

# Enchanted Village

## **Animated content development proposal**

Devised by Cameron Chittock and Tony Skinner

## **Project overview**

The Enchanted Village animated content project has strong potential to become a global brand. We see the opportunity to create content for a TV series, digital and mobile content, a feature film as well as a strong commercial potential in the consumer products space.

The TV series will be designed as a 104 episode series with each episode running 11 minutes. This allows flexibility for broadcasters to either run as stand alone 11 minute episodes, or they can run two episodes back to back to fill the typical commercial half hour in a network program schedule. The volume of episodes will allow international broadcasters to more readily commit to the series.

The Enchanted Village animated content project will be developed for the 5 to 11 year old demographic as there is a strong demand for such content globally, and with the right treatment of characters and storyline, we will create a long-term and enduring strand of content which can be expanded to relevance in all media including digital, mobile, feature and consumer products.

Digital content will help support the main animated TV series and provide both online and mobile opportunities for the Enchanted Village.

The script for the stage musical provides a strong basis for the development of a feature length animation which would ideally be developed once the TV series has been produced and is being broadcast internationally.

## Strategic Plan:

## Headlines:

- Development schedule runs for 10 months
- Development team to be based in Sydney
- Broadcast pilot episode will be delivered at completion
- Ballpark cost of development is AUD\$1.5m

## Strategic Plan:

### Phase 1. Development

- A. Identify the target audience and market. Discuss and research how this market might best be served.
- B. Make recommendations about how the concept might need to be further developed in order to meet commercial requirements.
- C. Produce initial treatments based on this work for further discussion and analysis.
- D. Formulate what types of animated content might best serve the market. Produce further written material in the form of treatments, story outlines and sample scripts. In addition, develop a visual treatment for the identified animated content.
- E. Produce animated samples featuring some of the key characters and the world they live in. Complete market research using this material and further develop if required.
- F. Produce a pilot TV series episode. Complete market research on the material.
- G. Plan and budget a TV series.

### Phase 2. Production

Production can then commence on all or some of the above.

**Strategic Plan:** Development process and requirements at each stage

## Stage 1

- Identify the target audience and market. Discuss and research how this market might best be served.

### Tasks

Recruitment

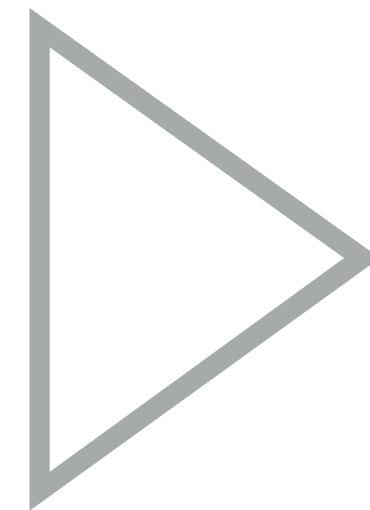
Analysis

Research

Consultation

Meeting

Reporting



### Staff requirements

Executive producer

Creative director

Writers

Distribution consultants

Researcher



### Weeks work

0.5

0.5

0.5

0.5

0.5



### Stage 1 cost

**\$7,500**

**Strategic Plan:** Development process and requirements at each stage

## Stage 2

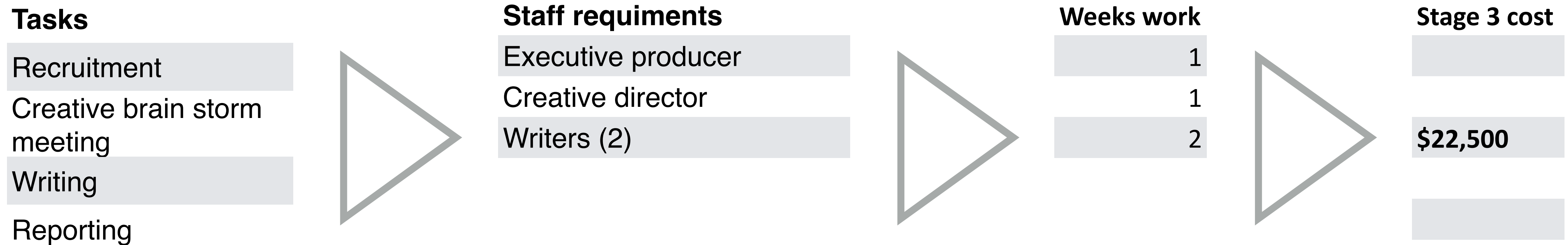
- Make recommendations about how the concept might need to be further developed in order to meet commercial requirements.

Tasks	Staff requirements	Weeks work	Stage 2 cost
Recruitment	Executive producer	0.5	
Analysis	Creative director	0.5	
Consultation	Writers	0.5	\$7,500
Meeting	Distribution consultants	0.5	
Writing	Researcher	0.5	
Reporting			

**Strategic Plan:** Development process and requirements at each stage

## Stage 3

- Produce initial treatments based on this work for further discussion and analysis.



**Strategic Plan:** Development process and requirements at each stage

## Stage 4

- Formulate what types of animated content might best serve the market. Produce further written material in the form of treatments, story outlines and sample scripts. In addition, develop a visual treatment for the identified animated content.

Tasks	Staff requirements	Weeks	Stage 4 cost
Recruitment	Executive producer	2	
Analysis	Creative director	2	
Consultation	Writers (2)	4	<b>\$81,000</b>
Meeting	Designer (2)	3	
Writing	Concept artists (2)	3	
Visual research			
Concept development			
Concept art			
Reporting			