

# Entertainment Plan Across the Blueprint

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# Hasbro West



Toy & Game  
Product Innovation



Consumer  
Products



STORYTELLING  
**HASBRO BRANDS**  
CONSUMER INSIGHTS

Immersive Entertainment  
Experiences



Digital  
Gaming





my **LITTLE PONY**

baby **alive**

**FurReal**

**HAÑA ZÜKI**

**STRETCH ARMSTRONG**  
AND THE FLEX FIGHTERS

**TRANSFORMERS**

**Hasbro**

**Great Brands**

**Great Stories**

**COMPETITIVE DIFFERENTIATOR**

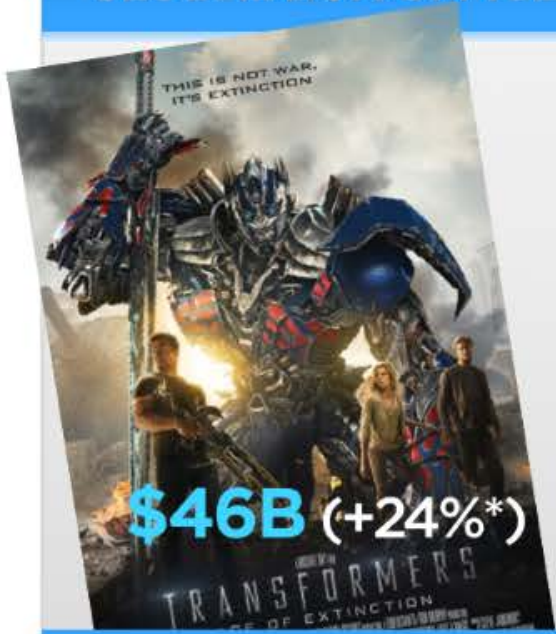
**Hasbro**



# ENTERTAINMENT Trends

Globally by 2021

## MOVIES GLOBAL BOX OFFICE



## TV CONTENT LINEAR



**989M** (+11%\*)  
Subscriptions

## TV CONTENT SVOD



**364M** (+87%\*)  
Subscriptions

## DIGITAL CONTENT MOBILE



**82%** (+9pts\*)  
Internet Traffic  
from Video

\* Absolute Growth 2016-2021 Source: Global Entertainment and Media Outlook 2017-2021, [www.PWC.com/outlook](http://www.PWC.com/outlook)





# Consumer Trends are Broadly Consistent Globally

# CONSUMER Behavior isn't

## MOVIES GLOBAL BOX OFFICE\*



Asia

+46%



N. America

+6%

## TV CONTENT LINEAR\*



## TV CONTENT SVOD\*\*



50%+  
Kids\*  
Watch  
**NETFLIX**



14-24%+  
Kids\*  
Watch  
**NETFLIX**

\* Absolute Growth Percent Change from 2016-2021. Source: Global Entertainment and Media Outlook: 2017-2021. [www.PWC.com/outlook](http://www.PWC.com/outlook)

\*\* Kids age 3-12, Futuresource Kids Tech Panel (2016/2017 U.S., U.K., Germany, France, Brazil and Mexico)







# THE Modern, Agile

## Global Play & Entertainment Company



COMMAND AND CONTROL





# Developing Innovative Capabilities

## Scale Up

**BOULDER  
MEDIA**

**Q1 2016**

Pre-Acquisition

Work-for-Hire

3 Productions

150 Crew

1 Location

'Boulder Only'

**Q4 2017**

Post-Acquisition

Full Creative

6 Productions

330 Crew

2 Locations

Hasbro and 3<sup>rd</sup> Party

Insights Team

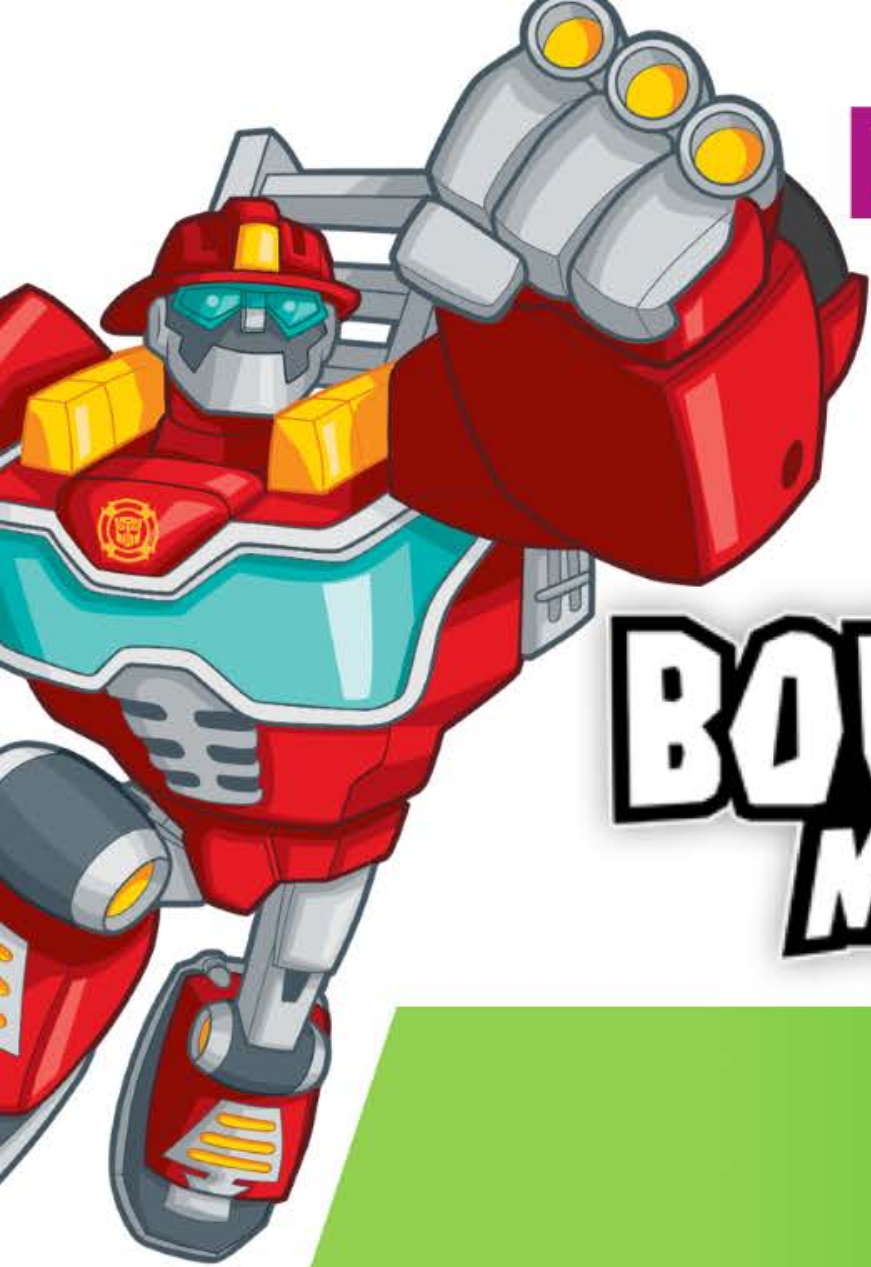




# Developing Innovative Capabilities

in Feature & Series Animation

**BOULDER  
MEDIA**





video playing  
in room







DEVELOPING  
**Innovative Capabilities**

Live Television • Music • Immersive Entertainment Experiences • Digital



**BUMBLEBEE**





# Hasbro Content Roadmap







# THE Modern, Agile Global Play & Entertainment Company



ACCELERATING OUR EFFORTS





# Our Winning Formula

## Brand Focus



BLUEPRINT

## Innovation



MISSION

## Omni-Channel Ecosystems



STORYTELLING

## Engagement



SHARE OF LIFE





RETHINK YOUR HEROES



TRANSFORMERS  
THE LAST KNIGHT  
JUNE 2017

10.6  
2017



ALLSPARK  
PICTURES

Hasbro  
STUDIOS

LIONSGATE

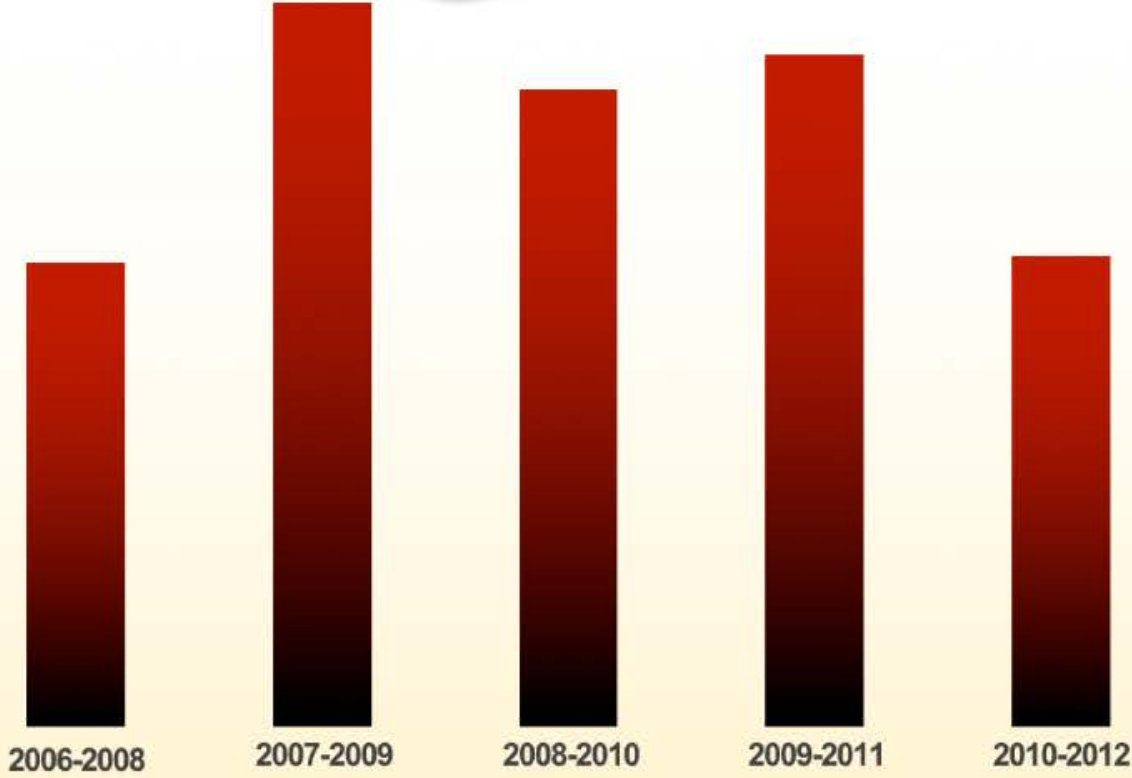
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# Sustainable Growth

Pre-Omni Channel

NET REVENUE IN MILLIONS  
3-YEAR AVERAGE



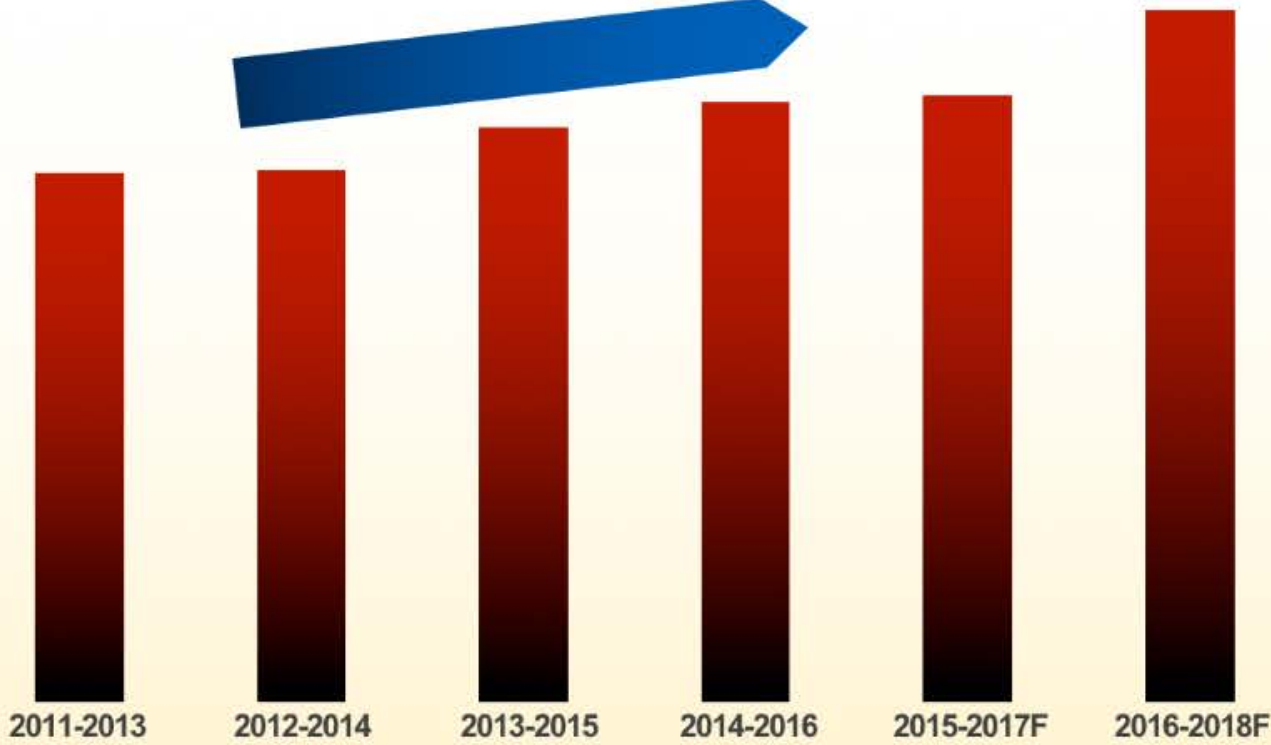
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# Sustainable Growth

Post-Omni Channel

NET REVENUE IN MILLIONS  
3-YEAR AVERAGE





THEATRICAL

# Content Roadmap

2017



2018

BUMBLEBEE

2019



CORE KIDS



KIDS 6-10 YRS OLD



FANS



FANS 10+ YRS OLD



PRESCHOOL



KIDS 3-5 YRS OLD







# TRANSFORMERS CYBERVERSE

CHAPTER ONE

# TRANSFORMERS POWER OF THE PRIMES

 MACHINIMA<sup>SM</sup>  
HEROES RISE

**NEW**  
Series  
Debuts  
2019





# Global Brand Engagement Through Story

**+250%**  
Revenue Growth  
Over 6 Years



BRAND STORY



Broadcast in Over  
**190**  
Markets

LINEAR

**1.2B**  
Lifetime Views



DIGITAL



**+35**  
Publishing Partners  
in 32 Languages

PUBLISHING

**37**  
Countries Around  
the World



THEATRICAL





# Driving Brand Growth at Retail Through Story



## MLP Retail Value by Revenue Source

 CONSUMER PRODUCTS  
 TOY



Pre  
TV Series



Post  
TV Series



Post Movie  
FORECASTED





# 2018 Biggest Year of Content to Date



DIGITAL RELEASE  
& DVD



MY LITTLE PONY  
SERIES



EQUESTRIA GIRL  
SERIES







friendSHIP Day

Ponifying  
the World

in 2017





video playing  
in room







my LITTLE  
PONY  
The  
MOVIE







video playing  
in room









# Brand Blueprint



**GLOBAL MARKETS**  
Developed  
Developing  
Emerging





Relatable  
characters

Lore

Messages of  
Friendship

Magic



Insights

One voice

Multi-platform

Nimble

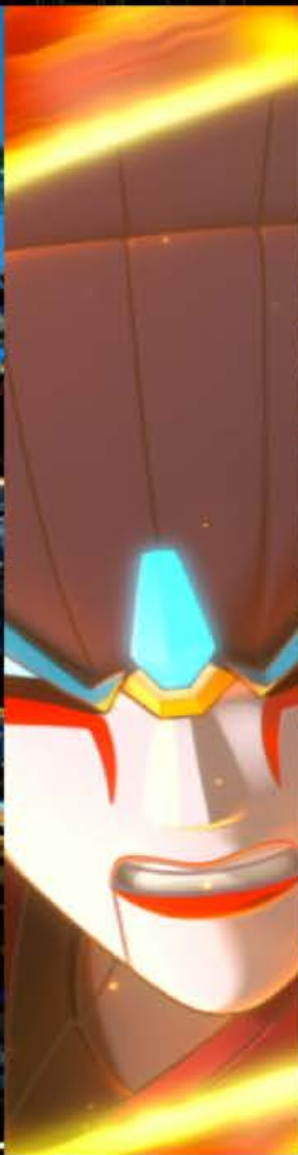
FUTURE STORYTELLING











# TRANSFORMERS





# Insight Driven Storytelling







**Insight: Kids Love**

# **Bumblebee!**

**COOL** **NICE** **FUNNY**  
**INTERESTING**  
**BRAVE** **FUN**  
**EXCITING** **GOOD FRIEND**  
**FRIENDLY** **HERO**







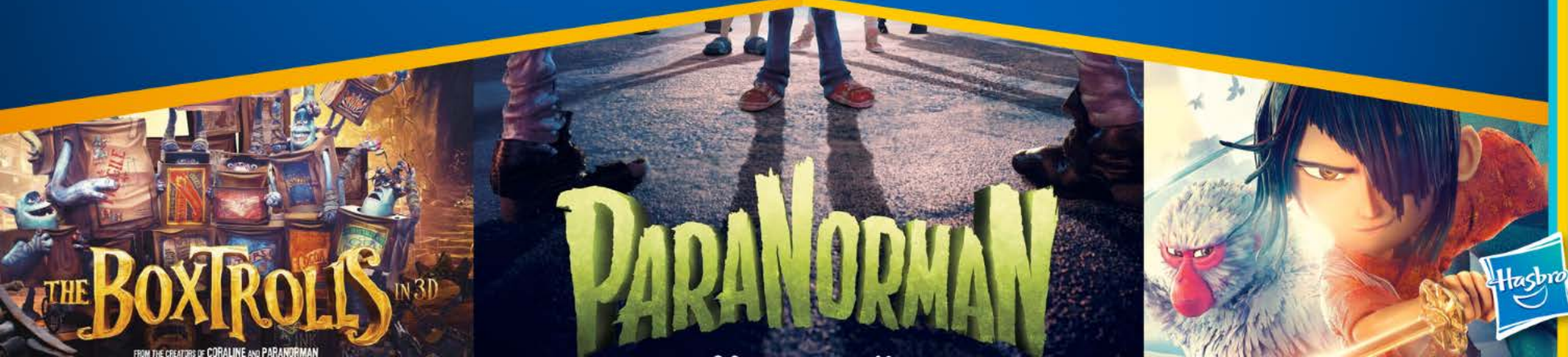
**ALLSPARK**  
PICTURES  
A HASBRO COMPANY







# TRAVIS KNIGHT





# TRANSFORMERS™ RESCUE BOTS ACADEMY



For  
Preschoolers





**TRANSFORMERS**

**CYBERVERSE**

**CHAPTER ONE**





audio only





THEATRICAL

# Content Roadmap

2017



2018

BUMBLEBEE

2019



CORE KIDS



KIDS 6-10 YRS OLD



FANS



FANS 10+ YRS OLD



PRESCHOOL



KIDS 3-5 YRS OLD





# Hasbro Content Roadmap





The YouTube logo is displayed inside a white circle. The word "You" is in black and "Tube" is in white on a red rounded rectangle background.

Kids 12 and under  
**don't know  
a world**  
without YouTube

**1 billion  
hours**  
watched  
everyday



# The Right-Now Daypart





OVER  
**1.2M**  
SUBSCRIBERS



**2B+**  
VIEWS

You **Tube**

# A Hasbro FAN-POWERED Network

**125B+**  
UGC VIEWS



**NERF** - 'NERF Nitro Cars w/  
Blasting Power' Official TV  
Hasbro ✓  
1,405,350 views • 1 month ago



Hanazuki S1 • E24  
'Recovery' | Hanazuki Ep#24  
**EXCLUSIVE Full Episode**  
Hasbro ✓  
1,078,749 views • 2 weeks ago

**4K+**  
PIECES OF  
CONTENT





# Predictive Behavior

REACH



VELOCITY



RETENTION







# Equestria Girls

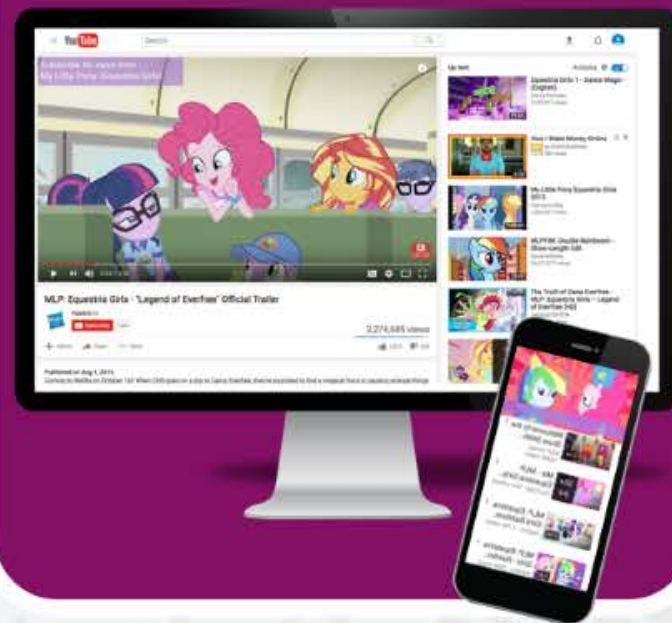
## REACH



## VELOCITY

SUN	MON	TUES	WED	THUR	FRI	SAT
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	

## RETENTION





Fall 2017

TRANSFORMERS<sup>®</sup>

TITANS RETURN<sup>™</sup>

PRIME WARS TRILOGY

 MACHINIMA<sup>SM</sup>

 Hasbro



video playing  
in room





Fall 2017

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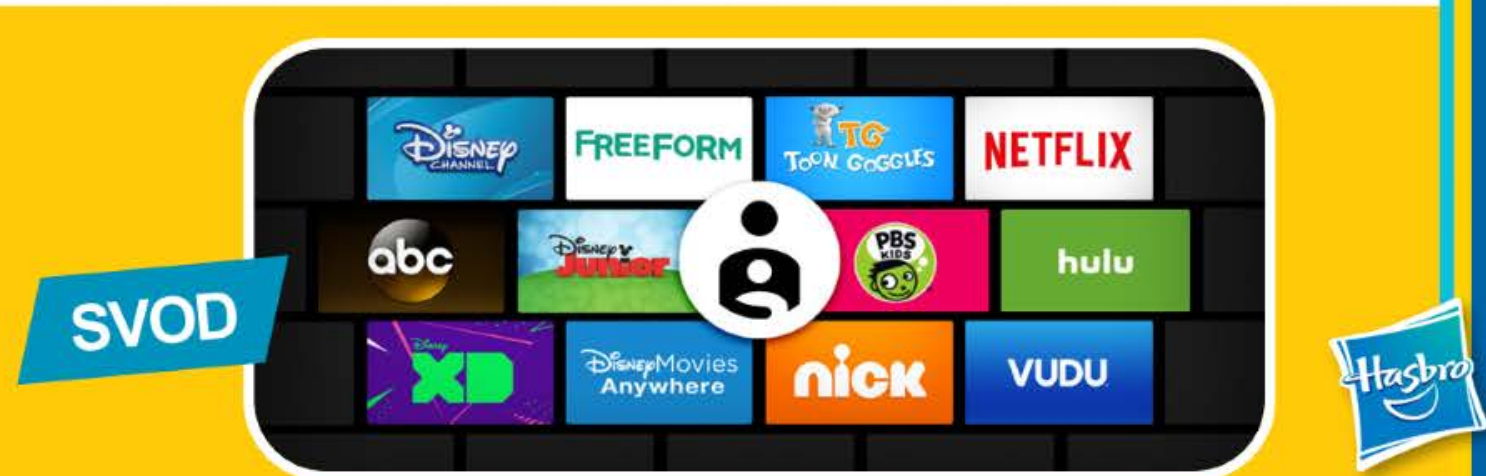
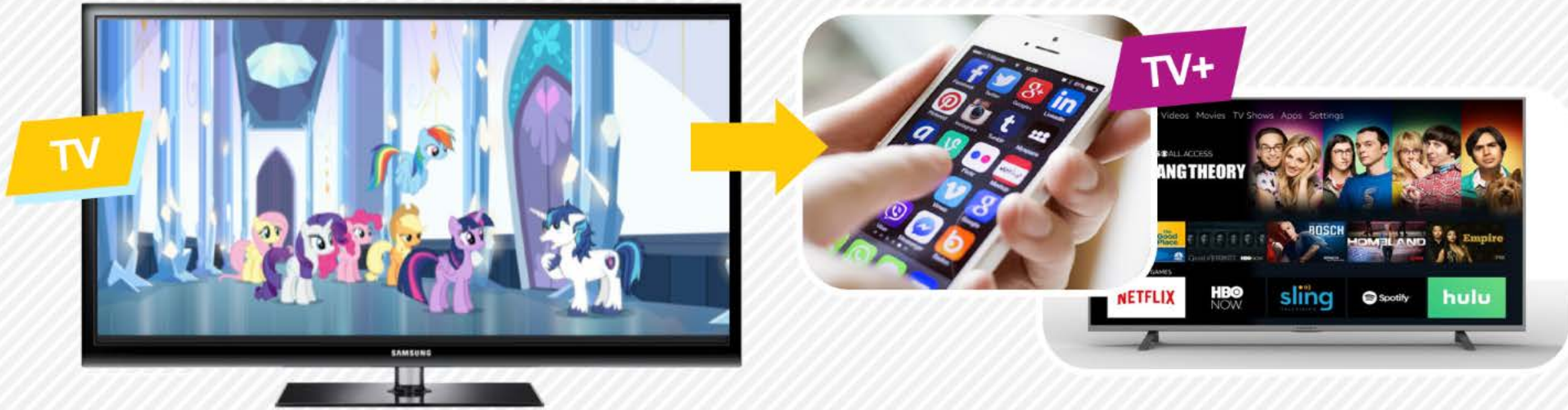


# The Evolution of Distribution





# Multi-platform Distribution Model





# Future Distribution Modalities

Streaming Services



Content to Commerce



AVOD Platforms





# Expanding Story...



**New Experiences**



**New Audiences  
& Categories**



**New Channels**





# New Experiences

### Mall Events



### Theme Parks



### On Stage



### Fun Runs



### Arena Shows



### Family Entertainment Centers



### Touring Shows







New Audiences  
& Categories







New Audiences  
& Categories







New Audiences  
& Categories



Baby

PLAYSKOOL  
baby

Well-Being



Customization







New Channels

E-commerce

Content to Commerce



Value



Business Model





