



THE POWER OF ART





# EXPERIENCE THE POWER OF ART LIKE NEVER BEFORE

As the premiere multi-platform destination for passionate and affluent audiences, Ovation celebrates creativity, diversity, and artistic expression with unapparelled programming. Our growing portfolio of digital brands and content destinations deliver unique experiences for our consumers, tailored to their evolving viewing habits and needs.



- NEW DISTRIBUTION TOUCHPOINTS
- MORE WAYS TO ENTERTAIN
- FAN FAVORITES

- NEW VOICES
- THOUSANDS OF HOURS OF CONTENT
- 300M CONNECTED DEVICES



# THE ECOSYSTEM: OVATION'S VALUE PROPOSITION

LINEAR



Linear Library  
Beloved Series Franchises

OTT

OVATIONNOW

OVATION'S  
Mystery  
Alley

ART  
HOUSE  
Art. Always On.



AVOD  
FAST CHANNELS

JOURNEY



FAST CHANNELS 24/7 Stream  
AVOD

ADVOCACY

STAND  
FOR THE  
ARTS



Arts Awareness &  
Support

A family of four is shown from behind, sitting at a table in a restaurant. They are looking towards a large menu board on the wall. The father is on the left, the mother is on the right, and two children are in the middle. The mother is holding a camera. The scene is brightly lit, suggesting a sunny day.

***LINEAR***



LINEAR

LOYAL TO OUR ORIGINS.  
GROWING IN NEW WAYS.

Embracing compelling characters with a passion for captivating storytelling, we continue to expand our mission to support world-class creativity.

With a curated lineup of critically-acclaimed international dramas, arts-related documentaries and culturally-inspired series that span the globe, we continue to deliver premium content artfully made and always satisfying.



AVAILABLE ON

DIRECTV



Comcast  
xfinity

fios<sup>✓</sup> by verizon

Frontier

Spectrum



Weekday Mornings

MORNING  
MYSTERIES



POUR SOME COFFEE AND  
SOLVE A CRIME

Weeknights

PRIME TIME  
SECRETS & CRIMES



GO BACK IN TIME WITH THE  
BEST DETECTIVES OF THE ERA

Saturdays

MYSTERY ALLEY



DEBUT EPISODES OF PREMIUM  
MYSTERY SERIES

Sundays

SUNDAY CINEMA



RELIVE THE MOST BELOVED  
PERFORMANCES OF ALL TIME



# **PRIME TIME**

## **CONTENT**

**ONGOING | WEEKNIGHTS**

Ovation brings the mystery in 2023. Weeknights feature best-in-class mystery content all five nights of the week.

Our primetime weeknight line up showcases incredible silver screen moments that you won't want to miss. Be sure to tune in to Ovation each weeknight and follow up with fan-favorite crime fighting duos, mystery solving gangs and witty detectives as they bring justice to our TV screens.



# FRIDAY **FLIX**

ONGOING | FRIDAYS

Movies are one the greatest art forms meant for us to enjoy. They provide an opportunity to escape the mundane and expand our knowledge on various stories, themes and subject matter.

Ovation's Trivia nights feature pop-up fun facts and trivia sure to surprise you with nuggets about filming experiences, casting and production details. So grab a spot on the couch and kick back while taking in theses these pop-culture references and exciting tidbits.





OVATION'S  
**M**ystery Alley

**ONGOING | SATURDAYS**

The exclusive destination for premium mystery and crime series (and films). Mystery Alley celebrates the genre most craved by our loyal viewers; featuring stories that range from historical to current day, mysterious to lighthearted, with an added international flair.

From thought-provoking tales, complex characters, to edge-of-your-seat plots, Mystery Alley is the “go-to” for crimes, lies, and mystery.

New episodes premiere every Saturday night



# SUNDAY

C I N E M A

ONGOING | SUNDAYS

Ovation is proud to feature amazing movies as we spotlight incredible cinema.

Every Sunday night, Sunday Cinema highlights noteworthy films and gives viewers a peak behind the curtain with Script to Screen, which showcases how scripts evolved from the page to the picture.

Sunday Cinema offers viewers a unique opportunity to go beyond the movie and gain a deeper understanding of the production process and an appreciation of the art of filmmaking.

*CTV*





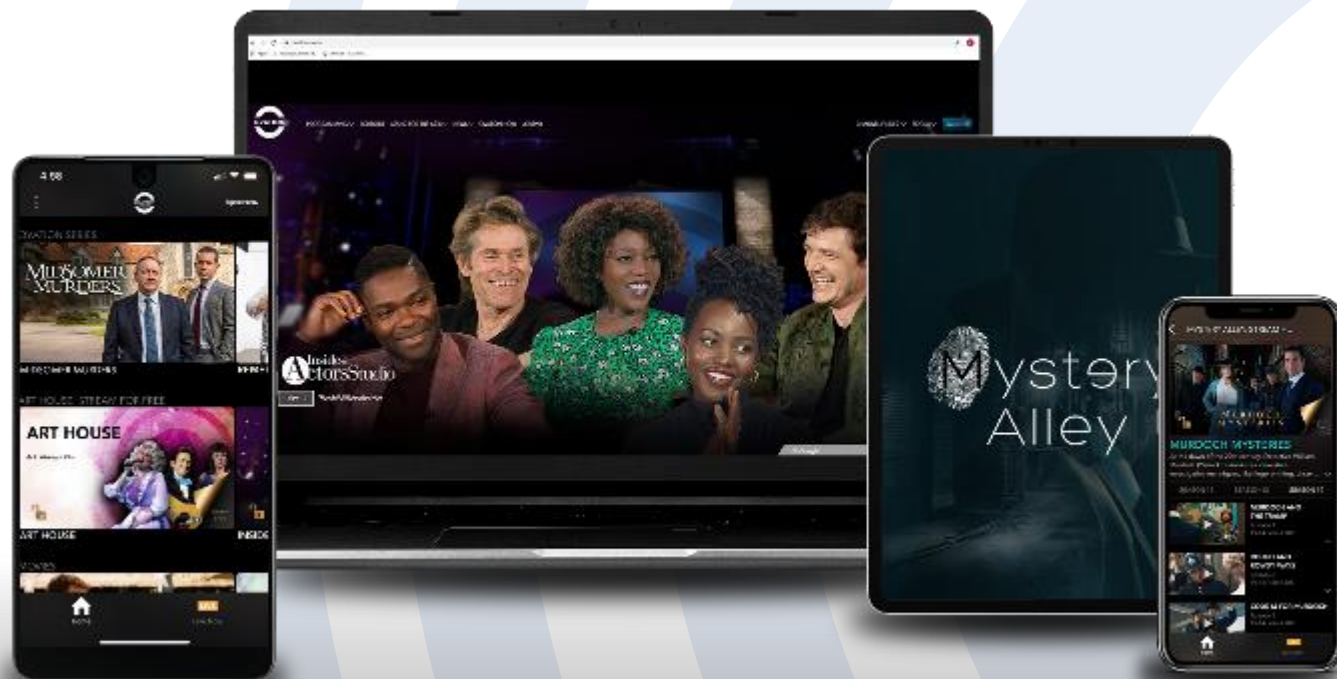
OTT: OVATION NOW

OVATION'S  
Mystery  
Alley



**OVATION NOW**, our original TVE app has quickly morphed to its current hybrid platform super-serving fans with deep libraries of AVOD and FAST offerings.

Premium collections include internationally acclaimed series, artist spotlights, performance & interview specials, and classic movies.



AVAILABLE ON



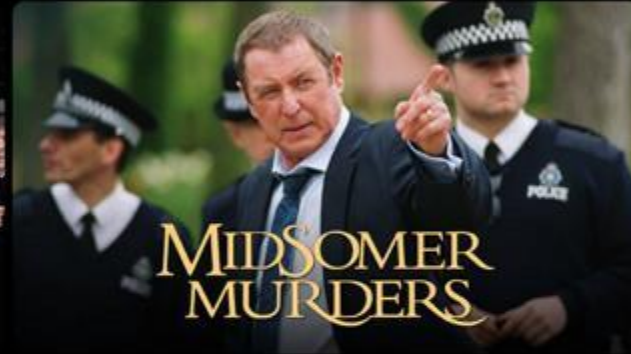


# PROGRAMMING SLATE

MYSTERY ALLEY: STREAM FOR FREE



MURDOCH MYSTERIES



MIDSOMER MURDERS



THE FALL



CROSSING LINES

ART HOUSE: STREAM FOR FREE



CHEECH MARIN'S CHICANO ART TOUR



THE GREEN ROOM WITH NADIA BROWN



INSIDE THE ACTORS STUDIO



ARTIST SPOTLIGHT

# ✕ JOURNY

THE INTERSECTION OF ART, CULTURE & TRAVEL

Our digital OTT network and app, **JOURNY** focuses on artistic exploration and creativity through travel, delivering an immersive experience to a culturally curious audience.

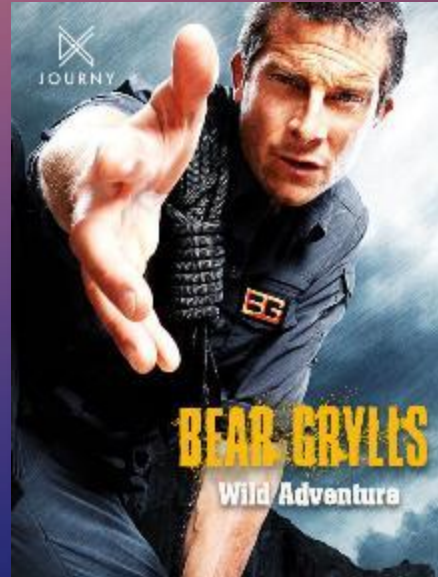
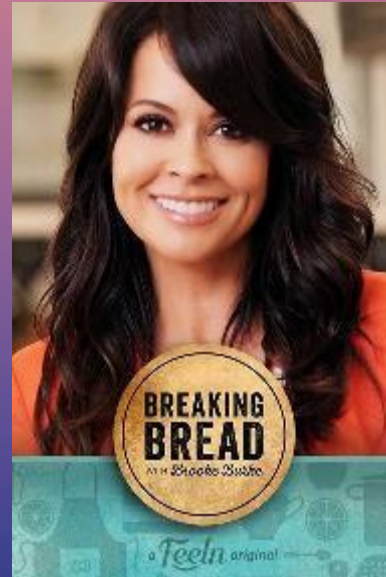
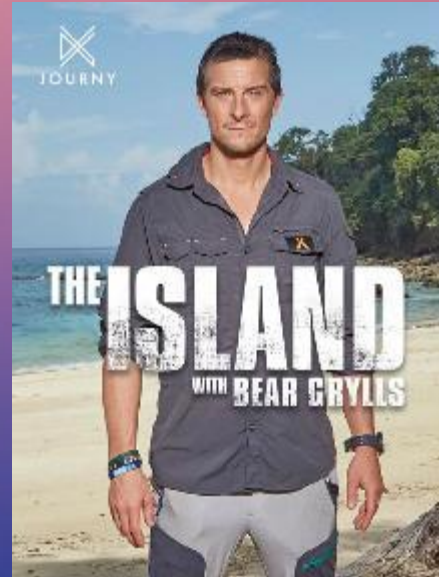
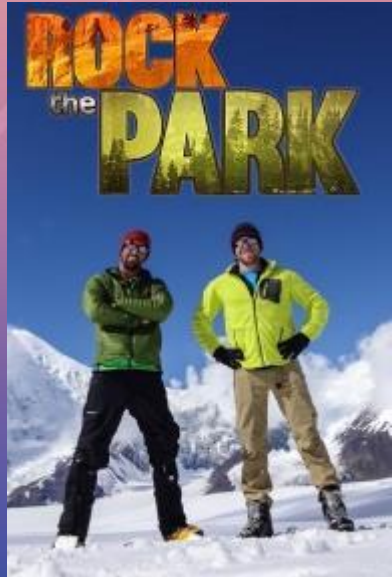
Featuring Ovation originals and acquired series, we continue to fill the need for captivating programming and satisfy viewers' wanderlust with premium storytelling that inspires at any time, and on any device.



AVAILABLE ON



# PROGRAMMING SLATE



# FAST CHANNELS

Bear Grylls  
Alley

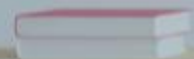
Murdoch Mysteries  
Season 15, Episode 20: Pendrick's Planetary Parlour

Murdoch Mysteries  
Season 15, Episode 21: Devil Music

KJOURNY

Bear Grylls Wild Adventure  
Season 1, Episode 1: Jonny Wilkinson

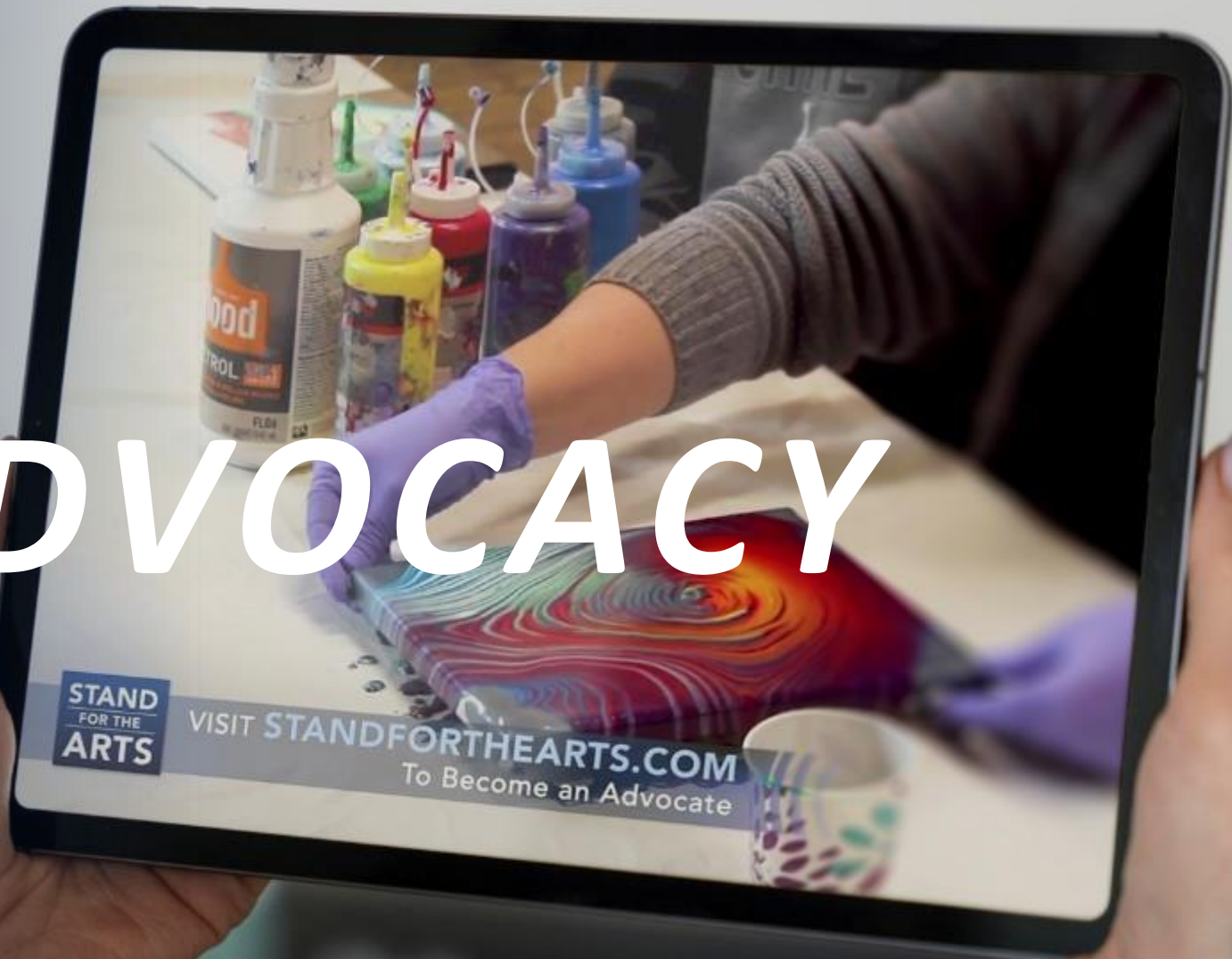
Bear Grylls Wild Adve  
Season 1, Episode 2: Nicola Adams







# ADVOCACY





# STAND FOR THE ARTS



Through our national advocacy platform, **Stand For The Arts**, we raise awareness, protect access for everyone, and encourage action on behalf of the arts. We support artists and arts organizations around the country, showcasing the positive impact they make in their communities.

- Creates public service campaigns and press outreach opportunities.
- Has provided more than **\$15M** in contributions and in-kind support.
- Established a coalition consisting of over **150** like-minded organizations.



# ACTIVISM: STAND FOR THE ARTS



OUR 150 COALITION MEMBERS

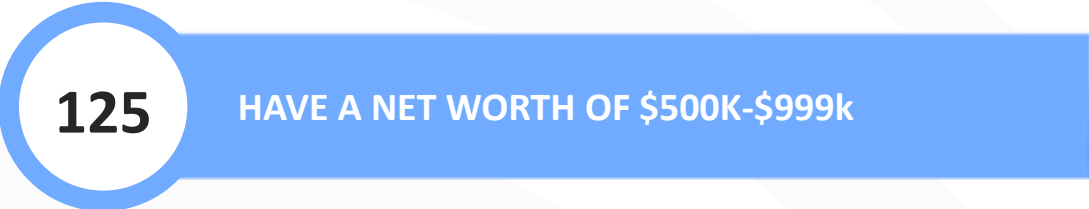
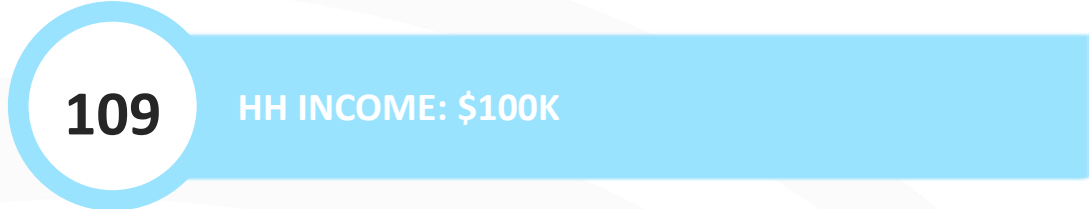
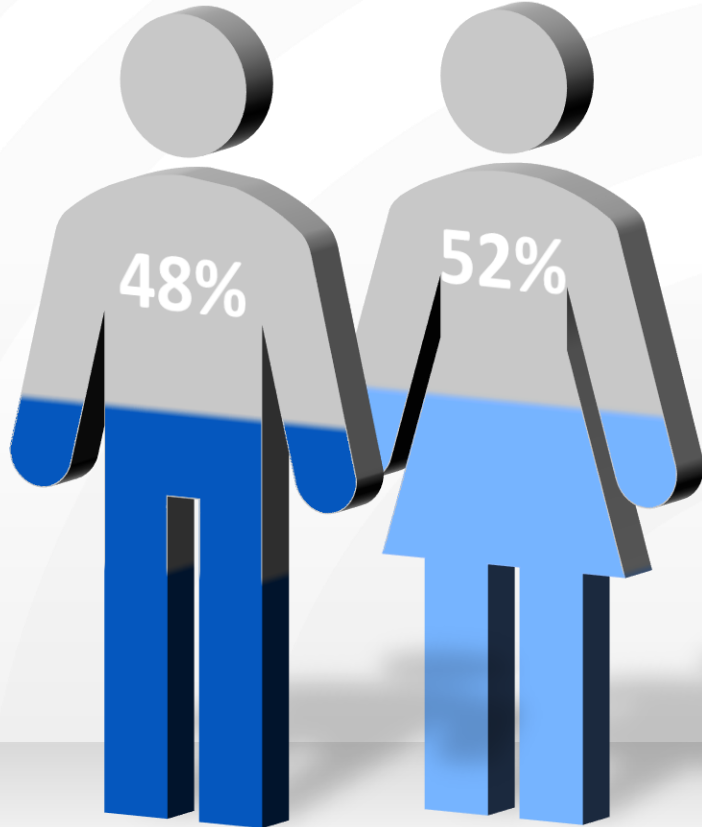
A photograph of a diverse crowd of people at an event, many of whom are clapping and cheering. The image is overlaid with a series of concentric, semi-transparent circles in shades of grey and blue. The text "OUR AUDIENCE" is centered in a white, bold, italicized sans-serif font.

***OUR AUDIENCE***



# AUDIENCE PROFILE

EDUCATED | AFFLUENT |  
HOMEOWNERS  
**OVATION'S WELL QUALIFIED  
AUDIENCE**





***OUR PARTNERSHIPS***



# THE POWER OF PARTNERSHIP

Engage with Ovation's affluent and culturally curious audience across all our platforms; Ovation TV, Ovation NOW and JOURNY.

From tentpole programs, series sponsorships, cause-related overlays, bespoke solutions and more, Ovation's contextual opportunities connect our brands through the core attributes of quality, premium storytelling, exploration and the celebration of artistic expression

## PARTNERSHIP OPPORTUNITIES

- Presenting Sponsorships
- Custom interstitials
- Custom tagged tune-ins
- Billboards
- In-show lower thirds
- Sponsor exclusivity on VOD releases/sneak peeks
- Digital and social partnership extensions
- Bespoke content and integration opportunities



Presenting Sponsor

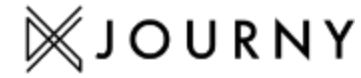


Sponsor Billboard



In-Show Lower Third





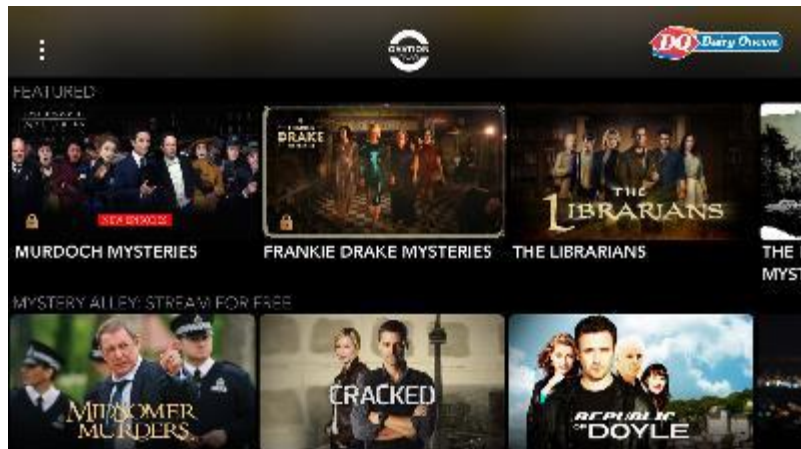
# OVATION DIGITAL SPONSORSHIP

Opportunities include exposure on JOURNY, Mystery Alley, Ovation NOW as well as Ovation TV linear network. Ovation is working with **SpringServe**, the leading independent ad serving platform now part of Magnite, to manage our OTT inventory and provide best-in-class service to our advertisers.

## CUSTOM OPPORTUNITIES\*

- Full footprint of set-top box, connected tv, and mobile apps
- :15 or :30 pre-roll/mid-roll opportunities on Ovation’s digital networks
- Custom Tagged Tune-Ins
- Bespoke content and integration opportunities available
- Banner units or pop-up takeovers on OvationTV.com
- Editorial promotion (blog post) of partnership on Ovation and social platforms
- Curated Playlist within the Ovation NOW app

*\*Pending final media commitments, objectives, and timing. Editorial and Production approvals apply.*



Custom Skins



Curated Shelf



Bespoke Content