



PLUTO TV DEBUTS FIRST EVER SUPER BOWL COMMERCIAL

The Leading Free Streaming Television Platform's New Campaign and Activations Pay Homage to Fandoms Everywhere

Los Angeles, CA (January 30, 2024) – Pluto TV, the leading free streaming television service, is kicking off its 10th anniversary year by announcing its first-ever Super Bowl commercial that brings to life the brand's commitment to fandoms by reminding audiences of TV the way it should be – free and easy. Leading up to the Big Game, Pluto TV will also host an all-out blitz in Las Vegas, with activations on-the-ground and continuing to spotlight its all-new look.

Pluto TV's Super Bowl commercial will premiere during the Super Bowl LVIII telecast on Sunday, February 11th. Shot by award-winning director Stacy Wall of Imperial Woodpecker Productions, based on the creative ideation from LA-based independent creative agency HAYMAKER, the spot takes viewers somewhere between Idaho and a dream, where lies Pluto TV Country, a place where the best couch potatoes in the world are raised on the finest content from Pluto TV – content that's abundant, free and easy.

Each potato represents the fandoms that Pluto TV plays host to regularly. In documentary style, rows of couch potatoes, watching Pluto TV, espouse emotions in confessional-style fashion, while feeding on an array of diverse programming and genres ranging from thrillers, dramas, reality, comedies, telenovelas and more. Beloved and popular IP featured in the spot includes *The Walking Dead*, *Star Trek: The Next Generation*, *CSI: Crime Scene Investigation*, *Yellowstone*, *The Price is Right*, *Survivor*, *Blue Bloods*, *Love and Hip Hop Atlanta*, *CBS Mornings*, *SpongeBob SquarePants* and more. There's even a cat potato watching Pluto TV's *Cats 24/7*.

In an ode to the great American pastime of TV-watching, the brand new spot is centered around the essence of fandom and how viewer moods dictate the content they seek. And, in turn, the manner in which Pluto TV curates the ideal streaming environment – a service that is easy to use and endlessly entertaining, empowering viewers who appreciate lean-back viewing while leaning into the programming they love.

"At some point over the past decade, the world of television became undeniably crowded and complicated, making audiences yearn for simpler days. Super Bowl LVIII offers an ideal opportunity to connect with viewers seeking that easy and comforting essence of television, a return to TV the way it should be," said Valerie Kaplan, Global SVP, Head of Consumer Marketing, Pluto TV. "We're excited to share our brand story with fans nationwide, using our authentic voice, irreverent sense of humor, and an unforgettable crop of couch potatoes who love TV as much as we, at Pluto, do."

The on-air ad will kick off a wider marketing campaign that will run across linear, CTV, radio, streaming audio, out-of-home, digital display and social media over the coming months.

"We are thrilled for Pluto TV's Super Bowl close-up with a memorable, relatable and entertaining metaphor that leverages Pluto TV's premium programming in an unexpected way," said Terry Minogue, EVP Creative Marketing, Paramount Streaming. "The Super Bowl is the biggest day of the year in advertising and we seized the opportunity by generating creative that is brand forward and easily accessible, just like Pluto TV."

On the ground, to bolster its first Big Game presence and further highlight its commitment to free and easy, Pluto TV will take residency with several sponsorships of on-site events such as Guy Fieri's Flavortown Tailgate and Gronk Beach.

Pluto TV's brand new look was unveiled recently as the brand prepared for enhanced visibility during the Super Bowl and its 10th anniversary later this year. The bold new appearance features an updated logo, motion graphics and color scheme. The signature font of the logo remains, with updates being made to the overall shape and placement, as well as a move to a new primary color: a distinct and bright shade of yellow playfully dubbed 'Plutonium.' The logo's motion graphic features a nod to its planetary namesake, with an orbiting motion reflecting both the gravitational pull of Pluto TV's entertainment universe and its programming model of centering around fans.

And finally, to ramp up the excitement in the weeks surrounding the game, Pluto TV launched '*NFL Super Bowl Classics*' channel featuring past Super Bowl games and specials 24/7 so football enthusiasts can relive every pass, touchdown and Hail Mary of the most iconic showdowns in sports history. The first of its kind, this channel is exclusively on Pluto TV for a limited time, now until February 21.

MEDIA ASSETS + SPOTS

[Commercial](#)

[Stills- BTS + Hero Shots](#)

[Logo & Motion Logo](#)

[UI Logo](#)

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About Pluto TV

Pluto TV, a Paramount Company, is the leading free streaming television service delivering hundreds of live linear channels and thousands of titles on-demand to a global audience. The Emmy® award-winning service curates a diverse lineup of channels, in partnership with over 400 international media companies, offering a wide array of genres, languages and categories featuring movies, television series, sports, news, lifestyle, kids and much more. Pluto TV can be easily accessed and streamed across mobile, web and connected TV devices. Headquartered in Los Angeles, Pluto TV's growing international footprint extends across four continents and over 35 markets.

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