
SONY PICTURES TELEVISION
MERRY & BRIGHT
SONY
PICTURES
TELEVISION

Christmas is not a date.
It's a state of mind.

– Mary Ellen Chase



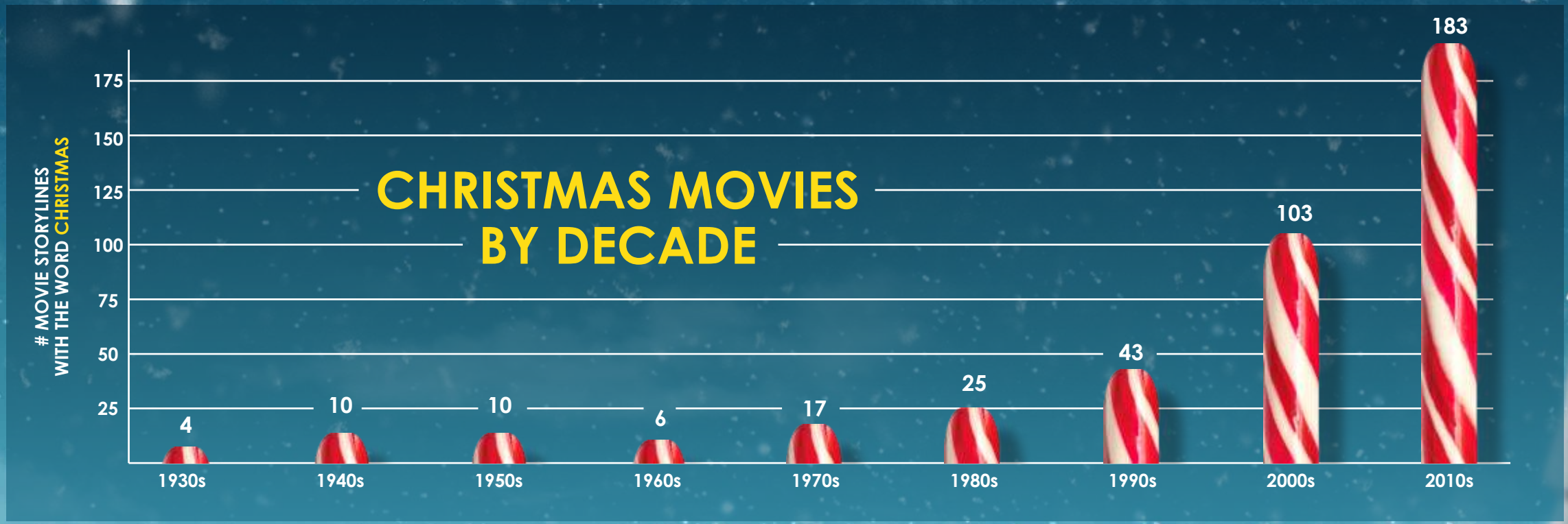
Santa's Nice List

CHRISTMAS MOVIES...

- ✓ are **SCIENTIFICALLY PROVEN** to be good for the mind (and soul).
- ✓ **PROVIDE THE ESCAPISM** that post-pandemic audiences need.
- ✓ create **NOSTALGIA BIAS** in viewers.
- ✓ can be enjoyed by **VIEWERS OF ALL AGES** due to their clean and wholesome nature.
- ✓ are **EVERGREEN** and can be brought back year after year.

Source: Online articles (Atom, "Why We Love The Magic Of Christmas Holiday Movies," 11.29.20; Psychology Today, "Why Do We Like Holiday Movies?," 12.1.20; TV Insider, "Hallmark's Christmas in July 2021 Schedule, Plus a New Movie With Amy Acker & Warren Christie," 6.2.21; Cosmopolitan, "Channel 5 celebrated Christmas early, and the internet is divided," 8.16.16) Linear data from performance results for select Christmas MOW titles Jan 01 2017 – May 16 2021, SVOD data base on Ampere service catalog information from Jan 2017 – May 2021.

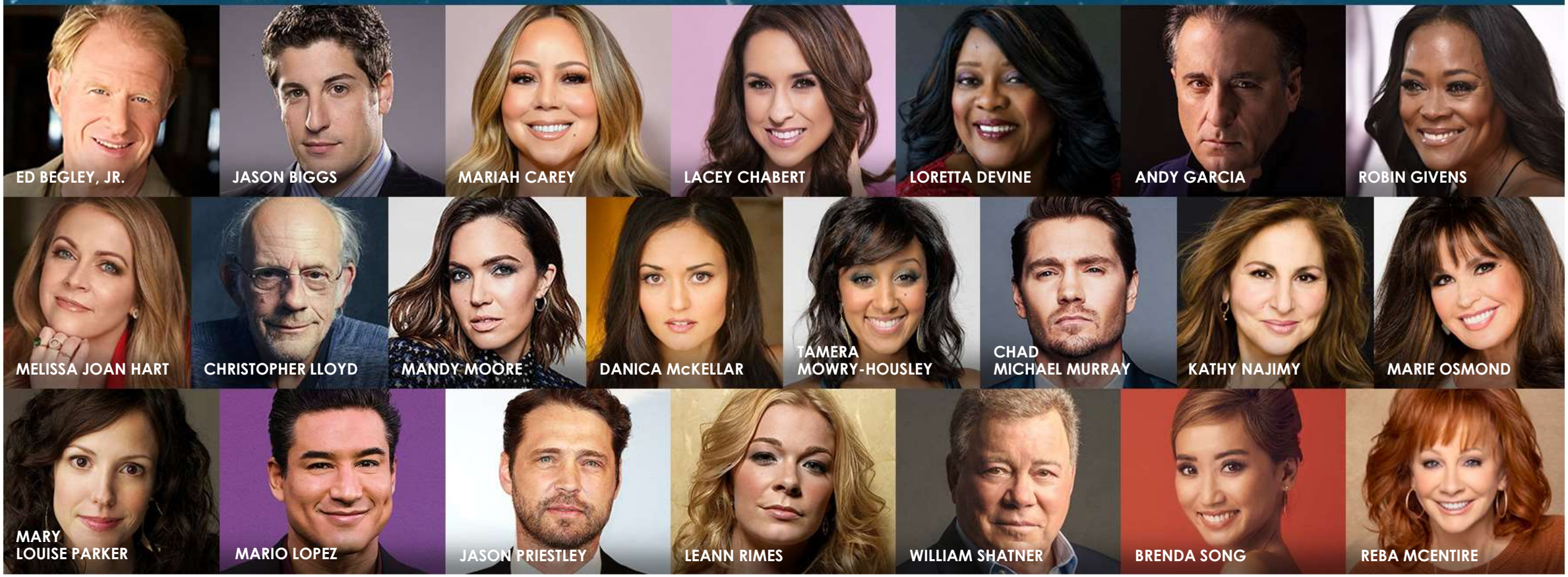
CHRISTMAS MOVIES ARE HAVING A WILDLY POPULAR MOMENT



Source: Washington Post "We Have Reached Peak Chrstmas Movie" 12.23.19

DON'T MISS OUT!

SPT has over 20 Christmas MOW titles from Lifetime, Hallmark and Freeform, starring:



RECENT FAVOURITES

A SWEET CHRISTMAS ROMANCE

LIFETIME | TWO-HOUR DRAMA | 2019

Food stylist Holly enters a baking contest when she finds out that the owner of her favorite bakery, Mrs. Rose, is retiring and the winner will be selected as her successor. However, Holly soon realizes that she must join forces with a rival baker, Brad, if she wants a chance at first place.

KEY TALENT
Adelaide Kane *(The Purge)*
Greyston Holt *(Supernatural)*
Loretta Devine *(Crash)*





YOU LIGHT UP MY CHRISTMAS

LIFETIME | TWO-HOUR DRAMA | 2019

Inspired by true events, Emma returns to her hometown built around her family's pioneer Christmas Light Factory two weeks before Christmas. Upon returning, Emma discovers the lights have gone dim in the once festive town, prompting her to reconnect with an old flame to set their hearts and the town ablaze with light again.

KEY TALENT

Kim Fields *(The Facts of Life)*
Lisa Whelchel *(The Facts of Life)*
Mindy Cohn *(The Facts of Life)*
Adrian Holmes *(Skyscraper)*

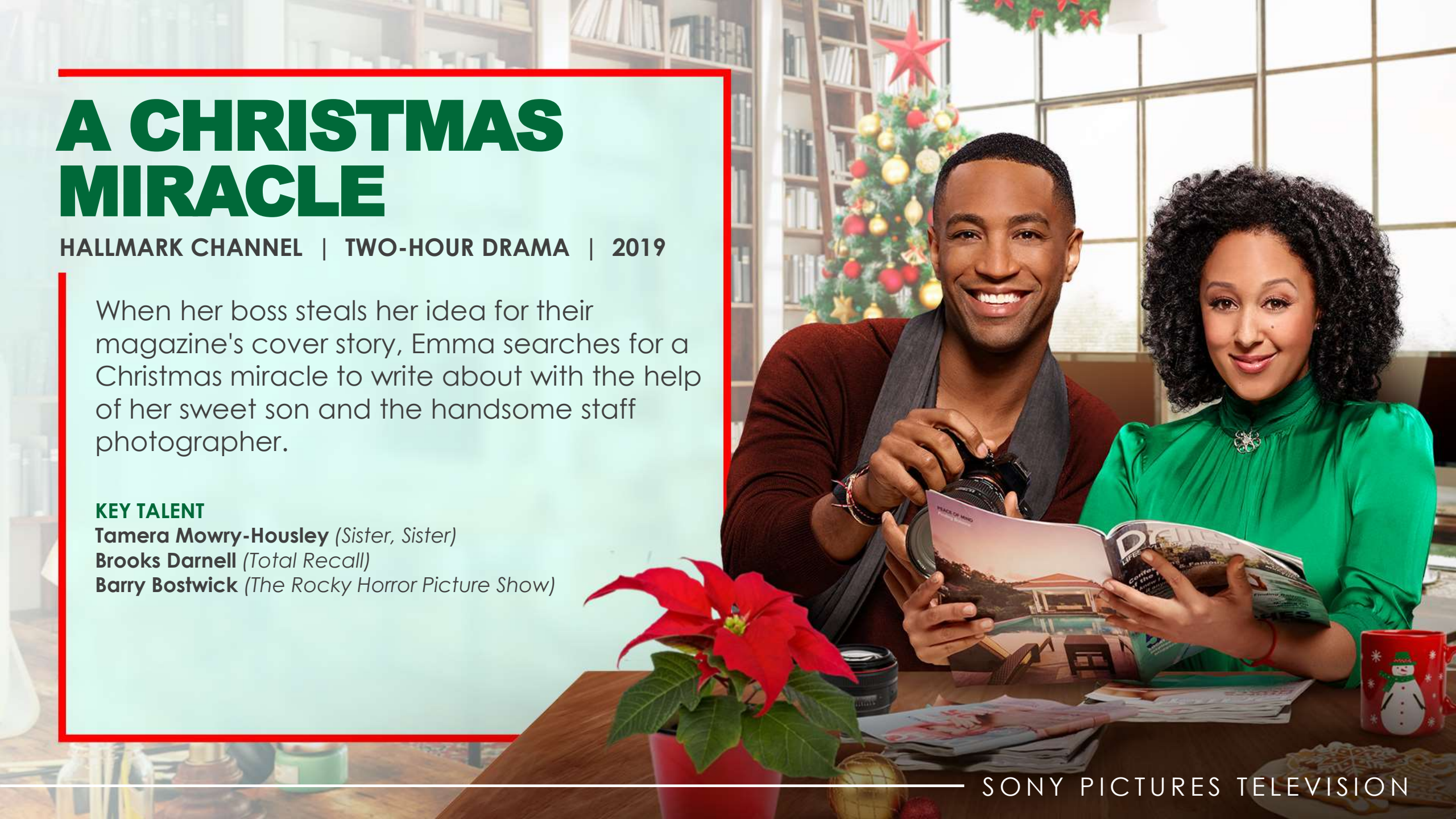
A CHRISTMAS MIRACLE

HALLMARK CHANNEL | TWO-HOUR DRAMA | 2019

When her boss steals her idea for their magazine's cover story, Emma searches for a Christmas miracle to write about with the help of her sweet son and the handsome staff photographer.

KEY TALENT

Tamera Mowry-Housley *(Sister, Sister)*
Brooks Darnell *(Total Recall)*
Barry Bostwick *(The Rocky Horror Picture Show)*



ALWAYS & FOREVER CHRISTMAS

LIFETIME | TWO-HOUR DRAMA | 2019

When marketing exec Lucy inherits her grandfather's year-round Christmas store, "Forever Christmas," she makes a trip back home to support the store during its final holiday season before she sells it. With the help of a local diner owner and the magic of a Christmas stranger from the north, Lucy soon begins to understand why her grandfather's shop is so special.

KEY TALENT
Lexi Lawson *(Power)*
Mark Ghanimé *(The Age of Adeline)*
Beth Broderick *(Sabrina the Teenage Witch)*
Cardi Wong *(Super Girl)*



IT'S CHRISTMAS, EVE

HALLMARK CHANNEL | TWO-HOUR DRAMA | 2018

School superintendent Eve is challenged with a shrinking budget and unfortunately for her handsome neighbor, Liam, the music program he leads is scheduled to be the next one cut. Liam's students are set to perform one last time at the town's tree lighting ceremony but an initiative to save the Arts could provide the Christmas miracle they need.



KEY TALENT

LeAnn Rimes *(Coyote Ugly)*
Tyler Hynes *(Flatliners)*
Eden Summer Gilmore *(Riverdale)*

SANTA'S BOOTS

LIFETIME | TWO-HOUR DRAMA | 2018

Holly returns home for Christmas and is put to work as one of Santa's elves at her family store where she unexpectedly falls in love with substitute Santa Nick. When Nick disappears, Holly begins her search for him. In a Cinderella story reversal, her only clue is his misplaced black boot, which eventually leads her to the Christmas Eve dance.

KEY TALENT
Megan Hilty *(Smash)*
Noah Mills *(The Brave)*



CHRISTMAS LOST AND FOUND

LIFETIME | TWO-HOUR DRAMA | 2018

After years of missing family gatherings, New York City event planner Whitney Kennison is off to Chicago to spend Christmas with Grandma Frances. Excited that her granddaughter is finally home for the holidays, Frances decides to bestow Whitney with the precious Kennison family Christmas ornaments. But when Whitney mistakenly throws out the box, Grandma Frances must stealthily devise a fun Christmas scavenger hunt to remind Whitney what the holiday is all about.

KEY TALENT

Tiya Sircar *(The Good Place)*
Dianne Ladd *(Alice Doesn't Live Here Anymore)*
Edward Ruttle *(Hot Tub Time Machine)*
Lisa Durupt *(Murder She Baked: A Chocolate Chip Cookie Mystery)*



ONE CHRISTMAS EVE

HALLMARK CHANNEL | 88 MINUTES | 2014 | COMEDY, DRAMA, FAMILY

A newly-divorced mom has some unexpected adventures the night before Christmas.

KEY TALENT
Anne Heche *(Donnie Brasco)*
Brian Tee *(Jurassic World)*
Kevin Daniels *(Atypical)*
Carlos Gómez *(The Baker and the Beauty)*





CROWN FOR CHIRSTMAS

HALLNARK CHANNEL | 86 MINUTES | 2015 | COMEDY, DRAMA, FAMILY

After getting fired from her job as a maid at a ritzy New York City hotel, Allie reluctantly accepts a temp gig as the governess to a young girl who is part of a powerful family in Europe that lives in an actual castle. After arriving, Allie learns the girl is named Princess Theodora and her father is Maximillian, the King of Winshire.

KEY TALENT

Danica McKellar *(The West Wing)*
Rupert Penry-Jones *(Spooks)*
Ellie Botterill
Pavel Douglas *(GoldenEye)*



CHRISTMAS IN CONWAY

ABC NETWORK | 96 MINUTES | 2013 | DRAMA, ROMANCE

Suzy is just home from the hospital and needs to be cared for around the clock. Her husband Duncan decides the best medicine Suzy could possibly have--and a Christmas present she'll never forget--is a ride on a real Ferris wheel set up in their own back yard. Why a Ferris wheel? Because it was while riding one many moons ago that Duncan asked Suzy to marry him.

KEY TALENT

Andy Garcia *(Ocean's Eleven)*
Mary-Louise Parker *(Red)*

ON STRIKE FOR CHRISTMAS

88 MINUTES | 2010 | COMEDY, DRAMA

'Tis the season, and a mother's work is never done. After years of making sure everything is perfect for her family, Joy Robertson (Daphne Zuniga) is saying "enough," and decides to go on strike for the Christmas season.

KEY TALENT

Daphne Zuniga *(One Tree Hill)*
David Sutcliffe *(Gilmore Girls)*
Julia Duffy *(Shameless)*
Chelah Horsdal *(The Man in the High Castle)*



CALL ME CLAUS

90 MINUTES | 2001 | COMEDY, FAMILY

A cynical television director is asked to take over the role of Santa Claus in order to save the world.

KEY TALENT

Whoopi Goldberg *(Sister Act)*
Nigel Hawthorne *(The Madness of King George)*
Brian Mitchell *(Tick Tick Boom)*
Victor Garber *(Legally Blonde)*



BUSTER & CHAUNCEY'S SILENT NIGHT

88 MINUTES | 1998 | ANIMATED, COMEDY, FAMILY

Buster and Chauncey the world's greatest Mouse-icians have arrived in Oberndorf for their shot at the big time: performing for the Queen at the annual Christmas pageant! But on Christmas Eve, Burghermeister Huffenmeir finds all the preparations for the festivities destroyed and the treasure of Oberndorf missing.

KEY TALENT

Phil Hartman
Marie Osmond
Tom Arnold
Judy Blazer





JUST IN TIME FOR CHRISTMAS

96 MINUTES | 2015 | COMEDY, ROMANCE

A young psychology professor must choose between moving across the country for her dream job or staying in her hometown to marry the man of her dreams. On a foggy December night, she gets little help from a Coachman, who brings her three years into the future and shows her what her life will become.

KEY TALENT
Eloise Mumford *(Fifty Shades of Grey)*
Michael Stahl-David *(Cloverfield)*
Tess Atkins (A Killer Among Us)
Christopher Lloyd



A CHRISTMAS MELODY

83 MINUTES | 2015 | COMEDY, MUSIC, ROMANCE

A gift of music transports people back to another time and place where they find their truest feelings.

KEY TALENT

Lacey Chabert *(Mean Girls)*
Brennan Elliott *(Night at the Museum)*
Kevin Chamberlin *(Modern Family)*
Kathy Najimy *(Sister Act)*

SONY PICTURES TELEVISION

THEATRICAL MOVIES

THE NIGHT BEFORE

101 MINUTES | 2015 | COMEDY

Three best friends set out to find the Nutcracka Ball – the Holy Grail of Christmas parties – and enter a night of debauchery and hilarity.

KEY TALENT

Joseph Gordon-Levitt *(Inception)*
Seth Rogen *(Bad Neighbours)*
Anthony Mackie *(Captain America)*

BOX OFFICE

€188,000

€20,000

€71,000



CHRISTMAS WITH THE KRANKS

98 MINUTES | 2004 | COMEDY, FAMILY

A suburban dad battles heavy opposition from the neighbours when he convinces his wife to skip Christmas and go on a cruise.



KEY TALENT
Tim Allen *(Toy Story)*
Jamie Lee Curtis *(Freaky Friday)*

BOX OFFICE
€48,000

€90,000

ARTHUR CHRISTMAS

97 MINUTES | 2011 | ADVENTURE, ANIMATION

Santa's youngest son Arthur embarks on a magical adventure to deliver the final gift to a child to save Christmas.

KEY TALENT

James McAvoy *(Split)*
Hugh Laurie *(House)*
Bill Nighy *(Love Actually)*
Jim Broadbent *(The Iron Lady)*

BOX OFFICE

€576,000

€427,000

€47,000





THE STAR

85 MINUTES | 2017 | ADVENTURE, ANIMATION

A small but brave donkey and his animal friends become the unsung heroes of the first Christmas.

KEY TALENT
Steven Yeun *(Minari)*
Keegan-Michael Key *(Let's Be Cops)*
Aidy Bryant *(The Big Sick)*
Gina Rodriguez *(Jane the Virgin)*


SCHEDULING
AND
MARKETING

HOLIDAY TV MOVIES

The Perfect Happy Escape Post-Pandemic Audiences Crave

- Holiday movies are scientifically demonstrated to be good for your mental health – they help release the hormone dopamine which heightens happiness and reduces stress and anxiety.
- They provide the escapism that post-pandemic audiences need and an ideal counter-balance to hectic modern life by allowing viewers to experience the ultimate "good" version of our world - one where everything always works out.
- Watching holiday movies can create nostalgia bias in viewers, by reminding them of their childhood memories associated with the holidays and conditioning them to experience a similar positive emotional response.

Source: Online articles (Atom, "Why We Love The Magic Of Christmas Holiday Movies," 11.29.20; Psychology Today, "Why Do We Like Holiday Movies?," 12.1.20; TV Insider, "Hallmark's Christmas in July 2021 Schedule, Plus a New Movie With Amy Acker & Warren Christie," 6.2.21; Cosmopolitan, "Channel 5 celebrated Christmas early, and the internet is divided," 8.16.16) Linear data from performance results for select Christmas MOW titles Jan 01 2017 – May 16 2021, SVOD data base on Ampere service catalog information from Jan 2017 – May 2021.

The Magic of Christmas

On Linear

- Holiday MOWs are designed to be clean, broad titles **appropriate for all demographics**, which allows for flexible scheduling at different times of day.
- They can reach **broad linear audiences** in daytime time periods, including often more than 1.0M Total Viewers on major European Free TV channels like TF1, M6 and TMC in France, Antena 3 and TVE 1 in Spain, Rai 1, Rai 2 and Canale 5 in Italy, RTL in Germany and Channel 5 in the UK.
- They are **evergreen comforting titles** that audiences can return to during the holidays year-after-year but that can also be scheduled out of season, as demonstrated by Hallmark's Christmas in July in the US and Channel 5's Christmas Comes Early in August in the UK.

On SVOD

- **Global SVOD platforms** see the value in carrying multiple holiday TV movie titles in their catalogs and have started to produce more of this content as originals (e.g. Netflix's *The Princess Switch* and *A Christmas Prince* franchises).
- Looking at 100 holiday TV movie titles as examples, **Amazon Prime Video** recently licensed 8 to 19 in many of their international territories, **Netflix** licensed 3 to 5 and local VOD services including Cmore and Viaplay in Sweden, Videoland in the Netherlands, Globo Play in Brazil and Foxtel Now in Australia each offered a dozen or more of the titles in their libraries.

Source: Online articles (Atom, "Why We Love The Magic Of Christmas Holiday Movies," 11.29.20; Psychology Today, "Why Do We Like Holiday Movies?," 12.1.20; TV Insider, "Hallmark's Christmas in July 2021 Schedule, Plus a New Movie With Amy Acker & Warren Christie," 6.2.21; Cosmopolitan, "Channel 5 celebrated Christmas early, and the internet is divided," 8.16.16) Linear data from performance results for select Christmas MOW titles Jan 01 2017 – May 16 2021, SVOD data base on Ampere service catalog information from Jan 2017 – May 2021.

CHRISTMAS MOW GUIDE

We have Something for Everyone

For the Family

Always & Forever
The Christmas Aunt
Christmas Lost & Found
A Christmas Melody
A Christmas Miracle
One Christmas Eve

For Gal Pals

Angry Angel
The Christmas Edition
Christmas in Conway
Christmas on the Vine
Crown for Christmas
Dear Christmas
It's Christmas, Eve
Just in Time for Christmas
Love in Winterland
On Strike for Christmas
Santa's Boots
A Sweet Christmas Romance
You Light Up My Christmas

For Fans of the Book / The Fairytale Lover

The Angel Tree
Crown for Christmas
On Strike for Christmas
Santa's Boots

PROGRAMMING IDEAS

Countdown to Christmas

Schedule one Christmas MOW every day from December 1st to December 25th in the same time slot. In October/November, start teasing the programming stunt using a schedule of the movies that will be airing each day. Work with the marketing team to generate awareness of the initiative and to surprise and delight viewers in your market.

Home for the Holidays or Dinner and a Movie: December Weekends with Family and Friends

Establish a two-week programming block in December to air Christmas MOWs. Position the MOWs as movies to watch with family and friends after enjoying a meal together. Work with marketing to promote the stunt and partner with local restaurants, grocery stores or food delivery services to further promote the initiative.

MOW Marathon

Select a day to host Holiday MOW Marathons (e.g., MOW Marathon Mondays) and air back-to-back MOWs for viewers to binge and get in the holiday spirit. Promote heavily on social to spread the word of this seasonal programming block.



SOCIAL IDEAS

Twitter Poll: Christmas Edition

Develop a "choose your adventure" Twitter thread where fans get to vote/choose in a poll what comes next in the romantic holiday story.

Tap-To-Hold Holiday

Create a tap to hold Instagram Story video of all the MOWs. Fans will have to tap the screen and hold to find out what their holiday MOW of choice will be.

Secret Santa

Fulfill someone's wish through Instagram by inviting fans to submit their holiday wish via Instagram Story. Coordinate with local teams to help bring that wish to life.



Social Scavenger Hunt

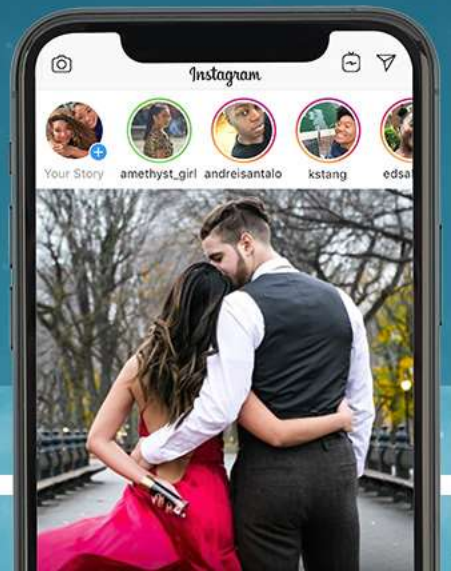
Host a multi-day scavenger hunt on social media where fans need to find clues in photos posted about the film.



INFLUENCER IDEAS

MOW IRL

Record a short video of an influencer pretending they've woken up and their life is an MOW e.g., mayor walks up to talk about planning the local festival, relative visits and more.



Small Town Getaway

Since many holiday MOWs take place in small towns, clients can partner with a local influencer to give away a trip to a similar town for a weekend getaway. Option to send influencers to explore small towns in their country and find idyllic settings fit for a holiday romance.

Movie Night

Invite influencers to host a holiday MOW marathon. Send an influencer party pack that includes show/client/SPT branded plush blankets and snacks. Option to partner with a local event production company to transform the living room into the ultimate sleepover perfect for holiday MOW binging.

Scavenger Hunt

Inspired by *Christmas Lost and Found*, host a scavenger hunt around the city for influencers to find the missing ornaments. This is a great opportunity to encourage influencers to explore their hometowns and find those romantic settings.