





ELECTRIC
NOW

WHAT IS ELECTRIC NOW?

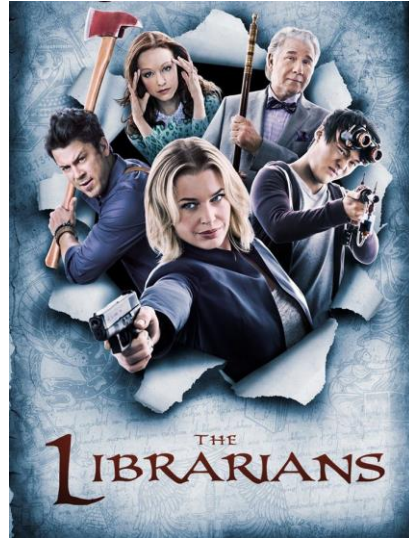
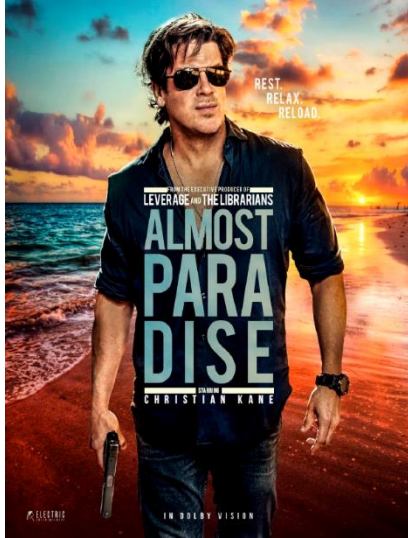
- **Electric NOW** is Electric Entertainment's streaming initiative
- **Electric NOW** has FAST channel, AVOD, and TVOD capabilities



WHAT IS ELECTRIC NOW?

- **ElectricNOW** is Action Adventure, Sci-Fi, Fantasy, Thriller!
 - The foundation of **ElectricNOW**'s properties are created, produced, and owned by Electric Entertainment
 - **DEAN DEVLIN**, Electric Entertainment's founder, is one of the top creative Producers / Writers / Directors in the industry
- **ElectricNOW**'s FAST channel is focused on scripted series
 - Supplemented with like-minded films, original video podcasts and other programming

ELECTRIC NOW CONTENT



Over **500 hours** of Electric Entertainment created, produced, and owned content

ELECTRIC NOW CONTENT

Over **2,000 hours** of movies, television, and podcast content created or acquired by Electric Entertainment refreshed every 45-60 days



WHERE TO WATCH ELECTRIC NOW

AVAILABLE ON



IMDb TV



PLEX



ELECTRIC
NOW

TURN US ON. LEAVE US ON.

DEVICES



Roku TV

androidtv



LG

Roku



VIZIO



MORE
OUTLETS
TO BE
ADDED
SOON!!!

ELECTRIC NOW DEMOGRAPHICS

- Balanced audience with a slight lean towards Female
- 51% of viewers are under 55
- 30% of viewers are 39 and younger
- ELECTRICNOW hits all 4 quadrants
 - ❖ Male
 - ❖ Female
 - ❖ Young
 - ❖ Old

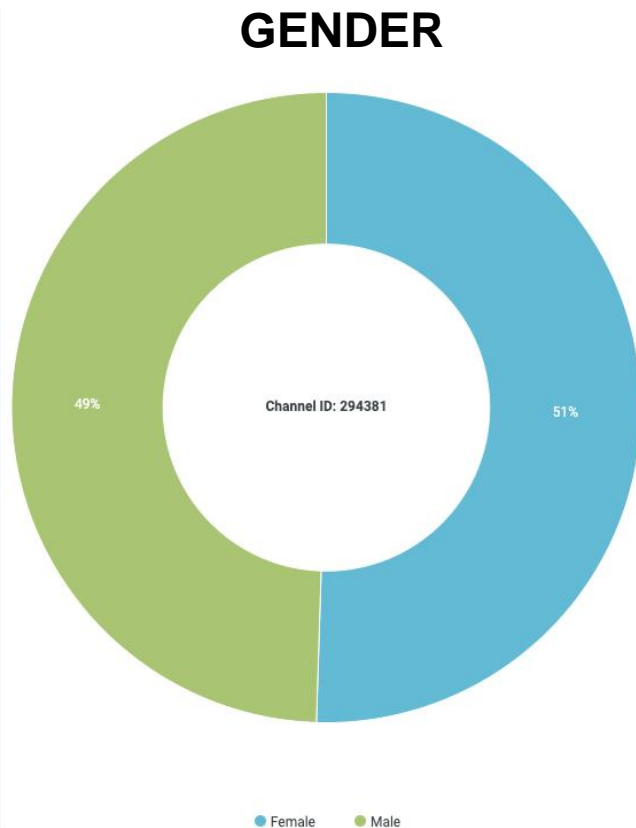
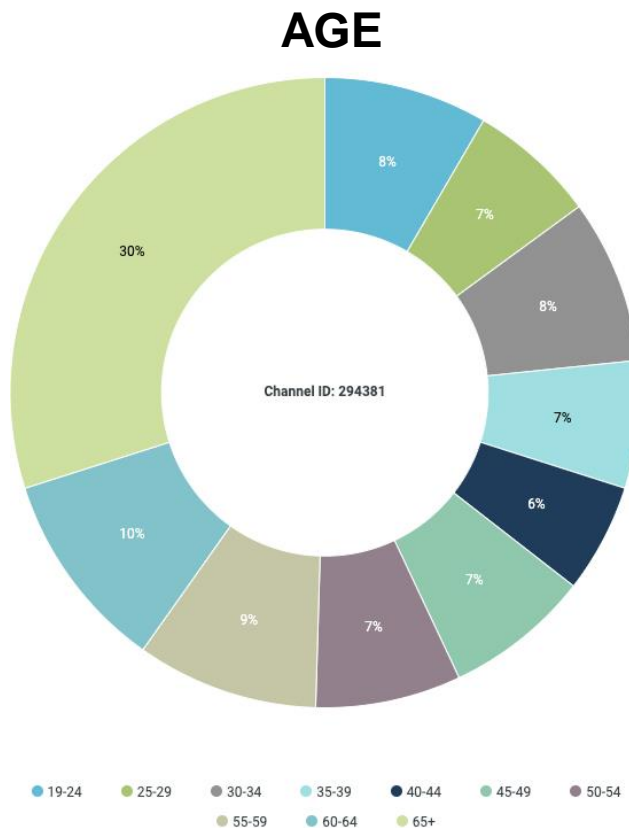


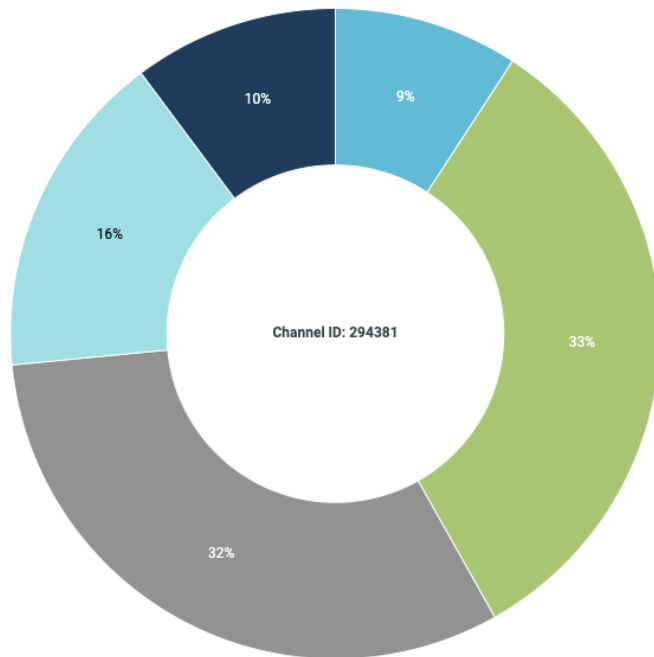
Chart Source:
Roku

ELECTRIC NOW DEMOGRAPHICS

Education and Income

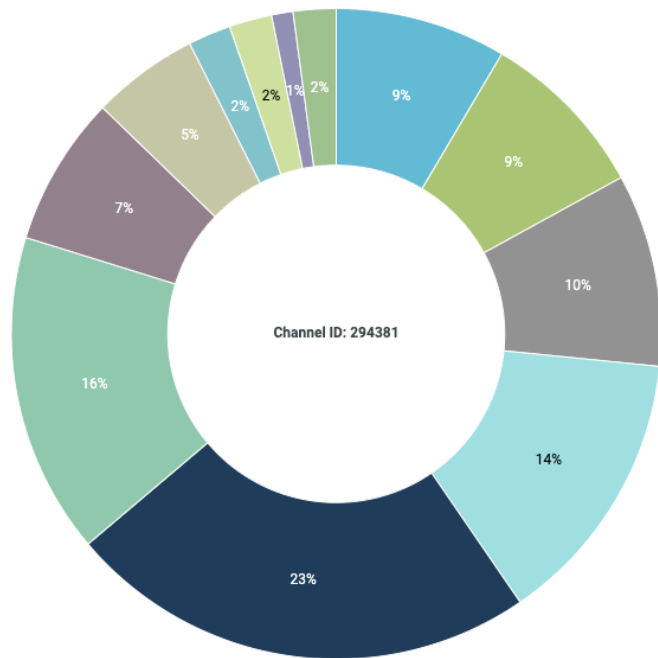
- Nearly 58% of our viewers earn \$50,000 annually or more.
- 58% of ELECTRIC NOW viewers have attended college or other post-secondary education

EDUCATION



● Less Than High School Diploma ● High School Diploma ● Some College
● Bachelor Degree ● Graduate Degree

INCOME



● \$1,000 - \$14,999 ● \$15,000 - \$24,999 ● \$25,000 - \$34,999 ● \$35,000 - \$49,999
● \$50,000 - \$74,999 ● \$75,000 - \$99,999 ● \$100,000 - \$124,999
● \$125,000 - \$149,999 ● \$150,000 - \$174,999 ● \$175,000 - \$199,999
● \$200,000 - \$249,999 ● \$250,000+

Chart Source:
Roku



ELECTRIC NOW GROWTH

STRONG GROWTH IN VIEWERS

- ElectricNOW is currently over **3 million viewers per month** – and steadily growing
- Chart represents the growth of ElectricNOW app over the last year

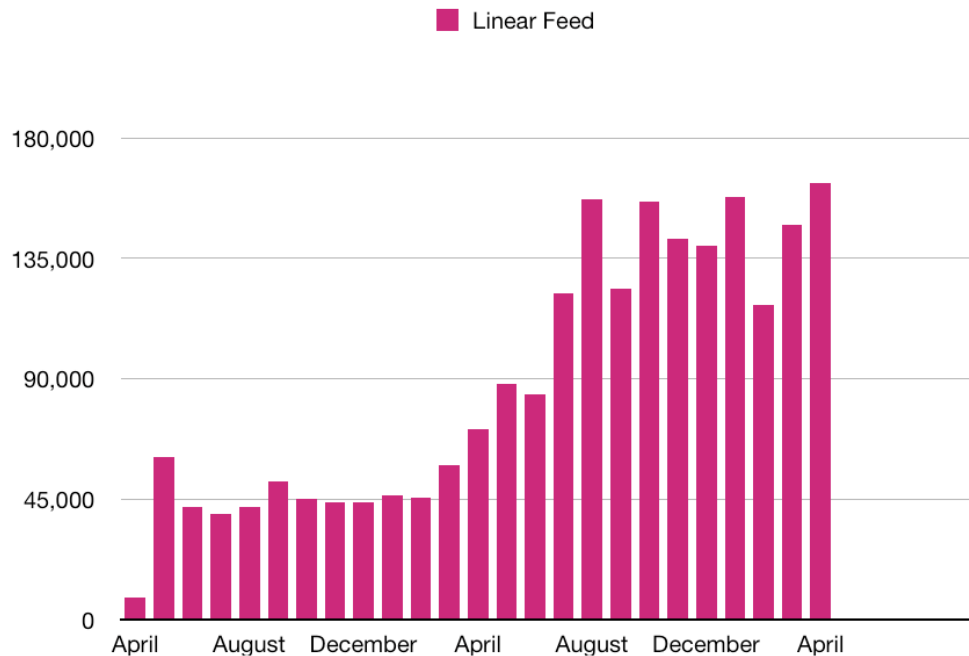


Chart Source:
OTTera

Note: Chart through April 2022

ELECTRIC NOW GROWTH

- Average time spent on the app is an extraordinary **81.29** minutes per day!
- ElectricNOW ranks in the Top 20% of all channels in **Roku** and **Xumo** by Total Time Watched
- ElectricNOW ranks in the Top 5% of all channels in **Sling TV** & **Stirr**

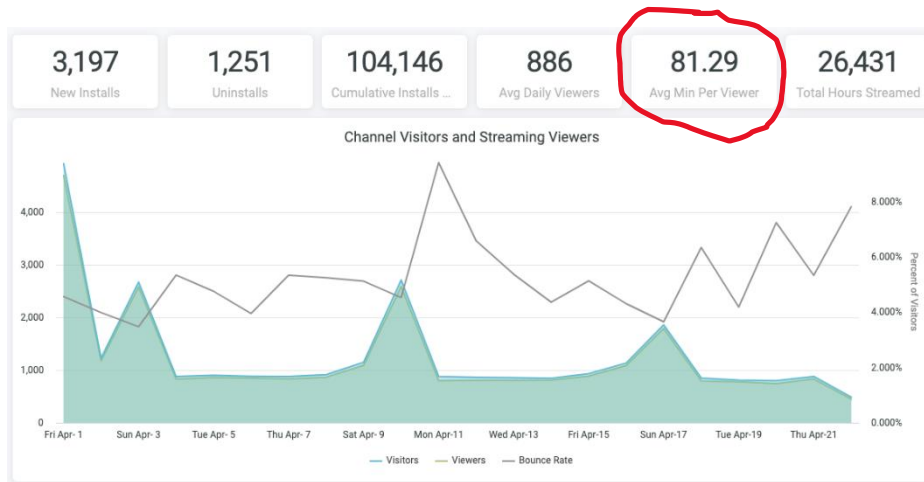


Chart Source:
Roku

Note: Analytics data from Q1 2022

SATURN AWARDS

- The Saturn Awards celebrates the best in Science Fiction, Fantasy and Horror Series and Films.
- The 47th Annual Saturn Awards will be on October 25th 2022. It will be broadcast live exclusively by ElectricNOW and streamed across multiple platforms



ELECTRIC NOW 

⚡ TURN US ON, LEAVE US ON ⚡