

## **MassMarket Helps E! Deliver The Royal Treatment to Their First Ever Super Bowl Spot**

**Los Angeles, CA, January 29, 2015** – MassMarket works with E! on the network's first ever Super Bowl spot. The 30-second "mini movie" promotes E!'s first original scripted series, "The Royals," premiering Sunday, March 15 at 10pmET/PT. The spot offers a glimpse inside the high stakes, decadent world of the show's fictional British royal family, including leading cast members Elizabeth Hurley, Alexandra Park and William Moseley.

Excitement. Electric. Anxious. These are the feelings that the spot strives to give to it's viewers, and the visual effects helped spur them. The visual effects "goal was not to be intrusive, but help the story, by blending camera moves together", describes Creative Lead Julien Brami. He notes that "adding elements to emphasize the beauty of the moment" enhanced the impact of the visuals.

The Super Bowl spot was released on January 29, 2015 and will be featured during Sunday's big game. To view and download, please go to [E! Online](#).

### **About "The Royals"**

Love, hate, lust, scandal and revenge are taken to a delightfully decadent new level in this one-hour drama series centered on a fictional modern day royal family. The distinguished cast includes Elizabeth Hurley and Vincent Regan as Queen Helena and King Simon, along with William Moseley and Alexandra Park as their devious and scandalous royal twins Prince Liam and Princess Eleanor. "The Royals" is a co-production of Lionsgate and Universal Cable Productions. E! recently announced a second season pick-up of "The Royals," which will begin production this spring in London.

### **About MassMarket**

Founded in the summer of 2004, MassMarket is an award-winning visual effects studio with offices in New York's Lower East Side and Venice, California. With the singular goal of supplying stunningly innovative high-end digital animation, visual effects and experiential expertise, MassMarket provides a fully integrated service for every aspect of branding across all media platforms.

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