



Channel Rebrand FAQ

Q: What is Adult Swim?

A: Adult Swim is an entertainment brand that is authentically and unapologetically weird. Through risqué and often bizarre animated comedies to unorthodox live action programming and movies, Adult Swim constantly works to surprise its savvy millennial audience while creating a completely unexpected and unique entertainment experience. Adult Swim launched in the U.S. in 2001 and is basic cable's #1 network with persons 18-34 and 18-49. The Canadian launch marks the world's first ever 24-hour Adult Swim channel.

Q: When is Adult Swim being introduced in Canada?

A: Launch date – Monday, April 1, 2019 at 6:00 a.m. EST.

Q: Is an existing channel rebranding to become Adult Swim?

A: Yes. Adult Swim will be a rebrand of ACTION.

Q: How can I watch Adult Swim?

A: On April 1st, existing ACTION subscribers will automatically have access to Adult Swim on the same linear channel. Adult Swim will be available for free preview for two months, from April 1 to May 31, 2019.

If you would like to add Adult Swim to your television package, please contact your service provider for more details.

Q: Are there any changes to the Adult Swim channel numbers?

A: There are no changes to the channel numbers. The channel on your EPG listings will be identified as ADSM or ADSMH.

Q: Who is behind Adult Swim? Where does the channel and its content come from?

A: Adult Swim is a Turner Broadcasting brand. Turner, a Warner Media company, is a global entertainment, sports and news company that creates premium content and delivers exceptional experiences to fans whenever and wherever they consume content. These efforts are fueled by data-driven insights and industry-leading technology.

Adult Swim programming includes original series like *Rick and Morty*, *Robot Chicken*, *Tim & Eric's Bedtime Stories*, *Mr. Pickles*, and *The Eric Andre Show*, as well as popular acquisitions *Bob's Burgers*, *Family Guy*, *King of the Hill*, *American Dad*, and more.

Q: What programming will Adult Swim launch with?

A: Adult Swim in Canada will have with all of the authentic, experimental, adult-oriented animated and live action series that Adult Swim offers in the U.S, in addition to movies.

Adult Swim has perfected its unique relationship with its dedicated fan base and as a result all programming resonates with a millennial audience. Here is a small sample of some of Adult Swim's popular original series:

Rick and Morty

Rick and Morty is the critically acclaimed and award-winning half-hour animated hit comedy series that follows a sociopathic genius scientist who drags his inherently timid grandson on insanely dangerous adventures across the universe. *Rick and Morty* stars Justin Roiland (*Adventure Time*), Sarah Chalke (*Scrubs*), Chris Parnell (*Saturday Night Live*), and Spencer Grammer (*Greek*). The series is created by Dan Harmon (*Community*) and Roiland, who also serve as executive producers.

Robot Chicken

Robot Chicken uses stop-motion animation to bring pop-culture parodies to life in a modern take on the variety/sketch show format. The Emmy Award®-winning series is executive produced by the creators Seth Green and Matthew Senreich and their Stoopid Buddy Stoodios partners, John Harvatine IV and Eric Towner. Green and Senreich also write, voice and with Tom Sheppard, direct the multiple Annie Award-winning series.

Tim & Eric's Bedtime Stories

Tim & Eric's Bedtime Stories is an anthology series in the tradition of *The Twilight Zone*. Each episode offers a unique tale: dark, horrifying, perverse, insane and hilarious - featuring a wide array of comedic and dramatic guest stars. This live-action half-hour series is created by and stars Tim Heidecker and Eric Wareheim and is produced by Abso Lutely Productions.

The Eric Andre Show

The Eric Andre Show, the late night anti-late-night talk show breaking the "talk show" mold by deconstructing and redefining the late-night interview. Quickly devolving into chaos as its inept and bipolar host Eric Andre, along with his apathetic co-host Hannibal Buress, subvert all late-night conventions. Taking place on a dingy public-access TV channel within an alternate reality, *The Eric Andre Show* creates its own distorted pop culture universe by conducting interviews with an unpredictable mix of actual celebrities, "fake" celebrities and extreme real-life weirdos.

Q: How will Adult Swim differ from ACTION?

A: As of April 1, ACTION will undergo a complete rebrand to become Adult Swim, making the channel the new Canadian destination for hilarious, authentic, adult-oriented comedy.

Q: How will Adult Swim differ from TELETOON at Night and Cartoon Network?

A: Adult Swim programming previously airing under the TELETOON at Night programming block, and Adult Swim programming previously airing on the Cartoon Network, will shift to the newly minted 24/7 Adult Swim channel. Both TELETOON and Cartoon Network's full schedules will shift their focus to feature best-in-class, family-friendly content appropriate for all ages.

Q: Where can I find out more information about Adult Swim Canada?

A: To learn more about Adult Swim's schedule and programming, visit www.adultswim.ca.

