

WHY GO OUT WHEN YOU CAN ‘SLING IN?’: MAYA RUDOLPH STARS IN LATEST SLING TV CAMPAIGN

- In new Sling TV campaign Rudolph casts humorous approach to the truth that consumers would rather be couch-bound, binge watching TV

- First spot, “Dog Pawty,” airs across television, over-the-air (OTT), digital, mobile, social platforms, beginning today

ENGLEWOOD, Colo., Aug. 22, 2019 – Sling TV, America’s number one live TV streaming service, today launched a new multimedia marketing campaign with The Martin Agency, “Joy of Slinging In,” starring actress and producer Maya Rudolph. Known for her role in blockbuster movies like “Bridesmaids” and as a former cast member of “Saturday Night Live,” Rudolph provides ridiculous excuses to get out of a variety of situations and encourages consumers to give into their hearts’ desire and “Sling In.”

According to a [survey by The Harris Poll](#), nearly 5 in 10 Americans (47%) have faked excuses to get out of plans, and of this group, 76% wanted to relax at home and watch or binge television shows instead. People are increasingly happy to stay at home and save money, actively engaging in JOMO—the joy of missing out—at the expense of socializing with friends and taking up new activities.



“Maya’s deadpan humor and likeable demeanor put a fun spotlight on the fact that JOMO is the new FOMO, and nothing beats the Joy of Slinging In,” said Michael Ribero, general manager of brand marketing at Sling TV. “Maya and Film Director Matt Piedmont are actually old colleagues from SNL, which added instant chemistry and really brought the campaign to life.”

This campaign represents the brand’s next step in identifying where Sling TV fits in a seemingly boundless entertainment landscape. “Sling believes that control over television experience belongs with the people, not cable companies,” said Andrew Bailey, associate creative director at The Martin Agency. “And in a time, when people are overworked and overcommitted, it’s the simplicity of the free moments that people relish. That’s why we’re encouraging people to make the excuses and stay in to stream all night.”

‘Joy of Slinging In’ Is Just Getting Started

The first spot, “Dog Pawty,” is now available to view on [Sling TV’s YouTube channel](#).

In addition to the new television commercials, elements of “Joy of Slinging In” include digital, mobile, paid and organic social posts, pre-roll and OTT video ads, paid search, on-device promotions on Sling TV-supported devices and other direct-to-consumer promotions. Additional spots will roll out in the coming months.

For more information on the campaign, visit our [newsroom](#), [blog](#) and follow us on [Facebook](#), [Twitter](#) and [Instagram](#) (@Sling).

About Sling TV

Sling TV L.L.C. provides over-the-top television services, including general market, Latino and International live and on-demand programming. Sling TV is America’s number one live TV streaming service, based on the number of subscribers publicly reported as of July 29, 2019. It is available on smart televisions, tablets, game consoles, computers, smartphones and other streaming devices. Sling TV offers two domestic streaming services that collectively include more than 150 channels and programming content from Disney/ESPN (Sling Orange/single-stream only), Fox (Sling Blue/multi-stream), NBC (Sling Blue/multi-stream), NFL Network (Sling Blue/multi-stream), AMC, A&E, AXS, Discovery, Scripps, Turner, Viacom, NBA TV, NHL Network, Pac-12 Networks, GSN, Hallmark, SHOWTIME, STARZ and EPIX. On select devices, Sling TV offers returning customers access to free content, à la carte channels and services, plus transactional live events and movies on-demand, without requiring a base subscription. Additionally, Sling TV offers a suite of standalone and add-on Spanish-language services and packages tailored to English-dominant, bilingual and Spanish-dominant U.S. households. Sling TV provides more than 640 channels in 22 languages across multiple devices to U.S. households. Visit www.sling.com.

+++

***Survey Method:** This survey was conducted online within the United States by The Harris Poll on behalf of Sling TV from July 30 - August 1, 2019 among 2,015 U.S. adults aged 18+, among whom 975 have made up a fake excuse to get out of plans. This online survey is not based on a probability sample and therefore no estimate of theoretical sampling error can be calculated. For complete survey methodology,

including weighting variables and subgroup sample sizes, please contact Chrissy Tansey at christine@sling.com.

For further information: Chrissy Tansey, christine@sling.com, 720-514-6456
