



AWESOMENESS TV

STEPHAN
EIGH SC

HOUSE OF THE

AWESOMENESS
TV

Jonah's

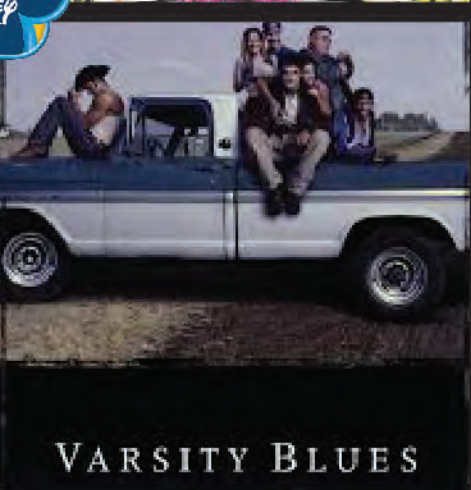
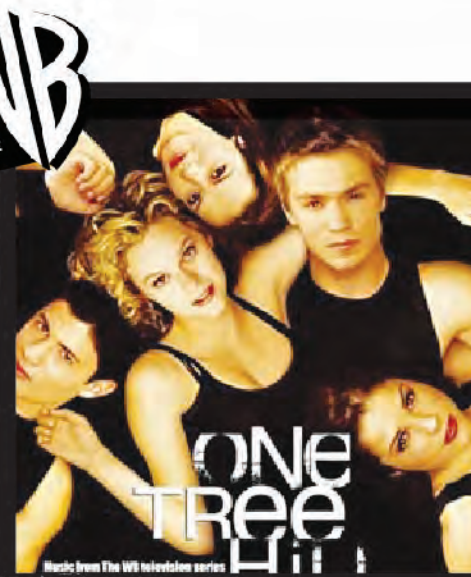
PEPS

TOO

EIGH SC

origin story

Best known for his prolific and popular hits, veteran producer, **Brian Robbins** has spent years creating stories that connect with teens.



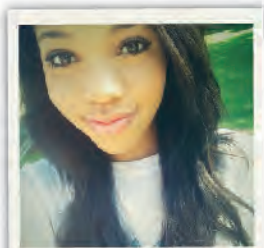
"To attract and hold those ever darting teenage eyeballs, it's all about constantly refreshing content - and trying to be 'authentic' in the process."
Hollywood Reporter

formula for

Success

For ATV, it's all about understanding teens.

who they **LOVE:** hot talent



Teala Dunn



Audrey Whitby



Austin Mahone



Lia Marie Johnson

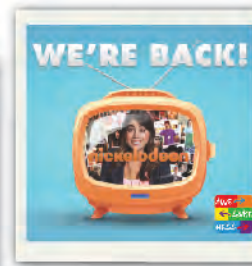


Janoskians

what they **CRAVE:** great content



where they **LIVE:** youtube and beyond



teens ♥ AWESOMENESS TV

In less than 2 years, ATV has become the ultimate destination for teen girls —creating a dynamic, empowered virtual space for **Gen C**.



over
35M
subscribers

over
2.9B
views

partnered over
84,000
channels to date

106M
views from
mobile

Top 10
Youtube
channel

fan engagement
#1 teen brand
on Youtube



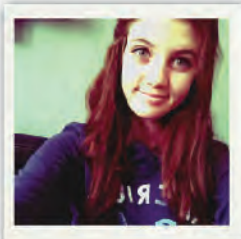
our awesome

community

We know teenage girls—because we talk to them thousands of times each day. And, they talk back...Here's what they say.

they express themselves

Talent, hobby and activities define them.



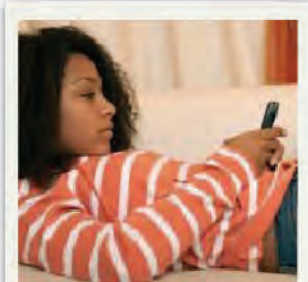
They share who they are through fashion, music, sports, theater and dance. 60% rate art and music as favorite classes.

they stay connected

They keep tightly tied to friends & family.



84% own a mobile phone



Nearly 40% use Smartphones to watch Movies/ TV shows



60% use for camera or web browsing



48% use Tablets to watch Movies/ TV shows

they dream big

True fans, they follow their favorite celebs.



77% talk about celebrities with their friends



58% say they will be famous someday



awesomenessTV

raises the bar

By leveraging a new platform and leader in television. ATV expands reach and shows **strength**



out of the gate

- Premier posted + 72% growth vs. year-ago time period with 1.7M viewers
- Demo ratings up + 164% vs. year-ago time period
- ATV & Nick have created a powerful multi-platform social media block

partnership

Together we build **strength and scale** – driving content, expanding reach and developing dynamic realitl programs.



Brian Robbins is an amazing storyteller... Today, he is producing very high-quality, short-form entertainment — high-quality both in terms of production value and storytelling. I think that real-estate is going to prove to be worth many, many, many millions of dollars.

CEO Jeffrey Katzenberg, DreamWorks Animation

