



Extant First Episode Attracts Record Audience to Amazon Prime Instant Video

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Extant has become Amazon Prime Instant Video's most successful launch ever – attracting three times more streams on release day than the first episode of any previous show on the service

London, 11th July 2014: Amazon today announced that highly-anticipated mystery thriller *Extant*, starring Academy Award-winner Halle Berry and produced by [Steven Spielberg's](#) Amblin Television has attracted record audience numbers for episode one in its opening 24 hours. Streams for *Extant* were three times higher than any other opening episode of a TV show in the history of the UK's largest movie and TV streaming service.

The first day viewing figures for episode one of *Extant* has even exceeded first day viewing figures for Season 2 of Amazon Prime Instant Video's hugely popular flagship show *Vikings*.

Commenting on its opening night success Russell Morris, Marketing & Merchandising Director, Amazon Prime Instant Video said: "*Extant* is a new frontier for our service, with its Hollywood pedigree and star studded cast, this exclusive marks our commitment to offering customers access to some of the most anticipated shows in the world. With premiere figures outstripping our hugely popular exclusive show *Vikings*, *Extant* looks set to be the television event of the summer."

Extant is a mystery thriller about a female astronaut (Berry) trying to reconnect with her family when she returns after a year in space. Her experiences in space lead to events that ultimately change the course of human history.

The series stars Halle Berry, Goran Visnjic, Camryn Manheim, Michael O'Neill, Hiroyuki Sanada, Pierce Gagnon and Grace Gummer. *Extant* is a co-production of CBS Television Studios and Amblin Television. Steven Spielberg, Greg Walker, Mickey Fisher, who wrote the script, Brooklyn Weaver, Justin Falvey and Darryl Frank serve as executive producers. Halle Berry is a co-executive producer.

The second episode of *Extant* will be available from 17th July exclusively in the UK through Amazon Prime Instant Video - just hours after it debuts on CBS in the US. New episodes will be available to stream each week, one day after their US broadcast, in high definition and on over 400 devices. See the trailer for the series at www.amazon.co.uk/extant.

For more information about Prime Instant Video, visit www.amazon.co.uk/PIV

About Prime Instant Video

Amazon has announced that it is combining two of the most popular subscription services in the UK, Amazon Prime and LOVEFILM Instant, to become Prime Instant Video from today. Amazon Prime now offers members unlimited One-Day Delivery on over 7 million items, access to 500,000 Kindle books to borrow and unlimited streaming of more than 15,000 popular movies and TV episodes through Prime Instant Video. Prime is available at the low price of £79 a year – a 35% savings for all the benefits of the two previously separate services. Current Prime members can enjoy unlimited streaming at their current price until their renewal date. Customers who are not already members can start a 30-day free trial of Amazon Prime by visiting www.amazon.co.uk/prime.

For more information about Amazon Prime, visit www.amazon.co.uk/prime. For more information about Prime Instant Video, visit www.amazon.co.uk/primevideo.

About Amazon.co.uk

Amazon.co.uk opened its virtual doors in October 1998 and strives to be Earth's most customer-centric company, where customers can find and discover anything they might want to buy online, and endeavours to offer its customers the lowest possible prices.

Amazon.co.uk and other sellers offer millions of new, refurbished and used items in categories such as Baby, Books, Car & Motorbike, Clothing, DIY & Tools, DVD, Electronics & Photo, Grocery, Health & Beauty, Home & Garden, Jewellery, MP3, Music, Musical Instruments & DJ, Office, PC, Pet Supplies, Shoes, Software, Sports & Leisure, Toys & Games, Video Games and Watches.

Kindle Paperwhite is our most-advanced e-reader ever with 62% more pixels and 25% increased contrast, a patented built-in front light for reading in all lighting conditions, extra-long battery life, and a thin and light design. The new latest generation Kindle, the lightest and smallest Kindle, now features new, improved fonts and faster page turns. Kindle Fire HD is our most-advanced tablet, with a stunning customised high-definition display, exclusive Dolby audio with dual stereo speakers, high-end laptop-grade Wi-Fi with dual-band support and dual antennas/MIMO, enough storage for HD content, and the latest generation processor and graphics engine. The all-new Kindle Fire features a faster processor for 40% faster performance, twice the memory, and longer battery life.

Amazon Web Services provides Amazon's developer customers with access to in-the-cloud infrastructure services based on Amazon's own back-end technology platform, which developers can use to enable virtually any type of business.

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