



STAR WARS
BATTLEFRONT II
EA



CUSTOM PROGRAM

Brand Integration on Twitch



► Custom Program Overview

Battlefront II + Twitch



A New Journey Begins

Top Twitch influencers dive headlong into Beta



Ready to Launch

The official Battlefront II launch broadcast – live from Twitch HQ



***Battlefront* Emotes**

A new suite of Star Wars emotes invade Twitch chat



Call in the Cavalry

Twitch broadcasters support Battlefront II through all of launch weekend





▶ Program Timeline

OCTOBER

BATTLEFRONT II BETA



11/04-11/09 | Beta Influencer Activation

NOVEMBER

BATTLEFRONT II LAUNCH



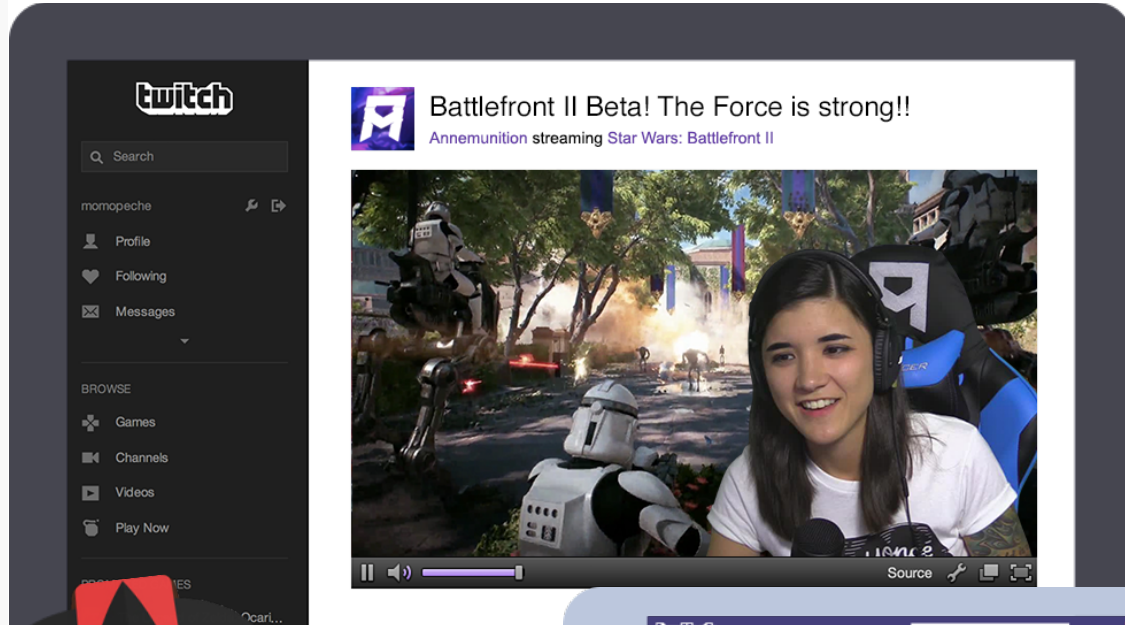
11/17-11/21 | Influencer Broadcasts Surrounding Launch

11/17 | Launch Day on Twitch

- ▶ Official launch day broadcast
- ▶ *Battlefront II* emotes go live

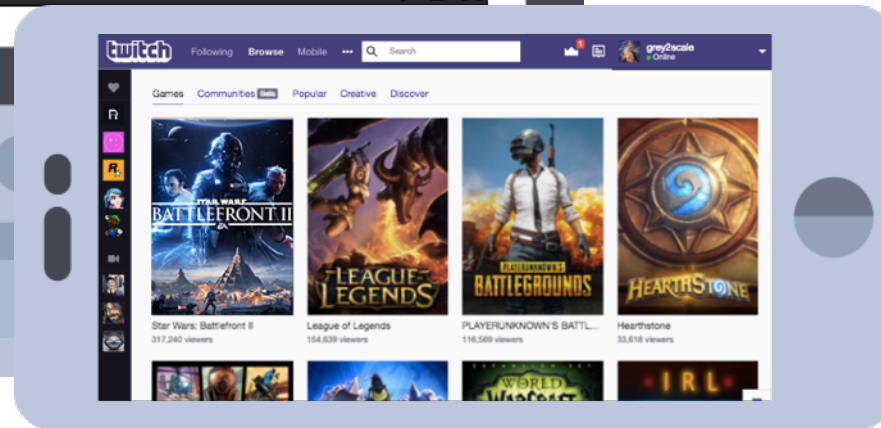
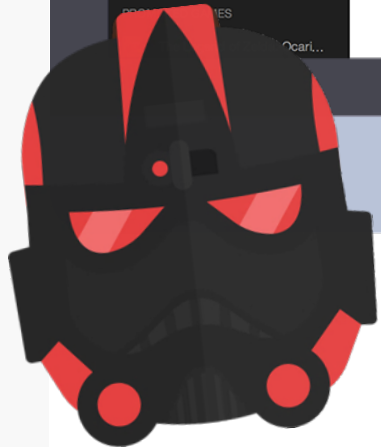


▶ A New Journey Begins



The Battlefront 2 open beta is a huge opportunity to get the Twitch audience excited about the full release of the game in November. To capitalize on this important beat, we'll activate a group of some of the site's most powerful influencers to host broadcasts throughout the beta period.

During each promoted broadcast, our Influencers will showcase every element of beta, from new heroes and abilities, to new weapons and brand new space combat mode.

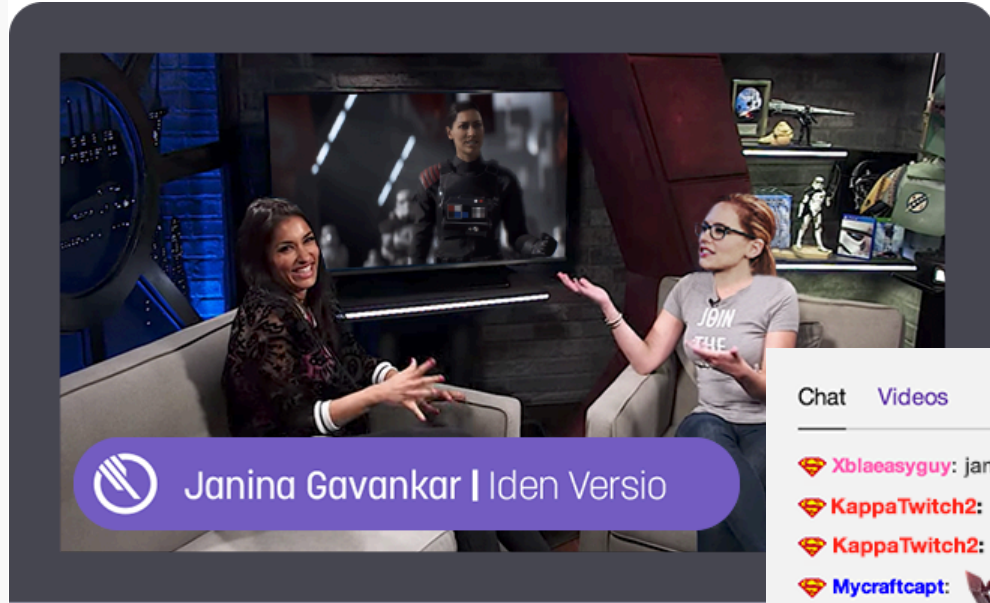


In addition to playing the beta, participating broadcasters will also perform surprise and delight giveaways for fans (game/beta codes) play promotional assets and hype the upcoming events surrounding the launch of the game on Twitch...

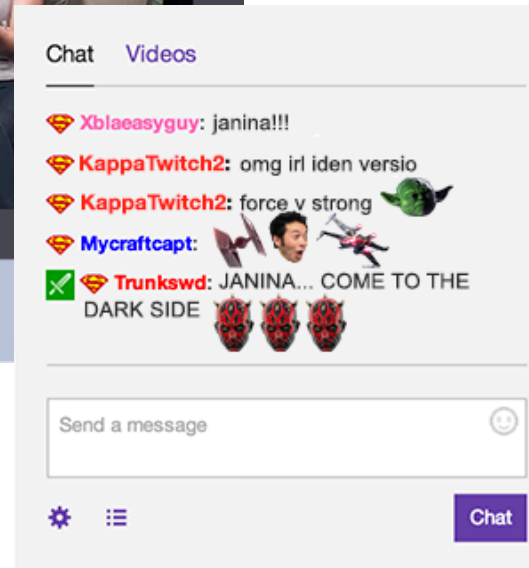




► Official Launch Day Broadcast



To celebrate the launch of the game on November 17th, we'll host an **official launch day broadcast from Twitch HQ** starring some of our biggest in house Star Wars fans.



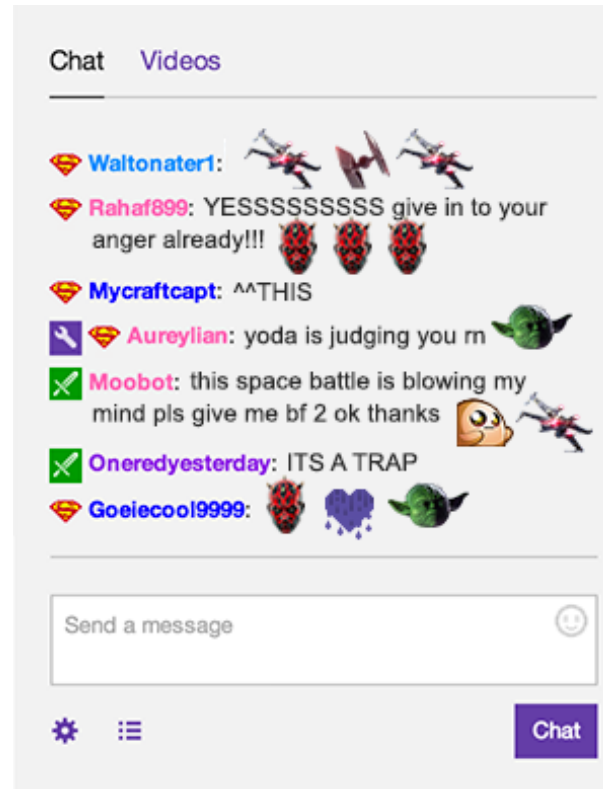
We'd also love to host star of the single player campaign, **Janina Gavankar as a special guest of honor** during the broadcast to tell us more about the role, and give her the opportunity to play the single player campaign as Iden Versio in front of **thousands of excited live viewers**.

We also welcome **members of the development team from DICE and Motive Studios** to join us in studio or via video chat and showcase their creation to the hyped up Twitch audience.





▶ Battlefront Emotes on Twitch



Emotes are the visual language of Twitch. Each commands it's own contextual meaning within our viewing community, and viewers collectively post tens of millions of emotes per month to communicate their feelings and show support.

Following up on the success of the suite of emotes released on Twitch in support of the first Battlefront title in 2015, let's bring back some of everyone's favorite Star Wars iconography to use across the site.

***Potential enhancement:** Site-wide emote usage tied to a charitable donation to Force for Change. For every x number of emotes used during launch week, Twitch and EA will donate x dollars in support of this organization.





► Call in the Cavalry – Launch Broadcasts



The team of influential broadcasters from the Beta beat return to the front lines for a series of blowout gameplay broadcasts showcasing everything the game has to offer at launch, and teasing content to be featured in Season 1.

- ✓ Lead in broadcast driving viewership to official Twitch HQ stream
- ✓ Showcase all multiplayer modes
- ✓ Begin the epic single player mode
- ✓ Surprise and delight game code and prize giveaways
- ✓ Broadcasts continue throughout launch weekend
- ✓ Promote new emote usage

***Potential enhancement:** Influencers wear pre-approved official Star Wars costumes to showcase their fandom, and drive additional engagement around the content.





► Why This Works

- **TRIED AND TRUE:** All elements of this program are built on previous successful executions that play to Twitch's strengths – built to support beta and launch with turn-key, easily executable custom elements that also provide incredible scale.
- **ENTERING THE LEXICON:** Twitch users love engaging with new custom emotes. Giving them the opportunity to use the incredible iconography from across all generations of the Star Wars universe will garner heaps of good will, and generate massive awareness for the title.
- **INFORMATION OVERLOAD:** This game is bursting with content for Star Wars fans, and this program is built to give ample time and exposure to every piece of it.



THANK YOU

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