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Subject line: Action Requested: Save Lockwood & Co.

Body:

To whom it may concern,

ASK: I am writing to you to request the obtaining and continuation of the highly acclaimed TV show, Lockwood & Co. Produced by Joe Cornish from Complete Fiction and filmed in Ealing Studios, London, Lockwood & Co. is a Netflix adaptation based on the bestselling book series written by Jonathan Stroud.

WHY: Netflix recently released a comprehensive list of their viewership statistics for the first half of 2023. **Despite a lack of promotion, Lockwood & Co. managed to make Netflix's Global Top 100 shows (based on Watch Hours) and Global Top 50 shows (based on calculated Viewing Numbers) between January-June 2023 (excluding movies).**

Out of 18,000 titles in Netflix's Global Catalog, Lockwood & Co. reached:

- **#80** in terms of Watch Hours
- **#38** in terms of calculated Viewing Numbers

Lockwood & Co. was also in the Top 5 Netflix UK shows (placing 4th above other UK titles).

Additionally, Lockwood & Co. initially opened on Netflix with critical acclaim, amassing glowing reviews and accolades:

- **94%** audience Rotten Tomatoes score
- **92%** on the tomatometer
- **7.4/10** rating on IMDB
- **Global #1 show** on Netflix within its 2nd week on the platform
- Reached the **top 10** in approximately 80 countries, gathering just under **80 million views** in its first 3 weeks
- Stayed in the **top 10 for 4 weeks**

- Nominated for “**Best TV Drama**” in the **National Film Awards**
- Fans also responded incredibly well to the show on social media; in its first week #LockwoodandCo already reached more than **73M views on TikTok**

Lockwood & Co. is a fictional story set in London during a ghostly epidemic of hauntings. In this “Problem”-riddled London, only young people have the ability to detect and fight these ghosts. This has led to the creation of many ghost-fighting agencies, each staffed by groups of young people. The smallest of these agencies is Lockwood & Co., a start-up independent agency run by three agents: Anthony Lockwood, George Karim, and newcomer Lucy Carlyle. This show explores Lucy Carlyle’s backstory and her adventures with her fellow coworkers as they fight to rid London of “The Problem” one case at a time.

Due to Lockwood & Co.’s widespread success, fans anxiously waited for a season 2 renewal with the hope that they would be able to see more of their favorite agents. **Unfortunately, those hopes were dampened after Jonathan Stroud and Complete Fiction announced the show’s cancellation in May of 2023.**

With the adaptation left unfinished, the fan response to this cancellation news has been massive. Lockwood & Co. fans, who have dubbed themselves “LockNation”, have since taken to social media in hopes to #SaveLockwoodAndCo:

- A petition to save the show has been spread around all social media platforms, amassing over **46k signatures**, a number that continues to grow each day
 - Lockwood & Co. placed 6th in Change.org’s list of Top 10 shows wanted back in 2023
- Within a month following cancellation, fans posted over **120k tweets** under new daily Lockwood & Co. related hashtags
- Since the show’s cancellation, the show has been trending on Twitter for **501 days**
- On TikTok (as last recorded on April 17th, 2024), #LockwoodandCo has amassed **207.9M views**; The same hashtag on Instagram has amassed **28.3k posts**
- Fans spent months organizing a **free LockNation virtual fan convention**, which they called “**ClusterCon.**” It took place on October 21st, 2023, and they even recruited Lockwood and Co book series author, Jonathan Stroud, as well as members of the show crew and Complete Fiction Pictures to speak as panelists.
- LockNation gathered enough support in order to become **sponsors** at **Los Angeles Comic Con 2023**, which took place from December 1st-3rd, **GalaxyCon Richmond 2024**, which took place from March 15th-17th, **Fan Expo Boston 2024**, which took place between June 14th-16th, and **Dragon Con Atlanta 2024** which took place from August 29th - September 2nd. Volunteers ran #SaveLockwoodAndCo booths and raised awareness about the show/LockNation’s campaign efforts to fellow convention-goers.
- LockNation members have organized two in person fan meet-ups in London, which fans traveled to from all over the world. Both were attended in-person by showrunner Joe Cornish and author Jonathan Stroud, other attendees included actors Cameron Chapman, Ali Hadji-Heshmati, Hayley Konadu, Rhianna Dorris and Rico De La Vina.

Despite Netflix's cancellation, LockNation's efforts have been successful in increasing viewership and support for this show. Since the cancellation, the show's Rotten Tomatoes score has **increased to a 94% on the tomatometer**. It has also become one of the "Most Liked" shows on Netflix, often showing up under "Trending" in many countries.

Viewers of Lockwood & Co. have shown interest in other popular shows and movie franchises: Harry Potter, Shadow and Bone, Percy Jackson, Sherlock, Doctor Who, Supernatural, Shadowhunters, etc. **These franchises all started with humble beginnings and grew in popularity with the right combination of time and official promotion.**

The success of Lockwood & Co. has been largely due to the enthusiasm of the fans alone. With the bulk of official Netflix promotion being exclusively in the UK, social media has been the primary propagator of this show worldwide. Not only has the show performed incredibly well thus far, but it also has the potential to significantly grow in support with time and sufficient promotion, just like the aforementioned franchises. Viewers have also applauded the show for its family-friendly content, showing that there is potential for the fanbase to span across all age groups.

LockNation has demonstrated major demand and enthusiasm in the continued production and distribution of this show. Therefore, on behalf of all the viewers, I am asking you to **consider saving Lockwood & Co. by adding it to Apple TV**. To any network looking to include a quality fantasy series to their portfolio, Lockwood & Co. offers a fantastic opportunity not to be missed!

Sincerely,

<Add your name>