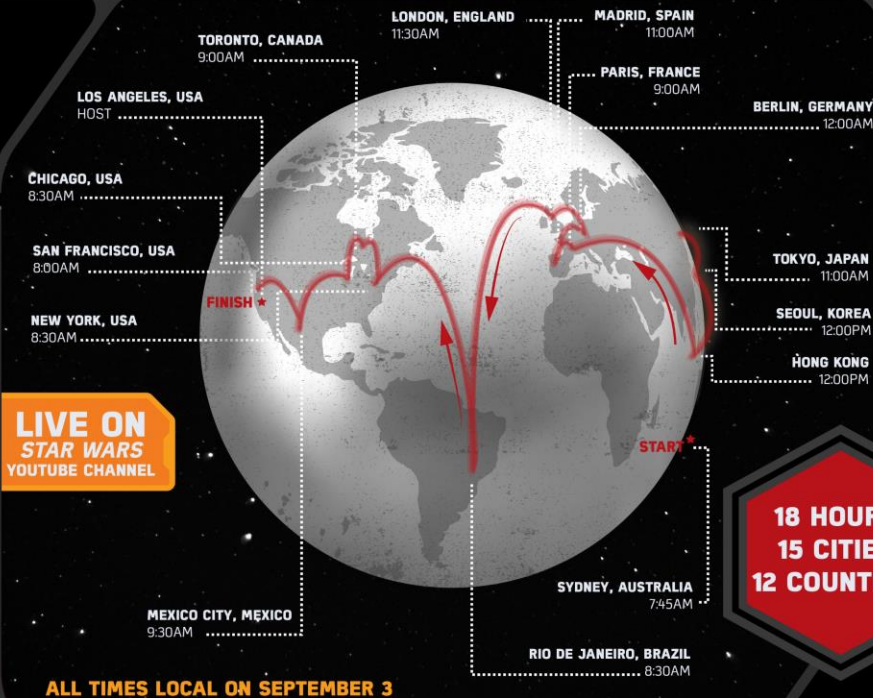


COUNTDOWN TO FORCE FRIDAY

JOIN THE EPIC GLOBAL EVENT

Toy unboxing is going live! Fans around the world are invited for the first look at new *Star Wars: The Force Awakens* products, along with commentary, guest appearances and the latest product videos and trailers during the 18-hour live stream.



**LIVE ON
STAR WARS
YOUTUBE CHANNEL**

**18 HOURS
15 CITIES
12 COUNTRIES**

ALL TIMES LOCAL ON SEPTEMBER 3

STAR WARS



18 of the top 100 most viewed YouTube channels worldwide are dedicated to toys and toy unboxings. These channels accounted for **8.1 BILLION VIEWS** the first 3 months of 2015¹

There have been over **360 MILLION VIEWS** of the *Star Wars: The Force Awakens* teaser trailers to date²

It would take more than **7 YEARS** to watch all the videos on YouTube with "unboxing" in the title that were uploaded last year³

¹ Tubefilter; Top 100 Most Viewed YouTube Channels Worldwide • January 2015 - March 2015; Data provided by Tubefilter, OpenSlate & YouTube
² Provided by Lucasfilm Ltd.
³ YouTube insights, November 2014