

Snap Announces New Slate of Snap Originals, Premium Mobile Shows Created Exclusively for Snapchat

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New Shows, Created Exclusively for Snapchat's Mobile-First Audience and Reflective of their Diverse Voices, Experiences and Passions

Paul Feig's Powderkeg, Complex, Sirens Media, Leftfield Pictures and Loud Labs Media Among Industry Players Creating New Scripted Shows and Docuseries

SANTA MONICA, Calif.--(BUSINESS WIRE)-- **Snap Inc. (NYSE:SNAP)** today announced its new slate of [Snap Originals](#), the company's premium, made-for-mobile shows created exclusively for Snapchat's audience. Snap's new shows will begin airing this fall on Snapchat's Discover page, the industry's leading made-for-mobile vertical video platform.

Snap Originals are reflective of its community's diverse voices, experiences and passions, as well as Snap's commitment to the emotional and social well-being of its audience. New series include a range of genres, including character-driven docuseries, unscripted shows, and serialized scripted dramas, thrillers, comedies and more. Snap is partnering with some of the industry's next and best creators to continue to define mobile storytelling, including Paul Feig's Powderkeg, Complex, Sirens Media, and Leftfield Pictures. In addition, musician Pete Wentz (Fall Out Boy) will serve as producer and music supervisor, bringing new music to the new scripted series "Everything's Fine."

Snap's new slate announced today includes:

- **Tekashi69 VS The World** - (Complex; season 1) - This up-to-the-minute docuseries traces the rise and fall of controversial rapper Tekashi 6ix9ine, from his earliest days growing up in Brooklyn, through his chart-topping career and star-studded collaborations, to his trouble with the FBI and eventual incarceration. Docuseries launches Fall 2019.
 - *Each season of Snap's new franchise "VS The World" will explore the life and journey of some of the biggest names in hip hop, sports, and entertainment culture, with exclusive footage, commentary, and a totally original perspective.*
- **Nikita Unfiltered** - (Sirens Media) - This up close and personal docuseries follows transgender beauty mogul Nikita Dragun as she reveals a vulnerable new side to herself that her millions of fans haven't yet seen as she starts to date as a woman for the first time. Docuseries premieres Winter 2020.
- **The Honeybeez** - (Leftfield Pictures) - The Honeybeez, Alabama State's plus-size dance squad, is here to prove that dance is for everyone. These young, inspiring HBCU dancers let the haters be their motivators as they showcase their remarkable talents on the biggest collegiate stages. Docuseries premieres Winter 2020.
- **Driven** - (Big Fish Entertainment, an MGM Company) - This entourage of young entrepreneurs at PTG365 deliver flashy, custom cars to their high roller clients using nothing but their phones and a whole lot of hustle. The high end, exotic car industry will never be the same. Docuseries premieres Winter 2020.
- **Mind Yourself** - (Barcroft Studios) - In this anthology series, each episode paints an honest and intimate portrait of a young person suffering or recovering from a mental health issue. From OCD and body dysmorphia through depression and PTSD, the series gives a human face - and hope - to young people facing similar issues. Unscripted series premieres Winter 2020.
- **Everything's Fine** - (Powderkeg) - Gemma is a college junior with big plans to kill it in the music industry while coping with a brand new bipolar diagnosis. *Everything's Fine* is a comedy with an unflinching point of view on what it takes to manage a mental health condition (sometimes well, sometimes disastrously) while striving to be an overachiever. Scripted series premieres Spring 2020; working title.
- **Players** - (Loud Labs Media and One Push) - Nash Brooks, son of famed NBA player Oscar Brooks and a rising star himself, relocates from Indiana to LA when his Dad is traded. No longer a big fish in a small pond, he has to prove his worth at a fancy west LA private school where he's not even guaranteed a starting spot on the basketball team. Scripted series premieres Fall 2019.
- **Save Me** - (Loud Labs Media and One Push) - When his online classmate and crush goes missing, isolated homeschooler Jason takes it upon himself to find and save her. But when his search leads him to an off-the-grid "conscious community" that promotes human connection over digital devices, Jason's character is tested in real life. Scripted series premieres Winter 2020.

In addition, Snap announced today it will be renewing the following serialized Snap Originals: **Bringing Up Bhabie** (docuseries) by Invent TV, **Two Sides** (scripted drama) by New Form, and **Kappa Crypto** (scripted comedy) by Indigo Development and Entertainment Arts. Even more Snap Originals will continue to air on the Discover page, to the right of the camera, throughout the year.

Snap launched Discover in January 2015 as a place for Snapchatters to explore premium content from a select group of trusted media companies and storytellers. Rooted in the creativity of its community and facilitated by the unique power of the Snapchat camera, Discover pioneered the first Story format and soon followed with the first vertical video content orientation now being adopted by other platforms. Today, Discover features mobile magazines (called Publisher Stories), Our Stories (coverage of news, live events and trends curated from publicly submitted Snaps), and Shows from hundreds of creative partners around the world.

Snap unveiled its first original show, **Good Luck America**, in January 2016 and its first slate of serialized Snap Originals in October 2018. The scripted Snap Original drama **The Dead Girls Detective Agency**, based on the YA novel of the same name, has been a hit. Season 3 returned this past August and 80% of viewers who completed season 2 went on to watch season 3, and 55% of viewers who completed the first episode of season 3 went on to watch the entire season. The series, produced by Indigo Development and Entertainment Arts (Snap's joint venture studio with NBCUniversal), Insurrection Media and Keshet Studios, returns for season 4 this fall.

Snap Originals are made for the unique behaviors of mobile. Each episode averages five minutes in length and brands can purchase [Commercials](#) within these shows, Snap's six-second, non-skippable ad format. Snap recently announced new video ad features for advertisers, including the ability

to add swipe up actions to Commercials. In Snap Ads, advertisers can now optimize for 15-second video views and the duration of skippable Snap Ads is increasing to a max of 180 seconds. These improvements provide advertisers with an easy-to-use, robust set of options to more efficiently reach Snapchat audiences.

Over the past year, the time spent watching Shows has more than tripled and the total daily time spent by Snapchatters watching Discover increased by over 60 percent, while the number of daily viewers has grown by 35 percent. In the U.S., Snapchat reaches 90 percent of all 13-24 year-olds and 75 percent of all 13-34 year-olds. For more on Snap Originals, visit: <https://snaporiginals.snapchat.com/>.

About Snap Inc.

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