Sold worldwide (US spin-off for 1 series); subtitled versions in e.g. UK and Germany.

Sold on genre with a twist – focus on trailer and reviews (link to Neale)

Sold on enigma – social media buzz

Created series ‘brand’.

Innovative, interactive website targets a younger, tech-literate audience.

Coverage in magazines – ‘event’ of second series covered in TV listings guides.

As does Canal + strategy offering 360 ̊ virtual navigation of the town on multiple platforms.

Sold as a quality drama – marks of trust – Canal+, C4, etc. Peabody and BAFTA awards used to target ABC1 audience.

Magazine coverage in SFX and Total Film targets film fan, sci/fi horror audience.

Some merchandising (e.g. spin-off, novelisation, T-shirts) target collector/fan audience who become part of the fan community.