

A promotional image for The Walking Dead featuring Rick Grimes. He is shown from the chest up, holding a flashlight that illuminates the scene. The background is dark and textured, suggesting a cave or underground setting. The text is overlaid on the lower half of the image.

THE FINAL COUNTDOWN

TWD S1-10 DIGITAL SPONSORSHIP OPPORTUNITY



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THE END OF DAYS

The end of an era is upon us as AMC's iconic series, *The Walking Dead*, comes to a close. The apocalyptic show kicks off its final season in August, and we're looking back at 10 epic seasons to gear up for its conclusion.

Starting the long goodbye is *The Walking Dead* seasons 1-10 marathon event. All 10 seasons will run – unauthenticated – across AMCN Digital, and your brand will be front and center with category exclusive, sponsorship opportunities.

WHAT YOU GET

From July 26 – August 29, own the TWD S1-10 marathon event across AMCN's FAST platforms. For added impact, promotion across AMC social and fan-interactive content on Twitch will greatly amplify the sponsorship.

SPONSORSHIP ELEMENTS

- 1x :30 "Presented By" unit w/ brand tagline and adjacent ad creative driving to S1-10 Marathon
 - Runs ROS w/in AMCN channels across Pluto TV, Sling TV, IMDB TV, Samsung TV Plus, Vizio Watch Free, Xumo, & PLEX
 - Marketing Category Exclusive
- 1x Samsung TV Plus "Extra Wide" Banner - co-branded unit driving to S1-10

PROMOTIONAL ELEMENTS

TWD Social

- 4x posts [1x FB, 1x IG, 2x TW] leveraging content looking back at all 10 seasons and counting down to S11

Twitch

- 4-wk campaign on TWDU Twitch channel
 - Channel branding
 - In-stream inclusions
 - Custom integration into segment
 - Category Exclusive

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All offerings are subject to change, and subject to network, production and legal and business affairs review. All ideas are thought-starters only, subject to final approval and commensurate of the media commitment with AMC Networks. Digital media spend is required. Production fees to apply. All offerings will run in paid inventory.



THANK YOU



BY THE NUMBERS

The Walking Dead remains a television juggernaut as the #1 cable and digital drama, with a massive social following of 57M. And with added FAST/AVOD viewership, AMC is extending the series' already impressive reach with a younger, more diverse audience not found on linear.

84%

DIGITAL REACH
INCREASE DUE TO
FAST/AVOD INVENTORY

64%

OF FAST/AVOD VIEWERS
ARE CORD CUTTERS

17%

OF AMCN LINEAR
VIEWERS WATCH
FAST/AVOD CONTENT

44M

THE WALKING DEAD
UNIVERSE DIGITAL VIEWS



Source: Source - #1: Nielsen, C3, A25-54, Cable Prime Original series t/c (10/11 through 19/20 Season). Top 10: Nielsen, C3, A25-54 Prime Broadcast & Cable Original scripted drama series (11/12 through 19/20 Season). #1 Digital: Comscore, A25-54, custom competitive set. Social Claims: ListenFirst, Social Engagement Score CY'20 and Fan Followers on FB, TW, IG. TWD vs. US Sports Teams: platforms (aggregate fans across FB, TW, IG). Walking Dead S10, Talking Dead S10, Fear S5. Linear: Nielsen C3 P2+ Gross Impressions for Sales Package Premieres & Encores. VOD: Rentrak Total Transactions. Digital: Google Analytics & MVPD Affiliates Views. Social: FB and IG Fan Footprint. Gaming: iTunes Connect, Google Play, App Annie (Our World only) global downloads as of Aug '19. AVOD partners annual P2+ Gross Impressions (Average Delivery) for TWDU content: Pluto, imdbTV, SlingTV, Samsung, and Vizio (estimated). Internal estimates based on Google Analytics, comScore Video Metrix + VOD Reach and Google Ad Manager Total Ad Impressions; MRI April 2021 Cord Cutters Study (FAST/AVOD reflects viewing of Pluto, SamsungTV+, IMDbTV).