

Case Study: Showtime Networks

Objective:

To launch and build a licensing program for the premium network's original series that reinforced each of the brands' distinct identities while **building loyalty amongst core consumers** and attracting **new viewers**.

Approach:

The **360ep** team, with input from Showtime Networks, identified products and retailers that aligned with the network's programming and brands. **360ep** then sought out manufacturing and retail partners and negotiated licensing deals with the best possible companies and terms.

Results:

Over the 4+ year relationship, **360ep** secured **50+ licenses** across the network's collection of original programs (*The L Word*, *Dexter*, *The Tudors*, *Showtime Boxing*, *Weeds*, *Nurse Jackie*, *Californication* & *Queer As Folk*).

Product categories include jewelry, toys, video games, apparel, collectibles and publishing. Showtime licensed product is placed at major retailers including **Hot Topic**, **Toys R Us**, **Barnes & Noble**, **Spencer Gifts** and **FYE** stores.

In addition to the revenue generated by these licensees, Showtime also earned **valuable impressions** for its shows. In 2009, over **170 Million impressions** were generated by licensee marketing, PR efforts and retail placement. Licensing also gave Showtime additional **marketing opportunities**, including adding acquisition messaging to licensed products and using licensed product as prizes for sweepstakes and promotions.

