



NETFLIX

Time Inc.

A History of Royal Coverage that Spans Decades



Our Readers Love All Things Royal

3 in 4 PEOPLE readers are interested in stories about the royal family

- Royals coverage in Scoop is among the MOST engaging for readers
- Royals covers also perform very well on newsstand – William and Kate's wedding coverage was the 2nd highest selling issue in the past 5 years
- Reader quotes on PEOPLE's royal coverage:
 - "I like to hear about the royal family especially about the little prince as it is **a very positive thing for the UK** and just plain **fun to see the baby and all the happiness that he brings.**"
 - "I like to see **what Kate is wearing and how Prince George is growing.**"
 - "I love to hear about the royal family especially about Princess Di's sons because **it keeps her alive to me.**"
 - "I'm **still a fan of Princess Diana** and like to read about her sons and their family."
 - "I really like reading about the Royal Family. I'm **still a huge fan of Princess Diana** and like to see **what's happening to her sons and their family.** I'd like to see more new pics of Baby George..."



Program Overview

PEOPLE Editorial Coverage

- PEOPLE Special Edition – Elizabeth & Philip: A Royal Romance
- Digital Viewer's Guide
- PEOPLE Royals channel takeover
- High-impact integration into Royals channel, including custom sub-navigation inclusion and *Crown*-related stories as top 3 articles on section main page
- In-book editorial spotlight spread on *The Crown* season two
- PEOPLE Picks inclusion

Netflix Advertising Opportunities

- PEOPLE 12/18 Best of 2017 Issue:
 - Cover 4 (already booked)
 - 1/3 page bookends within PEOPLE Picks
- PEOPLE HPRB with Video Halo
- EW HPRB & FITO
- Amplify Social
- Native Touts



PEOPLE SPECIAL ISSUE

Elizabeth & Philip: A Royal Romance

The Real-Life Story Behind *The Crown*

- Theirs is the love story of the century: Introduced as teenagers during World War II, Princess Elizabeth of Great Britain and Prince Philip, exiled with the royal family of Greece, began a correspondence that led to a romance now in its eighth decade.
- To commemorate the 70th wedding anniversary of Queen Elizabeth II and Prince Philip—and just in time for *The Crown*'s second season—PEOPLE presents a special issue filled with historical and intimate royal family photos, telling the true story behind the TV phenomenon.
- Get the real details of their courtship (she was 13, he was 18 when they met), the role of his uncle Lord Mountbatten, the first modern royal wedding, Philip's part in the Queen's coronation, and how the couple faced challenges from their grown children's scandals and divorces to the death of Princess Diana.
- Plus: What *The Crown* gets right, and what's coming up next.

NETFLIX OPPORTUNITY

- Cover 4

Time Inc. | People

All details subject to change pending editorial approval and availability.
Offered on a first-come, first-served basis.



On Sale: Nov 24
Ad Close: Oct 17



PEOPLE EDITORIAL COVERAGE

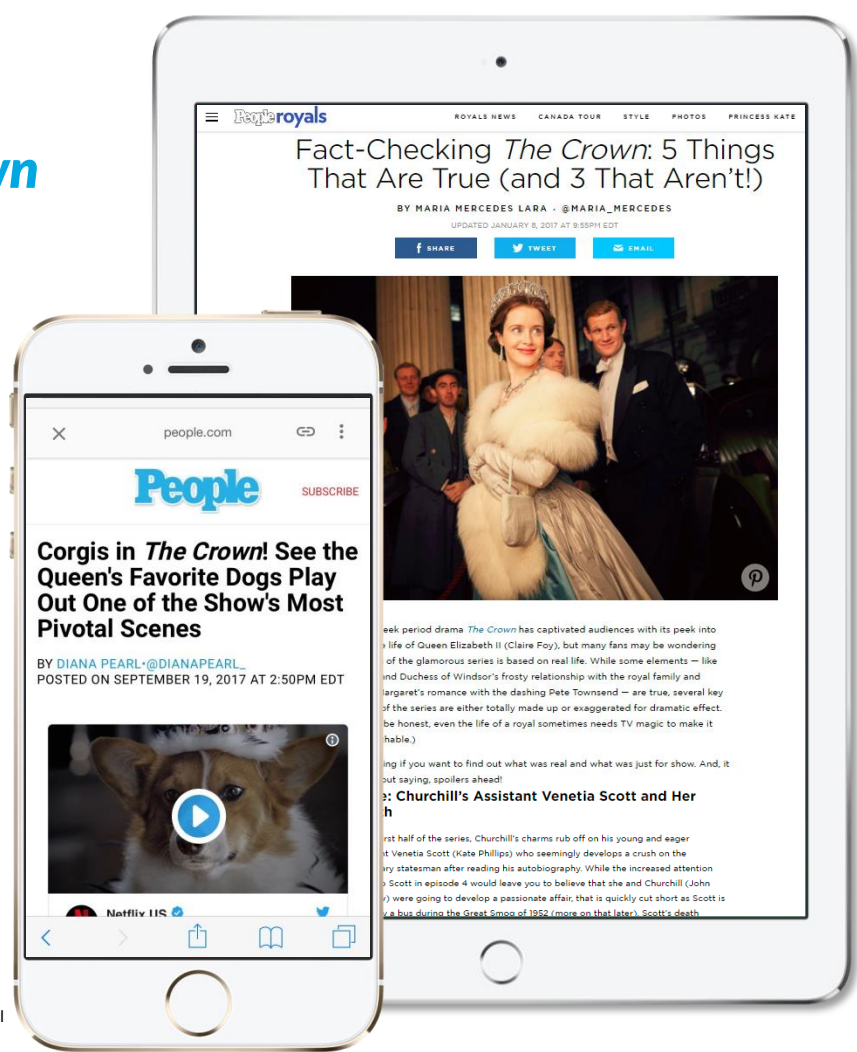
Editorial Spotlight: *The Crown* Season Two

- PEOPLE's 12/18 Best of 2017 issue (on-sale 12/8) will include a two-page editorial spread teasing the second season of *The Crown*
- Editorial spread will be strategically timed to the premiere of season two
- Editorial content could include season two walk-up coverage, a portrait of Claire Foy and/or additional preview-style content
- This feature will include a tout driving readers to the Viewer's Guide on PEOPLE.com



Digital Viewer's Guide to *The Crown*

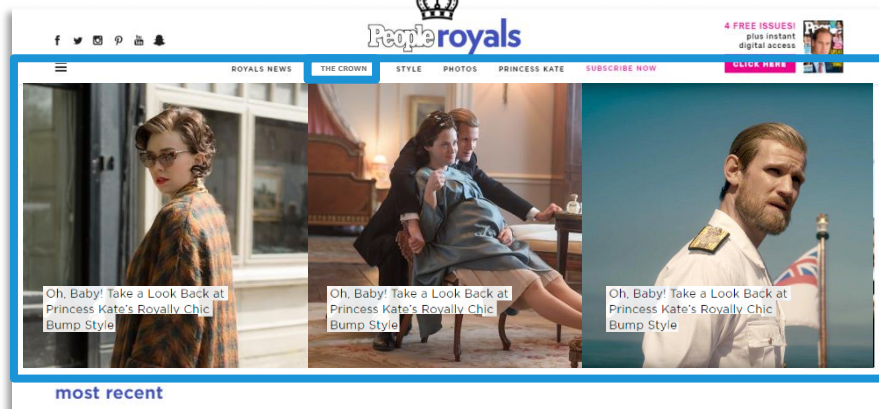
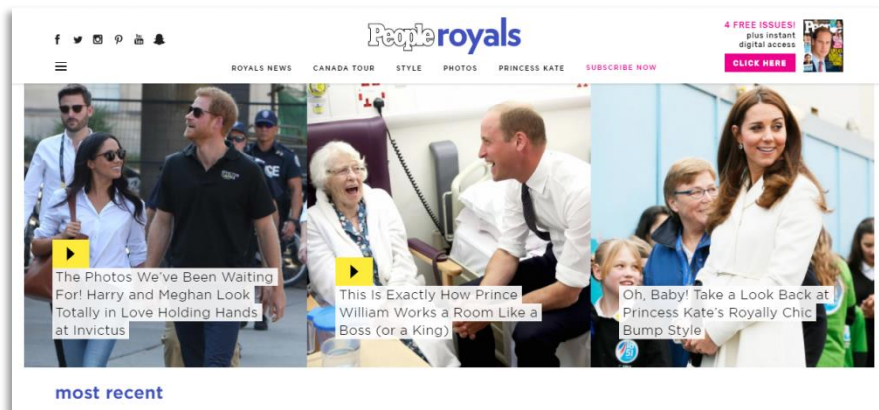
- Can't keep all four of Elizabeth and Phillip's kids straight? Not sure what the Suez Crisis was all about? PEOPLE's Viewer's Guide is here to help!
- The digital Viewer's Guide will provide a rich and informative experience, immersing readers into the royal world of the Windsors
- The Viewer's Guide will be housed on the Royals channel main page, with a dedicated link in the sub-navigation bar (see following slides for details)
- Editorial content may include:
 - *Who's Who?* Your guide to the new faces we'll meet this season, plus a refresher on characters from last season
 - *Fact vs. Fiction.* Examining the real life accounts of the show's storylines
 - *How to be Royal with Robert Lacey.* *The Crown's* on-set royal consultant shares tips for acting like a monarch
 - Videos, answers to burning questions, and much more



Royals Channel Takeover

A first-to-market opportunity

- In two unprecedented opportunities, PEOPLE is pleased to offer Netflix an all-new and unique way to truly own our popular Royals channel!
- From Dec 7-9, PEOPLE will add an icon of a crown to the top of the Royals channel, reinforcing *The Crown's* messaging
- In the same timeframe, the top three stories on the Royals channel will be *Crown-related* (*Please note: breaking news to take precedence if necessary.*)
- These exclusive opportunities, coupled with ownership of the Royals channel, will provide Netflix with seamless integration into all things royal

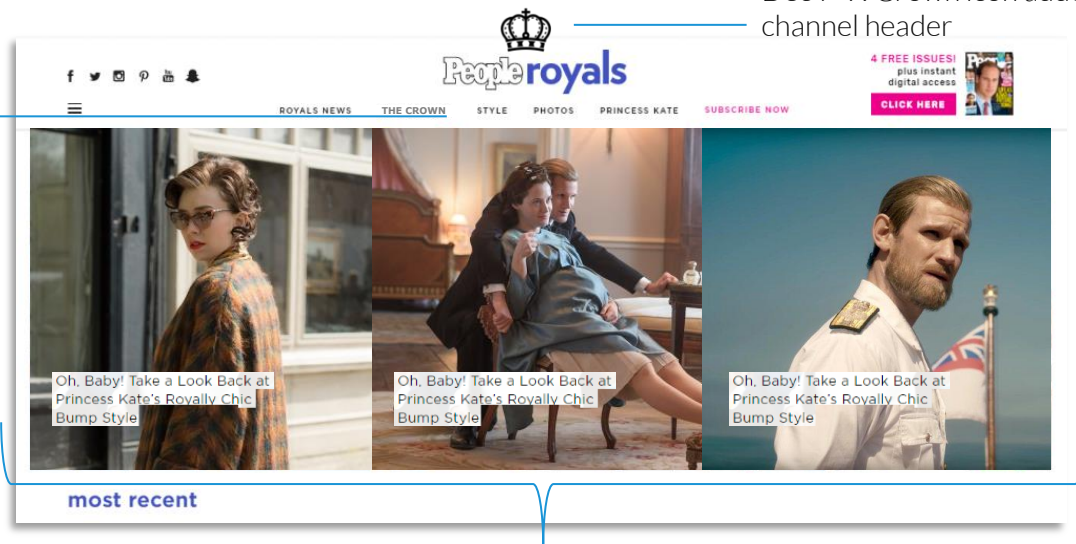


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Royals Channel Takeover: Custom Integration

Dec 7-9: Crown icon added to Royals channel header

Dec 7-21: Dedicated link in the sub-navigation bar



Dec 7-9: Top three stories on the Royals channel will be Crown-related
(Please note: breaking news to take precedence if necessary)

Royals Tab on Homepage

Royals tab added to homepage horizontal navigation bar during *The Crown*'s two-week flight

**Desktop version only*



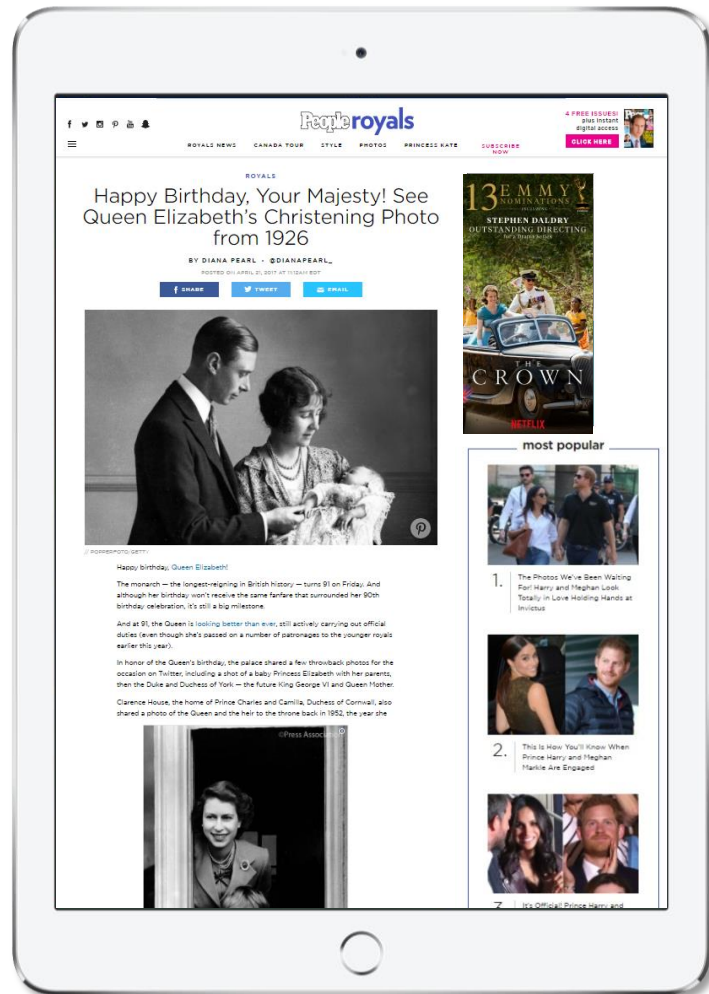
Royals Channel

Reporting live from Buckingham Palace

- Learn about the history of the Queen's reign and more about the Windsor family with galleries of the royal family throughout the years
- Details on Kate's classic princess look with details from her latest outfits, hairstyles and makeup – and how to get them yourself!
- Can't get enough of the littlest Royals? PEOPLE has all of the news on Prince George and Princess Charlotte as they grow up before our eyes

NETFLIX OPPORTUNITY

- 100% SOV PEOPLE.com Royals channel



TIME EDITORIAL ALIGNMENT

Queen Elizabeth II Special Editorial Package

- TIME editors will tap into their extensive archives to create exclusive content for Netflix, bringing to light the life and times of Queen Elizabeth II
- Potential content to include:
 - Photo gallery of the biggest scandals of the 1950s and 1960s. Scandals can include Princess Margaret's marriage, the Suez Crisis, the Profumo affair, and other plot lines from *The Crown*'s second season
 - Article touching on highlights from Elizabeth II's 60-plus year reign
 - Queen Elizabeth II: Her life in photos
- Where possible, TIME will incorporate proprietary images from the LIFE Photo Collection (see next slide for details)

NETFLIX OPPORTUNITY

- 100% SOV of Queen Elizabeth II special editorial package
 - 2-3x pieces of digital content



PEOPLE EDITORIAL ALIGNMENT

LIFE Picture Collection

Time Inc.'s rich resource to unlock history with fresh perspective

- With access to nearly 20 million photos, Time Inc. offers an unparalleled resource to bring history to life
- Examples of how to leverage the archive:
 - Edit: Extend or customize any editorial sponsorship (e.g. bring early Americana photos to life for Reasons to Love America)
 - Contextualize a consumer product or client's content in a way unlike any other media company (e.g. Vietnam War photos for an upcoming related movie/TV show)
 - Brand: Explore a brand's history and legacy through rare photos (e.g. Ford, Macy's, Apple, IBM, MetLife, etc.)

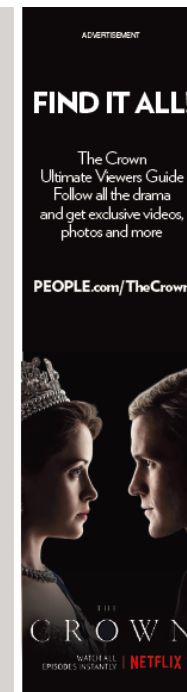
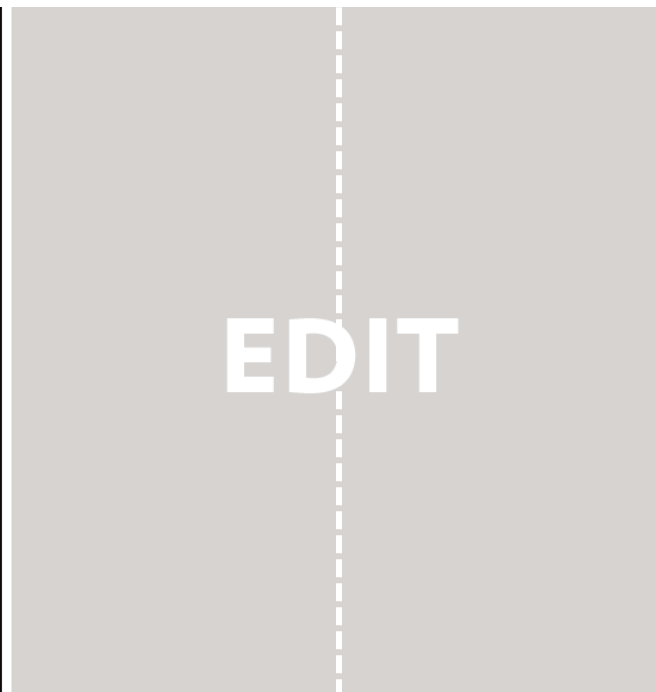




Custom Traffic Drivers

Bookends within PEOPLE Picks

- A pair of one-third page bookends will wrap PEOPLE Picks, driving readers to read more about *The Crown* season two on PEOPLE.com
- Additionally, *The Crown* will be featured as one of PEOPLE's twelve Picks of the week
- Please note: one-third bookends will not run on the same page that features *The Crown*



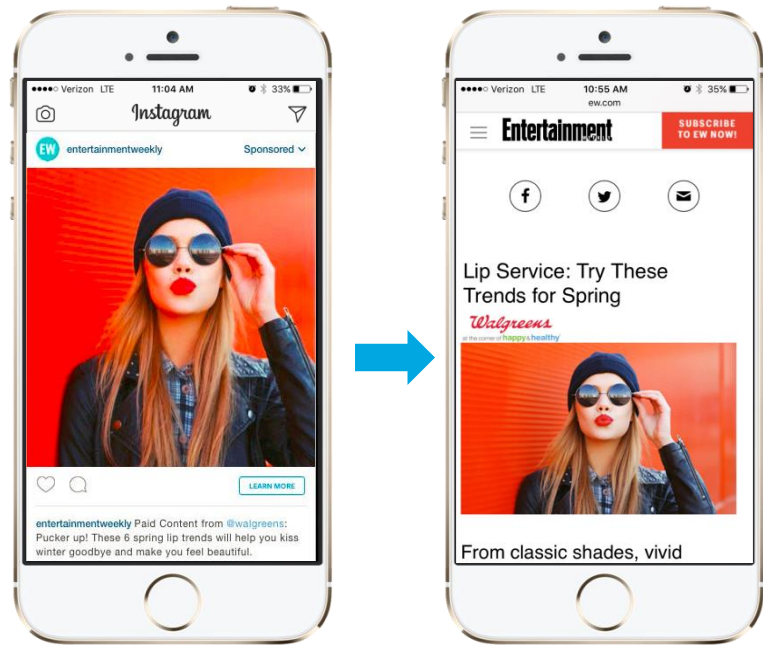
Amplify Social

Time Inc. will amplify and further promote *Crown*-related content and brand messaging from Netflix through our powerful Amplify Social product, available across multiple social channels including Facebook and Instagram.

Viewer's Guide content will be promoted via Amplify Social from the brand handles of PEOPLE and EW, aligning *The Crown* with the authoritative brands consumers trust.

Product Details:

- Through Amplify Social, we'll push Viewer's Guide editorial content directly to users as they scroll their social newsfeeds on a platform of Netflix's preference (Facebook, Instagram, etc.)
- Netflix can tap into Time Inc.'s proprietary 1st party data set to target Time Inc. subscribers and users on social
- Posts can drive users directly to the Viewer's Guide on PEOPLE.com



STEP 1

Advertiser's sponsored post appears in user's social feed from the Time Inc. brand handle

STEP 2

User clicks on post to read content



Additional High Impact Opportunities

Homepage Roadblock with Video Halo Unit

High-impact, highly engaging opportunity for Netflix to utilize video assets

Highlights

- Netflix will captivate users as soon as they reach the PEOPLE.com homepage with an exclusive roadblock during *The Crown's* season two premiere
- This user-friendly, expansive canvas leverages subtle animation to capture attention, draw in *The Crown's* viewers and drive engagement

NETFLIX OPPORTUNITY

- Homepage roadblock with custom video halo unit on PEOPLE.com for one (1) day timed to *The Crown* premiere



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EW.COM HIGH-IMPACT MEDIA

Homepage Roadblock

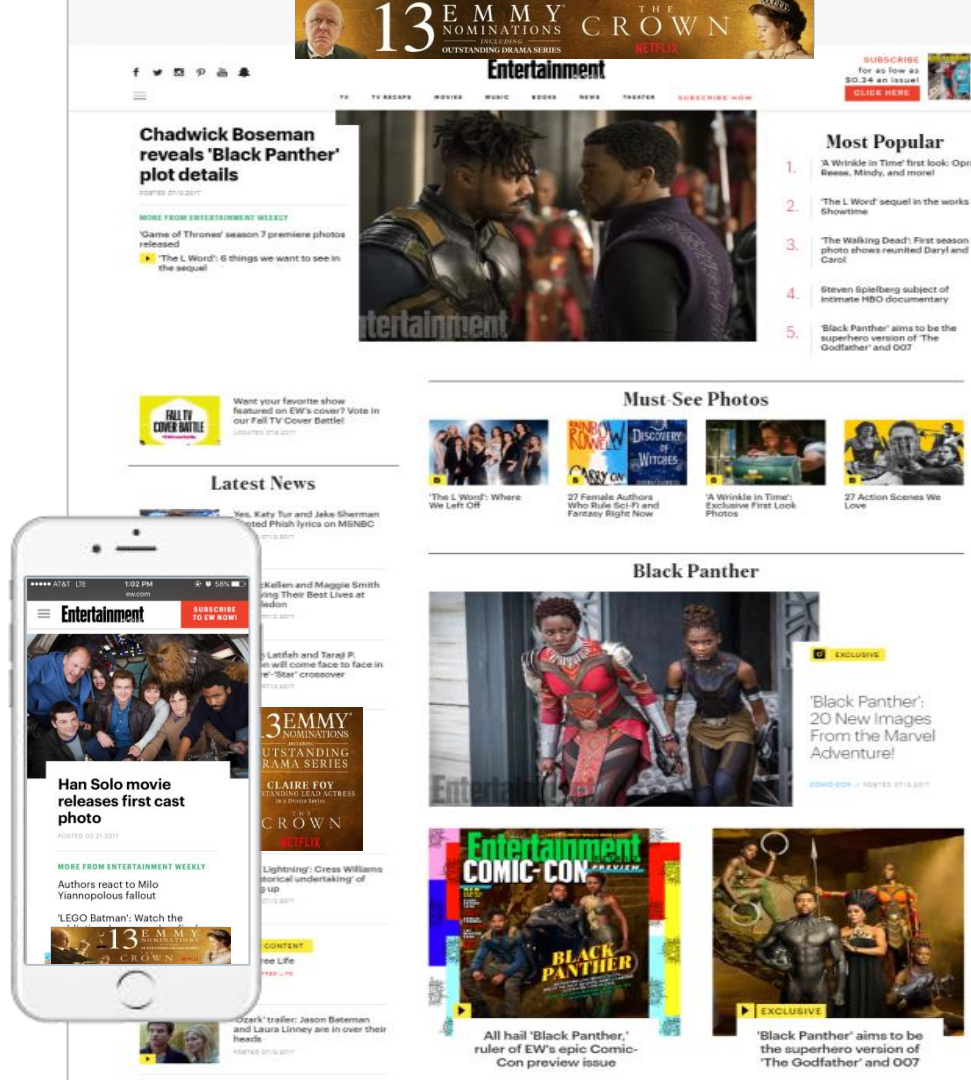
- EW invites Netflix to take over our homepage to drive tune in for *The Crown* season two
- Place *The Crown* at the forefront of entertainment fan's go-to destination as they enter EW.com to consume the latest in news, pop culture, television, music and so much more!

NETFLIX OPPORTUNITY

- 100% ownership of the EW.com homepage on one (1) key flight date
- Includes homepage execution on mobile and tablet for maximum impact and broad reach

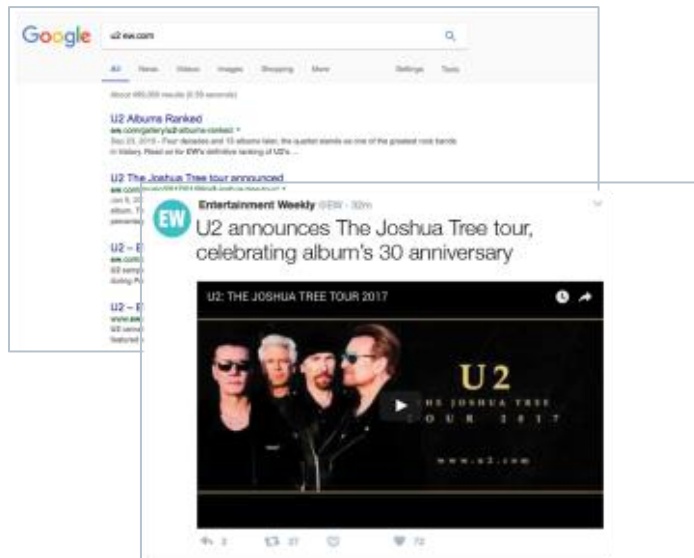
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First Impression Takeover

Netflix will make an impact across the entire EW.com during one key flight date.
The Crown will be the first in-view ad a consumer sees when they enter the site.*



STEP 1

Users see EW.com article anywhere online or via search or social



STEP 2

Users click link to story and Netflix owns 100% SOV on first page user lands on



**Thank
You!**

Time Inc.