

DO YOU HAVE A SCARY IDEA FOR A PARANORMAL SERIES? THEN BLUE ANT MEDIA WANTS TO HEAR FROM YOU!

Blue Ant Media is looking for its next hit paranormal series for **T+E/ and HauntTV's** global free streaming channel. Please send creative proposals by November 17, 2023.

The chosen project will receive a paid CMF development phase (to be contracted by December 1, 2023) – exact deliverables to be determined based on the project.

WHAT WE ARE LOOKING FOR:

- *The eventual series could be a long-running, returnable series that comes back year after year.
- *It could be episodic or start as a stunt, one off or 2 x 60 special but has the legs to grow into a long running series.
- *The project helps define our T+E/HauntTV brands: Bingeable, scary content for viewers who believe in the paranormal. The project can be reversioned easily to work well for both Canadian and international audiences.
- *Delivers on our brand promise of providing the adrenaline rush of being scared, and reinforcing the belief in the paranormal and another realm.
- *Our viewers come because they like being scared and like watching true stories of shocking paranormal events that have happened to real credible people. They look to these stories to reaffirm their belief in the paranormal.
- *The content does not: mock the paranormal, debunk the paranormal, laugh at or jest with the concept of ghosts, or discredit what witnesses are saying about their paranormal experiences.
- *We have experimented with "Psychic" and "Medium" shows in the past – they have not succeeded and are too soft.
- *Target audience skews female 25-54
- *Our viewers like the suspense, scares and cadence more reminiscent of the horror genre, focusing on ghosts. They are intrigued by the sinister/dark side of the after-world.

*Shows are pacey, delivering jump scares every 2-3 minutes and the story beats and layers to support that and hold the audience.

*a snappy title

*Premise has a hook and an organizing principle that allows for a large volume of stories that can sustain many seasons. Consider a premise with urgency, that is buzzy and publicity friendly

*Qualify as a CMF documentary and Canadian Content

POSSIBLE EDITORIAL DIRECTIONS:

*Two main approaches have worked for us in the past 1/ Present tense investigations with exciting characters in the paranormal world, preferably diverse ghost-hunters and paranormal investigators or 2/ Docu-drama – we are open to new approaches as well

*Unique access to underrepresented communities/groups

*Unique access to haunted locations

*Exploring famous ghost stories – what is the new lens ?

*Investigations using fresh technology, cameras, ghost hunting tech or visual POV

*New sources of real narrative devices: videos, audio recordings

*Partnering with existing Horror/Paranormal IP and or famous directors and authors in this genre

EXAMPLES OF HIT SERIES ON T+E/ Emblematic of the brand:

Haunted Hospitals

Hotel Paranormal narrated by Dan Akroyd

A Ghost Ruined My Life with Eli Roth

Help My House is Haunted

Paranormal Caught on Camera

Paranormal Survivor

PROPOSALS SHOULD CONTAIN:

*Clear Concept: What is the series about? What is the hook?

*Show Approach: What is the visual style, what does it feel like, what is the narrative device?

*What makes it long running

*Sample stories *Potential experts/ interview subjects/access

If you have any questions – please contact: Sam Linton, VP Production and Development, Blue Ant Media. Sam.linton@blueantmedia.com