

# FEAR THE WALKING DEAD

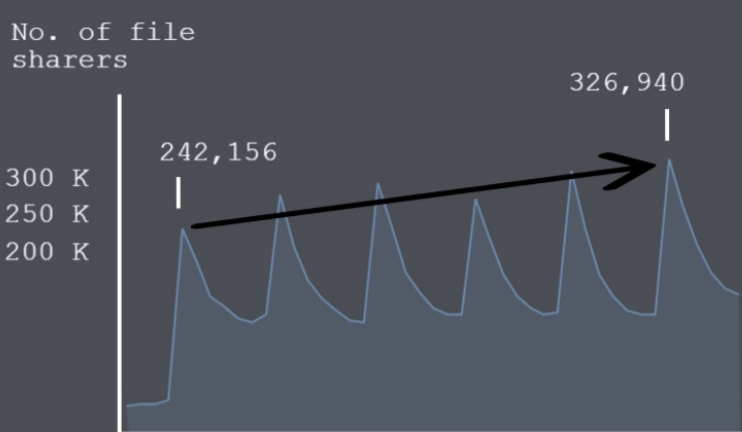
## FILE SHARING

### SEASON 3 - Episode 1-8

'Fear the Walking Dead' creeps back onto the screen - and file sharers didn't need to be asked twice



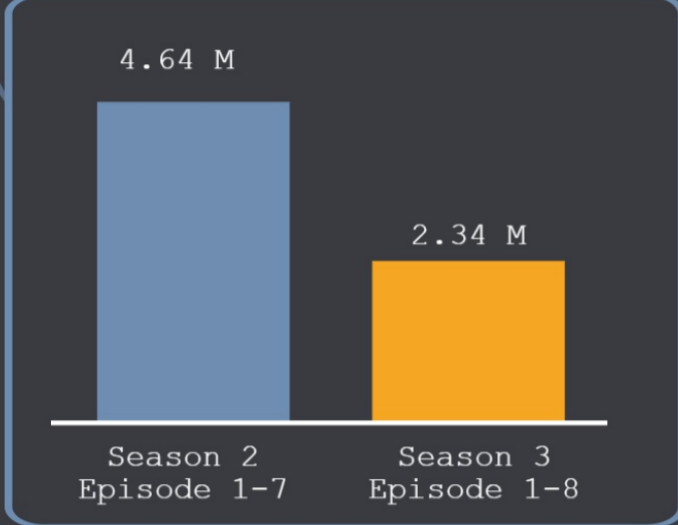
#### Popularity of "Fear the Walking Dead" grew during the release window of Season 3



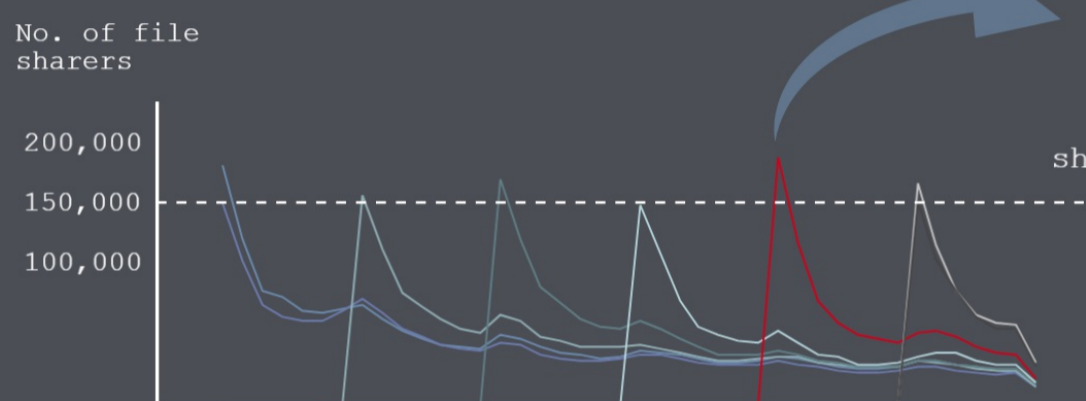
File sharing activity continued to grow from one episode to the next, what leaves positive expectations for further growth during the release of the second batch

#### How popular was the first part of Season 3 compared to the previous of Season 2?

The number of P2P users who shared episodes of the first part of Season 3 during its release window is only half of what it was for the first part of Season 2. This indicates a rather declining popularity of the series



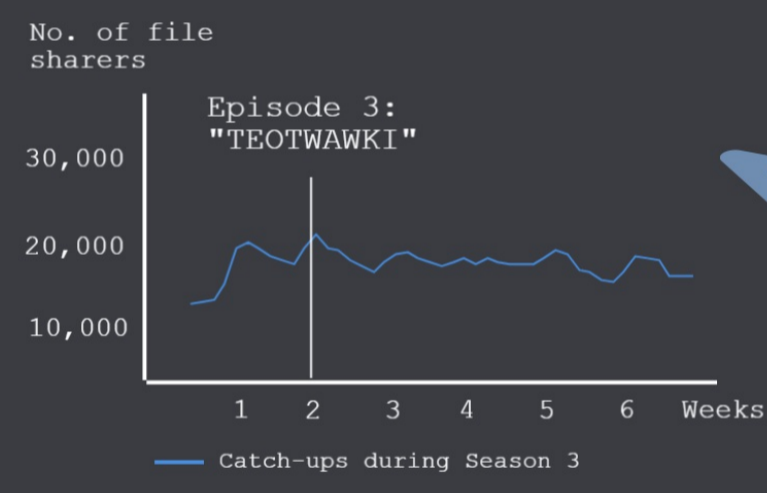
#### What was the most popular episode of 'Fear the Walking Dead' Season 3 so far?



184,561 P2P users have downloaded and shared Episode 6 - "Red Dirt"

\*chart shows the number of file sharers who shared episodes of the first half of Season 3 during its release window

#### The third episode of Season 3 has infected the most new fans for the zombie series



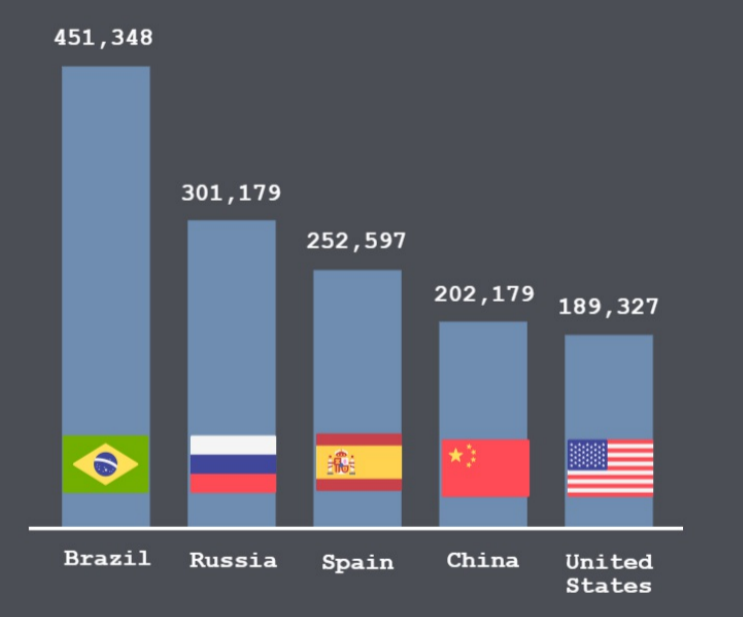
After Episode 3, "TEOTWAWKI", was aired, the number of newly infected fans for "Fear The Walking Dead" spiked. Following on the heels of this trend, 22,409 file sharers started downloading and sharing episodes of Season 1

\* trendline is based on numbers of file sharers who shared episodes of Season 1 during the release window of the first part of Season 3

#### Where in the world are the most active FTWD fans located?

The most active fan base is located in Brazil, followed by Russia, Spain, China and the United States

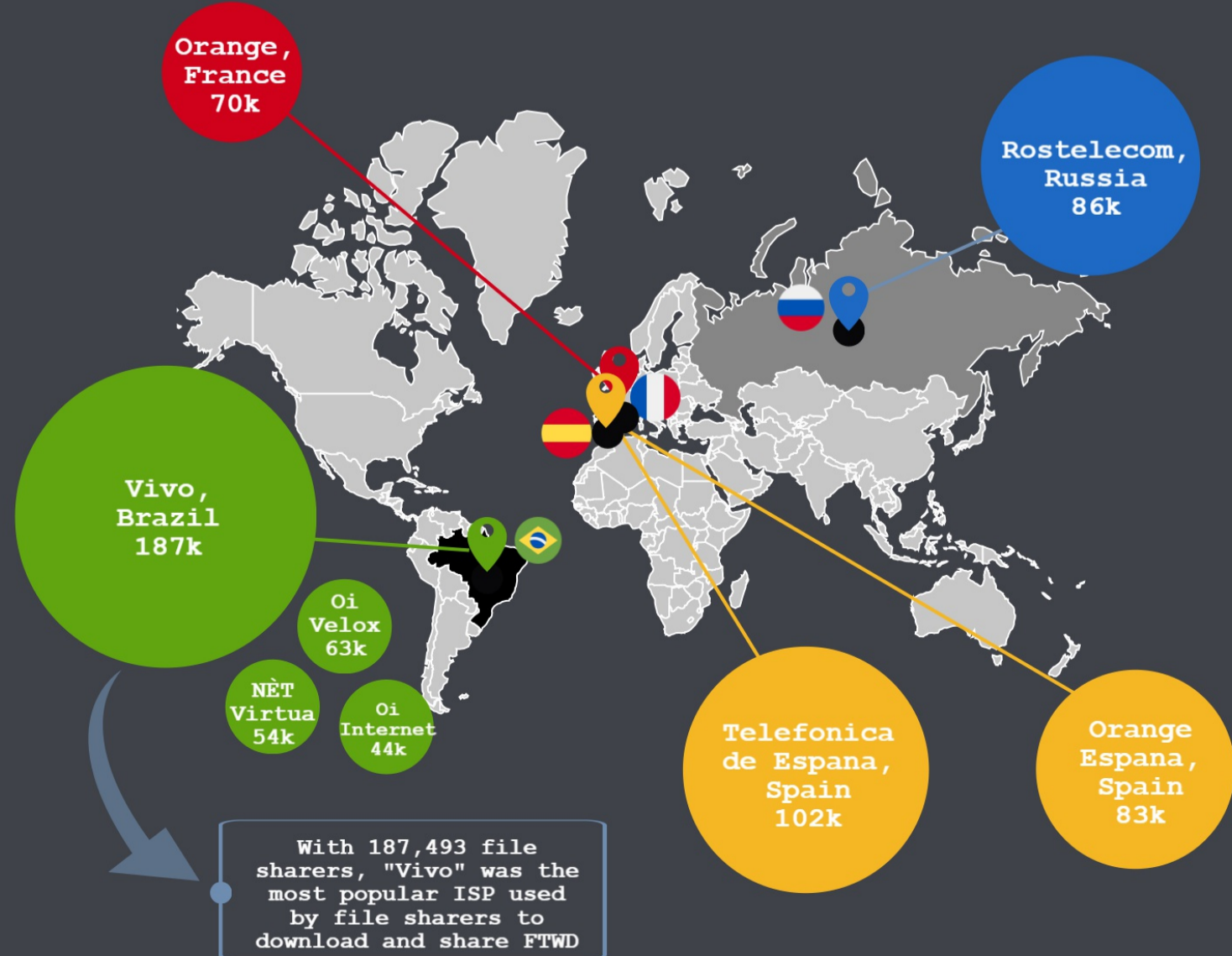
The city with the highest number of fans is Madrid, Spain



- #1 Madrid, Spain 35,277
- #2 Moscow, Russia 33,166
- #3 Athens, Greece 29,443

\* numbers are based on P2P users who shared episodes of FTWD during the release period of the first part of Season 3 in the respective country/ city

#### What Internet Service Providers are used to download and share FTWD files?



With 187,493 file sharers, "Vivo" was the most popular ISP used by file sharers to download and share FTWD