

#SaveWarriorNun

From the Fans of Warrior Nun

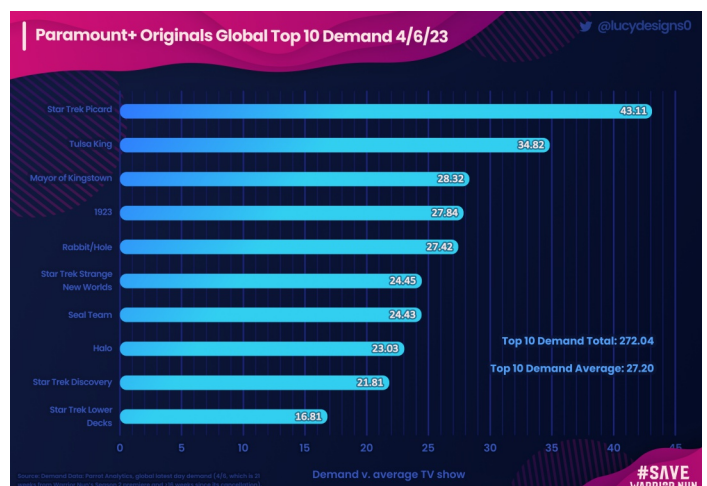
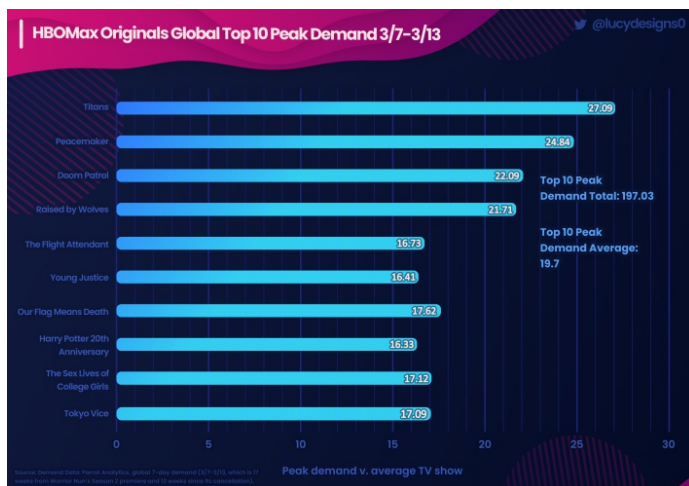
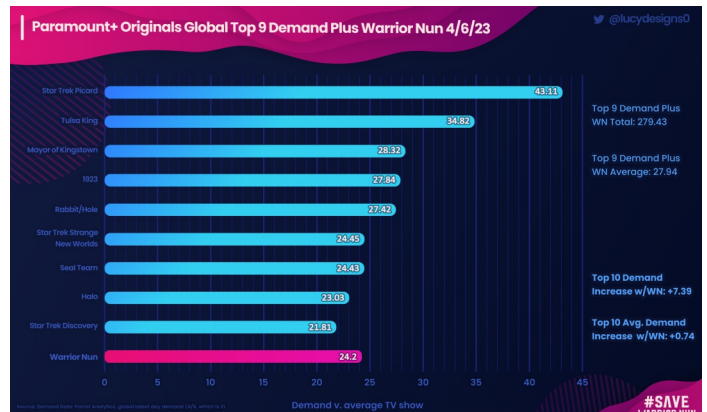
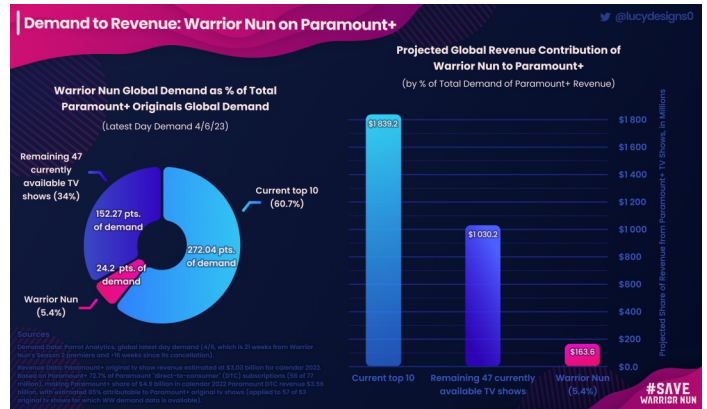
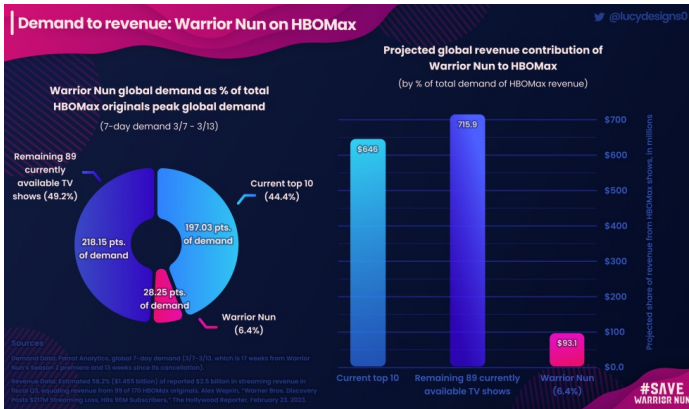
November 10th, 2022 to April 12th, 2023

savewarriornun.substack.com + www.warriornun.com + SaveWarriorNunProject@gmail.com

2,454 Key Articles
12/14/22 - 04/12/23

10 Billboards
Rio de Janeiro (1)
Milan (1), London (5)
Phoenix, AZ (1)
New York City (1)
Los Angeles (1)

111 Billboard Articles
12/14/22 - 04/12/23



12 Million
Twitter Engagements
12/14/22 - 04/12/23

8,850 at 99%
Positive User Reviews
Highest Rated Netflix Series

120,000
Petition Signatures
12/14/22 - 04/12/23

www.WarriorNun.com

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April 12, 2023

EMPIRE MAGAZINE TO PUBLISH ARTICLE FEATURING #SAVEWARRIORNUN CAMPAIGN AS THE FANS REACH GLOBAL MILESTONE WITH RIO DE JANEIRO BILLBOARD

As streaming platforms consider industry changes the Netflix original continues to prove its worth!

Empire Magazine released their latest cover reveal on April 6th, 2023 and showed that “Warrior Nun” will be featured on the June Edition (April 13th release) front page alongside monumental franchises including, Marvel's “Guardians of the Galaxy”, Disney's “The Little Mermaid”, Star Wars' “Visions”, and the Fast and the Furious “Fast X”. Explained on empireonline.com, the article will, “...dig inside the epic fan campaign to bring back Warrior Nun.” (1)

Additionally Brazilian fans of Warrior Nun have landed the **10th billboard for the #SaveWarriorNun campaign, located in Rio de Janeiro** and will be hosting a fan meet-up on April 22nd organized by the @WarriorNunBr_ twitter team. This marks the 6th city that will host a gathering of this nature. Brazil, the second-highest market for the Netflix series, is the 3rd continent in the global fan base to welcome a dedicated promotion bought and paid for by the fans of Warrior Nun. The billboard will run until April 29th outside the Barra Shopping Mall in Barra da Tijuca!

Now in the 4th month since cancellation the movement continues to research and analyze the value that the under-promoted 18-episode story brings to streaming platforms in a time when the industry is at a turning-point. As with STARZ and AppleTV+ the potential financial and ESG value for **HBOMax** and **Paramount+** in acquiring the Warrior Nun franchise and producing new seasons would bring a fiercely loyal audience with a veritable machine of promotion that will attract new subscribers and retain a high-value, high-worth audience.

+ If Warrior Nun was currently part of HBOMax's lineup, it would generate a projected 6.4% of an estimated \$1.455 billion in HBOMax quarterly streaming revenue, generating a projected \$93.1 million. (2)

+ It would also generate a projected 5.4% of an estimated \$3.03 billion in Paramount+ annual streaming revenue based on demand, generating a projected \$163.6 million in 2022. (3)

HBOMax: Warrior Nun's peak demand in the 7-day period of (3/7-3/13) was 28.25x and placed it ahead of Titans as the show with the highest level of peak demand. Substituting Warrior Nun for the #10 show on the HBOMax Top 10 list (Tokyo Vice, 17.09x) raises the collective demand for HBOMax's global Top 10 during that period increases the average to 20.82x. Warrior Nun making up 13.6% of peak demand for the Top 10.

Paramount+: Warrior Nun's global demand for the latest day for which demand data is available (4/6/23) is 24.20x the demand for an average tv show, an “Outstanding” level of demand that puts Warrior Nun among the top 2.9% of all tv shows. Substituting Warrior Nun and its demand of 24.20x for the #10 show on the Paramount+ Top 10 list (Star Trek: Lower Decks, 16.81x) raises the collective demand for Paramount+'s global Top 10 average to 27.94x.

Warrior Nun continues to bring in new viewers to the series through fan engagement alone, having been fully abandoned by Netflix. Despite the lack of response from Netflix, fans remain encouraged. With more projects from the various Warrior Nun groups still to come including more billboards, street level projects around the world, updated promotional PR boxes, a cook book, directed trends and social media outreach, continued research papers and more exclusive interviews and behind-the-scenes content, **Warrior Nun fans live up to their namesake.**

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Disclaimer and notice: The #SaveWarriorNun movement is not affiliated with Netflix Inc. and is an independent consortium of fans.

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Related Links:

1. www.empireonline.com/movies/news/empire/guardians-of-the-galaxy-vol-3-covers

2. www.warriornun.com/blog/why-warrior-nun-would-add-significant-value-to-hbomax

3. www.warriornun.com/blog/why-warrior-nun-would-add-significant-value-to-paramount

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