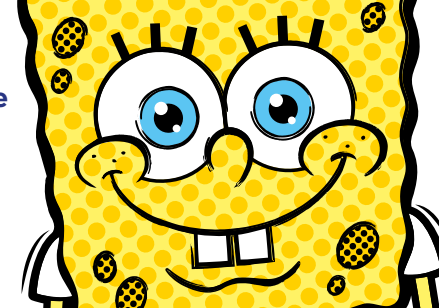


AS SEEN ON





The gang in Bikini Bottom is unstoppable with a recent global box office hit, innovative marketing campaigns and promotional partners around the world. The 4-quadrant appeal is stronger than ever thanks to SpongeBob's 'cool' factor - inspiring top tastemakers around the globe! The experience will only amplify with "The Funniest Year in SpongeBob History" a multiplatform campaign, new episodes including a major milestone, and collaborations with first-class partners/cultural influencers.



## SUCCESS STORIES

**Airs in  
208  
countries**

**+132MM**  
Social Impressions



**10% YoY increase**  
in International  
viewership\*

**\$310MM**  
in global box  
office sales

**Strong Promotional  
Appeal**



**+1000** Global  
CP partners

**SpongeBob Moves In**  
Highest grossing app to-date

**+1MM**  
downloads



**\$13+**  
**BILLION**

Global retail sales  
since launch

## COMING UP

**2016**

**NEW CREATIVE**  
styles for every fan



**SPONGEBOB  
MUSICAL**  
coming to  
Broadway  
June 2016

**Laugh  
your  
pants  
off**

**360° Marketing  
campaign**

**BUZZ WORTHY  
COLLABORATIONS:**



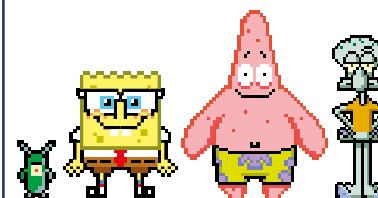
**2017**

**NEW  
content on  
every screen**

- TV episodes
- Apps
- Digital games and activities

**Power Up with  
Sponge Bytes:**

360° Marketing campaign



**2018**

**NEW  
SPONGEBOB  
MOVIE**

In development

