

Otter Media

21 
Digital Video Hours

Average Youth Consumer
Weekly Viewing Habits¹

12.1 Hrs
FREE DIGITAL
VIDEO

8.8 Hrs
DIGITAL
SUBSCRIPTIONS

Through Otter Media, AT&T is developing highly differentiated mobile-first entertainment experiences designed for the connected generation.

Our joint venture with The Chernin Group invests in, acquires and operates global video streaming services.

Otter Media is a leading pure-play online video company with holdings that include investments in Fullscreen Media, Ellation, Gunpowder & Sky and Hello Sunshine.

- More than 1.5M paying subscribers across Otter's various SVOD services, making Otter Media one of the largest SVOD companies.
- 60B video views per year across our network of 75,000 creators.
- Produces more than 2,000 hours of content annually, incl. feature films, series/shows, daily content.



- **Fullscreen Media** is a leading global, youth-oriented media company that develops online creators and produces multi-platform entertainment experiences.
 - Fullscreen has 75K online creators with more than 7 billion monthly views. In addition to its huge community of creators, Fullscreen's Brandworks division creates buzz-worthy, platform-native custom content that help brands reach younger audiences on social platforms.

ellation

- **Ellation** brings niche content to passionate fans who want a different experience. Its Crunchyroll anime video service has 20 million registered users and more than 1 million paying subscribers.
 - Ellation also launched VRV, a new multi-channel video experience bringing the best of anime, animation, gaming, comedy, fantasy, and technology to fans on one platform.

GUNPOWDER & SKY

- **Gunpowder & Sky** is a digital-first, global studio creating and distributing innovative, edgy and narrative-driven content independent of form, genre or platform founded by Van Toffler (former CEO of Viacom Media Networks) and Floris Bauer.



- **Hello Sunshine** is a new entertainment destination featuring high quality and exclusive content, especially for fans of female focused stories driven by the creative talent of Reese Witherspoon.
- **AT&T Hello Lab** is a collaboration between AT&T and Fullscreen that advances the art of storytelling through social media platforms and redefines entertainment through fan collaboration.



- **Rooster Teeth** is a pioneering studio responsible for online series including the award-winning and longest-running web series, Red vs. Blue.

1. <http://www.defymedia.com/acumen/acumen-report-youth-video-diet/>

