

*Paramount+*

WITH

**SHOWTIME**<sup>®</sup>

Bundle Phase I  
Campaign Highlights

# THREE KEYS TO EARLY SUCCESS INCLUDED: SPECIAL OFFERS, TENTPOLE PROGRAMMING AND MEDIA INVESTMENT.

Creative highlighted in-premiere series and theatricals such as NFL, Paw Patrol, and Dexter: New Blood.

**\$7.1M**

Media Spend

**17%**

Take Rate

**331K**

Signups

**75% +10 pts**

Free Trial Conversion



## THE NEWS AND NFL DELIVERED FOR PARAMOUNT+ WHILE NEARLY 50% OF SHOWTIME ACQUISITION WAS ATTRIBUTED TO DEXTER.

Splits between Essential and Premium plans remained consistent with Paramount+ driving 56% of the former and Showtime driving 64% of the latter, likely due to standalone price and commercial-free service differences.

### Bundle Plans

	P+	SHO
Essential	36%	56%
Premium	64%	44%

Splits between Essential and Premium plans remained consistent, likely due to standalone price and commercial-free service differences.

### Bundle Starts Top Attributed Shows

P+	SHO
NFL	Dexter: New Blood
1883	Billions
SEAL Team	Dexter
Mayor Of Kingstown	L Word: Gen Q
Clifford the Big Red Dog	American Rust

Categorical trends spanned sports, kids, live TV, prime time, and movies. Breakout series 1883 and Mayor Of Kingstown performed well, perhaps indicating content resonance with the Showtime audience.

# PAID MEDIA WAS SUPPORTED WITH A FULL FUNNEL SPEND ACROSS AWARENESS AND PERFORMANCE TACTICS TOTALING \$7.1M.

High impact awareness campaigns included takeovers across Twitter and IMDb along with top performing partners such as Sling TV, Daily Beast, Vox and USA Today; whereas search and social campaigns delivering promising creative results.

## AWARENESS

**343M**

IMPRESSIONS

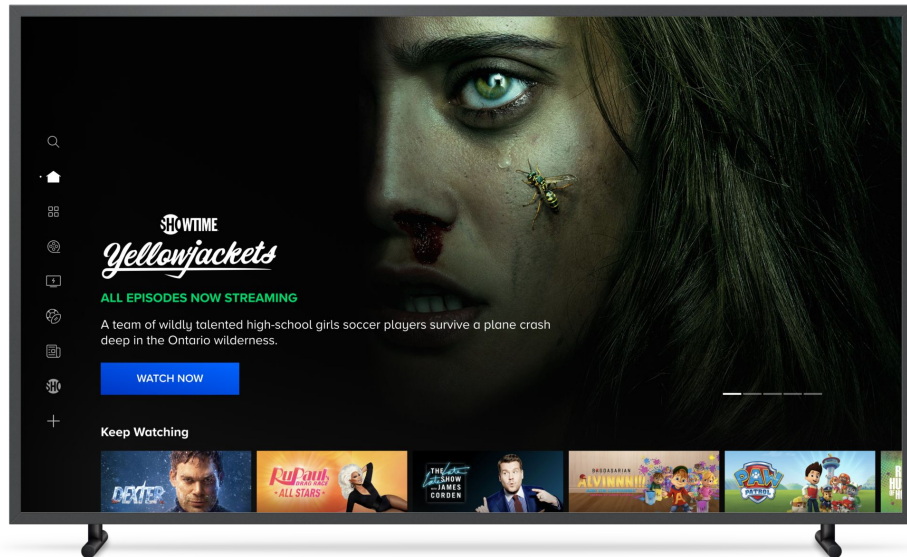
**\$10.40**

AVERAGE CPM

## PERFORMANCE

**61%**

ATTRIBUTABLE  
STARTS



# TWO INFLUENCER ACTIVATIONS PRODUCED PURPOSEFUL YET ORGANIC-FEELING CONTENT WITH A CLEAR BRAND MESSAGE.

On a \$50K budget they drove 3.5M impressions and ~10% engagement rate.



#ad Who's the chip to your salsa? Name a better duo than Paramount Network and Showtime Networks ... I'll wait. The new bundle features...



# CROSS-COMPANY INVENTORY DELIVERED 45M IMPS WITH A LARGER NUMBER OF UNITS AT A LOWER GRP LEVEL.

Top networks included MTV and BET while key placements ran during the NFL on CBS, Love & Hip Hop and Black Ink Crew Chicago on VH1.



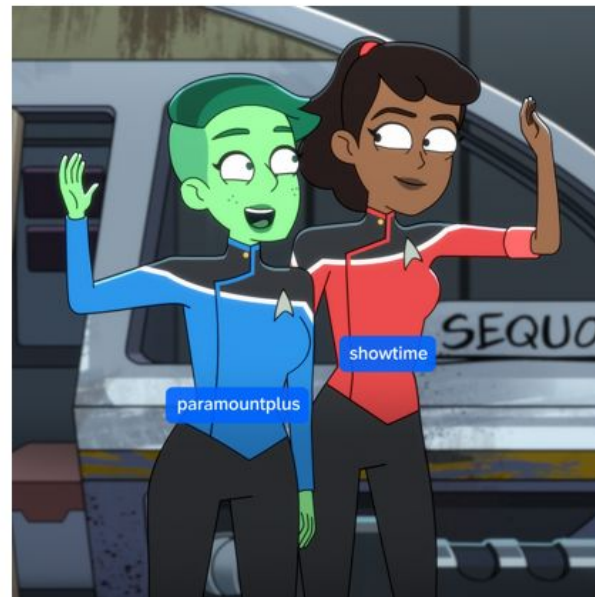
## Top 6 Network Mix

	UNITS	GRPs	IMPs (000)
Network	Aired	Aired	Aired
CMT	109	2.63	3,182
MTV	50	2.58	3,122
TVL	64	3.56	4,315
VH1	216	8.69	10,530
BET	80	4.07	4,926
NFL	2	8.30	10,082
<b>GRAND TOTAL</b>	<b>1,131</b>	<b>37.39</b>	<b>45,320</b>

\*Grand Total inclusive of entire network mix.

## CRM WAS LEVERAGED AS PART OF THE UPSELL STRATEGY WITH 2% OF STARTS ATTRIBUTABLE TO EMAIL.

While Customer Care experienced a consistent daily volume of bundle-related inquiries and questions about how to activate the apps were frequent contact drivers.



Social media's organic "meme" creative conveyed a simple message of friendly partnership.

## FOCUS GROUPS IDENTIFIED FUTURE CREATIVE OPPORTUNITIES IN TERMS OF HIERARCHY AND EMPHASIS ON IP TONNAGE.

Whereas brand studies across Meta and YouTube indicated a positive lift in awareness, with Facebook and Instagram offering promising results in terms of lift in Subscription Intent.



The advertisement features a split background of red and blue. On the left, three male actors from the Showtime series 'Dexter: New Blood', 'Billions', and 'Star Trek: Discovery' are shown. On the right, two female actors from the Paramount+ series 'iCarly' are shown. The Showtime logo is centered over the red background, and the Paramount+ logo is centered over the blue background. Below the logos, the text 'DEXTER: NEW BLOOD® BILLIONS®' and 'STAR TREK: DISCOVERY iCARLY' is displayed. At the bottom, a black banner contains the text 'EVERYTHING YOU WANT. NOW TOGETHER.' and '\$11.99<sup>MO</sup>'.

SHOWTIME®

PARAMOUNT+

DEXTER: NEW BLOOD® BILLIONS®

STAR TREK: DISCOVERY iCARLY

EVERYTHING YOU WANT. NOW TOGETHER. \$11.99<sup>MO</sup>