



THE WHEEL OF TIME SERIES

Coming to AMAZON PRIME



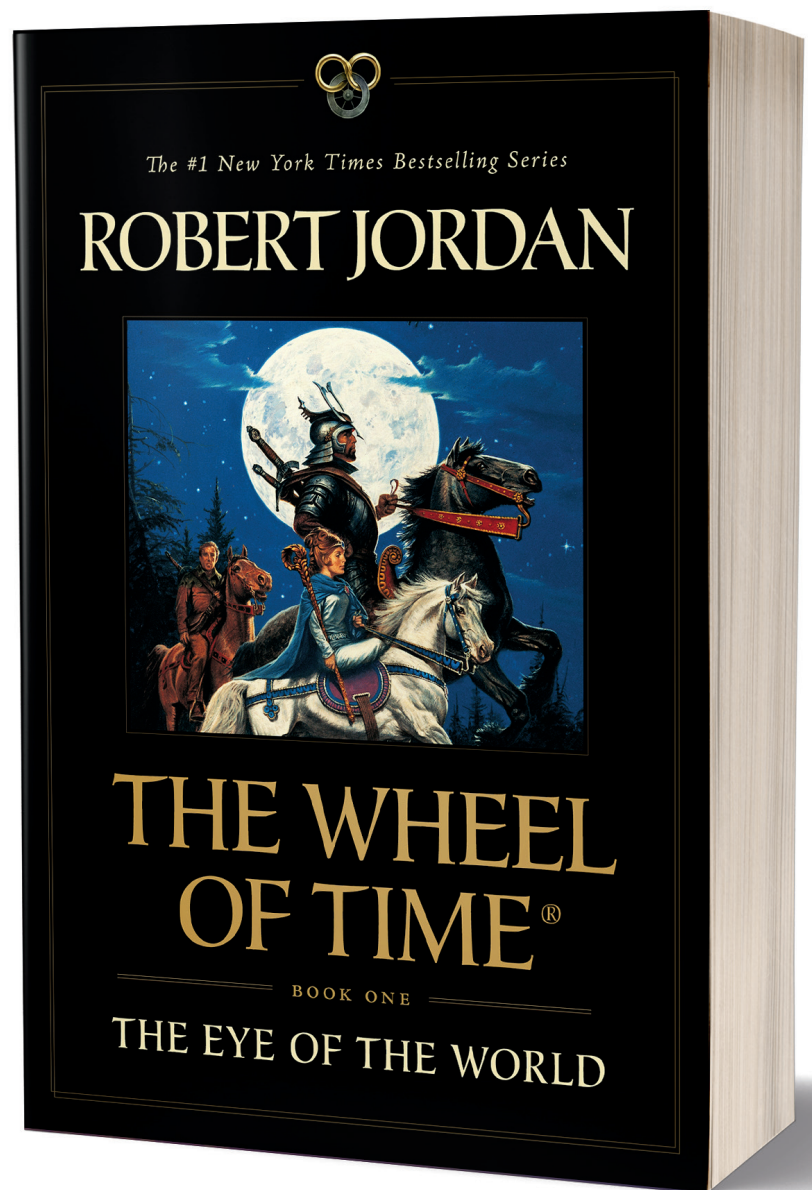
“His huge,
ambitious
WHEEL OF TIME
series helped
redefine the genre.”

—**George R. R. Martin,**
author of
A Game of Thrones



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The Wheel of Time Series on Amazon Prime: *The Stats*

- Series Announced October 2018.
- Each season will cover one book. The first season is called “Eye of the World.” Each season will be 10 episodes.
- The first season has an unprecedented budget of \$11 Million per episode. (*Game of Thrones* had a budget of \$10 Million per episode.)
- Filming began in September 2019.
- The cast has been signed on for four seasons and guaranteed two seasons.
- Rafe Judkins—writer, executive producer and showrunner—served as a producer and writer on ABC’s Marvel series, *Agents of S.H.I.E.L.D.* and the Netflix horror series, *Hemlock Grove*.
- Uta Briesewitz is directing the first two episodes. She has directed shows, including *Stranger Things*, *Westworld*, and *Fear the Walking Dead*.
- Cast includes: Rosamund Pike (*Gone Girl*) as Moiraine and Daniel Henney (*Criminal Minds*) as Lan.
- In 2019, Amazon Prime Video will remain the second-largest subscription OTT provider by viewers in the US (52.9% penetration). In total, Amazon will have 96.5 Million viewers, which is 8.8% higher than in 2018. By 2021, the number of Amazon Prime Video viewers will reach one-third of the US population (*Forbes*).
- The Wheel of Time Series has been covered in various publications including EW.com, *People*, *Variety*, *Forbes*, *Newsweek*, *Nerdist*, *Den of Geek*, and *Vulture*.

Amazon Prime Video Social Media Numbers

- Facebook: 11M Followers
- Twitter: 1.5M Followers
- Instagram: 629K Followers

The Wheel of Time Series Amazon Prime: Social Media Numbers

- r/WOT Reddit: 50K Members
- WoTonPrime Twitter: 34K Followers
- WoTonPrime Instagram: 11K Followers

*The Twitter post announcing Rosamund Pike received almost 8,000 likes and 2,000 retweets.

*The Twitter post covering the 1st Wheel of Time table read received over 7,000 likes and almost 2,000 retweets.

Marketing Highlights

- Integrated Marketing and Publicity Campaign with Amazon Prime from now until launch and beyond—monthly meetings with Amazon Prime’s publicity, brand, and marketing team for WOT series.
- Dragonmount—WOT #1 Fan Site: Two-year Sponsorship including all onsite and newsletter advertising, content onsite, YouTube channel and podcast launching Q1 2020.
- All editions will have bursts or stickers with “Soon to be a Streaming Series.”
- WOT Podcast: Macmillan Podcast and Tor will be launching multiple podcasts in 2020 to build and engage the WOT audience including shows for new readers and a “Talking Wheel” type podcast.
- Brandon Sanderson named Executive Producer of series—Sanderson has visited the set and will be involved as spokesperson for series.
- Pitching exclusive content reveal for Tor.com.
- Possible Amazon Prime content reveal at WorldCon 2020 New Zealand.
- Promotion at 2020 SFF Conferences including San Diego Comic-Con, WorldCon, and New York Comic Con.



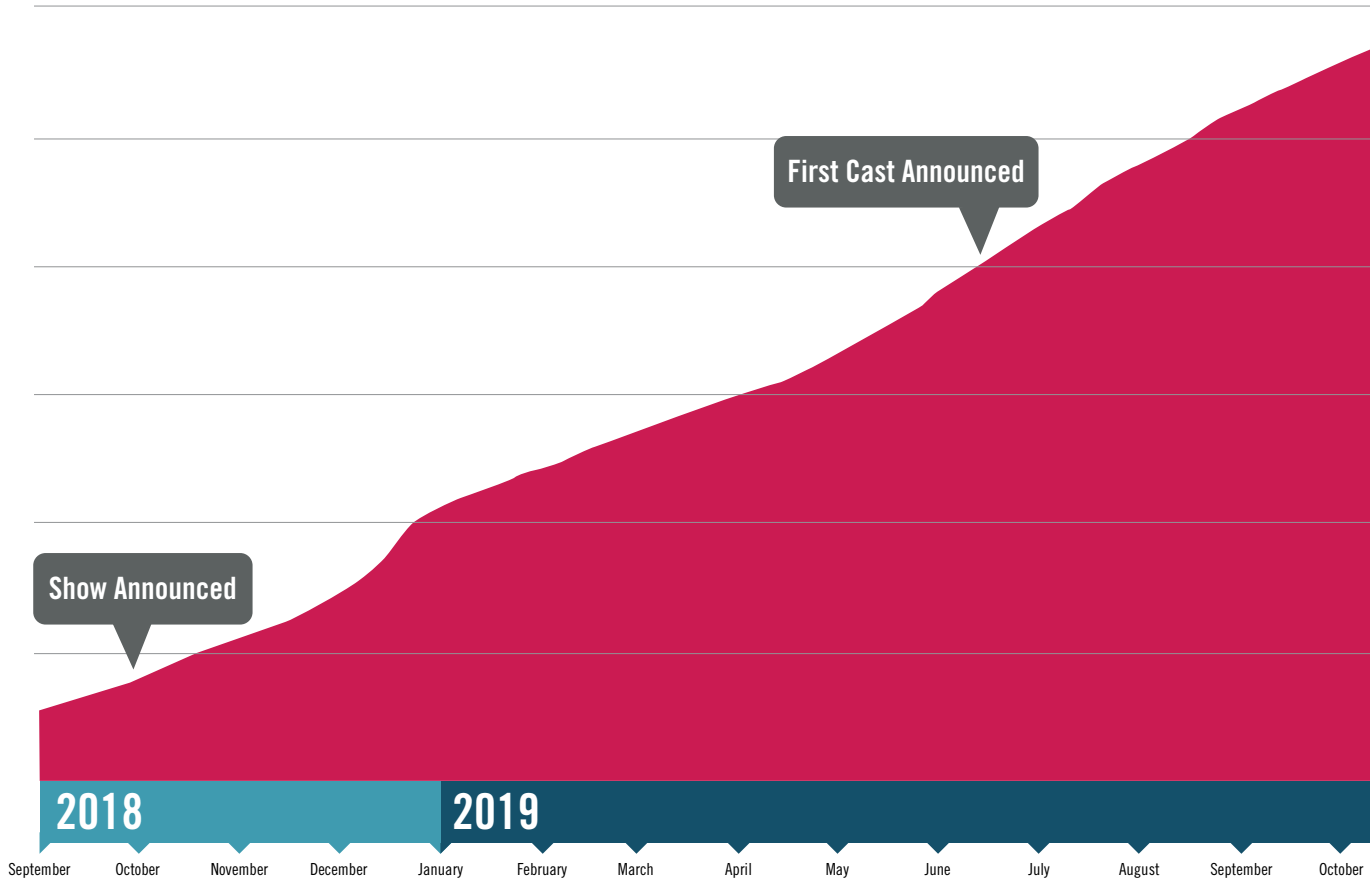


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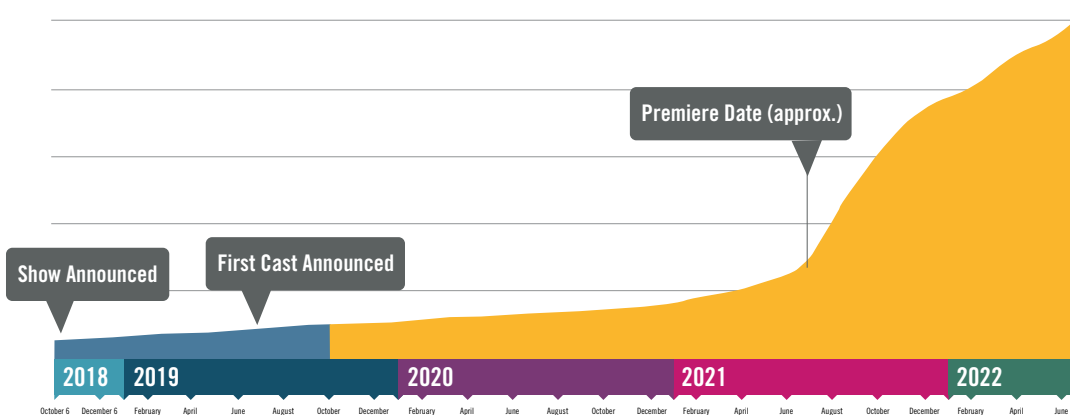
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The Eye of the World: NPD Cumulative Print Sales



The Eye of the World: NPD Cumulative Print Sales + Sales Projection



NPD print sales through October for *The Eye of the World*; projection based on NPD sales of *Game of Thrones* and *Good Omens* during the same timeframe.

 *The Eye of the World*  *The Eye of the World* projected



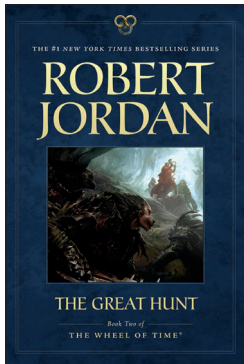


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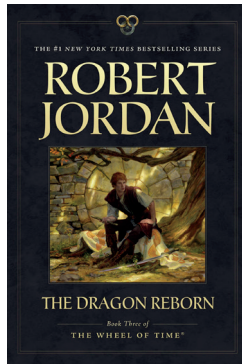
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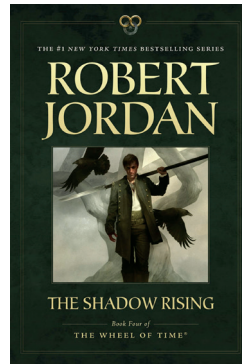
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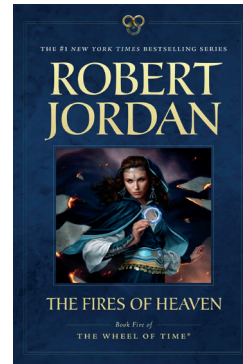
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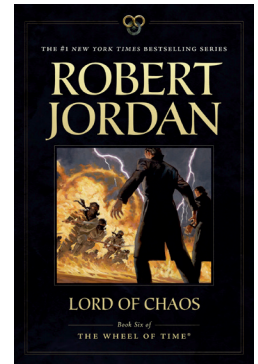
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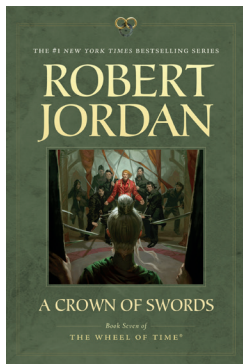
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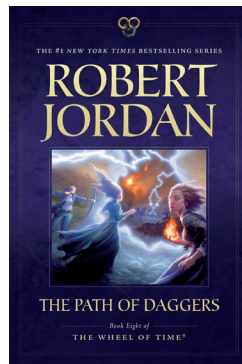
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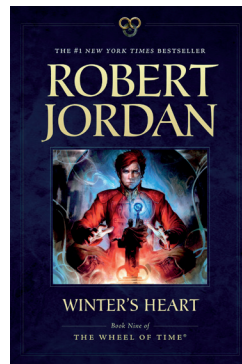
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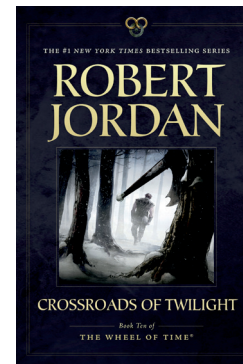
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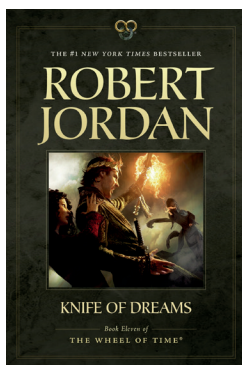
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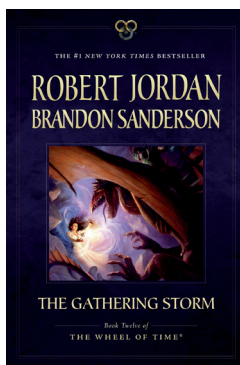
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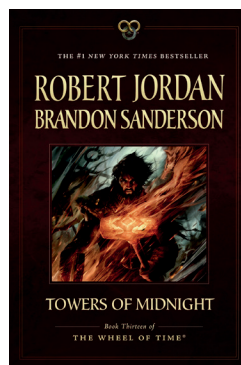
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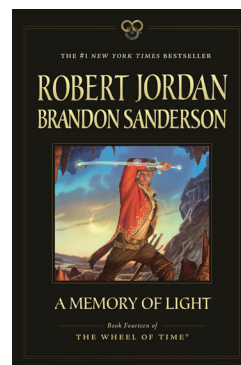
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