

AMC NETWORKS
DIGITAL

SLIPPIN' JIMMY

A BETTER CALL SAUL: A CONTENT ROOM ORIGINAL





EXPANSION OF THE UNIVERSE

On the heels of *Better Call Saul's* award-winning "Employee Training" digital original series (with 2 Emmy wins and 1 Critics Choice award), we are excited to celebrate *Better Call Saul's* final season with an all-new expansion of the Breaking Bad/*Better Call Saul* Universe - *Slippin' Jimmy*, written by the BCS team.

Follow the antics of pre-teen, pre-Saul "Slippin' Jimmy" in the early 1980s, getting into trouble with his friends and family back in Cicero, Illinois, all told and animated in the style of 70s-80s Saturday morning cartoons.

*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. Social media spend is required. Production fees to apply. AMC cannot promise talent participation. Talent fees to apply.

A man in a white dress shirt and a patterned tie is singing into a microphone. He is pointing his right index finger upwards. The background is dark with several balloons, including a large silver one and a blue one. The lighting is dramatic, highlighting the man's face and the microphone.

THE DETAILS

- Six (6) 8-10-minute episodes
- Currently in production
- Launch: Following the Better Call Saul 6A Finale



AMCN x STARBURNS INDUSTRIES

ANIMATION PEDIGREE

AMCN is partnering with animation pioneer Starburns Industries on the project – experts specializing in stop-motion, traditional 2D and digital animation. Its founders are responsible for the creation of iconic cultural touchstones like:

- Adult Swim blockbuster series “Rick & Morty”
- Academy Award-nominated film, “Anomalisa”
- Additional Adult Swim hits like “Moral Orel” and “Mary Shelley’s Frankenhole,” as well as animated episodes of the critically acclaimed series, “Community.”

SLIPPIN' JIMMY STYLE

Look and Feel:

- Inspired by the distinctive cinematography, music and style of Breaking Bad and Better Call Saul

Visual Approach/Character Design:

- While inspired by classic cartoons like Fat Albert and Scooby-Doo, the show will infuse fresh styles from shows like Recess and King of the Hill

Backgrounds:

- Painted backgrounds to help the character designs really pop and allow for cinematic palate of colors and shading



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4 WAYS TO PARTNER

1 ANIMATED ADS



Custom Co-branded Integrated Ads that align with Slippin' Jimmy and your brand's messaging, living outside of series

2 CUSTOM WRAPS



Build Animated Open and/or Close Wraps with your brand to run with the Slippin' Jimmy episodes

3 "MAKING OF" INTERVIEWS



Sponsorship of 'Making Of' interviews with creators and/or talent

4 PRESENTED BY



Custom Co-branded "Presented by" branding at the top and/or tail of Slippin' Jimmy with brand logo asset

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SLIPPIN' JIMMY PARTNERSHIP THOUGHT-STARTERS

1

ANIMATED ADS



Example: 80s-style animated Ad for your brand using the Slippin' Jimmy backdrops and character design

2

CUSTOM WRAPS



Example: Develop an animated Open integrating your brand's product, welcoming fans to this world

3

"MAKING OF" INTERVIEWS



Example: Sponsor BTS interviews with Starburns Industries creators and/or talent

4

PRESENTED BY



Example: Co-branded billboard with Slippin' Jimmy animated logo and your brand's logo

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APPENDIX



PRESENTED BY PACKAGE

\$250K Digital + \$250K Social

AMCN DIGITAL

- Full series distribution across AMC.com + App + YouTube
- Custom produced open card + pre-roll, where applicable
- POE Roadblocks including video + display
- AVOD/FAST full episode stacks across relevant channels
- Guaranteed media placement within airings - 2x frequency
- Custom produced open card
- :15/:15 tagged tune-ins to run in Digital Originals

SOCIAL

- Full episode distribution across Facebook and IG
- Custom produced opening card
- Tagged using branded content tool
- Guaranteed imps/views with paid support + audience targeting

LINEAR

- On-air promotional drivers
- Sneak peek out of advertiser paid time in corresponding show

AMC +

- Full series distribution
- Custom produced open card
- 2 week exclusive window

Presented by does not include exclusivity. Exclusivity requires production fee.

PRESENTED BY + CUSTOM

\$250K Digital + \$250K Social
+ PRODUCTION FEE

AMCN DIGITAL

- Full series distribution across AMC.com + App + YouTube **with custom shoulder content stitched to episodes**
- Custom produced open card + pre-roll, where applicable
- POE Roadblocks including video + display
- AVOD/FAST full episode stacks across relevant channels **with custom shoulder content stitched to episodes**
- Guaranteed media placement within airings - 2x frequency
- Custom produced open card
- :15/:15 tagged tune-ins to run in Digital Originals

SOCIAL

- Full episode distribution across Facebook and IG **with custom shoulder content stitched to episodes**
- Custom produced open card
- Tagged using branded content tool
- Guaranteed imps/views with paid support + audience targeting
- **Custom shoulder content ALSO distributed independently across Facebook + Instagram**

CUSTOM/SHOULDER CONTENT

- Branded content created in the world of the Digital Exclusive show, created to run alongside the series:
- Animated Ads
- Custom Wraps
- 'BTS/Making Of' Interviews

LINEAR

- **Custom shoulder content to run ROS out of promo time**
- Sneak peek out of advertiser paid time in corresponding show

AMC +

- Full series distribution **with custom shoulder content stitched to episodes**; 2 week exclusive window
- Custom produced open card

EPISODE BREAKDOWN

1

It's the coldest day in Cicero, but Jimmy, Marco and Marco's cousin, Lena, venture out to the comic store to get the new issue of Batwoman...what could go wrong and who may they meet?

2

Tired of dominating their small-time neighborhood snowball fights, Jimmy and Marco seek out a challenge by taking their talents to the big leagues: against the school bully, Trent Titweiller .

3

When Jimmy and Marco's teacher is out sick, a suspicious substitute takes her place -- Sister Mary Beth. After witnessing a slew of odd occurrences, the boys soon realize she's been possessed by a demon.

4

His eye on a coveted summer clerkship, a young, ambitious Chuck McGill agrees to do a favor for an esteemed Illinois judge, and enlists Jimmy's help, sending the two brothers on a slapstick, harried journey around the city.

5

Marco narrates about the time he met childhood friend, Jimmy. Having gotten into trouble too many times, Jimmy is forced to attend a summer reform camp to turn around his bad behavior. There, he meets the like-minded rascal, Marco.

6

The school bully, Trent Titweiller, is the head of the seat-saving mafia on the bus, so when Jimmy wants to save a two-seat row for him and the coolest girl in school, he must conduct clever back-seat deals with other kids for an offering Trent can't refuse.

THANK YOU