

NEWSMOVIE

A RE-IMAGINATION OF INFORMATION AND NEWS
INFORMATION IS THE NEW ROCK N ROLL, IT'S WHAT DRIVES MODERN CULTURE



INFORMATION IS THE NEW ROCK N ROLL

And it's what's driving the culture of the New Mainstream. An information starved audience disenfranchised from the cliché ridden and outdated style of news that prevails on all platforms. Possible is a radical re-imagination of video news in sync with the eyes, ears and brains of the 21st Century. Newsmovies...*not* a news cast. It's a cinematic and dramatic view of the World at the moment rooted in credibility and extreme creative that screams the 21st century spirit of the streets.

Brilliant graphics married with a cerebral soundtrack, intelligent writing and programming delivers “mass appeal intelligence” that will generate fans...not simply users. It's High IQ/Low BS.



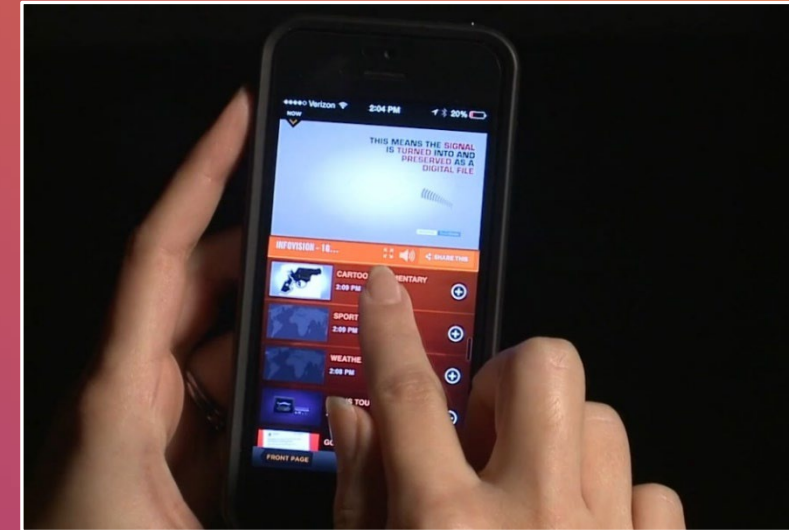
OVERVIEW: THE OPPORTUNITY TO LEAD THE FUTURE OF NEWS

We are in a historic time of change. While technology, art and industry are rapidly evolving, news and information is choked by dated, clichéd, biases and presentations out of sync with the New American Mainstream in 2021. NewsMovie can change that. It's more than a business, information is a way of life.

- Video News has not evolved in over 60 years, still focused on the anchor driven and clichéd news-desk visuals at a time when America's New Mainstream of 16-44 year olds is reimagining our culture are tradition resistant streaming and social media focused consumers.
- NewsMovie has flushed the TV News playbook and created a futuristic visual, sonic and intelligence based presentation. Fast moving, editorially unbiased, cleverly written and in sync with the realities of 2021 without reference to news tradition. Not a news "cast" but a ***newsmovie of the world at the moment.***

OVERVIEW: THE OPPORTUNITY TO LEAD THE FUTURE OF NEWS

- NewsMovie is dramatic and noticeable. So different it will cut through tradition and create a paradigm shift in information consumption. Aggressively programmed 24/7 and targeted 16-44, the demographic with a 96% daily smartphone use (source: Pew research) to create the next generation of news fans...not merely users.
- NewsMovie is to information what game changing artists like The Beatles were to music. Original, fan generating, high integrity and in harmony with the era.
- As proven time and again, the networks and big media are too traditional and bureaucratic to create noticeable change, and the opportunity to be the futuristic, radically new, rebel-against-the-news-playbook and unbiased information force is now. **This revolution will be televised....**



THE NEWSMOVIE STYLE

ADVENTUROUS - INTELLIGENT - CEREBRAL
STREET-WISE - GLOBAL - SONICALLY
POWERFUL VISUALLY POWERFUL -
COLORFUL ENLIGHTENING - COOL

Honest information for a truth starved planet,
presented in glorious cinematic video and
immersive sound.

NewsMovie's presentation DNA is based on
Eye-Ear-Brain that presents information in a
stunningly original, and enlightening way:

[Click here to view a 3 minute demo video!](#)



EYE: Impactful, beautiful, engaging
visual images and video. Cinematic
magic delivered to screens of all sizes.



EAR: Rich, dynamic, transformative
sound that tells stories, sets the mood
and elevates production values.



BRAIN: Mass appeal intelligence
that inspires, transports and
engages views on 2021 terms.

NEWSMOVIE IS MULTI-DIMENSIONAL

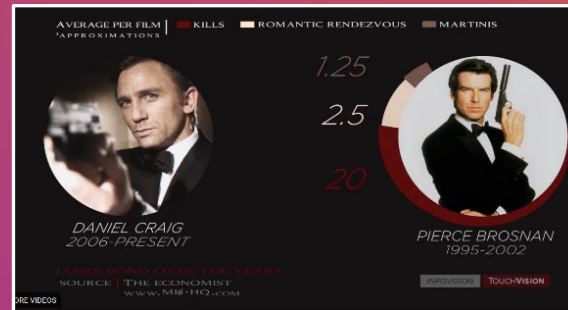
NewsMovie incorporates a wide range of styles to inform, educate and engage. A complete departure from the existing “TV news playbook.” NewsMovie is the new playbook ...for all screens.

Multi-dimensional story telling using every imaginable audio and visual source to elevate the presentation.

Including:

- Up to the minute current footage from all of the major news bureaus
- Retro footage
- Cool animations and info graphics
- A five million song archive of music and sound

NewsMovie is a multimedia *experience*



WHERE MAGIC IS MADE: THE NEWSMOVIE PRODUCTION CENTER

Envision a central facility that combines a credible news gathering hub, a state of the art creative oasis and is powered by a hand-picked A-list team that marries journalistic excellence with the power of technology, extreme creative and the desire to change the world through information, capable of:

- Delivering ultra-high quality NewsMovies 24/7 via modern multimedia production, technology and systems balanced with the human touch to create an exciting, but soulful and warm experience. (see capex tab/appendix II in budget for equipment specifics)
- Generating breaking news, high traffic ongoing stories, deep dives on important topics and fascinating informational pieces
- Maintaining industry high production values, compelling writing, and eye-ear-brain audio/visual magic 24/7
- Combining complete interactivity with multi-dimensional storytelling to create a two way experience. Totally localized using the Secure Broadcast VML technology

NEWSMOVIE



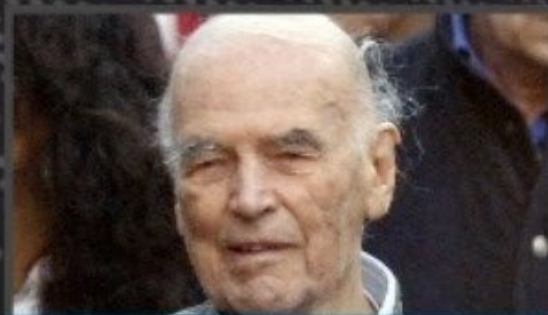
SENATE DEAL

FELONIOUS
MONK

REDSKINS

TouchVision's
DECONSTRUCTING
THE
NEWS

THE NATIONAL DEBT



NAZI WAR CRIMINAL



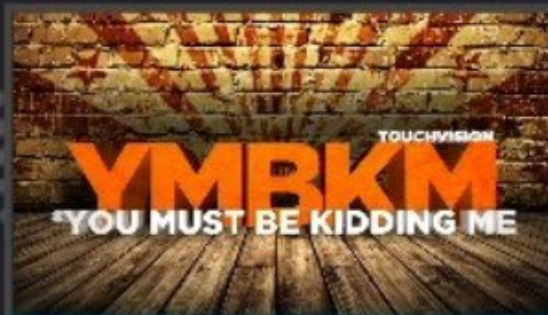
FIRED FOR HIGH-FIVE



MRS. ASSAD IN PUBLIC



GUMMY BEAR GUY



N. KOREA SKIING

NEWSMOVIE BENEFITS

Being first-in with the next generation of information and news presentation is a one-time opportunity of massive scale:

- No other streaming service, carrier or internet media operation carries strikingly original news programming, opting to carry “more of the same” traditional services. ABC, CNN, FOX, ad naseum. The solution isn’t in more news, it’s in better news that strikes a chord with the New American Mainstream, whose content is as modern and revolutionary as the devices that carry it.

- Utilize the NewsMovie image as a vehicle to create fans out of users, as NewsMovie is created to generate magnetic fan appeal. In many ways, NewsMovie is the information equivalent to the launch of MTV in 1983. People will “want” their NewsMovie. **Information is the new rock n roll.**
- Newsmovie will heighten social media profiles as our content will be shared on TikTok, Instagram, Facebook. Many of NewsMovie stories are created for virility.
- NewsMovie will be a vehicle to engage major brands for sponsorships and advertising.

NEWSMOVIE BENEFITS

- A robust financial plan with strong forecasted medium and long term results.
- The NewsMovie target audience is a bullseye with the highest users of smartphones. (source: Comscore)
- NewsMovie's strong personal connections to the entertainment industry will facilitate interactions with credible celebrities and artists.
- Newsmovie is in harmony with modern innovation:
Innovative, gutsy, open and honest
The culture, environment and disruptive (good) thinking.
Forward thinking. Not afraid to pioneer new ideas



- NewsMovie segments can easily be repurposed for airing on local news broadcasts as many segments are “trademark” features that can work in multiple on air environments

THE DIGITAL NEWS OPPORTUNITY

Reaching 16-44 with Information and News is among the most studied events in modern media. While a quick search will render a wide range of data, some key takeaways are:

- "There's no mistaking Young People's appetite for news, seeking unbiased information primarily from online and mobile rather than mainstream TV sources" (Nielsen Report)
- "The traditional anchor and opinion based news holds little appeal to younger viewers" (Pew Research)
- "15-44 year olds spend 34% of their awake time viewing online streaming TV" (Columbia University Study)



Our test programming in Chicago at TouchVision, showed outstanding reaction to NewsMovie style production (see appendix IV)

THE CULTURAL IMPACT OF NEWSMOVIE

NewsMovie will create a culture bending scenario, blending credibility and circulation with NewsMovie's wildly fresh approach to information and news.

- NewsMovie will add another innovation dimension to the brand image by addressing and delivering the hole in the market for modern, credible and unbiased information.
- NewsMovie will compliment technology with extreme creative, focused on presenting the world at the moment in a way that will resonate. Bending culture. Changing the paradigm for information.



THE NEWSMOVIE TEAM

Led by Lee Abrams, a co-founder and chief programming officer of XM Satellite Radio, and creator of the first economically viable FM radio formats. Hands on consultant and programming designer to MTV, NBC News, ABC/Disney, Swatch, Rolling Stone and career advisor to many of the world's top musical artists.

- NewsMovie is managed by an A-list team with successful histories at companies including Sony, CBS, ABC and XM. Talented specialists that make media magic.
- An economically prudent group of future thinkers who live to create Passion, Character and Muscle that repeatedly romances new generations of consumers with new ideas. *Innovation rather than tradition driven. Focused on victory.*



NEWSMOVIE FINANCIALS

A complete five year financial plan will be sent separately. Our team stands ready to evaluate. A condensed overview:

	YEAR 1	YEAR 2	YEAR 3	YEAR 4	YEAR 5
Gross Profit	3,266,000	24,965,900	50,602,800	96,187,667	153,008,685
Costs	25,903,017	35,947,965	42,061,853	49,778,747	64,952,738
EBITDA	(22,637,017)	(10,982,065)	8,540,947	46,408,920	88,055,947



APPENDIX SECTION OPENING TABLE

I. RESPONSES TO KEY QUESTIONS

II. BUDGET PLAN / FINANCIALS

III. DATA ON THE PRODUCTION STYLE

IV. ADDITIONAL NEWSMOVIE INSIGHT

APPENDIX I: RESPONSES TO KEY QUESTIONS

DATA SECURITY/SOVEREIGNTY:

NewsMovie plans on protecting data in flight and data at rest. We will protect data in flight by employing asymmetric encryption combined with secure transport protocols TLS 1.2 (Transport Layer Security). We will protect data at rest using SSE (Server Side Encryption) as well as TLS/SSL (Transport Layer Security/Secure Socket Layer) and S3 object lock. Servers will employ UEFI secure boot and secure start up, immutable silicon root of trust, TPM, and chassis intrusion detection. In addition data at rest storage systems will employ FIPS 140-2 level 2 self-encrypting drives with on board key management using XTS-AES 256 data encryption key.

On the subscriber side we plan to utilize Secure Broadcast's VML (Video Markup Language) which allows the real-time convergence of data and video on the user's device. VML technology is unique in that it only pulls data from the database in real-time, displays it in the video and then sends it back. The video that converges with data in real time remains fully GDPR / data compliant as the data is never stored with the content.

APPENDIX I: RESPONSES TO KEY QUESTIONS

BIAS FREE:

One of the key focuses of NewsMovie is that we see and aggressively act on a growing opportunity to serve news that delivers facts and all sides of a story. Legacy news organizations, including the New York Times, have abandoned that position in favor of advocacy, or worse, persuasion. Cable news channels have purposefully turned into news talk channels, where anchors are now hosts, and begin their hour by telling you what they think about the news, and not the news itself. Virtually every hour of CNN programming starts this way.

We will quickly add the exception is breaking news, where disasters – natural and man-made, are so overwhelming as they are happening that CNN and others revert to fact-based reporting.

Another way to impress our viewers is the time we spend time debunking all the false (“fake”) news circulating, with franchises like “Oops” “News Hell” and “We Regret our Error” which all directly attack the inaccurate information being presented by the news media, locally, nationally and globally. We pride ourselves as being the independent voice which debunks fake news, conspiracies and inaccurate reporting.

APPENDIX I: RESPONSES TO KEY QUESTIONS

KEY TO ENSURING A BIAS FREE ENVIRONMENT INCLUDE:

- Careful hiring. On request, we will provide our hiring plan document illustrating the recruiting and hiring process aligned with our culture.
- Aggressive training program as NewsMovie is driven by production not politics. On request, we will provide our 100 Day plan which outlines early training milestones. Non-bias is built into the cultural DNA.
- NewsMovie is driven by dramatic production rather than politics or traditional newsroom thinking. The entire organization is a production oriented one that happens to be producing news in a vastly different approach than a traditional news operation. We operate at the intersection of information credibility, content responsibility, and extreme creative where typical newsroom biases and M.O. are non-existent.
- UGC is rigorously filtered and held to the same standard as our internal production. We screen for authenticity, quality and relevance.

APPENDIX I: RESPONSES TO KEY QUESTIONS

KEY TO ENSURING A BIAS FREE ENVIRONMENT INCLUDE:

- We tell both sides of the story, and quite aggressively, rather than avoiding tough polarizing topics and traveling into the vanilla zone of average.
- There are checkpoints along the entire production sample as we use a team approach in creating non-breaking stories most vulnerable to opinionizing. Everyone who touches a story is instructed to eliminate any potential biases.

We stress the value of being "quiet professionals," detached enough to see things with a wider lens, instead of getting caught up inside the news media machine. The rundown below illustrates the production points where bias can be detected:

APPENDIX I: RESPONSES TO KEY QUESTIONS

RAPID DEPLOYMENT OF RESOURCES:

Stories we produce are identified in editorial meetings that happen multiple times a day. (In the case of true emerging crisis, we would not publicly use the clichéd phrase ‘breaking news’- but there is a “fast team” that further streamlines this process for very fast response stories). The key to fast, efficient operation is both a clear hierarchy and seamless collaboration that is rehearsed until it has machine-like efficiency. **An “X” indicate the bias filter points** which is reviewed through the production process and by a minimum of 4 sets of eyes, each trained to look for bias.

The procedure, streamlined for quick efficiency includes these elements as led by the executive producer and managing editor team:

APPENDIX I: RESPONSES TO KEY QUESTIONS

- X Outline story pitch to be built into a NewsMovie. Managing editor approves
- X Review first draft of script with senior writer: make any necessary adjustments
- X Managing editor: Approves the content and non-bias of final draft of script, send to e(s), graphic designer(s), narrator(s) etc.
- X Producer discusses project overview with editor(s)

This method has been thoroughly tested in real-time, real life at TouchVision, the precursor to NewsMovie.

- X Executive producer: Reviews first draft of graphics to assure they're in sync with editorial focus, non-bias, and adds suggestions as needed
- X Executive producer: Review first cut from editor(s), adjust creative and editorial if needed
- X Executive producer: Review final cut of story from editor(s)
- X Executive producer: Approve for broadcast and ingest to CMS

APPENDIX I: RESPONSES TO KEY QUESTIONS

CONTENT SOURCES:

NewsMovies are built from a variety of sources, all identified and archived in our CMS database for quick and easy access by our team. All team members are trained on what's available and how to use it effectively in our programming. Some of it is licensed, some is available through fair use regulations, some we produce in-house, and other sources we access through credit/attribution. We are constantly adding new resources to this database.

For licensed original music, we primarily use these providers:

- Warner/Chappell Music
- Free Music Archive
- Rumblefish
- Originally created sound
- Sfx libraries

For video assets, we primarily use licensed and/or credited, the following content providers:

- CNN's International News Syndication
- Reuters
- Associated Press
- BBC Worldwide (extensive assets across multiple platforms)
- RFE
- Storyful
- Videezy
- Pond5
- There are considerable assets available through Fair Use/Open License services.
- Internet Archive.org
- Vintage Ad Browser Archive
- Open Culture
- Coronet Films
- Centron Films
- Encyclopedia Britannica Films
- Tiktok, YouTube
- And several hundred more we have bookmarked

APPENDIX II: BUDGET PLAN / FINANCIALS

Financials sent separately.

APPENDIX III: DATA ON THE PRODUCTION STYLE

18-44 MOBILE DEVICE USERS, CHICAGO. RESEARCH OVERVIEW

What did you think about the overall production quality of the news stories that you just viewed?

You have just seen a several examples. Is this a news, information and entertainment service that you would be likely to watch?

How do these stories compare overall to those you have seen on other web sites or television news outlets?

	Disliked	Neutral	Liked	Total
The Use of Music	7.65% 15	34.69% 68	57.65% 113	196
The Use of Graphics	3.06% 6	21.94% 43	75.00% 147	196
The Use of Video	2.02% 4	21.72% 43	76.26% 151	198
The Writing	3.09% 6	35.05% 68	61.86% 120	194
The Narrators	3.11% 6	27.46% 53	69.43% 134	193

Answer Choices	Responses
No	8.50%
Yes	91.50%
Total	200

Answer Choices	Responses
Not as interesting	8.43% 7
About the same	40.96% 34
Better	50.60% 42

APPENDIX III: DATA ON THE PRODUCTION STYLE

	Not Interested	Somewhat Interested	Interested	Extremely Interested	Total	Average Rating
Politics	14.98% 40	26.22% 70	32.58% 87	26.22% 70	267	2.70
World News	4.41% 12	15.81% 43	34.56% 94	45.22% 123	272	3.21
Entertainment	23.46% 61	35.77% 93	26.54% 69	14.23% 37	260	2.32
Weird News	21.59% 57	30.68% 81	32.58% 86	15.15% 40	264	2.41
Fashion	60.32% 152	26.19% 66	7.94% 20	5.56% 14	252	1.59
Travel	32.41% 82	32.41% 82	24.51% 62	10.67% 27	253	2.13
Health & Fitness	18.15% 47	38.22% 99	31.66% 82	11.97% 31	259	2.37
Culture (music, films, books, etc)	13.36% 35	31.30% 82	34.35% 90	20.99% 55	262	2.63
Gaming	54.33% 138	24.41% 62	11.81% 30	9.45% 24	254	1.76
Autos	39.37% 100	36.22% 92	14.57% 37	9.84% 25	254	1.95

	Not Interested	Somewhat Interested	Interested	Extremely Interested	Total	Average Rating
Local News	5.82% 16	17.82% 49	40.36% 111	36.00% 99	275	3.07
Weather	5.84% 16	12.77% 35	43.80% 120	37.59% 103	274	3.13
Sports	28.68% 76	24.53% 65	30.19% 80	16.60% 44	265	2.35
National News	3.99% 11	16.30% 45	39.86% 110	39.86% 110	276	3.16
Science/Technology	5.90% 16	22.88% 62	39.85% 108	31.37% 85	271	2.97
Human Interest	10.90% 29	32.33% 86	39.10% 104	17.67% 47	266	2.64
Crime	13.58% 36	32.83% 87	36.60% 97	16.98% 45	265	2.57
Money	15.77% 41	37.69% 98	30.77% 80	15.77% 41	260	2.47
Relationships & Sex	33.07% 84	38.98% 99	18.90% 48	9.06% 23	254	2.04

APPENDIX IV: ADDITIONAL NEWSMOVIE INSIGHT

FOR ADDITIONAL INFORMATION
REGARDING THE NEWSMOVIE THINKING:

Lee Abrams MediaVisions Posts on TV Video News

[CLICK HERE](#)

THE NEWSMOVIE
REIMAGINATION MEMO:

The Possibilities of Imagining a New TV News

[CLICK HERE](#)

A SHORT VIDEO ABOUT NEWSMOVIE:

[CLICK HERE](#)



The logo features the text 'lee abrams' in a light blue, lowercase, sans-serif font. Below it, 'media' is in white and 'visions' is in white, both in a lowercase, sans-serif font. A stylized blue 'V' shape is positioned between 'media' and 'visions', with a blue circle above it. A large, blue, swoosh-like graphic element extends from the top right of the 'V' across the top of the 'visions' text. The background is a gradient from orange to purple with abstract geometric shapes.

lee abrams
mediavisions

www.leeabramsmediavisions.com