AMC NETWORKS CONTROL OF CHANNEL





CELEBRATE THE WALKING DEAD

AMCN x TWITCH PARTNERSHIP

- Integration into TWDU Twitch channel and its original programming
- Category Exclusivity
- Channel SOV
- Promotional elements across AMCN O&Os

TWDU CHANNEL STATS:

20.4K FOLLOWERS

1.44M HRS WATCHED

24M VIEWS TO DATE

590 HRS OF ORIGINAL TWITCH CONTENT

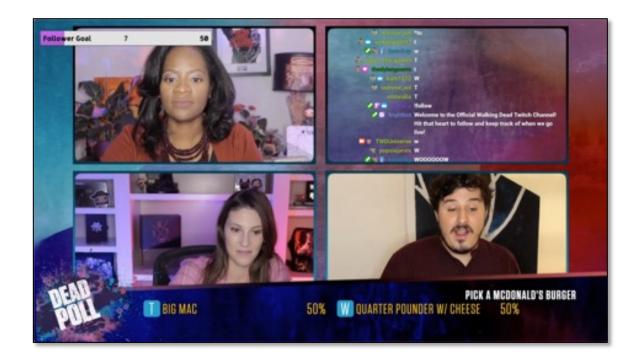
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AMC NETWORKS

• Strategic targeting across TWDU and your brands desired audiences across AMCN's digital platforms

SPONSORSHIP OPPORTUNITIES

- Channel Branding + In-Stream Integrations
- Custom Featurettes
- Custom Programs
- AMCN Amplification



Source: <u>https://twitchtracker.com/</u> 9/19/20-4/7/21

*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. AMC Networks cannot guarantee talent participation; talent is TBD and pending approval and availability. Social media spend is required. Production fees to apply.