

THE FUTURE CODE

AMAZON PRIME VIDEO

creativity doesn't need limits.
@thecreative_exchange

WITHOUT AN IDEA

THERE IS NO BUSINESS

WITHOUT A LEADER

THERE IS NO TEAM

WITHOUT A VISION

THERE IS NO FUTURE



WE CRACK THE CODE TO TOMORROW AND SHINE A LIGHT ON THE PEOPLE & COMPANIES WHO ARE CHANGING BUSINESS ACROSS THE GLOBE

The Future Code is a landmark television series launching in 2019 on Amazon Prime Video with over 100 million global subscribers. The series celebrates people and their passions, creativity and commerce and the innovation and ideas which will define tomorrow.

Each episode of **The Future Code** looks at disruptive technologies, as well as new models and leading companies which are revolutionizing industries, changing the workplace and rewriting the future. These are inspirational stories of entrepreneurs and businesses big and small, famous names and upstarts, all coming together to show how and why they're helping to shape the world.

The Future Code features a who's who of business leaders, best selling authors, respected gurus and influential opinion makers.

Innovation doesn't just start in a garage, it often flows from the R&D labs and C-Suites of the world's largest, most well respected companies. We go inside to see how they take an idea from thought to finish.

NEW TECHNOLOGIES, NEW IDEAS, NEW WAYS OF LOOKING AT OLD PROBLEMS - THAT'S THE FUTURE CODE AND THOSE WHO HAVE IT WILL PROSPER

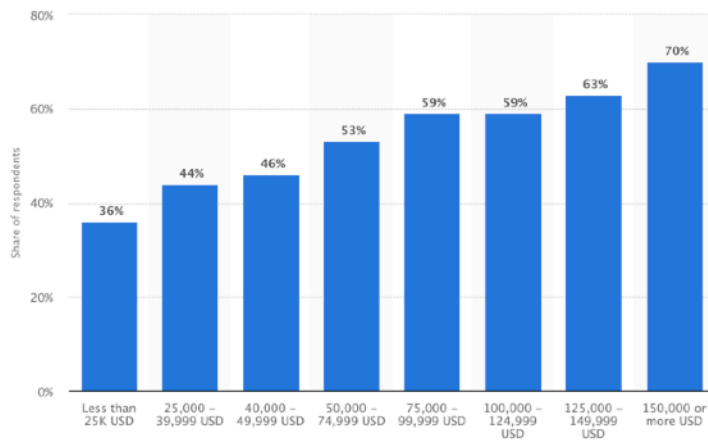
Entrepreneurs also make magic happen, but they do it through their sheer force of will, tenacity and sometimes a little luck. We explore the new unicorns..

***The Future Code** is an opportunity to dig deep into a company, to explore their vision, showcase their products and services, understand their operations and get up close and personal with their leaders.*



50% OF AMERICAN HOUSEHOLDS WITH AN INCOME OF \$50,000 TO \$125,000 HAVE A PRIME MEMBERSHIP AND 70% OF HOUSEHOLDS WITH AN INCOME OVER \$150,000 HAVE A MEMBERSHIP. 34% OF PRIME SUBSCRIBERS IN THE US ARE BETWEEN 35 - 54 YEARS OLD, WHILE 36% ARE 55 AND UP. THESE ARE COMMUNITY LEADERS, LOCAL INFLUENCERS AND BUSINESS DECISION MAKERS WITH THE DESIRE AND MEANS TO TRAVEL THE WORLD AND ENGAGE WITH LUXURY BRANDS. AND THEY CAN WATCH OUR SHOW FOR FREE.

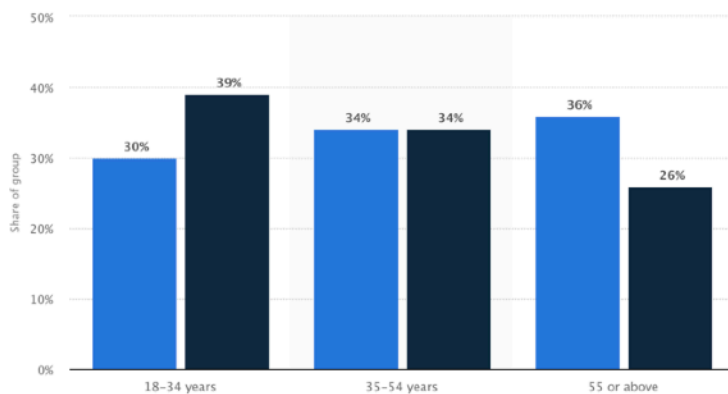
Share of online consumers in the United States who are Amazon Prime members as of July 2017, by household income



DESCRIPTION SOURCE MORE INFORMATION

This statistic presents the percentage of online consumers in the United States who are Amazon Prime members. During the most recent survey period in July 2017, it was found that 59 percent of respondents with an income of 75,000 to 99,999 U.S. dollars had an Amazon Prime membership.

Distribution of Amazon Prime members in the United States of March 2017, by age group



DESCRIPTION SOURCE MORE INFORMATION

This statistic presents the age distribution of Amazon Prime members in the United States, compared to the age distribution among adult U.S. consumers in general. During the March 2017 survey, it was found that 39 percent of Prime members were aged between 18 and 34 years.

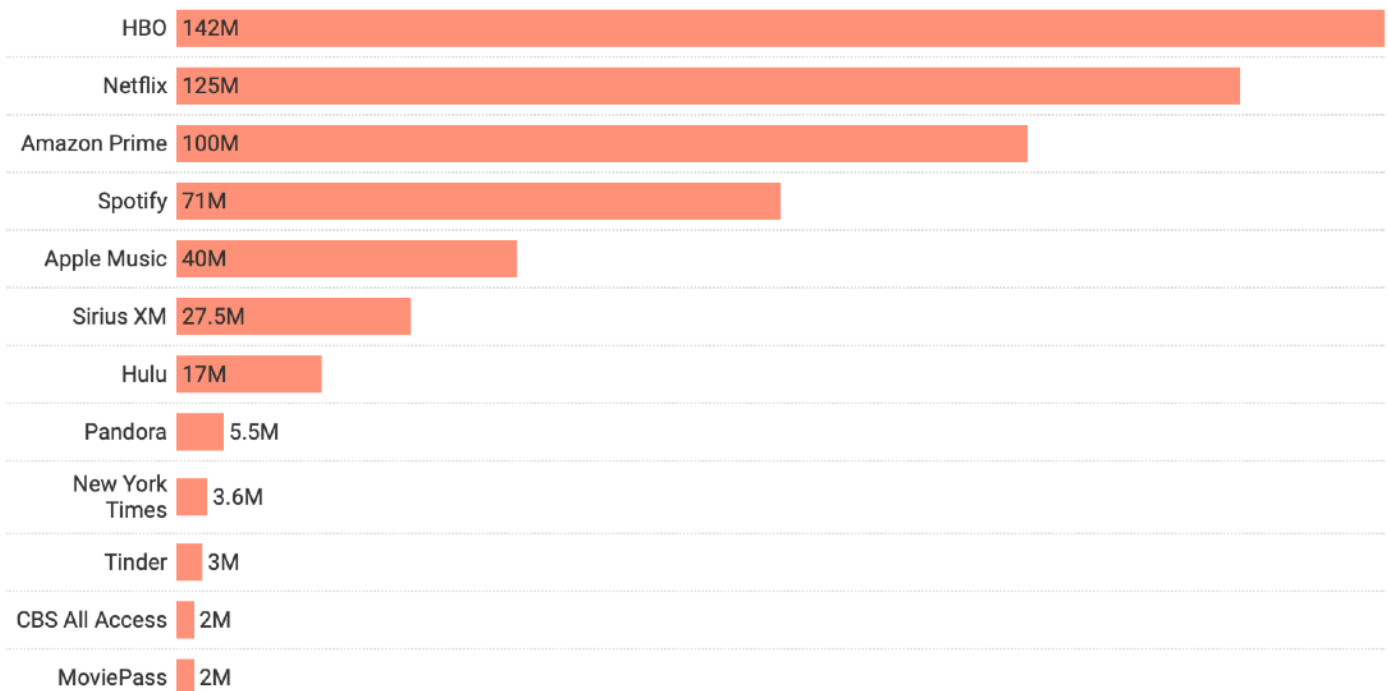
● U.S. consumers ● Prime members



WITH MULTIPOINT TOUCHPOINTS THE FUTURE CODE IS THE PERFECT WAY FOR ORGANIZATIONS TO CONNECT WITH A HIGHLY FOCUSED, DEEPLY ENGAGED AUDIENCE. AMAZON PRIME HAS OVER 27 TIMES MORE SUBSCRIBERS THAN THE NEW YORK TIMES AND THE FUTURE CODE CAN DELIVER THIS IMPORTANT COMMUNITY TO A SELECT FEW MARKETING PARTNERS.

AMAZON PRIME IS THE NEWEST AND FASTEST GROWING ONLINE NETWORK. HBO LAUNCHED IN 1972, NETFLIX IN 1998 AND AMAZON PRIME IN 2011.

Subscribers worldwide



Includes paid and trial subscriptions, except for Amazon, which only includes paid Amazon Prime subscribers.

Source: The companies • [Get the data](#) • Created with [Datawrapper](#)



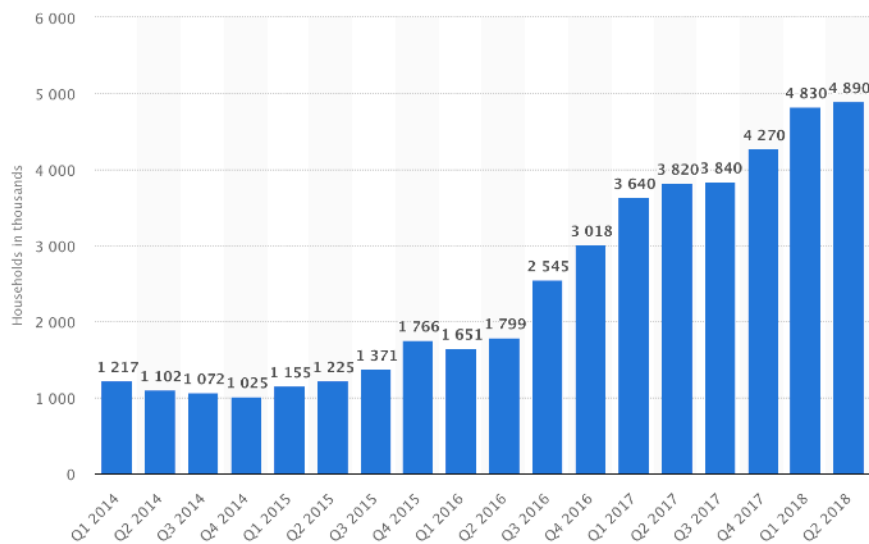
CNBC SAYS AMAZON PRIME IS THE FASTEST GROWING STREAMING SERVICE IN THE UK AND ACCORDING TO THE GUARDIAN IT REACHES A WHOPPING 40% OF ALL UK SHOPPERS. IT ALSO HAS A FAR HIGHER NET WORTH DEMOGRAPHIC THAN ANY OTHER SERVICE.

AMAZON PRIME SUBSCRIBERS ARE THE MOST AFFLUENT, WITH A 73 PER CENT ABC1 SOCIAL PROFILE. NETFLIX AND NOW TV BOAST 63% ABC1 HOUSEHOLDS BY COMPARISON.

ABC1 CONSUMERS ARE DEFINED AS THOSE PEOPLE WHO HAVE MORE EDUCATION AND BETTER-PAID JOBS THAN THOSE IN OTHER SOCIAL AND ECONOMIC GROUPS.

IT IS THE PLACE TO BE TO REACH THE RIGHT AUDIENCE IN THE UK.

Number of Amazon Prime Video households in the United Kingdom (UK) from 1st quarter 2014 to 2nd quarter 2018 (in 1,000 households)



DESCRIPTION

This statistic shows the number of households subscribing to Amazon Prime Video services in the United Kingdom from quarter one 2014 to quarter two 2018. In quarter two 2018, Amazon Prime Video had nearly 4.9 million subscribers in the United Kingdom.



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