






Distribution Summary

Distribution	Distributor	Chapter formats	Platforms	Other notes
Domestic (US)		22-minute	Hulu Site Hulu Plus provides mobile	- "Icily Brilliant" - People - 3.6M views (as of July 31, 2012) - 76% average view through
Canada		Feature length 22-minute 10-minute 2-minute	TV (CityTV) TV (FX) - Launched w/ Season 2 CityTV.com; Rogers OD Mobile (incl. tablets)	- Original TV launch on broadcast with CityTV - Series launched on cable (FX) in August '12 with release of second season
International	 	50-minute 22-minute 10-minute 2-minute	Platforms differ by country; can be Broadcast/Cable TV (Longer form), On Demand, Online, or Mobile (Shorter form)	- "Enthralling" - Guardian UK - 120K rating in UK - Platforms differ by country - UK, French Europe, Australia, S. Pacific, Korea, Italy, Turkey, Poland, Latin America, SE Asia, Japan, Bulgaria, Balkans
	 <i>Others</i>	Multiple formats including Feature Length	Platforms differ by country/distributor: TV, VOD, SVOD, EST, and DVD	- Norway, UK, Ireland, Denmark, Australia, New Zealand, Canada (Radio)

- Critically acclaimed, high views, excellent view through
- Supported by extensive PR and marketing (including social games)
- Significant overage revenues from Hulu and Content, more expected with sequel launch

Series was well hyped and well received

Extensive Print & Online Coverage

Domestic

THE *Hollywood* REPORTER

THE WALL STREET JOURNAL

SPEAKEASY



tubefilter news



AP Associated Press

International



Strong Reviews Propelled Series

People

“Icily Brilliant”

sky

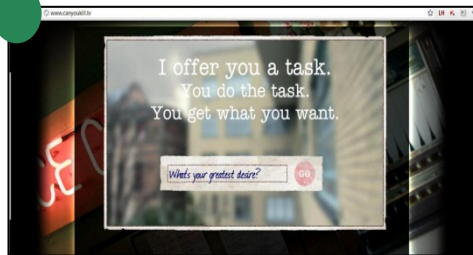
“Part Stephen King,
Part Twin Peaks...highly
recommended”

the guardian

“It’s intense, compelling...impossible to
stop watching” “As finely wrought,
scripted, and acted as you could want”

Social Media/Games used to market Booth

Can You Kill? drew ~122K players



Enter your greatest desire

To get it you must shoot the woman, will you?



Did others fire before you? After? Why did/didn't you shoot?

'The Booth' launched on Facebook



Players receive a task from 'The Man'



Must work with others in order to complete the task

View trailer: <http://www.youtube.com/watch?v=G2ceFkk0Cc8>

Strong critical and audience response

- People Magazine called the show 'Icily Brilliant'
- 8.8 rating on IMDB.com with 642 reviews



- Average 4/5 stars from Hulu user reviews:
 - *"A show like this is rare"*
 - *"I couldn't stop watching"*
 - *"When is season 2 coming out love this show absolutely brilliant :)"*
 - *"Loved it, very addicting"*

★★★★★ Great and addictive show

Booth at the end was so mysterious and addictive. You wonder, is he a marionette or the mastermind behind everything. Excellent cast and story that makes you watch more and want more, just too bad no new info about this show. Shame great shows sometimes don't last long while lesser shows live on.

★★★★★ Phenomenal!

A real intrigue. The characters are all enthralling and the story is told through a number of unreliable narrators to a third-party. Many of the stories intertwine in unexpected ways.

The first episode was good, but I was utterly engrossed after the second episode. I greatly hope we can see more of this phenomenal show at some point.

Marketing & PR

- 1 Early Buzz generated through coverage and press releases
 - Releases included the finalizing of distribution agreements with Hulu and Content
 - Artist International publicized representing Christopher Kubasik in pitch sale
- 2 Extensive launch coverage across from variety of print & online sources
 - Marketing plans developed with help of major distributors & PR firm
 - International followed by domestic marketing efforts
 - Press releases, social networks, reviews, and direct marketing all utilized
- 3 Wide critical acclaim
 - Variety of publications gave highly favorable reviews

Broad International Coverage (April '11)

- Broad coverage by renowned publications
 - Print – TV & Satellite Week, Metro, The Guardian (G2), The News of the World (Fabulous), Time Out, Woman, Daily Telegraph, The Guardian (Guide), The Sunday Times, The Daily Mirror, The Daily Mail, The Daily Record
 - Online – Sky TV Guide Online, Daily Mirror Online, The Global Herald, The Guardian Online,
- Roughly 13.9 million impressions provided by coverage
 - Does not include further impressions from sharing



Broad Coverage of US Launch (July '11)

- Broad coverage by renowned publications
 - Print – The Hollywood Reporter, The Wall Street Journal
 - Online – Synopsis: Digital, WSJ Online, Web Series Network, PR Newswire, Vuguru website, tubefilter news, TheWrap, IGN, Associated Press
 - Note: ~100 aggregator news sites picked up story from Associated Press
 - Local – Story picked up by ~200 local news sources
- Roughly 9 million impressions provided by coverage
 - ~6.4M print impressions
 - ~2.6M online impressions

THE Hollywood REPORTER

THE WALL STREET JOURNAL.

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