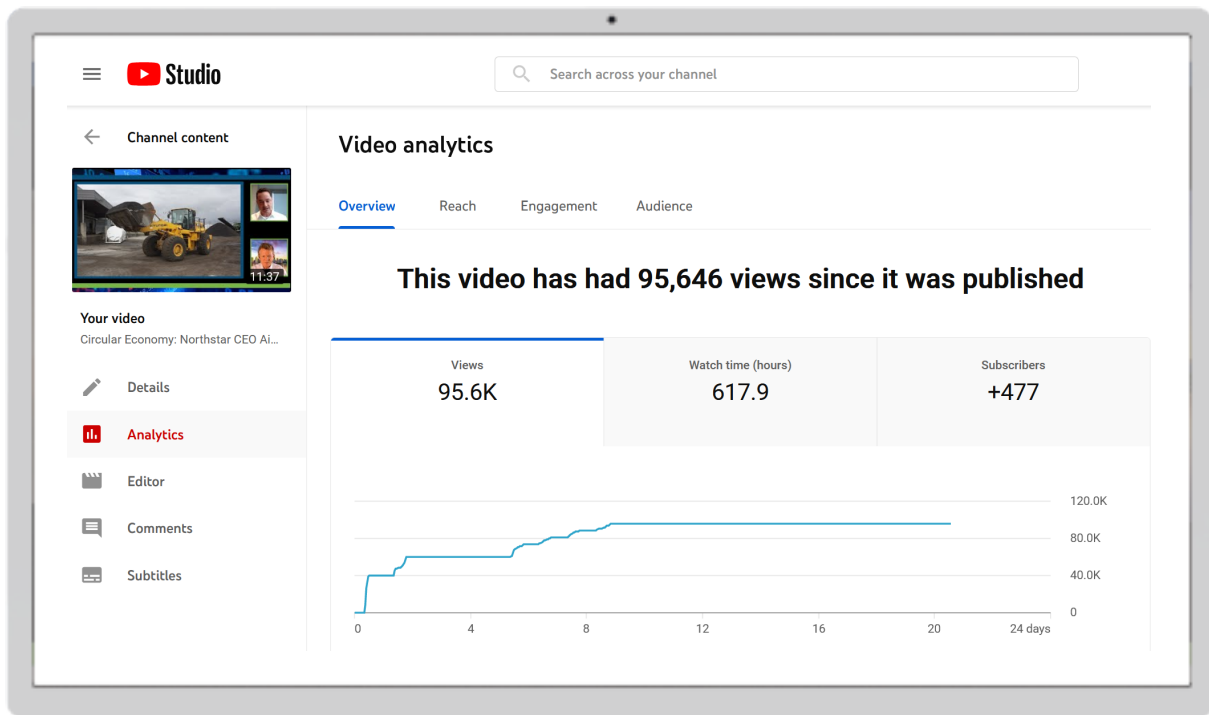


CEO Interview

95,000 views
per video

March 16, 2022:

Circular Economy: Northstar CEO Aidan Mills talks to GSN about ROOF's biz objectives



Length:

11 minutes, 47 seconds

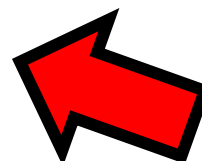
Views:

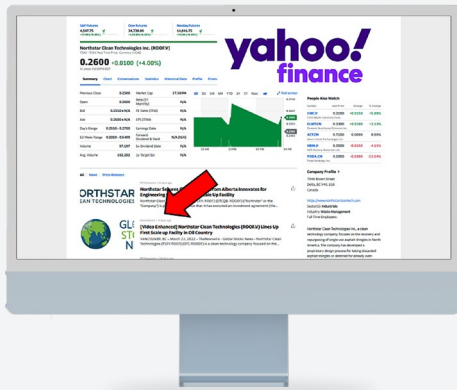
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617 hours = 18,000 2-minutes views





News Wire Releases

12,000 views

estimated

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[Northstar Clean Technologies enters circular economy diverting asphalt shingles away from landfills](#)

2. Nov 12, 2021:

[Independent Report Confirms Northstar Clean Technologies Green Liquid Asphalt Production Process](#)

3. Feb 22, 2022:

[Northstar Clean Technologies Validates Technology that Converts Used Shingles to "Green Asphalt"](#)

4. March 22, 2022:

[\[Video Enhanced\] Northstar Clean Technologies \(ROOF.V\) Lines Up First Scale up Facility in Oil Country](#)



Wide North American Distribution including





YouTube Shorts

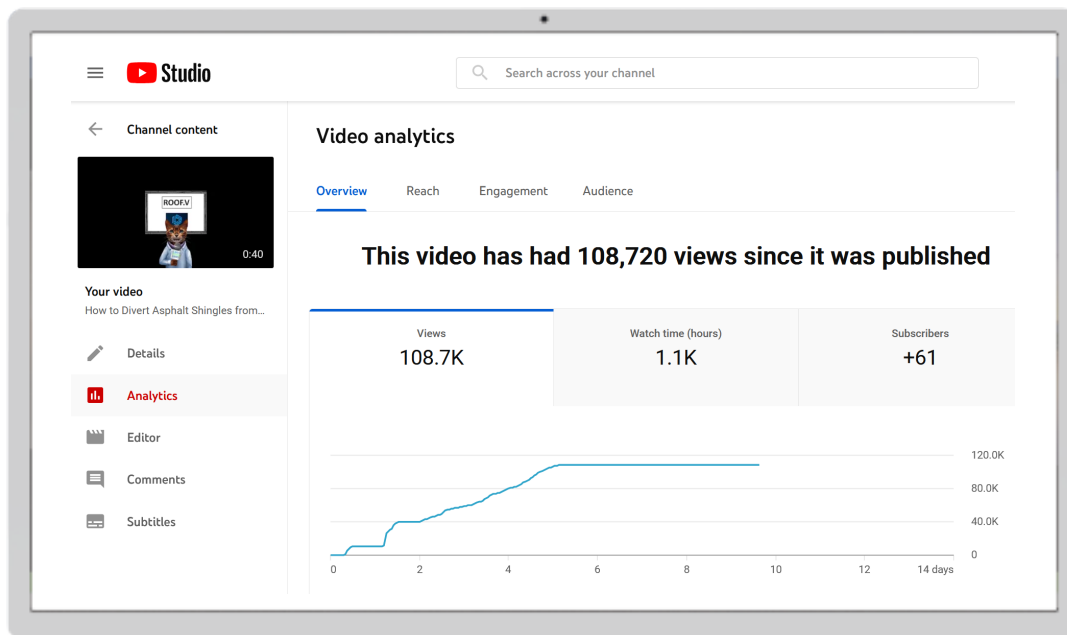
104,000 views
per video

March 27, 2022: #shorts

[How to Divert Asphalt Shingles from Landfills](#)

Note: YouTube Shorts are a Tik-Tok style format, that pops up on people's cellphones. 15 billion daily views.

[75% of all YT content is viewed on cell phones.](#)



Length:

|| **39** seconds

Views:

|| **104,000** views

average duration:

|| **36** seconds

Total watch time:

|| **1,100** hours = **95%** of viewers watched the whole YT short

