PVOD Studio Strategy
We Are In This Together

Entertain Viewers in Today’s Reality

Movie Theater attendance has been impacted in light of the Covid-19 Crisis, forcing the shift of premium releases to PVOD.

Distinguish Films as Premium Entertainment

Important to distinguish feature films from the day-to-day streaming. Eventize the release to elevate content as a premium experience.

Focus on Driving Transactions

With our own transactional at-home platforms, we have aligned business objectives to get everyone back to the movies... even if it's at home.
Better Together

Comcast / NBCUniversal Platforms deliver nearly 50% of the U.S. PVOD Marketplace.

Comcast / NBCUniversal Platforms alone reaches 83% of the U.S. Moviegoing Audience.
Changing Attitudes & Behaviors

About 1/3 of people are picking up new hobbies

42% are avoiding public transportation

48% intent to maintain newly acquired health and wellness habits over the long term

50% are trying new brands/products

58% of Gen Z as well as Millennials are watching more shows/films on streaming services

50% are working from home partially or entirely

51% spend significantly more time watching media/entertainment

56% have a more invigorated approach to life

2. Statista: Coronavirus: Impact on Media Consumption Worldwide
# The Impacted Movie Decision Journey

## The Change

<table>
<thead>
<tr>
<th>Initial Influence</th>
<th>The way we hear about movie releases (e.g., the trailer and WOM) is shifting to digital.</th>
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<tr>
<td>Perception of Premium</td>
<td>A theatrical release is no longer the only indication of the investment, quality, or weight of a movie.</td>
</tr>
<tr>
<td>Viewing Time</td>
<td>From planned nights and weekends to on-demand gratification.</td>
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## Why It Matters

| | Less awareness, excitement & anticipation |
| | Viewers can choose less expensive or free content options |
| | Time shift in decision making and viewing |

## Implications

| | Make the release an experience |
| | Differentiate your film from other content options |
| | Meet the expectation for immediate entertainment |
A Reimagined Approach

Redefine Movie Night
Connect with those who long for shared viewing moments. Ignite interest and curiosity by eventizing the PVOD purchase release.

Establish Premiumization
Convince content consumers that the premium price. Distinguish Premium Content from other storytelling options.

Capitalize On Demand
Inspiring those who are ready and open for new content to take immediate action and make the purchase.

BROADEN REACH
## A Reimagined Approach

**THREE STRATEGIES FOR PVOD RELEASES**

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<th>Strategy</th>
<th>Partner Solutions</th>
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<tr>
<td><strong>Capitalize On Demand</strong></td>
<td>Targeted Media</td>
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**Additional Marketing Tools**

- Editorial Linear Coverage
- Integrated Content
- Tentpole Moments
- Commercial Innovation
- Talent Social Posts
- Co-Branded Graphics
- Shoot-based Content
- Clip-based Vignettes
- Special Look Stunts
- Editorial Spotlight
- Commercial Innovation
- Trailer/Long-Lead Stunts
- Email Blasts
- O&O Native Placements
- Curated Content Lists
- Editorial Spotlight
- Targeted Media
- Addressable Media
- High Impact Takeovers
- Customized Branded Placements
A Reimagined Approach
THREE STRATEGIES FOR PVOD RELEASES

Strategy

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Partner Solutions

- Targeted Media
- Addressable Media
- High Impact Takeovers
- Customized Branded Placements
- Editorial Spotlight

- Curated Content Lists
- O&O Native Placements
- Social Posts
- Email Blasts

- Special Look Stunts
- Shoot-based Content
- Editorial Linear Coverage

- Clip-based Vignettes
- Co-Branded Graphics
- Talent Social Posts

- Integrated Content
- Trailer/Long-Lead Stunts
- Commercial Innovation

NBCUniversal
A Reimagined Approach
THREE STRATEGIES FOR PVOD RELEASES

Strategy

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A Deeper Look
### xfinity
- Addressable media opportunities based on Comcast STB viewership data & Fandango 360 segmentation
- Targeted media across Linear TV, VOD, Digital and IPG inventory
- Comcast X1 Editorial placements & custom X1 voice remote integrations
- X1 in-grid banners link to PVOD title purchase

### VUDU
- Targeted video ad inventory
- Editorial and programming placements within e-commerce platform
- Targeted media across One Digital focused on TVOD and PVOD transactors

### Fandango NOW
- Roku Native Storefront
- High Impact placements across FNOW web, Roku and smart TVs
- Editorial across the Fandango Entertainment Network
- Targeted media across One Digital focused on PVOD transactors

### Apple TV
- Apple News targeted media with iTunes data
- Brand Channel immersive sponsorships

### NBCUniversal
- Data-driven One Digital Video across O&O and 3rd party video partners leveraging Fandango360
- AdSmart Optimized linear with Fandango360
- Custom editorial placements and sponsorship within NBCUone video platform
Capitalize on Demand
Partner Solutions

Trailers

Social Promotion

Email Blasts
Capital on Demand
Unique Partner Solutions

Xfinity/Comcast
X1 Voice Plus
Activation
Capitalize on Demand
Unique Partner Solutions

NBCUone Video Platform
Branded Shelf

- Curated to align with campaign themes, genre, or key times of year
- Opportunity to feature film trailer, content and layer additional high-impact elements
Capitalize on Demand
Unique Partner Solutions

FANDANGONOW CROSS-PLATFORM SPONSORSHIP

**Roku**
Customized branded background on the highly trafficked Roku Native Storefront + poster placement [1 week]

**Smart TVs**
Placements within the “New Releases” List & “New to Buy” List on the Livingroom homepage [1 week]

**Web**
Homepage on desktop & mobile featured placements within the Hero Carousel (1st position), 4x Panel Super tout + poster placement [1 week]

Across all platforms, impressions reached over **10MM** for a 1 week flight

*Average views, June 2020*
Capitalize on Demand
Unique Partner Solutions

FANDANGO’S WEEKLY TICKET VIDEO SPONSORSHIP

Weekly Ticket Video Destination

Fandango Instagram Post

Fandango Twitter Post
Retweet by @TraceeEllisRoss
Establish Premiumization
Adding NBCUniversal Co-Branded Solutions

Special Look
Stunts

Clip-based
Vignettes

Shoot-based
Content

Co-branded
Graphics

Talent
Social Posts

Editorial Linear
Coverage
Redefine Movie Night
Enhance with High-Impact Moments for Broad Reach

Tentpole Moments

Trailer or Long-Lead Stunts

Integrated Content

Commercial Innovation
Expanding with Global

World-class TV content on every screen, live & on demand

Passion point environments across entertainment, sports, & news

Custom cross-market creative solutions

Industry-leading cross-platform measurement

615M+ adults reached per month

150+ countries

$24B a year in content

Data-driven cross-market audience targeting
Global Branded Solutions

EPG Takeover
Take over our EPG for a predetermined launch period to promote blockbuster releases

Continuity Announcer
Key characters from your film will serve as announcers across Sky-owned channels

Sky Red Button
Red Button trigger overlaid on any trailer directs viewers to a bespoke category of content

Bespoke Editorial Content
Sky Cinema will showcase the film pre-release using cast interviews & behind-the-scenes content

Pop-up Sponsorship
Sky Cinema’s dedicated pop-up channel will help reach your desired target market pre-release

Trailer Launch
Starting with a branded intro and continuity announcer VO, we’ll go right into your film’s latest trailer.
Better Together

With access to four of the largest PVOD transactors and our extensive audience reach, we’re geared up to catapult your future PVOD releases

Smart Solutions

Whether it’s targeted media opportunities or custom solutions, we offer a variety of tools to effectively and efficiently reach the right target for your releases

Strategic Storytellers

To drive anticipation and ultimately purchase, our experienced team of storytellers will leverage NBCU IP or talent to differentiate PVOD release as premium content event

Streamlined Partnership

NBCUniversal offers a portfolio point of contact to streamline direction and execution across the five different properties