

WarnerMedia

ECOMM Q4 2021 – Q1 2022

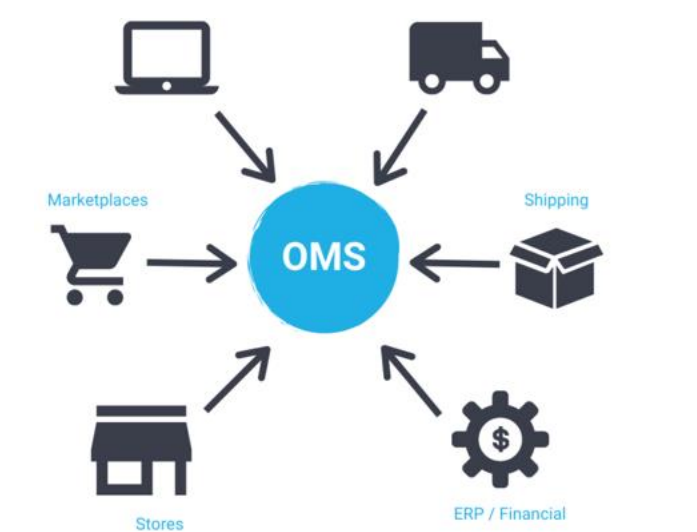
12/02/2021



AGENDA

- REVIEW ROADMAP
- PRODUCT FEATURES THROUGH END OF YEAR:
 - Notify Me When Back In Stock
 - Motion Graphics – Peacemaker Beat
 - Faceted Search/Enhanced Search
- PRODUCT OTHER:
 - NPS Survey
 - Year-end analysis KPIs to OKRs (DC and DC Shop)
 - Peacemaker Moment Planning and Strategy
- CODE FREEZE:
 - Target QA testing of remaining items 12/8
 - Code freeze 12/8-12/15

E-COMM ROADMAP Q4 2021 – Q1 2022



Stripe Orders API



Motion Graphics



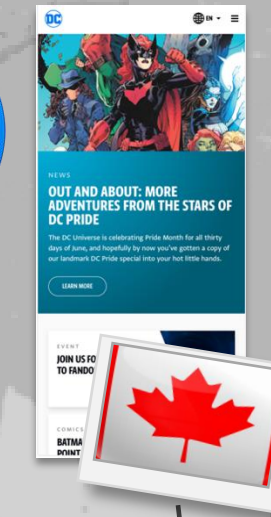
**Phone Cases,
Jan TBD
Skateboards,
Skate decks,
Super pets**



CRM
NPS Survey



**DC Single
Identity -
unification**



**Collectibles,
Skateboards, Skate
decks, Super pets
Personalization**



**Looney Tunes Shop Redesign
Harry Potter Shop e-Comm
migration**



OCT

NOV

DEC

JAN

FEB

MAR

Tech:

- Stripe Orders API
- Mobile device variants
- Motion graphics

Merch & Legal:

- ZSJL Funko ingest
- Disrupt Sports Mobile Device enhancements

Tech:

- Stripe Orders API
- Faceted Search/Enhanced Filters
- Notify Me When Back In Stock
- Code Freeze 12/08-12/15

Activations/Beats

- Peacemaker theatrical/HBO Max release planning and strategy
- Podcast 12/7

CRM & Analytics

- NPS Survey
- Year-end analysis to KPIs
- Next year goals and KPIs

Tech:

- DC “unification”
- DC Single Identity
- CMS assessment and migration
- DC Hub Canada rollout (Jan-Feb)

Activations/Beats

- Peacemaker Release 1/13/22
- Batman theatrical/HBO Max release planning and strategy

Tech:

- Looney Tunes Shop redesign or WB Shop turnover
- Harry Potter Shop migration
- Abandon Cart
- Personalization

Merch & Legal:

- McFarlane collectibles
- Disrupt Sports Skateboards, Skate decks, with Personalization
- Super Pets
- Fifth Sun Tumblers

Tech

- DC Universe Unified platform Internationalization rollout (English-speaking)
- CMS migration
- Search and Discovery

Activations/Beats

- Batman Release Mar-2022

Subject to change

DC UNIVERSE ROADMAP 2021

DC FanDome 10/16

**DC Workshop 2021
Fraud mitigation**

**DC Global Gateway 12/07
NPS Survey**

**DC Single Identity
- unification**

**DC Universe all
platforms
International rollout**

OCT

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Tech

- **FanDome 10/16**
- Content
- Creative assets
- QA/UAT
- Marketing Pages – Believe in Wonder, Milestone
- Twitch integration
- DC Kids FanDome
- **FanDome Launch 10/16 TBD**

Features/Activations

- Video event
- Private chat/watch party
- Games/Prizes

Tech

- Fraud Mitigation/Prevention
- DC Universe Hub/Global Gateway dev work

DC Workshop 2021

- Goals and KPIs
- Single Identity
- Internationalization
- CMS
- Search and Discovery

Tech

- **DC Universe Hub/Global Gateway 12/07**
- Origin Story dev work
- Code Freeze 12/08-12/15

Activations/Beats

- Peacemaker theatrical/HBO Max release planning and strategy
- Podcast 12/07

CRM & Analytics

- NPS Survey
- Year-end analysis to KPIs
- Next year goals and KPIs

Tech

- DC “unification”
- DC Single Identity
- CMS assessment and migration
- DC Hub Canada rollout (Jan-Feb)

Activations/Beats

- Peacemaker Release 1/13/22
- Batman theatrical/HBO Max release planning and strategy

Tech

- International rollout (English-speaking)
- CMS migration
- Search and Discovery

Activations/Beats

- Batman Release Mar-2022

Subject to change

NOTIFY ME WHEN BACK IN STOCK

- Provides customers lifetime value – letting them know we will cater to their needs
- KPIs – how many sale conversions driven from notify me



PEACEMAKER BEAT MOMENT

- **Peacemaker Theatrical/HBO Max release January 13, 2022**
- Use of Motion Graphics on Shop
 - Peacemaker Trailer
 - Peacemaker Comics Art
- DC sites cohesiveness start
 - Site redirects to create a story for Peacemaker
- DC ‘premium’ start
 - YouTube content of Podcast to display on Shop
 - John Cena and James Gunn to wear DC Shop merch during podcast episodes
 - DC Comics YouTube channel –Jason Dimberg to research if cost benefit to display shop carousel on DC Comics YouTube Peacemaker podcast episodes is worth it
 - HBO Max subscription shop discount offer

Note: Showing podcast YouTube and Trailer on shop creates premium experience and allows fans to get excited about Peacemaker – emotional motivation to buy. Increase user session and engagement on the site.