

Google & Paramount Pictures Team Up for a First-of-Its-Kind Movie Partnership for Christopher Nolan's Film "INTERSTELLAR"

MOUNTAIN VIEW, Calif.--(BUSINESS WIRE)-- Google announced today a groundbreaking collaboration with Paramount Pictures for a first-ever multi-platform pact for Christopher Nolan's highly anticipated film *INTERSTELLAR*.

The partnership will feature initiatives delivered across Google platforms, including Google for Education, Google+, Google Play and YouTube. Together, the companies are helping moviegoers connect to the film through immersive experiences, exclusive content and detailed information on how to see the film, find showtimes and purchase tickets.

The partnership launched with the INTERSTELLAR SPACE HUB, a first-ever digital initiative supporting a film on a Google domain at g.co/interstellar.

As the official website for the film, the INTERSTELLAR SPACE HUB features a Space Hunt content discovery feature and a movie ticket purchasing function, as well as links to a Solar System Builder app available via Google Play.

Nolan is working with Google to deliver information about the various film format experiences provided by movie exhibitors. This initiative will provide moviegoers with in-depth information about the distinctions between 70mm, 35mm, 70mm IMAX® film and digital projection, as well as 4k digital and digital motion picture viewing.

After audiences have seen the film, they will be encouraged to offer feedback directly to Paramount via the INTERSTELLAR SPACE HUB.

Said INTERSTELLAR producer Emma Thomas, "Having the power of Google behind our efforts to inform the audience and enhance their experience of 'INTERSTELLAR' is an exciting new development in the relationship between filmmakers and audiences. Google has provided the ultimate Hub for the theatrical experience, and now, for the first time ever, there is a mechanism for audiences to give direct feedback to the studio about the quality of the technical presentation."

The companies will also collaborate on a Time Capsule project that compiles user-generated content into a short film that will showcase and capture the magic of the current human experience on Earth. This project, curated by Google Play and Nolan, will be available early next year.

The cast is also set to participate in a live Google+ Hangout on Air, to talk directly with fans about the release of the film.

Additionally, in mid-October, Google for Education will deliver its first-ever, movie-themed lesson plans, exciting students at thousands of schools across the country about the math and science that served as the inspiration for the film.

Said Brian Irving, global head of marketing for Google Play, "'INTERSTELLAR' is one of the most highly anticipated films of this year, and we couldn't be more thrilled to partner with Paramount and Christopher Nolan to bring the movie to life for fans around the world. Google is excited to help our studio partners develop innovative marketing programs that support the lifecycle of their films."

Commented Megan Colligan, president of worldwide distribution and marketing for Paramount Pictures, "Google is at the forefront of exploring the unknown and seeking new information, two major themes in director Christopher Nolan's film. We are excited that 'INTERSTELLAR' is the focus of Google's continued innovation as we present this incredible film to audiences around the globe."

INTERSTELLAR stars Matthew McConaughey, Anne Hathaway, Jessica Chastain, Bill Irwin, Ellen Burstyn, John Lithgow and Michael Caine. With time on Earth coming to an end, a team of explorers undertakes the most important mission in human history: traveling beyond this galaxy to discover whether mankind has a future among the stars. Directed by Christopher Nolan, written by Jonathan Nolan and Christopher Nolan, and produced by Emma Thomas, Christopher Nolan and Lynda Obst.

"INTERSTELLAR" opens in select locations on November 5 and in theaters everywhere on November 7, 2014.

About Google Play:

Google Play is an online store with millions of digital songs, movies, TV shows, apps, games, books and more. Google Play Movies & TV offers new release movies, classic films and next day TV shows that you can rent or buy in HD or SD and watch on any device, Android, iOS or your computer.

About Paramount Pictures Corporation

Paramount Pictures Corporation (PPC), a global producer and distributor of filmed entertainment, is a unit of Viacom (NASDAQ: VIAB, VIA), a leading content company with prominent and respected film, television and digital entertainment brands. Paramount controls a collection of some of the most powerful brands in filmed entertainment, including Paramount Pictures, Paramount Animation, Paramount Vantage, Paramount Classics, Insurge Pictures, MTV Films, and Nickelodeon Movies. PPC operations also include Paramount Home Media Distribution, Paramount Pictures International, Paramount Licensing Inc., and Paramount Studio Group.

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