NETFLIX

STRANGER THINGS

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STRANGER THINGS

VIEWING AUDIENCE DEMOGRAPHIC

Even splits across age, gender, and broader skewing social tribes talking about the show

VIEWING INSIGHTS

Fairly even **Age Demo** Splits.

W/ highest viewing concentration
Between **25 - 49**

Biggest growth in the **18 – 24**
Age bracket

53% MALE
47% FEMALE

Nearly even split!

TOP MARKETS

UCAN
US, Canada

EMEA
UK, France, Spain, Italy, Germany,
Benelux, Nordics, CEE

LATAM
Brazil, Mexico, ROLA

APAC
Aus, NZ, SEA
Growth in Japan and Korea

ONE OF THE MOST VIEWED SERIES ON NETFLIX

WITH 196 MILLION ACCOUNTS VIEWED TO DATE GLOBALLY

THAT'S 95% OF ALL NETFLIX SUBSCRIBERS

SEASONS 1-3:
18+ (CORE 25-35)



GEEKS & GAMERS



MILLENNIALS

SEASON 4 (2022):
13+ (CORE 18-35)



TEENS & FAMILIES

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STRANGER THINGS S4 SUCCESS

Biggest debut weekend of a Netflix series

1.3B **HOURS VIEWED**

in the first 28 days of release
with **13 Emmy nomination** for season 4

SPIN-OFF & SEASON 5

along with four other projects, including a stage play, **tentative 2023 release**

Nielsen's

HIGHEST WEEKLY VIEWING

in the United States

Official Stranger Things Day

NOVEMBER 6TH

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UPSIDE DOWN CAPSULE

SERIES 1

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STRANGER THINGS UPSIDE DOWN CAPSULE TREND

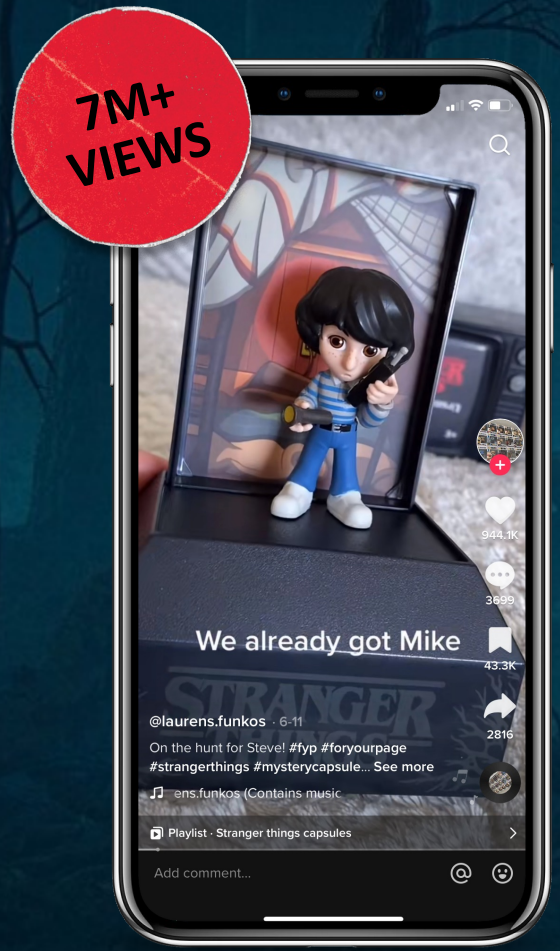
TikTok

Unboxing videos trending with

50M+ VIEWS

Number of content posts generated by

550+ USERS





6.3M VIEWS



6.1M VIEWS



4.3M VIEWS

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STRANGER THINGS POP-UP STORES

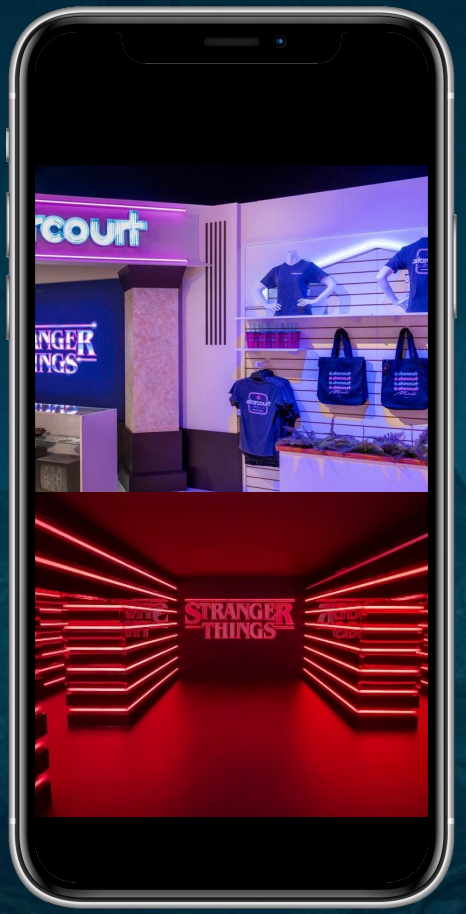
GLOBAL LOCATIONS

Toronto | Paris | Tokyo | Chicago, Dallas, NYC

Immersive and engaging experience that taps into scenic and thematic elements of the show

- Includes exclusive merchandise, food, early screenings, and photo opportunities







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Shrink Wrap packaging



LEFT SIDE



FRONT – Removeable card behind screen



RIGHT SIDE

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CDU 12 pcs





SIDE 1



FRONT



SIDE 2



BACK

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The Capsule



1 Remove Shrink wrap



2 Remove Card insert.
Disconnect lid to reveal contents.



3 Add Display card from inner pack.
Connect TV Lid to the back of base.



4 Display your figurine in two ways!



5 COLLECT THE SET

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Packaging: Contents











1. Clue Card Pack

1 x Scratch Reveal Clue Card
1 x Water Reveal Clue Card

2. Card Pack

3 x Series Scene Cards
1 x Character/Actor Card
1 x Reveal Sticker
1 x Collector Art Card
1 x Figurine Display Card

Upside Down Capsule

2-in-1 Display Case

3. Surprise Poly Bag 1

1 x Character Figurine

4. Surprise Poly Bag 2

2 x Character Figurine Accessories

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Contents: 1. Clue Cards

NETFLIX STRANGER THINGS

1 'JONATHAN'S RED ROOM'





Help reveal what photo Jonathan has taken. Use water to reveal the image. Can you guess who the image belongs to?



The reverse of the card will show the checklist of the figurines you have to collect.



2 'PALACE ARCADE'





Help Eleven get to her friends but watch out for the Demogorgon! Scratch each circle to reveal symbols. The Symbols will reveal clues on who the character is.



The reverse of the card will show the part of Series 4 poster. Collect all cards to make the full image.

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Contents: 1. Clue Cards

NETFLIX STRANGER THINGS

2 ‘PALACE ARCADE’

The reverse of the ‘Palace Arcade’ Game card will show a collector Series 1-3 Poster. Collect all cards to make the full image.

CARD FRONT





CARD BACK



Series 1 Series 2 Series 3

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Contents: 2. Card Pack

EMEA

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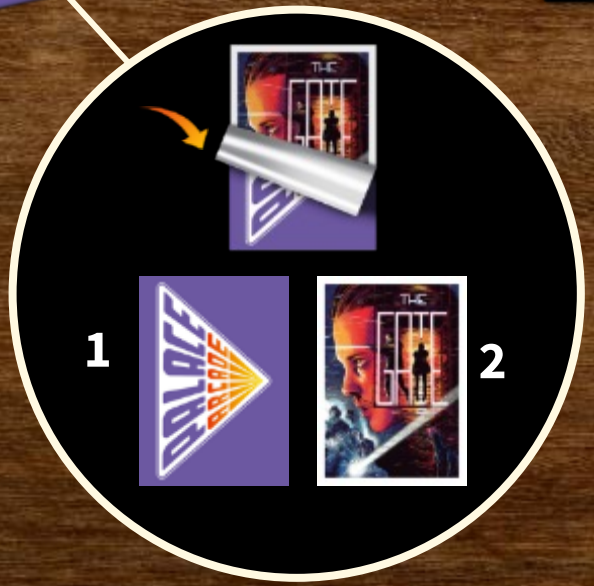


CARD FRONT



CARD BACK





1 STICKER THAT PEELS OFF TO REVEAL LIMITED EDITION ART CARD +

Peel the logo stickers to reveal a Collector Art Card designed by fans.



1 DISPLAY CARD

Display card can be inserted in the TV to show two different displays.

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DISPLAY MODE 1

Display your figurine in two different ways.



UPSIDE DOWN DISPLAY
(MODE 2)



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STRANGER THINGS

11 COLLECTIBLE FIGURINES
***LIMITED EDITION IS TRANSPARENT**

DISPLAY MODE 1

Collection

Figurines can sit on top of the TV Capsule.
Different screens with Stranger Things' logo to collect



Eddie Munson	Argyle	Steve Harrington	Robin Buckley	Demogorgon	Eleven	Jim Hopper	Mike Wheeler	Max Mayfield	Dustin Henderson	Lucas Sinclair
Electric Guitar Book	Sports visor Pizza	Sunglasses Nail baseball bat	Ice Cream cone You rule, you suck board	Tree Stump Egg	Waffle Blonde Wig	Torch Sheriff's Hat	Walkie Talkie Torch	Sunglasses Skateboard	Cap Box	Basketball Trophy

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***NEW** FIGURINES BEING ADDED**
SERIES 1.5 / JUNE 2023

11 COLLECTIBLE FIGURINES
***LIMITED EDITION IS TRANSPARENT**

DISPLAY MODE 2

Collection

Figurines can sit on the back of the TV Capsule.
Different backgrounds to collect.



Lucas Sinclair	Steve Harrington	Argyle	Robin Buckley	Jim Hopper	Eleven	Demogorgon	Max Mayfield	Mike Wheeler	Dustin Henderson	Eddie Munson
Basketball Trophy	Sunglasses Nail baseball bat	Sports visor Pizza	Ice Cream cone You rule, you suck board	Torch Sheriff's Hat	Waffle Blonde Wig	Tree Stump Egg	Sunglasses Skateboard	Walkie Talkie Torch	Cap Box	Electric Guitar Book

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UPSIDE DOWN CAPSULE

SERIES 2: NEW SERIES

LAUNCHING JUNE 2023









1. WATER REVEAL



2. ARCADE SCRATCH CARD

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SERIES 2: NEW SERIES

LAUNCHING JUNE 2023

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UPSIDE DOWN CAPSULE



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UPSIDE DOWN BLINDBAG

Stranger Things Season 4 Blind Bag - 2.5" Figurine & Accessory 24pc per PDQ/ SKU 19549

Polybag and PDQ artwork, subject to change







Each Upside Down Blindbag comes with
1 interactive accessory and 1 mystery figure.

Collect all 11 characters and the 1 mystery chase!

PDQ DIMENSIONS

- L: 23 cm / 9.06”
- W/D: 18 cm / 7.09”
- H: 12.5 cm / 4.92”

24 PC PDQ

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STRANGER THINGS

3+1 FIGURINE GIFTBOX



+



Demogorgon with Egg
(Mystery character)

Set 1: Dustin, Lucas, Max



+



Demogorgon with Tree Stump
(Mystery character)

Set 2: Eddie, Mike, Argyle



+



Eleven
(Mystery character)

Set 3: Robin, Steve, Hopper

3 assortments with 6.5cm(H) figurines
Each gift pack is made up of 3 figurines + 1 mystery figurine

Blister pack artwork, subject to change

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STRANGER THINGS

4+1 FIGURINE GIFTBOX



Set 1: Max, Lucas, Dustin, Eddie

+



Demogorgon
(Chase/Mystery character)



Set 2: Mike, Argyle, Steve, Robin

+



Eleven
(Chase/Mystery character)

2 assortments with 6.5cm(H) figurines
Each gift pack is made up of 4 figurines + 1 chase/mystery figurine

Blister pack artwork, subject to change

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Trilobot tricot fabric with 4C print on fabric with some areas embroidered.

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DEMOGORGON ™ I 7” X-RAY EDITION COLLECTORS PLUSH

YuMe DZNR

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STRANGER THINGS

DEMOGORGON ™ I 7” X-RAY EDITION COLLECTORS PLUSH

YuMe DZNR
COLLECTIBLE DESIGNER PLUSH TOY

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STRANGER THINGS

AUTOPSY EDITION

DZNR
COLLECTIBLE DESIGNER PLUSH TOY



07 DEMOGORGON

Vecna
COMING SOON

Eleven
COMING SOON

Dustin
COMING SOON

Maxx
COMING SOON

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