

**Proposal: MJ Evolution TV Series****Presented by:** America's Next Investment (ANI)

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## Overview

America's Next Investment (ANI) proposes a strategic national and regional broadcast campaign to promote the **MJ Evolution TV Series** in partnership with **Global Ent (E-Coin), SPR, and Elite Exp International Group**. The initiative features two complementary campaigns:

1. **National TV Series** airing on Warner Bros. Discovery networks including the **Travel Channel**
2. **Local TV + Digital campaign** airing on **FOX affiliates** across Southern California and Las Vegas

These efforts will maximize both brand awareness and investment visibility for **E-Coin** while supporting the MJ Evolution stage show.

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## Local FOX TV + Digital Campaign (SoCal & Las Vegas)

**Objective:** Build regional awareness for MJ Evolution and drive early adoption of E-Coin through consistent exposure in high-density entertainment markets.

**Components:**

- **Long-Form TV Feature (30-min)**
    - Weekly airings on FOX in Los Angeles & Las Vegas
    - Dedicated placement following high-viewership content
  - **Short-Form Commercials (60s, 30s, 15s)**
    - Aired in rotation to build repetition and retention
  - **Digital Promotion**
    - Banner & video ads on FOX digital platforms
    - Geo-targeted mobile ads for event awareness & QR-based conversion
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## National Broadcast: MJ Evolution TV Series (Travel Channel)

**Concept:** A 10-episode national TV series providing exclusive, behind-the-scenes access to the MJ Evolution production—highlighting the artistry, performers, and cultural impact of the most celebrated entertainer of all time.

**Purpose:** Entertain and educate viewers while promoting the E-Coin ecosystem via strategic sponsor integration and brand placement.

**Network Partner:** Travel Channel (approved) under Warner Bros. Discovery

### Episode Format:

- 10 episodes
- 30 minutes each
- 2 airings per week for 10 weeks

### Target Air Dates:

- Q4 2025

### Confirmed Networks:

- Travel Channel
- TLC
- TBS
- OWN
- Food Network
- truTV
- Discovery Channel

### Streaming Distribution:

- 90-day availability on Discovery Go (DGO)
- Clickable sponsor links embedded
- Available for licensing to Netflix, Amazon, Hulu, or Tubi



## Sample Listing Reference

- *Street Outlaws* on Discovery GO: <https://go.discovery.com/show/street-outlaws-discovery>
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## Inclusions & Value

### Included in Campaign:

- Full TV series development and production (10 episodes)
  - Scripting, filming, editing, post-production
  - Network formatting, delivery & approvals
  - On-air commercial integration (2 x 30-sec per episode)
  - Sponsor branding: logo, mentions, clickable links
  - Billboard ads and intro/outro brand placement
  - Digital campaign launch kit (ads, assets, copy)
  - Global press exposure and influencer support
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## Strategic Benefits

1. **Credibility:** National TV legitimacy via Warner Bros. Discovery
  2. **Visibility:** Local airings across FOX + national cable reach
  3. **Scalability:** On-demand streaming, licensing & global syndication
  4. **Revenue Potential:** Brand licensing, product placement, and ad inventory
  5. **Audience Engagement:** Behind-the-scenes storytelling & influencer amplification
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## Next Steps

1. Confirm participation and desired campaign level
2. Approve pilot development and series roadmap
3. Finalize sponsorship packages and on-air integrations
4. Secure time-buy and streaming distribution contracts
5. Launch pilot episode with WBD



## 6. Activate marketing and promotional rollout

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### Conclusion

ANI offers a fully integrated, end-to-end media solution to bring the MJ Evolution TV Series to life. With strategic placement on FOX and national rollout on Warner Bros. Discovery networks, this campaign delivers credibility, scale, and measurable results—all while promoting E-Coin as a utility-driven investment opportunity with global appeal.

**Let's move forward to create something iconic.**

## MJ Evolution TV Series – Sample Season Guide (10 Episodes)

**Format:** 30 Minutes per Episode

**Distribution:** Travel Channel + Digital via Discovery GO

**Theme:** “The Legacy Reborn”

**Series Sponsor:** Powered by E-Coin

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### EPISODE 1: The Vision Begins

*“How MJ Evolution Came to Life”*

- Introduction to the producers, creative team, and concept
  - Origin story behind the MJ Evolution stage show
  - First look at casting and choreography rehearsals
  - Teaser performances
  - Introduction to E-Coin integration as the digital sponsor and platform for global fans
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### EPISODE 2: Michael's Early Days

*“The Jackson 5 Era”*



- Rehearsals of young Michael's performances
  - Interviews with cast portraying the early Motown years
  - Historical footage blended with behind-the-scenes commentary
  - How authenticity is captured on stage and in branding
  - E-Coin segment: digital collectibles from MJ's early career
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### EPISODE 3: The Thriller Formula

#### *"Recreating the Greatest Album of All Time"*

- Behind-the-scenes look at the Thriller choreography & costumes
  - Audio and vocal training sessions
  - The pressure of honoring MJ's most iconic music
  - Real-time reactions from superfans
  - E-Coin tie-in: behind-the-scenes NFT preview
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### EPISODE 4: Stagecraft & Spectacle

#### *"Building the Show"*

- Spotlight on stage design, lighting, and effects
  - Set engineers and production designers explain MJ-inspired innovation
  - Fly-through footage of set construction
  - Promotion of live show ticketing platforms powered by E-Coin
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### EPISODE 5: Meet the Cast

#### *"The Faces Behind the Magic"*

- In-depth interviews with key cast members
- Dance rehearsal bloopers, moments of struggle and breakthrough
- MJ fan stories from cast around the world
- E-Coin contest launch: win backstage access passes via digital token entry



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## EPISODE 6: The Music Director's Cut

### *"Remastering a Legacy"*

- Sound design and musical reinterpretation breakdown
- Studio footage with the musical director and remix producers
- Tributes from artists influenced by MJ
- E-Coin integration: exclusive music drop for fans

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## EPISODE 7: Costumes, Style & MJ's Fashion Legacy

### *"From Glitter Gloves to Leather Jackets"*

- Wardrobe department profile
- Designing and replicating iconic outfits
- Style tributes across decades
- Merch partnership reveal: limited-edition apparel via E-Coin pre-sale

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## EPISODE 8: Training for Greatness

### *"The Physical & Mental Preparation Behind the Roles"*

- Fitness, dance, vocal and mental health regimens for cast
- Emotional pressure of portraying a global icon
- Coach & mentor profiles
- E-Coin wellness initiative: exclusive content for token holders

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## EPISODE 9: The World Awaits

### *"Countdown to Opening Night"*



- Final dress rehearsals
  - Media appearances, fan previews, and press walkthroughs
  - Backstage energy leading up to opening
  - Celebrity endorsements and red carpet reveals
  - E-Coin ticketing & VIP access showcase
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## EPISODE 10: The Legacy Lives On

### *"Opening Night and Beyond"*

- Premiere night: crowd reactions, performance highlights
- Recap of the MJ Evolution journey
- Producer message to global MJ fans
- Future show expansion (Las Vegas, Europe, Asia)
- E-Coin announcement: global fan club access via digital wallet

