



DC CREATORS SERIES



GENERAL OVERVIEW



DC CREATORS SERIES

Over the past three years, over one million videos have been uploaded to YouTube that feature characters and properties in the DC universe. While the subject matter and quality runs a wide range, this content's volume and corresponding engagement proves that creators have a strong affinity with the world of DC as well as a deep hunger to generate content for it.

Much of the content found in this category could be characterized as "fan film." The fan film is a relatively recent phenomenon that has emerged in concert with the rise of the independent creator movement on YouTube.

In most cases these independent film makers lack the access or resources to connect with the franchises they are celebrating. It can feel as though there is an impenetrable wall between these two sides. We want to break down this wall.

Machinima finds itself at this very intersection of fandom and franchise and has the unique ability, audience reach, and talent network to harness the best of this unprecedented creator movement.

It's time to take fan films to the next level.

The DC Creator Series is an unscripted reality competition show devoted to identifying the best undiscovered talent and welcoming those film makers into the DC family. It will represent a groundbreaking partnership between DC, Blue Ribbon Content, and Machinima that will finally bridge world class franchises with the world's best young talent.

DC CONTENT ON YOUTUBE



DC
ENTERTAINMENT™

	YOUTUBE		DC ENTERTAINMENT TV CHANNEL	
	# VIDEOS	# VIEWS	# VIDEOS	# VIEWS
BATMAN	556K	4B	223	23M
CATWOMAN	12K	136M	11	284K
THE FLASH	19K	149M	41	3M
GREEN ARROW	7K	51M	13	2M
SUPERMAN	148K	2B	103	6.4M
WONDER WOMAN	13K	107M	37	1M
GREEN LANTERN	15K	115M	57	318K
AQUAMAN	8K	44M	10	205K
JUSTICE LEAGUE	18K	246M	67	9M
JOKER	109K	712M	9	117K
HARLEY QUINN	10K	87M	10	282K
TOTAL	915K	7.647B	581	45.606M

Source: Tubular Intelligence; 2/1/12 – 1/31/15

SERIES STRUCTURE



The DC Creator series features the best up and coming creators in an unscripted reality competition resulting in one winner achieving the ultimate dream - an actual job within the halls of DC.

Step 1 - Sourcing:

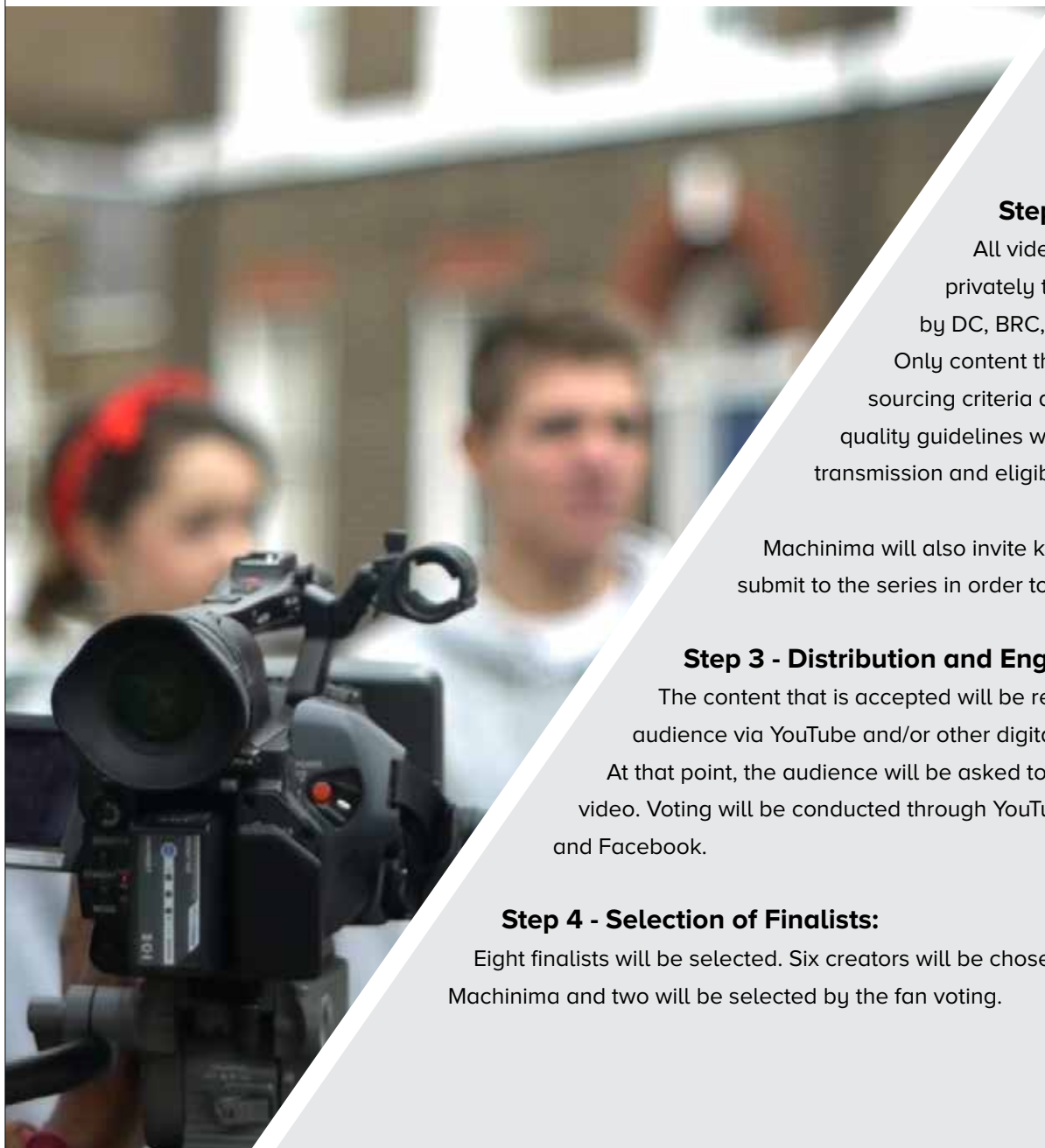
On behalf of DC, Machinima will send a message out to the creator community inviting film makers to submit short form content in consideration for the series. The outgoing call to action will include very specific parameters and guidelines as to what can qualify under this program.

These parameters can include but are not limited to:

- 1) Specific characters
- 2) Run time
- 3) Deadline
- 4) Inclusion or exclusion of specific franchises, brands, or skews in the DC universe.

The submitted content can come from any creator and within any genre. Drama, action, comedy, live action, animation etc...

SERIES STRUCTURE



Step 2 - Curation:

All videos will be submitted privately to be reviewed jointly by DC, BRC, and Machinima.

Only content that A) satisfies the sourcing criteria and B) meets the strict quality guidelines will be considered for transmission and eligibility.

Machinima will also invite known quality talent to submit to the series in order to ensure quality results.

Step 3 - Distribution and Engagement

The content that is accepted will be released to the Machinima audience via YouTube and/or other digital distribution platforms.

At that point, the audience will be asked to vote for their favorite video. Voting will be conducted through YouTube likes, Twitter, and Facebook.

Step 4 - Selection of Finalists:

Eight finalists will be selected. Six creators will be chosen by DC, BRC, and Machinima and two will be selected by the fan voting.

SERIES STRUCTURE



Step 5 - The Competition:

The eight finalists will compete against one another in various rounds of missions and challenges. All stages of the contest and series will be overseen by a designated panel of DC ambassadors will act as judges form week to week.

Each episode one contestant will be eliminated from competition until it is down to two finalists.

Step 6 - The Winner

One creator will be selected as the winner by the panel of judges. He or she will then be welcomed in to the DC family with a creative apprenticeship and be given the opportunity to live out every fan's dream; work alongside, learn from, and perhaps even collaborate further with the talent behind the most beloved entertainment franchises of our generation.

As DC's direction the show will create an actual position within the company, paid for out of the budget of the show, that will allow the winner to experience the many facets of the creative development and production behind the best comic brand in the world.

POSSIBLE CASTING

THE HOST

The DC Creator series will be hosted by someone who embodies equal parts talent and fandom. They will be the consistent presence throughout the show that checks in with each of the contestants and helps drive the action forward. Examples include:



Kevin Smith



Chris Hardwick



Patton Oswalt

THE JUDGES

Three judges will star in the series and will be responsible for guiding contestants through challenges as well as selecting eliminations and the show's eventual winner.

Each judge will represent a unique specialty of the DC brand. Examples include:



Geoff Johns



Jim Lee



Gail Simone

POSSIBLE CASTING *(CONT'D)*

GUEST STARS

From time to time in the series, special guest stars will join the show as added mentors for the contestants. Examples include:



Zack Snyder



Christopher Nolan



Greg Berlanti



David Nutter



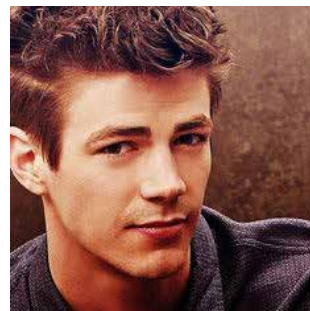
Ben Affleck



Robin Lord Taylor



Brandon Routh



Grant Gustin

THE CONTESTANTS

Each of the eight contestants will represent a wide range of ages, backgrounds, skills, and expertise. They will all have one thing in common - an uncompromising love of DC and the stories and characters within.

Contestants could include:



Wayside Creations



Batinthesun



Clinton Jones



Mars Rising

SEASON FORMAT

7, 10 minute Episodes

Additional side content can include video diaries, content created as part of the challenges.

EP 1 - Writing in a character's voice

The characters of DC are some of the most well known and beloved heroes in pop culture. Their mythologies are rich and it has taken decades to form many of them into the people they are. This creates a huge challenge to write in the voice of these characters in a credible while also unique way. This episode will bring us back to basics as the creators are asked to write original narratives in the voice of their favorite characters. No doubt this will prove much harder than it seems.

EP 2 - Stunts/Fight Choreography

At their best fight sequences and the stunts within them can tell a story, drive intensity, and be beautiful all at one moment. At their worst these sequences can feel tired and derivative. It takes a very specific talent to elevate the fight sequence to an art form. This episode will separate the pros from the amateurs in this area as the stakes are raised with a real budget and schedule in addition to professional stunt people on set. The clock is ticking and the producers are watching. It's time to kick ass.



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EP 3 - Working from a page sequence

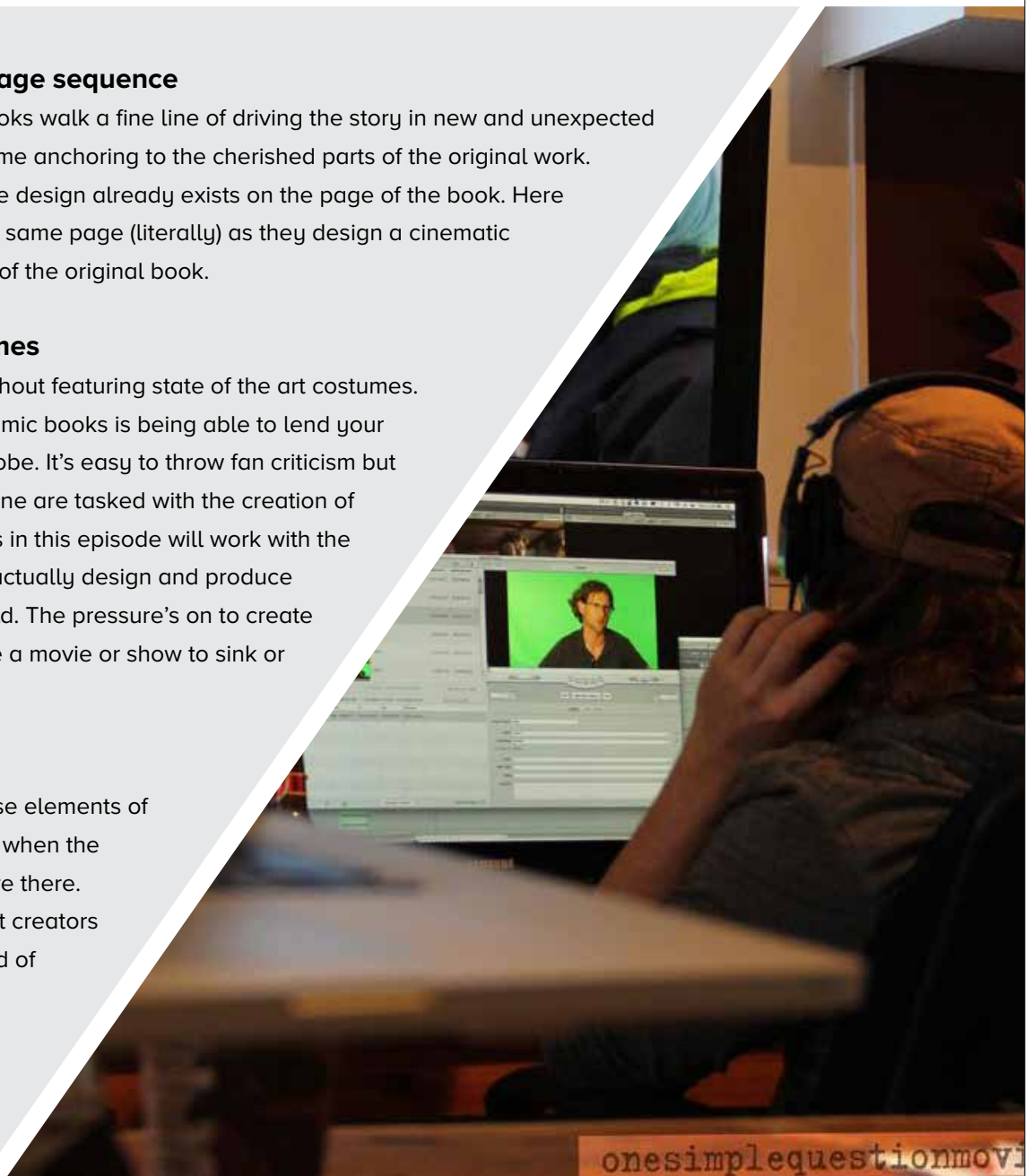
Film adaptations of comic books walk a fine line of driving the story in new and unexpected direction while at the same time anchoring to the cherished parts of the original work. Sometimes the best sequence design already exists on the page of the book. Here the creators will all be on the same page (literally) as they design a cinematic scene based on the art work of the original book.

EP 4 - Wardrobe/Costumes

You can't have a DC hero without featuring state of the art costumes. Part of the fun of adapting comic books is being able to lend your own vision to the hero wardrobe. It's easy to throw fan criticism but it's a bit harder when you alone are tasked with the creation of something dynamic. Creators in this episode will work with the best wardrobe designers to actually design and produce new costumes in the DC world. The pressure's on to create the very thing that can cause a movie or show to sink or swim from square one.

EP 5 - Visual Effects

Visual effects are one of those elements of film making that is at its best when the audience never knows they're there. Many of today's independent creators are very adept with the world of VFX and are able to deliver unprecedented results on minimal budgets. But it's now time to take it all



SEASON FORMAT

to a higher level. This episode is going to rip the characters from their DIY comfort to a green screen set complete with one hundred crew members waiting for their direction.

EP 6 - **Inventing characters**

The universe of DC is stock full of amazing characters who inhabit real breathing worlds. But now it's time to add to that world with a brand new character designed from the ground up by our creators. This episode will allow us to explore the fascinating question of what it means to be a DC character. The winning character could then be officially adopted into DC.

EP 7 - **Final test - The Full Short**

It's finally down to two finalists. They've battled hard through challenge after challenge and have successfully navigated a crash course in film making in the world of DC. But now the stakes are at their highest as each creator is tasked with developing and producing a full short film. Each film maker will be able to recruit from past contestants to form their team and it will all culminate in a full premiere of their shorts in front of a packed audience. They've worked their whole lives for this moment. Now it's time to sit back and enjoy their work...and hope others do as well.

