

# *STAR TREK*

*Celebrating 50 Years of the Future*

# STAR TREK



#1 Cult Series of All-Time

# TIME

Top All-Time TV Show



# STAR TREK



6 Television Series

12 Movies

700+ Hours of Content

Available Across Platforms

**Syfy**

**NETFLIX**

**Apple iTunes**

**hulu**

**amazon.com**



# STAR TREK



## Global Reach

Official Conventions  
in Europe & North America

Exhibition Touring Asia &  
North America

Attractions Opening in  
Jordan & Spain



# STAR TREK



## Socially Active

#1 Movie Search on Yahoo<sup>1</sup>

30+ Million YouTube Views<sup>2</sup>

20+ Million Website Visitors<sup>3</sup>

8+ Million Facebook Fans<sup>4</sup>

400,000+ Tagged Photos  
on Instagram<sup>5</sup>

250,000+ Twitter Followers<sup>6</sup>



# STAR TREK



## Pop Culture Phenomenon

Universally Recognized

Featured in Top-Rated Primetime Series

Loved by Celebrities



# STAR TREK



## Progressive Storytelling

Diversity

Terrorism

Impact of War

Drug Addiction

Euthanasia



# STAR TREK



## Iconic Phrases

“To Boldly Go”

“Live Long and Prosper”

“Beam Me Up”

“Phasers On Stun”

“Warp Speed”





# STAR TREK



## Influenced Technology

Mobile Phone

Tablet

Tricorder

Smart Watch

Google Glass

Automatic Doors



# STAR TREK



## Advertiser's Leading Choice

Acer

Hershey

Apple

Mazda

Comcast

Microsoft

Esurance

Nike

Facebook

Samsung

General  
Electric



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