

FOR IMMEDIATE RELEASE  
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## PEN-CP YOUTUBE CHANNEL MILESTONE: 30.000 VIEWS

*The PEN-CP YouTube channel, originally launched by the Cross-border Research Association (CBRA) in December 2017, reaches the 30.000 views/listens milestone*

EPALINGES, Switzerland - The PEN-CP YouTube channel [ [www.youtube.com/@cbra3452](http://www.youtube.com/@cbra3452) ], launched originally by the Cross-border Research Association (CBRA) in December 2017, has reached the milestone of 30.000 views & listens. The channel currently offers 45 videos, animations and podcasts, with new content added weekly.

The Pan-European Network of Customs Practitioners (PEN-CP, [www.pen-cp.net](http://www.pen-cp.net)) is a Customs innovation-boosting network funded by the EU under the Horizon 2020 program. PEN-CP fosters creative ideas and strengthens ties among innovation-oriented customs officers, Europe-wide and globally. The project focuses on data and risk management innovations, detection technologies and laboratory equipment. It employs a range of knowledge instruments, including technology grants, challenge competitions, innovation awards and prizes, annual studies and expert reports.

The most popular category is the ´educational animations on customs and supply chain security, whose ten animations account for over 2/3 of all the visits and views at the channel to date. The “Potential Benefits with the Authorised Economic Operator (AEO)” program [ [www.bit.ly/3WR9m2Z](http://www.bit.ly/3WR9m2Z) ], offered in English, Spanish and Macedonian languages, has the most views of any videos produced so far.

Another category with a fast-growing European and global audience is the recently re-launched PEN-CP podcast, widely known as “Pencast.” In just 2.5 months, seven new episodes have garnered nearly 1000 YouTube visits / listenings. The most popular Pencast so far features Ricardo Treviño Chapa, Deputy Secretary General of the World Customs Organization: [ [www.youtube.com/watch?v=zp4DIfgPRbw](http://www.youtube.com/watch?v=zp4DIfgPRbw) ]

The PEN-CP YouTube channel is by now well-positioned as the world's leading customs innovation and supply chain security video, animation and podcast channel. Our target is to grow to 40.000 views, 60 videos and 1000 subscribers by year-end 2023.

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