

Hello team,

Please see below the launch recap for *Emergency*.

Emergency Conversation:

- With an emphasis on its [humor](#), [sentiment](#) over the weekend [established](#) that viewers [enjoyed](#) the fun ride that was [Emergency](#)!
- Although our talent all [received praise](#), RJ Cyler stole the hearts of viewers, gained wide [acclaim](#) for his [role](#), citing his acting [skills](#) and [hilarity](#).
- Viewers were [emotionally](#) charged and [appreciated](#) the film's balance between the [comedic](#) and [serious themes](#).
- Noting that we remained on the lookout for negative reactions about this launch/other titles following the devastating events that unfolded this past week. Nevertheless, it was a big weekend for premieres from us as well as our competitors, and audiences remained partial to the escapism and relief that shows and films provided. ([1](#) / [2](#) / [3](#) / [4](#) / [5](#))

Emergency Content Performance:

Key Takeaways

- There were few posts supporting *Emergency* on PV, mainly teasers and trailers, which underperformed across platforms likely due to low awareness. Despite this, the title was well-received during launch weekend and further content support may perform well.
- On Amazon Studios, images from the premiere performed well on both Twitter and Instagram. On Twitter, the [poster](#) (0.90% ER) also received above the YTD average ER (0.76%).

Content Recommendation

- Test quotes and clips featuring talent RJ Cyler who received praise for his role and drove positive conversation around the title.

Top Posts by Channel

IG Reels: [Trailer](#) (1.7K engagements / 72.8K views vs 4K engagements / 111K views)

TW: [Talent Video](#) (0.24% vs 0.82% YTD Avg. ER)

YT: [Emergency - Official Trailer](#) (219.6K hrs watchtime / 7.2M views vs 287K hours watchtime / 204K views benchmark)

TT: [Teaser](#) (155K engagements vs 7.8K benchmark)

FB: [Trailer](#) (0.32% vs 0.77% YTD Avg. ER)

Amazon Studios Top Posts

IG: [Premiere Carousel](#) (4.46% vs 4.85% YTD Avg. ER)

TW: [Premiere Album](#) (1.06% vs 0.76% YTD Avg. ER)