

# "School of Romance"

## Reality Show Proposal

May 4, 2014



## EXECUTIVE SUMMARY

Playboy has recently made world headline news with a format change, sending shockwaves throughout the adult content world by abandoning its hardcore businesses. In August 2013, the S&P lowered Playboy Enterprises debt rating to CCC+ four months after acquiring \$185 million in loans. Playboy has been making steady performance milestones to profitability restructuring with licensing and a slow rise in magazine sales.

Knowing Playboy's plans to go public in 2014, we feel our Production and Strategic Programming experience can fully optimize these revenues by taking the rebrand to the same level as HBO, Showtime, Discovery, National Geographic, and the History channel with "Class A" multimedia content.

Our goal is to bring the classy feel of the original magazine to life and become competitive with groundbreaking romantic cornerstone programming. Simply put, we feel that once Playboy is rebranded to its core historical values, this will open some lucrative new opportunities, geared towards a broader demographic of young sophisticated men and women professionals. We also feel mainstream programming is crucial to the media's interest as well as appealing to the upwardly mobile public. Playboy traditionally was focused on the esthetic of women bodies in a classy, eloquent, and all-encompassing fashion. This eloquence was surrounded with cutting-edge articles that edified and refined both men and women in areas like politics, philosophy, religion, art, fashion, literature, music and film.



The original business mission statement for Playboy reads, "A steady diet of humor, sophistication and spice." Playboy was about modern men's lifestyle in all aspects. We would like to present a plan to revamp this historical basis of success, which we feel will maximize company values and provide a basis of longstanding success and multiple revenue streams. Our challenge for rebranding Playboy is to make it the center of the universe for the now lost art of romance, through a "Romance Channel," heralded by the Playboy moniker, where people of all sexual preferences can discover their innate romantic proficiencies. Cross platform (Reality TV, Scripted Shows, History, News, Sports, Life Style, Variety Shows, Politics, etc.) developed for Playboy's multimedia portals. By making paradigm shifts in content programming technology, Playboy can effectively create more shockwaves in News and Business outlets around the globe. Launching with up and coming content makers, writers and journalists will not only keep the brand's penetration fresh and provocative, but return it to the values that made it so initially successful.

Playboy's history has always been "romantic" sexual frankness, something new generations are desperately searching for, towards defining their sexual identity. Playboy has the historical high moral ground, needed to back this ground-breaking social altruism. Originally Playboy was home to true romantic pursuits and understanding women's multi-dimensional personalities along with their innate beauty. Playboy centerfold strategy was not merely objectifying their bodies, but always included meaningful articles about their individual stories pointed towards their internal beauty as well. Cutting-edge journalism was always a cornerstone of Playboy and plainly absent from all publications in competing brands. Theater, Art, Poetry, Music, Blogs, Book reviews and so much more could be evolved under the Playboy Channel banner. This does not exist in today's hardcore delivery of niche pornography.

## COMPETITIVE OVERVIEW

Playboy has always gone after the cutting-edge interviews with pop culture's new icons that went largely unaccounted for in mainstream journalism. Capturing the voices of youth and their new conservative and liberal points of view are constantly overlooked in mainstream media AP & UPI news outlets. By opening civil discourse through "new views" by younger demographics, Playboy can regain valuable market share with a revolutionary new approach, returning back to human values and respecting the opposite sex.

By using an online vehicle to disseminate an extremely cost-effective virtual magazine, we would find ourselves with content that ties in to other mutual content counterparts, especially to their existing on-demand technologies. There is no reason Playboy's content cannot exceed and surpass other journalistic outlets including the Huffington Post and BBC in telling the real stories affecting our culture and driving our independent resolve around the world.

Playboy has also been a world leader at identifying trends, innovations and how sex/money are constantly changing how we go about things. With growing public distrust towards existing network media outlets, transforming *The Playboy Channel* into a real Network with cutting-edge shows (i.e., News, Sports, Drama, Comedy and Fiction), this would not only be welcomed, but would also provide a high-road for objective information delivery. Producing extremely high level content is now very cost-effective through development of technology in the production industry. Now leading production of content is simply a matter of sharp minds exercising their inherent gifts. There is no shortage of gifted young people who are looking for a break on a first class level that Playboy can provide. With 900 channels of nothing on, it is no wonder why Netflix is a hub for new programming or why HBO's top shows are now taking EMMY's and other industry awards.

We truly feel that we can immediately create and steer a content force that will bring unprecedented audience members, through giving them something they are eagerly awaiting. This strategic plan is constructed primarily through great writing, top management, and legendary show creation by experts. The cross-pollinating of this content can bring a multitude of revenues streams highlighted by the Playboy brand to levels never achieved before.

## CORNERSTONE PROGRAMMING

Having an international hub for Romantic content simply doesn't exist at this time. With Playboy's original focus on sophisticated intimacy, its brand name could become the industry expert as the recognized moniker. The Playboy brand is ripe for expansion and evolution into a more profitable retrofit that includes women as partners, while focusing on their voice, needs, and desires.

Educating couples for the common cause of love has been absent in commercialistic directive from any magazine, website, blog or digital portal. Playboy has always had a moral high ground and the objective voice on the pulse of love and human sexuality. Market trends suggest that women are not connecting with men in society and their intrinsic checklists commonly go unfulfilled. Long standing commercial directives have swayed the dynamics away from love and romance and have always been reduced to, "Sex Sales." But where has that really led us? To an instant and much harder delivery of niche marketed sexual experiences with no redeeming value. Playboy can absolutely fill this need with first-class educational programming, steering our culture back to its core values as the world's first Romantic hub for content! With cutting-edge innovative programming reigniting men and women's understanding on how to build long lasting relationships that can grow into fulfillment of the human experience.

Reality TV has become 67% of America's viewing time with mainstreams shows like *The Dog Whisper*, *Pawn Stars*, and *Face Off*. Variety shows like *XFactor*, *Dancing with the Stars*, and *The Voice* are also mainstay programming to build a network. Dramatic series *Nashville*, *Breaking Bad*, *Game of Throne* are also staples along with featured films, *Behind the Candelabra*, *Phil Spector*, and *Muhammad Ali's Greatest Fight*.

News programming's Rachel Maddow, Bill O'Reilly, and Jon Stewart all have initiated innovative shows rounding out their networks. Playboy can be one of those channels whose net worth starts around \$3 billion and are now pushing traditional network content off the map. By moving quickly and recognizing streamed content is where the new viewer communities are developing, we realize that the true marketplace value is at hand through companies like Netflix, Hulu and Amazon. Combining this with our strategy of Playboy's rebrand recognition, we truly believe this will quickly capture viewers like no other network has been able to do, with ground-breaking first class content.

## PRODUCT OVERVIEW

Through technology advancements, we have seen an amazing and major shift in production cost and workflow over the last few years. Production and post-production are no longer separated, leading to much more cost effective workflow practices. Post-production supervisors are allowed to guide the production team to ensure that ideal standards of best practices are adhered to all the way to the dub stage. Costs have been significantly reduced and the lines of demarcation re-adjusted as production teams are donning multiple hats and crew needs have become much smaller. By refocusing towards a traditional studio system, using a small production facility for shooting, dubbing and key people; a massive amount of content can be produced for low cost.

The next largest cost in any sort of production is the talented stars. However, their costs are quickly coming down and the marketplace is full of upcoming talent looking for a place to exercise their craft. With a full plate of content programming and a top notch team of show creators, there is no reason Playboy channel's rebrand won't excite an awaiting public searching 999 channels with nothing on. Our plan is to put the logistical team together to access the roll out structure for just such a venture. Solicit broad base investment so the burden of cost is not solely on Playboys shoulders but with advertisers and vendors who wish to share in this strategic venture.

With a baseline cost per episode of each property approximately at \$300,000 (some greater some lesser) generating exceeding revenue will already be assessed. Next in line of importance is assembling groundbreaking writers, producers, directors, supervising editors, line producers, DP's, set designers and auxiliary personnel to lay out production scheduling. Then comes harnessing casting directors and talent to put underway the most ambitious network roll out content media has ever seen.

Buying a production facility for pennies on the dollar makes sense for various reasons including but not limited to, tax incentives, subsidies and state worker programs. While the production company will be very lean and mean, it still will employ many auxiliary people. Set builders, electricians, food service, and other strategic employees aimed toward reducing structural cost for ongoing full service content across-the-board with everyday broadcasting needs. By not outsourcing this new venture will have tax write offs that would normally take years to appreciate that could be realized after the first year of operations. Working with local unions can also have benefit as the structure of the lines of production demarcation have changed in so many ways and bringing in new work for members vital in the revitalization programs already in place.

## GOALS AND OBJECTIVES

With strategic marketing and staying true to Playboy's historical core values, we will experience a demographic phenomenon by drawing a high volume of women viewers. After decades of devolution in the marketplace of the roles of men and women, the Playboy brand will now become the new moral high ground of beauty, good taste, and class that other networks have cast aside in a vain effort for immediate profits based on existing, perceived market demand.

Imagine the new significance of wearing the Playboy symbol. This would take on a new meaning among the female demographic, telling men that they are looking for a well-rounded sophisticated classic male. One that can engage them in topics other than news, weather, and sports, a man that understands how to treat her like a woman with etiquette, elegance and charm. We intend to feature the men of Playboy in exclusive behind the scenes exposé much like we do the female models. This will broaden the scope of viewers and give men a clear view of new identities of intelligence and class. These high-level trends are already emerging among the 18 to 24 demographic in the US and are already vastly popular in Europe. It is perfect timing for Playboy, harnessing its longstanding historical notions as the brand of class, to capitalize on this widening emerging market.

The viewing marketplace has no doubt drastically changed with streaming becoming a major source of revenue pulling away from regular everyday cable. Subscriptions to Hulu, Netflix, Amazon, iTunes and others are largely dependent on fresh, proprietary content and we will have it. Playboy's showcase will ideally be all encoded into various asset management systems to provide its new cutting-edge content for immediate download through strategically chosen online portals.

Currently trending viewers are downloading entire sessions of top shows for marathon viewing at their own discretion. This development has put high demands on content creators to continue producing/uploading shows and will be even more lucrative as this market continues to explode. Keeping show costs down but production values high is something all networks are demanding from their productions, as are advertisers.

Advertising budgets are even more convoluted with so many portals to address from advertiser buyers. However hit shows are magnets for advertising dollars and the rebranding of Playboy is something device users are absolutely willing to tolerate for 30 second spots. Also all these shows we create are vehicles for Playboy's clothing, technology, fragrances, lifestyle, destination locations, music, artist, alcoholic beverages, live shows, jewelry, and an unlimited amount of personal swag. Cross branding within programming adds free advertising by weaving the Playboy message into a multitude of additional revenue streams.

## PROGRAMMING SUMMARY

Through our industry contacts and development processes, we have initiated preliminary interest in the following television projects with these leading professionals. While several are/were currently being developed as stand-alone projects, it was the common thread of this programming that evolved into this proposal for a "Romance Network," which we feel would best be handled successfully through an international and historical icon like the Playboy Channel. All of these projects are ready to put into motion, and are continuously being developed and adapted.

**These industry professionals include:**

*Exercise and Fitness - Jennifer Nicole Lee, John Spencer Ellis*

Ongoing new developments in exercising technics offered as a part of the package by top personal trainers and diet experts in daily programming is an un-developed trend on network TV. Playboy has always been about lifestyle and that includes by demographic covering expert advice to 18-24, 24-40, 40-55, 55-65, 65-75 and 75-85. Truth is we are living longer and quality of life is paramount. Playboy can offer this in ways yet to be explored because of after-market interaction with online one on one trainers and apps. Hosted by sports, health, and fitness entrepreneurs Jennifer Nicole Lee and John Spencer Ellis.

*Me First - David Palmer*

Spiritual non-denominational services such as psychics, yoga, and astrology, to name a few, mainstream in popular culture but not featured on any networks. Playboy has always been cutting-edge when it comes to the exploration of our spiritual connection and our humanity. Offering this type of programming on a daily bases has a huge market share and bundled in our programming a sure winner in pulling in customers seeking understanding of their personal cosmology. Hosted by Astrologer and ABC True Beauty Star David Palmer

*Cartoons - Erich Sokol Cartoon style*

Animations have always been one of Playboy's mainstays and something every major network has in their stable. Developing cartoon characters based on Playboy's brand seems to be a natural for our own brand of adult swim. Let's bring Erich Sokol Cartoons to life in ongoing caveats with themed reoccurring characters always fresh and unexpected.

*History of Love Making*

This is a from-the-beginning ongoing look through the entire archives of Playboy, decade by decade. A very in-depth look at all the unedited footage of pictures and onscreen personalities we can find to talk about their experiences with Playboy. The History channel and Biography formats with all the interviews of living and former interviews that we can find. The value of the compilation of this information will lead to a vast source of revenue from streaming all over the world. Complete with foreign titles and/or voice overs to make available for immediate streaming all over the world.

*Critic's Choice - Vivian Sobchack, Camille Paglia, Nadeem F. Paracha*

Heavily reliant on talent for reviewing concerts, stage plays, movies, books, blogs, ballets, opera, etc. Also high-class, center stage sports such as Jai Alai, Formula One, Yachting, Polo, World Cup Soccer, Wimbledon, Dance, and others. Fashion designers, couture, trends, shoes, accessories, runways, food and restaurants combined with behind the scenes in major cities around the world. Our very refined panel of critics discussing this new social paradigm will be done through roundtable discussions between Vivian Sobchack, Camille Paglia, Nadeem F. Paracha.

### *Science and Technology - Bill Nye*

Cutting-edge innovations that are emerging to change our world will be highlighted each week in our ongoing search for the world's innovators. This could be the live kickstarter program where Playboy viewers can assess and get in on the ground floor of new technology and see where science is leading our brave new world. Interactive and engaging programming is the future and really with the aftermarket accessibility online to our stars, cast, mover and shakers and innovators that draw from viewers and advertisers is heightened. Hosted by Bill Nye.

### *Cooking for Love - Dorothy Dawn*

Cooking for love is a devoted to finding ways to preserve a romantic environment with recipes for sustaining intimacy. These specially designed menus focus on what the body needs for muscles, nutrition, libido and hormonal levels to promote sexual health. Restorative and nurturing Dorothy Dawn, certified nutritionist, takes us on her personal journey and discovery of what keeps the passion alive. Hosted by Dorothy Dawn certified nutritionist

### *Triple Threat - Ben Vereen, Gloria Estefan, and Christine Ebersole*

Playboy behind the scenes of Broadway Show Casting hosted by ABC's True Beauty star David Palmer and Top Stage and Broadway talent. This is variety TV at its finest where singing, dancing, and acting are par for excellence in this high pitched extreme competition to make it into Playboys live stage show Lingerie. This concept is self-evident and the top team of audio for such shows as the Grammy's and Xfactor are already attached to it. This includes having a dream team of celebrity judges like Ben Vereen, Gloria Estefan, and Christine Ebersole

### *Music INC. - Linda Roman, Gabrielle Monique Union and Terrence Howard*

A scripted TV drama about the rise and fall of the music business based on the true life accounts of Linda Griner AKA Lyn Roman. This on-going series is concentrated on several decades behind the scenes in America's greatest export music. This national business was born from a furniture company selling radios, which evolved this technology to destroy the value of this once exclusive American art form that made billions. Harnessing a high concentration on capturing the flair of each decade through fashion, dance, and pop culture. Currently set to star Linda Griner and currently under review by John Singleton, Gabrielle Monique Union and Terrence Howard.

### *Playboy Network News - Produced by Nigel Wheeler with additional Male and Female Anchor*

Entertainment tonight meets cutting-edge journalism about world events that you don't find on the AP wire. Technology enables us to find sources of information from expert writers and reporters in the field whose passion for truth seeking has not been convoluted by mainstream new entertainment. This is modeled after Playboy Magazines ground breaking editorials. News programming will include but not limited to notable public figures, such as artists, architects, economists, composers, conductors, film directors, journalists, novelists, playwrights, religious figures, politicians, athletes and other sport professionals. Produced by NBC veteran New Reporter Nigel Wheeler

### *School of Romance Dennis Hof "Moonlight Bunny Ranch" and Brothel Professionals*

Formatted like the hit cable channel iconic breakthrough show, "Queer Eye for the Straight Guy," the School of Romance picks ten contestants to go through classes in a curriculum designed for them to be successful in real love. We are in discussions of retrofitting a Nevada Brothel to be a learning center for our contestants for three weeks to learn how to talk, dress, and engage the women of their dreams in intimacy. Their teachers are the cream of the crop brothel professionals whose job is to make sure they understand this very important subject matter to win the heart of someone they love. Contacting Executive producer David Metzler to rally the show and have preliminary plans to meet with Dennis Hof the creator of Cathouse for this famous. (Show outline follows below.)

### *Fiction Zone/ S. O'Bannon, Joss Whedon*

Playboy has always had the best fiction writers in its publications over the years and it's far past time to do another Rod Sterling type fictional series. There are some amazing young minds untapped by network and cable channels where a team could be assembled to put out a weekly series. Writer Joss Whedon (Firefly) Rockne S. O'Bannon (Far Scape).

### *Relationship Forum Hilary Young*

This is where experts come together and talk about the problems of our cultural stresses and strains of coming together for the art of love. They can answer tweets and online questions and hash over the future of love and romance in our world today. This ongoing program tackles the emerging paradigm shift away from Porn and over sexualization of men and women to a more down to earth view of coupling. Hosted by blog radio personality and Astrologydating.com founder Hilary Young.



**TITLE OF SHOW:** *The School of Romance*

**FORMAT OF SHOW:** "Reality Series"

**LENGTH OF SHOW:** One Hour

**NUMBER OF SHOWS:** 10

**CONCEPTUAL FORMAT:** "Dancing with the Stars" meets "Queer Eye for the Straight Guy" where national experts descend upon a young unsuccessful virgin in a nightclub, taking him back to the "School of Romance," for proven training and confidence building techniques.

**LOGLINE:** *A young man (virgin) is spotted at a nightclub in Reno, struggling to make contact with the opposite sex. Local expert and brothel owner Dennis Hof takes him to the "School of Romance," where across the reality show, he is given skills and knowledge to have unsolicited and successful closure of his first sexual experience.*

**TREATMENT:** *This reality show (one hour each) would encompass one male student across one week, where five teachers educate him to the kind of man a woman wants both inside and outside of her bedroom. Dennis Hof stars as the principle character and guide of his own "School of Romance," a curriculum designed to highlight each male student's strengths and weaknesses, discovered by our five expert teachers.*

*The "School" curriculum would include such finer aspects of being a man, including but not limited to how to move, how to dress, how to groom, how to attract and how to make love to a woman. After each initial training session, a mock party would be setup at the brothel, where he will have to apply his skills and take one of the brothel women to bed.*

*The final exam then, would be going to a Match.com (Co-Sponsor) meet up, where he must apply these skills and new found knowledge in the real world, until an unsolicited and successful sexual experience is completed. A post experience interview would end each show, highlighting the obvious relief and new self-confidence found through the "School of Romance."*

## **"SCHOOL OF ROMANCE" EXPERTS:**

*We have initiated contact and gathered interest with the following experts, based upon their being at the top of their individual professions.*

**DANCE INSTRUCTOR - Shezronne Zaccardi** - Shezronne Zaccardi, is a dancer, teacher and choreographer of various ethnic dances. She finished a BFA in Dance at The Ohio State University. Reference: <http://www.youtube.com/watch?v=nzl-YODhsDM>

**FASHION EXPERT - David King** - David King, is an Editor-in-Chief of Social Culture. Social Culture is becoming the people's Vogue: dedicated to new independent artists, designers and talent. He studied at the University of Minnesota. Reference: <http://www.davidjwking.com>

**AESTHETICIAN - Daniela Belmondo** - Daniela Belmondo, the owner of Belmondo skin care studio in Vancouver and the creator of Belmondo organic skin care line. She offers a complete makeover to to get our student in touch with his body. Reference: [http://soundcry.com/vimeo/7833170/West\\_6th\\_Location#.UnPR6xaCIts](http://soundcry.com/vimeo/7833170/West_6th_Location#.UnPR6xaCIts)

**DATEOLOGIST - Tracey Steinberg** - Tracey Steinberg, is a dating coach and flirting expert who loves giving flirting and dating advice to single ladies and single men which helps them have the boyfriends or girlfriends of their dreams. Tracey will give our student the ability to understand the woman's psyche. Reference: <http://www.youtube.com/user/traceysteinberg>

**SEXUAL THERAPIST** - The most important expert and host figure of the show would be Dennis Hof, as the leader of the all-important sexual therapist directive. Dennis Hof would match the right Sex Therapist to the student each week the physical information to become a real romantic. It would be our intention to get the professional women at the ranch certified as sex therapist, which is both very quick and cost-effective. Certification Reference: <http://www.aasect.org/certification.asp>

## CURRICULUM OUTLINE

*This is the first roll out project developed by David Hauser and Brian Sutherland, and upon request, we will provide individual breakdowns for each of the shows in this series. Each show in the series will cover all of the following topics to take our male student to the high level whereby he can successfully navigate romantically and sexually in the real world. This will give him the education to date and find out what women's needs are to be successful at relationships.*

*First, our Virgin is going to be taught the fine art of dancing, a skill that any woman would die for in a man of her choice to have. Shezronne Zaccardi is going to give him dance lessons every day and on the seven day he will have the skills to wow a date. He will be required to practice at least 4 hours a day along with his other studies.*

*Fashion expert David King will then take him through the paces of looking and acting like a man with mannerisms that are required to wear the clothing that suit both his personality and demeanor. David will show him how to reflect his internal prowess and how to keep it at the forefront of his presentation. We feel that poise and charm are something a woman rarely sees in her pursuits to finding true love. David will make sure through his teachings that he will have the presentation and conviction of a real man.*

*Complete and up to date grooming are something commonly overlooked by most men. Aesthetician Daniela Belmondo has a complete product line called Belmondo Organic Skin and Hair Products. Belmondo is Italian for "Beautiful World." Beyond skin, hair and nails, treatments, Daniela is also going to help our student get in touch with his body mind and soul with Yoga and Meditation, finally allowing the internal goals and intentions to be accurately and ideally shown on the outside.*

*Dating expert Tracey Steinberg is going to teach about the psyche of a woman and the combination of chemical and biological mechanisms that initially brings two people together. The "Flirt Expert" will be arming our student with tips and answer questions about the art of dating. He will undergo comprehensive testing to determine his ability level to guarantee he has the traits and experience to be ready for real world testing.*

*The Sex Therapist, individually chosen by Dennis Hof, will teach the student the very important ideals behind foreplay; how to pace, be more confident, how to communicate in the bedroom, how to undress himself and his date. Features full anatomy lessons including learning the dynamics of a kiss, the finer details from touching toes to kissing earlobes and other erogenous zones.*

*This aspect features a five day program that will end in a night out at a mock restaurant at the brothel with music and dinner. The student will attempt to use his techniques to bed someone he has chosen from the brothel. For his "final exam" an unsolicited encounter with someone found at Match.com (ideal Co-Sponsor), will be highlighted through completion.*

## SERIES SUMMERY:

*Teaching young men about women is the goal of the program, but the reality is, it will be difficult for the students to grasp everything. First love and emotional bonding will be an issue that I am sure the show will contend with as this whole new world opens up for the student. Of course it will "seem" scoring in a brothel to be easy, but these women will be coached to make sure this student will achieve the skills that can carry over in the real world. So for the closing of the show we will show him at an unsolicited Match.com meet up where he will be using those new skills to actually have a real date and sexual encounter with what started as a stranger.*

## OPENING SEQUENCE:

A young man is out at a nightclub, obviously struggling to make unsolicited contact with a member of the opposite sex. Around him are plenty of young women dressed for a night out on the town. The young man, who is a virgin has no skills to begin talking to any woman, and he's spotted by Dennis Hof, who comes over to talk to him.

**DENNIS:** How old are you? Be honest, have you ever been with a woman?

**VIRGIN:** No, I'm not going to lie, I haven't

**DENNIS:** Do you think if you had some help, in the form of romance and sexual education, that you could seal the deal with the kind of woman you want?

**VIRGIN:** Yes

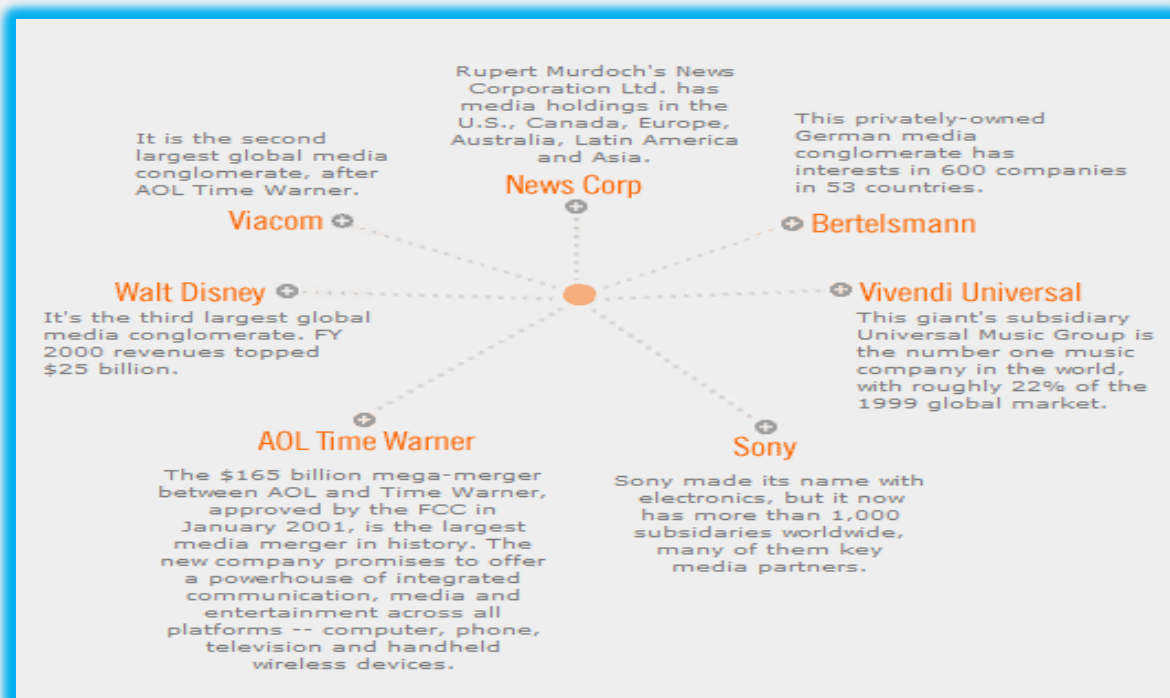
**DENNIS:** Welcome to the "School of Romance" son.

**Roll in logo and theme music.**

Five graphic bios fly across the screen, beginning with "The Principal" Dennis Hof, the "Dance Instructor" Shezronne Zaccardi, the "Fashion Expert Instructor" David King, the "Aesthetician Instructor", Daniela Belmondo, and the "Dateologist Instructor" Tracey Steinberg. Dennis Hof then outlines the individual aspects of each show, through a "Principal Statement", focusing on common errors and misunderstandings found through his vast experience as an industry expert.

## CONGLOMERATE MARKETPLACE REALITIES

**WHY SHOULDN'T PLAYBOY BE ONE OF THESE CONGLOMERATES? ARE THEY NOT VERY MUCH LIKE DISNEY, FOR A DIFFERENT FORM OF CONTENT?**



Robert McChesney, a communications professor at the University of Illinois, has said, "The entertainment companies, which are a handful of massive conglomerates that own four of the five music companies that sell 90 percent of the music in the United States... also own all the film studios, all the major TV networks, all the TV stations pretty much in the 10 largest markets. They own all or part of every single commercial cable channel."

He went on to explain that these companies look at the teen market as part of a massive empire that they are looking to "colonize" and make money from, and the weapons they use to accomplish this takeover are their films, music, books, CDs, Internet access, clothing, amusement parks, sports teams.

The PBS series Frontline aired an episode called, "The Merchants of Cool." This show revealed some of the forces that have been swaying us consumers for years, and directing millions of dollars every day towards specifically chosen products.

The show revealed that corporations use focus groups and pay some companies (up to \$100,000) to help them discover what's cool on the streets. Why? They want to be the first to know the trends so they can ride them and leverage them to promote and sell their products.

While they didn't talk about content marketing directly, it's not hard to realize they were revealing, in essence, the content strategies of the seven media giants. The Truman Show movie with Jim Carey greatly emphasizes this notion, as in the movie, his decisions were influenced by others. Products were placed into his life. They manufactured experiences and ways to control him. And here's the crazy part, he didn't even realize it!

What if our lives were a little closer to this reality than we think? In "The Merchants Of Cool," Frontline explained there are seven enormous companies that are responsible for selling nearly all of youth culture (and really, all culture).

These are the true merchants of cool: Newscorp, Disney, Viacom, Universal Vivendi, AOL/Time Warner, Bertelsmann, and Sony.

## REALITY TELEVISION STATISTICS

Reality Television is producing some pretty shocking and eye-opening statistics:

- *According to Medical Procedure News, reality television is attributing to cosmetic surgery procedures with more than 9.2 million procedures performed as result of people watching these shows*
- *Americans spend 1/3 of their free time watching television and of that 67% are reality shows*
- *The number of shooting days for reality TV in Los Angeles rose 53% last year, making up about 40% of all on-location production*
- *Of the 240,000 entertainment jobs in Los Angeles, 30,000 are tied to reality television*
- *Reality TV episodes have increased to 57% of all television shows that can be found on your screens*
- *In 2000 there was only 4 reality television shows, by 2010 there were more than 320 reality shows.*

## A WIDE-OPEN STREAMING MARKETPLACE

Instant streaming is changing the distribution paradigm, reducing costs of distribution by up to 70%. Hulu alone, the privately held Internet streaming TV service, generated about \$695 million in revenue in 2012 and finished the year with more than 3 million paying subscribers, the company's CEO said on Monday.

The company's revenue increased 65 percent from 2011, Chief Executive Jason Kilar said in a blog post on the company's website. Subscribers to its paid service, Hulu Plus, doubled from a year ago to 3 million. Hulu Plus costs \$7.99 a month, the same price as the Internet streaming service offered by its biggest rival, Netflix.

The company said it invested more than \$500 million in content in 2012 and now offers 50,000 hours of video. It also said it has more than 1,000 advertisers. The company said it tripled its paying subscribers for its TV service in Japan without providing specifics.

Hulu started five years ago primarily as a free site for users to catch up with many of their favorite shows on broadcast television. It is now building its own library of original content in a bid to stand out from competitors such as Netflix Inc and to attract advertising dollars. Netflix, the current leader in Internet movie and TV streaming, said it had 25.1 million U.S. subscribers at the end of September.

## REALITY SHOW STATISTICS

B = percent of people who say they watched Survivor

C = percent of people who say they like/love reality TV shows

Age	B	C
18-29	50%	68%
30-49	44%	44%
50-64	50%	34%
65+	32%	32%

We can then see from the 24 shows listed there were only actually five media companies that owned the shows. Viacom owned 25% of the shows, leading the pack. Disney owned 1/6 of the shows; News Corporation owned five of them, all broadcast of Fox. GE and Time Warner shared the smallest niche of the reality television market owning 1/12 each. PBS had two shows but is not owned by one entity and is governed by Congress, cornering 8.3% of the market.

These Include:

<b>Broadcaster</b>	<b>Show Title</b>	<b>Owner</b>
ABC	The Mole	Disney
ABC	Making the Band	Disney
ABC	Who Wants to be a Millionaire	Disney
CBS	Survivor-Australian Outback	Viacom
CBS	Big Brother	Viacom
CBS	Winning Lines	Viacom
CBS	Kids Say the Darndest Things	Viacom
FOX	Temptation Island	News Corporation
FOX	Boot Camp	News Corporation
FOX	COPS	News Corporation
FOX	America's Most Wanted	News Corporation
FOX	Greed	News Corporation
NBC	XFL	General Electric
NBC	Twenty-One	General Electric
WB	PopStars	Time Warner
MTV	The Real World	Viacom
MTV	Road Rules	Viacom
MTV	Real World/Road Rules Challenge	Viacom
E!	Fashion Emergency	Disney
PBS	Frontier House	
HBO	Greenlight	Time Warner
UPN	Chains Of Love	