

IMDb LAUNCHES ITS FIRST-EVER SKILL FOR AMAZON ALEXA

“IMDb’s What’s On TV” Alexa Flash Briefing, presented by Paramount Network, uses proprietary IMDb data to help customers decide what to watch based on the top trending television shows on IMDb

SEATTLE, WA — February 22, 2018 — IMDb (www.imdb.com), the world's most popular and authoritative source for movie, TV and celebrity content, today announced that it has launched its first voice controlled service with a new Flash Briefing skill for Amazon Alexa. Upon verbal request, the new IMDb Flash Briefing will help fans with Alexa-enabled devices decide what to watch each evening by providing a list of the top five most popular television shows based on IMDb trending data. Updated daily, entertainment fans can access the “IMDb’s What’s On TV” Alexa Flash Briefing, presented by Paramount Network, seven days a week to help drive their television viewing decisions for that night.

The “IMDb’s What’s On TV” Flash Briefing skill for Alexa will share details of each day’s top five trending shows, including airtimes, networks and the IMDb synopsis of the episodes. IMDb uses data from its exclusive TV rankings to determine top trending shows and mini-series based on the actual page views of their tens of millions of US-based monthly unique visitors.

“Continuing our commitment to helping entertainment fans discover new TV shows to watch, IMDb is thrilled to leverage voice activated data for the first time, using our unique trending data to make decision-making simple for audiences on Alexa-enabled devices,” said Rob Grady, IMDb’s Chief Operating Officer.

As the exclusive presenting sponsor of the Flash Briefing, the newly-launched Paramount Network receives a featured placement within the briefing each day the network has a new show airing. Paramount Network’s featured shows include the six-part limited series, *Waco*, as well as *Lip Sync Battle*, and the original scripted series, *Heathers*.

“As we launched Paramount Network, we were looking to align with brands that would help us deliver innovation to the marketplace in support of our exciting new slate of shows,” said Anhelio Reyes, Senior Vice President, Marketing, Paramount Network and TV Land. “The ‘IMDb’s What’s On TV’ Alexa Flash Briefing has played an integral role in our ability to connect with a new, broad audience.”

Bringing this promotional relationship to life was a collaborative effort between Paramount Network, IMDb, Amazon and Horizon Media, with Horizon facilitating the project and shaping Paramount Network’s overall presence within the IMDb Flash Briefing.

To discover great content and decide what to watch on TV with “IMDb’s What’s On TV” Flash Briefing skill, users will need to enable the Flash Briefing by asking Alexa, in the Alexa skills store, or on Amazon.com. Once enabled, simply say “Alexa, read my IMDb what to watch Flash Briefing”, or “Alexa, what’s my Flash Briefing?” The “IMDb’s What’s On TV” Alexa Flash Briefing will be available on, but not limited to: Alexa, Apple Podcasts, Spotify, Stitcher and all major podcatchers. The Alexa Skills store link is also available here: <https://www.amazon.com/dp/B078P3B37M/>

About IMDb

IMDb is the world’s most popular and authoritative source for movie, TV and celebrity content. The IMDb consumer site (www.imdb.com) is the #1 movie website in the world with a combined web and mobile audience of more than 250 million unique monthly visitors. IMDb offers a searchable database of more than 250 million data items including more than 4 million movies, TV and entertainment programs and more than 8 million cast and crew members. Consumers rely on the information IMDb provides -- including local movie showtimes, ticketing, trailers, critic and user reviews, personalized recommendations, photo galleries, entertainment news, quotes, trivia, box-office data, editorial feature sections and a universal Watchlist – when deciding what to watch and where to watch it. IMDb’s portfolio of leading entertainment apps (<http://www.imdb.com/apps/>) includes its popular “Movies & TV” app for

iPhone, iPad, Kindle Fire, Android phones, Android tablets and its mobile-optimized website. To date, there have been more than 115 million downloads of IMDb's mobile apps worldwide. IMDb's X-Ray for Movies & TV Shows (www.imdb.com/x-ray) is a feature that revolutionizes the viewing experience by bringing the power of IMDb directly to Kindle Fire HD, Fire TV and Fire TV Stick. IMDb's Facebook page (<https://www.facebook.com/imdb>) and official Twitter account (<https://twitter.com/imdb>) are followed by more than 12 million passionate entertainment fans. IMDbPro (<http://www.imdbpro.com>) is the essential resource for entertainment industry professionals. This membership-based service includes comprehensive information and tools that are designed to help entertainment industry professionals achieve success throughout all stages of their career. IMDbPro offers members the following: detailed contact and representation information; IMDb profile management tools; exclusive STARMeter rankings that are determined by user searches on IMDb; a casting service to post breakdowns and apply to roles, a mobile optimized website and more. Additionally, IMDb owns and operates Withoutabox (<http://www.withoutabox.com>), the premier submission service for film festivals and filmmakers, and Box Office Mojo (<http://www.boxofficemojo.com>), the leading online box-office reporting service. IMDb.com is operated by IMDb.com, Inc., a wholly owned subsidiary of Amazon.com, Inc. (NASDAQ:AMZN) (<http://www.amazon.com>). To learn more, go to: <http://www.imdb.com/press>.

About Paramount Network

Paramount Network is a premium entertainment destination that pushes the limits of story-telling with bold original scripted and non-scripted series. Inspired by over a century of cinema, Paramount Network is where today's brightest stars bring the experience of the big screen to every screen with stories that are immersive, inclusive, and deeply personal. For more information, visit www.ParamountNetwork.com.

About Horizon Media

[Horizon Media](http://www.horizonmedia.com), Inc. is a global leader in data-driven media and marketing. The company was founded in 1989, is headquartered in New York with offices in Los Angeles and Toronto. Recognized as one of the world's ten most innovative marketing and advertising companies by Fast Company, Horizon Media has been recognized as U.S. Media Agency of the Year by Adweek and AdAge, and Independent Media Agency of the Year by Mediapost. Renowned for its incredible culture, Horizon is also consistently named to all the prestigious annual Best Places to Work lists published by Fortune, AdAge, Crain's New York Business and Los Angeles Business Journal. Bill Koenigsberg served as the Chairman of the 4A's Board of Directors from 2014 to 2017, and currently serves as Vice Chair of the 4A's Board of Directors. Bill was the first person from a media agency to hold this prestigious position in the 100-year history of the 4As, the marketing industry's leading trade association. Horizon Media is the third largest US media agency (COMvergence Agency Report 2017), with estimated billings of \$8 billion and over 2,000 employees.

Contact:

Katie Sann, IMDb, ksann@imdb.com, (206) 922-0636