

# truTV Partners with Reddit on First-to-Market Interactive Viewing Experience for The Chris Gethard Show

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## Network to Launch *The Chris Gethard Show* Reddit Profile in Conjunction with September 14 Episode Live Stream Featuring Special Guest John Oliver

Turner's truTV announced today a partnership with **Reddit** to launch a **first-of-its-kind**, interactive viewing experience for *The Chris Gethard Show* on **Thursday, September 14 at 11p ET** featuring special guest **John Oliver** (*Last Week Tonight*). Through this strategic partnership, fans of *The Chris Gethard Show* will be able to livestream the full episode on Reddit as a special one-night event, interact in real time with other fans within the Reddit platform, and participate in the show by submitting questions and comments to Gethard, Oliver and the cast on the show's new [Reddit profile page](#). Conceived of and developed in collaboration with Horizon Media, this marks the first media partnership to enable live streaming video and live commenting on a Reddit profile page. Viewers will be able to stream the episode at [Reddit.com/u/TheChrisGethardShow](https://www.reddit.com/u/TheChrisGethardShow).

In *The Chris Gethard Show*, which is produced by **Funny Or Die**, Gethard attempts to ring-lead a panel of comedian friends and oddballs, along with a live studio audience, who participate in games, tackle bizarre stunts and react to the controlled chaos around them. Add to that fans from the around the world calling in to participate in the show, and it's a totally immersive, interactive experience for all. The show broadcasts live every Thursday at 11pm from New York City. Guests who have joined Chris so far this season include [Method Man](#), [John Mulaney](#), [Adam Pally](#), [Julie Klausner](#), [Jordan Klepper](#) and truTV's own [Impractical Jokers](#).

"*The Chris Gethard Show* is a wild, wonderful community of inclusive eccentrics, which is also a pretty spot-on description of many of the folks on Reddit," said **Puja Vohra, executive vice president of marketing and digital for truTV**. "Through this partnership, we're taking one of the most engaging, immersive live experiences on television to the next level and showcasing it on a massive platform of engaged users to make sure fans know *The Chris Gethard Show* has a new home on truTV."

Already a popular topic of conversation among Redditors, *The Chris Gethard Show* will also launch a **new profile page on Reddit**, which will serve as a centralized hub for news, content and engagement for fans. Throughout the hour-long episode, TV viewers will be prompted to join the conversation on Reddit at this new profile page via on-screen graphics. Reddit will also support the partnership with a mix of rotational media, subreddit takeovers of r/television pages and promoted user posts, among other paid media exposures.

"Reddit is the home for conversation online, and we're excited to welcome truTV's *The Chris Gethard*

**Show** into that conversation in a brand new way," said **Kavin Stewart, Vice President of Growth Product at Reddit**. "With a dedicated profile page, live streaming and live commenting all within the Reddit platform, this partnership is a unique example of how entertainment brands can engage authentically with their fans to create robust entertainment experiences - and the live component makes this entire activation even more exciting. We can't wait to follow along."

**The Chris Gethard Show** started its life as a live comedy show before evolving into a Manhattan-based public access television show, then launching on FUSION TV in 2015 for a successful two-year run, and now making the jump to the fully-distributed comedy network in truTV. Throughout this meteoric rise - and thanks mostly to its affable host and truly inexplicable style - the series has cultivated a passionate community of fans, generated significant critical-acclaim, and attracted a host of A-list celebrity guests including Will Ferrell, Amy Poehler, P. Diddy, Lena Dunham, Paul Giamatti and more.

**The Chris Gethard Show** is produced by **Funny Or Die. Zach Galifianakis, Will Ferrell, Adam McKay, Owen Burke, Chris Gethard, J.D. Amato, Anna Wenger** and **Brian Stern** serve as executive producers. The show airs live Thursdays on truTV at 11pm ET.

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## About truTV

Seen across multiple platforms in 90 million households, truTV delivers a fresh and unexpected take on comedy with such popular original series as Impractical Jokers, Billy on the Street, Adam Ruins Everything, The Carbonaro Effect, and Hack My Life, as well as the original scripted comedies Those Who Can't and I'm Sorry. And the fun doesn't stop there. truTV is also a partner in airing the NCAA Division I Men's Basketball Championship.

truTV is part of Turner, a Time Warner company. Turner creates and programs branded news; entertainment; kids and young adult; and sports media environments on television and other platforms for consumers around the world.

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## About Reddit

Reddit, dubbed "the front page of the Internet," is the home of conversation online. Communities are built around users who submit, vote and engage with content, stories and discussions that centered around their unique passions. With over 300 million global monthly users and more than 100,000 communities, Reddit is home to the most open and authentic conversations on the Internet. For more information, visit [about.reddit.com](http://about.reddit.com).

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