

NETFLIX

STRANGER
THINGS

twitch

STRANGER THINGS HAPPEN

Custom Concept

Stranger Things Happen

Twitch chat unleashes supernatural scares on an unwitting team of Twitch Influencers

We'll lure a group of Twitch's biggest Influencers to a custom-built, **80's-themed** living room set – ostensibly to play popular **supernatural/mystery games** and celebrate the premiere of *Stranger Things* on Netflix with **trailers and clips**.

But, little will they know that **strange doings** **are afoot!** That cozy little living room belies a terrifying power...



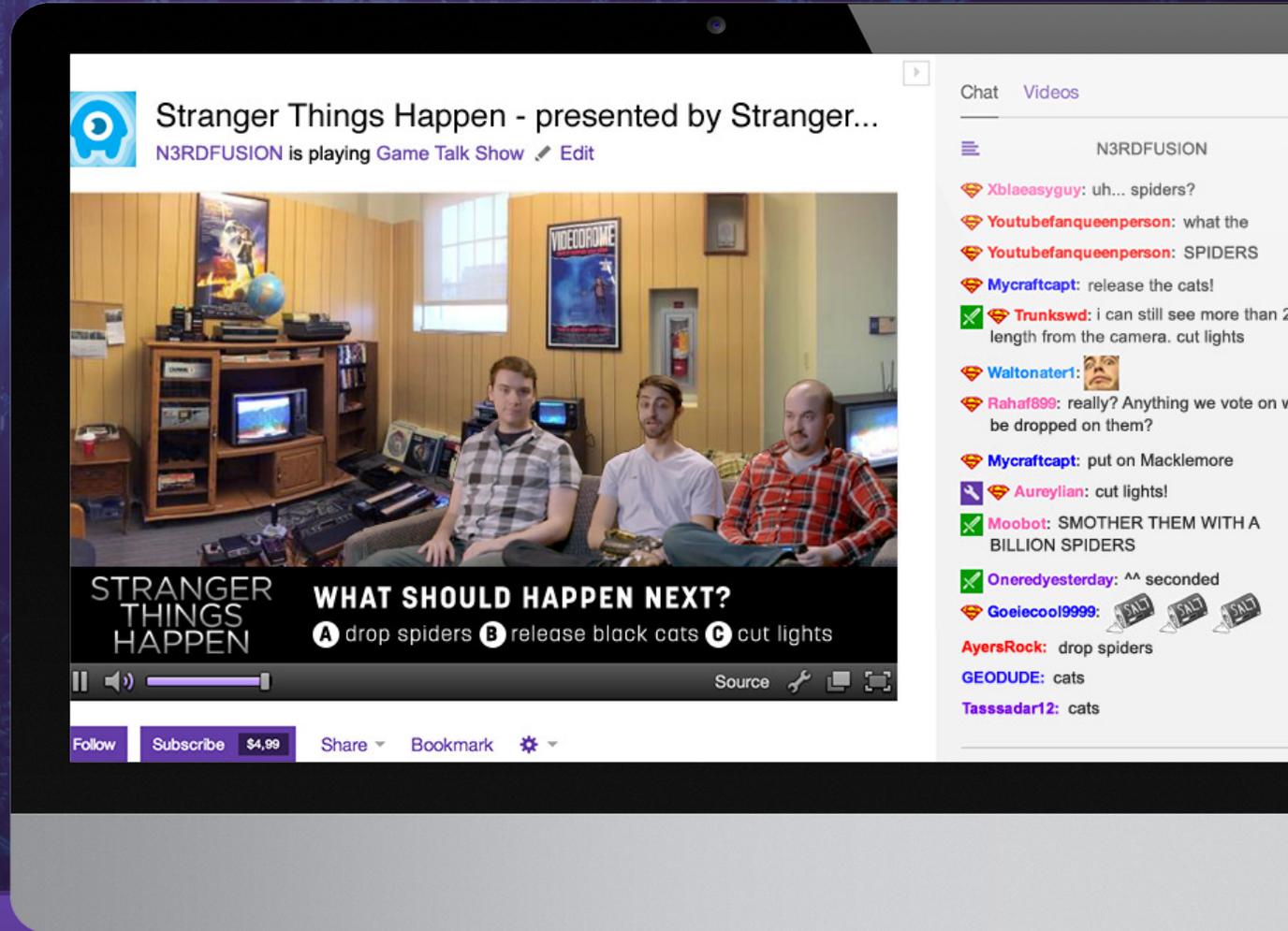
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...the power of **Twitch chat!**

Throughout the **multi-hour broadcast**, Twitch chat will unleash a myriad of **supernatural events** on our unwitting team of Influencers.

From mysterious sounds to levitating objects to sudden darkness and chilling scares, Twitch chat will have total control over what happens next!



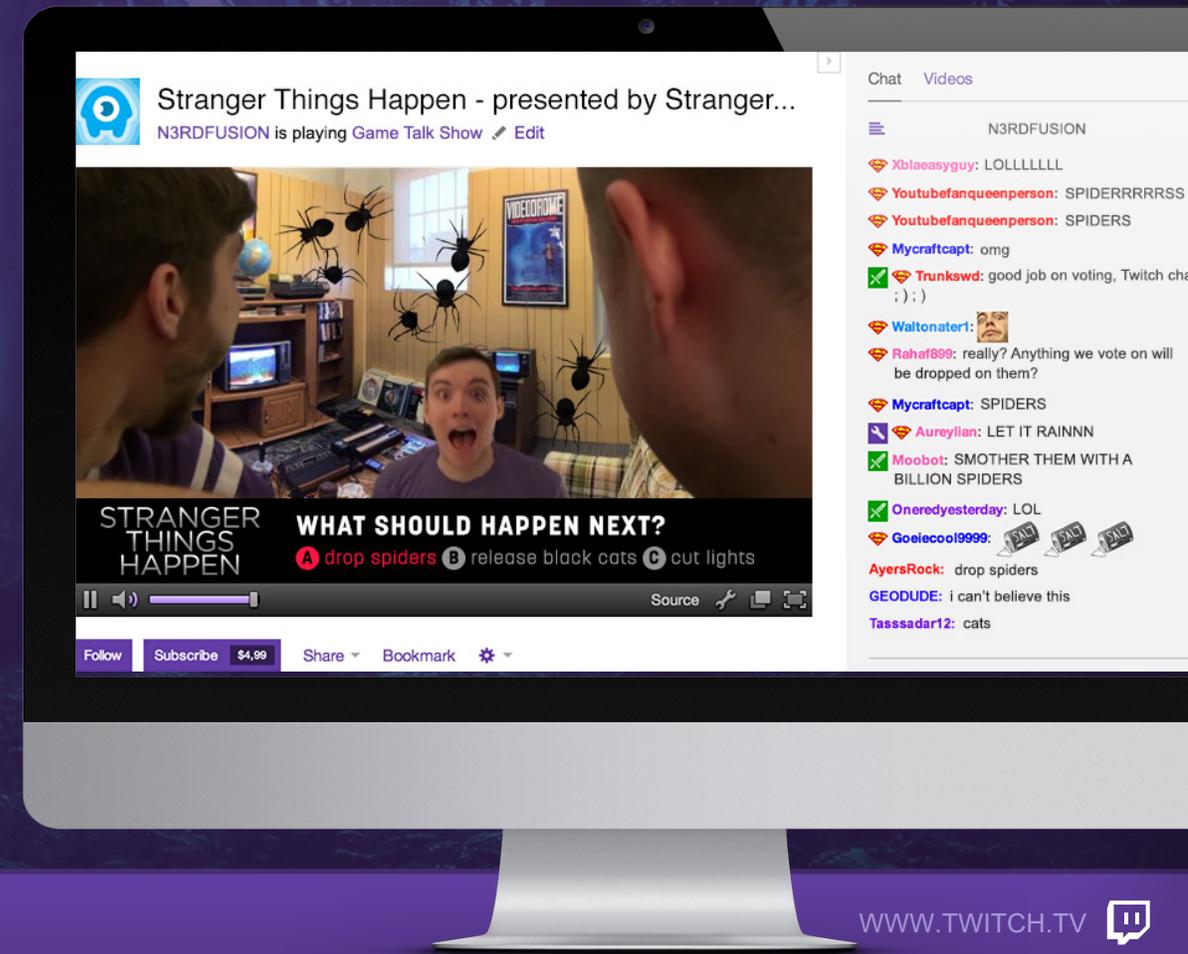
The screenshot shows a Twitch stream interface. The video player displays three men sitting on a couch in a room with wood-paneled walls. A poll overlay at the bottom of the video asks "WHAT SHOULD HAPPEN NEXT?" with three options: A) drop spiders, B) release black cats, and C) cut lights. The chat window on the right shows various viewer comments, including "uh... spiders?", "what the SPIDERS", "release the cats!", "i can still see more than 2 length from the camera. cut lights", "really? Anything we vote on v be dropped on them?", "put on Macklemore", "cut lights!", "SMOTHER THEM WITH A BILLION SPIDERS", "seconded", "drop spiders", "cats", and "cats".

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Program Benefits

- Participating Influencers will represent a variety of interests and backgrounds, each bringing their own **unique audiences** of die-hard fans to the broadcast and to *Stranger Things*
- **Chat interaction** is what makes Twitch so unique and so powerful. Giving chat control over a broadcast drives massive **engagement and tune-in**.
- The games, set, and “strange things” that happen throughout the broadcast will echo the **themes of the show**, driving interest and intrigue.



The Importance of Media

Your Media Makes Your Program A Success

Media is essential to the success of any custom program on Twitch.

- **Pre-roll and mid-roll** video spots drive awareness and action – whether for tune-in to your custom program or subscription sign-ups for Netflix.
- **Newsletter, social media, and sizzle strip** placements drive awareness of your custom program across the Twitch community's inboxes and social feeds – telling them exactly when, why, and how to participate.
- **Homepage carousel placements** during your custom programs drive Twitch viewers directly to your LIVE broadcast, resulting in major viewership and community participation.

THANK YOU



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