VINTAGE LIBRARY SERIES

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TELEVISION
VINTAGE
LIBRARY
SERIES

THE IMPORTANCE OF LIBRARY CONTENT...

AN OPPORTUNITY TO SHARE

The most common motivation for re-watching content was to **show it to someone else** – sharing content that they enjoyed and **getting the other person excited about it.**

In fact, of all content **re-watched, 62% was watched with someone else.**

NOSTALGIA DRIVES VIEWS

TV and movies have a great power to **invoke memories** and take people back to other times in their lives.

1 in 5 people specifically used the word **nostalgia** about why they re-watch

A RELEVANT TREND

*"Is **rewatching old TV** good for the soul?"* – BBC Culture

*"Confirmed: **Watching the Same Shows on Repeat** is a Form of Self-Care"* – The Latch

*"Viewers **Streaming Favourites**? Old Network TV Shows"* – The New York Times

*"Why you should **rewatch your favourite TV shows** right now, according to a clinical social worker"* – CNBC

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EARLY EDITION

4 Seasons \ 90 Episodes

WHAT IF YOU HAD TOMORROW'S NEWS... TODAY?

73% | **IMDb 7.5/10** | **Nominated for 2 Primetime Emmys**

An out-of-work stockbroker receives a daily newspaper that foretells the future.



- Did you know that the newspaper used by Gary each episode was printed by the Chicago Sun-Times

RT™

*"This is one **great family show**, my entire family **loved it and still do**. It has become a sort of **comfort food for my soul!**"* - March 2021



PARTY OF FIVE

6 Seasons \ 143 Episodes

1996 BEST DRAMA SERIES - GOLDEN GLOBE

92% | **IMDb 6.8/10** | **Winner of 1 Golden Globe**

Following the tragic loss of their parents, five brothers and sisters rely on creativity, humour and love to deal with the conflicts and demands of everyday life.



REVAMPED FOR TODAY'S AUDIENCE

- Available in **4k**
- Binge-worthy Appeal & a Proven Success
- Something for the Whole Family
- Critically-Acclaimed & Award-Winning Programming

COMPLETE WITH A 2020 REBOOT

SONY PICTURES

PARTY OF FIVE

INTERNATIONAL APPEAL



STRONG AWARNESS AMONG VIEWERS

In major international territories the show continues to **have strong awareness.** Over **60%** express **an interest in watching.**

ONGOING GLOBAL POPULARITY

Party of Five drew large audiences (**1m+**) on **major international Free-TV channels** like RTL Germany and Canale 5 in Italy

CATCH-UP OPPORTUNITY

Binge-watch **143** episodes across **6** full seasons

DISCOVERY

Episodes of Party of Five have been streamed over **156m** times globally since **2010**

SONY PICTURES

THE NANNY

6 Seasons \ 145 Episodes

STARRING FRAN DRESCHER

82% | **IMDb 7.0/10** | **Winner of 1 Primetime Emmy**

Fran Fine is a street-smart young woman with a face out of Vogue and a voice out of Queens who stumbles onto the opportunity to become nanny to the children of a wealthy widower, Maxwell Sheffield



- Available in **HD**
- 2022 marks the **30th anniversary**
- Launched on Videoland Netherlands in Jan 2022 and became **Sony's 2nd highest performing title** with a chart topping number of streams from Jan-Jun22 (ahead of The Blacklist S8&9 & SWATS1-3).

*"The **best comedies** are when you watch them again **27 years later and still find them funny.**" -2021*

*"Let's be honest **Fran was iconic and still is!**" -2021*

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THE NANNY

A HISTORY OF GLOBAL SUCCESS



A STREAMING GIANT

The Nanny was streamed more than **250 million times** on SVOD platforms across 17+ territories since 2012, **including more than 14 million streams just in the last 12 months of data**

A CONSTANT HIT

The Nanny achieved **92% completion rates** between Jan-Jun22, the **highest completion rates of any Sony series** on Videoland Netherlands, demonstrating the **appetite for nostalgic series** on SVOD services.

ONGOING GLOBAL POPULARITY

The Nanny continues to enjoy **significant global popularity** airing in many key territories including **France, Germany** and **The Netherlands**

SONY PICTURES

MAD ABOUT YOU

7 Seasons \ 164 Episodes

NEVER MARRY ANYONE MORE NEUROTIC THAN YOURSELF.

73% | ***IMDb 6.7/10*** | ***Winner of 12 Primetime Emmys***

A pair of New York City newlyweds look to sustain marital bliss despite the hurdles posed by their careers, families and friends.





- Available in **HD**
- **30th Anniversary** coming in 2023

*"My **favourite sitcom**, people praise friends way too much and forget about this **wonderful show**!"*

*"I had got married just when this show came out, **very nostalgic for me**."*

SONY PICTURES

MARRIED WITH CHILDREN

11 Seasons \ 261 Episodes

DOMESTIC BLISS WAS NEVER LIKE THIS

99% | **IMDb 8.1/10** | **Nominated for 7 Primetime Emmys**

Al and Peggy Bundy have an equal partnership in marriage: everyone suffers! With offbeat humour and unflinching honesty, Married with Children paints a more realistic picture of middle-class existence, warts and all.



- Available in **HD**
- 2022 marks the **35th anniversary**

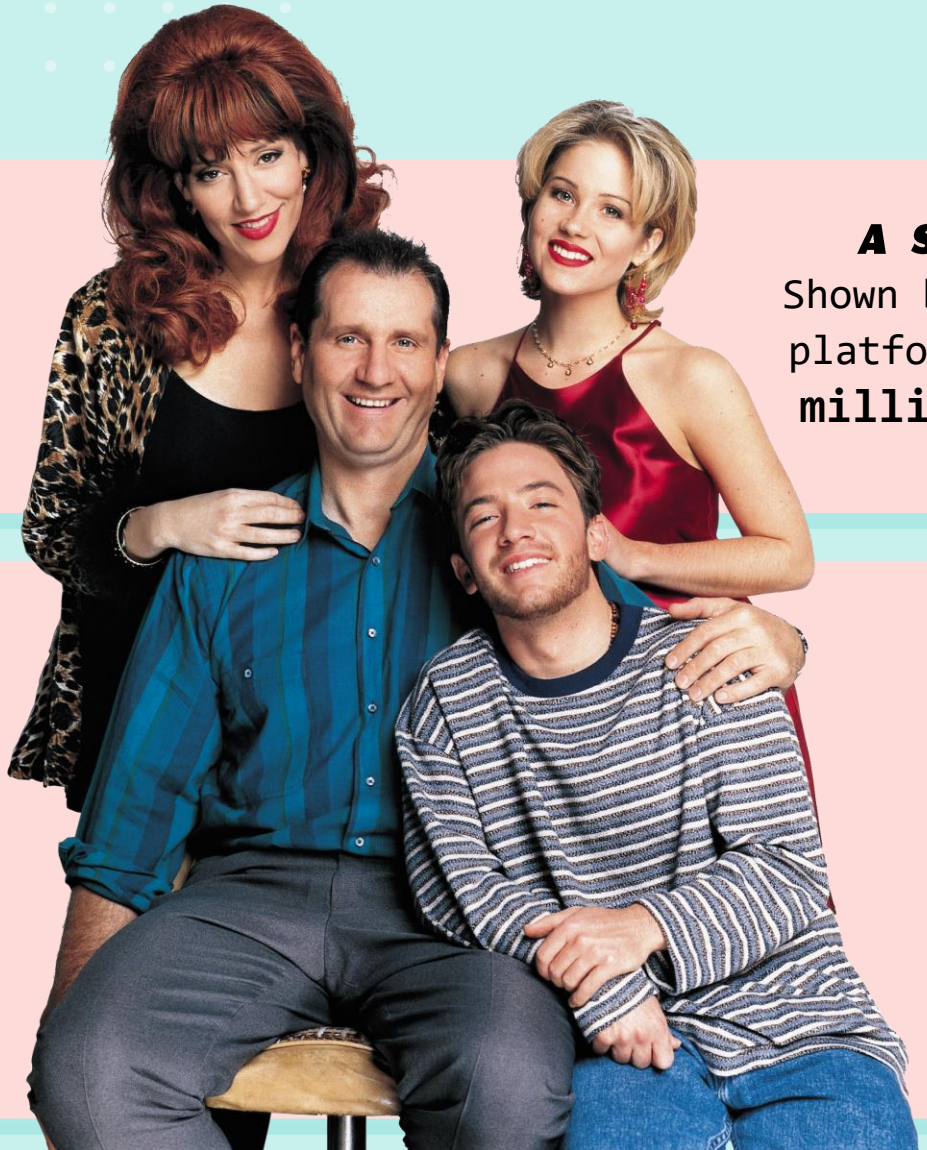
IMDb

*"30 years later and **it's still the funniest show ever made**. That's all there is to it." -2018*

SONY PICTURES

MARRIED WITH CHILDREN

A CONSTANT STRONG PERFORMER



A STRONG PERFORMER FOR SVOD AUDIENCES

Shown by being streamed more than **281 million times** on SVOD platforms **across 15+ territories** since 2010, **including 86 million streams just in the last 12 months of data.**

APPETITE FOR THE SHOW REMAINS MASSIVE

Peak TV Appetite scores over 80 on YoY growth in key markets prove interest in **the show is thriving** and audiences are waiting to be found across the globe

Country	Peak TV Appetite	Growth Vs. Prior Year
US	91.44	5%
CANADA	90.43	28%
GERMANY	92.98	9%
NETHERLANDS	83.75	13%
SWEDEN	97.05	4%
UK	82.93	15%

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MARRIED WITH CHILDREN

WITH PLENTY OF ORGANIC DIGITAL DEMAND

Audiences of all ages LOVE Married with Children, as demonstrated by the vast number of fan uploaded clipped footage

Across Three Years

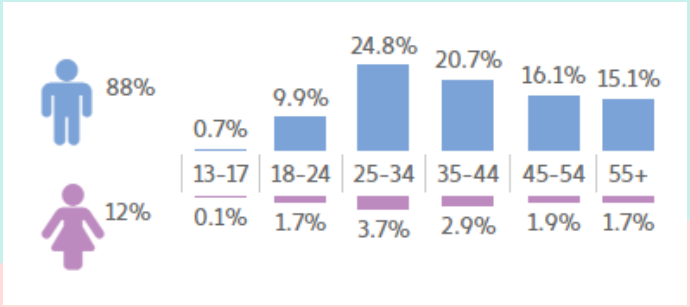
Views 578MM

Engagement 7.3MM
(likes, comments, shares)

Subscribe



Demographic



~35% of viewers under 34

Global Views

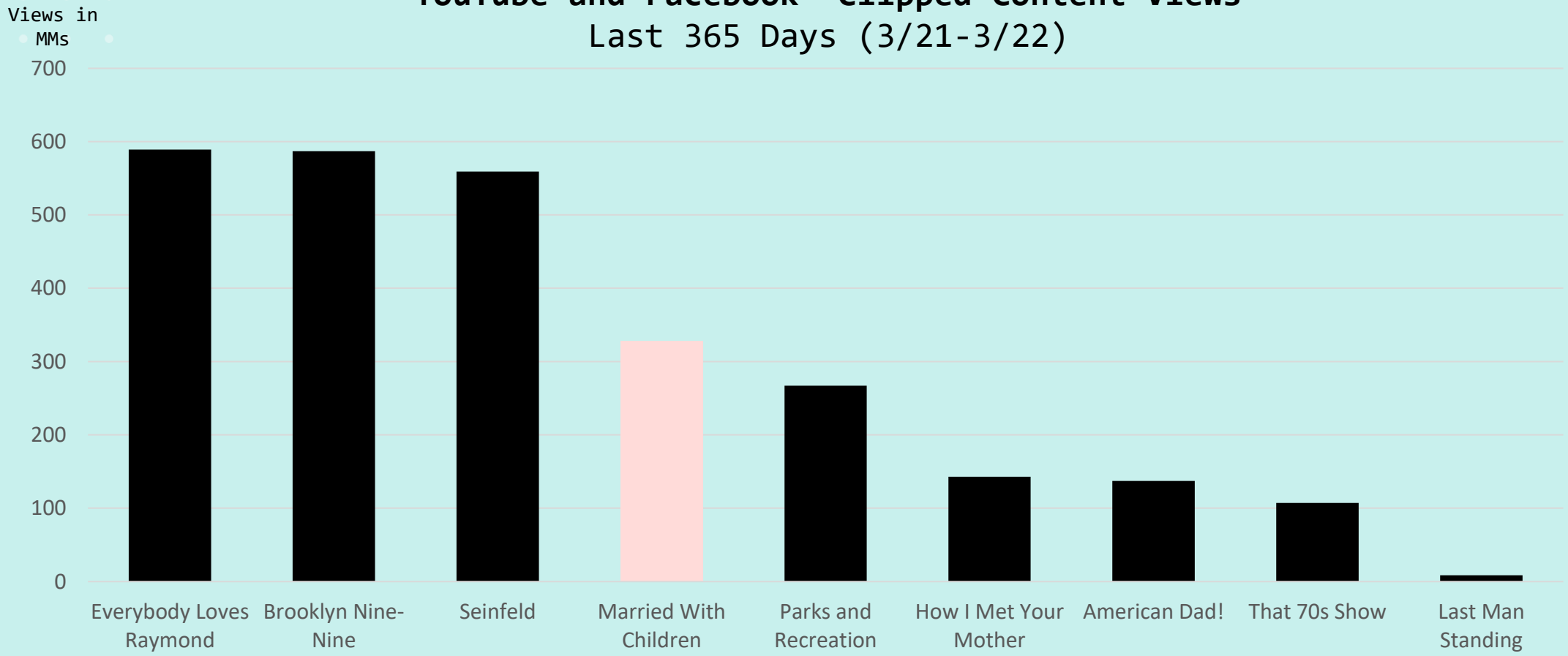
LOCATION	
United States	64%
Canada	7%
United Kingdom	4%
Australia	3%
Germany	2%
Israel	2%
Finland	1%
Netherlands	1%
Poland	1%
Japan	1%

Source: Tubular; View data is from YouTube and Facebook as of 3/3/22. Facebook counts a video view as an on-screen video that is viewed for at least 3 seconds
As a benchmark, a title like *Everybody Loves Raymond* has generated 269MM views and ~2.8MM engagements over three years. That 70s Show did 352MM views and 4.4MM engagements over the same time period.

MARRIED WITH CHILDREN

OUT-PERFORMING SEVERAL ICONIC SITCOMS

YouTube and Facebook Clipped Content Views
Last 365 Days (3/21-3/22)



Perf. Benchmarked to MWC	Everybody Loves Raymond	Brooklyn Nine-Nine	Seinfeld	Married With Children	Parks and Recreation	How I Met Your Mother	American Dad!	That 70s Show	Last Man Standing
	1.8x	1.8x	1.7x	1	0.8x	0.4x	0.4x	0.3x	0x

Source: Tubular; View data is from YouTube and Facebook as of 3/3/22. Facebook counts a video view as an on-screen video that is viewed for at least 3 seconds.

SONY PICTURES

CHARLIE'S ANGELS

5 Seasons \ 116 Episodes

A TRUE CLASSIC WITH MULTIPLE REBOOTS & FEATURE FILMS

67% | **IMDb 6.5/10** | **Nominated for 4 Primetime Emmys**



A trio of beautiful policewomen become undercover detectives when a reclusive millionaire assigns them to a series of challenging cases.

- Charlie's Angels enjoyed great popularity with audiences, as it was a top ten hit in the Nielsen ratings for its first two seasons.

"I remember exactly where I was and what I was doing when Charlie's Angels aired! I was mesmerized and wanted to be just like them. Even went and got the Farrah doo! I have watched every episode 20x over since then." - 2020

SONY PICTURES

WHO'S THE BOSS

8 Seasons \ 196 Episodes

WITH A REBOOT COMING SOON

66% | **IMDb 6.6/10** | **Winner of 1 Primetime Emmy**

When his career is cut short by injuries, an ex-Major League baseball player and single dad goes to work as a live-in housekeeper for a high-powered advertising executive and single mom.



- Who's The Boss launched on Videoland Netherlands in February 2022 and became the 5th highest streaming Sony series (out of 13 series) between Jan-Jun 2022, achieving a significant number of streams in less than 6 months!

SONY PICTURES

TJ HOOKER

5 Seasons \ 91 Episodes

STARRING WILLIAM SHANTER

IMDb **6.0/10**

A partner's death prompts a veteran cop to turn in his detective's shield in order to return to the streets and train young recruits.



"It was great seeing this again. Can't believe it's been almost 40 years since it first aired."

"I wasn't alive when this show was around, but I've been getting into a lot of 80's stuff and I'm really enjoying this."

(TJ Hooker Full Pilot Episode on YouTube, 2021)

SONY PICTURES

ONE DAY AT A TIME

9 Seasons \ 209 Episodes

DECORATED WITH AWARD NOMINATIONS

65% | **IMDb 6.6/10** | **Winner of 2 Primetime Emmys**

The misadventures of a divorced mother, her family and their building superintendent in Indianapolis.



- Scheduled to be upgraded to **HD Upscaling** in May 23
- Complete with a **2017 reboot**

SONY PICTURES

STARKSY & HUTCH

4 Seasons \ 93 Episodes

xxxxx

63%

IMDb 7.0/10

Nominated for 1 Golden Globe



A pair of dedicated undercover cops use their street smarts and a network of unusual friends as they work the toughest beats in their home of Bay City, California.

- MOW in development

“Still my favourite show. And being able to rewatch the entire show nowadays, under new perspectives (I was very young at that time), I confess that my adoration only increased and I still think the series was very innovative (and inspiring for all "cop shows / movies").”

(Starksy & Hutch Full Pilot Episode on YouTube, 2021)

SONY PICTURES

FANTASY ISLAND

7 Seasons \ 154 Episodes

COMPLETE WITH A REBOOTED TV SERIES & FEATURE FILM

78% | **IMDb 6.5/10** | **Nominated for 7 Primetime Emmys**

Imagine a place where any dream, any fantasy, can come true. Such a place exists: welcome to Fantasy Island. Your host is Mr. Rourke, a charming gentleman who, along with his diminutive assistant, Tattoo, will see to it that your island visit is all that you could ever have imagined...literally.



- **25th Anniversary** (2023)
- Pair with the new series currently under license - Offering new series fans added value to rediscover the original series

SONY PICTURES

NEWSRADIO

5 Seasons \ 97 Episodes

FIFTY-THOUSAND WATTS OF PURE COMEDY

95% | **IMDb 8.0/10** | **Winner of 1 Primetime Emmy**

Ensemble comedy takes a look at the eccentric interworkings and relationships in a New York radio station.



IMDb

"NewsRadio has to be one of the most wittiest television sitcoms the 90's has to offer. Every character is wonderfully written and hilariously portrayed by a cast of excellent actors. Dave Foley, from Kids in the Hall, is great at playing the dead pan and sarcastic new boss "Dave." And of course Phil Hartman and Andy Dick steal the show as a great combination of stand up and slapstick. This show is one of the funniest ever!"

SONY PICTURES

JUST SHOOT ME

7 Seasons \ 148 Episodes

WELCOME TO A WORLD WHERE COMEDY IS ALWAYS IN FAHSION!

90% | **IMDb 6.9/10** | **Nominated for 6 Primetime Emmys**



An unemployed, no-nonsense journalist reluctantly goes to work for her father's fashion magazine.

Award worthy content:

- 7 Golden Globe Nominations
- 6 Primetime Emmy Nominations

IMDb

This TV series would seriously have to be one of the best in this era, up there with Seinfeld and Fresh Prince of Bel Air. I could watch every episode three times and laugh as if I saw it the first time.

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APPENDIX

LIBRARY SERIES ARE IN DEMAND …

“Episodes of **hit shows often retain audience acclaim** years and decades after their initial run, and are seen as **must-have programming**”
– The Wall Street Journal

Research shows that when looking for shows to watch, **viewers are 47% more likely to watch a show they are familiar with** over something new.



COMEDY SERIES ARE ESPECIALLY POPULAR ON SVOD…



With over **3.4 billion minutes viewed** since is October debut on the service, **SEINFELD** is **Netflix's #1 Comedy** (original / acquired) in total minutes viewed.

Seinfeld

NETFLIX

Proven, dependable content is an important contributor to **audience retention** that minimises churn

In terms of minutes viewed, **5 of the top 20 titles** on Hulu in Fall 2021 were **library comedies**, one of which was **Married With Children**

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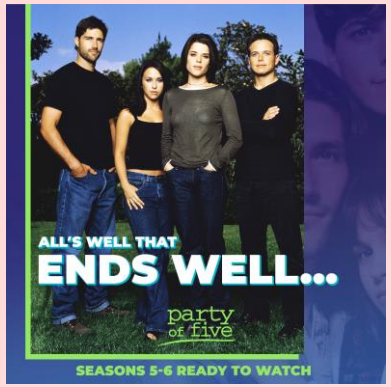
PAST MARKETING ACTIVATIONS ...

PREMIUM SHOWS

SUPPORTED BY NEW ASSETS...

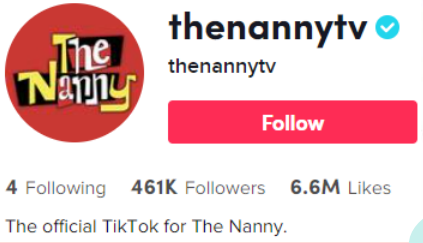


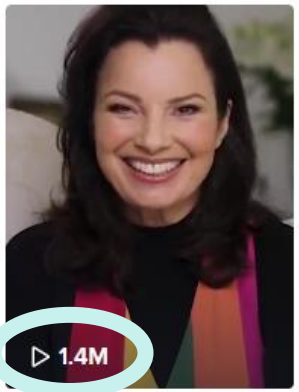






TikTok

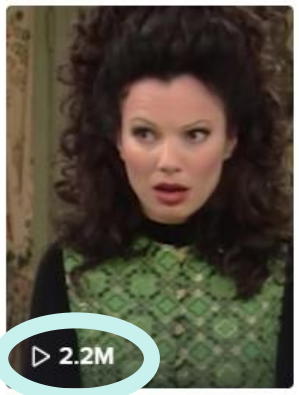




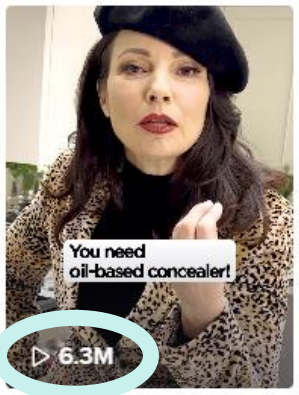
We are wishing you all a...



Give the gift of style and...



Did Fran get switched a...



Tips to cover your hicki...



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