STAR TREK™

UNIVERSE

UPDATED AS OF
JUNE 2020

TOP FIVE TAKEAWAYS

ONE OF THE MOST ICONIC BRANDS OF ALL TIME

CELEBRATING 55 YEARS IN 2021

BREADTH & DEPTH OF CONTENT

- 6 Classic Series
- 5 NEW Series just launched or in development
- 13 Feature Films

NEW CONTENT FOR ALL DEMOS

- Lower Decks: 14-17 YO
- Prodigy: 6-11 YO

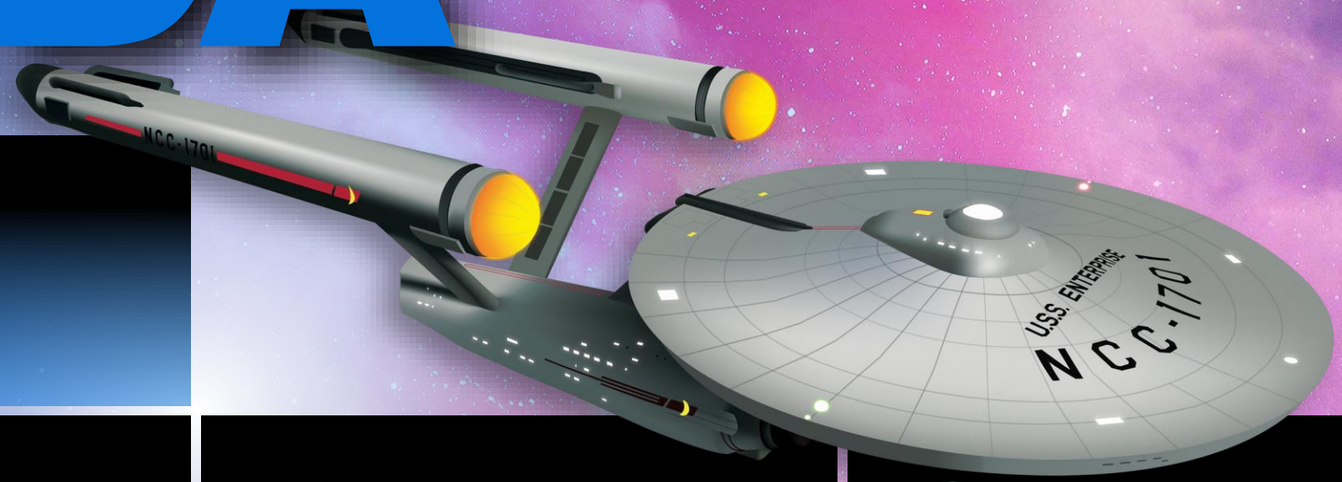
PASSIONATE FAN BASE

- Collectibles
- Gaming
- Fan Gear
- Live Events
- Publishing

GLOBAL REACH

Airing on CBS All Access, Bell Canada, Netflix and Amazon Prime

AGENDA



1. OVERVIEW
2. INSIGHTS
3. PERFORMANCE
4. STRATEGY
5. CONTENT
6. MARKETING
7. PRODUCT
8. TIMELINE

1. OVERVIEW

EVERGREEN CULTURAL ICON

For almost 55 years, Star Trek and its themes of optimism, equality, and heroism have inspired millions of people worldwide.

KEYS TO THE UNIVERSE

Intelligence & Expertise • Overcoming Moral Dilemmas • Teamwork • Embracing Inclusion & Diversity

"'Picard ... is a peak-TV experience"

NEW YORK TIMES

"My entire family worshipped at the feet of Star Trek"

TOM HANKS

PICARD
LOWER DECKS
DISCOVERY
S3

AIRING IN 2020

PRODIGY
STRANGE NEW WORLDS

2021

188+ TERRITORIES

CELEB FANS

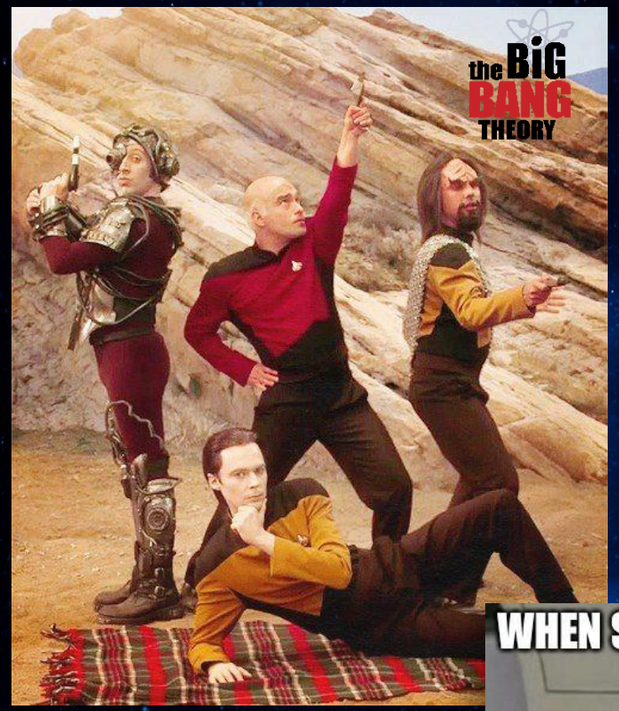
Rihanna • Mila Kunis
Ben Stiller • Angelina Jolie
Barack Obama
Daniel Craig

"Discovery Is the Most Fun Star Trek Has Ever Been."

GQ

2. INSIGHTS

CULTURAL IMPACT



3. PERFORMANCE

LINEAR
SYNDICATED IN
188+ TERRITORIES

SVOD
CBS ALL ACCESS, NETFLIX
AND AMAZON PRIME

DIGITAL
+135% STARTREK.COM
VISITORS VS. YEAR AGO

SOCIAL
9MM FOLLOWERS
+121% VS. YEAR AGO

PODCASTS
"PRIME DIRECTIVE" PODCAST
IN DEVELOPMENT

MOVIES
13 MOVIES TOTALING
$2BN+ WORLDWIDE

EXPERIENCES
50K ANNUAL ATTENDEES
AT STAR TREK EXPERIENCES

PRODUCT
NEARLY 300
LICENSEES WORLDWIDE

EXPANDING THE UNIVERSE

STAR TREK UNIVERSE

The Original Series

The Animated Series

The Next Generation

Deep Space Nine

Voyager

Enterprise

TOS Movies

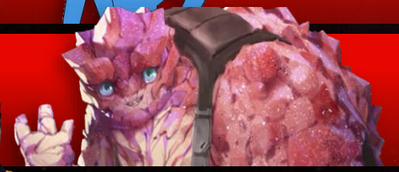
TNG Movies

Kelvin Movies

NETFLIX Discovery

amazon Prime Picard

Lower Decks



Prodigy*

Strange New Worlds*

Classic Movies Current

* In development

5. CONTENT

TELEVISION SERIES - CLASSIC

The Original Series

The Animated Series

50th Anniversary 2023

The Next Generation

Deep Space Nine

30th Anniversary 2023

Voyager

Enterprise

20th Anniversary 2021

TELEVISION SERIES - CURRENT

Discovery

Picard

Lower Decks

Prodigy*

Strange New Worlds*

* In development

5. CONTENT

FILMS

Star Trek: The Motion Picture
December 7, 1979

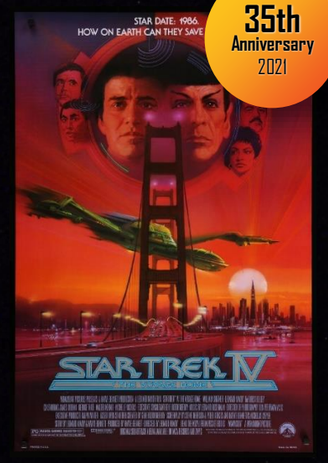
Star Trek II: The Wrath of Khan
June 4, 1982

40th Anniversary 2022

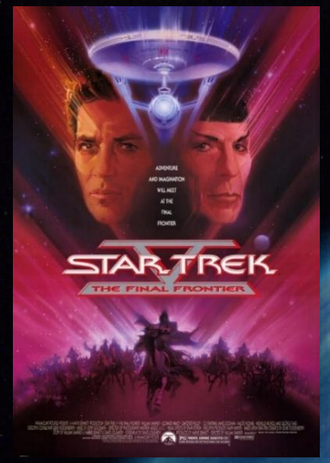
Star Trek III: The Search for Spock
June 1, 1984

Star Trek IV: The Voyage Home
November 26, 1986

35th Anniversary 2021

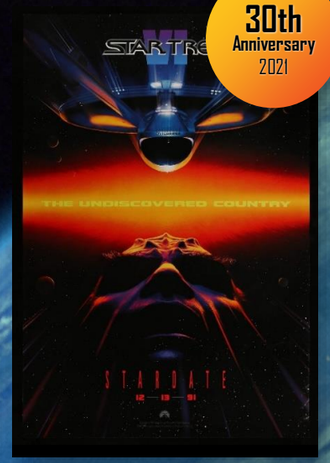


Star Trek V: The Final Frontier
June 9, 1989

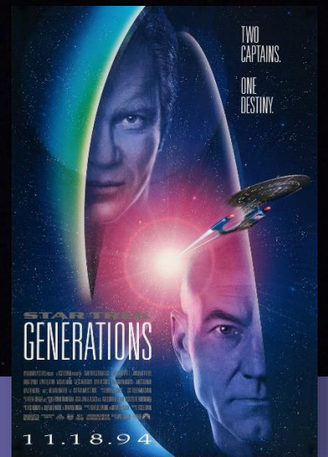


Star Trek VI: The Undiscovered Country
December 6, 1991

30th Anniversary 2021

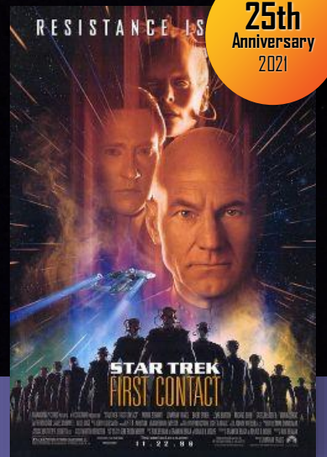


Star Trek: Generations
November 18, 1994



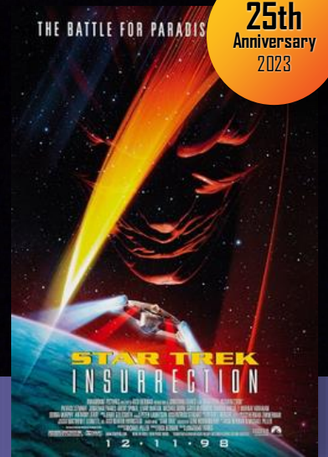
Star Trek: First Contact
November 22, 1996

25th Anniversary 2021



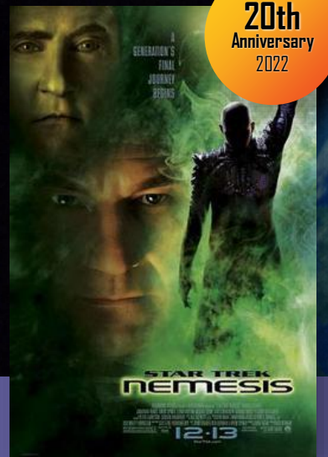
Star Trek: Insurrection
December 11, 1998

25th Anniversary 2023



Star Trek: Nemesis
December 13, 2002

20th Anniversary 2022



Star Trek (2009)
May 8, 2009

Star Trek: Into Darkness
May 16, 2013

10th Anniversary 2023

Star Trek: Beyond
July 22, 2016

5th Anniversary 2021

6. MARKETING

STAR TREK ONLINE SHOP

DIRECT-TO-CONSUMER WEBSITE FEATURING EXCLUSIVE MERCHANDISE & PARTNER COLLABORATIONS

US site re-launched August 2019

- Over 1k skus
- Represents 54 years and all iterations of Star Trek
- Exclusive Star Trek Shop collections
- Two new product collections per month
- Star Trek Masks launched May 2020, continuing to trend as top performers

Star Trek UK Shop launched June 2020

6. MARKETING

LIVE EVENTS

FAN CONVENTIONS IN UK, GERMANY AND US

Creation, Massive Events & New Partner Announcing Soon

STAR TREK: THE CRUISE

ECP – Royal Caribbean

EXPLORING NEW WORLDS

MoPOP

ORIGINAL SET TOUR

Cawley Entertainment

7. PRODUCT

A CATEGORICAL WINNER

STAR TREK UNIVERSE

GAMING

PUBLISHING

COLLECTIBLES

APPAREL

ACCESSORIES

FOOD & BEVERAGE

JEWELRY

LIVE EVENTS

ELECTRONICS

COLLABORATIONS

7. PRODUCT

PARTNER ASSETS

20+ STYLE GUIDES

Supporting Classic, New Series and Films

10+ RENDERED ART SUPPLEMENTS

7 ART PROGRAM COLLECTIONS

5+ PACKAGING GUIDES

8. TIMELINE

KEY ACTIVITY ACROSS 2020

Q1

STAR TREK: PICARD PREMIERE
Jan 23

STAR TREK: THE CRUISE
Mar 1-8

STAR TREK X CANTSTOPGOODBOY COLLAB
Mar 14-15

Q2

FIRST CONTACT DAY
Apr 5

PICARD FYC CAMPAIGN LAUNCH
June 16

PICARD DAY
June 16

Q3

STAR TREK: LOWER DECKS PREMIERE
Summer

SAN DIEGO COMIC CON (VIRTUAL)
Jul 23- 26

STAR TREK DAY
Sep 8

Q4

STAR TREK: DISCOVERY PREMIERE
Fall

SPOCKTOBER
October

DESTINATION STAR TREK GERMANY
Oct 9-11

DESTINATION STAR TREK LONDON
Nov 11-15

STAR TREK LAS VEGAS
Dec. 9-13

Voyager 25th Anniversary
Star Trek: The Motion Picture 40th Anniversary

CONTENT MARKETING & EVENTS CONSUMER PRODUCTS

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QUESTIONS?

APPENDIX

TELEVISION SERIES

TELEVISION SERIES

STAR TREK: THE ORIGINAL SERIES

3 Seasons ▪ 79 Episodes ▪ 1966-1969 ▪ NBC
23rd Century, 2266-2269

Space – The Final Frontier. These are the voyages of the *Starship Enterprise*…

There are few people in the world who aren't familiar with those sentences. But when *Star Trek* first burst upon the scene in the autumn of 1966, the concept behind them—and behind the technology in the new television series—was as new and exotic as the prospect of a man walking on the moon. Despite the public's fascination with its hardware, the lasting popularity of the original *Star Trek* series is largely due to two things—the family of characters who make up the primary crew of the *U.S.S. Enterprise*: Kirk, Spock, McCoy, Scotty, Uhura, Sulu and Chekov; and the vision of the man whose creative vision firmly established *Star Trek* as a genuine part of Americana: Gene Roddenberry.

Key Characters:

- Captain James T. Kirk
- Leonard "Bones" McCoy
- Spock
- Nyota Uhura
- Montgomery "Scotty" Scott
- Hikaru Sulu
- Pavel Chekov

TELEVISION SERIES

STAR TREK: THE ANIMATED SERIES

2 Seasons ▪ 22 Episodes ▪ 1973-1974 ▪ NBC
23rd Century, 2268-2269

Following its cancellation, reruns airing in syndication increased *Star Trek*'s popularity, introducing it to a new generation of fans too young to have watched the series during its original network run. This led NBC to take a fresh look at *Star Trek* and bring it back as a Saturday morning animated program.

The animated *Star Trek* series was overseen by Gene Roddenberry and D.C. Fontana and features all but one of the original series actors reprising their roles. Despite airing on Saturday mornings alongside other cartoons of the era, its creators developed and treated the animated *Star Trek* as an extension of the original series. Many fans view the episodes as the final leg of the *Enterprise*'s five-year mission.

50th Anniversary 2023

Key Characters:

- James T. Kirk
- Leonard "Bones" McCoy
- Spock
- Nyota Uhura
- Montgomery "Scotty" Scott
- Hikaru Sulu
- Arex
- M'Ress

TELEVISION SERIES

STAR TREK: THE NEXT GENERATION

7 Seasons ▪ 178 Episodes ▪ 1987-1994 ▪ First-Run Syndication
24th Century, 2364-2371

Nearly 100 years after the original *Enterprise* patrolled the Galaxy, a new *U.S.S. Enterprise* and its crew carry forth to "seek out new life…to explore strange new worlds" and "to boldly go where no one has gone before."

TNG crafts a world that is familiar to *Star Trek* fans with many of the same concepts, ideals and technologies. However, we now see a more nuanced version of the Federation and its adversaries, increased character growth and a deeper level of storytelling than was possible in 1960s television.

TNG did not air on network television, but was offered to stations as one of the first hour-long dramas in first-run syndication. The show was a huge hit, regularly pulling 15-16 MM viewers per week and with a finale that had an astonishing 27.8 MM viewers in the United States.

Key Characters:

- Jean-Luc Picard
- Will Riker
- Data
- Worf
- Deanna Troi
- Geordi La Forge
- Beverly Crusher
- Wesley Crusher
- Tasha Yar
- Katherine Pulaski

TELEVISION SERIES

STAR TREK: DEEP SPACE NINE

7 Seasons ▪ 176 Episodes ▪ 1993-1999 ▪ First-Run Syndication
24th Century, 2369-2375

Star Trek: Deep Space Nine pushed the boundaries of both *Star Trek* and episodic television when it debuted in January 1993. Where *Star Trek* had been known for boldly going, *Deep Space Nine* seemingly opted to stay in place with a show set on a space station on a remote frontier.

This choice of venue created something quite the opposite as it unfurled opportunities for the broadest ensemble cast of any *Star Trek* show and the opportunity to delve into the psychology and worlds of characters inside and outside of Starfleet. DS9 is most notable for its serialized story telling at a time when most hour-long shows were primarily episodic.

DS9 debuted 18 months before TNG left the air, also airing in syndication rather than network television.

30th Anniversary 2023

Key Characters:

- Benjamin Sisko
- Kira Nerys
- Odo
- Jadzia Dax
- Quark
- Worf
- Miles O'Brien
- Ezri Dax
- Jake Sisko
- Julian Bashir

TELEVISION SERIES

STAR TREK: VOYAGER

7 Seasons ▪ 172 Episodes ▪ 1995-2001 ▪ UPN
24th Century, 2371-2378

Star Trek: Voyager takes place during the same time period as TNG and DS9, but creates new and different challenges for the ship's crew. On a fairly routine mission, *Voyager*, along with a renegade Maquis vessel is scooped up and deposited 70,000 light years away by a powerful entity known as the Caretaker. The act causes the death of many aboard *Voyager* and leads to a chain of events resulting in combining the remaining crew of both *Voyager* and the Maquis ship. The combined crew then begins a lengthy journey home, one that will take over 70 years at maximum warp.

Star Trek: Voyager was the first *Star Trek* show to air on network television since the Original Series. In January 1995, *Voyager* launched Paramount's new television network, UPN as its flagship show.

Key Characters:

- Kathryn Janeway
- Chakotay
- The Doctor
- Tuvok
- Seven of Nine
- B'Elanna Torres
- Tom Paris
- Neelix
- Kes
- Harry Kim

TELEVISION SERIES

STAR TREK: ENTERPRISE

4 Seasons ▪ 96 Episodes ▪ 2001-2005 ▪ UPN
22nd Century, 2151-2155

A prequel to the Original Series, *Star Trek: Enterprise* focuses on the first long-term manned Starfleet expedition. The show takes place only 88 years after the first warp speed flight and first contact with the Vulcans and 115 years before the exploits of Kirk and Spock. This is a tumultuous era that preceded the birth of the United Federation of Planets.

Under the auspices of Vulcan "advisors," Starfleet launches its first high warp ship, the *Enterprise* NX-01, on a voyage of remarkable discoveries and unanticipated perils. Where warp 2 ships had hundreds of star systems within humanity's reach, the first ship with a warp 5 engine could now reach thousands of star systems.

20th Anniversary 2021

Key Characters:

- Jonathan Archer
- T'Pol
- Charles "Trip" Tucker III
- Malcolm Reed
- Phlox
- Hoshi Sato
- Travis Mayweather

TELEVISION SERIES

STAR TREK: DISCOVERY

3 Seasons ▪ 42 Episodes ▪ 2017-Present
CBS All Access, Bell Canada, Netflix (Intl)
Timeline Setting: 23rd Century, 2255-2258; 31st Century

Beginning only 11 years before the adventures of Captain Kirk and the *U.S.S. Enterprise*, *Star Trek: Discovery* is the first show to be told from the point of view of a non-captain.

Star Trek: Discovery follows Commander Michael Burnham as she struggles to reconcile her duty and her feelings when her troubled personal past intersects with her Starfleet duties. While exploration and scientific discovery are common themes in *Star Trek*, and the *U.S.S. Discovery* is the hero ship in the show, the name of the show refers equally to the voyages of self-discovery that are at the heart of each character, each episode and each season of this vibrant, thoughtful and visually stunning new *Star Trek* series.

5th Anniversary 2022

Key Characters:

- Michael Burnham
- Saru
- Voq/Ash Tyler
- Paul Stamets
- Sylvia Tilly
- Philippa Georgiou
- Hugh Culber
- Christopher Pike
- L'Rell
- Spock
- Number One

TELEVISION SERIES

STAR TREK: PICARD

1 Season ▪ 10 Episodes ▪ 2020 ▪ Seasons 2 & 3 Greenlit
CBS All Access, Bell Canada, Amazon (Intl)
24th Century, 2399

Taking place 20 years after we last saw Captain Jean-Luc Picard command the *U.S.S. Enterprise*, *Star Trek: Picard* picks up his story and finds him in a very different place.

At the end of the 24th Century, and 14 years after his retirement from Starfleet, Jean-Luc Picard is living a quiet life on his vineyard, Chateau Picard. When he is sought out by a mysterious young woman, Dahj, in need of his help, he soon realizes she may have personal connections to his own past.

Key Characters:

- Jean-Luc Picard
- Raffi Musiker
- Chris Rios
- Narek
- Dahj Asha
- Data
- Soji Asha
- Agnes Jurati
- Elnor
- Hugh
- Seven of Nine
- Riker
- Troi

TELEVISION SERIES

STAR TREK: LOWER DECKS

2 seasons ▪ 20 episodes ▪ 2020 ▪ CBS All Access
24th century, 2381-

Star Trek: Lower Decks is a half-hour animated comedy debuting Fall 2020 on CBS All Access. Focusing on the support crew serving on one of Starfleet's least important ships, the *U.S.S. Cerritos*, *Lower Decks* is fun, irreverent and comedic.

Developed by Emmy Award Winner Mike McMahan (*Rick and Morty*), the show takes place in 2380 and follows the adventures of four young ensigns on the ship as they vie for promotion and show life in Starfleet from a very different point of view.

Audience: 14 – 17+ years

Key Characters:

- Beckett Mariner
- Brad Boimler
- D'Vana Tendi
- Sam Rutherford

TELEVISION SERIES

STAR TREK: STRANGE NEW WORLDS

Greenlit 1 Season ▪ In Development ▪ CBS All Access
Timeline: 2259

Star Trek: Strange New Worlds is based on the years Captain Christopher Pike manned the helm of the *U.S.S. Enterprise*. The series will feature fan favorites from season two of *Star Trek: Discovery*, Anson Mount as Captain Christopher Pike, Rebecca Romijn as Number One and Ethan Peck as Science Officer Spock. The series will follow these characters in the decade before Captain Kirk boarded the *U.S.S. Enterprise* as they explore strange new worlds around the Galaxy.

Key Characters:

- Christopher Pike
- Number One
- Spock

TELEVISION SERIES

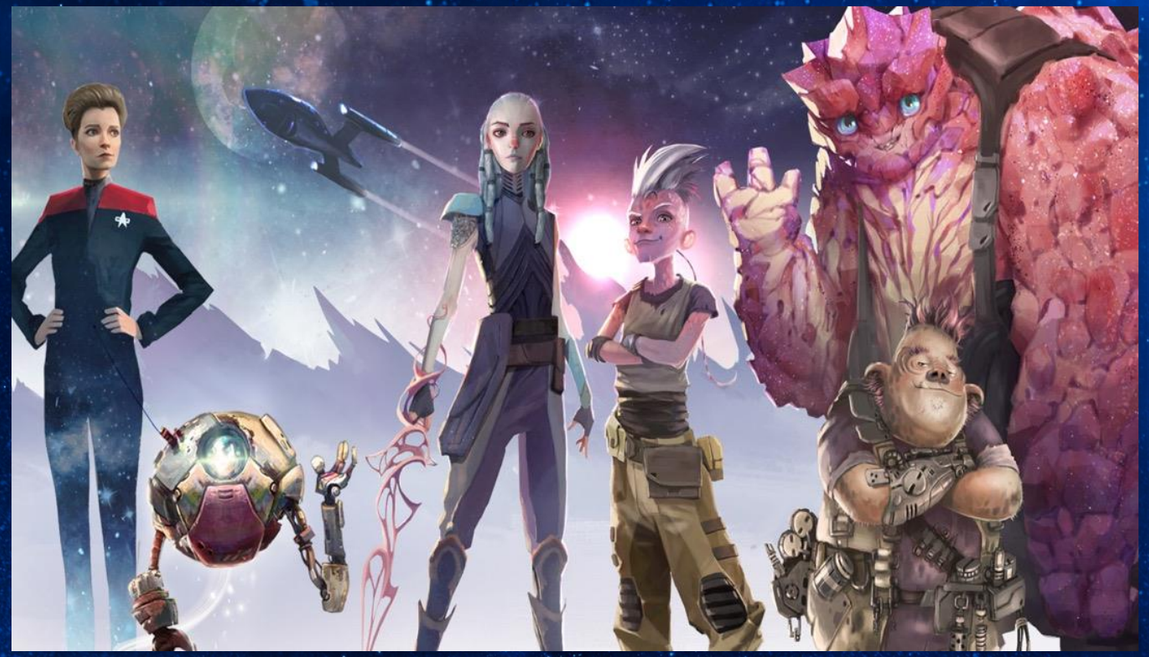
STAR TREK: PRODIGY

Greenlit 1 Season ▪ 20 Episodes ▪ In Development ▪ Nickelodeon
24th Century, 2381-

The first *Star Trek* series geared toward and featuring a cast of adolescents.

Star Trek: Prodigy is an animated series that is designed to showcase all that is wonderful and exceptional about *Star Trek*, Starfleet and the United Federation of Planets by gradually exposing and showcasing those values of teamwork and inclusiveness to a young cast who have only know strife and division. They are not experts, they are not even cadets. They are rag tag teens from a variety of species who come together in unusual circumstances with a common desire: to better themselves and to reach for something more, something larger than themselves, which they find as they learn about Starfleet.

Audience: 6–11 years



Key Characters:

- Dal R'el
- Gwyndala
- Murf
- Jankom Pog
- Rok-Tahk
- Zero
- The Diviner
- Drednok