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# Hyundai Genesis Identified as Presenting Sponsor for TNT's LEGENDS

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This summer, **TNT** and **Hyundai** are coming together to reward viewers eagerly awaiting the August 13 premiere of the TNT original series **Legends**, starring Screen Actors Guild Award® winner **Sean Bean** (*Game of Thrones*, *The Lord of the Rings*). Starting **August 6**, fans can enjoy the full-length, **premiere episode** a week prior to the series' television debut by accessing **TNT Video on Demand (VOD)** on their TV, or by logging-in with their TV service provider user name and password via the **WatchTNT** app on mobile devices or online at [TNTDrama.com](http://TNTDrama.com). The sneak peak and premiere episodes will be presented by the **all-new 2015 Hyundai Genesis** with limited interruption.

In *Legends*, Bean plays Martin Odum, an undercover agent working for the FBI's Deep Cover Operations (DCO) division. Martin has the uncanny ability to transform himself into a different person for each job. But he begins to question his own identity when a mysterious stranger suggests that Martin isn't the man he believes himself to be.

The theme of identity will extend beyond the digital sneak peek premiere into the limited commercial breaks when TNT debuts the original film short **The Genesis**. The short comes to the network and Hyundai from **New Form**, a digital content studio whose partners include **Ron Howard** and **Brian Grazer**. Featured as the first branded content partnership between New Form and TNT, the film short will embody the dramatic suspense of *Legends*, while signifying the bold appeal of the Hyundai Genesis as it's seamlessly integrated as the main character's vehicle throughout the thrilling storyline. *The Genesis* will also be made available to view across multiple distribution platforms, notably TNT VOD; TNT, *Legends* and Hyundai social media; and in its entirety on the *Legends* show page at [TNTDrama.com](http://TNTDrama.com), where the Hyundai Genesis will serve as the exclusive sponsor.

*The Genesis* complements the automaker's overall multi-screen, season-long series sponsorship, developed to highlight the Hyundai Genesis' **bold design** and **inspiring technology** through **seamless in-show brand integration** and **television, digital** and **social promotion**. Through organic brand integration, Genesis will play a starring role within *Legends*' dramatic plot. Featured within introductory episodes, Genesis will be naturally highlighted in scenes featuring Martin as he assumes the legend of Dante Auerbach, an international arms dealer known as the "Lord of War." In addition to sponsoring the full season on-air, Hyundai will sponsor the season across digital, while serving as the exclusive auto advertiser within commercial time. Further, to enhance the brand's overall digital presence, Hyundai will sponsor the social media aggregator on the *Legends* home page and the show's weekly social sync, insider updates distributed across the show's social media handles providing fans with bonus content as the series' storyline unfolds.

"As viewers enjoy the sneak peek premiere of *Legends*, they will be treated to an upgraded experience with the debut of *The Genesis*," said **Dan Riess, senior vice president of integrated marketing, Turner Entertainment Ad Sales and Marketing**. "This captivating short comes to us from New Form, a company led by two of the most compelling storytellers in the business, and represents how far our industry has quickly come with branded content distribution. Utilizing the power of television, combined with digital opportunities, we are able to share content across television, web, social, VOD and digital in formats that will lead to desirable impact for our client."

"We're thrilled to be involved with the beginning of this new franchise with such a talented team both behind and in front of the camera," said **David Matathia, director of marketing communications**,

**Hyundai North America.** “At Hyundai, we love going beyond the traditional by engaging with viewers through multiple screens and with unique content designed to enhance the viewer’s experience. Being part of *Legends* and *The Genesis* is a great way for us to do that.”

“This project represents a real partnership for us. Our DNA is in telling great stories. Hyundai is a forward-thinking partner to bring that story to the digital realm. And Turner is helping us rethink distribution of these social stories, for the web and beyond,” said **New Form Digital Chief Creative Officer Kathleen Grace.**

### **New Form**

New Form is an independent venture between [Discovery Communications](#), Ron Howard, Brian Grazer, Craig Jacobson, Ed Wilson, Jim Wiatt, Michael Rosenberg and CAA.

### **Hyundai North America**

Hyundai Motor America, headquartered in Fountain Valley, Calif., is a subsidiary of Hyundai Motor Co. of Korea. Hyundai vehicles are distributed throughout the United States by Hyundai Motor America and are sold and serviced through more than 820 dealerships nationwide. All Hyundai vehicles sold in the U.S. are covered by the [Hyundai Assurance](#) program, which includes the 5-year/60,000-mile fully transferable new vehicle limited warranty, Hyundai’s 10-year/100,000-mile powertrain limited warranty and five years of complimentary Roadside Assistance. Hyundai Blue Link Connected Care provides owners of Hyundai models equipped with the Blue Link telematics system with proactive safety and car care services complimentary for one year with enrollment. These services include Automatic Collision Notification, Enhanced Roadside Assistance, Vehicle Diagnostic Alert, Monthly Vehicle Health Report and in-vehicle service scheduling.

### **Turner Broadcasting**

Turner Broadcasting Ad Sales monetizes the company’s portfolio of leading news, sports, kids and entertainment properties through advertising and brand activations. Attracting a wide-scale audience of diverse consumers, the collection includes leading media brands CNN, HLN, TBS, TNT, truTV, Cartoon Network, Boomerang, Adult Swim, Bleacher Report and Turner Sports’ high-profile coverage of the NBA, NASCAR, MLB, NCAA and PGA. In addition, the company has digital sales partnerships with Funny Or Die, the NBA, NCAA and PGA.

Turner Broadcasting Ad Sales is part of [Turner Broadcasting System, Inc.](#), a [Time Warner](#) company. Turner Broadcasting creates and programs branded news; entertainment; animation and young adult; and sports media environments on television and other platforms for consumers around the world.

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