEDY DUO

MEDIA KIT 2026

MARTY AND MICHAEL

WE HURT OURSELVES FOR YOUR ENTERTAINMENT

14.6M+

COMBINED FOLLOWERS

3B+

VIEWS ACROSS PLATFORMS

90.6M

TIKTOK LIKES



ON SET



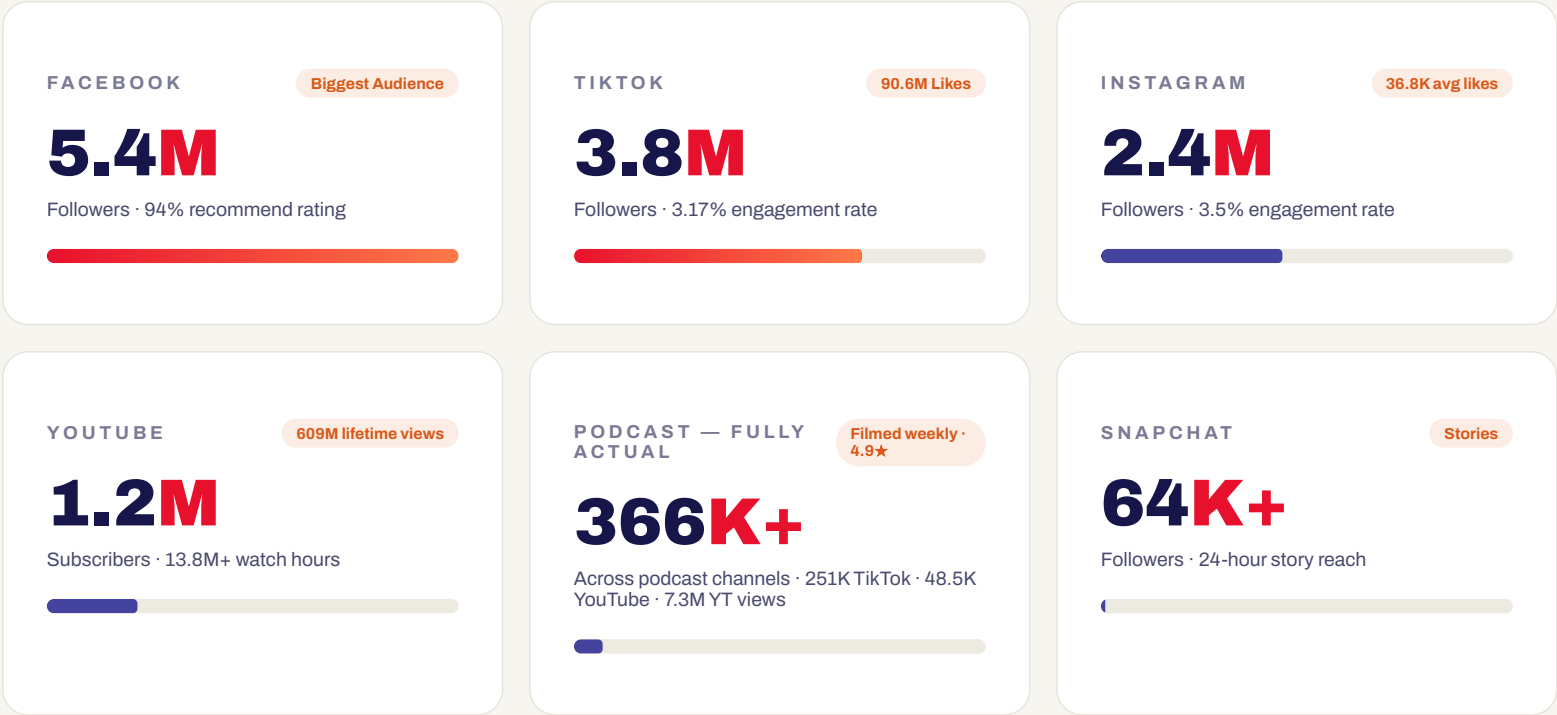
THE BOYS

★ As seen on: America's Got Talent · The Matty Johns Show ★

MCDONALD'S ♦ KFC ♦ PEPSI ♦ UFC ♦ PARAMOUNT ♦ MENULOG ♦ DORITOS ♦ MANSCAPED ♦ 7-ELEVEN ♦ NEDS ♦ SUPERCHEAP AUTO ♦ KAYO SPORTS ♦ AG1 ♦
CARLTON DRY ♦ MOTHER ♦ BUCKETGOLF ♦

Where the audience lives

Six platforms, one loyal, fun-loving audience. Every number below was read straight off the profiles on August 10, 2026 — and still climbing. Totals also include the boys' second network, University of Marcheal (1.3M+ across Facebook and Instagram).



Still growing. Fast.

Since our last media kit, the audience has kept compounding — powered by an America's Got Talent run and a relentless posting schedule.

INSTAGRAM FOLLOWERS



▲ +60% growth

YOUTUBE LIFETIME VIEWS



▲ +108M views in 12 months

COMBINED FOLLOWING



▲ +3.1M new followers

★ Shows & Collabs (previous 12 months)



Jackass x Paramount

On set with Johnny Knoxville and Steve-O for the new Jackass campaign — tapped by Paramount to bring the chaos.



America's Got Talent

Season 20, NBC (2025) · primetime
US TV



The Matty Johns Show

Fox League · in-studio with Matty



Danny Duncan

Collab with the US YouTube star (8M+ subs)



Houston Jones

Pain-challenge collabs (5M+ subs)



UFC Champions

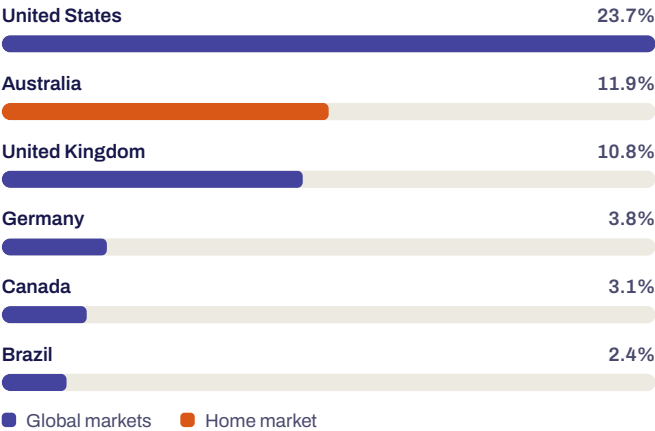
Collabs with Volkanovski, du Plessis & Tyson Pedro

Young, global, and impossible to bore

A core 18–34 audience concentrated in the world's biggest English-speaking ad markets — the US, Australia, and the UK.

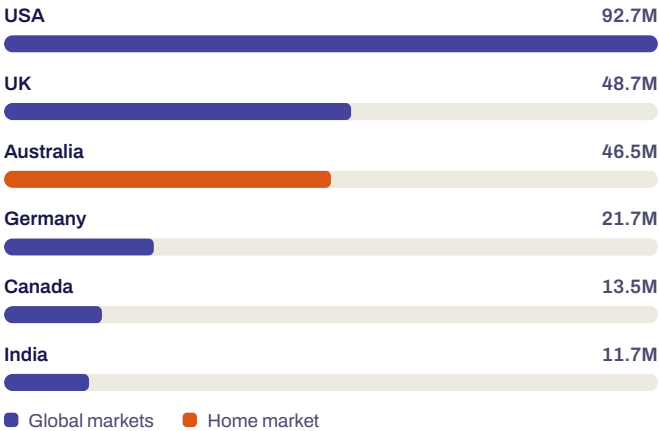
TOP COUNTRIES — INSTAGRAM

Share of followers



YOUTUBE VIEWS BY COUNTRY

Lifetime views, top markets



GENDER SPLIT — INSTAGRAM

Core demo: males 18–34



GENDER SPLIT — FACEBOOK



WATCH-TIME THAT CONVERTS

Attention, not just impressions

13.8M

YOUTUBE WATCH HOURS

1:51

AVG VIEW DURATION

135.8K

AVG VIEWS / YT VIDEO

1,220

VIDEOS PUBLISHED

PROVEN CAMPAIGN RESULTS

When we post, brands go viral

STEP ONE

LIVE NOW

70M+

VIEWS IN THE LAST 30 DAYS

The current underwear campaign is doing monster numbers right now — 70M+ views in a month, and still climbing.

BUCKETGOLF

23M+

TOTAL CAMPAIGN VIEWS

One branded game series across four platforms — clips of 10.6M, 5.1M and 3.4M views, and a direct spike in product sales.

NEDS — "Neds Level"

4.5M+

TOTAL CAMPAIGN VIEWS

Authentic reach into young Aussie audiences — 851K+ hero Facebook posts and 500K+ TikTok clips.

WATCH THE BRAND WORK



Step One

"How Many Pairs Of Underwear Stop A Nutshot?"



BucketGolf

The 23M+ view series



Supercheap Auto

Brand deal video



Neds

"Neds Level" brand deal



Kayo Sports

Collab with The Matty Johns Show



Menulog

Brand deal · ran on LADBible Australia



Mother Energy

"Confessions" TikTok brand deal



Carlton Dry

Beer brand ad (18+)

“

Hey Michael, this video is so good man, ha! I think it's the best video anyone's ever done with BucketGolf before — seriously love it. You guys explain the rules and gameplay perfectly, designed the holes great, and it's so engaging. Awesome stuff.

— BUCKETGOLF CEO

IN THE NEWS

As featured by

7NEWS

9 News

NBC

LADbible

SPORTbible

Pedestrian.TV

5Why

Fox League

From an AGT primetime run to that AFL Grand Final stunt — when the boys do something, the press writes about it.

TRUSTED BY

Brands we've made famous(er)

McDonald's

KFC

Pepsi

UFC

Paramount

Menulog

Doritos

Manscaped

7-Eleven

Neds

Supercheap Auto

Kayo Sports

AG1

Carlton Dry

Mother Energy

BucketGolf

Step One

Off Ya Tree

LET'S TALK

Rates & availability on request

Every partnership is a custom comedy concept built around your brand.
Tell us what you're thinking and we'll come back with ideas and a tailored package.

James@martyandmichael.com

WHY COLLABORATE

Why Marty & Michael?

Massive Global Reach

14.6M+ followers spanning the US, UK, Australia and 15+ more markets — with 3B+ lifetime views and counting.

Proven Results

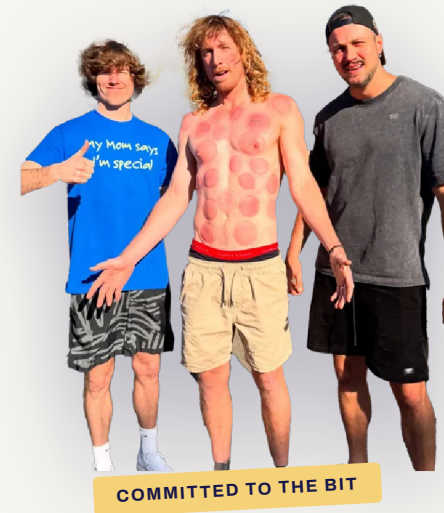
Repeat collaborations with McDonald's, KFC, Pepsi, UFC and more — and campaigns that clear 23M+ views.

Creative Content

Custom comedy concepts that make the brand part of the joke, not an interruption — audiences actually rewatch the ads.

Authentic Connection

13.8M+ hours watched and a 94% recommend rating — audience loyalty money can't usually buy.





@MartyandMichael

Media kit updated August 10, 2026 · Follower data verified via public analytics (HypeAuditor / SPEAKRJ)
welcome.universityofmarcheal.com · Management enquiries via DM on any platform