



# ROUGH COUNTRY

ACTION / CRIME / THRILLER

Based on the Mason novels  
by Rex Holloway

STATUS: EYES ONLY

LOCATION: CONUS

MISSION CLASSIFICATION: RESTRICTED

A man with a beard and long hair, wearing a tactical vest and holding a rifle, stands next to a dark truck at night. The truck's headlights are on, and a fire is visible in the background. The scene is dimly lit, with the primary light source being the truck's headlights and the fire.

LOGLINE

**A war-scarred former CIA operator joins a private security firm protecting Denver's booming cannabis industry, only to collide with a ruthless biker empire whose high-stakes heist pulls him back into violence.**

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## KEY INFO

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- **Based on a novel series with infinite expansion potential**
- **Created by a former gang member who spent years inside prison systems and understands crime, violence, and power firsthand**
- **Each season introduces new conflicts, locations, and adversaries**
- **Authentic criminal dynamics combined with cinematic action**

# THE MASON SERIES

MASON ORIGINS BOOK ONE

## THE WOLF AND THE LION



**REX HOLLOWAY**

MASON ORIGINS BOOK TWO

## GLADIATOR FARM



**REX HOLLOWAY**

MASON ORIGINS BOOK THREE

## A FIRE DEVOURS



**REX HOLLOWAY**



## **4.7★ Average Reader Rating**

**Readers call the series cinematic and fast-paced**

**“Reads like you’re watching a movie... non-stop action.”**

**— Verified Amazon Review**

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COMPARABLE SERIES

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**THE TERMINAL  
LIST**

Military realism and the  
personal cost of violence carried  
home



**SICARIO**

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



**REACHER**

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

# VIEWER DEMOGRAPHICS & RATINGS

## ACTION/THRILLER STREAMING SUCCESS

~ Weekly Streaming Viewership Minutes

~6.6B



REACHER

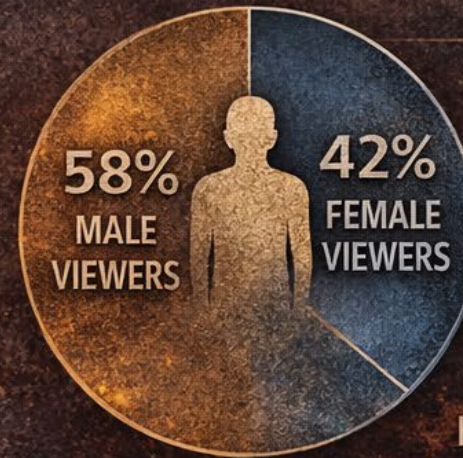
~1.6B



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

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# Pilot Breakdown

## ACT I – SETUP

- The pilot opens in a hostage standoff: Mason and Caleb face armed biker gang leader Raison outside Green Zone Defense.
- The story rewinds. In 1994 Montreal, young brothers Raison and Rage commit a disastrous theft that leads to Rage losing his hand.
- In present-day Denver, Mason works construction, broke and directionless. His ex-military buddy Benito recruits him to meet The Colonel, who is building a private security firm for the cannabis industry.
- After a confrontation with his employer over unpaid wages, Mason agrees to attend a shooting evaluation.

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# Pilot Breakdown

## ACT II – RISING ACTION

- At the range, Mason outperforms police, SWAT, and other veterans, impressing The Colonel and earning a job offer.
- Privately, Mason is drowning in debt and drinking to cope.
- Meanwhile, in Montreal, the Dead Wolves Motorcycle Club celebrate an MMA fight victory at a casino when tensions rise with rival club, Big Machine MC.
- Minutes later, a masked gunman assassinates club leaders Max and Wild Bill. Raison chases but fails to stop the killers.
- The Dead Wolves are left leaderless and vulnerable.



**A masked gunman executes club leadership in a crowded casino.**

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## Pilot Breakdown

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### **ACT III – ESCALATION**

- At the funeral, Raison claims Big Machine denies involvement and offers intelligence on the real killers. Despite suspicion, he and Bruno meet Tommy Boy, a Big Machine leader, who offers an alliance and blames a Pakistani drug network, providing a target as a peace offering.
- Back at the Dead Wolves clubhouse, Raison is voted president and installs his unstable brother Rage as VP. He presents a revenge plan to the club.
- In parallel, Mason sits alone in Denver, drinking and cleaning weapons, increasingly pulled back toward violence as his financial pressure worsens.

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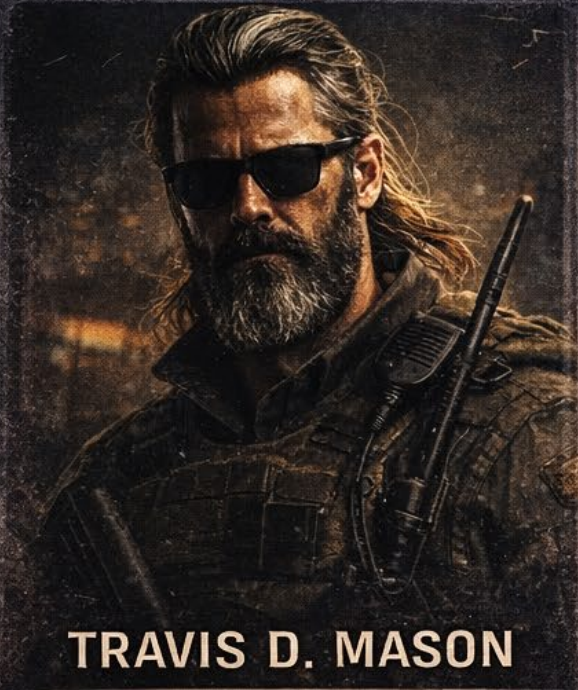
# Pilot Breakdown

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## **ACT IV – COLLISION COURSE**

- Raison executes the “revenge” plan: he murders a drug courier on a train, steals heroin, and coordinates a brutal assault on a stash house led by Rage. The attacks appear to avenge the club.
- But in a secret conversation with Tommy Boy later, the truth is revealed: Raison orchestrated the original assassinations with Big Machine to seize power for himself. The retaliation was merely a cover.
- With Raison in his pocket, Tommy Boy assigns the Dead Wolves a new mission: a major heist in Denver.
- Mason, out of options, accepts a job at Green Zone Defense, placing Mason and Raison on a direct collision course.

## 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

# THE WORLD

- A gritty, modern American landscape where businesses are under constant threat
- Criminal networks and elite power brokers exploit the gaps between policing, intelligence, and military force
- Critical infrastructure—energy, logistics, and transportation—is the new battlefield
- Antagonists include biker gangs, cartels, foreign spies, prison gangs, and more



## SEASON ONE FOCUS

- A brutal ambush drags Mason back into the violence he left behind
- Detective Kim Wright juggles a volatile case load while trying to raise a risk-taking teen boy
- Mason battles addiction but chooses discipline over self-destruction, emerging as a flawed but improving leader
- Raison is squeezed between his unhinged brother, a powerful crime syndicate, and his own ambition to control it all

# THE ENGINE

The background is a dark, moody scene. On the right side, the silhouette of a person's head and shoulder is visible, looking towards the left. On the left side, there is a table with a handgun and several stacks of money on it. The overall lighting is low, with some faint light sources creating a hazy, industrial or tactical atmosphere.

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



# REX HOLLOWAY

- Former gang member who spent years inside prison before rebuilding his life and founding a successful business
- Brings firsthand insight into criminal networks, loyalty, and power
- Featured in high-profile interviews with Johnny Mitchell and Michael Franzese reaching over a million viewers