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OUTLANDER

# OUTLANDER

## Season 4

Danielle Borelli  
Zoey Kang  
Haley Shalam  
Jamie Spelling  
Kieran Taylor

ID

## OUTLANDER AT-A-GLANCE

STARZ

Caitriona Balfe  
*Claire Randall Fraser*



Sam Heughan  
*Jamie Fraser*

OUTLANDER seasons 1-4 (2014-2018)

OUTLANDER



COVERAGE TO DATE

OUTLANDER



backstage.

Entertainment WEEKLY®

VARIETY

BAZAAR  
Harper's



People

emmy

The New York Times



ID

# GOLDEN GLOBE AWARDS®



BRITISH ACADEMY  
TELEVISION AWARDS

# PEOPLE'S CHOICE AWARDS

SUCCESS TO DATE



ACADEMY OF TELEVISION  
ARTS & SCIENCES

# THE CRITICS' CHOICE AWARDS



OUTLANDER



OUTLANDER

# PRESS TIMELINE



TRAILER LAUNCH



OUTLANDER

FALL PREVIEWS

THRILLIST

GLAMOUR

VANITY FAIR    IndieWire

VULTURE

# ID

OUTLANDER

## PRE-PREMIERE



October 4-7



October 27-November 3



OUTLANDER

PRESS JUNKET



BBC  
AMERICA



extra



The Atlanta  
Journal-Constitution

WINSTON-SALEM  
JOURNAL



COMPLEX





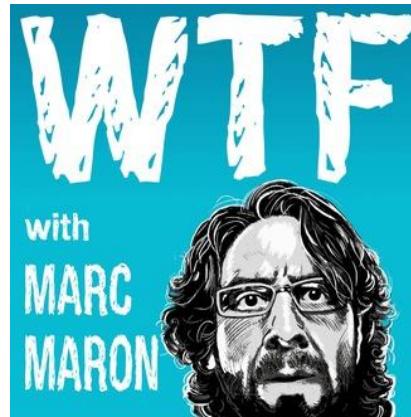
RADIO / PODCAST

OUTLANDER

CBS  
RADIO

abcRADIO

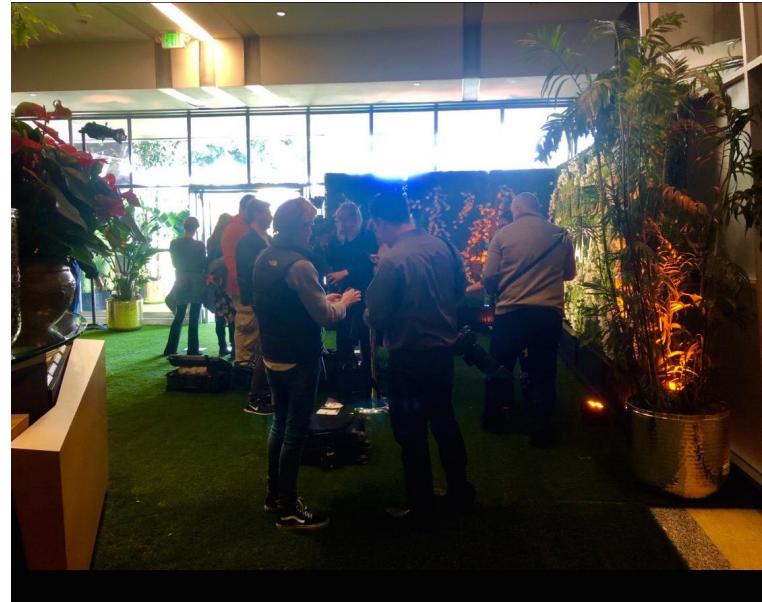
npr



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## PREMIERE DETAILS

OUTLANDER





# iota- OUTLANDER SEASON 4 PREMIERE

OUTLANDER

GET UPDATES LOGIN/SIGN UP

1 iota

HOME FREE TICKETS CELEBRITY ACCESS CALENDAR

Outlander TICKET CALENDAR About The Show CAST

TICKET CALENDAR 1.1 OF 1

PREMIERE - OUTLANDER

**DATE:** November 4, 2018 **TIME:** 7:30 PM **WHERE:** New York, New York **AGE:** 18+

SUBMIT NOW

ABOUT THE SHOW



OUTLANDER

PREMIERE PRESS



*Hollywood*  
REPORTER

ACCESS  
HOLLYWOOD

extra

People

VANITY FAIR

VARIETY

Entertainment  
WEEKLY

THE  
NEW YORKER

TV  
GUIDE

Mashable

DEADLINE



TV  
Insider



OUTLANDER

## VIRAL OPPORTUNITIES

CAST CRASHES  
WATCH PARTY

SAM AND  
CAITRIONA READ  
FAN FICTION

CAITRIONA DOES  
SAM'S WORKOUT  
FOR A DAY

HOW TO MAKE  
SCOTTISH  
DELICACIES



Mashable

EONLINE

W

VANITY FAIR

SHAPE

VANITY FAIR

GLAMOUR

TASTY

delish



WEEKLY RECAPS AND REVIEWS

OUTLANDER

Entertainment<sup>®</sup>  
WEEKLY



VULTURE  
TV

TVLine

Los Angeles Times

AV CLUB



IGN<sup>®</sup>



REFINERY29



OUTLANDER

FINALE RECAPS AND REVIEWS

Entertainment<sup>®</sup>  
WEEKLY

THE  
WALL STREET  
JOURNAL.

*Rolling Stone*

Los Angeles Times

TVLine

NEW YORK



OUTLANDER

TALENT

# ID

# OUTLANDER

## SAM HEUGHAN PRESS TARGETS

### PREVIOUS FEATURES



### Sam Heughan Is Looking Stylish as Hell Right Now

The star of *Outlander* and the new movie *The Spy Who Dumped Me* is dressed to the nines for his press tour.



Sam Heughan's Barbour collection is here and it's all you'd expect from the 'Outlander' star

### NEW TARGETS

The New York Times

Esquire



GQ

PLAYBOY

VMAN



OUTLANDER

NEW YORK TIMES PRESS OPS

The New York Times

## Encounters

In which we have encounters.

October 15, 2018

### Sam Heughan Gets Blootered Around New York

The “Outlander” hunk takes us to his favorite Scottish bars in Midtown.

By Ben Detrick



## Arts

November 05, 2018

### Outlander set to dethrone GOT

The critically acclaimed series enters its fourth season and is taking the spotlight.

By SALAMISHAH TILLET



# ID

OUTLANDER

## CAITRIONA BALFE PRESS TARGETS

### PREVIOUS FEATURES



D&G  
DOLCE & GABBANA

VS VICTORIA'S SECRET

### NEW TARGETS

Wonderland.

redbook

GLAMOUR

marie claire

ELLE

**Hollywood**  
REPORTER  
**ROUNDTABLES**  
THR's Full Drama Actress Roundtable

**ID**

## CAST PRESS TARGETS



Sophie Skelton  
Brianna Randall Fraser



Richard Rankin  
Roger Mackenzie



John Bell  
Ian Fraser Murray



Steven Cree  
Ian Fraser Murray



Romann Berrux  
Fergus



César Domboy  
Fergus

Los Angeles Times

COSMOPOLITAN

marie claire

BUILD

NEW YORK  
COMIC CON

TVLine

POPSUGAR

ET

OUTLANDER



OUTLANDER

## RONALD D. MOORE PRESS TARGETS

### PREVIOUS FEATURES

**SYFY** WIRE

BATTLESTAR GALACTICA'S  
RONALD D. MOORE ON CYLONS:  
'THERE WAS NO PLAN'

THE **RINGER**

**'Battlestar Galactica'** Showrunner Ronald D.  
Moore Is Making a Space Drama for Apple

### NEW TARGETS

 Sci Fi

**SFX**

Entertainment  
WEEKLY

THE **WRAP**

*VARIETY*

**GIZMODO**

*Hollywood*  
THE  
REPORTER

### ROUNDTABLES

THR's Full Sci-Fi  
Showrunner  
Roundtable

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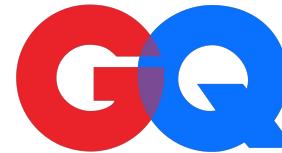
## SAM & CAITRIONA PRESS TARGETS



### PREVIOUS FEATURES



### NEW TARGETS





## BROADCAST

OUTLANDER



ellen  
the ellen degeneres show



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## TERRY DRESBACH PRESS TARGETS

EMMY-FOCUS

*Hollywood*  
REPORTER

**WWD**

The New York Times

RETROSPECTIVE FEATURES

InStyle

FASHIONISTA

VULTURE

TOWN&COUNTRY

GH  
GOOD  
HOUSEKEEPING



OUTLANDER

PRODUCTION DESIGNER  
JON GARY STEELE PRESS TARGETS

DEADLINE

*Hollywood*  
THE  
REPORTER

**SYFY** WIRE

AD

**SFX**

*VARIETY*



IRIS  
COVET BOOK

# ID

## marie claire

## BAZAAR ARABIA

## VANITY FAIR

## Rolling Stone

## MID-SEASON FEATURES

## OUTLANDER





OUTLANDER

## 50th EPISODE FEATURES



“Best Episodes of”



Celebratory  
Photoshoots

W



**Orange is the New  
Black and  
50 IS THE NEW 100**

Jennifer Getzinger



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OUTLANDER

DIGITAL



OUTLANDER

## OFFICIAL SHOW SOCIAL ACCOUNTS

# OUTLANDER



669k



405k



1.71m

Sam Heughan  
“James ‘Jamie’ Fraser”



Caitriona Balfe  
“Claire Fraser”



992K Followers



454K Followers



445K Likes



570K Followers



336K Followers



34K Likes



## SOCIAL MEDIA BREAKDOWN

OUTLANDER



1.8M

STARZ  
Streaming Service



82.5K Followers



167K Followers



1.4m likes



316.9K Followers



1.1M

Graham McTavish  
“Dougal MacKenzie”



97.7K Followers



167K Followers



35K likes



538K

Sophie Skelton  
“Brianna Randall Fraser”



78.7K Followers



55.7K Followers



3.2K Likes



64.2K Followers



57.4K Followers

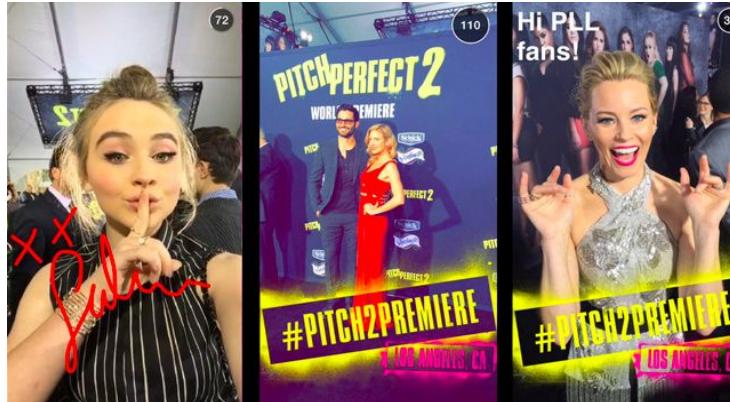


21K Likes



## SNAPCHAT INTEGRATION

OUTLANDER

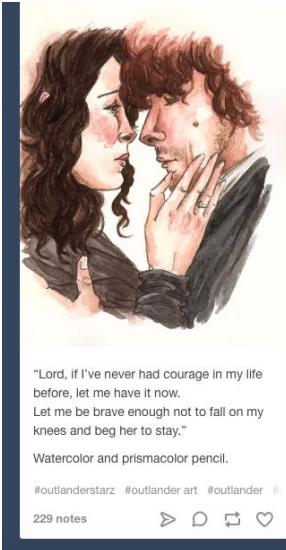




## SOCIAL INTEGRATION

# OUTLANDER

# tumblr.





OUTLANDER

## TWITTER HINT CAMPAIGN

Tweets  
**13.5K**

Following  
**798**

Followers  
**405K**

Likes  
**7,131**

Lists  
**1**

\*quote from the new season\* you interpret it

126

[Tweet](#)

\*screen grab from new season\*

126

[Tweet](#)

\*fan question\* \*cast member/director response\*

126

[Tweet](#)



Maril Davis @TallShipProds · Jul 6  
Young Ian + Rollo = ❤️



Outlander @Outlander\_STARZ

Important announcement: @JohnBell just wrapped on Season 4 and it's incredibly heartwarming. #Outlander



36



98

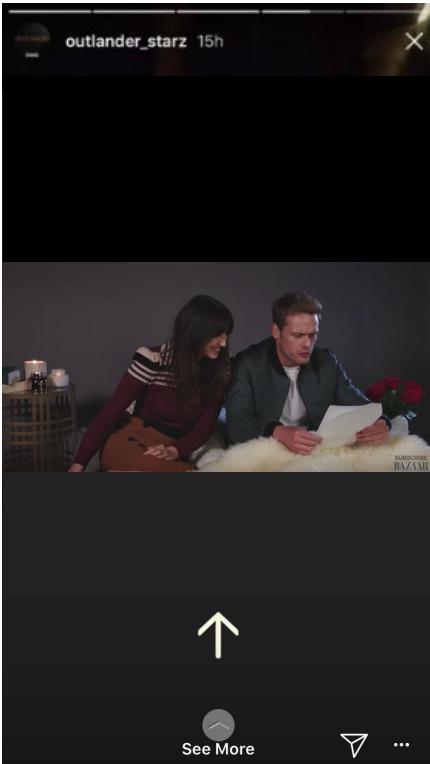


2.1K



#fraser4shadow

## PRE-PREMIERE CONTENT SERIES



### Social Media Content Series

- Sam and Caitriona do OUTLANDER Instagram Takeover
- Reposting fan artwork from all socials
- Fans singing theme song compilation



OUTLANDER

## MID-SEASON CONTENT SERIES



outlander\_starz • Follow

622 posts 672k followers 46 following

**Outlander**  
The official account for #Outlander, a #STARZ Original Series. Catch up anytime on the STARZ App.  
[starz.tv/WatchSTARZIG](http://starz.tv/WatchSTARZIG)

- Post mortem interviews
- Instagram recaps by cast & crew
- Quizzing cast members on how well they know Outlander
- Hints and teasers for next episodes
- Behind the scenes, most exciting moments and biggest challenges filming
- Q&As
- Instagram takeovers





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OUTLANDER

BRANDS

# ID

OUTLANDER x

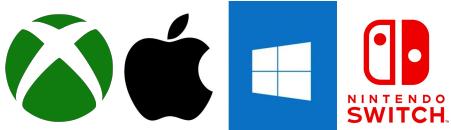
= #FORTLANDER



OUTLANDER



125 million total players



twitch



OUTLANDER

x

Best Friends Pet  
Adoption Center



OUTLANDER

## *Outlander* casts Rollo for season 4





OUTLANDER x

## A #SNOUTLANDER CHARITY EVENT



Bring your best bud, find a best bud.



OUTLANDER

**Best Friends Pet Adoption Center**  
Griffith Park, Los Angeles



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## SCOTTISH HIGHLAND GAMES

OUTLANDER



**NEW YORK POST**

The producers of "Outlander" are all about making the show as authentic as it can be.

ID

OUTLANDER x **STARZ**  
Student Discount

**STARZ**  
SIGN UP NOW WITH A  
VALID STUDENT EMAIL AND  
GET TWO WEEKS FREE

CATCH UP TODAY ON HIT SHOWS LIKE  
**OUTLANDER**  
BEFORE ITS SEASON 4 PREMIERE

OFFER VALID THROUGH 11/24

OUTLANDER





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THANK YOU!