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RE>DIRECT®

THE NEXT
AMERICAN CLASSIC SERIES

Created by Sami Ansari & Theodore C. Nevins III

hotrockpictures

RE>DIRECT®

THE>LOGLINE

Music legends are called upon to revisit the injustices of their horrific hit-single music videos, and RE>DIRECT them the way they originally should have been done!

THE>TREATMENT

Toto's *Africa* is one of music's all-time greatest Pop anthems played by DJ's and radio stations worldwide daily. The video is painful to watch and torture for the band to remember. Creatively, it was a comedy of errors, and you wouldn't believe the obscenely large budget. The band has been embarrassed since the video's release but never had a chance for redemption.

RE>**DIRECT** will become a classic American TV series in which every episode a legendary band like Toto reunites and recreates a world class hit video the way it originally should have been done. A multi-camera docu-reality crew will follow the process of reproducing a hit music video.

The first season will be hosted by a music icon, such as Dave Grohl, Sir Richard Branson or even Johnny Depp! As if it were his idea, the Host will choose and call upon the RE>**DIRECT** guest artists. The Band and Host will watch the original music video with robust laughter while sharing untold stories surrounding the original production. Our Host then introduces the band to a world renowned music video director and together with a \$1,000,000 budget, they conceptualize an all-new video that will shine through the ages.

The guest band goes into video production exposing the audience to a *Making The Video* experience, sharing all Behind The Scenes of a big Hollywood shoot. If one of the band members is no longer with us, the Director will invite a mainstream replacement i.e., Bruno Mars, Adam Lambert, Lady Gaga, or whoever best fits the role.

The final act of each episode will bring all of the characters together unveiling their feelings and emotions during the world premiere of their new hit music video! RE>**DIRECT** will create multiple seasons working through the most remembered hit songs, first of the 1980's in Season 1, then the 1990's in Season 2, Season 3 will open up to all decades current and past spinning off into multiple genres. Seasons 4, 5, and 6 will take on a life of their own as RE>**DIRECT** will bring old bands back on tour, and will merge all the artists into a 360° marketing deal.

THE>HOST

The front man for the Foo Fighters and former drummer of Nirvana, Dave Grohl, is one ideal choice to host Season 1 of RE>DIRECT.

As a filmmaker himself, Grohl also directed a critically acclaimed, award winning, feature music documentary *Sound City*, and directed and appeared in the Emmy Award winning HBO series *Foo Fighters Sonic Highways*. With his creative character, quick-witted humor and rock and roll edge, Dave Grohl would be a perfect host for RE>DIRECT.

THE>ARTISTS POOL



SEASON ONE

TOTO
Waves

BUGGLES
Video Killed the Radio Star

EDDIE MONEY
Take Me Home Tonight

MEN AT WORK
Down Under

ASIA
Heat Of The Moment

RICK SPRINGFIELD
Jessie's Girl

MEN WITHOUT HATS
The Safety Dance

SALT-N-PEPA
Push It

BLONDIE
The Rapture

VANILLA ICE
Ice Ice Baby

SURVIVOR
Eye of The Tiger

A FLOCK OF SEAGULLS
I Ran

JOURNEY
Seperate Ways

THE ROMANTICS
Talking in Your Sleep

THE GO-GO'S
Our Lips Are Sealed

GARY NUMAN
Cars

KIM CARNES
Bette Davis Eyes

MARKY MARK
FEAT: THE FUNKY BUNCH
Good Vibrations

THE > DIRECTOR POOL

Below is a pool of Director's including their prior work, that could be chosen to RE>DIRECT each episode.

Spike Jonze

Colin Tilley

Mark Romanek

Jonas Åkerlund

Chris Milk

Michel Gondry

Dave Meyers

Hannah Lux Davis

Anthony Mandler

Sami Ansari

Dean Karr

Jake Nava

Floria Sigismondi

Wayne Isham

Chris Cunningham

Anton Corbijn

Joseph Kahn

Fat Boy Slim, Beastie Boys, Weezer, Björk

Justin Bieber, Chris Brown, Mary J Blige

Nine Inch Nails, Lenny Kravitz, Madonna

U2, Lady Gaga, Maroon 5

Audioslave, U2, Kanye West, Green Day

Daft Punk, White Stripes

Missy Elliott, Kendrick Lamar, Brittany Spears

Miley Cyrus, Demi Lovato, Nicki Minaj

Rihanna, Eminem, Lana Del Ray

Cypress Hill, Puddle of Mudd

Dave Matthews, Marilyn Manson

Beyoncé, Shakira, Pink

Katy Perry, Sheryl Crow

Guns N' Roses, Metallica, Aerosmith

Madonna, Apex Twins, Björk

Nirvana, Metallica, Depeche Mode

Korn, Taylor Swift, Backstreet Boys

ACT>ONE (The pilot episode)

Toto, who produced the questionable music video for their smash hit *Africa*, will be the guest stars in the pilot episode for RE>DIRECT. Visualize the opening scene where music icon, Dave Grohl, pulls up in the latest model Tesla (we're thinking corporate endorsement) and walks into a mansion. Cut to Grohl relaxing at a pool overlooking LA with an open Macbook playing Toto's *Africa*, and laughing to himself.

In the first act of every episode we'll show Dave Grohl choosing the musical artists and the video that he must see RE>DIRECT'ed! In this pilot episode, Dave with all his music industry connections, will be seen on his cell phone calling the lead band member of Toto, and offer to RE>DIRECT thier video with a \$1,000,000 budget! The invitation will be made for the artists to be guests at the mansion, meet the rockstar video director, and conceptualize the new video production.

Spike Jonze who is well known for directing music video with Daft Punk, Fatboy Slim, Weezer, Beastie Boys, and Björk, will be the music video director for Episode 1. He was a co-creator and executive producer of MTV's *Jackass* and is currently the creative director of Vice Media Inc. Jonze will most definitely RE>DIRECT a masterpiece for *Africa*!

Imagine the comedy that will unfold as Toto, Spike Jonze, and Dave Grohl together view the old *Africa* video and ruthlessly critique it. Not only will this be a funny scene, it will be fascinating to see the band's character arc some 30 years later! One should only remember the great successes of the VH1 show *Where Are They Now?* and how that show capitalized on the same character arcs.

ACT>TWO (The pilot episode)

ACT>TWO begins with the director and the band brainstorming the new video concept. Jonze will go over his treatment and storyboards to help the audience pre-visualize how he plans to execute the new idea.

In every episode of RE>DIRECT a charitable sub-story will be introduced in ACT>TWO. The band will find a charity of their choice and a 5% of the music video's budget will be donated. Toto in this case, might decide to show up at a *Breast Cancer Charity Event* and meet survivors who idolized the artists and the song *Africa*. They embrace, sign autographs, and have a photo session before presenting the check to the organization.



ACT>THREE

(The pilot episode)

ACT>THREE takes the audience directly to the location of the music video set. In the vein of MTV's hit show *Making The Video* we see the cameras, the lights, the action and the performance as the video comes together. The audience is exposed to all the tricks and technical achievements accomplished on a music video set.

All ages will be compelled to watch! Most importantly, the audience can deeply understand the mind, personality, and creative genius of the music video director. ACT>THREE of RE>DIRECT will have all the same compelling elements of *Making The Video* and much more!

In the final scene of ACT>THREE, the host invites all of our characters back to the mansion to view the world premiere of their new RE>DIRECT video. Also in attendance will be close friends, family and charity characters. The show closes with the cast reacting emotionally to the entire RE>DIRECT experience!

THE > NETWORK

HBO®

HBO will be the ultimate network for RE>DIRECT! Artists will be able to speak freely with limited censorship and it doesn't hurt to have 127 million paying subscribers! Our partners, Therapy Studios currently produces *Foo Fighters Sonic Highways* an Emmy Award winning music documentary series featured on HBO.

If however, HBO is not interested there are numerous other original content creators such as Netflix, Amazon, SHOWTIME, HULU and STARZ that are all jockeying for the next blockbuster original series!

NETFLIX hulu starz
amazon SHOWTIME

hotrockpictures

RE>DIRECT®

THE > CREATORS

Sami Ansari is an American Director and Photographer with more than 25 years of experience in the motion picture industry. After receiving his BFA from the Academy of Art in San Francisco, he moved to LA and spent a large part of his career in the music industry. Sami had the opportunity to work for every major record label including Virgin Records, Island Def Jam, Universal, Interscope Records, and Columbia.

Sami spent thousands of hours working intimately with artists such as Dave Grohl, Foo Fighters, Paul McCartney, Gwen Stefani, Katy Perry, U2, Mary J Blige, and Jennifer Lopez to name a few.

Additionally, Sami worked on over 50 music video sets alongside the world's top music video directors such as Joeseeph Khan, Dave Meyers, Dean Karr, and Chris Milk. Currently he is the Director of **hotrock** pictures, a creative-video and photography agency based out of WPB, Florida.



Theodore C. Nevins III spent 27 years in the finance and securities industry stationed in New York, Tokyo, Hong Kong, and Beijing. He worked for several notable American Investment Banks such as Merrill Lynch, Lehman Brothers and Bear Stearns.

Ted has since moved into building entertainment enterprises as an investor and Chairman of the Board with A.P.N.G. Enterprises, Inc., which owns NEW-GEN Universe comic books, published by MARVEL Entertainment LLC. The next phase will be the production of a film slate.

Ted and the founders will engineer A.P.N.G Enterprises into a dynamic social media company with businesses in Video Games, Toys, and Virtual Reality.

In addition, he is involved with project development and capital acquisition as an Executive Producer at **hotrock** pictures.

THE>PRODUCTION COMPANIES

hotrockpictures will be the umbrella production company hired by RE>DIRECT Enterprises, LLC. Therapy Studios will be the production company that produces the television series and Riveting Entertainment will be the production company that will produce the music videos that will be featured on the show.



hotrockpictures
TV Series Production

hotrockpictures LLC will be the umbrella production company for RE>DIRECT. Director Sami Ansari and Executive Producer Theodore Nevins will lead the franchise and retain creative authority over the final cut.



THERAPY
STUDIOS

THERAPY STUDIOS
TV Series Production

Therapy has created work for clients that include the likes of Google, Pepsi, Audi, Activision, Kia, and Apple Beats, as well as music videos for OK GO, The Red Hot Chili Peppers, Soundgarden, and the great Gnarl Barkley. Therapy has also made a name for themselves in the entertainment industry, producing the feature documentaries *Sound City* and *Transcendent Man*, as well as the HBO's docu-series *Foo Fighters Sonic Highways*.



RIVETING ENTERTAINMENT
Music Video Production

Riveting Entertainment is amongst the most actively contracted Music Video Companies in the industry producing Lady Gaga, Chris Brown, Nicki Minaj, Mary J Blige and many others. They have conquered the music video industry for about 10 years and there are few companies that have acquired billions of views on YouTube and various music video channels.

THE > BUDGET

The Pilot episode asking cost is \$2,300,000
with the following breakdown:

TV PRODUCTION	\$500,000
START UP COST	\$300,000
MUSIC VIDEO PRODUCTION	\$1,000,000
TALENT - HOST	\$100,000
TALENT	\$100,000
SHOW RUNNER + LEGAL	\$300,000
TOTAL	\$2,300,000

THE > REVENUE

Initial Investors will own equity in the entire RE>DIRECT Television series franchise holding company. RE>DIRECT will not only produce a new hit music video for the selected bands but also will engineer a complete re-launch for these artists through social media, marketing, and touring, thus, encompassing a 360° marketing deal.

With a new concert series in Las Vegas at the end of each season, fans will be lining up to see the legends performing live. RE>DIRECT is destined to be a hit with multiple seasons and limitless marketing opportunities.

The RE>DIRECT TV series will be in millions of households worldwide with an audience that spans generations. The enormous online distribution opportunities for the music videos, digital downloads, behind the scenes videos and virtual reality tours will invite and engage the audience online to experience never before seen content.

THE>RATIONALE & TIMING

Today, we live in a world where MTV no longer shows music videos, there is no “Making of” experience, no “Behind the Music”, and not until recently on HBO are there real compelling music documentaries. We don’t know who the artists are, and worse, we know nothing about the directors who create these videos. Audiences are completely disconnected to the entire creative process behind the music video art form.

RE>DIRECT will reconnect audiences with their nostalgia for the ultimate music video experience. This program is a story of redemption which strikes at the core of every man, woman and child. RE>DIRECT combines love, comedy, charity and Rock n’ Roll to confront the unfortunate conditions in today’s world. In fact, it is none other than music itself that motivates, inspires and lights up our brain through most everyone’s life journey.

The show will be syndicated and franchised worldwide in multiple languages with their own RE>DIRECT’ed iconic music videos.