FREE
FORM

FREEFORM

BECOMERS

TWELVE

p12–34

THIRTY-FOUR

TIME SPENT
MEDIA CONSUMPTION

A18–34

14 HOURS
MOBILE

20 HOURS
TELEVISION

Source: Nielsen Total Audience Report, 1Q16, P18-34

FREEFORM

BECOMERS ♥ SOCIAL MEDIA

P18-34 SPEND

6 HOURS AND 19 MINUTES

ON SOCIAL MEDIA PER WEEK

Source: Nielsen Social Media Report, 2016

HUGE

SOCIAL FOOTPRINT

+72MM

TOTAL FANS ACROSS **ALL** SHOWS & EVENTS

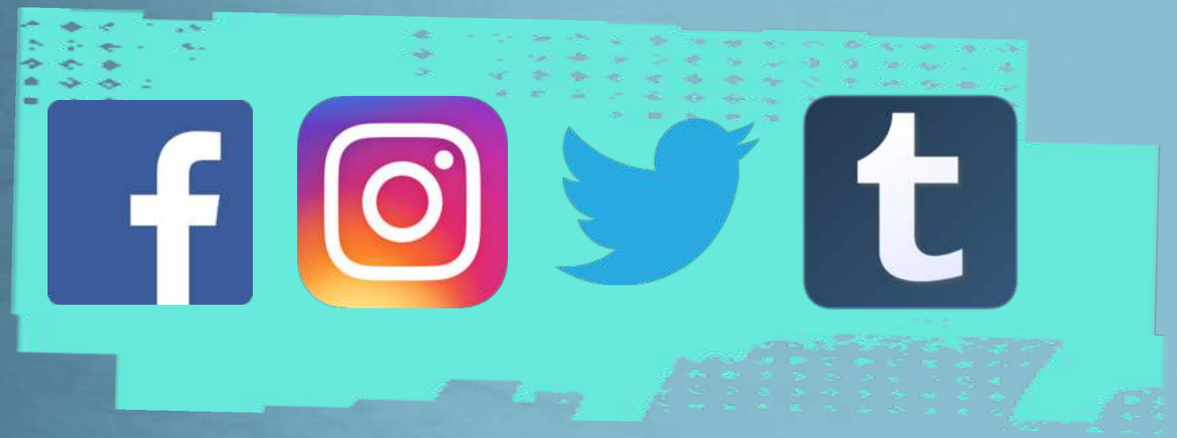
FREEFORM

THE MOST

SOCIALLY ENGAGING CABLE NETWORK

415M+

SOCIAL ENGAGEMENTS



Source: ListenFirst, 15-16 Season (10/1/15-9/30/16), Facebook, Instagram, Tumblr, and Twitter social engagement, excludes live events and news

FREEFORM

Pretty Little Liars

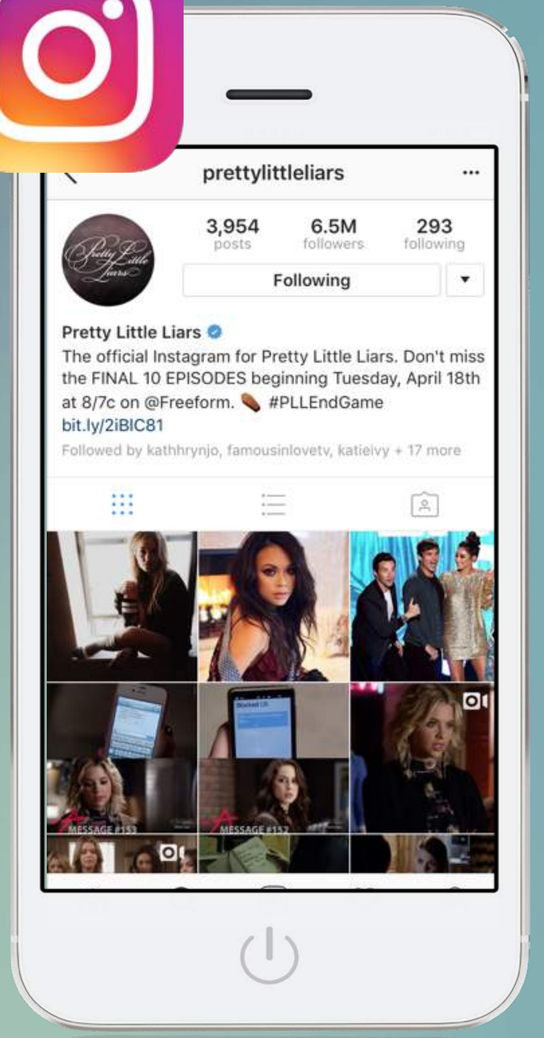
MOST SOCIAL

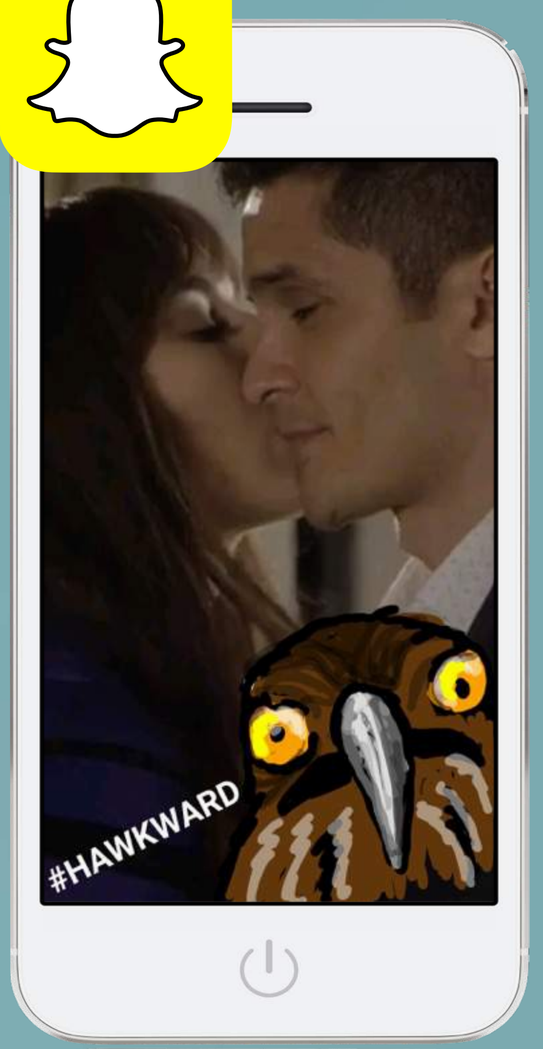
ENGAGEMENTS ON TV

Source: ListenFirst, 2015-16TD (10/1//15-7/31/16), Facebook, Instagram, Tumblr, and Twitter engagements, excludes sports and live programs

KEEPING UP WITH OUR FANS

SOCIAL TRENDS

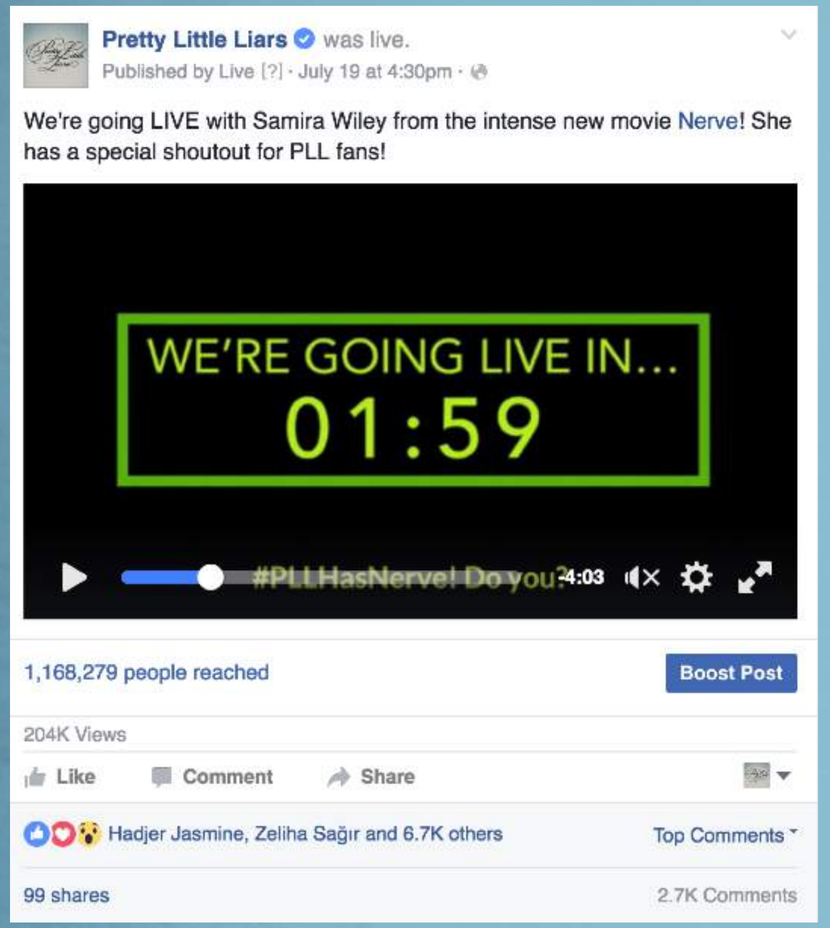




NEW TRICKS

INSTAGRAM STORIES

FACEBOOK LIVE



LIVE

MILLIONS TUNE IN FOR FINALE ANNOUNCEMENT

REACHED

17.5M

FANS

5.9M VIEWS

1M VIEWS IN
FIRST 2.5 HRS

SOCIAL SUCCESS

NEW REVENUE

Pretty Little Liars **3X**

revenue growth

PRETTY LITTLE PARTNERS

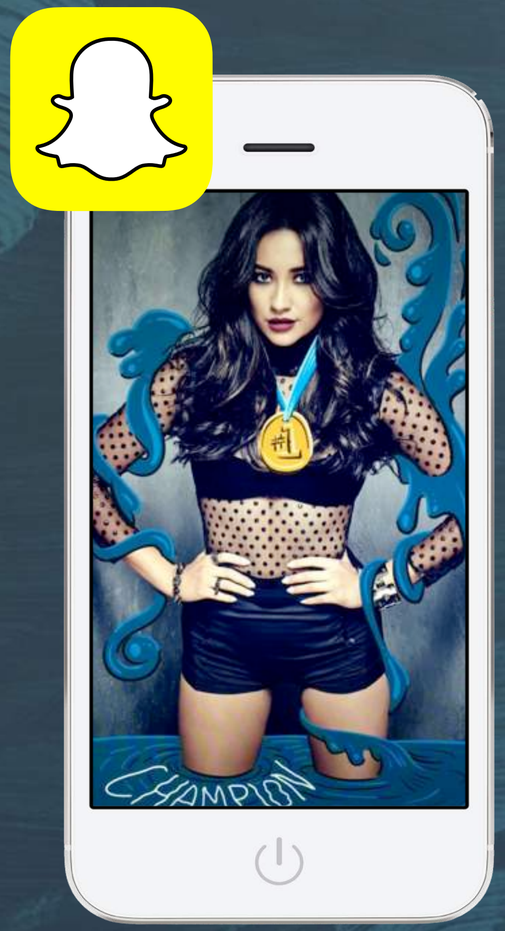
CASE STUDIES // *Pretty Little Liars*

CASE STUDY #1

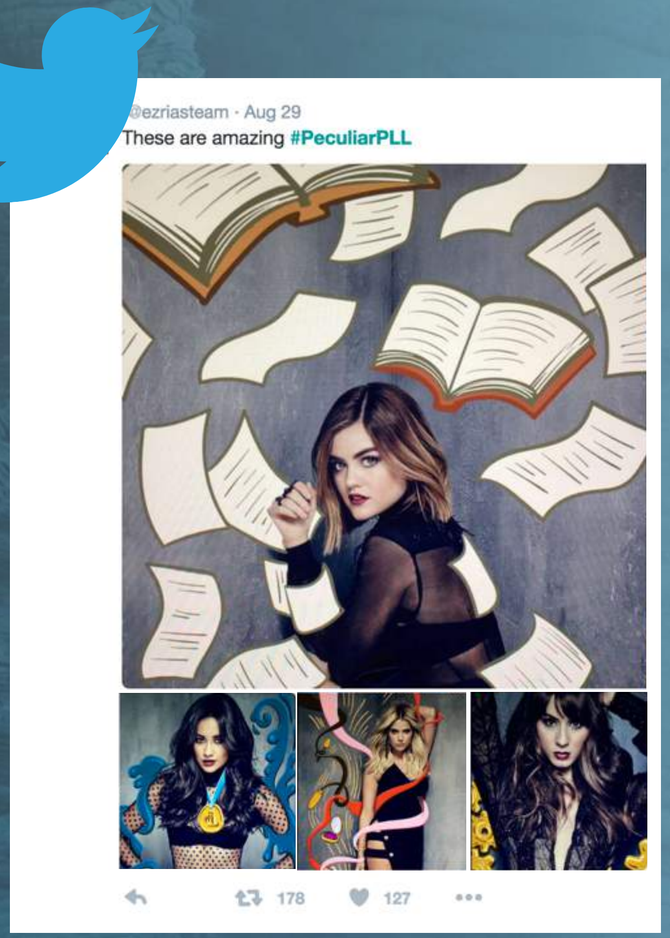
MISS PEREGRINE'S
HOME FOR
PECULIAR CHILDREN

&

Pretty Little Liars
6'6"
6'0"
5'6"
5'0"
4'6"
4'0"



THEMATIC INTEGRATION

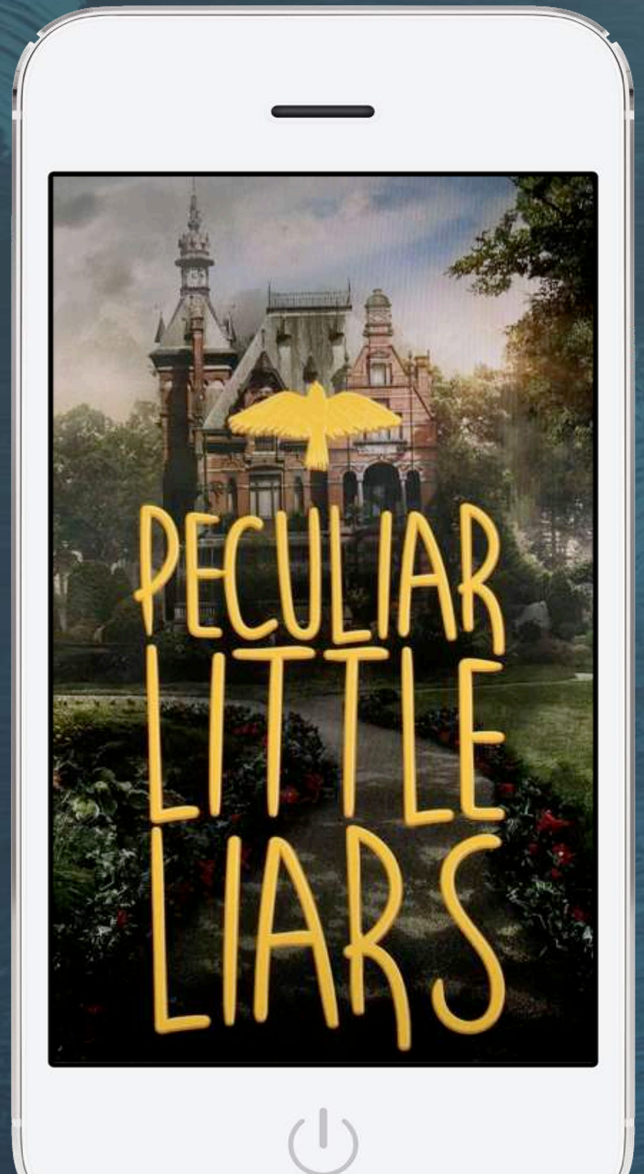


#PECULIARPLL FLOCK TO UNLOCK

PLLTV.COM SPONSORSHIP

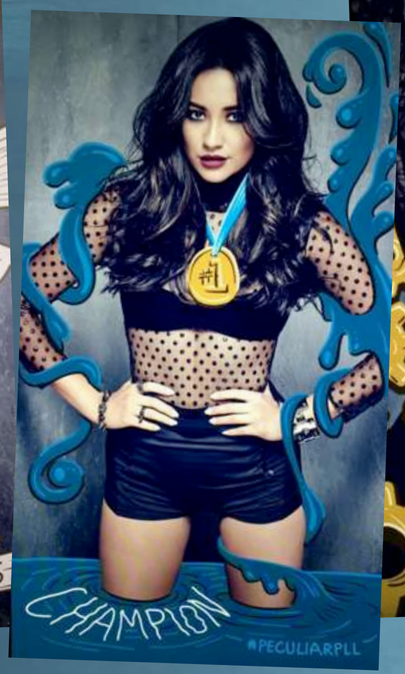
UNLOCKS FINALE SNEAK PEEK

PECULIAR SNAP-STORY



10.5MM VIEWS

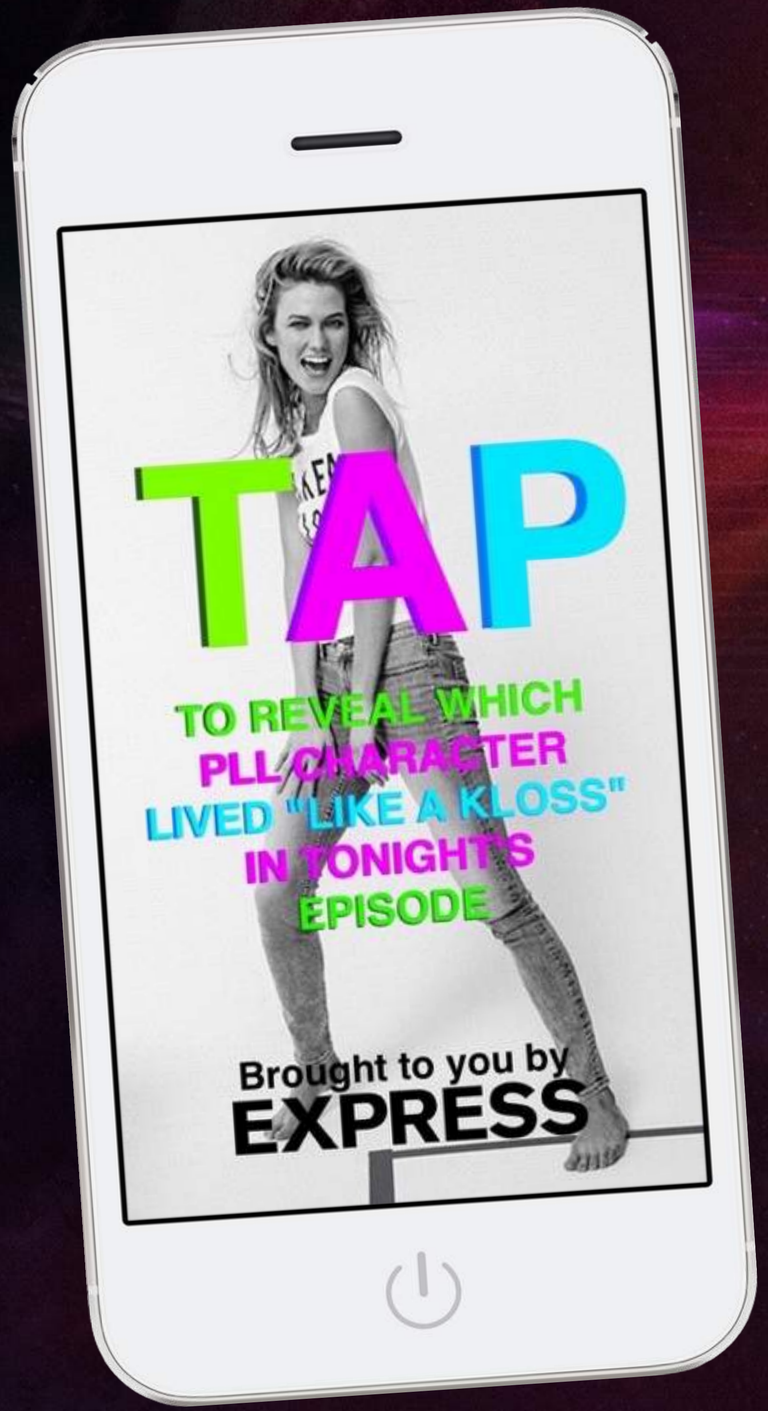
56K SCREENSHOTS



CASE STUDY #2

EXPRESS

&



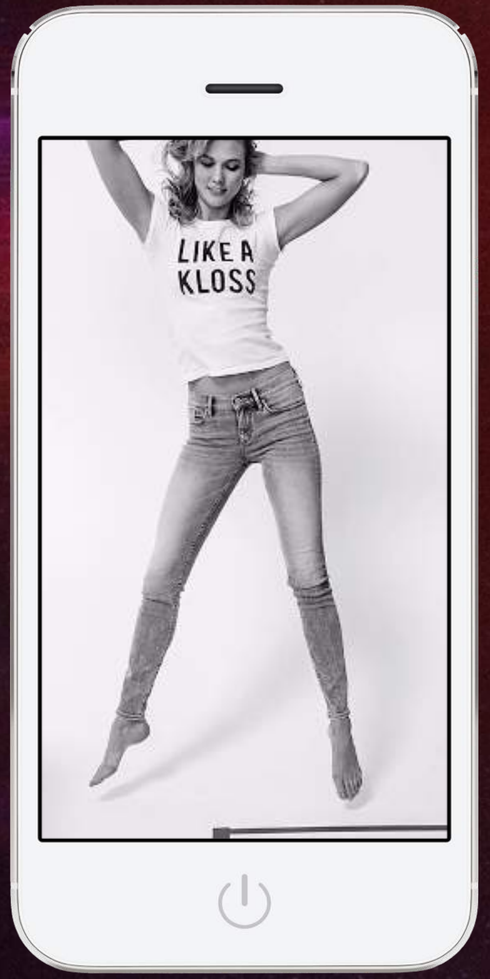
EXPRESS RECEIVED 7 BRANDED SNAPS

5.92M+
Branded Snap Views

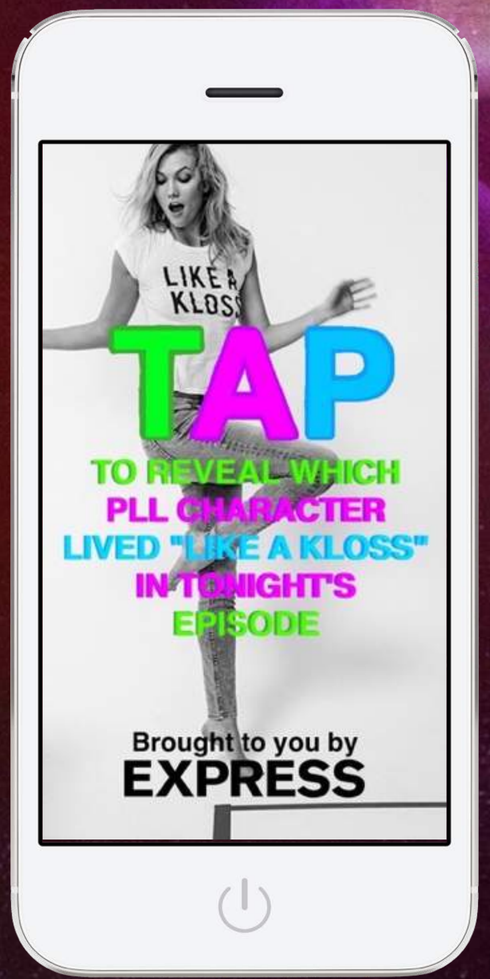
2,510
Screenshots

BRANDED SNAPS CREATIVE

PRE-ROLL#1
BILLBOARD



MID-ROLL #2
VIDEO



MID-ROLL #3
CTA BILLBOARD

"LIKE A KLOSS"
REVEAL

THANK YOU