



FINAL ASSETS

UPDATED INFO

TITLE	EQUITY
RATING	15
RELEASE DATE	EST – Monday 26 th December 2016 VOD – Monday 9 th January 2017
FINAL PACKSHOT	http://ftp.dna-pr.com/EQUITY_DIGITALPACKSHOT.zip (including .psd file) Layered litho artwork: http://ftp.dna-pr.com/EQUITY_CDR5591_UK_DVD_STD1_ST_LITHO_FNL.zip
TRAILER	Download MOV http://ftp.dna-pr.com/EQUITY_TRAILER_MOV.zip Download WMV http://ftp.dna-pr.com/EQUITY_TRAILER_WMV.zip
SYNOPSIS	A female investment banker (Anna Gunn) fighting to rise to the top of the corporate ladder at a competitive Wall Street firm, navigates a controversial tech IPO in the post-financial crisis world, where loyalties are suspect, regulations are tight, but pressure to bring in “big money” remains high. EQUITY is a unique Wall Street drama about women who thrive on competition and ambition to stay equal in the game.
RETAIL ASSETS	http://ftp.dna-pr.com/EQUITY_STILLS.zip
KEY TITLE INFO	Genre – Drama Director – Meera Menon Key cast: Anna Gunn (TV’s “Breaking Bad”) James Purefoy (High Rise, TV’s “The Following”) Sarah Thomas (TV’s “Law & Order: Special Victims Unit”) Alysia Reiner (TV’s “Orange Is The New Black”) Craig Bierko (TV’s “Damages”) Running Time – approx. 1 hour 36 minutes
TARGET AUDIENCE	Adults 25-54 (female skew), broaden to males with Wall Street drama genre
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