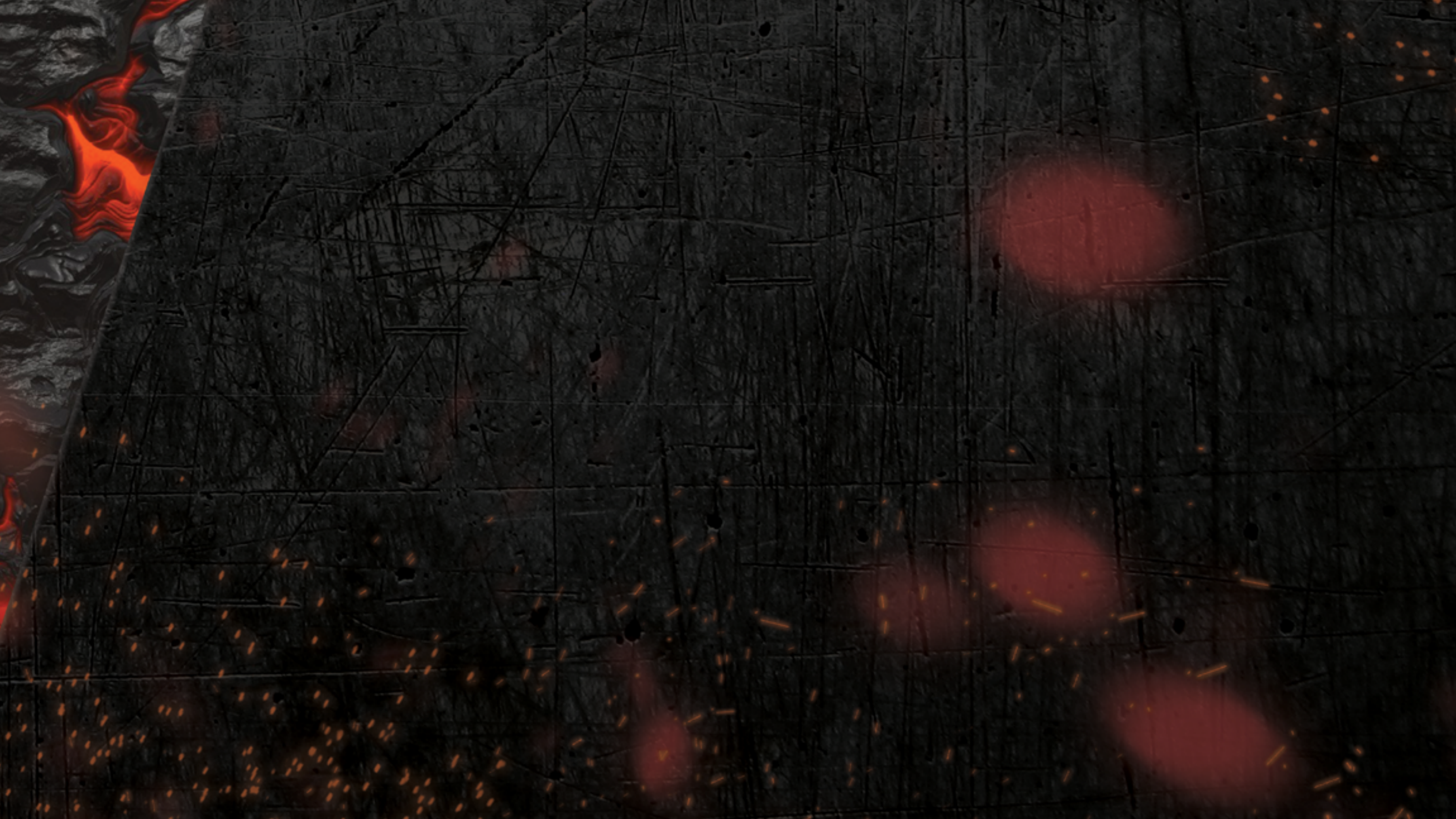


LEARN TO SURVIVE WHATEVER AWAITS YOU.

HOW TO SURVIVE

1HR Multi-Segment Series



OVERVIEW

THERE ARE A THOUSAND WAYS TO DIE, BUT A THOUSAND WAYS THAT **SCIENCE CAN SAVE YOU.**

Backed by inscrutable scientific research, this series breaks the mold of typical survival series by ranging from likely scenarios to the most extreme circumstances you could possibly imagine. Whether it's a pandemic, shark attack, or a falling satellite, How to Survive explains how to **prevent a life threatening scenario from becoming a life taking scenario.**

Underknown's hit online series, backed by 63 million subscribers worldwide, smoothly adapts to a long form, leanback experience where audiences seamlessly hop from one impossible survival situation to the next.



HOW IT WORKS

HOW TO SURVIVE IS A MULTI-SEGMENT SERIES THAT ASSEMBLES THE TOP STORIES OF UNDERKNOWN'S AWARD-WINNING FRANCHISE INTO A **THEMED SURVIVAL STORY**.

Each episode kicks off with a wild survival scenario, but our fearless narrator guides us through exactly what's needed to keep breathing. He expertly explains what the world's top scientists and survival experts would do in that exact situation in How to Survive signature storytelling style.

We then jump onto the next frightening scenario and then the next, following a single theme throughout the episode. By the end of the hour, we know exactly what to look out for and, if it should actually happen, exactly how to survive.



THE DATA

Underknown's most popular show will use its **massive, online audience** to promote the series in your market and cherry pick the most engaging themes and subjects.

21 MILLION

Subscribers

110 MILLION

Min Watched Monthly

27 MILLION

Watched Hours

Telly Winner



Webby Award Winner

HOW TO SURVIVE WATERWORLD

FIRST, WE'LL START WITH A VERY
REAL, **VERY TERRIFYING SCENARIO...**

But what if the flood took you over
one of the world's biggest waterfalls?


**"How to survive falling into
Niagara Falls"**
(2.8M Views)

"How to survive a flood"
(1.2M Views)

But there are a lot of
ways to get flooded...

**"How to survive a
dam break"**
(225k Views)





And you might need to go
over another steep drop...

**"How to survive a
death dive"**
(211K Views)

But what if you end up in
the most alkaline lake on
the planet...

**"How to survive Lake
Natron"**
(6.8M Views)

While we're at it, you'll want to
know what to do when your
cruise ship sinks...

**"How to survive the
Titanic sinking"**
(162k Views)

When you end up in the
ocean, you'll need to
know...

**"How to survive the
biggest wave"**
(237k Views)

But be careful where
you wash up...

**"How to survive the
most dangerous
beachin the world"**
(411k Views)

46 MINUTES, 38 MILLION VIEWS ONLINE

ADDITIONAL EPISODES

HOW TO SURVIVE COSMIC THREATS

HOW TO SURVIVE...

- ... an alien invasion
- ... an alien abduction
- ... a black hole
- ... a meteor strike
- ... on Mars
- ... a rocket explosion
- ... an asteroid impact
- ... a solar storm



HOW TO SURVIVE A DEEP FREEZE

HOW TO SURVIVE...

- ... the arctic naked
- ... being locked in a freezer
- ... Mt. Everest
- ... falling into a pool of liquid nitrogen
- ... hypothermia
- ... frostbite
- ... an ice storm
- ... a polar bear attack



THE WORST DAY EVER (PT 1)

HOW TO SURVIVE...

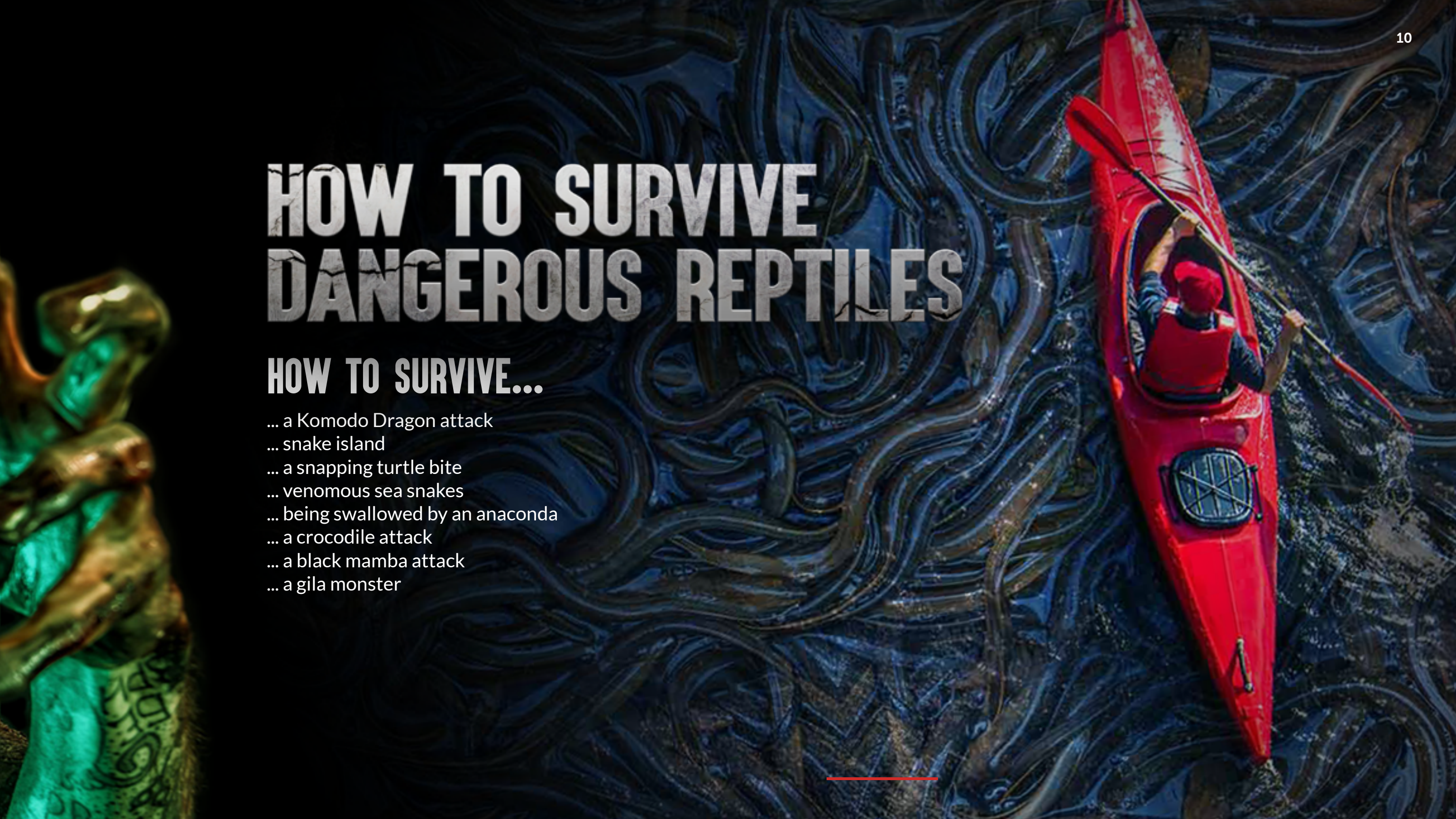
- ... Falling Without a Parachute
- ... Snake Island”
- ... a Swarm of Box Jellyfish”
- ... Getting Swallowed By A Whale”
- ... a Supermax Prison”
- ... a Zombie Apocalypse”
- ... as the Last Person on Earth”



HOW TO SURVIVE DANGEROUS REPTILES

HOW TO SURVIVE...

- ... a Komodo Dragon attack
- ... snake island
- ... a snapping turtle bite
- ... venomous sea snakes
- ... being swallowed by an anaconda
- ... a crocodile attack
- ... a black mamba attack
- ... a gila monster



HOW TO SURVIVE THE MOVIES

HOW TO SURVIVE...

- ... “The Purge”
- ... “Leatherface”
- ... “Michael Myers”
- ... “Squid Game”
- ... the traps of “Home Alone”
- ... Ted Bundy
- ... as a stunt person
- ... a Godzilla attack



HOW TO SURVIVE EVERYDAY LIFE

HOW TO SURVIVE...

- ... an exploding phone
- ... being kicked in the groin
- ... giving birth in a car
- ... being bullied online
- ... choking when alone
- ... a malfunctioning microwave
- ... a breakup
- ... eating mold



HOW TO SURVIVE THE DEADLIEST MAMMALS

HOW TO SURVIVE...

- ... against the deadliest bear
- ... a hippo attack
- ... a leopard seal attack
- ... a bison attack
- ... a killer whale
- ... a rhino attack
- ... the top 5 deadliest primates
- ... a wolf attack



HOW TO SURVIVE THE EXTREMES

HOW TO SURVIVE...

- ... the top 5 survival mistakes
- ... eating the world's hottest pepper
- ... only on water for a week
- ... without any sleep
- ... the top 5 most painful things
- ... tapeworms
- ... a heat wave
- ... a nuclear apocalypse



HOW TO SURVIVE THE DEADLIEST PLACES

HOW TO SURVIVE...

- ... the most dangerous places to swim in the world
- ... 24 hours in Death Valley
- ... North Korea
- ... the top 5 deadliest mountain climbs
- ... the world's deadliest beaches
- ... being stranded on the moon
- ... the most dangerous cities
- ... Australia's deadliest animals



HOW TO SURVIVE NATURAL DISASTERS

HOW TO SURVIVE...

- ... a hurricane
- ... a mega hailstorm
- ... a collapsing sand dune
- ... a 20 year drought
- ... a mega tornado
- ... a dam break
- ... a lightning strike
- ... a tsunami.



HOW TO SURVIVE HEAT

HOW TO SURVIVE...

- ... a fire tornado
- ... a nuke
- ... a pyroclastic flow
- ... walking on lava
- ... a wildfire
- ... a solar storm
- ... falling into the door to hell
- ... a building explosion



HOW TO SURVIVE THE WORST DAY EVER (PT 2)

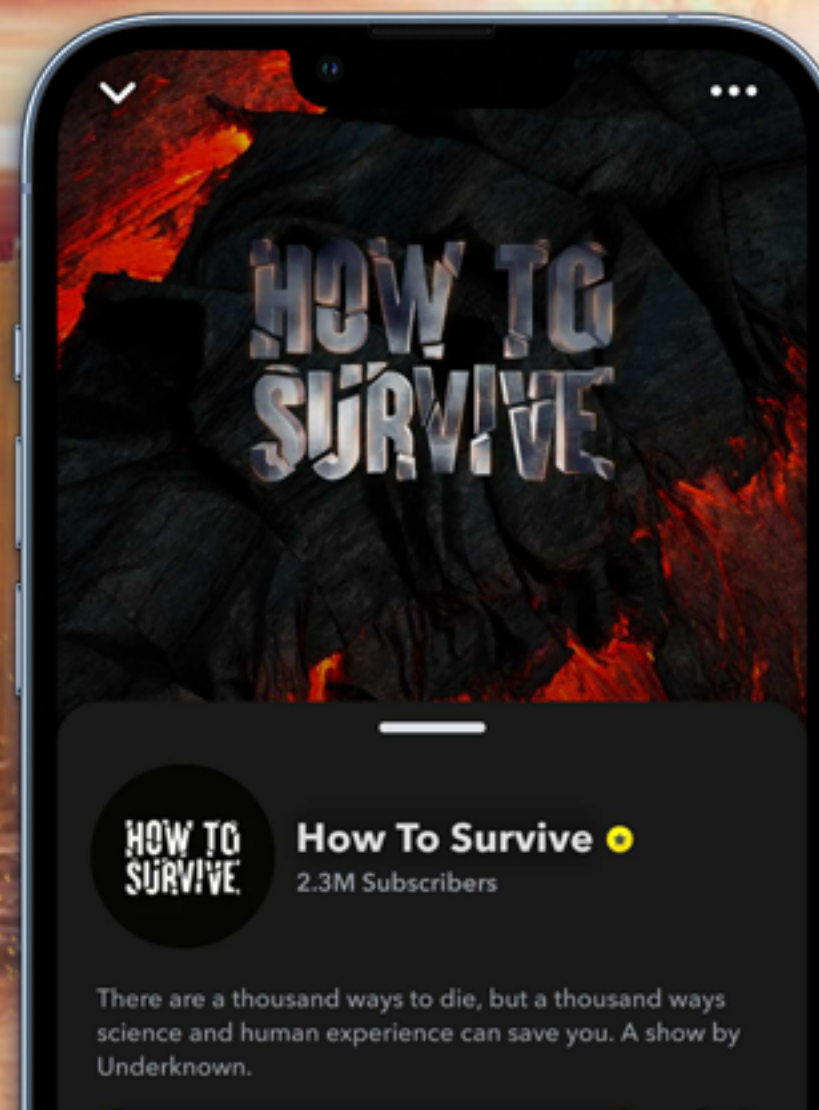
HOW TO SURVIVE...

- ... falling into quicksand
- ... a sucking Candiru storm
- ... a home invasion
- ... an economic collapse
- ... being kidnapped
- ... being buried alive
- ... a pandemic
- ... a sinking ship



PROMOTIONS

Each of Underknown Studios' series comes with an extensive built-in marketing campaign. It's like having a **celebrity attachment without the price tag**. No matter which window or territory, we'll be letting our massive audience know exactly when and where to tune-in to your channel.



WE'LL SPIKE THE RATINGS WITH A FEW TRIED AND TRUE TACTICS, INCLUDING...



HOST READS

We'll create bespoke house ads inside of all our most popular shows that will activate our followers to tune in or sign up to watch our shows.



SOCIAL SHOUT-OUTS

A custom social awareness campaign on all of our TikTok, Twitter, Instagram, Facebook handles.



SOCIAL VIDEOS

We'll blast custom promotional videos out across our social channels with specific callouts targeted to your market.



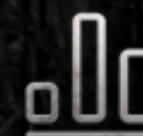
FAN GIVEAWAYS

When fans answer series-specific questions, they earn the chance to win a free What If? book.



CURATED PLAYLISTS

We make bespoke playlists (with callouts to fans to watch the series) to celebrate the launch of the series.




POLLS

Our community is active and engaged in the production of our shows. We'll create custom polls in our YouTube and Facebook community pages to notify our audience of the launch dates and viewing times.

CONTACT

For more information on How to Survive, please contact:

 **nderknown.** studios

Connor Boals
VP, Development
Underknown Studios
connor@underknown.com

W51
PRODUCTIONS

Carl Hall
International Sales
West One
carl@westoneint.com