



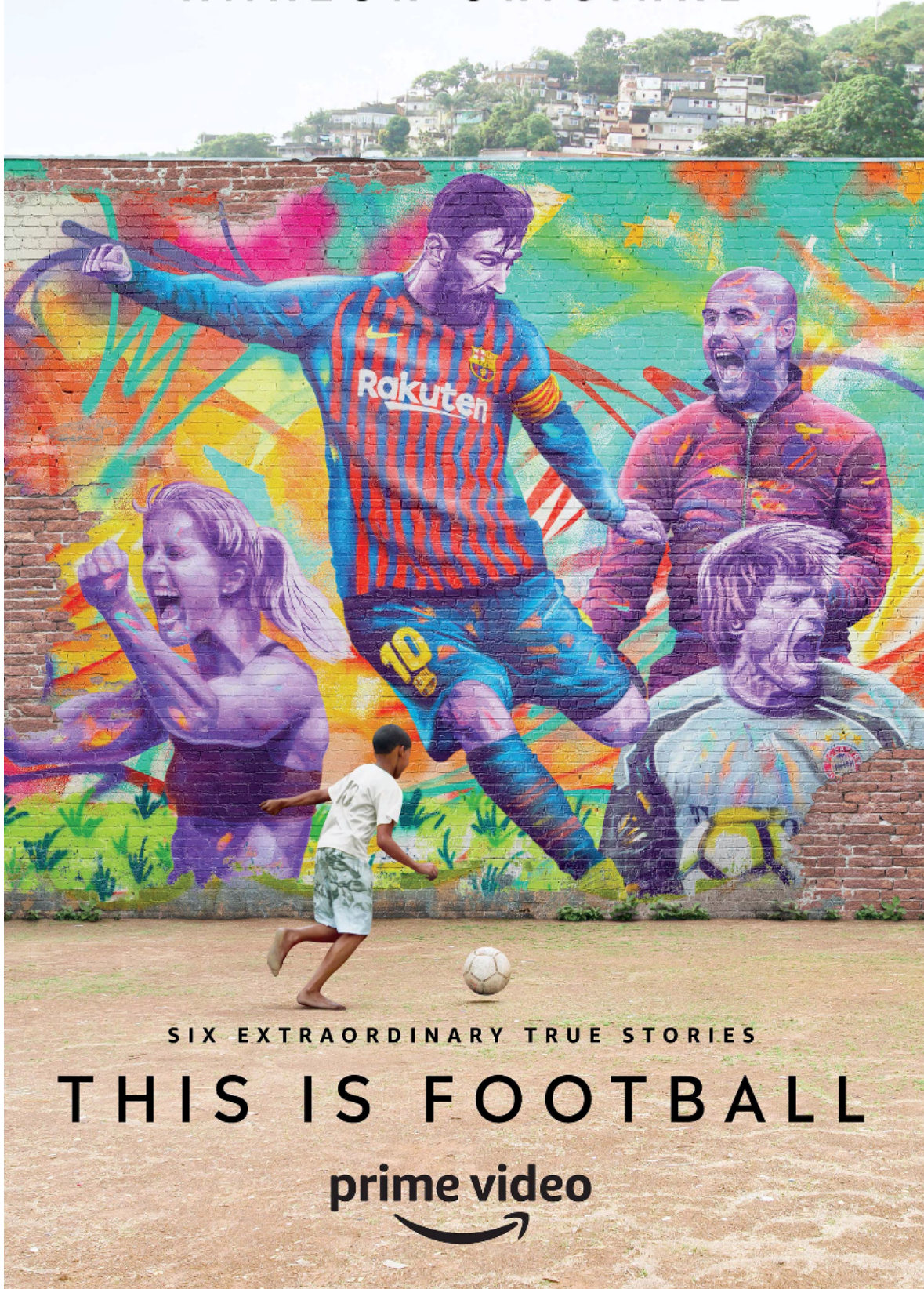
This Is Football, from October Films, Brutal Media and Starbucks, to Launch Exclusively on Amazon Prime Video 2 August

July 2, 2019

Landmark series explores inspirational stories of how football unites the world

This Is Football will launch on Amazon Prime Video in over 200 countries and territories worldwide

AMAZON ORIGINAL



SIX EXTRAORDINARY TRUE STORIES

THIS IS FOOTBALL

prime video

LONDON – 2 July 2019 - Amazon Prime Video has today announced it has secured *This Is Football*, a six-part premium documentary event series exploring the emotions, stories, passions and triumphs at the heart of the world's most loved sport. The series will launch 2nd August 2019 exclusively on Prime Video in more than 200 countries and territories worldwide.

This is Football is produced by leading British indie, October Films, in collaboration with pre-eminent Spanish TV and film production house Brutal

Media, and Starbucks for Amazon Prime Video.

This Is Football (6x60') unpacks the unique phenomenon that grips and unifies billions of people from every corner of the globe. Across the episodes universal themes of the human experience are explored: *Redemption* – football's uplifting role in rebuilding the soul of Rwanda after the genocide, *Belief* – the inspirational rise of women's football and two teams who gave everything to make it happen, *Chance* – the agony and the ecstasy of the fates that humble champions and keep every fan believing in the impossible, *Love* – four stories from every corner of the earth where the love of the game transcends adversity, *Pride* – how Iceland's football Vikings take on the world and give every underdog hope, and *Wonder* – unlocking the secrets of Lionel Messi's genius and the global delight of watching him play. Each story unfolds dramatically through the experience of men and women of different races, cultures and creeds, all of them remarkable, all of them united in their passion for football and chosen from every continent on Earth.

The series is written and co-created by award-winning foreign correspondent and sports author John Carlin (*Invictus*), based on an original idea by Carlin and Raimon Masllorens. The films are directed by a team of award winning directors and producers led by Creative Director James Erskine (*Le Mans: Racing is Everything*) and Series Executive Producer, Jos Cushing (*Walking The Americas*). The series is scored by Grammy Award-winning and Emmy-nominated composer, Lorne Balfe (*Inception*).

Filmed across the globe from Iceland to Argentina, Spain to Rwanda, China to the United States, and including a glittering cast of characters from legendary players to presidents, poets to priests, managers to mathematicians, *This is Football* creates a unique and timeless portrait of the game and humanity itself.

This Is Football joins Prime Video's growing stable of sports docu-series and live sports, including *All Or Nothing: Manchester City*; forthcoming live and exclusive Premier League football matches, US Open Tennis and ATP World Tour Tennis events in the UK; and NFL games, all available to watch on Prime Video at no extra cost to a Prime membership.

"The universal appeal of football is something we know resonates strongly with the Amazon Prime Video audience worldwide, so I'm delighted that we are able to bring this fascinating six-part series of unique stories about the world's most talked about sport exclusively to Prime Video," said Vernon Sanders, Co-Head of Television, Amazon Studios. "We're thrilled to add *This Is Football* to our stable of award-winning docu-series and live sports for Prime Video audiences around the world."

Gina Woods, Senior Vice President, Public Affairs for Starbucks: "Starbucks' mission of inspiring and nurturing the human spirit brings customers and partners together in our stores every day. While we do this through coffee, football has a similar ability to unite people around the world across boundaries of age, background and beliefs. It's this shared spirit of connection and values that drew us to the project and we're thrilled to share it with our partners and customers around the world."

Adam Bullmore, Managing Director of October Films and Executive Producer of *This Is Football* said: "Football is now a universal language and everywhere you look, football is touching lives and inspiring us in remarkable ways. So, we're thrilled to be partnering with Amazon Studios and Starbucks to bring these stories to a global audience."

Raimon Masllorens, CEO of Brutal Media and Executive Producer of *This Is Football* highlighted: "We cannot be more proud to have teamed-up with our amazing partners for such a great match. It's really a dream come true that one of our most beloved projects, cooked in-house for such a long time, is now a top tier TV series that will get to every home in the world. Thanks to this team work I'm sure *This Is Football* will spread the magic of football and their human stories among diverse and massive audiences around the globe."

Joe Roth, Executive Producer of *This Is Football*, added: "This is a fantastic series of stories that begin to explain why it's the world's most popular sport."

This Is Football is a Starbucks Production. The Series Executive Producer is Jos Cushing and Creative Director is James Erskine. The Executive Producers are Raimon Masllorens for Brutal Media and Adam Bullmore for October Films, Joe Roth, and John Carlin.

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About Prime Video

Prime Video is a premium subscription streaming service that offers customers a vast collection of TV shows and movies—all with the ease of finding what they love to watch in one place.

- **Included with Prime:** Watch thousands of popular movies and TV shows, including critically-acclaimed Amazon Originals such as *Good Omens*, *The Grand Tour*, *Tom Clancy's Jack Ryan*, *The Marvelous Mrs. Maisel* and *Homecoming*; Academy Award-winning *Manchester by the Sea* and *The Salesman* and Academy Award-nominated *Cold War* and *Beautiful Boy*; plus exclusive TV shows like *American Gods*, *Vikings* and *Outlander*; as well as live sport including ATP Tennis and Premier League football, and self-published content. All part of Prime Video, which is now available in over 200 countries and territories worldwide.

- **Watch More with Prime Video Channels:** Prime members can add 70+ channels like Discovery, ITV Hub+, Eurosport Player, hayu, STARZPLAY and more — no extra apps to download; no long term contract required. Only pay for the ones you want, and cancel anytime. To view the full list of channels available, visit amazon.co.uk/channels.

- **Rent or Buy:** Enjoy hundreds of thousands of titles, including new-release movies and entire seasons of TV shows available for all Amazon customers to rent or buy.

- **Instant Access:** Watch where and when you want with the Prime Video app on TVs, mobile devices, Amazon Fire TV, Fire TV Stick, Fire

tablets, games consoles, on the Talk Talk TV set top box and Apple TV or online. For a list of all compatible devices visit amazon.co.uk/watchanywhere.

Enhanced Experiences: Make the most of every viewing with 4K Ultra HD and High Dynamic Range (HDR) compatible content. Go behind the scenes of your favorite movies and TV shows with exclusive X-Ray access, powered by IMDb. Watch anywhere with mobile and tablet downloads for offline viewing.

In addition to access to movies and TV shows included with Prime, the Prime membership includes unlimited fast free delivery options across all categories available on Amazon, more than two million songs and thousands of playlists and stations with Prime Music, secure photo storage with Prime Photos, unlimited access to a rotating selection of thousands of books and magazines with Prime Reading, unlimited access to a digital audiobook catalogue with Audible Channels for Prime, a rotating selection of free digital games and in-game loot with Twitch Prime, early access to select Lightning Deals, and more. To sign-up for Prime or to find out more visit: amazon.co.uk/prime.

About Amazon

Amazon is guided by four principles: customer obsession rather than competitor focus, passion for invention, commitment to operational excellence, and long-term thinking. Customer reviews, 1-Click shopping, personalized recommendations, Prime, Fulfillment by Amazon, AWS, Kindle Direct Publishing, Kindle, Fire tablets, Fire TV, Amazon Echo, and Alexa are some of the products and services pioneered by Amazon. For more information, visit amazon.com/about and follow [@AmazonNews](https://twitter.com/AmazonNews).

About October Films

October Films is an award-winning, innovative television production company and one of the fastest-growing and truly independent production companies in the UK and US. We are experts in unique and powerful story-led content. From specialist factual, factual drama, hard-hitting current affairs and documentary to reality and entertainment, we aim high. Our work has earned us over 100 prestigious awards worldwide. October's recent shows include: *How the Victorians Built Britain* (Channel 5), *Journey in the Danger Zone: Iraq* (BBC 2), *Eight Days That Made Rome* (Channel 5), *Can Science Make Me Perfect? With Alice Roberts* (BBC 4), *Home Alone* (Investigation Discovery) *From Russia To Iran: Crossing The Wild Frontier* (Channel 4), *Dangerous Borders* (BBC2), *Motorheads* (BBC Brit), *David Jason's Secret Service* (Channel 4), *The Bulger Killers: Was Justice Done?* (Channel 4); and *Annie: Out of the Ashes* (BBC3). The company is currently in production on multiple series for Channel 4, the BBC, Investigation Discovery, Science Channel and other platforms and networks worldwide.

About Brutal Media

Brutal Media is a trendsetting and creative tv and film production company in Spain. We have created our unique way of storytelling, from human emotions to the screen. We have developed our original formats, created factual content, documentaries, documentary series and scripted content: tv series and feature films.

Our last works include the original formats *This is Opera* (Beta Films/TVE) and *This is Art* (Movistar/TV3), broadcasted in more than 70 territories, *El Paisano* (TVE), *La Paisana* (TVE), *El Foraster* (TV3), *El caçador de veritats* (TVE), *Òpera en Texans* (TV3), *Yayoma* (TV3), *El Gran Silenci* (TV3), *Laia* (TV3), *Tornarem* (TVE, TV3), *Felipe y Letizia* (Mediaset), *Tita Cervera* (Mediaset). And now we are producing two feature films: *Te quiero, imbécil* and *La Vampira de Barcelona* and a series, *The Roller Girls* (TV3 and a platform), as well as other programs for tv networks.

About Starbucks

Since 1971, Starbucks Coffee Company has been committed to ethically sourcing and roasting high-quality arabicacoffee. Today, with more than 30,000 stores around the globe, Starbucks is the premier roaster and retailer of specialty coffee in the world. Grounded in our mission and values, Starbucks highlights stories that celebrate and inspire the human spirit. Through storytelling and shared connections, we are committed to amplifying and developing content that is both original and created in partnership with others with a singular goal: featuring the best of the human experience and communities around the world. Previous credits include *Upstanders* (1, 2), *Hingakawa*, *To Be Human*, *1st & Main* and more. For more information, visit stories.starbucks.com and follow [@StarbucksNews](https://twitter.com/StarbucksNews).

"Safe Harbor" Statement under the Private Securities Litigation Reform Act of 1995: Statements in this press release regarding Amazon.co.uk Ltd's business which are not historical facts are "forward-looking statements" that involve risks and uncertainties. For a discussion of such risks and uncertainties, which could cause actual results to differ from those contained in the forward-looking statements, see "Risk Factors" in the Company's Annual Report or Form 10-K for the most recently ended fiscal year.