

# 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

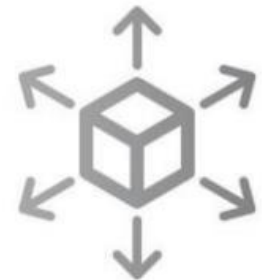


Games



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

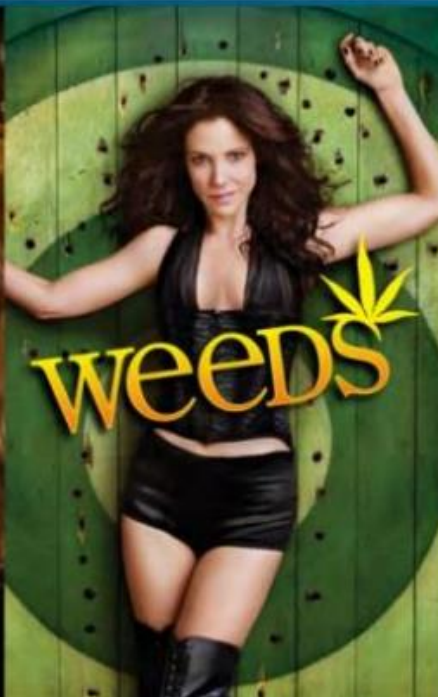






Television

# CREATING A LEGACY OF ICONIC, GROUND-BREAKING SERIES

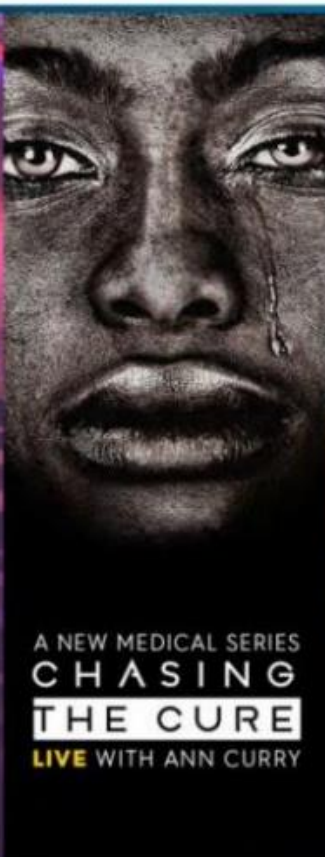






Television

**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



**ACADEMY AWARD**  
NOMINATIONS



**ACADEMY AWARD**  
WINS



**GOLDEN GLOBE**  
NOMINATIONS



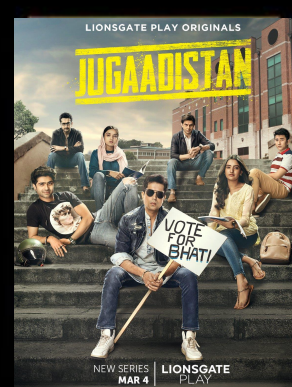
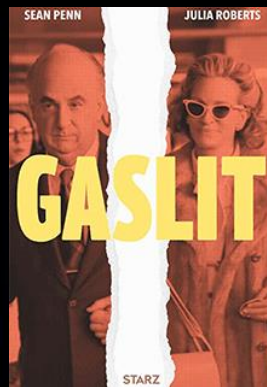
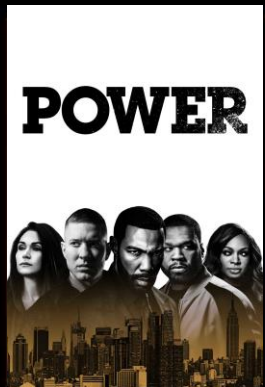
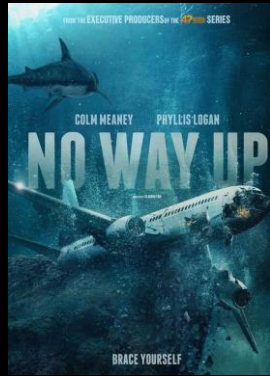
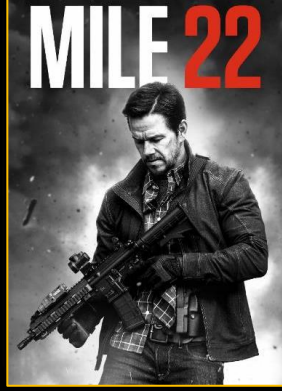
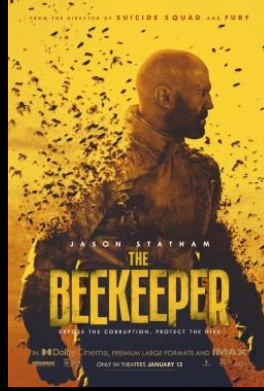
**GOLDEN GLOBE**  
WINS

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**®

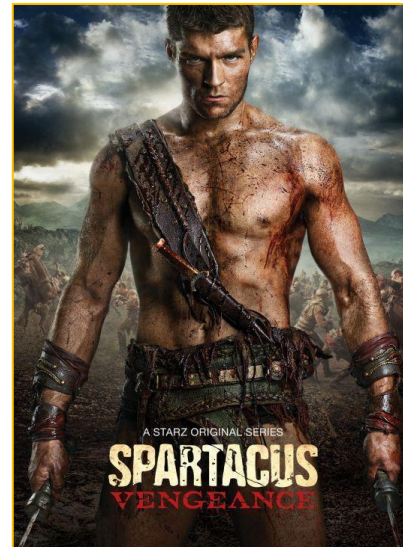
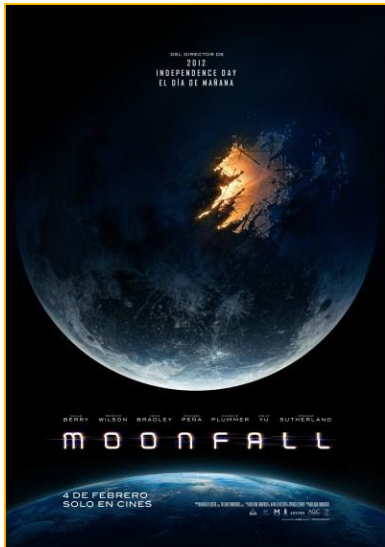
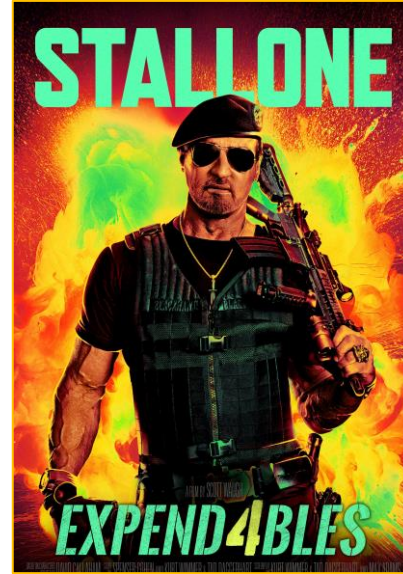
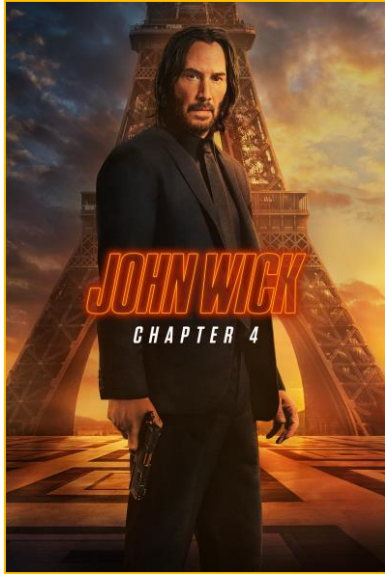


# LIONSGATE PLAY: Action. Edgy. Thrilling. Urban. Sensational





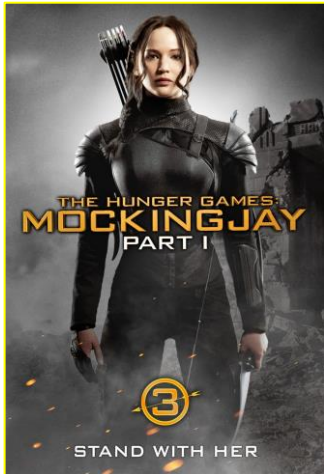
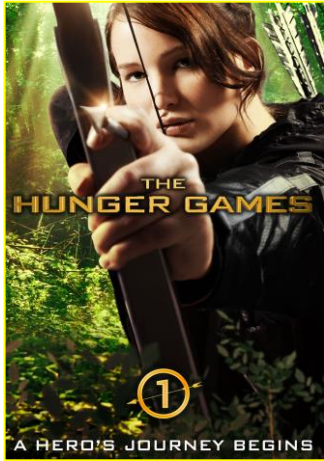
# Blockbuster Digital Premieres





# Billion Dollar Franchises

## THE HUNGER GAMES



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

## TWILIGHT



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

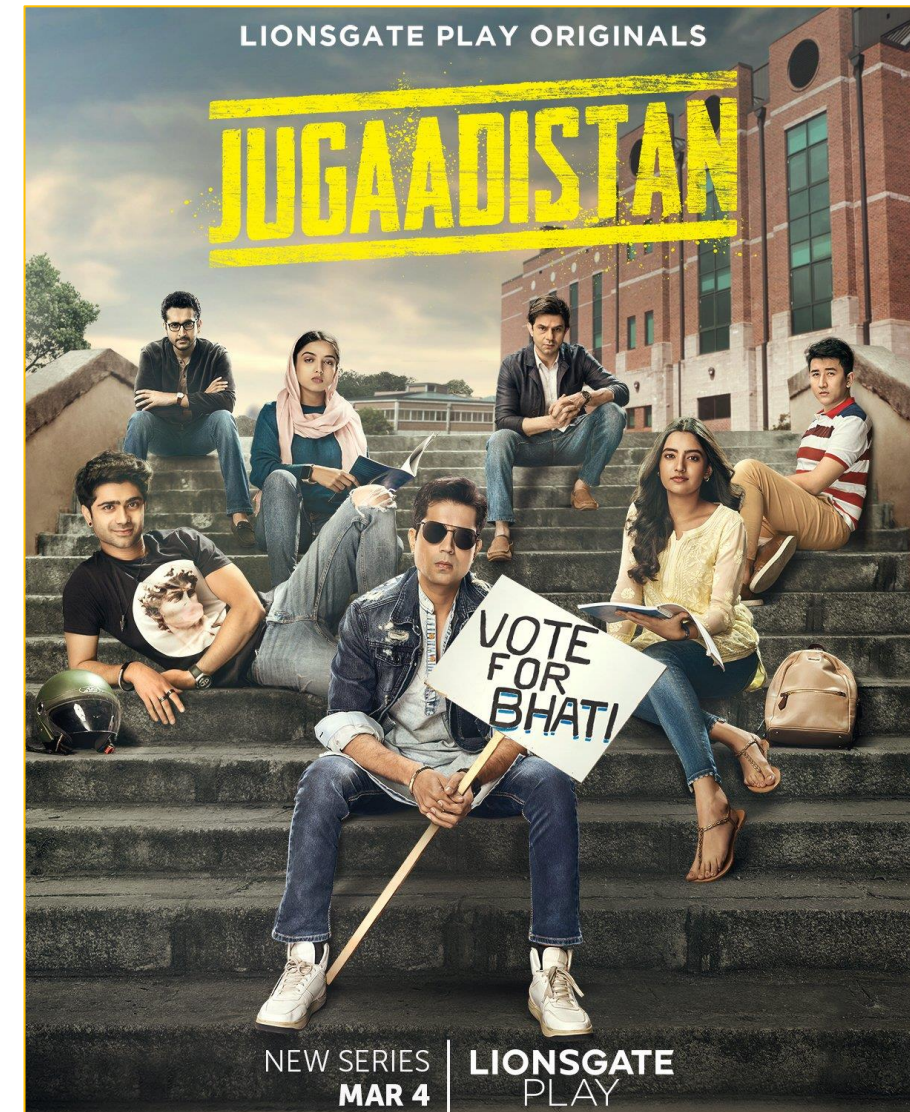
## NOW YOU SEE ME



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



# Lionsgate Play Indian Originals





HINDI



TAMIL



MARATHI



TELUGU



KANNADA



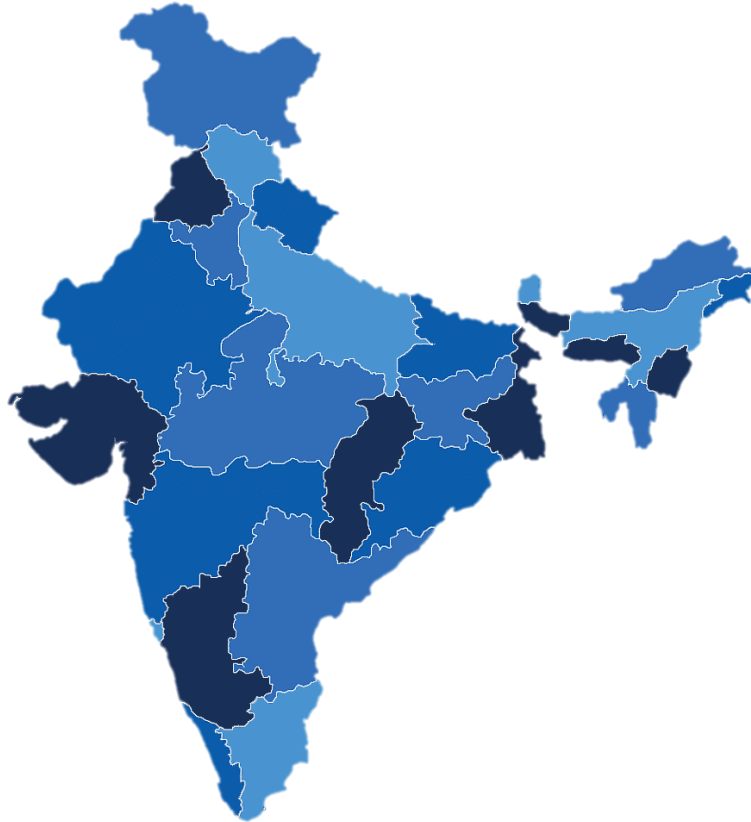
BHOJPURI





# LIONSGATE PLAY - CONSUMPTION

## Consumed in 4000+ cities and towns in India



## Consumption - Top 15 States

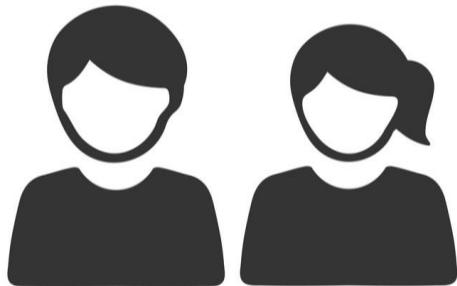
1. Maharashtra
2. Delhi
3. Karnataka
4. Telangana
5. Tamil Nadu
6. Uttar Pradesh
7. West Bengal
8. Haryana
9. Gujarat
10. Punjab
11. Andhra Pradesh
12. Kerala
13. Rajasthan
14. Madhya Pradesh
15. Orissa



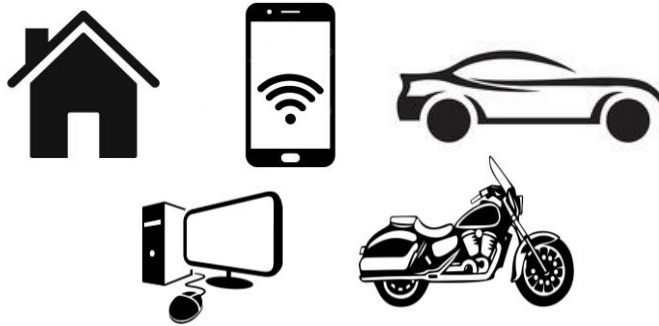
# Subscriber base



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**

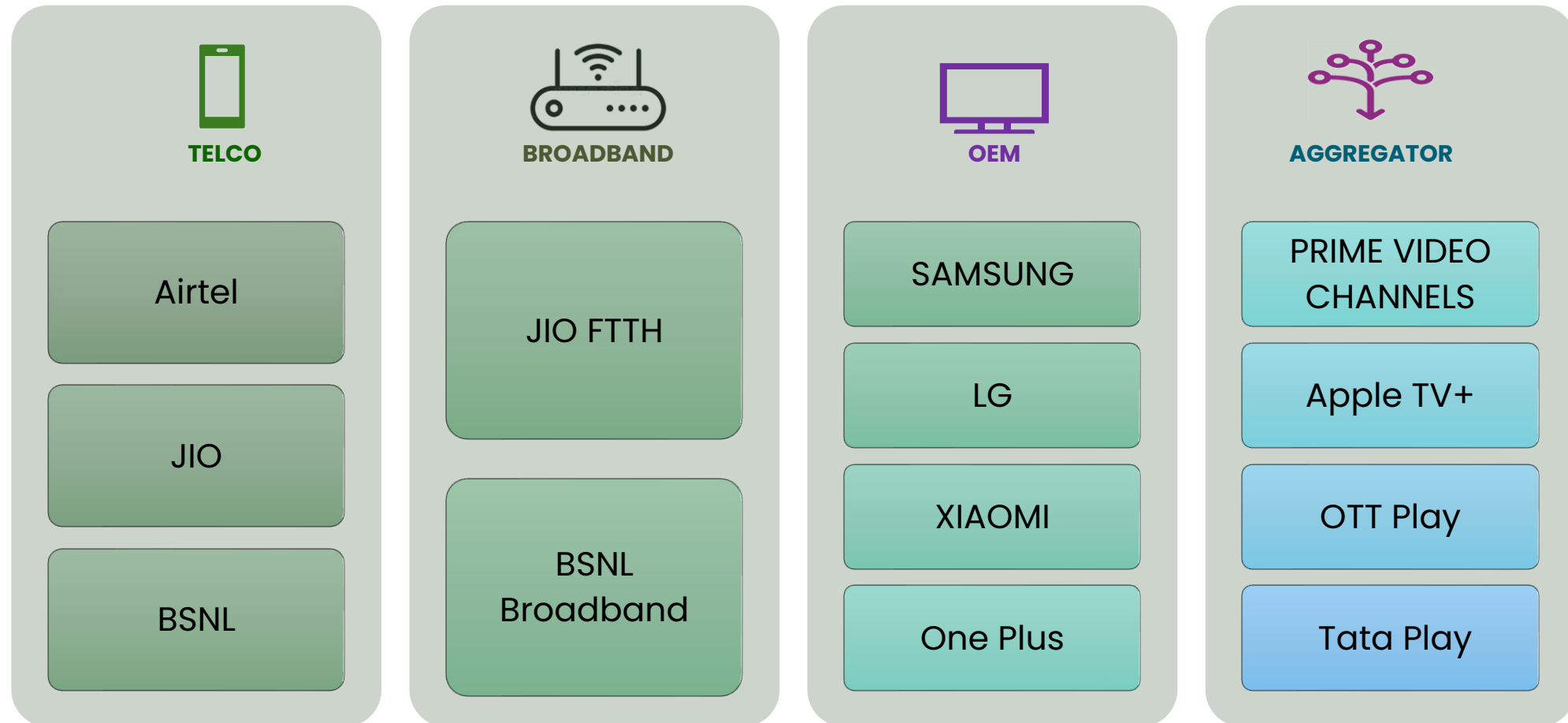


**1M Social followers**



# DISTRIBUTION PARTNERS

~25Mn+ Reach





# COMPETITION MAPPING

*Premium Content +  
Urban + Mass audience*



*Premium Content +  
Urban audience*



*Mass content +  
Mass audience*



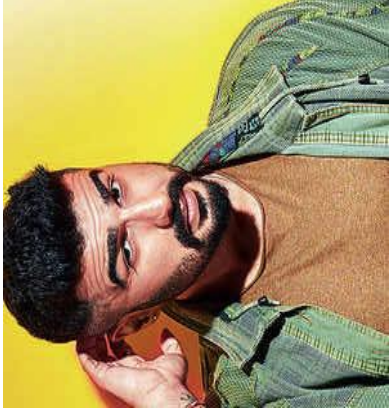
*Mass Content +  
Rural audience*







Kapoor & friends



# What's the show ?



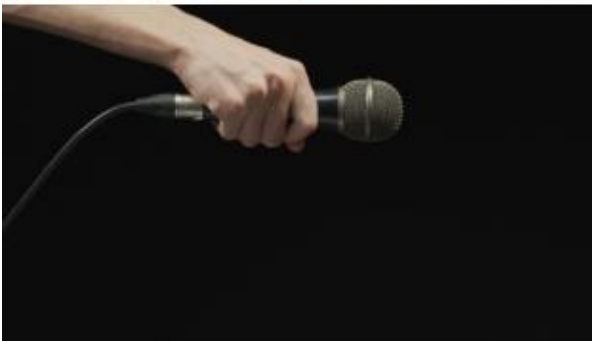
Get ready for Arjun's grand entry into the talk show space, but with a refreshing twist!

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.

A large, irregular pink watercolor splash is centered on a white background. The splash has a textured, painterly appearance with various shades of pink. Scattered around and within the splash are numerous small, dark green and brown speckles, giving it a bokeh or ink-splatter effect.

Reference guest list!



**ALIA BHATT**



**KAREENA KAPOOR KHAN**



**VARUN DHAWAN**



**RANVEER SINGH**



**JANHVI KAPOOR**



**PRAJAKTA KOLI**



**ZAKHIR KHAN**



**VIJAY & TAMANNAH**





**SAIF ALI KHAN**



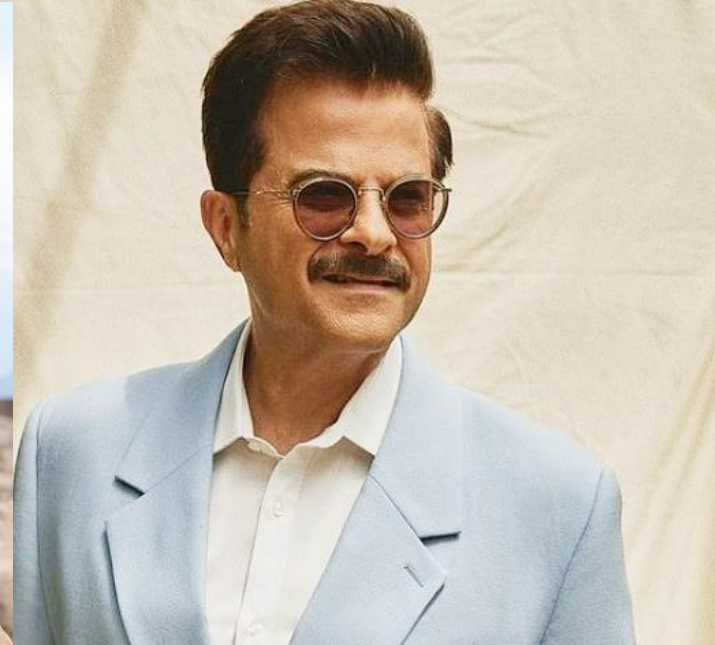
**KRITI SANON**



**SARA ALI KHAN**



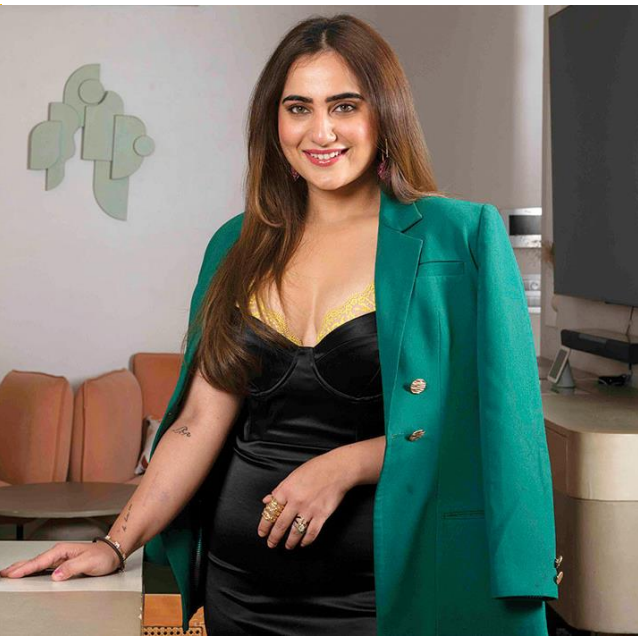
**ANIL KAPOOR**



**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

**SCRATCHED STORIES**

"How tantalising to see all your shining young faces on this auspicious day!"

The Hunger Games is Back with the prequel of the OG Hunger Games Trilogy! We present to you the intriguing story of Young Snow of Panem and how he became the tyrant President Coriolanus Snow of Panem!

© SCRATCHED STORIES

scratchedstories and lionsgateindia • Follow

scratchedstories Edited • 1w  
Watch The Hunger Games: The Ballad of Songbirds & Snakes, a prequel to the OG trilogy focused on the life of Young Snow, now at your nearby theatres!  
#TheHungerGames @Lionsgateindia @pvrpictures

priya\_kumari

16,207 likes  
November 18

Post Insights

November 18 at 9:36 AM

16,207 4 5 28

Overview

Accounts reached 37,091  
Accounts engaged 16,242  
Profile activity 95

Reach

37,091  
Accounts reached

khushi.gabri 2w  
Why did I get this on my feed now? big HIG fan here, I loved it through, skidum did justice to the franchise  
Reply

vasudhasurange 1w  
loved this movie so much that I need a sequel to the prequel  
Reply

monsieur\_me\_ 2w  
Finally someone who's noticing hunger games  
Reply

himanglasawat 2w  
Hunger Games are now I want hardcovers of the books  
Reply

anishka.gol.008 2w  
Omg, thank u so much for this! Been wanting to see this movie for such a long time and was hearing mixed reviews. This gave a lot of clarity  
Reply

aaruarora 37 2w  
Chalo og hunger games binge karke ye dekhungi fir  
Reply

**Maths teacher after taking free period for teaching us**

theindiansarcasm • Follow

theindiansarcasm 1w  
So here's the Meme Dump From My Fav Movie "The Hunger Games: The Ballad of Songbirds & Snakes".  
Really liked the plot! Would Recommend you for sure! 10/10 for everything  
#TheHungerGames @Lionsgateindia @pvrpictures

No comments yet.  
Start the conversation.

15,795 likes  
November 20

Post Insights

20 November at 3:37 AM

15,795 3 30 15

Overview

Accounts reached 388,756  
Accounts engaged 19,415  
Profile activity 231

Reach

388,756  
Accounts reached

386,557 Followers • 2,199 Non-followers

**Thoughts after watching 'The Hunger Games: The Ballad of Songbirds & Snakes'**

theindianidiot • Follow

theindianidiot Edited • 1w  
any hunger games fans here?  
// #TheHungerGames @Lionsgateindia @pvrpictures

being\_shikhar\_mishra 1w  
You didn't go to watch Tiger3. No reviews, nothing. Lekin Jawan, pathan ke 10 slides mein reviews diye thein. Aise points maine pehle bhi bataye hain. Why u always seems to be so biased??  
4 likes Reply See translation  
View all 6 replies

udit.gor 1w  
It was actually pretty amazing, but it needed a bit of the tension and high stakes that The Hunger Games had.  
13,122 likes  
November 18

Post Insights

November 18 at 6:51 AM

13,122 36 315 572

Overview

Accounts reached 188,859  
Accounts engaged 14,800  
Profile activity 3,431

Reach

188,859  
Accounts reached

SCRATCHED STORIES

"How tantalising to see all your shining young faces on this auspicious day!"

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scratchedstories Edited • 1w  
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priya\_kumari

16,207 likes  
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November 18 at 6:36 AM

16,207 4 5 28

Overview

Accounts reached 37,091  
Accounts engaged 16,242  
Profile activity 95

Reach

37,091  
Accounts reached

33,016 Followers • 4,075 Non-followers



Thank You!