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NETFLIX

PURPOSE

We at Netflix have the biggest membership and fan based streaming platform in the current market. To this date we have 180 million accounts worldwide, with 70 million in USA alone, and our audience continues to grow.

Not only do we entertain our millions of fans through movies and TV shows, but also through our witty social media content as well. We have a Facebook following of 57 million; that's 10 times the amount of any other competitor in the streaming market. With a fan following of 15 million Instagram users, we manage to stay consistent with our hashtag challenges and our daily posting. With this clear-cut strategy at play, there is no stopping Netflix from losing its 'cool' on social media. Bottom line, our brand listens to what the audience is saying, and creates content that best resonates with them.

We have all of the biggest movie and television stars to headline our various projects. These are often multi-million-dollar dealings that satisfy multiple audience's desires for big-budget blockbusters, without the Theatres during these COVID-19, stay-at-home times.

We also have a platform for every different target audience you can imagine, with categories ranging from LGBTQ+ to Black Stories, Romance to Comedies, International to Documentaries, Movies based on real life to Sci Fi, Children and Family to Action Adventure, with many more in between. With the power of the Netflix streaming platform, our interactive marketing strategies, and our vast network of audiences, the following three TIFF films fit our DNA, and are sure to generate the best ROI imaginable.

tiff. toronto
international
film festival

ACQUISITION EXECUTIVE: TODD TETREALT

NETFLIX

GOOD JOE BELL

GALA EVENTS

tiff. toronto
international
film festival

COUNTRY OF ORIGIN: USA

DIRECTOR: REINALDO MARCUS GREEN
CAST: MARK WAHLBERG, REID MILLER, CONNIE BRITTON

SYNOPSIS

His beard scruffy and brow furrowed, Joe Bell is the picture of heartland manhood. As husband and father, he's not above shouting to get what he wants; in fact, he hardly knows any other way. But Joe's teenage son Jadin has grown into a beautiful, talented young gay man. He's bullied mercilessly at his high school, and Joe's grudging "tolerance" of his son is no help. With a stellar cast that includes Mark Wahlberg, Reid Miller, Connie Britton, and Gary Sinise in heartbreaking performances, Good Joe Bell tells the story of a father learning to tell the whole world the true value of his son, even when it seemed too late.

Joe (Wahlberg) could have been permanently broken by regret, but instead sets out on a mission. He will walk across America, speaking to school groups, communities, anyone who will listen, about the corrosive dangers of bullying. Screenwriters Larry McMurtry and Diana Ossana, who wrote Brokeback Mountain, shift between Joe's cross-country odyssey and earlier scenes at home in Oregon. There, Jadin (Miller) suffers brutal homophobia at school and visible embarrassment at home from his father. He sees no other way out but suicide.

CATEGORIES

LGBTQ

MOVIES BASED ON
REAL LIFE

FITTING OUR DNA

We have several films streaming that are looking great with our data that stars Mark Walberg. This is a film that should be seen for its themes of bullying and discrimination in the LGBTQ community. Netflix has a strong LGBTQ community of viewers and we also have a program just for these type of films on our social platform.



GOOD JOE BELL



CREATIVE MARKETING

Premiere Live Stream events on opening day w/ cast & real parents

Heavy Social media advertising day after premiere, focusing on BTS content for streaming content

Walk across city/state/country social media challenge while streaming:

- Personal social media challenge with regular update posts to show how our audience is impacting communities in their areas regarding anti-bullying efforts
- A movement to promote a good cause, but also promote the film

**SHORT
THEATRICAL RELEASE
THEN STREAMING**

COMPS



B.O. \$65.3M



B.O. \$41.9M

NETFLIX

CONCRETE COWBOY

NEXT WAVE

tiff. toronto
international
film festival

COUNTRY OF ORIGIN: USA

DIRECTOR: RICKY STAUB

**CAST: IDRIS ELBA, CALEB MCLAUGHLIN, JHARREL JEROME, BYRON BOWERS,
LORRAINE TOUSSAINT, CLIFFORD "METHOD MAN" SMITH**

SYNOPSIS

Ricky Staubs first feature film is based on a true story based off the book, *Ghetto cowboy*, by G Neri. It's a coming of age story of troubled teens and absent fathers. Cole, a Detroit teen whose mom has had enough of his acting out and turmoil decides a change of scenery is in order, shuffling him off to Philly, where his dad lives, Elba's Harp. It turns out there's a group in North Philly called Fletcher Street, an urban horse community of horse riders and trainers. Despite the surrounding poverty and violence, Cole discovers the redemptive world of urban horseback riding and reunites with his father.

In a smart move, Staub uses several real members of the community in his cast, and they're all surprisingly good performers too. The writer/director is clearly skilled in directing performance, and there's a version of "Concrete Cowboy" that doesn't bother at all with the coming-of-age story and just focuses on the daily existence of this unique corner of the country.

CATEGORIES

**BLACK
STORIES**

**MOVIES BASED ON
REAL LIFE**

FITTING OUR DNA

This would be a great match for our branding and bring back recognizable faces to our audiences. Main cast have had success with Netflix in the past such as Caleb McLaughlin *Stranger Things*, and Jharrel Jerome *When They See US*. Also, starring Idris Elba *Turn Up Charlie* as the father, it will showcase black stories and inner city communities, as well as attract audiences that are into inspirational movies based on real life. It fits both the Netflix audience of streamers under 25 for its coming of age aspect, as well as our audience over 25 regarding family and relationships.



CONCRETE COWBOY



CREATIVE MARKETING

Premiere Live Stream events on opening day w/ cast & real concrete cowboys; Phily and Compton, etc.

Heavy Social media advertising day after premiere, focusing on BTS content and real life concrete cowboy orgs across the country

- Post where audiences can join similar organizations in inner city communities

Donate to Concrete Cowboy Orgs and get Free Movie Tickets: 2 Weeks Limited Offer

**THEATRICAL RELEASE
THEN STREAMING**

COMPS



B.O. \$4.6M



B.O. \$11.3M



B.O. \$23.3M

NETFLIX

76 DAYS



TIFF DOCS

tiff. toronto
international
film festival

COUNTRY OF ORIGIN: USA & CHINA

DIRECTOR: HAO WU, WEIXI CHEN

76 DAYS

SYNOPSIS

This documentary captures real, raw, and intimate struggles of the life of the patients, front-line workers, and medical professionals that battled the COVID-19 Virus during the 76-day shut down, in Wuhan China. The vast city of 11 million people, entered a complete lockdown on January 23, 2020. This apocalyptic-stirring documentary concentrates on a true-to-life, pulse-racing account, of what it was truly like to survive the pandemic.

CATEGORIES

**INTER-
NATIONAL
DOCUMENTARIES**

FITTING OUR DNA

There are already a couple docuseries on Netflix regarding the COVID-19 pandemic. However, they come from an American standpoint, focusing on facts and information based on past pandemics and scientific studies. *76 Days* will do great on our International and Documentary Platform, maintaining its Mandarin language with subtitles optional, as it presents a more docudrama feel, placing our audience in the action with intimate footage during the intense lockdown in Wuhan China.



76 DAYS



CREATIVE MARKETING

Snap Chat Virtual Reality Portal: 1 Week Before Streaming Release

- Users use 3D world lens to virtually place them at the Wuhan hospital during the lockdown

76 Posts on Social Media: Get a Free 76 Days Face Mask

Virtual Escape Room Games for Families: Save the Patients

- Limited Timeframe: 2 Months
- Smart Tech required; phones, pads, computers, tv's, etc.
- 1 Month of Free Netflix upon successful escape

**STRAIGHT TO
STREAMING**

COMPS

