

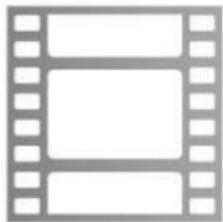
# LIONSGATE

TOGETHER WITH **ARTISTS**, WE CREATE **COMPELLING** STORIES  
THAT **CONNECT** WITH AND **ENTERTAIN** A **GLOBAL AUDIENCE**

# **FIRST MAJOR NEW STUDIO IN DECADES**

**REVOLUTIONIZING ENTERTAINMENT WITH OUR DYNAMIC 360° APPROACH**

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Film



Television



Starz

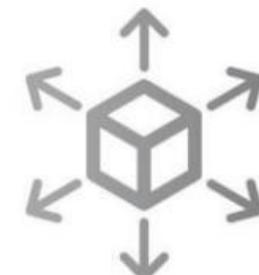


Games



LBE

Location Based Entertainment



Distribution

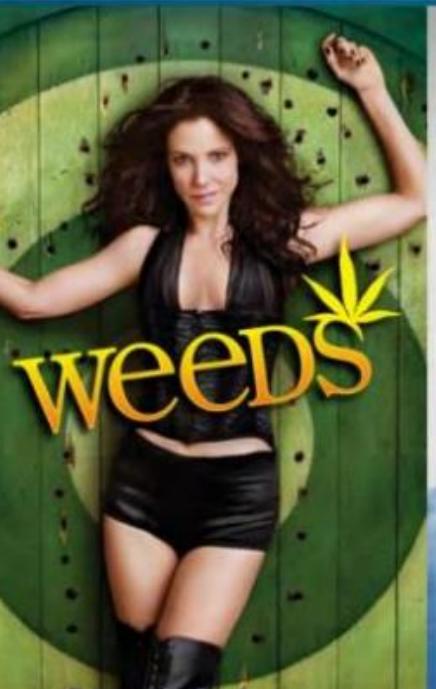
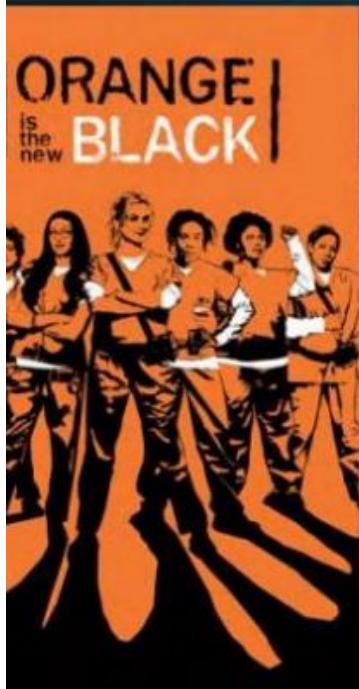
**ONE OF THE TOP GLOBAL MOVIE STUDIOS**  
**WITH OVER \$10 BILLION A YEAR IN WORLDWIDE BOX OFFICE DURING THE PAST 6 YEARS**





Television

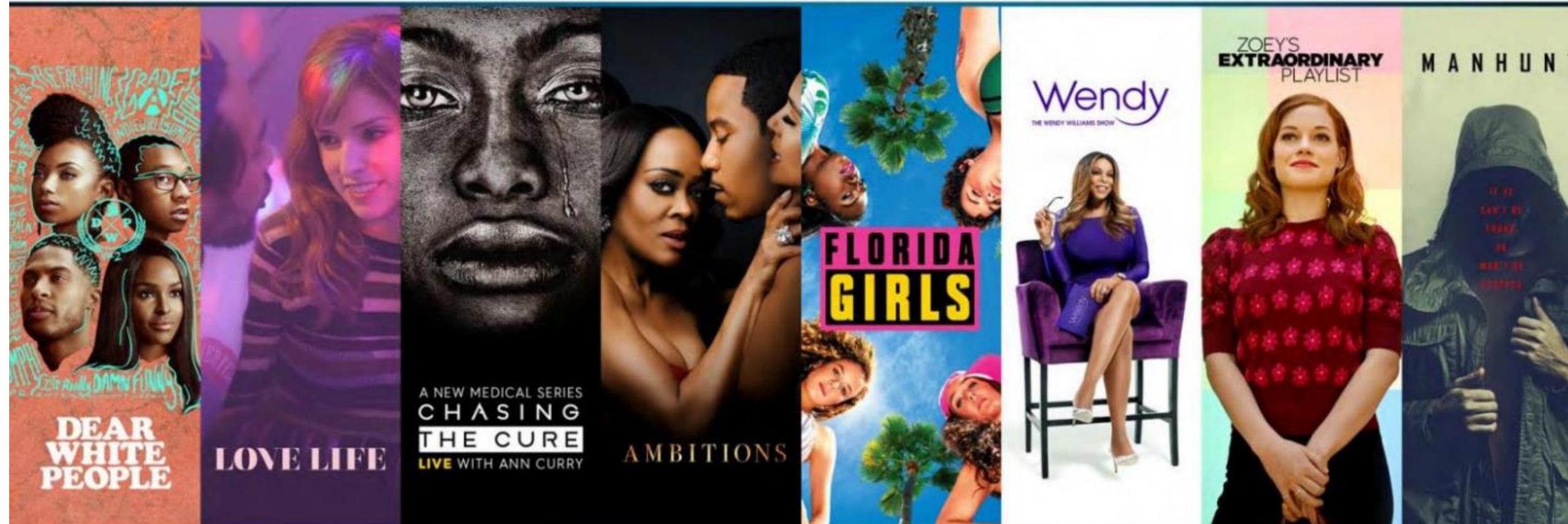
# CREATING A LEGACY OF ICONIC, GROUND-BREAKING SERIES





Television

**PRODUCING NEARLY 70 SERIES FOR DOZENS OF DIFFERENT PLATFORMS ACROSS OUR GLOBAL PORTFOLIO OF WORLD-CLASS PRODUCTION PARTNERS**



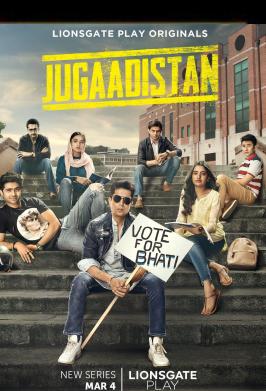
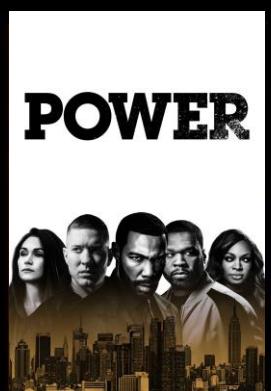
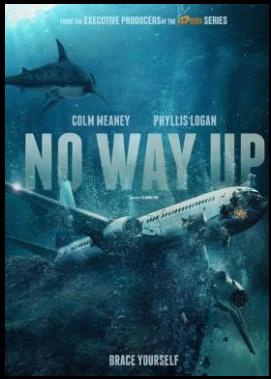
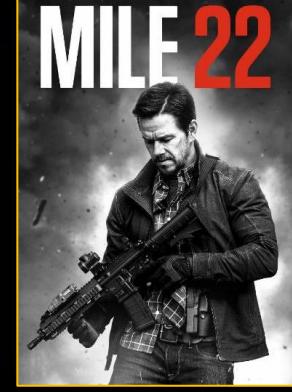
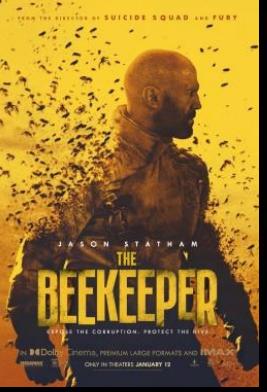
# LIONSGATE HAS RELEASED MANY OF THE MOST HONORED FILMS OF ALL TIME



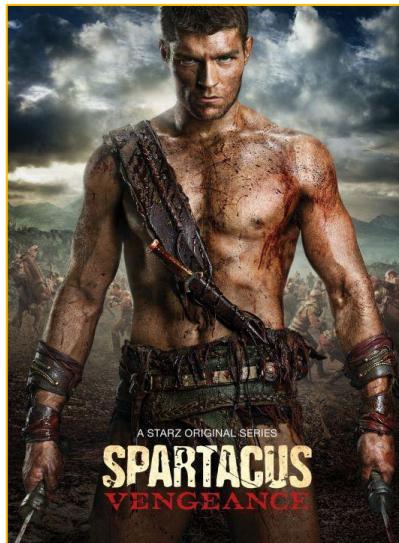
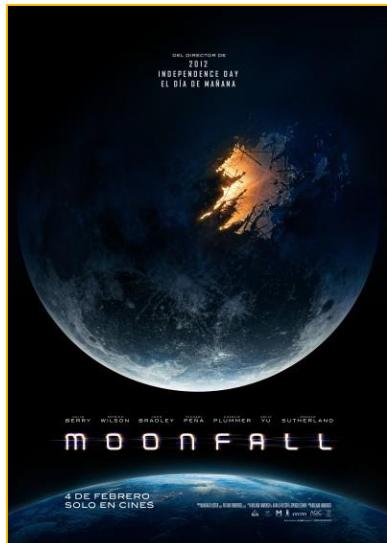
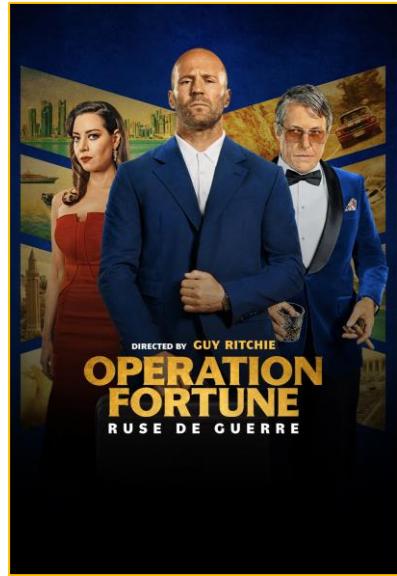
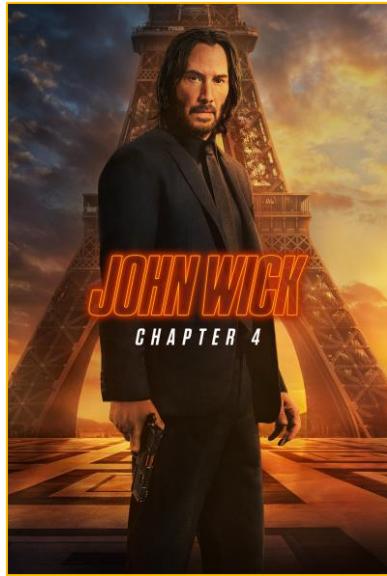
BAFTA INDEPENDENT SPIRIT AWARDS AFI GRAMMYS PEOPLE'S CHOICE AWARDS CRITICS' CHOICE AWARDS ATX PRODUCERS GUILD AWARDS/PGA SCREEN ACTORS GUILD/SAG DIRECTORS GUILD AWARDS/DGA WRITERS GUILD AWARDS/WGA TEEN CHOICE AWARDS TORONTO INTERNATIONAL FILM FESTIVAL/TIFF KIDS' CHOICE AWARDS SUNDANCE SXSW GLAAD CANNES FILM FESTIVAL EDINBURGH INTERNATIONAL FILM FESTIVAL TELLURIDE SANTA BARBARA FILM FESTIVAL VENICE FILM FESTIVAL MTV MOVIE + TV AWARDS TRIBECA FILM FESTIVAL WOMEN IN FILM CRYSTAL + LUCY AWARDS NAACP IMAGE AWARDS

LIONSGATE  
PLAY.®

# LIONSGATE PLAY: Action. Edgy. Thrilling. Urban. Sensational



# Blockbuster Digital Premieres



# Billion Dollar Franchises

## THE HUNGER GAMES



Total Box Office Collection:  
**\$2.9 Bn**

## TWILIGHT



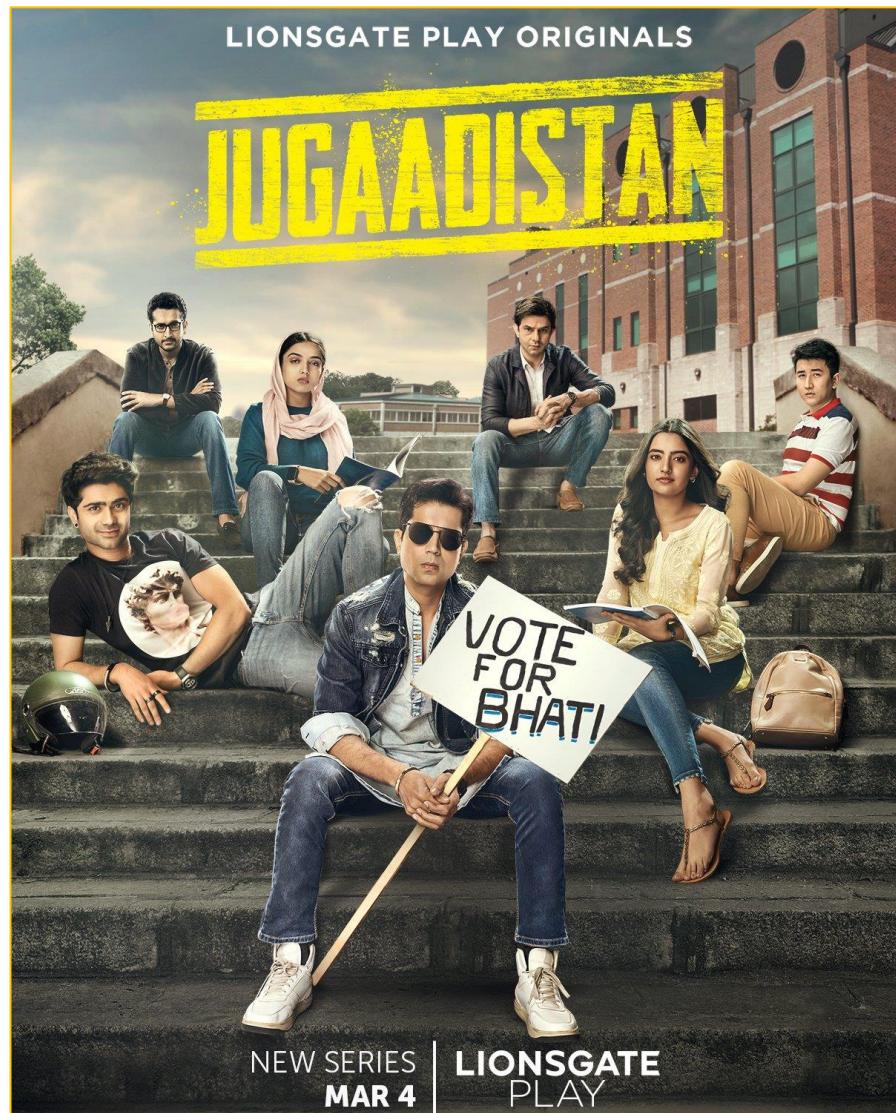
Total Box Office Collection:  
**\$3.3 Bn**

## NOW YOU SEE ME



Total Box Office Collection:  
**\$685 Mn**

# Lionsgate Play Indian Originals



## HINDI



## TELUGU

## TAMIL



## KANNADA

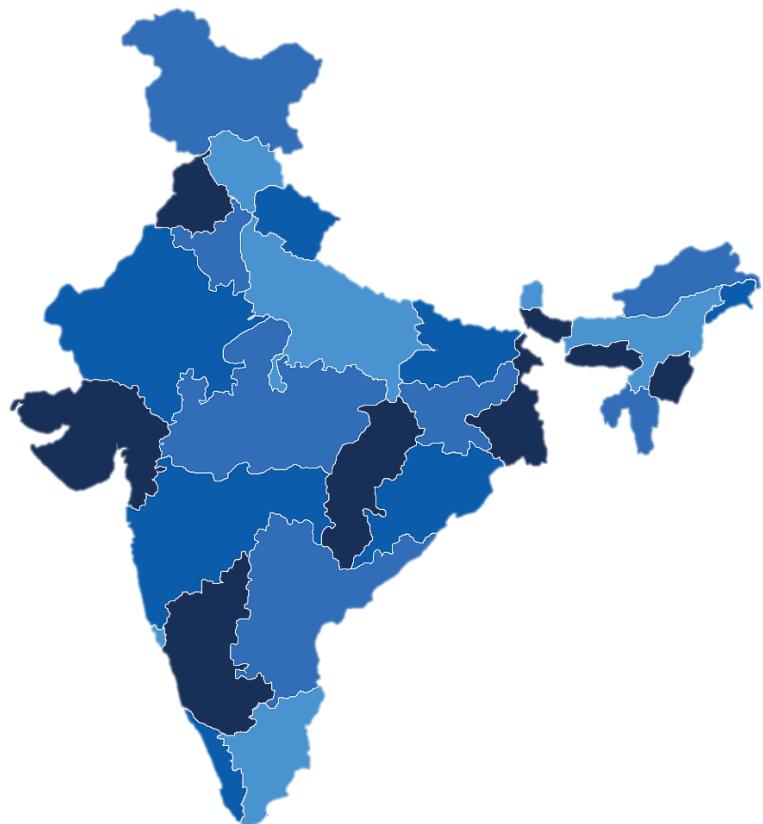
## MARATHI



## BHOJPURI

# LIONSGATE PLAY - CONSUMPTION

**Consumed in 4000+ cities and towns in India**



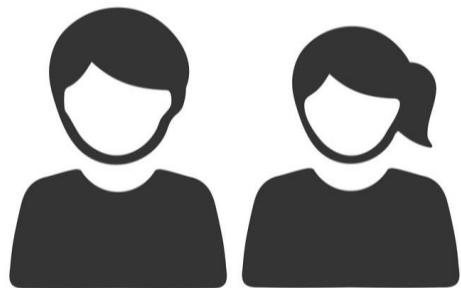
**Consumption - Top 15 States**

1. Maharashtra
2. Delhi
3. Karnataka
4. Telangana
5. Tamil Nadu
6. Uttar Pradesh
7. West Bengal
8. Haryana
9. Gujarat
10. Punjab
11. Andhra Pradesh
12. Kerala
13. Rajasthan
14. Madhya Pradesh
15. Orissa

# Subscriber base



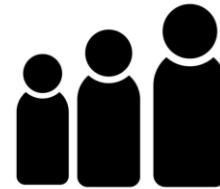
Urban / Global Citizen



Male 65% | Female 35%



HNI, English Affluent + NCCS AB



Age Group, 25-45yrs

# Key Metrics



10Mn+  
App Installs



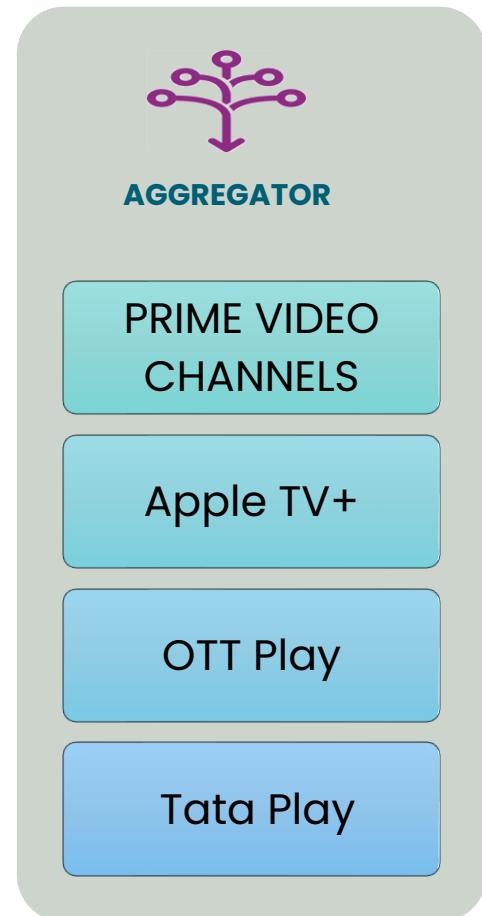
3.1 Mn Paid Subs



1M Social followers

# DISTRIBUTION PARTNERS

~25Mn+ Reach

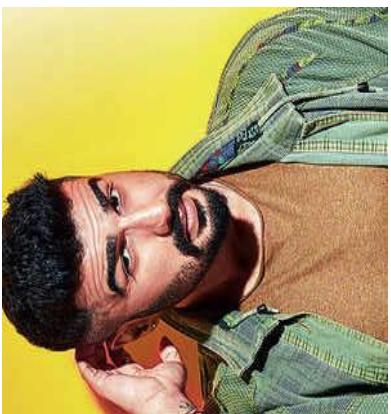


# COMPETITION MAPPING

<p>Premium Content + Urban + Mass audience</p>   	<p>Premium Content + Urban audience</p>  
<p>Mass content + Mass audience</p>   	<p>Mass Content + Rural audience</p>  



Kapoor & friends



# What's the show ?



Get ready for Arjun's grand entry into the talk show space, but with a refreshing twist!

FOR THE VERY FIRST TIME, WE ARE SET TO INTRODUCE A FORMAT WHERE STAND-UP MEETS TALK SHOW. It's a space where Arjun- the true-blue-Bollywood insider- hangs out with his friends from the entertainment industry for a never-seen-before talk show. The viral-worthy twist to this talk show is the custom-made stand-up performed by him.

All celebrities who grace the couch on Arjun's show inspire his stand-up act. We see the guests through Arjun's eyes. His relationship and friendship with the guest enable the viewers to explore a side of them that's unhinged and candid. It's what friends do when they hangout; with a dash of craziness because it's Arjun Kapoor we're talking about. His stand-up act will cleverly align with the topics discussed.

# The Segments



Each episode will be a fast-paced-entertainer, bubbling with fresh conversations, anecdotes, crazy games, brain tickling jokes and roasts. While the conversations, banter and games will be customized for each guest, there will be some recurring, signature segments that create recall value.

**Stand-Up segment:** Arjun uses the stand-up segment to talk about things that are relevant to him, his guest and the industry at large. The topics would range from vanity to social media personas, from box-office success to star weddings. Occasionally, Arjun may decide to be a bit cheeky and crack a few good ones on the guest he's invited.

**The Great Bollywood Game:** The games would be adapted to the guest in question; from a filmy dubsmash (where the guests improvise with their own dialogues for an iconic scene) to #MYOM (making their own memes) by changing iconic dialogues from popular film scenes, and from a Filmy Quiz to a dance-off, this round would showcase not just knowledge and creativity, but also the whacky side of our favourite celebrities.

**Mic Drop:** We take the name quite literally. It's when a giant mic drops right in front of the guest and occasionally even Arjun, when they're least expecting it. This is where the celebrity guest or Arjun must reveal a whacky, crazy secret about themselves! There's no lying to this mic.



Reference guest list!

ALIA BHATT



KAREENA KAPOOR KHAN



VARUN DHAWAN



RANVEER SINGH



JANHVI KAPOOR



PRAJAKTA KOLI



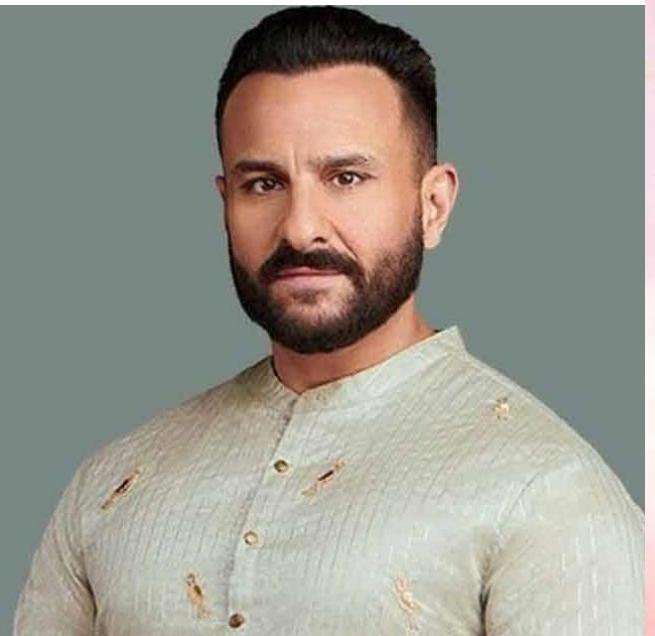
ZAKHIR KHAN



VIJAY & TAMANNAH



SAIF ALI KHAN



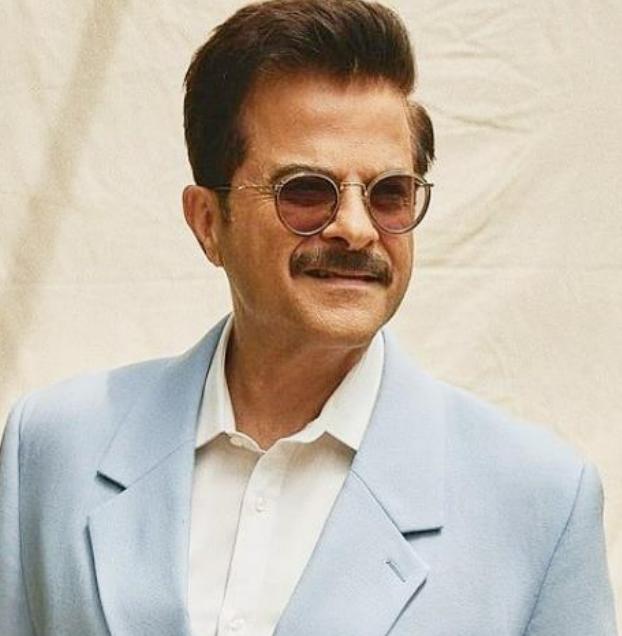
KRITI SANON



SARA ALI KHAN



ANIL KAPOOR



KARAN JOHAR



KUSHA KAPILA



BADSHAH



JAIDEEP ALHLAWAT



# Marketing Plan

*A tight knitted 15 days campaigns tends to hold the momentum*

## PRE-LAUNCH PHASE

- Create awareness
- Tease and build intrigue in the audience
- Prime up the audience
- Build Anticipation & Buzz, Hype

*(Announcement, Teaser, First look , On set looks, BTS pegs and Stories)*

## LAUNCH PHASE

- Keeping up with the built momentum & intrigue
- Letting audience deep diving in the world of the concept
- Build affinity for the artist and show/concept with compelling assets
- Drive Recall value with its “one of a kind” genre with release date and platform

*(Trailer, PR interviews, Digital PR, influencers Collaboration, Thematic Capsules, Reels, Impact properties, Cutdowns)*

## SUSTENANCE PHASE

- WOM
- Design Relatable assets
- Focus on retention and Recall

*(Reviews, memes campaigns, cross posting, IMDB listing, Social content- Making of, Bloopers)*

# MEDIA MIX

- **Print** : Jackets Pan India (Multiple Insertions)
- **Outdoor** : Airport branding, across 600+ screens including impact properties i.e. arcade screens on Delhi airport and exposure of 100M + footfalls
- **Digital** : Reach of 100M + with digital buys, will include impact buys
- **Social** : 100M + organic and paid reach
  - Meme marketing to be a part of pop culture
  - Exciting contests to build UGC

# PRINT AD



DOWNLOAD NOW



androidtv

SCAN AND  
SUBSCRIBE



DOWNLOAD NOW



androidtv

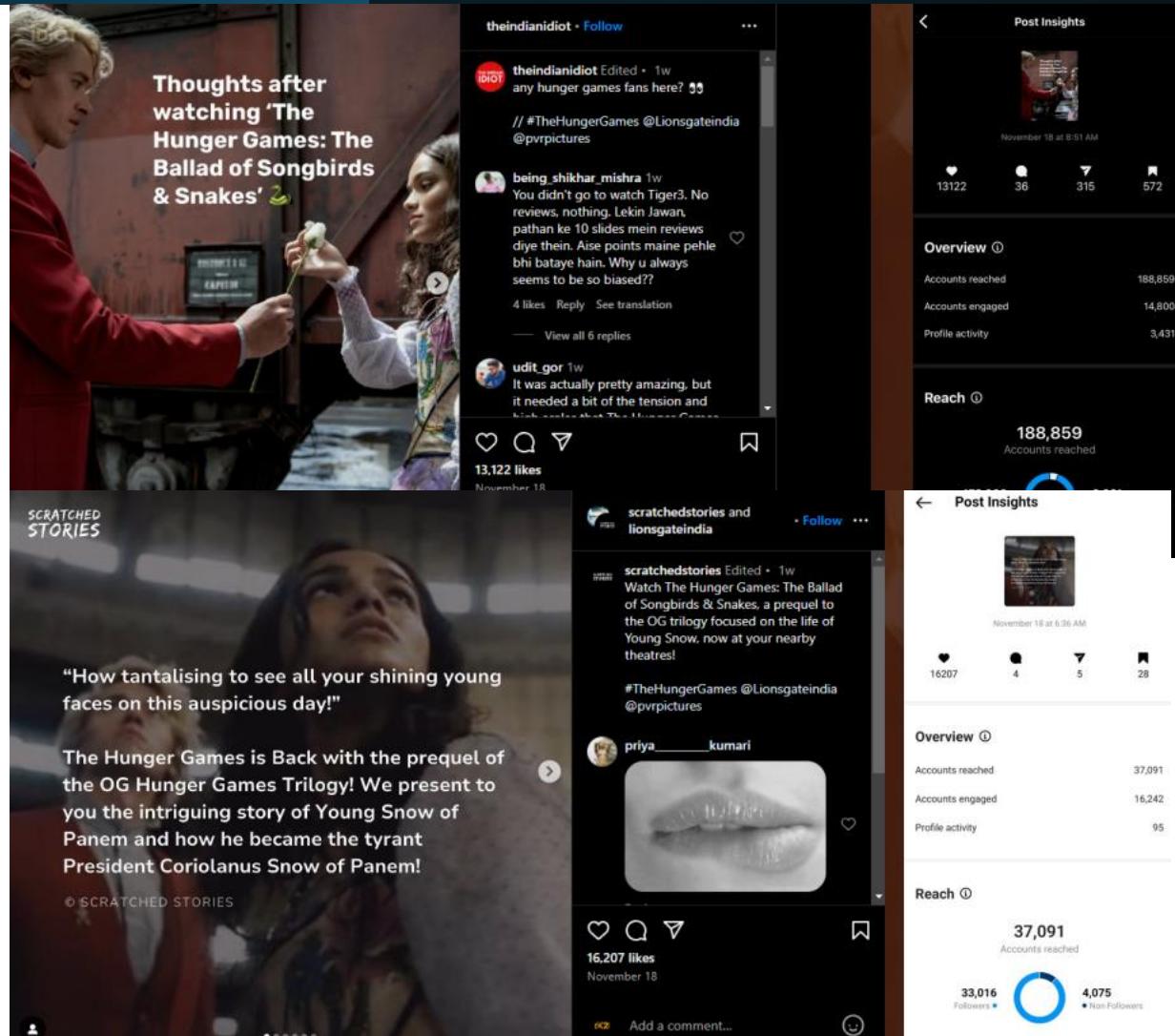
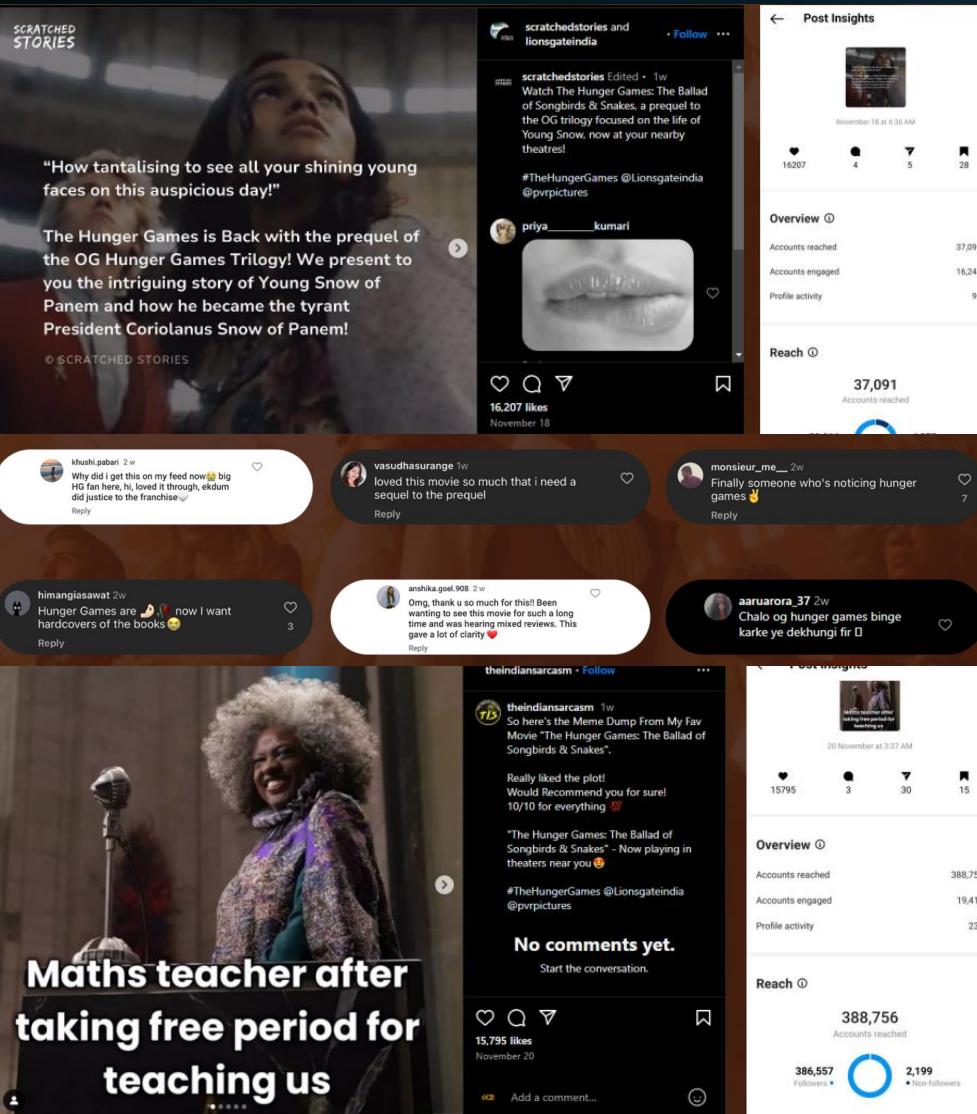
SCAN AND  
SUBSCRIBE



# AIRPORT



# MEME AND RECCO PAGES



# Thank You!