

CYNOPSIS SOCIAL TV CLINIC

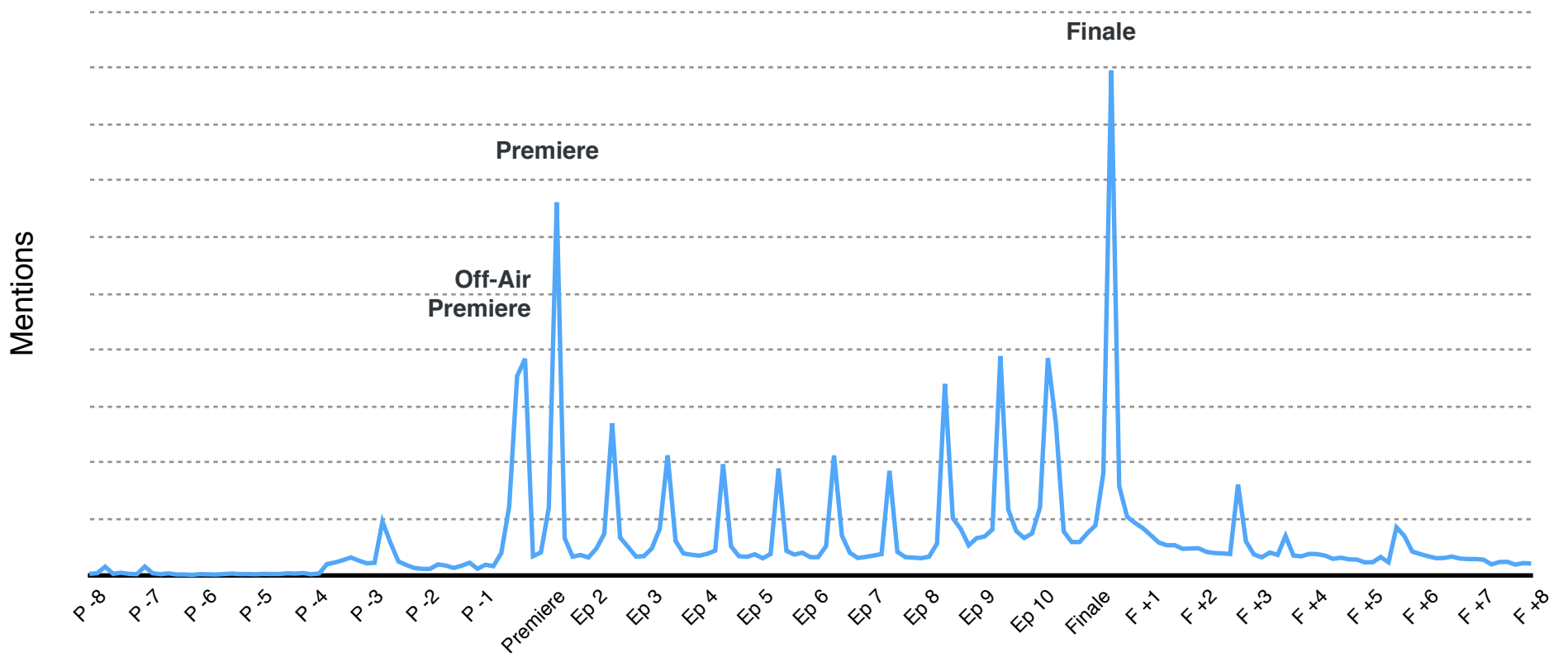


Deliver on your **Goal**, Identify **Moments** that matter, and choose your creative **Canvas**

STEP #1 - PICK A SHOW

Daily Conversation

— Daily Mentions



STEP #2 - CREATE A PLAN



GOALS

Choose a **Goal** that defines your primary objective for your show



MOMENTS

Choose relevant **Moments** that matter to your audience to help drive show awareness and engagement



CANVAS

Use the best creative **Canvas** to achieve your goals and bring your story to life with fans

CYNOPSIS SOCIAL TV CLINIC



Deliver on your **Goal**, Identify **Moments** that matter, and choose your creative **Canvas**

GOAL

Choose a Goal that defines your primary objective for your show.



REACH ↑



AWARENESS & TUNE-IN

Does your talent have a strong social following and can you leverage Live-Tweeting to drive fan engagement and interaction



BINGE OR CATCH-UP

Leverage existing seasons to build momentum for a finale or use a bridge strategy for returning show seasons



MOBILE APP USAGE

Drive TV Everywhere or Subscription to your streaming services.



VIDEO DISTRIBUTION AND TRIAL

Trailer drops for upcoming shows or events



BUILD AND ACTIVATE A FAN BASE

Does your talent have a strong social following and can you leverage Live-Tweeting to drive fan engagement and interaction



↓ ENGAGEMENT

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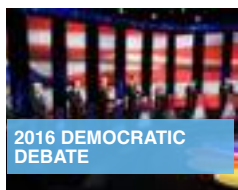


Deliver on your **Goal**, Identify **Moments** that matter, and choose your creative **Canvas**

MOMENTS

Chose relevant moments that matter to your audience to help drive show awareness and engagement

POLITICS | Join the Political Conversation Happening Around the World



January 17, 2016

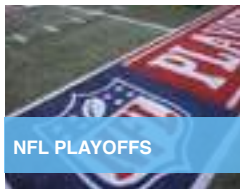


January 20, 2016

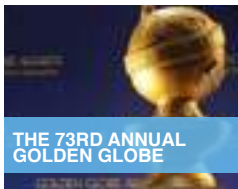
SPORTS & AWARDS SHOWS | Capitalize on Tournaments, Championships, & Accomplishments



January 6, 2016



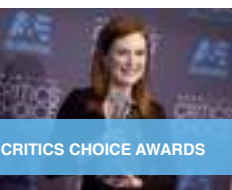
January 9 - January 24



January 10, 2016



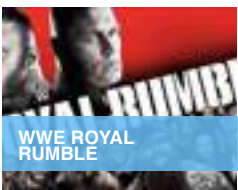
January 11, 2016



January 17, 2016



January 18, 2016



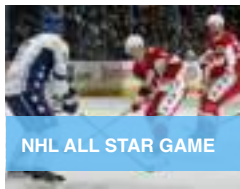
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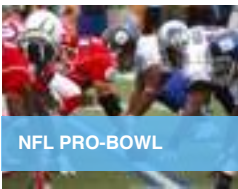
January 28, 2016



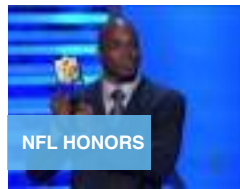
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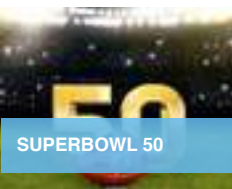
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January 31, 2016



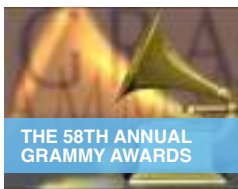
February 6, 2016



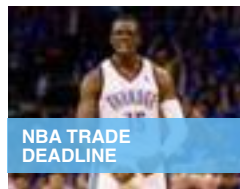
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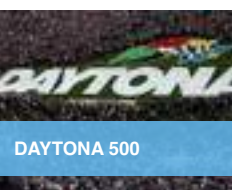
February 13 - February



February 15, 2016



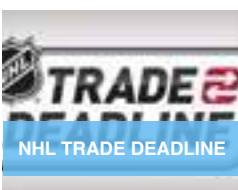
February 18, 2016



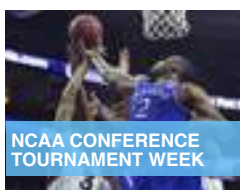
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February 28, 2016



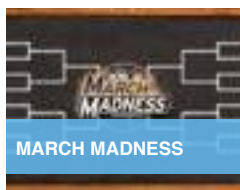
March 1, 2016



March 1 - March 13,



March 12, 2016



March 13, 2016



March 16, 2016

MOVIE PREMIERES | Don't Miss Out on the Red Carpet Buzz



January 1 - January



January 8 - February



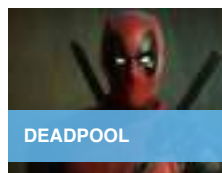
January 15 - January



January 15 - February



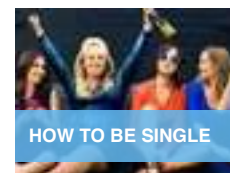
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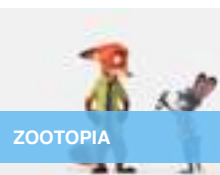
January 22 - March 4



January 22 - March 4



January 29 - February



February 19 - March



January 22 - March 4,



January 22 - March 4,

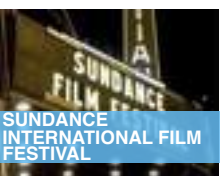


January 29 - February

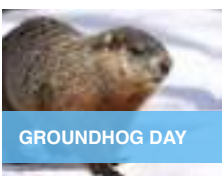
MUSIC, ARTS, & HOLIDAYS | Front & Center Cultural Moments



January 18, 2016



January 21 - January 31,



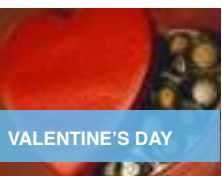
February 2, 2016



February 9, 2016



February 11 - February



February 14, 2016



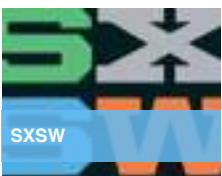
February 15, 2016



February 24 - March 1,



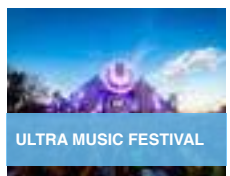
March 8, 2016



March 15 - March 20,



March 17, 2016



March 18 - March 20,

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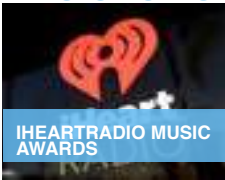
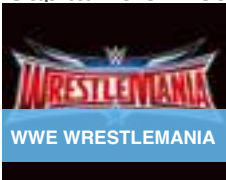

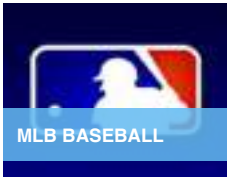
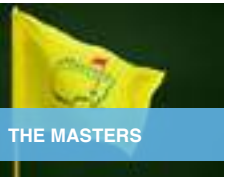

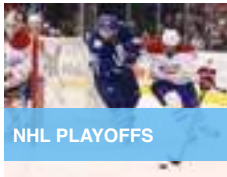
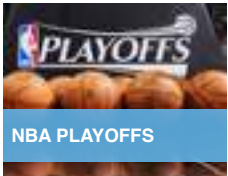

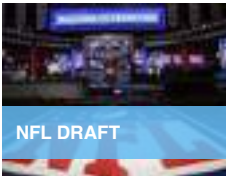
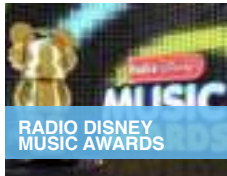
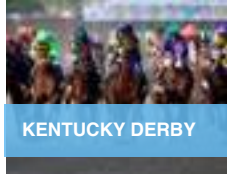




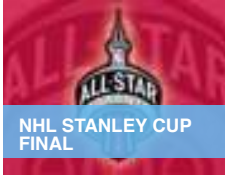
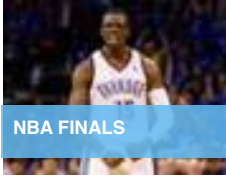

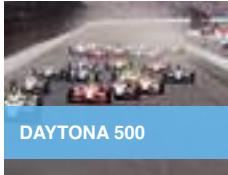
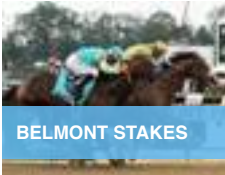


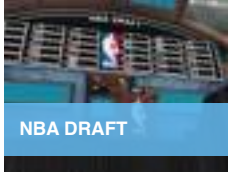
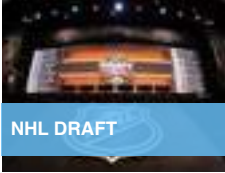



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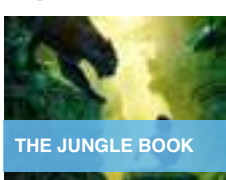





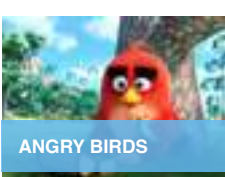

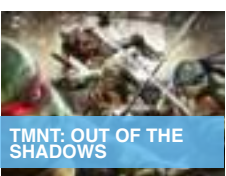
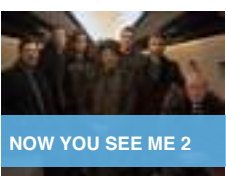
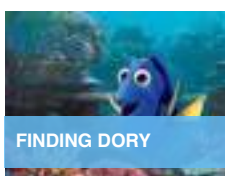

MOMENTS

Chose relevant moments that matter to your audience to help drive show awareness and engagement


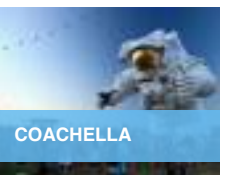
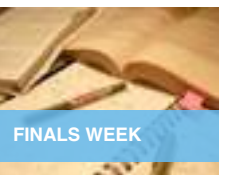
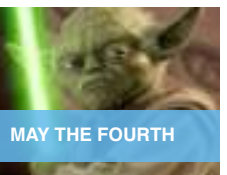


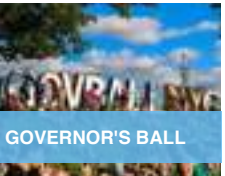
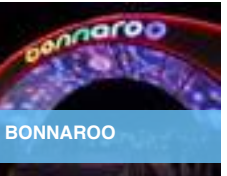


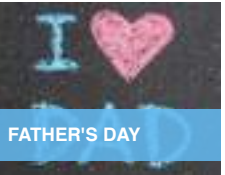

SPORTS & AWARDS SHOWS | Capitalize on Tournaments.

 <p>COLLEGE BASKETBALL FINAL FOUR</p>	 <p>I HEART RADIO MUSIC AWARDS</p>	 <p>WWE WRESTLEMANIA</p>	 <p>ACADEMY OF COUNTRY MUSIC AWARDS</p>
April 2 - April 4, 2016	April 3, 2016	April 3, 2016	April 3, 2016
 <p>MLB BASEBALL</p>	 <p>THE MASTERS</p>	 <p>MTV MOVIE AWARDS</p>	 <p>NHL PLAYOFFS</p>
April 3 - November 10,	April 7 - April 10, 2016	April 10, 2016	April 13 - May 31, 2016
 <p>NBA PLAYOFFS</p>	 <p>BILLBOARD LATIN MUSIC AWARDS</p>	 <p>NFL DRAFT</p>	 <p>RADIO DISNEY MUSIC AWARDS</p>
April 16 - June 1, 2016	April 28, 2016	April 28 - April 30, 2016	May 1, 2016
 <p>KENTUCKY DERBY</p>	 <p>THE PLAYERS CHAMPIONSHIP</p>	 <p>BILLBOARD AWARDS</p>	 <p>PREAKNESS STAKES</p>
May 6 - May 7, 2016	May 10 - May 15, 2016	May 15, 2016	May 21, 2016
 <p>INDY 500</p>	 <p>NHL STANLEY CUP FINAL</p>	 <p>NBA FINALS</p>	 <p>SUMMER X GAMES</p>
May 29, 2016	June 1 - June 13, 2016	June 2 - June 14,	June 2 - June 5, 2016
 <p>DAYTONA 500</p>	 <p>BELMONT STAKES</p>	 <p>TONY AWARDS</p>	 <p>US OPEN GOLF CHAMPIONSHIP</p>
February 21, 2016	June 11, 2016	june 12, 2016	June 16 - June 19,
 <p>NBA DRAFT</p>	 <p>NHL DRAFT</p>	 <p>BET AWARDS</p>	

MOVIE PREMIERES | Don't Miss Out on the Red

 <p>THE JUNGLE BOOK</p>	 <p>BARBERSHOP: THE NEXT CUT</p>	 <p>THE HUNTSMAN: WINTER'S WAR</p>	 <p>CAPTAIN AMERICA: THE CIVIL WAR</p>
April 1 - April 29, 2016	April 1 - April 29, 2016	April 8 - May 6, 2016	April 15 - May 27, 2016
 <p>SNOWDEN</p>	 <p>NEIGHBORS 2</p>	 <p>ANGRY BIRDS</p>	 <p>X-MEN: APOCALYPSE</p>
April 29 - May 27,	May 6 - June 3, 2016	May 6 June 3, 2016	May 6 - June 17, 2016
 <p>TMNT: OUT OF THE SHADOWS</p>	 <p>NOW YOU SEE ME 2</p>	 <p>FINDING DORY</p>	 <p>INDEPENDENCE DAY: RESURGENCE</p>
May 20 - June 16, 2016	May 27 - June 24, 2016	May 27 - July 8, 2016	.June 3 - Julv 15. 2016

MUSIC, ARTS, & HOLIDAYS | Be Front & Center

 <p>APRIL FOOL'S DAY</p>	 <p>COACHELLA</p>	 <p>FINALS WEEK</p>	 <p>MAY THE FOURTH</p>
April 1, 2016	April 15 - April 24, 2016	May 1 - May 31, 2016	May 4, 2016
 <p>CINCO DE MAYO</p>	 <p>MOTHER'S DAY</p>	 <p>GOVERNOR'S BALL</p>	 <p>BONNAROO</p>
May 5, 2016	May 8, 2016	June 3 - June 5, 2016	June 9 - June 12, 2016
 <p>E3</p>	 <p>ELECTRIC DAISY CARNIVAL</p>	 <p>FATHER'S DAY</p>	 <p>CANNES LION</p>
June 14 - June 16, 2016	June 17 - June 19, 2016	June 19, 2016	June 19 - June 25, 2016

CYNOPSIS SOCIAL TV CLINIC



Deliver on your **Goal**, Identify **Moments** that matter, and choose your creative **Canvas**

CANVAS Use the best creative **Canvas** to achieve goals and bring your story to life



TWITTER CARDS



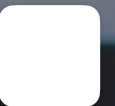
VIDEO, GIF & IMAGE

Display eye-catching Video, Images & GIF's to drive engagement



WEBSITE CARD

Send users to your website highlight engaging imagery in one click



MOBILE APP DOWNLOAD CARD

Drive install of your apps, directly from users timelines; available in image or video formats

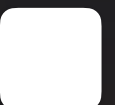


VIDEO STRATEGIES



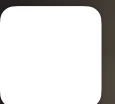
AMPLIFY

Monetize your Video content with pre-roll sponsorships with Amplify Custom and Amplify Open



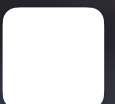
PERISCOPE

Broadcast live video to your followers — share red carpet, Q&A, or behind the scenes moments live as they unfold

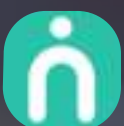


VINE

Capture and share 6 second videos on Vine and Twitter

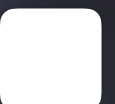


INFLUENCER STRATEGIES



SOCIAL INFLUENCERS

Niche offers access to the industry's most influential social creators to your brand to deliver custom content



YOUR OWN TALENT

Leverage your strongest asset - your talent! Enable promotion of 3rd party content through whitelisting



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Deliver on your **Goal**, Identify **Moments** that matter, and choose your creative **Canvas**

SHOW NAME:

GOALS

Choose a **Goal** that defines your primary objective for your show

Tune-In

Catch-Up

Mobile App

Video Views

MOMENTS

Choose relevant **Moments** that matter to your audience to help drive show awareness and engagement

Sports

Politics

Holiday

Industry (SXSW,
Comic Con, etc)

CANVAS

Use the best creative **Canvas** to achieve your goals and bring your story to life with fans

Video

GIF's

Periscope

Social Influencers

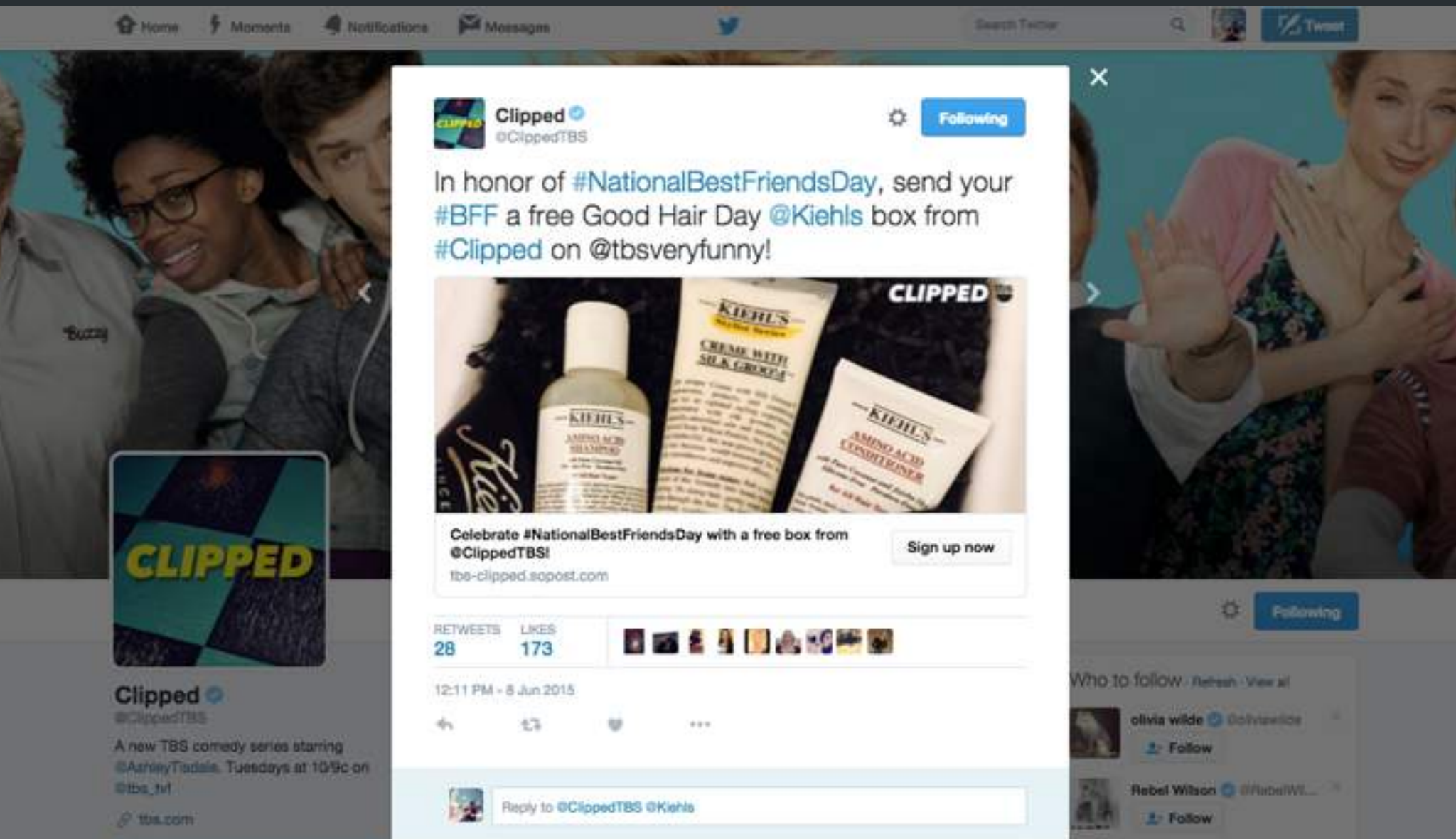
Summarize Your Strategy in Under 140 Characters:



Clipped



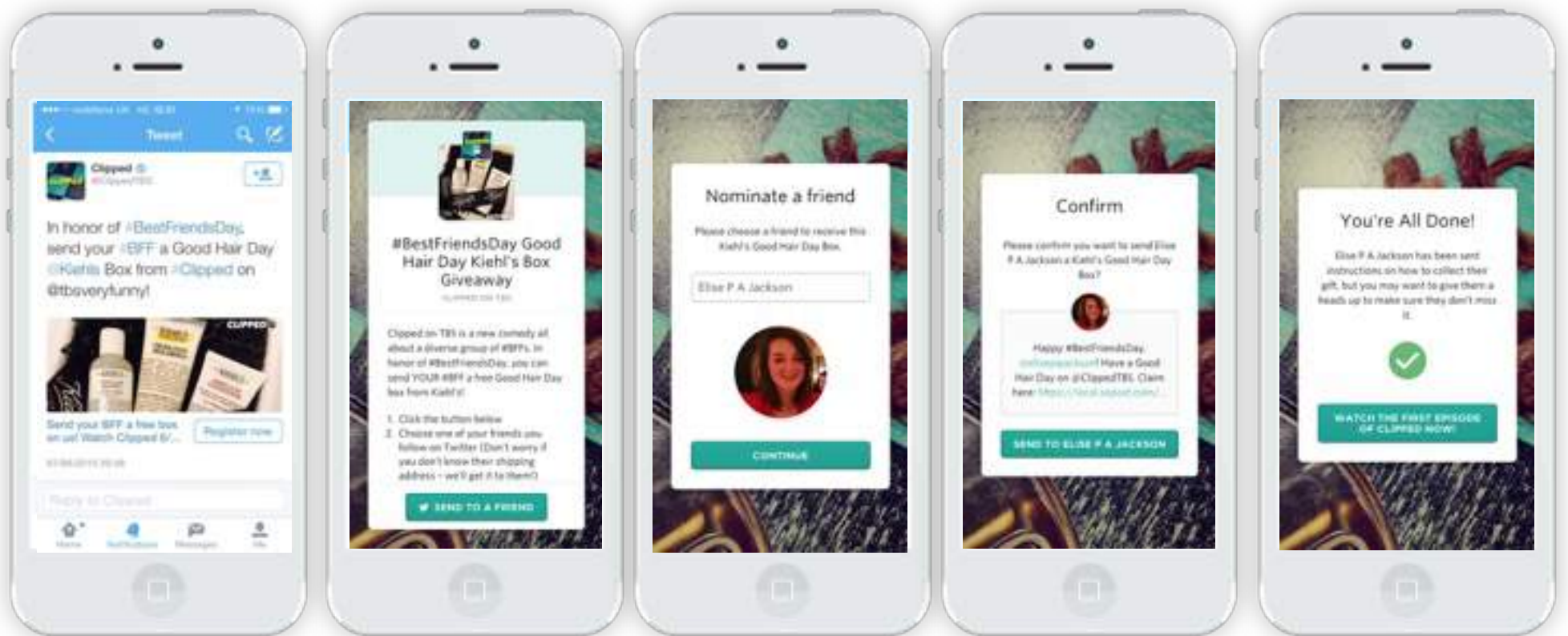
#BESTFRIENDSDAY
CAMPAIGN



Celebrate #NationalBestFriendsDay
with a free box from @ClippedTBS!

TBS CLIPPED

Sender Journey



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STEP #1 - PICK A SHOW

Daily Conversation

— Daily Mentions

Mentions

Premiere

Finale

Off-Air

Clipped

#BESTFRIENDSDAY CAMPAIGN



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Trailer drops for upcoming shows or events



ENGAGEMENT ↓



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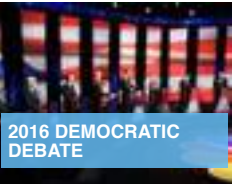


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POLITICS | Join the Political Conversation Happening Around the World



January 17, 2016

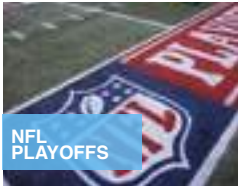


January 20, 2016

SPORTS & AWARDS SHOWS | Capitalize on Tournaments, Championships, & Accomplishments



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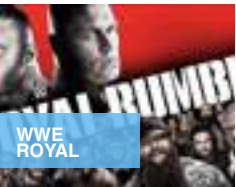
January 11, 2016



January 17, 2016



January 18, 2016



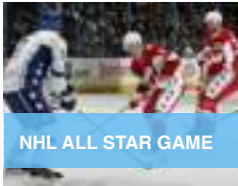
January 24, 2016



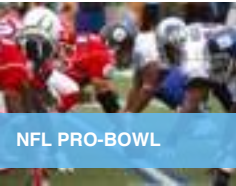
January 28, 2016



January 30, 2016



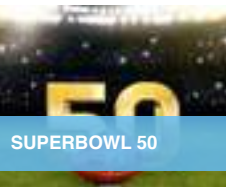
January 31, 2016



January 31, 2016



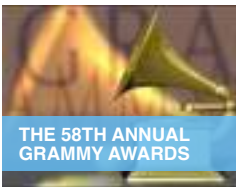
February 6, 2016



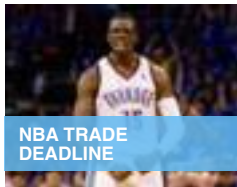
February 7, 2016



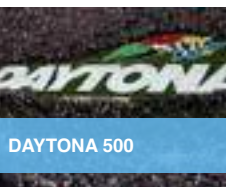
February 13 - February



February 15, 2016



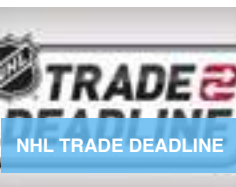
February 18, 2016



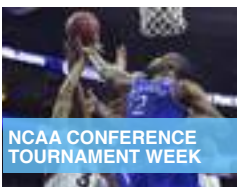
February 21, 2016



February 28, 2016



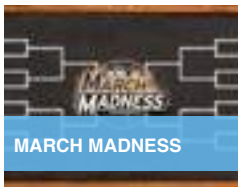
March 1, 2016



March 1 - March 13,



March 12, 2016



March 13, 2016



March 16, 2016

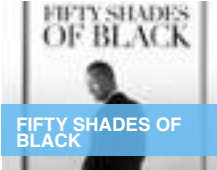
MOVIE PREMIERES | Don't Miss Out on the Red Carpet Buzz



January 1 - January



January 8 - February



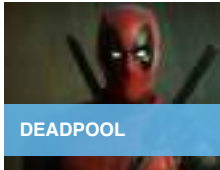
January 15 - January



January 15 - February



January 15 - February 12



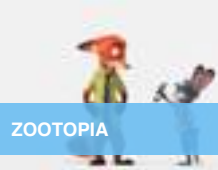
January 22 - March 4



January 22 - March 4



January 29 - February



February 19 - March



January 22 - March 4,



January 22 - March 4,



January 29 - February

MUSIC, ARTS, & HOLIDAYS | Front & Center Cultural Moments



January 18, 2016



January 21 - January 31,



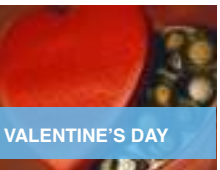
February 2, 2016



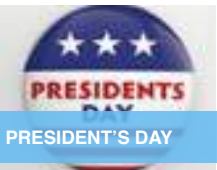
February 9, 2016



February 11 - February



February 14, 2016



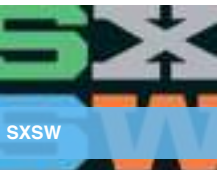
February 15, 2016



February 24 - March 1,



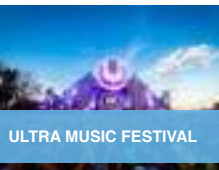
March 8, 2016



March 15 - March 20,



March 17, 2016



March 18 - March 20,

CYNOPSIS SOCIAL TV CLINIC



Deliver on your **Goal**, Identify **Moments** that matter, and choose your creative **Canvas**

MOMENTS Chose relevant moments that matter to your audience to help drive show awareness and engagement

SPORTS & AWARDS SHOWS

Capitalize on Tournaments.

COLLEGE BASKETBALL FINAL FOUR
April 2 - April 4, 2016

I HEARTRADIO MUSIC AWARDS
April 3, 2016

WWE WRESTLEMANIA
April 3, 2016

ACADEMY OF COUNTRY MUSIC AWARDS
April 3, 2016

MLB BASEBALL
April 3 - November 10, 2016

THE MASTERS
April 7 - April 10, 2016

MTV MOVIE AWARDS
April 10, 2016

NHL PLAYOFFS
April 13 - May 31, 2016

MOVIE PREMIERES | Don't Miss Out on the Red

THE JUNGLE BOOK
April 1 - April 29, 2016

BARBERSHOP: THE NEXT CUT
April 1 - April 29, 2016

THE HUNTSMAN: WINTER'S WAR
April 8 - May 6, 2016

CAPTAIN AMERICA: THE CIVIL WAR
April 15 - May 27, 2016

SNOWDEN
April 29 - May 27, 2016

NEIGHBORS 2
May 6 - June 3, 2016

ANGRY BIRDS
May 6 - June 3, 2016

X-MEN: APOCALYPSE
May 6 - June 17, 2016

PLAYS

National Best Friends Day - June 8th

INDY 500
May 29, 2016

NHL STANLEY CUP FINAL
June 1 - June 13, 2016

NBA FINALS
June 2 - June 14, 2016

SUMMER X GAMES
June 2 - June 5, 2016

DAYTONA 500
February 21, 2016

BELMONT STAKES
June 11, 2016

TONY AWARDS
June 12, 2016

US OPEN GOLF CHAMPIONSHIP
June 16 - June 19, 2016

NBA DRAFT
June 14 - June 16, 2016

NHL DRAFT
June 17 - June 19, 2016

BET AWARDS
June 19, 2016

CINCO DE MAYO
May 5, 2016

MOTHER'S DAY
May 8, 2016

GOVERNOR'S BALL
June 3 - June 5, 2016

BONNAROO
June 9 - June 12, 2016

E3
June 14 - June 16, 2016

ELECTRIC DAISY CARNIVAL
June 17 - June 19, 2016

FATHER'S DAY
June 19, 2016

CANNES LION
June 19 - June 25, 2016

CYNOPSIS SOCIAL TV CLINIC



Deliver on your **Goal**, Identify **Moments** that matter, and choose your creative **Canvas**

CANVAS

Use the best creative **Canvas** to achieve goals and bring your story to life



TWITTER CARDS



IMAGE OR GIF

Display eye-catching images & GIF's to drive engagement



WEBSITE CARD

Send users to your website highlight engaging imagery in one click



MOBILE APP DOWNLOAD CARD

Drive install of your apps, directly from users timelines; available in image or video formats



VIDEO STRATEGIES



AMPLIFY

Monetize your Video content with pre-roll sponsorships with Amplify Custom and Amplify Open



PERISCOPE

Broadcast live video to your followers — share red carpet, Q&A, or behind the scenes moments live as they unfold



VINE

Capture and share 6 second videos on Vine and Twitter



INFLUENCER STRATEGIES



SOCIAL INFLUENCERS

Niche offers access to the industry's most influential social creators to your brand to deliver custom content



YOUR OWN TALENT

Leverage your strongest asset - your talent! Enable promotion of 3rd party content through whitelisting



CYNOPSIS SOCIAL TV CLINIC



Deliver on your **Goal**, Identify **Moments** that matter, and choose your creative **Canvas**

SHOW NAME: **Clipped**

GOALS

Choose a **Goal** that defines your primary objective for your show

Tune-In

Catch-Up

New Fans

Mobile App

Video Views

MOMENTS

Choose relevant **Moments** that matter to your audience to help drive show awareness and engagement

Sports

Politics

Best Friends

Holiday

Industry (SXSW, Comic Con, etc)

CANVAS

Use the best creative **Canvas** to achieve your goals and bring your story to life with fans

Video

GIF's

Website

Periscope

Social Influencers

Summarize Your Strategy in Under 140 Characters:

In honor of #NationalBestFriendsDay, send your #BFF a free Good Hair Day box from #Clipped on @tbsveryfunny