Future Now Maximizes Brand Benefits

Brand-Sponsored Early Binge of New Episodes Drives Viewer Attention and Brand Connection

Future Now Three-Episode Binge and Absolute A Pre-roll Ownership Delivers

- 90% Favorable Opinion of Future Now Format
- 83% Positive Perception of Partner Brand
- 81% Improved Opinion of Brand Providing Exclusive Early Access

And Brand Lift Through the Funnel

- +125% Awareness
- +15% Consideration
- +15% Recommendation

Source: Latitude Research Custom Study, Future Now in Filthy Rich, 10/20