



# ROCKY

LEGENDS



PlayStation®2



Ship Date:  
Sept 2004



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November 2004

# THE GAME

- Experience all the action leading up to the events in the blockbuster films!
- Pummel your way through the new and improved Career mode, featuring Rocky, Clubber, Apollo, and Drago.



**Target Audience:** Boxing game fans, Rocky fans

**Genre:** Sports / Boxing

**Platform:** PlayStation 2 / Xbox

**Rating:** TEEN



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# THE ROCKY BRAND

- Based on the Academy Award-winning *Rocky* films.
- Sequel to the #1 boxing title of 2003.
- MGM re-launching Rocky DVD collector's set in November 2004 via multimillion-dollar, cross-media marketing campaign:
  - TV: *ESPN, ESPN 2, Spike TV.*
  - Radio: *LA, New York, Dallas markets.*
  - Print: *Entertainment Weekly, Maxim, Stuff.*
  - Online: *Email blasts, banner ads, newsletters, viral components.*
- Authenticity - Collaboration with MGM will provide insight into the events that occurred prior to the movies.
- Rocky brand immediately recognizable and associated with Boxing.
- Boxing reality shows hitting Prime Time:



- Rocky himself (Sylvester Stallone) will premiere his new boxing reality show, *The Contender*, in November 2004.



- Oscar De La Hoya's boxing reality show, *The Next Great Champ*, is scheduled to premiere in fall 2004.
- MGM is producing a boxing reality show, *The Real Rocky*.



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# THE ROCKY BRAND (cont.)

- AMC and Rocky Top 10 Prime Time:

- Prime-time delivery of A18-49.
- Prime-time delivery of A25-54.

(Source: Nielsen Media Research, 06/28/04-07/02/04. Rank Based on A18-49 and A25-54 for all ad-supported cable networks M-F 8-11pm.)

- The *Rocky* movies' ratings consistently achieve comparable ratings to cable programming targeting the same market, males A18-49 & A25-54.

- Cable programming with similar ratings to the *Rocky* movies:
  - *Chappelle Show*, Comedy Central.
  - *South Park*, Comedy Central.
  - *Sport Center*, ESPN.



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# Why It Will Sell

**Increased Brand Awareness:** MGM to re-launch the *Rocky* DVD Collector's Edition in November 2004 via multimillion-dollar marketing campaign.

**Proven Record:** The sequel to the #1 Boxing title of 2003 coupled with mass-market spending will reproduce the first game's sales success.

**Audience Relevance:** New influx of reality shows based on amateur boxing hitting network television this fall will make boxing more relevant than ever.



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