



ROUGH COUNTRY

ACTION / CRIME / THRILLER

Based on the Mason novels
by Rex Holloway

STATUS: EYES ONLY

LOCATION: CONUS

MISSION CLASSIFICATION: RESTRICTED

LOGLINE

**A TORMENTED FORMER CIA-LINKED OPERATOR BUILDS
AN ELITE PRIVATE SECURITY FIRM, BUT FROM AN EXPLOSIVE HEIST IN DENVER
TO A HIGH-PROFILE EXTORTION RACKET AND CARTEL SABOTAGE IN TEXAS,
MASON IS FORCED TO CONFRONT THE VIOLENCE HE ESCAPED AS
THE WAR FOLLOWS HIM TO HIS OWN FRONT DOOR.**

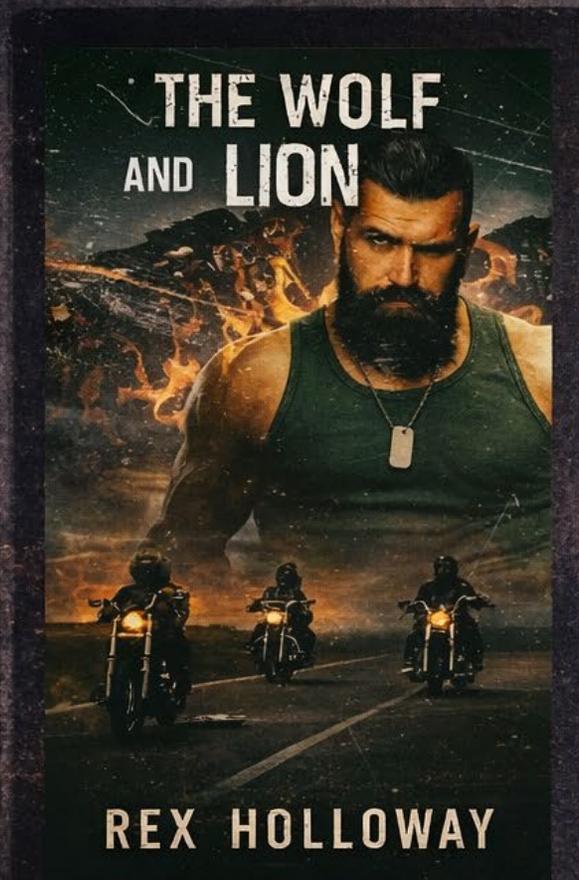
SYNOPSIS

After leaving a lifetime of covert war behind, Mason builds an elite private security firm to protect others from the violence that nearly destroyed him.

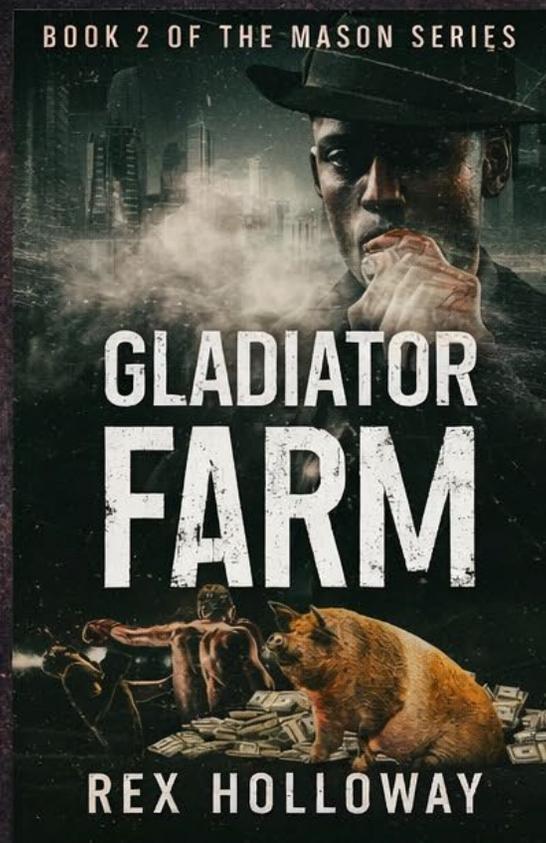
But routine domestic contracts spiral into a Denver heist, an extortion scheme targeting star athletes, and a cartel-driven sabotage campaign against Texas oil infrastructure—exposing a shadow economy where criminals, billionaires, and foreign interests operate beyond the reach of law.

As his company grows, so do the consequences of his past. A relentless rival draws Mason into an escalating conflict that tests his body, his faith, and his family—until the war he thought he escaped follows him home.

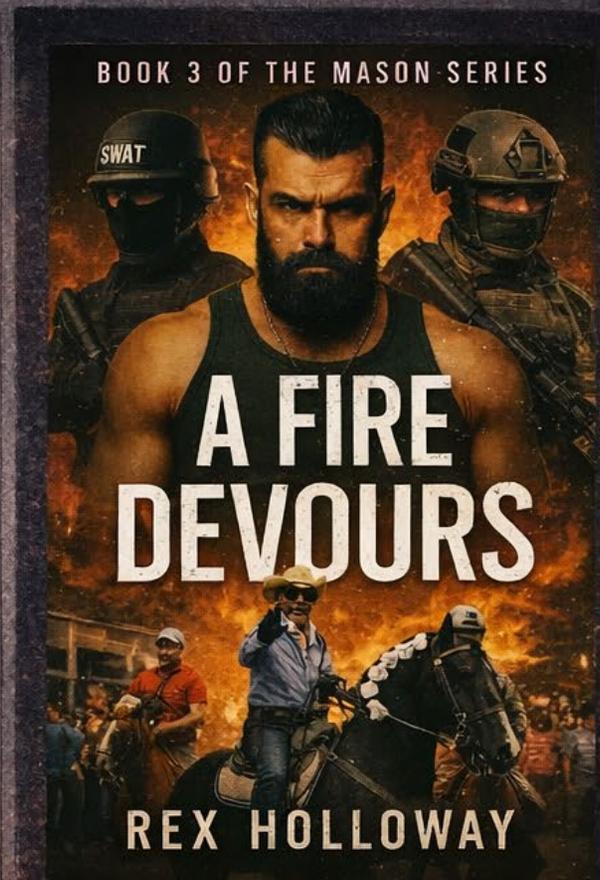
THE MASON SERIES



THE WOLF
AND THE LION



GLADIATOR
FARM



A FIRE
DEVOURS

WHY THIS STORY EXISTS

- The Global War on Terror created a generation of elite operators. The next story is what happens when they return to face the enemies at home.
- This story explores what happens when the same skills once used in covert wars are turned toward domestic threats
- It asks: What does a man built for war do when the battlefield follows him home?

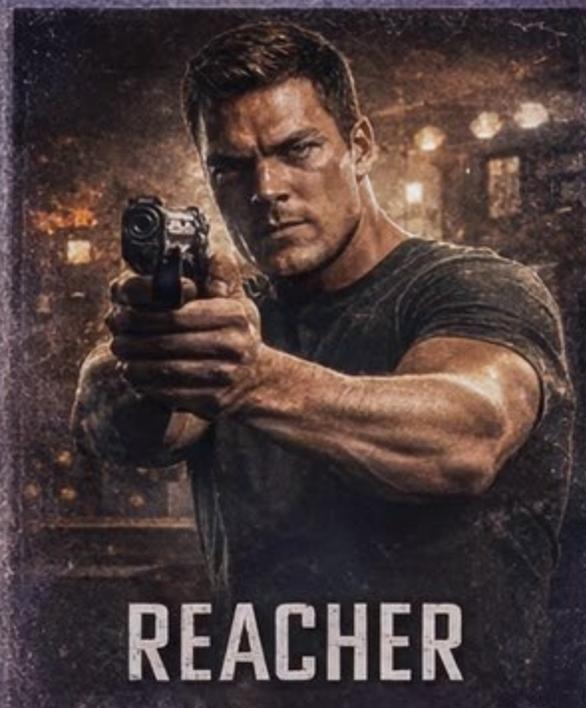
COMPARABLE SERIES



Military realism and the personal cost of violence carried home



Cartel power, moral corrosion, and state-level gray-zone conflict



Direct, physical action driven by competence, consequence, and confrontation

THE WORLD

- A modern American landscape where power and money invite danger
- Criminal networks and elite power brokers exploit the gaps between policing, intelligence, and military force
- Critical infrastructure—energy, logistics, transportation—has become a battlefield



KEY CHARACTERS



TRAVIS D. MASON

Mid-40s, Former Tier One operator turned private security executive.

- Highly competent, battle-hardened leader haunted by covert missions in Delta Force and the CIA
- Tries to live in peace, but the war never truly left him



RAGE

Former outlaw motorcycle club enforcer turned cartel sicario.

- Born in Quebec. Raised hard. Younger than Mason and far less restrained.
- Cold, obsessive, and violently vindictive, Rage does not operate by ideology or profit.
- He is trying to make Mason suffer.

MASON SERIES — CONFIDENTIAL



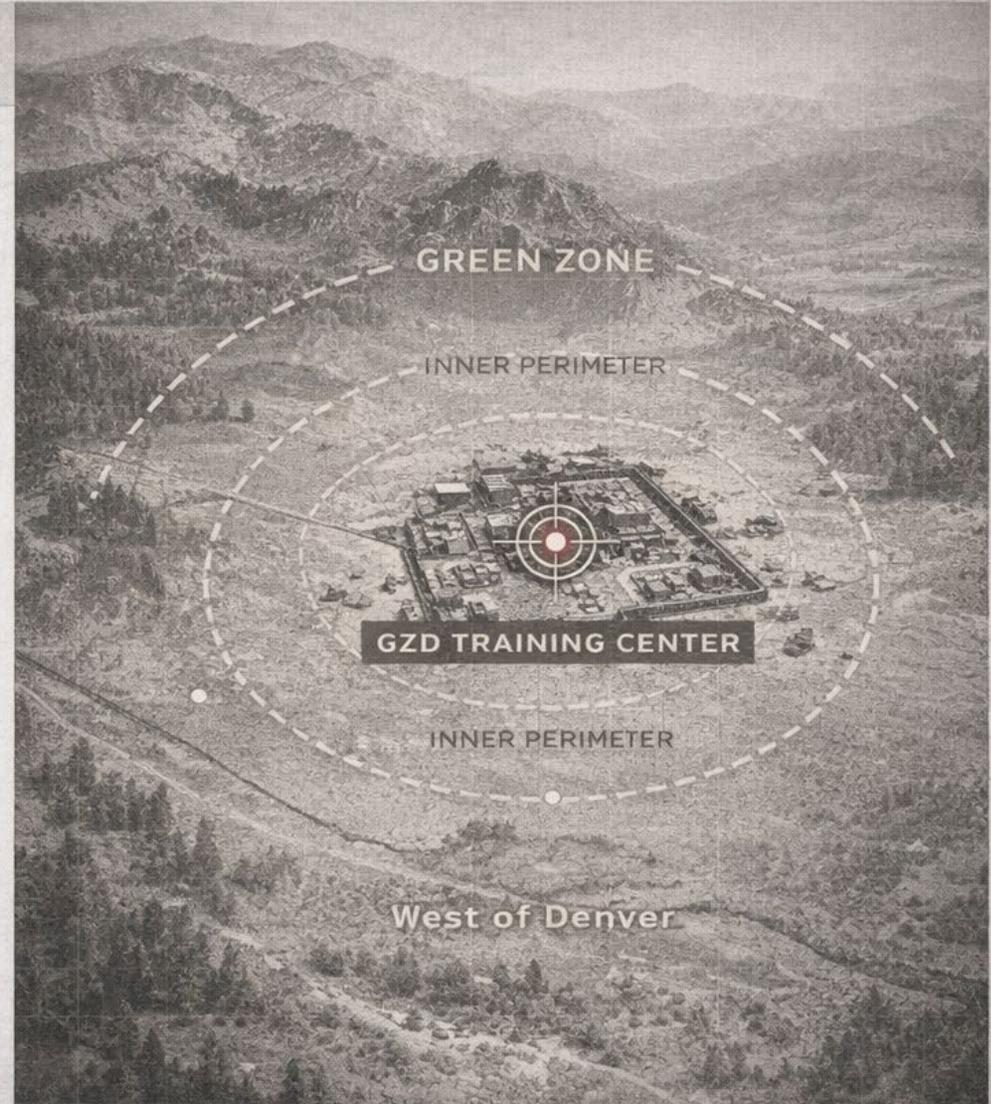
KIM WRIGHT

No-nonsense FBI Special Agent. Former Air Force Security Forces and Denver PD detective

- Tough, savvy, and methodical; leads with intellect, resolves with persistence
- Wife and mother; fiercely protective of her family.
- Mason's closest ally in law enforcement; pushes him to confront his demons without sacrificing her own edge

GREEN ZONE DEFENSE

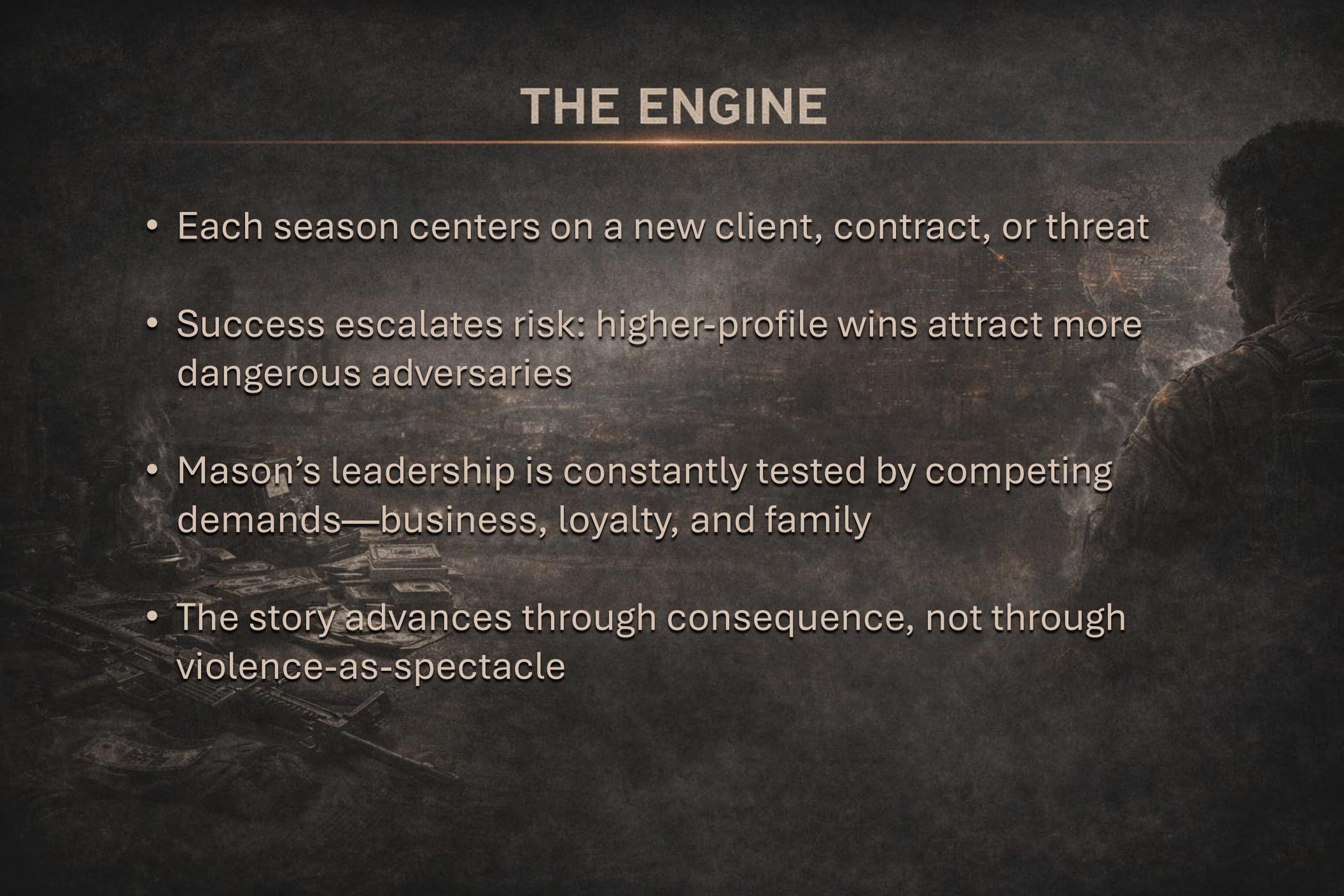
- An elite private security firm built by former special operations personnel
- Operates globally, protecting high-value individuals, assets, and infrastructure
- Exists in the gray space between law enforcement, intelligence, and the military
- Success brings exposure: the more the firm grows, the more dangerous its clients and adversaries become



THE ANTAGONISTIC LANDSCAPE

- International crime syndicates targeting major business interests
 - Criminal extortion networks targeting wealth, influence, and celebrity
 - Cartel organizations evolving beyond trafficking into sabotage and hybrid warfare
 - Prison gangs with outside reach, enforcing violence from behind walls
 - Foreign interests exploiting instability for leverage and deniability
 - A relentless rival tied to Mason's past, whose pursuit makes the conflict personal
- 

THE ENGINE

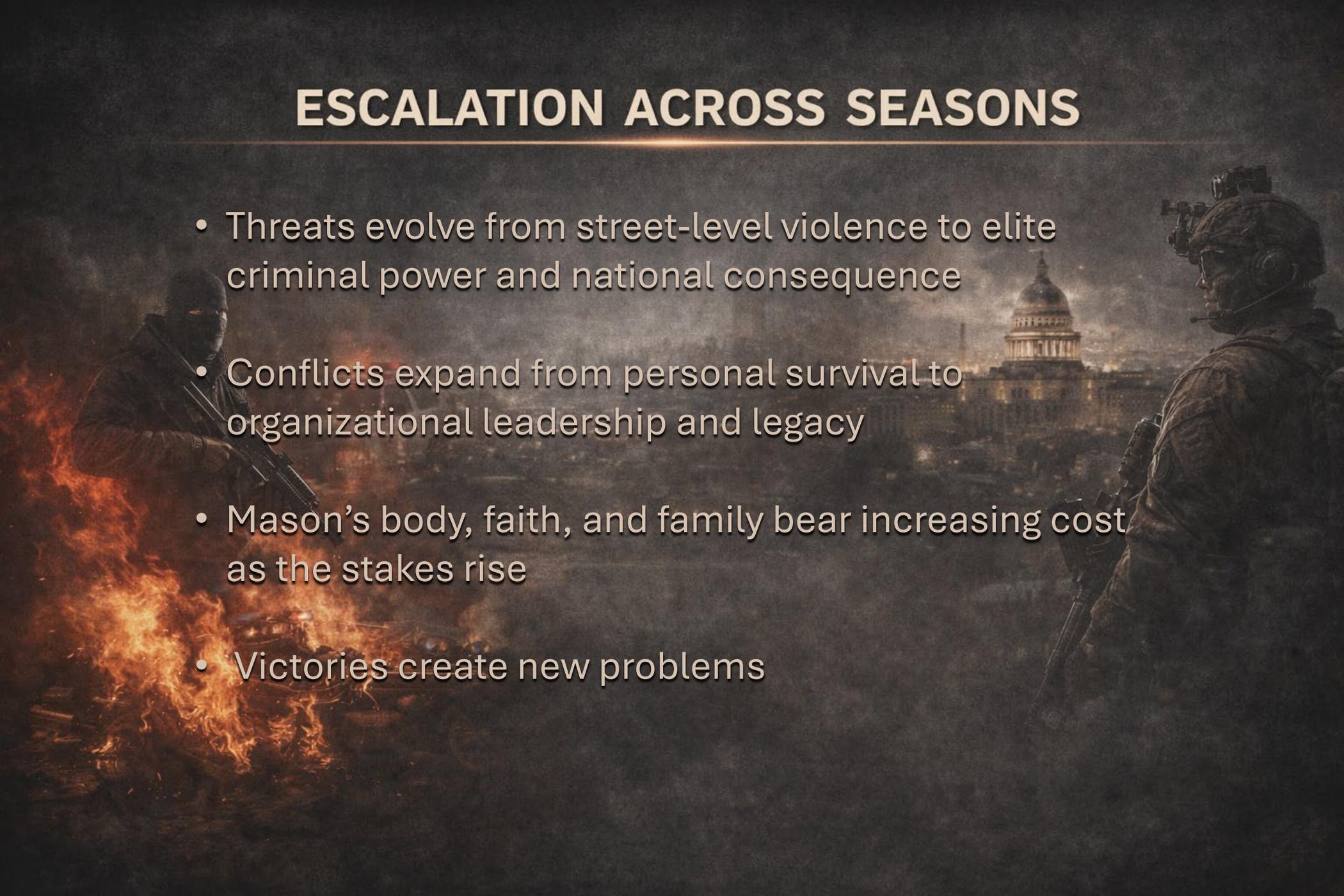


- Each season centers on a new client, contract, or threat
- Success escalates risk: higher-profile wins attract more dangerous adversaries
- Mason's leadership is constantly tested by competing demands—business, loyalty, and family
- The story advances through consequence, not through violence-as-spectacle

SEASON ONE FOCUS

- A brutal ambush drags Mason back into violence he believed he'd left behind
- Green Zone Defense is tested against an organized criminal network operating in plain sight
- Mason chooses disciplined service over self-destruction
- Violence restores order—but leaves scars that don't fade

ESCALATION ACROSS SEASONS



- Threats evolve from street-level violence to elite criminal power and national consequence
- Conflicts expand from personal survival to organizational leadership and legacy
- Mason's body, faith, and family bear increasing cost as the stakes rise
- Victories create new problems

THEMES

- Redemption through disciplined service
- Order imposed on chaos comes at a personal cost
- Self-mastery versus self-indulgence
- Competing moral systems collide in the criminal underworld

TONE

- Authentic, visceral, mature
- Action driven by consequence, not spectacle
- Violence is sudden and surprising
- Choices carry irreversible weight
- Tension builds from start to finish

LONGEVITY

- Consequences persist and reshape characters over time
- Designed for multi-season storytelling without procedural repetition
- Rotating clients and threats keep the world expanding
- Core rivalries and moral tension sustain gravity
- Series can scale from intimate personal stakes to international consequence

VIEWER DEMOGRAPHICS & RATINGS

ACTION/THRILLER STREAMING SUCCESS

~ Weekly Streaming Viewership Minutes

~6.6B



REACHER

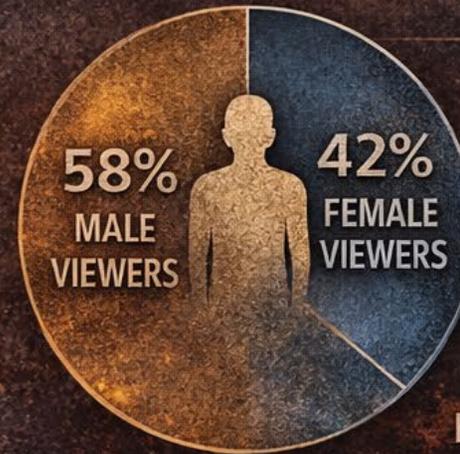
~1.6B



THE TERMINAL LIST

VIEWER DEMOGRAPHIC BREAKDOWN

58% of Reacher viewers were male



58% MALE VIEWERS

42% FEMALE VIEWERS

Action crime thrillers trending toward male adult demos—similar buyer base for Mason Series

NIELSEN VARIETY Adweek

AUDIENCE COMPARISON NOTES

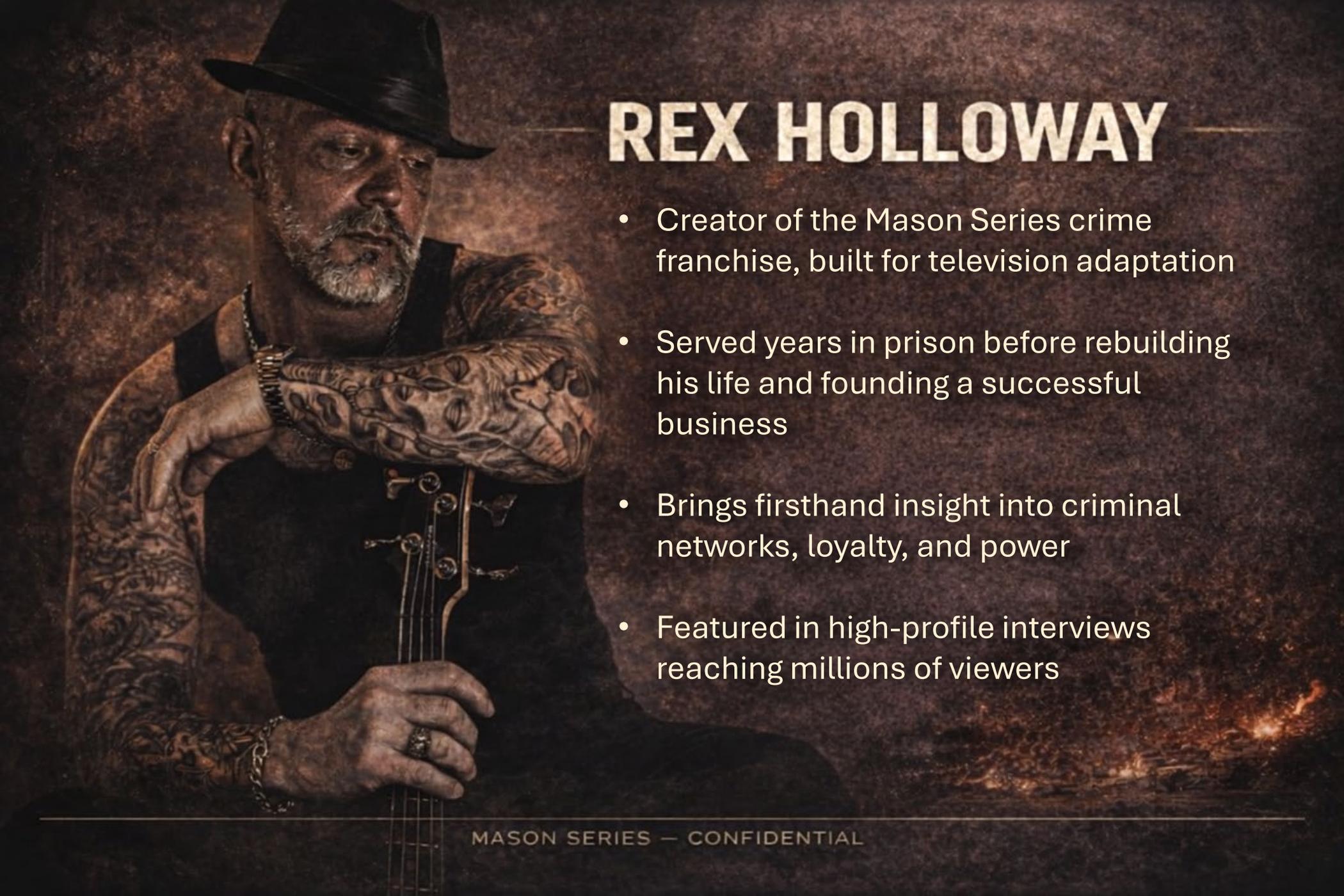
 **Reacher** remained a Nielsen top streaming title (3 seasons)

 **Terminal List** held heavy audience engagement and top ratings

 **VARIETY Adweek**

 **94% Audience Score**

 Both skew toward action-oriented adults, especially men 18-60—a core target for serialized thriller television



REX HOLLOWAY

- Creator of the Mason Series crime franchise, built for television adaptation
- Served years in prison before rebuilding his life and founding a successful business
- Brings firsthand insight into criminal networks, loyalty, and power
- Featured in high-profile interviews reaching millions of viewers