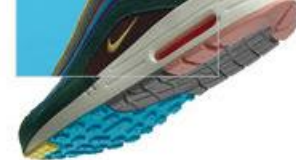




Air Max Day 2019

Strategy on Twitch





NIKE ON TWITCH

Air Max Day Objectives

**Celebrate
Content Creators**

**Share the
AMD Story**

**Innovate and
Disrupt**

**Inspire
Co-Creation**

**Turn 'L's
to 'W's**



Air Max Day

The Plan

Twitch will create a truly global event unlike anything that community has ever experienced.



On March 26, 2019, Twitch will produce and broadcast the first ever 24-hour livestream of our original hit sneaker culture show, *FreshStock*.

This special event will span six cities around the world and feature more than 10 Twitch celebrities, Nike designers and athletes, contests, rewards and a custom tool through which viewers collaborate to create a one-of-a-kind Nike Air Max shoe.



AIR MAX DAY ON TWITCH

Core Components

1 FreshStock Max @ Nike

For the 24-hour live FreshStock event, Twitch will build a custom studio on the Nike campus to serve as its broadcast headquarters. Among other things, the Twitch+Nike studio is the backdrop to hype, introduce and tell the stories of the six regional finalists, announce the winner, and give away exclusive Nike & Twitch rewards.

2 Creator Spotlight

Twitch viewers will join hosts Bash, Zhi and Ray LIVE from the Nike campus as they kick off the interactive six-city tour to meet with designers and finalists for the Nike On Air sneaker.

Via Twitch IRL broadcast, our hosts will have intimate and insightful conversations with the designers in each city about Air Max Day and the shoe's influence on popular culture.

3 Twitch Plays Air Max NikeID

Using an exclusive custom Twitch Extension, the Twitch community will collaborate on the design of a series of Nike Air Max sneakers.



FreshStock @ Nike

Why a 24-hr Stream?



- Builds audience over continuous hours
- Greater potential for earned media / press coverage
- Allows Twitch to tell one overarching story
- Punctuates the global reach and connection to the Nike brand
- Strength of Twitch is longform content
- Continuous 24 hour stream makes it an event rather than just a slate of programming
- Retaining viewers over a single show is more impactful
- Single 24 hour event makes the debut of this content exciting for both current and new members of the community



Creator Spotlight Meet the Influencers

London

Logan Sama

- Commentator
 - FGC Community
 - Grime DJ
- 71.3k Twitter followers

Tokyo

Markman23

- Tournament Organizer
 - Represents EVO, Razer
- 66.7k Twitter followers

Jakenbake

- IRL/Outdoor
- 6,000 avg concurrents
228.7k Twitch followers
66.7k Twitter followers

Kayoplice

- Fighting games
 - Fashion
- 300 avg concurrents
19.5k Twitch followers
163k Twitter followers

NYC

Swiftor

- Gaming
- 700 avg concurrents
1 million Twitch followers
145k Twitter followers

Akademiks

- Gaming
 - Talk shows
- 1,200 avg concurrents
153.7k Twitch followers
14.9k Twitter followers

Seoul

EXBC

- IRL/Outdoor
- 1,000 avg concurrents
97k Twitch followers
5.3k Twitter followers

Shanghai

Joeykaotyik

- IRL/Outdoor
- 400 avg concurrents
23.5k Twitch followers
2.5k Twitter followers

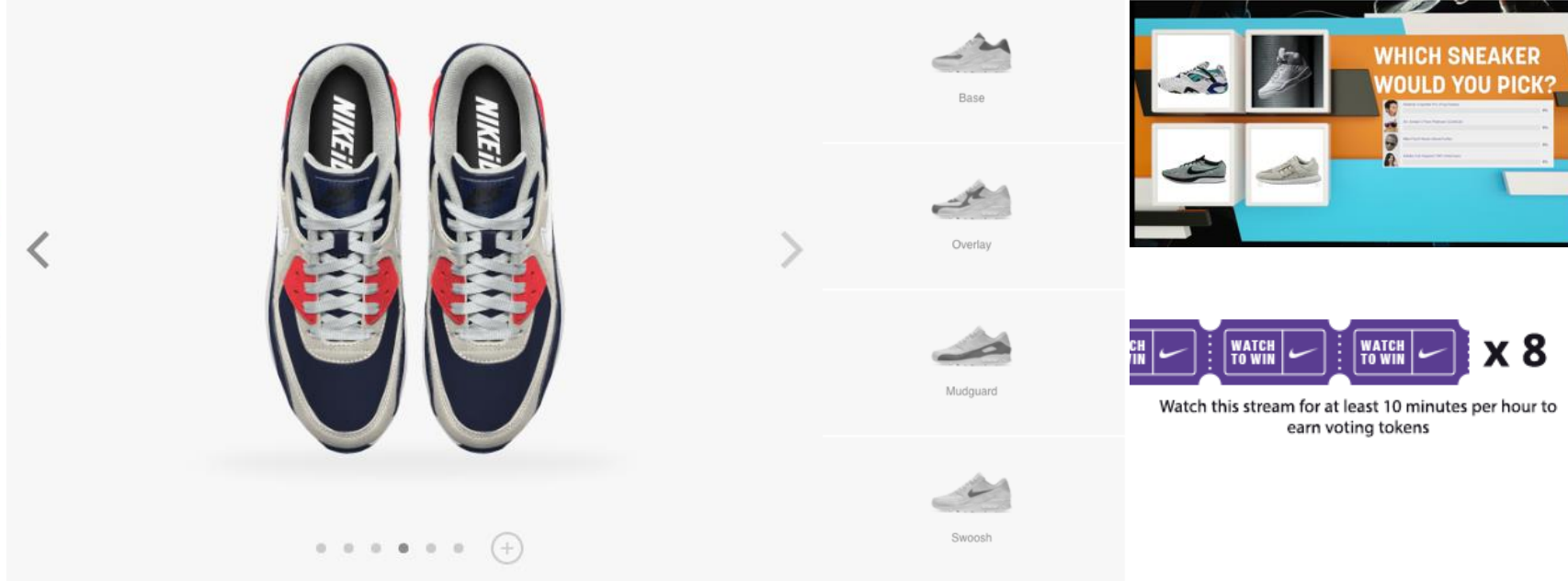
Paris

Yann_cj23

- Gaming/Sports
- 500 avg concurrents
84.6k Twitch followers
304k Twitter followers



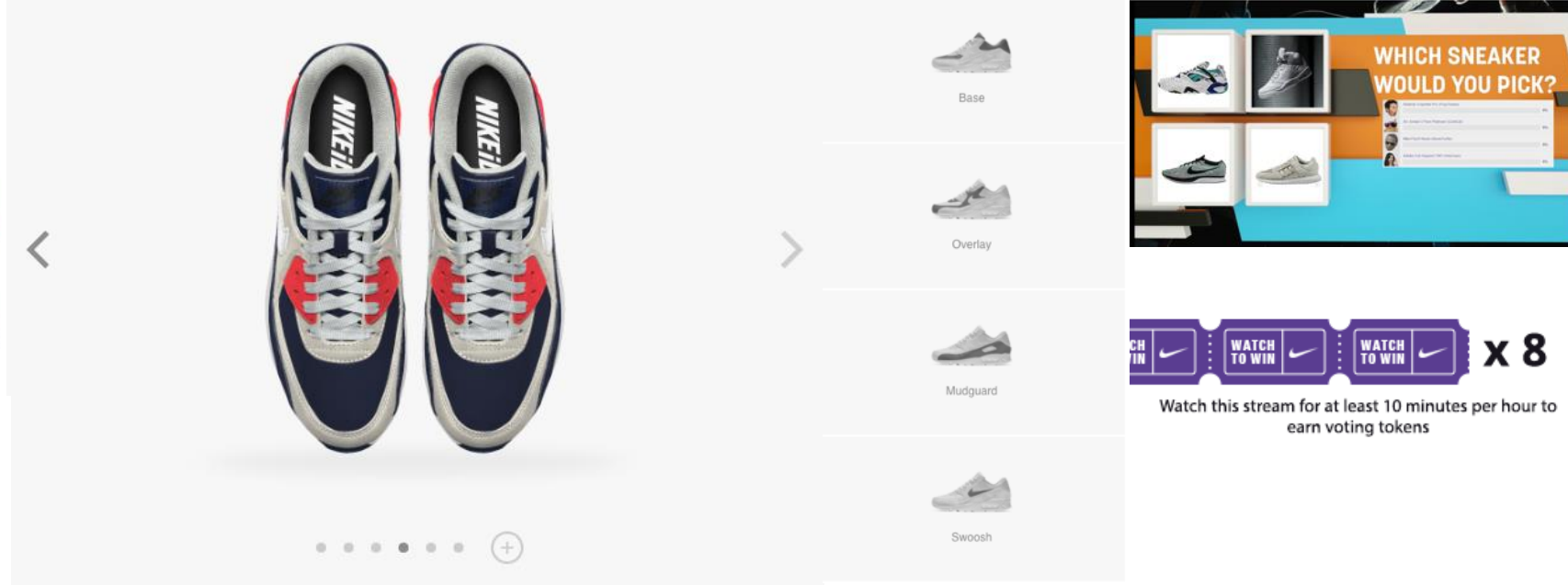
Twitc Plays Air Max NikeiD The Power of an Engaged Community



- Over 24 hours, viewers will be rewarded with digital tokens for both watching and interacting with the AMD stream. These tokens are redeemed as votes.
- Votes are cast to unlock items that can be incorporated in shoe design; silhouettes, colors, materials, etc.
- In each of the 6 city segments, the community is able to win additional exclusive items, inspired by the location, that are unlocked and added to their set of design elements.
- Using the elements in its collection, viewers will work together to create three shoe designs: 'Twitc Plays NikeiD'
- The community then casts votes for the winning design
- The winning sneaker will then become available in a limited run through the Nike SNKRS App
- Those not receiving a 'W' are rewarded for participating with Twitch digital rewards and \$-off vouchers from Nike



TwitcH Plays Air Max NikeiD The Importance of an Engaged Community



- Viewer retention across the channel steadily increases
- Immediate feedback and live reactions creates a sense of immediacy
- Strengthens overall content quality through creator/viewer collaboration
- The live shared experience strengthens community
- Promotes participation / interactivity with other features, like Extensions, Chat, Polls
- Personalizes the individual content viewing experience with an “I was there” sentiment
- Creates a deeper connection between the brand and the viewer



Livestreaming, amplified.

What Is Co-streaming?

Co-Streaming is a feature that lets a Twitch influencer incorporate live content from another channel into their own broadcast, introducing new content to their followers.

Why Is This Beneficial?

- Co-streaming provides more options for the community to view unfiltered content from their favorite personalities.
- Influencers have the opportunity to cover content outside their usual stream.
- Co-streaming on Twitch has successfully covered everything from TV show marathons and live events to big-time traditional sports.

AIR MAX DAY ON TWITCH

Assumptions

Access to talent

- Athletes
- Celebrities
- Designers

Access to Global Niketown retail stores/Nike offices

- London
- New York
- Shanghai
- Paris
- Tokyo
- Seoul

Prizing

- Custom Air Max Day Jackets w/ city name
- Air Max Day Tees
- Discount codes

- Each city represented will have AMD related content/activations going on around that we will have access to
- Giveaway of winning shoe (actually AMD winner shoe) not just an ID
- Engineering resources to work NikeID/ Nike + into Extension
- Brand assets, media and marketing materials for Twitch to use for promotion/social
- Nike Social support on all platforms, media streams

AIR MAX DAY ON TWITCH

Package Breakdown

Package inclusions:

24-hour FreshStock Event

- 6 producers
- 6 live producers
- Cameras
- Stage set-up
- Equipment
- Audio
- Nike HQ broadcast

“Creator Spotlight” in 6 cities

- Filming permits
- T+E
- IRL tech
- Internet
- 12 custom streaming kits

Influencer talent

- Co-stream functionality

Custom Nike Extension

- Development + Production
- QA
- Nike ID compatibility

Cost: \$990,000



AIR MAX DAY ON TWITCH

Why This Works

Providing Twitch users a meaningful experience engenders a priceless amount of good will; each component of this program is designed to do just that.

FreshStock Max @ Nike

Generates awareness and affinity for AMD through community engagement and exclusive live content.

Creator Spotlight

Celebrate the artists and provide an additional layer of insight into their process.

Twitch Plays Air Max NikeID

Engage the community through the launch of a Nike ID extension and empower them to create their own sneakers.

Everyone is a Winner

Make everyone involved a winner through a series of giveaways and community-driven challenges that reward participation and achievement.



Thank You.

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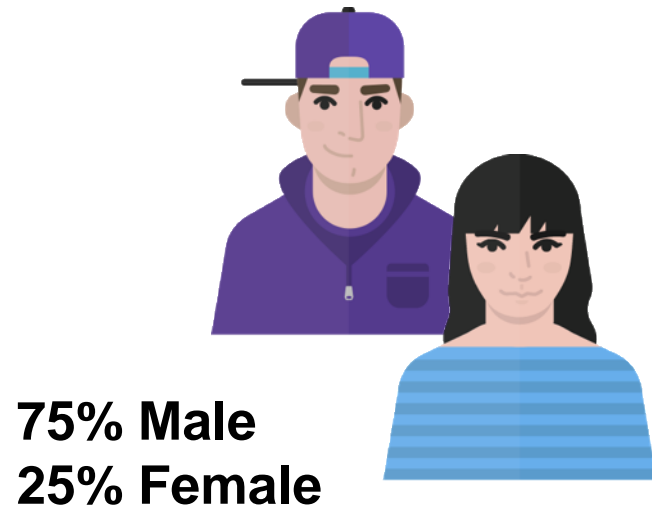
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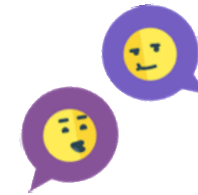


Appendix

The Twitch User



235 index
Consider themselves
as trendsetters



55%
A18-34



47%
Household income
over \$100k



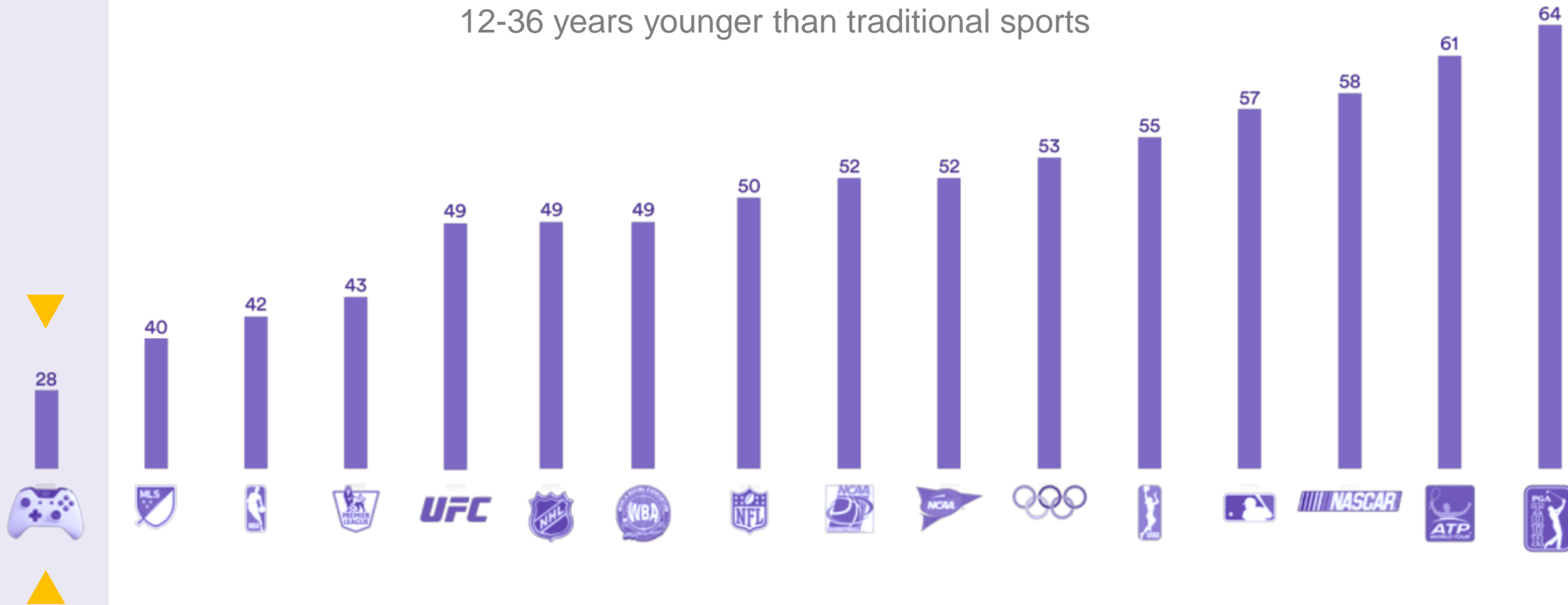
23%
P13-17

Source: Twitch RPG 2016, comScorePan Metrix March 2017

ESPORT AUDIENCE

Esports Fans Median Age

12-36 years younger than traditional sports



Source: Magna/SBJ; Nielsen 2016 Esports Survey



“ If you go on Twitch for example and see what it looks like to follow those competitions, it’s a constant chatter of fans and there’s all kinds of cool information appearing on the screen. ”

- NBA Commissioner Adam Silver



amazonstudios

NBA G LEAGUE

