ITSS Global × IconX

ITSS experts on the shows your buyers already watch

Creator shortlist and pilot proposal · prepared for Gauravesh Sharma, ITSS Global

IconX · 23 November 2026

What we heard on 18 November

GOAL

Brand awareness and positioning of ITSS engineering expertise. Not direct conversion.

AUDIENCE

Mature B2B banking and finance professionals. Long form only, no short video.

MARKETS

Latin America, Middle East, Africa and Europe (country priority to be confirmed by ITSS).

FORMAT

ITSS experts as guests on established YouTube podcasts in business, finance and entrepreneurship.

RIGHTS

Creator publishes first; after 15-20 days ITSS reuses 5-6 minute clips on LinkedIn (38K) and YouTube.

TIMING

Budget approval deadline: 31 December 2026.

The approach: selling without selling

1

Pick the show

Interview shows that already host CEOs, bankers and fintech founders, so an ITSS expert fits naturally.

2

Build the episode

IconX briefs the host: angle (core banking modernisation, Temenos projects, AI in banking), questions, guest prep.

3

Publish and measure

Full episode on the creator's channel. We report views, watch time and audience countries.

4

Reuse

After the exclusivity window, ITSS cuts clips for LinkedIn and its own channel.

Shortlist: 25 creators, measured

Subscribers and typical views from the official YouTube API on 18/11/2026. Typical views = median of the last 10 long videos.

Latin America 9

B3TTER	268K · 109K
Cracks Podcast (Oso Trava)	1.1M · 100K
Startupeable (Enzo Cavalie)	72K · 3K
Fintech Talks	61K · 296
Roca Project (Carlos Roca)	2.1M · 297K
Worldcast	2.1M · 139K
Os Sócios Podcast	1.4M · 127K
Exame	713K · 25K
Stock Pickers (InfoMoney)	127K · 3K

Middle East & Africa 8

Entrepreneurs Chat Podcast	69K · 75K
100 Entrepreneurs (Abdulla Elhamy)	214K · 25K
Founders Connect (Peace Itimi)	77K · 4K
Business Bel Arabi (Smashi)	279K · 2K
Thmanyah (Fnjan podcast)	5.4M · 159K
Richter Talk	75K · 158K
TechCabal	61K · 23K
Phil Director (Phil Karanja)	171K · 10K

Europe & global 8

OMR Podcast	220K · 86K
Itnig	68K · 23K
The London Fintech Podcast	220K · 15K
Matthew Berman	646K · 162K
The Compound (Animal Spirits)	252K · 47K
20VC (Harry Stebbings)	227K · 35K
Génération Do It Yourself (Matthieu Stefani)	162K · 9K
Masters of Scale	161K · 1K

High fit Medium fit · subscribers · typical views

Featured candidates

LATIN AMERICA · MEXICO · SPANISH

Cracks Podcast (Oso Trava)

1.1M	100K	$3,000-6,000
subscribers	typical views per episode	est. per episode

Mexico's reference business interview show; long episodes with CEOs and investors, mature audience.

Recent guest episode: «JOAQUÍN VARGAS: Negocios Familiares, SUCESIÓN y Enfrentar al GOBIERNO #410» (16/11/2026)

LATIN AMERICA · SPAIN (AUDIENCE AR, MX, ES) · SPANISH

B3TTER

268K	109K	$3,300-6,500
subscribers	typical views per episode	est. per episode

Already runs banking/finance guest episodes (ex-Swiss banker) to a Spanish + LATAM audience.

Recent guest episode: «Exbanquero Suizo: "Hacerse Rico es Muy Fácil, Haz Esto" | Iñaki Arcocha» (02/11/2026)

MIDDLE EAST & AFRICA · SOUTH AFRICA · ENGLISH

Entrepreneurs Chat Podcast

69K	75K	$2,200-4,500
subscribers	typical views per episode	est. per episode

Already interviews bank executives (Nedbank) and fintech founders; strong views for its size.

Recent guest episode: «I Asked Nedbank Top Executives What Banks Do For Small & Medium Businesses In South Africa» (03/11/2026)

MIDDLE EAST & AFRICA · BAHRAIN / GULF · ENGLISH & ARABIC

100 Entrepreneurs (Abdulla Elhamy)

214K	25K	$800-1,500
subscribers	typical views per episode	est. per episode

Gulf business-leader interviews in English and Arabic; reaches decision-makers in GCC.

Recent guest episode: «AI: Opportunity or Threat? From Game Developer to AI Founder · Ameen Al Tajer» (02/11/2026)

EUROPE & GLOBAL · UNITED KINGDOM · ENGLISH

The London Fintech Podcast

220K	15K	$500-900
subscribers	typical views per episode	est. per episode

Pure fintech and banking audience in London; guests from regulators and institutions. Closest match to ITSS.

Recent guest episode: «Britain's Crypto Rulebook Is Written | The FCA's Matt...» (22/10/2026)

EUROPE & GLOBAL · GERMANY · GERMAN

OMR Podcast

220K	86K	$2,600-5,200
subscribers	typical views per episode	est. per episode

Germany's leading business podcast; finance and banking guests at senior level, strong views.

Recent guest episode: «Ex-Finanzminister Jörg Kukies über KI-Blase, Rentenreform...» (18/11/2026)

Pilot bundles (2-3 creators)

Totals before the bundle discount. Bundling 2-3 creators in one deal lowers the price per episode.

Bundle A · One per region

Covers LATAM, Africa and Europe in one pilot: a large business show in Mexico, a show that already interviews bank executives in South Africa, and a pure fintech audience in London.

Cracks Podcast (Oso Trava)
100K · $3,000-6,000

Entrepreneurs Chat Podcast
75K · $2,200-4,500

The London Fintech Podcast
15K · $500-900

Estimated total:

$5,700-11,400

190K typical views across the bundle

Bundle B · Spanish-speaking

Where IconX is strongest: one show with reach (already ran an ex-banker episode) plus two B2B startup/fintech shows that have covered digital banking and Santander.

B3TTER
109K · $3,300-6,500

Itnig
23K · $700-1,400

Startupeable (Enzo Cavalie)
3K · $100-200

Estimated total:

$4,100-8,100

134K typical views across the bundle

Bundle C · Gulf + Europe

Two-creator option for ITSS's Middle East and European clients: Gulf business leaders in English/Arabic and Germany's top business podcast with senior finance guests.

100 Entrepreneurs (Abdulla Elhamy)
25K · $800-1,500

OMR Podcast
86K · $2,600-5,200

Estimated total:

$3,400-6,700

112K typical views across the bundle

How we priced it and next steps

Estimated budget = typical views × USD 30-60 per 1,000 views (finance/investing YouTube integration range, OutlierKit, Sept 2026; Acast lists business/finance podcast CPM at USD 40+).

These are starting points for negotiation, not quotes. A full guest episode is usually priced above a short sponsor read; LATAM and African CPMs tend to be lower than US/UK.

Every figure in the Excel has its source, measuring date and the 10 videos used.

This week

ITSS confirms priority countries and picks a bundle or favourite creators.

Next 10 days

IconX confirms availability and real prices with each creator.

Before 31 Dec

Final proposal with confirmed prices for budget approval.

January

Recording and publishing of the pilot episodes.