



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