

PROOF OF CONCEPT PROJECT LIVE CINEMA VIEWING PARTIES OVERVIEW & REACH



PROMOTION HIGHLIGHTS:

- Largest live global E-Sports competition distributed to cinemas in 34 countries.
- 600 cinemas, Paid attendance exceeded 60,000, avg of 100+ paid per screen, over \$950,000 in box office revenue.
- Localized cinema casts in nine languages
- Enhanced technology included broadband delivery, enhanced quality picture and sound, Premium Large Screen Formats (PLF), Centralized worldwide monitoring, quality control and troubleshooting
- Features for fans: Thundersticks for each attendee for in-cinema use, Digital capsules, Hextech Chests and Limited-edition skins for in-game use.
- 81 million total promotional impressions, valued at \$1.3M USD, using Cinema Trailers, Event Website, Newsletters, PR & Publicity, Entriibe, Halo and Riot in-client ads.



OnePlus Music Festival Recap

HIGHLIGHTS

591m paid impressions

3-month PR campaign worth 4 million USD

7.2m livestream audience in India
a record tune in to date

USD 450K SM spend

65.2m organic impressions

17m organic reach

22,000 gathering

November 19, 2019
DY Patil Stadium
Mumbai India

