



THE DAILIES

UNSCRIPTED. UNREHEARSED. UNAPOLOGETIC.

A C&I Studios Original Series

Executive Summary

We have lived behind the scenes our entire lives. From the moment we picked up the camera and wrote our first story, we immediately knew where we belonged. Yet, despite the mastery that goes into imagining and creating original productions, many audiences do not see the value in the crew that lives off-screen. Instead, they fall in love with the actors, embrace the setting, praise the studio, and never read the credits at the end of the film with the exception of the writer, director, and producer. But what of the grip crew, the sound crew, the lighting crew, the camera operators, makeup artists and stylists, the location scouts, the voice of reason on-set and the unspoken details that make these works so memorable? These people and their stories exist, we have simply failed to tell them. We are not here to change the consumer's viewing habits, rather, *The Dailies* invites audiences to learn and be guided by experts in media creation; to revel in the minor details; to turn boring credits into a cinematic drama.

The Dailies is a behind the scenes look into the latest C&I Studios productions, inviting viewers to join in the inspiration, passion, creativity, and love that goes into every single piece of art we master and distribute. The entire series is compiled of short, unscripted episodes that deliver a complete synopsis of the key moments that define each of our productions: the challenges we overcome, the adaptations in the moment, the drama between staff and clients, the tensions and triumphs, and insights from the talent. There is an entire story that plays out behind the scenes — one that has never made it in front of the camera until now.

Additional Opportunities

With increased funding of original C&I Studios television series and featured films, *The Dailies* will be furnished with even more incredible, exciting, and relevant content. The behind the scenes stories shared through *The Dailies* will be linked to the dramas that viewers follow with the utmost loyalty, ultimately providing extended reach to audiences worldwide while creating additional avenues for revenue generation and air time on the most popular streaming networks.

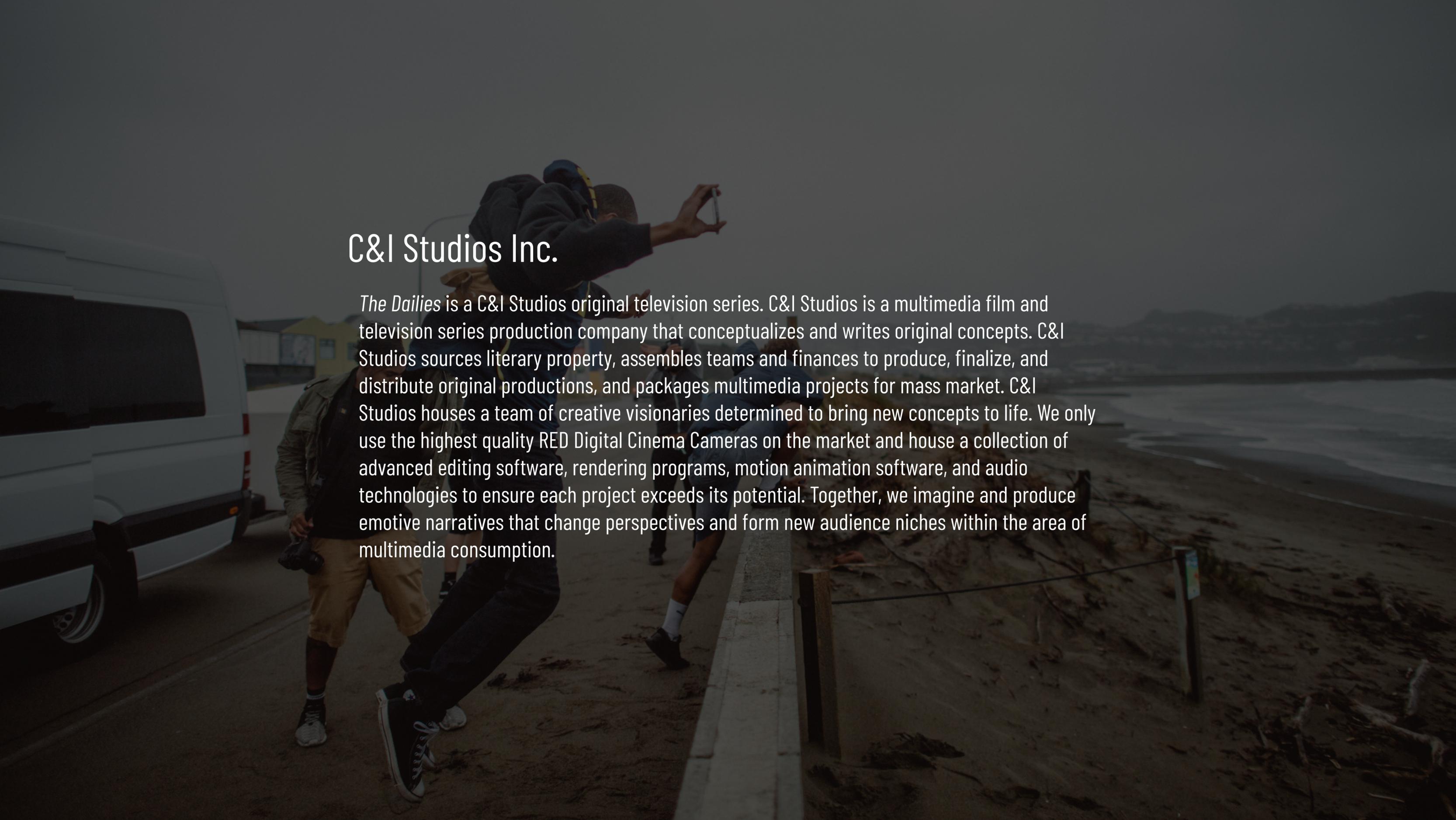
Audience Psychology

We as humans have often connected not with the storyteller, but with the story being told. Our minds — our imaginations — encourage us to see past the one speaking and to live, instead, in the picture being painted by their words. And it is within this tradition of listening and dreaming where we remain, glued to the stories being told and partially oblivious to the storyteller. But we have long sensed a shift. It is a wild and completely unintentional one. Yet, we sense it all the same... The storytellers are becoming the story.

The dreamers of our time have a new desire to see past the curtain that has long separated the story and the teller and to learn directly from the composer and not simply from the products of imagination. People want to be closer to the stories they cherish and they are doing this by seeking out the wisdom of the creators. We are the creators. *The Dailies* are the secrets behind the stories we are telling.

The Dailies is an unscripted look behind the scenes into the making of video productions both big and small. From short films, television series, music videos, creative advertisements and more, we are giving audiences around the world an unapologetically truthful glimpse into the inner-workings of C&I Studios, our original productions, and the chaotic industry we lead.

Today, more and more audiences are expecting behind the scenes showings of their favorite programs. They want to know the challenges that had to be overcome, the inspirations that sparked action, the ordinary people at the helm, and how they, too, can evolve from being one who listens to one who creates.



C&I Studios Inc.

The Dailies is a C&I Studios original television series. C&I Studios is a multimedia film and television series production company that conceptualizes and writes original concepts. C&I Studios sources literary property, assembles teams and finances to produce, finalize, and distribute original productions, and packages multimedia projects for mass market. C&I Studios houses a team of creative visionaries determined to bring new concepts to life. We only use the highest quality RED Digital Cinema Cameras on the market and house a collection of advanced editing software, rendering programs, motion animation software, and audio technologies to ensure each project exceeds its potential. Together, we imagine and produce emotive narratives that change perspectives and form new audience niches within the area of multimedia consumption.

Market Report

As the industry has proven ten times over, “when you only have ten seconds to grab the attention of viewers in an online video... it’s best to draw them in with a taste of behind the scenes action.”

Humans are nosy by nature. Our curiosity drives us to wonder how things are made and what is happening in the background of anything we view. We also connect with people, not necessarily just a brand or a product, so by showing the people behind the brand and the art, we are more likely to attract viewers. But that is only the half of it. A true behind the scenes video series will show everything entertaining that encompasses video production. And this is where *The Dailies* excels.

The Dailies not only gives audiences what they want by inviting them to experience the inner-workings of professional grade media productions, but it also serves to market the televisions series and featured films shown in each episode. By first building an emotional attachment among viewers, we instantly [and cost effectively] market a product without the audience feeling like they are being sold.

According to recent market reports, 87% of people would prefer to watch a video online if it meant more behind the scenes content. This informs us that any piece of media content associated with *The Dailies* is instantly elevated. The emotional value in these productions skyrockets among consumers, which translates into more downloads, higher streaming numbers, increased ticket sales, and an increased demand for lucrative spin-off series and sequels.

Marketing & Distribution Plan

The Dailies is a versatile production as a whole.

There will be a primary home base where each episode and each season will live and be viewable. However, each episode will diverge from the home base to be featured on select websites, in social media advertisements, google ads, on the tail-end of the production's streaming network (for instance, in the extras section on Netflix, Hulu, Amazon Prime Video and so on), and any other area that will increase the viewership of the production being highlighted in *The Dailies*.

Given the versatility of the series, marketing expenses can be adjusted to maximize revenue on the most sought after episodes. Therefore, rather than invest equal funds to promote each episode, we will invest the greater amount of resources in the production that is projected to yield the highest revenue. Additionally, the marketing budgets for the productions featured in *The Dailies* will also aid in popularizing the series, in essence, cutting costs while still reaping the benefits from ad spend.

As an independent program, *The Dailies* will exist solely online. When used as a promotional asset to a featured film or television series, *The Dailies* will be linked to the production in reference. For instance, following the credits to provide viewers with an in-depth description of the episode and insights into the key moment of the episode, as well as how they were executed.

A PR push will be planned and executed to form a viewing niche around behind the scenes content. In this, we will position *The Dailies* as independent source of valuable viewing content rather than an add-on, which could consequently damage the series reputation.

Additionally, to help boost streaming traffic and downloads of featured films and television series, we can position *The Dailies* episodes alongside the content, essentially providing a sneak preview aimed at encouraging higher conversion of the production in question. Though the ROI of the marketing funds invested in *The Dailies* within this context will be smaller, the revenue generated by downloads of the larger production will balance the spending and generate profits through a different revenue stream.

Return on Investment

There are currently two (2) complete seasons of *The Dailies* with each season containing 12 episodes. This backlog presents many opportunities, including, the ability to stay ahead of production schedules and establish an immediate foothold on streaming platforms once the series premieres. Furthermore, the surplus of episodes lends the miniseries credibility, showing audiences that this is an already established show, which we expect will boost viewership in the weeks following release. With seasons three and four already in production, we can easily maintain a consistent streaming schedule to keep audiences engaged, which, consequentially, will add to the credibility already established by the immediate debut of seasons one and two.

In addition to having two complete seasons ready for distribution, the pre and post-production expenses for *The Dailies* is marginal, which essentially guarantees profitable return on investment. Since each episode covers a production that has already been finalized and completed, all b-roll footage and behind the scenes footage will be available and require no additional investment to create.

While each episode of *The Dailies* is short, there is an opportunity to including advertising on the tail-end of each episode, essentially promoting the production, service, or product cited in the show. These advertisement opportunities will be sold and therefore provide a second revenue stream that will become more profitable as viewership increases.

Sponsorship Opportunities

The Dailies has additional sponsorship opportunities during production. C&I Studios will reach out to wardrobe sponsors who'd like to feature their clothing lines in the series; as well as companies that would like their productions featured in *The Dailies* [they must be C&I Studios productions].

Thank You

