

WarnerMedia  

# FRONT ROW

21-22 UPFRONT



AS OF JULY 2021, TBS AND TNT HAVE EXPANDED UPON THEIR EXISTING BASE OF PROGRAMMING BY ADDING A NEW CONTENT PILLAR THAT'S GUARANTEED TO GROW AUDIENCES AND FURTHER ESTABLISH OUR NETWORKS AS A PREMIER DESTINATION FOR TOP-TIER ENTERTAINMENT.



ORIGINAL  
PROGRAMMING



CRITICALLY-ACCLAIMED  
ACQUIRED SERIES AND  
MOVIES



LIVE SPORTS



FRONT ROW PREMIUM  
CONTENT DESTINATION



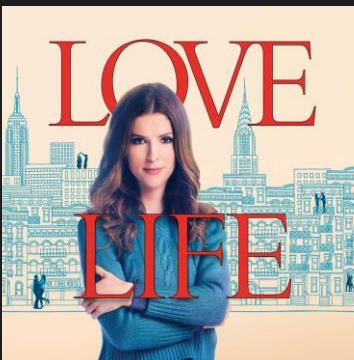
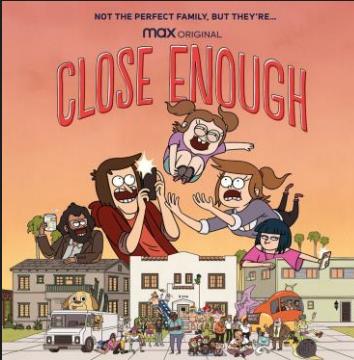
# PRESENTING FRONT ROW

Front Row is a new programming destination on TBS + TNT for **premium entertainment** presented with **limited commercial interruptions**.

This consumer-focused strategy will give viewers a platform to access even more top-rated content from our portfolio: full/past seasons of groundbreaking **HBO Max Originals** and fan favorites from the **DC Universe**.

Front Row enables partners to tap into the power of **world-class IP**, **high production value content**, **reduced commercial breaks** and **innovative ad formats** to promote their messaging.

Front Row adds **power** and **focus** to our advertising partners; it's a win/win for both fans and sponsors.



# CONNECT WITH CONSUMERS WITHOUT THE CLUTTER

Front Row combines premium, **culture-defining Original Series** with one of the **lowest ad loads** in the linear TV space to provide an enhanced consumer experience.

Building on our rich history of innovation, we've utilized the learnings from our first-to-market LCI offerings in formatting Front Row to deliver significant results for both viewers and brands.

- ▶ LCI provides increased engagement and brand awareness/favorability.
- ▶ Brands featured in LCI Pods showed 4x better ROI than those in traditional pods.
- ▶ Viewers think LCI programs are faster-paced, more enjoyable and more engaging.



# A FULL SUITE OF POWERFUL AD PRODUCTS

Along with a new slate of high-quality programming, Front Row will present opportunities for advertisers to leverage **unique ad products** within content to drive more powerful engagement.

Additionally, this platform will act as an **incubator** for experimenting with **innovative ad formats**, made for improving the viewer experience. We will create, test, and optimize new strategies for **elevating conventional ad placements** and delivering more **significant brand impact** at scale.

## WARNERMEDIA SOLUTIONS

### LINEAR

IPGAs\* | In-Program QR Codes\* | Simultaneous Promo Graphics | Pause Ads | Picture-in-Picture\*

### DIGITAL VIDEO

Pause Ads | Interactive CTV

\*IPGAs, In-Program QR Codes, SPGs and Picture-in-Picture capabilities will vary by show and are subject to Network/Legal approval.

WarnerMedia

# BUILDING OFF SUCCESS

Building off the success of multiple MAX-focused programming stunts/sneaks launched over the past year on TBS + TNT, Front Row will drive **significant exposure** and **excitement** for Max Originals. This results in a **scalable reach platform** for advertisers, which can deliver **extensive brand awareness** among our expansive audience base.



The first episode of *The Flight Attendant* premiered on TBS last November and reached roughly **1.6 million viewers** with **0% duplication** between TBS and HBO Max.



The DC *Titans* sample on TNT was the **#1** non-movie program among P2+ and Top-2 non-movie program among P25-54.



*Snowpiercer* S1 reached **1.7 million viewers** on HBO Max and **33%** of those viewers went on to watch *Snowpiercer* S2 on either TNT linear or VOD platforms.

SOURCE: *The Flight Attendant* – Nielsen Media Research, National TV Toolbox, 11/29/20, 2 min qualifier, L+7 Duplication Research – Nielsen NPower, Live+7, 11/25/20 – 12/1/20, Persons 2+, 2 minute qualifier. *Titans* – Nielsen Media Research, 9/28/20-5/13/21; TBS and TNT Total Day. Excludes sports (TNT includes AEW). Excludes programming <10 mins. Live+SD data stream. *Snowpiercer* – Nielsen Media Research, National TV Toolbox, 1/1/21 – 4/5/21, 2 min qualifier, L+7, includes both linear premieres/repeats and TNT ©2021 WarnerMedia. All Rights Reserved. WarnerMedia and its logo are trademarks of WarnerMedia, Inc.

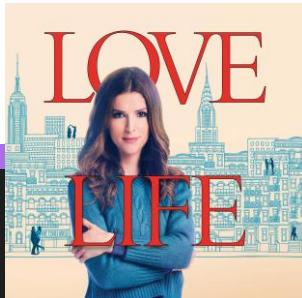
# FULL SEASON AIRINGS OF HBO MAX ORIGINALS

We're bringing over acclaimed, fan-favorite HBO Max Originals to TBS + TNT for their linear TV debut and stunting full seasons across multiple weeks (based on number of episodes per series).

These episodes will be housed in **Primetime LCI environments** with one of the lightest ad load across the linear market, thereby allowing brand messages to add value, not volume. Show sponsorships will encompass **high-impact promotional elements** across **linear, digital and social channels**.

Front Row programming on TBS + TNT (in most cases) will drive promotion and lead up to upcoming season premieres of the same series on HBO Max, creating **powerful synergies between the two platforms**.

AIRING ON **tbs + TNT**



*Love Life*, a fresh take on a romantic comedy anthology series, has been loved by audiences and was the first MAX Original to earn a renewal after receiving strong positive reviews throughout S1.

*Close Enough* is the latest and greatest animated series from Emmy® winning creator JG Quintel ("Regular Show"); the show touches on surviving through your 30s and raising kids while juggling work.

*12 Dates* is an escapist holiday treat that combines everything viewers love about holiday romcoms with a clever dating show format and diversity of experience.

*Class Action Park* ranked as the #1 on-platform movie when it debuted on Aug. 2020 and won "Best Documentary" at both the Fantasia Film Festival and Hollywood Critics Association Awards.

Upon its release, *The Flight Attendant* was MAX's best start of any Original Series, consistently ranked #1 on-platform and won "Outstanding Directorial Achievement in Comedy Series" at the Directors Guild of America Awards.

As the first live-action adaptation of the *Teen Titans*, *DC Titans* follows the young heroes as they come of age and band together to defeat evil; in doing so, they discover who they are and where they belong.

*Harley Quinn* stars *The Big Bang Theory* actress Kaley Cuoco voicing the titular character and has been praised for being violently delightful/hilarious while pushing the boundaries as an animated DC series.

Custom Ad Effectiveness / Measurement Study

Premieres of HBO Max Originals on TBS + TNT

Limited Commercial Interruption Environments

## FRONT ROW ACCESS TO A PREMIUM CONTENT DESTINATION

Join TBS + TNT in evolving their programming slate with HBO Max Originals that offer high-engagement pulse points for fans and high visibility for your brand.

Cross-Platform Synergies / MAX Originals On-Platform Ad Packages

Linear + Digital Innovation Incubator for Dynamic Ad Experiences

# HAVE A FRONT ROW SEAT

21-22 FRONT ROW PARTNER PACKAGE





FRONT ROW PARTNER

# MEDIA PACKAGE

*Drive brand awareness through high-impact media placements placed directly in front of fans.*

## Presenting Sponsor of (1x) HBO Max Original on TNT/TBS

### Linear

- (1x) :10 Branded “Front Row LCI Presented By” Open
- (10x) :20 Tagged Tune-Ins per week of premieres
- (1x) :10 In-Show Billboard per episode, airs w/ commercial adjacency
- (1x) :10 Sponsored Close/Billboard, airs w/ commercial adjacency
- (2x) LCI show units per episode
- Potential to add on SPGs, IPGAs, or in-program QR Codes

### Digital

- (1x) :05 Branded Open Slate across episode transactions on OLV/OTT and/or STB VOD
- 100% SOV Logo Placements on TBS/TNT O&Os (OLV/OTT only)

### Social

- (1-2x) :20-:30 Sponsored Edit/Thematic Vignette, driving tune-in to LCI Original shared via TBS/TNT social handles
- Guaranteed Views/Audience Targeting via WM proprietary social amplification tool

## HBO Max Advertising

On-Platform Media only

## Sponsor Category Exclusivity

# MEASURING IMPACT

**WarnerMedia is committed to delivering custom measurement solutions that demonstrate campaign effectiveness and sponsorship value.**

- WarnerMedia will collaborate to determine the most effective solution based on brand objectives, campaign elements, media execution and research feasibility.
- Research insights may include measures of brand KPIs, creative diagnostics and/or sponsorship engagement.
- A detailed measurement solution will be determined following confirmation and finalization of all partnership elements.

**Custom Measurement Solutions may include:**



Social Analytics



Audience Insights



Brand Lift



Outcome Attribution



# THANK YOU

---

WarnerMedia

# FRONT ROW ON TBS: MAX ORIGINALS



## LOVE LIFE

*Love Life*, the first full-length scripted series to star Oscar® nominee Anna Kendrick, is about the journey from first love to last love, and how the people we're with along the way make us into who we are when we finally end up with someone forever. The series will follow a different protagonist's quest for love each season, with each half-hour episode telling the story of one of their relationships.

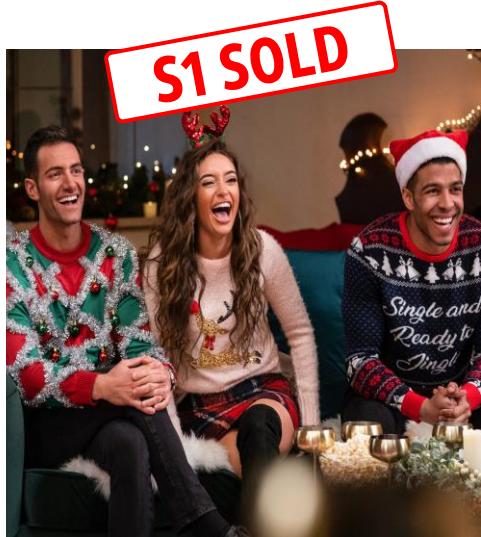
**Airdates:** S1 (8/8/21–10/10/21); S2 (8/14/22–10/2/22)  
**Rating:** TV-MA-LSV



## CLOSE ENOUGH

*Close Enough* is a surreal animated comedy about a married couple, their five-year-old daughter and their two divorced best friends, all living together on the east side of LA. They're navigating that transitional time in your 30s when life is about growing up, but not growing old. It's about juggling work, kids, and pursuing your dreams, while avoiding time-traveling snails and stripper clowns. Their life may not be ideal but for now, it's close enough.

**Airdates:** S1 (10/25/21–12/13/21); S2 (1/24/22–3/14/22)  
**Rating:** TV-14-DLSV



## 12 DATES OF CHRISTMAS

Sam Dean (*Love is Blind*) showruns and Natasha Rothwell (*Insecure*) narrates this scripted holiday dating series set in a stunning winter wonderland. *12 Dates* follows three hopelessly romantic singles Faith, Chad and Garrett on their journey to meet that special someone to bring home for the holidays. The romance takes place at a fairytale castle in Austria where ten magical wintery dates, new love interests and plenty of twists and turns await.

**Airdates:** S1 (11/6/21–11/20/21)  
**Rating:** TV-MA



## THE FLIGHT ATTENDANT

*The Flight Attendant* is a story of how an entire life can change in one night. A flight attendant (Kaley Cuoco) wakes up in the wrong hotel, in the wrong bed, with a dead man – and no idea what happened. The dark comedic thriller is based on the novel of the same name by New York Times bestselling author Chris Bohjalian.

**Airdates:** S1 (3/27/22–4/17/22)  
**Rating:** TV-MA-LSV

# FRONT ROW ON TNT: MAX ORIGINALS



## DC TITANS

*DC Titans* is a live-action drama series that follows a group of young, soon-to-be Super Heroes recruited from every corner of the DC Universe. Dick Grayson aka Robin (Brenton Thwaites) emerges from the shadows to become the leader of a fearless band of new heroes – including Starfire, Raven, Beast Boy and many others. Together, they become a surrogate family and find belonging in a gritty take on the classic *Teen Titans* franchise.

**Airdates:** S1 (7/5/21–9/12/21); S2 (6/7/22–9/6/22)  
**Rating:** TV-MA-LSV



## CLASS ACTION PARK

*Class Action Park* is the first-ever feature-length documentary to explore the legend, legacy and truth behind a place that long ago entered the realm of myth. To some, NJ's infamous Action Park was the most spectacularly fun amusement park on Earth. To others, it was an ill-conceived death trap. The film uses investigative journalism, newly unearthed documents and recordings, original animations, and interviews with the people who lived it.

**Airdates:** (1x) Special (12/27/21)  
**Rating:** TV-MA-L



## HARLEY QUINN

In this half-hour, adult animated action-comedy series, Harley Quinn has finally broken things off once and for all with the Joker and attempts to make it on her own as the criminal Queenpin of Gotham City. The series features Harley Quinn, Poison Ivy and a whole cast of heroes and villains, old and new, from the DC Universe.

**Airdates:** S1 (6/23/22–9/15/22)  
**Rating:** TV-MA-LSV