

YOUTH FOOTBALL. SPOTLIGHTED.

Australian youth football media from Melbourne, made by a father-and-son crew. We connect brands, clubs and federations with the football community on TikTok, Instagram and YouTube.

CHANNELS · AS SHOWN ON 11 OCTOBER 2026

TikTok followers

162.4K

@au.ballerz

Instagram followers

66.6K

@au.ballerz

YouTube subscribers

48.8K

@au.ballerz

Combined

278K

Added across platforms, not unique people

PERFORMANCE

TIKTOK, LAST 12 MONTHS

31.5M

Post views

24.8M

Viewers

1.7M

Likes

10 Oct 2025 to 9 Oct 2026

5.6%

Engagement rate

INSTAGRAM, 60 DAYS

4 Aug to 3 Oct 2026

1.9M

Reel views · 823K viewers · 149K likes · 10K shares

TIKTOK, 60 DAYS

11 Aug to 9 Oct 2026

1.2M

Post views · 507.7K viewers · 4.8% engagement

YOUTUBE, 28 DAYS

As shown on 11 Oct 2026

160.9K

Views · 1.4K watch hours

WHO WATCHES

51.5% OF TIKTOK VIEWERS AND 53.5% OF INSTAGRAM FOLLOWERS ARE IN AUSTRALIA

Measured by each platform, as shown on 11 Oct 2026

68%

of TikTok viewers are aged 18 to 34

75% / 83%

male: TikTok viewers / Instagram followers

49%

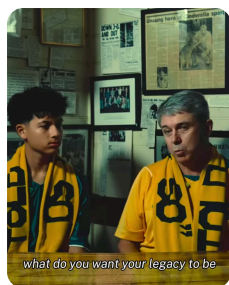
of Instagram followers are under 25

4.4% / 6.2%

in the United States, our next largest country

All figures are each platform's own analytics for @au.ballerz, for the dates shown. Platforms are never added together as reach, and viewers and followers are kept separate. TikTok engagement rate is likes, comments and shares divided by post views. We don't show an Instagram rate because Instagram's interactions cover Reels and posts while its views cover Reels only.

FEATURED CAMPAIGNS



AGENCY COLLABORATION

NIKE AUSTRALIA: RIP THE SCRIPT

June to July 2026 · through Nike's agency, One Green Bean

Brief: build belief in the Socceroos before their Last 32 match and tell younger fans Johnny Warren's "I told you so" story.

Delivered: "I told you so", a sub-60-second film with Jamie Warren, Johnny Warren's nephew, posted on TikTok as a collab with @nikeaus. Separately, MERC: MELB, a one-on-one cage competition for under-15 players fronted by Guillaume, with player reveals, captions and scripts.

Watch the film at auballerz.com/partners



DIRECT COMMISSION

FOOTBALL VICTORIA: CLUB STATE CHAMPIONSHIPS

2 to 5 July 2026 · Home of the Matildas, Melbourne

Our role: content campaign and on-ground coverage across the four days.

Delivered: a multi-video content campaign including highlight edits, on-ground marquee coverage and a fan activation on site.

Watch the highlights at auballerz.com/partners



DIRECT COMMISSION

TOTTENHAM HOTSPUR: SYDNEY PRE-SEASON TOUR

Late July to early August 2026 · Sydney

Our role: a three-person crew on the ground: content briefs, filming, voiceover scripts and edit.

Delivered: a cinematic feature on the Spurs coaching program, voiceover scripts and social media content.

Watch the film at auballerz.com/partners

OTHER COLLABORATIONS

CREATOR SERIES

SBS Sport

Socceroos Creator Series
profile of Lucas Herrington

LEAGUE

A-League

Collab posts of A-League
content on young players

MEDIA

Rising Ballers (UK)

Australian World Cup content,
June 2026

CLUB

Central Coast Mariners

An Instagram collab post

WAYS TO WORK WITH US

Content collaborations

Branded content with players, clubs and our on-camera talent, posted as a collab.

Event partnerships

Our Speed and Performance Competition and other events.

Series sponsorship

Your brand alongside one of our regular player or football series.

Production services

Video for clubs, leagues and federations, for their own channels.

Every job is scoped and quoted individually. We work per job, not on retainer.

OUR PROMISE

Players never pay to be featured. Sponsors never pick players. Paid content is clearly labelled. We check with a parent or club before posting a player under 18 from a community suggestion.

LET'S TALK

Arnold Castillo, Co-Founder and Director

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TikTok · Instagram · YouTube: @au.ballerz