
UPFRONT 2017: TBS closes extensive four-year deal with Conan O'Brien's Team Coco

Wednesday, May 17, 2017



TBS Closes Extensive Four-Year Deal with Conan O'Brien's Team Coco

Multi-year Commitment Builds on Digital Strength to Create New Businesses Around Custom Fan Experiences Across All Platforms

Turner's TBS has closed a new four-year all-inclusive deal with **Conan O'Brien's Team Coco** that will capitalize on his linear and multiplatform success and extend the **CONAN** brand into additional content experiences across all screens, including digital and branded content, podcasting, mobile gaming, pay TV and live tours. TBS will also expand its relationship with **Conaco LLC**, which produces **CONAN**, along with TBS's hit comedy *People of Earth* and the upcoming animated series *Final Space*; **Team Coco**, the fan-centric entity that serves as the show's digital and social media hub; and the **Team Coco Digital Studio**, which produces branded content for Turner's advertising partners. The agreement includes a four-year renewal of TBS's popular nightly late-night show **CONAN**, continuing O'Brien's reign as late-night television's longest-serving host through the year **2022**.

"Conan continues to prove his vibrancy night after night and his incredible command of the digital and social space has only built on his young, connected audience," said Kevin Reilly **president of TNT & TBS and chief creative officer of Turner Entertainment**. "This next chapter will provide support for Conan and Jeff to expand the boundaries from a 'talk show' to a range of personality-based, cross-platform experiences."

O'Brien added, "The TV landscape has changed dramatically since I inherited the traditional talk show format in 1993. In the past few years I've stumbled across many new and exciting ways of connecting with my audience, and I'm eager to evolve my show into something leaner, more agile, and more unpredictable. I also want a pony."

CONAN airs **Monday-Thursday at 11 p.m. (ET/PT)** on TBS, and is produced by **Conaco LLC**, with **Jeff Ross** serving as executive producer. Since premiering in November 2010, the show has been a hit with young adults, consistently delivering **the youngest audience of any late-night series**. The series has proven to be a phenomenal success in the digital and social media arena, chalking up a total of **3.4 billion video views**. That figure includes **218 million views** for the series' "**Clueless Gamer**" segments and another **70 million** for Team Coco's branded content, while clips from **CONAN**'s nightly episodes, international excursions and Comic-Con shows have drawn **1.3 billion views**.

On the social media front, O'Brien has drawn well over **23 million followers on Twitter**, making him one of the most-followed hosts in late night. Among the show's other successes in digital arena, Team Coco and TBS have earned an **Emmy® for Outstanding Creative Achievement in Interactive**

Media.

Over the past two years, *CONAN* has scored headlines and audience growth with its *CONAN Without Borders* specials and episodes, which follow the host on excursions to destinations both domestic and foreign. The show most recently travelled to **Mexico** for a primetime special in which O'Brien gave his monologue in Spanish and played a role in a popular telenovela. Prior to that, he traveled to **Berlin**, where he experienced everything from a dominatrix to a refugee camp. Other trips have included **Cuba**, where O'Brien became the first American late-night host to shoot in the country in more than 50 years; **Armenia**, another first-time destination for an American late-night personality; **South Korea**, where O'Brien performed in a K-Pop music video; and **Qatar**, where he was joined by former First Lady Michelle Obama for a visit to an American Air Force base. Last year also included week-long trips to **San Diego** during **Comic-Con® International** and **New York** for a run of performances at the legendary **Apollo Theater**. In previous years, O'Brien has also done special shows from **Chicago**, **Dallas** and **Atlanta**.

Connect with *CONAN*

Website: www.teamcoco.com

Facebook: www.facebook.com/teamcoco/

Twitter: twitter.com/teamcoco/ | twitter.com/conanobrien/

YouTube: youtube.com/teamcoco/

About TBS

TBS, a division of **Turner**, is one of basic cable's top entertainment networks with young adults and home to six of the most popular and critically acclaimed new comedies on cable - [Angie Tribeca](#), [The Detour](#), [Full Frontal with Samantha Bee](#), [People of Earth](#), [Search Party](#) and [Wrecked](#) - as well as the animated hit [American Dad!](#) Upcoming comedies include *The Guest Book*, *The Cops*, *Tarantula* and *Final Space*. TBS also presents late-night comedy in the form of *CONAN*, starring Conan O'Brien, and *Full Frontal with Samantha Bee*, and will soon launch the competition series *Drop the Mic*. In addition, the TBS lineup includes popular comedy hits like [Family Guy](#), [The Cleveland Show](#), [Bob's Burgers](#), [The Big Bang Theory](#), [New Girl](#) and [2 Broke Girls](#); blockbuster movies; and live coverage of Major League Baseball's regular and post-season play, the NCAA Division I Men's Basketball Championship and ELEAGUE, Turner's eSports gaming league.

Website: www.tbs.com

Pressroom: www.turner.com/pressroom/united-states/tbs

YouTube: www.youtube.com/user/TBS

Facebook: www.facebook.com/TBSNetwork

Twitter: twitter.com/tbsnetwork | twitter.com/TBSPR

TBS app available for iOS, Android and other platforms and devices.

Turner, a **Time Warner** company, creates and programs branded news, entertainment, sports, animation and young adult multi-platform content for consumers around the world. Turner brands and businesses include CNN/U.S., HLN, CNN International and CNN.com, TBS, TNT, TCM, truTV, Cartoon Network, Boomerang, Adult Swim, Turner Sports, Bleacher Report, FilmStruck, Super Deluxe, iStreamPlanet and ELEAGUE.



Publicity Contact

TBS

Brad Bernstein

818.729.7341

brad.bernstein@turner.com
