



Disney + THE V-GUIDES PRESENT
THE ONE WORLD DISCOVERY

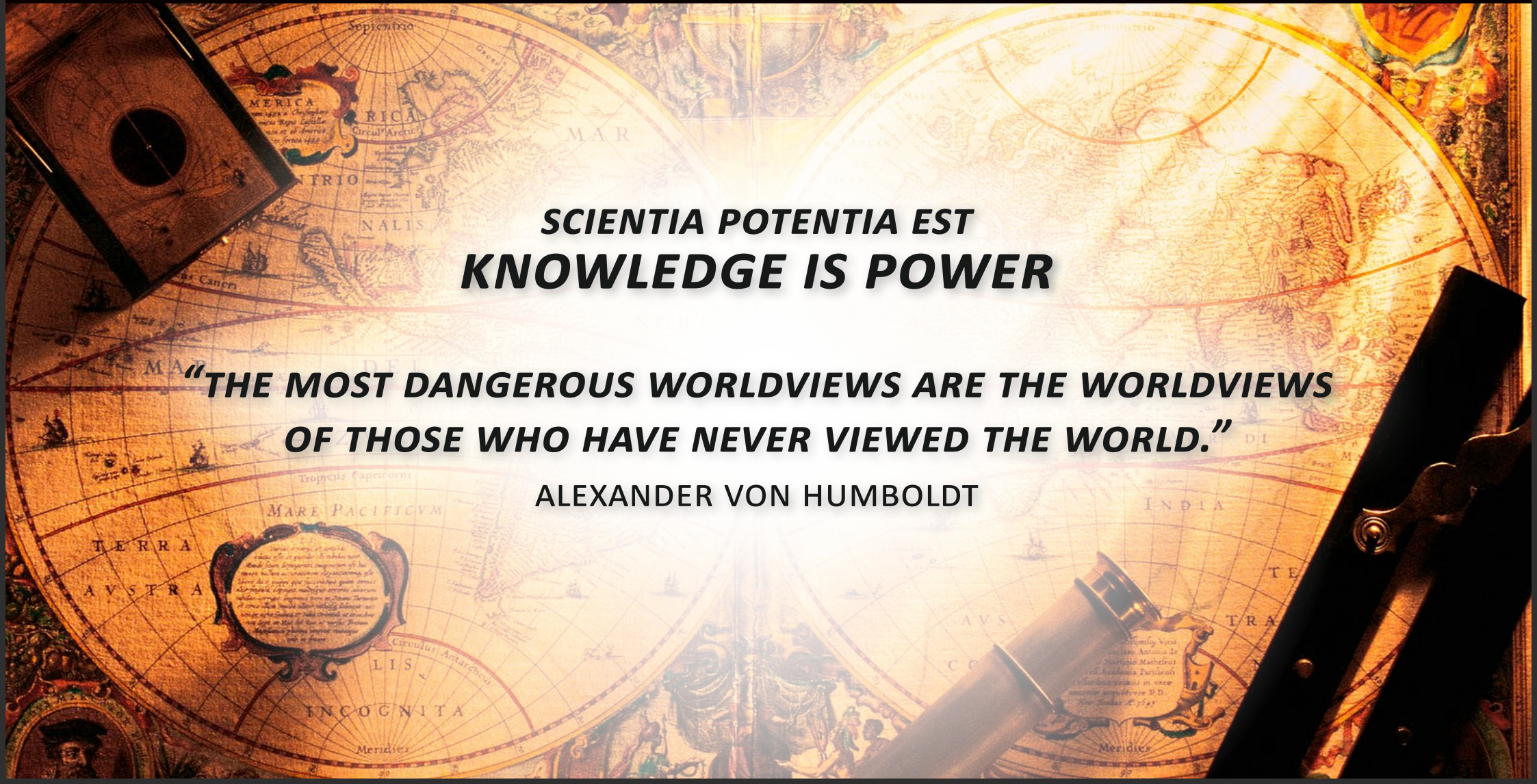
THE PHILOSOPHY

CONVEY KNOWLEDGE IN AN EASY-TO-UNDERSTAND & ENTERTAINING WAY

**SCIENTIA POTENTIA EST
KNOWLEDGE IS POWER**

**“THE MOST DANGEROUS WORLDVIEWS ARE THE WORLDVIEWS
OF THOSE WHO HAVE NEVER VIEWED THE WORLD.”**

ALEXANDER VON HUMBOLDT



THE 7 ACTS

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ONE PAGER

THE OWD IN BRIEF

**THE ONE WORLD DISCOVERY AIMS TO MAKE THE INTERNATIONAL PUBLIC AWARE OF
THE VALUES OF OUR PLANET.**

**WITH BEAUTIFUL PICTURES AND EXCITING STORIES,
PRESENTED BY EMPOWERED YOUNG WOMEN, THE SERIES OFFERS
MODERN EDUTAINMENT AS A BLEND OF DOCUMENTARY, ROAD MOVIE, AND SOCIAL MEDIA ELEMENTS.**

**IN 7 EPISODES PLUS DAILY DIARIES & SOCIAL MEDIA CAMPAIGNS PER COUNTRY,
THE OWD PRESENTS A SOPHISTICATED STORYTELLING ABOUT HISTORY, CULTURE, TRADITION, ENVIRONMENT,
SUSTAINABILITY, ART, LIFE, PEOPLE, AND MUCH MORE.**

**IN A HAUNTING, EMOTIONAL, ENTERTAINING, EASY-TO-UNDERSTAND WAY, AND ALWAYS ASSOCIATED WITH
A POSITIVE MESSAGE, THE STORIES ARE ADDRESSED THROUGH THE V-GUIDES TO
A BROAD INTERNATIONAL TARGET GROUP, INDEPENDENT OF AGE OR GENDER*.**

*THE MAIN AGE GROUP IS BETWEEN 18-40 years.

THE ONE (WORLD) PAGER

THE CROSS-MEDIA SERIES AROUND THE WORLD IN A NUTSHELL



SERIES

STYLE MIX: TV DOCU, ROAD MOVIE, MTV/FTV, SOCIAL MEDIA CH.
RESOLUTION: 4K - 8K
FREQUENCY: WEEKLY
RUNNING TIME: BETWEEN 30 - 90 MINUTES
PLATFORM: DISNEY+ STAR
LANGUAGE: ENG. (+ VOICE OVER)
SUBTITLES: GER, IT, FR, ESP...

DIARIES*: DAILY REPORTS, TALKS... 3-15 MIN.
BTS: WEEKLY GLIMPSE BEHIND THE SCENES Á 10-25 MIN.
TUTORIALS:** PHOTO/VIDEO, NUTRITION, SPORTS, BEAUTY, FASHION, STYLE... 3 PER WEEK Á 3-10 MIN.
SWEEPSTAKES: FILM, MUSIC, TRAVEL, PRODUCTS...
LIVE STREAM:** INTERVIEWS, NEWS, MOODS, EVENTS...
PLATFORMS: DISNEY, SOCIAL MEDIA, PODCASTS, SPECIAL NETWORKS*

* FROM DAY 1 OF PRODUCTION
** APPROPRIATE TO TOPICS AND EVENTS.
*** E.G. VIDEO, FASHION, TRAVEL...



SOCIAL MEDIA



THE EDUTAINMENT SERIES

MAGAZINE

ONLINE: OWD & PARTNER PLATFORMS
PRINT (ON DEMAND): IN EUROPE & USA
EXTENT: APPROX. 10 ADD. ARTICLES PER EPISODE
FREQUENCY: WITH EACH FILM EPISODE
SPECIAL: THE MAGAZINE COMPLETES THE DOCUMENTARY WITH MORE REPORTS, INTERVIEWS, BTS, TEASERS, REVIEWS, LINKS TO (BOOKING) PAGES, ETC.

CELEBRITIES: STARS AROUSE ATTENTION
BRANDS: INTENSIVE CONTENT-SHARING WITH PARTNERS* WHO SHARE SELECTED FOOTAGE IN THEIR NETWORKS
UNIVERSITIES: TENDERS TO INVITE LOCALS TO TAKE PART ACTIVELY CREATE HUGE AWARENESS/NETWORKING
MEDIA PARTNER: INT. CONTENT SHARING, EXCLUSIVE SHOOTS/ REPORTS, INTERVIEWS... IN PRINT, ONLINE AND TV MEDIA

* FROM DIFFERENT INDUSTRIES, LIKE ENTERTAINMENT, FASHION, TECHNOLOGY
-> TEASER FOR DIFFERENT TARGET-GROUPS

MULTIPLIERS



SYNOPSIS

EDUTAINMENT IN A NUTSHELL

THE HOSTS

THE ONE WORLD DISCOVERY LEADS A GROUP OF EMPOWERED, UNIQUE, ACTIVE WOMEN, WHO CALL THEMSELVES **THE V-GUIDES**, ON AN ADVENTUROUS JOURNEY AROUND THE WORLD.



GRETA



INES



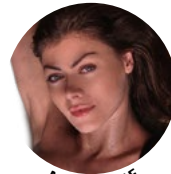
MAGDA



VALERIE



ELENA



MADLINE

TOGETHER THEY EXPLORE THE COUNTRIES ON FOOT, E-BIKES, BY PUBLIC TRANSPORT, HERE AND THERE ON HORSEBACK OR IN A CARRIAGE, AND IN THEIR BELOVED MOBILE HOME, THE **V-MOBILE**.

THE AIM

THE V-GUIDES ARE MODERN TREASURE HUNTERS. BUT THE TREASURES THEY SEEK ARE THE VALUES OF OUR WORLD AND THE COUNTRIES THEY VISIT. THEREFORE, THE FRIENDS EXPLORE THE CITIES AND COUNTRYSIDE AND, OF COURSE, NATURE. THEY IMMERSE THEMSELVES DEEPLY IN THE COUNTRIES' HISTORIES, ART, CULTURES, TRADITIONS, CUSTOMS, CUISINES, FUNNY SIDES, AND THE EVERYDAY LIFE OF THE LOCALS. DUE TO THEIR INDIVIDUALITY, THEIR DIFFERENT PASSIONS AND STRENGTHS, AS WELL AS THEIR SPECIAL PERSONALITIES, EACH V-GUIDE ADDRESSES ITS OWN GENERATION- AND AGE-NDEPENDENT TARGET GROUP WORLDWIDE. HOWEVER, THE FOCUS IS ON EDUTAINING THE AGE-GROUP OF 18-40.

THE PUBLICATION

IN EACH COUNTRY, THE GIRLS PRESENT THEIR ADVENTURES FORTNIGHTLY/WEEKLY IN **7 FILM EPISODES** (PLUS SPECIALS), **DAILY DIARIES** (VIDEO, PODCASTS, STORIES, CROSS-MEDIA), AND **WEEKLY REPORTS** (MAGAZINE, PLUS INTERNATIONAL MEDIA PARTNERS).



THE MAIN CONTENT

WHAT IS THE ONE WORLD DISCOVERY ABOUT?



EXCITING PLACES ART EVERYDAY LIFE
SPORTS PEOPLE LOVE HISTORY CULTURE
BEAUTY NATURE DIVERSITY & FREEDOM
LIFESTYLE FASHION VALUES WELLNESS BEACH ONE WORLD

THE ONE WORLD DISCOVERY

THE CROSS-MEDIA EDUTAINMENT IN SUMMARY



THE FORMAT

THE GENRE MIX

AND THE CROSS-MEDIA-

COVERAGE

THE FORMAT

7 EPISODES PER SEASON

EVERY COUNTRY, STATE OR REGION IS PRESENTED IN THE FORMAT **"7 WEEKS..."**. BIG CITIES OR ATTRACTIONS LIKE DISNEY WORLD WILL BE PRESENTED IN THE FORMAT **"7 DAYS..."** OR ADDITIONAL **SPECIALS**.

THEREFORE, **1 EPISODE** REPRESENTS **1 WEEK** OR **1 DAY**
IN THE V-GUIDE'S TRAVEL DIARY.

OVER THE COURSE OF A DAY OR WEEK, THE V-GUIDES DISCOVER THE LOCAL
HISTORY, CULTURE, ART, NATURE, TRADITIONS, CUISINE, MUSIC, ATTRACTIONS, DIVERSITY,
SPORTS, ENTERTAINMENT, LOCAL PEOPLE, AND MANY, MANY OTHER VALUES.

WHO KNOWS A PLACE BETTER THAN LOCALS?
THUS, THE V-GUIDES MEET *FRIENDS** EVERYWHERE FROM WHOM THEY LEARN A LOT ABOUT
THE LOCAL VALUES.

ALL REPORTS, PARTNERS, INTERVIEWS, ETC. WILL BE WRAPPED INTO AN
AUTHENTIC, EYE-CATCHING, AND ENTERTAINING STORYTELLING.

*SEE PAGE 23 TO LEARN MORE ABOUT THE FRIENDS & GUESTS

THE GENRE MIX

A CONTEMPORARY AND POWERFUL BLEND OF STYLES & TOPICS

TO ENTERTAIN THE AUDIENCE AT THE HIGHEST LEVEL AND PRESENT EDUCATIONAL CONTENT CONTEMPORANEOUSLY, THE OWD UNITES SEVERAL GENRES INTO A UNIQUE FORMAT.



DOCUMENTARY
INFORMATIVE



ROAD MOVIE
STORYTELLING



'MTV'
ENTERTAINING



'FASHION TV'
TRENDY



SOCIAL MEDIA
AUTHENTIC

DOCUMENTARY: SOPHISTICATED AND EDUCATIONAL REPORTS ABOUT VALUES LIKE HISTORY, CULTURE, TRADITIONS, ART, NATURE, CUISINE, PEOPLE...

ROAD MOVIE: EACH V-GUIDE STANDS FOR A SPECIAL CHARACTER, FROM THE ADVENTURER TO THE ARTIST, ACTION GIRL OR TECHNICIAN.

AN EYE-CATCHING AND ENTERTAINING MAIN STORY, INCLUDING CLIFFHANGERS, DEVELOPS AROUND THESE PERSONALITIES.

'MTV' & 'FTV' (TALKSHOW): EMOTIONAL AND INTIMATE TALKS WITH STARS ABOUT MUSIC, FILM, FASHION & LIFESTYLE TRENDS, EVEN E-SPORTS, ETC.

SOCIAL MEDIA: THE V-GUIDES INVITE THE AUDIENCE TO TAKE PART IN THE DISCOVERY ACTIVELY.

THE CROSS MEDIA COVERAGE

EYE-CATCHING · INFORMATIVE · ENTERTAINING · EMOTIONAL · CLOSE TO THE AUDIENCE

THANKS TO THE MODERN NETWORKS, WE CREATE COMPREHENSIVE, HIGH-QUALITY CROSS-MEDIA CONTENT IN ADDITION TO THE SERIES. THE PUBLICATION INTERVALS ARE:



FILM SERIES

WEEKLY



DIARIES

DAILY 2-3X



PODCASTS

DAILY 1-3X



EDITORIALS

1-2 DAYS



MEDIA PARTNERS

FLEXIBLE

DIARIES: THE V-GUIDES PROVIDE INSIGHTS INTO THEIR DAILY PROGRAM AND BEHIND THE SCENES. LEARN MORE ON PAGE 36.

PODCAST: EVERY DAY ANOTHER V-GUIDE PROVIDES A DEEPER INSIGHT INTO HER LIFE AND EXPERIENCES, PASSIONS, HOBBIES...

EDITORIALS: EACH EPISODE IS SUPPLEMENTED BY ACCOMPANYING REPORTS OF THE ONE WORLD MAGAZINE. THEY CONTINUE THE STORIES EXTENSIVELY THROUGH GREAT REPORTS. MOREOVER, THEY LINK TO THE RESPECTIVE PARTNER PAGES AND SERVICES.

MEDIA PARTNERS (PR): SPECIAL CONTENT CAN BE SHARED WITH MORE THAN 500 RELATED PARTNERS FROM TV, PRINT, ONLINE, EVENTS...

KEEP BALANCE

IN FOCUS: AN AUTHENTIC ADVENTURE

50 = 50

ITINERARY, INTERVIEWS, APPOINTMENTS... OF COURSE, IT'S CRUCIAL TO PREPARE SUCH A MASSIVE PRODUCTION CAREFULLY AND METICULOUSLY IN DETAIL. STORIES MUST BE RESEARCHED AND WRITTEN, AND PARTNERS AND AGENCIES MUST BE CONTACTED AND INVOLVED.

HOWSOEVER, PEOPLE ALL OVER THE WORLD LONG FOR AUTHENTICITY, THE IMPERFECT, THE HUMAN. THIS MAKES FILMS AND STORIES ACCESSIBLE AND UNDERSTANDABLE FOR EVERYONE. MORE THAN THAT, THEY CREATE TRUST, EMOTIONS, AND THUS A CLOSE BOND WITH THE AUDIENCE!

TOM CRUISE CHANGED CINEMA. TO ENSURE MAXIMUM AUTHENTICITY, THE SUPERSTAR EXPECTS HIS TEAM TO SUBJECT THEMSELVES TO G-FORCES IN REAL FIGHTER JETS. THE V-GUIDES ALSO FACE GREAT CHALLENGES. BECAUSE THE STORIES OF ONE WORLD DISCOVERY ARE ONLY 50% SCRIPTED. THE REST IS LEFT TO CHANCE AND SPONTANEITY. THIS MAKES IT POSSIBLE TO BE INSPIRED BY PEOPLE AND EVENTS ONSITE, BE LED BY THEM, AND RESPOND TO THEM APPROPRIATELY. MOREOVER, JUST IN THAT WAY, THE V-GUIDES WILL EVEN DISCOVER REAL HIDDEN PLACES AND CHALLENGES.

THE 7 HOSTS

SEVEN OUTSTANDING PERSONALITIES



THE V-GUIDES & THEIR MOTORHOME

THE V-GUIDES

IMPRESS VS. INFLUENCE



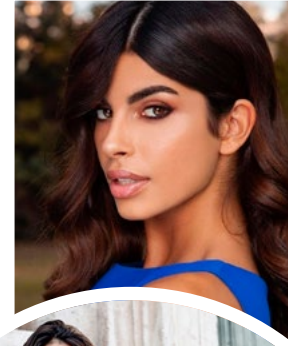
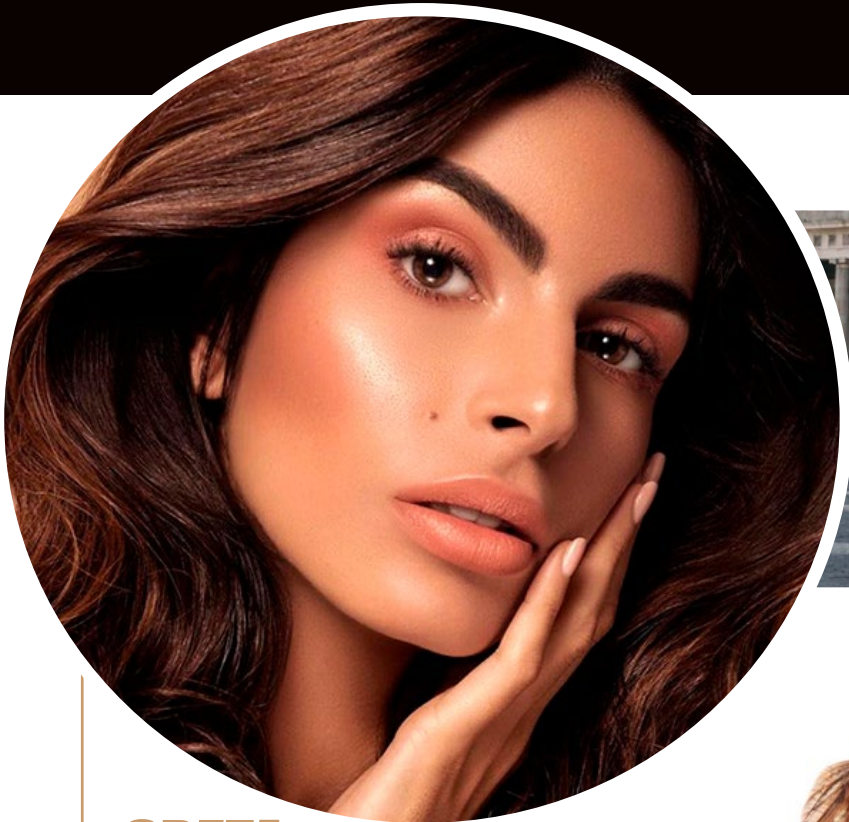
LEARN MORE ABOUT THE
V-GUIDES ON THE NEXT PAGES.

THE 7 HOSTS OF THE ONE WORLD DISCOVERY AREN'T ONLY BEAUTIFUL REPORTERS, ACTRESSES AND MODELS BUT IMPRESSIVE AND OUTSTANDING PERSONALITIES. THEY ARE TRUE ROLE MODELS. EVERYONE HAS HER OWN STYLE, INTERESTS, AND TALENTS. THEREFORE, THEY INSPIRE ALL TARGET GROUPS, REGARDLESS OF AGE, GENDER OR ORIGIN. BESIDES, THEY ARE REAL ADVENTURERS AND ACTIVISTS, WHO ARE TRULY INTERESTED IN THE VALUES OF OUR WORLD. WITH THEIR CHARM, THEY CONVEY EVEN THE MOST DEMANDING TOPICS IN AN EASILY UNDERSTANDABLE AND CHEERFUL WAY, WHILE THEY PROVIDE EXCITEMENT AND ENTERTAINMENT WITH THEIR STORIES AND ACTIVITIES. SO, IT'S TIME TO FOLLOW THE V-GUIDES ON

THE ONE WORLD DISCOVERY.

GRETA

THE ACTIVIST



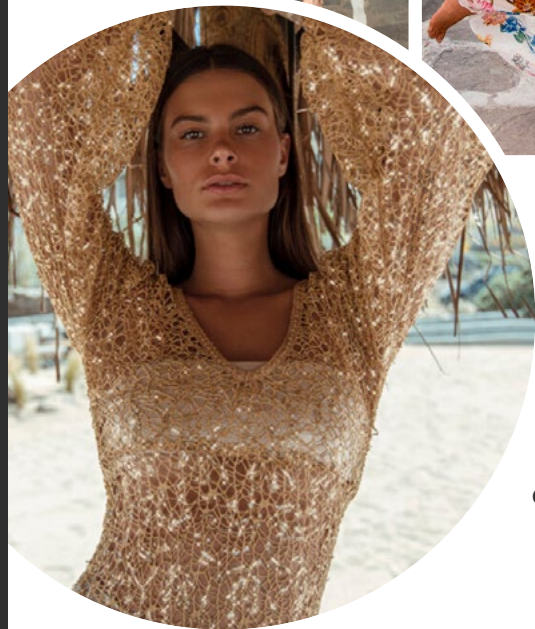
GRETA

THERE ARE MANY BEAUTIFUL, TALENTED WOMEN TO SEE ON THE SCREEN, IN STUDIOS, ON STAGES, AND ON THE INTERNET. BUT THERE IS ONLY ONE GRETA. THE ITALIAN WOMAN IS NOT ONLY STUNNINGLY BEAUTIFUL AND EXCEPTIONALLY TALENTED. MOROVER, GRETA IS A PERSON WITH HEART AND SOUL. HUMAN VALUES SUCH AS HUMILITY, HONESTY, SINCERITY, AND FRIENDSHIP HAVE GREAT IMPORTANCE TO HER. RARELY YOU WILL MEET SUCH AN OPEN-MINDED, VERSATILE INTERESTED PERSONALITY, WHO IS FACING THE CHALLENGE TO START A MODERN ADVENTURE BY GOING ON A DISCOVERY AROUND THE GLOBE IN ORDER TO SHARE THE VALUES OF OUR WORLD WITH PEOPLE EVERYWHERE.

CORE THEMES
CULTURE
SOCIAL AFFAIRS
FILM

PATRICIA

THE ADVENTURER



PATRICIA'S COUNTENANCE RESEMBLES THAT OF AN ANCIENT GODDESS. IF SHE WERE ONE, SHE MIGHT BE ATHENA PALLAS. BECAUSE SHE IS ADVENTUROUS AND FACES ANY CHALLENGE. BESIDES, SHE IS INCREDIBLY SMART AND LOYAL. HOWEVER, MAYBE SHE WOULD BE APHRODITE. BECAUSE WITH HER MAGICAL SENSUALITY, SHE MAKES EVERYONE'S HEARTS BEAT FASTER. OR, MAYBE SHE WOULD BE CIRCE. BECAUSE WITH HER SMILE, PATRICIA CHARMS EVERYONE FROM THE FIRST MOMENT. SHE COULD ALSO BE A NYMPH BECAUSE SHE LOVES THE WATER AND MASTERS IT ON HER SURFBOARD. IN ANY CASE, SHE IS A MODERN MUSE WHO INSPIRES THE GROUP OF V-GUIDES WITH HER LOVE OF ADVENTURE. IN ALL OF THIS, PATRICIA IS PARTICULARLY CHARACTERIZED BY HER DOWN-TO-EARTHINESS AND SIMPLICITY. SHE LOVES HIGH HEELS BUT PREFERS TO WALK BAREFOOT THROUGH THE SAND OR ACROSS THE GRASS AND SHE LIKES TO TRAVEL FROM PLACE TO PLACE IN HER VAN.

CORE THEMES
SPORT
ENVIRONMENT
HISTORY

INES

THE TECHNIQUE EXPERT

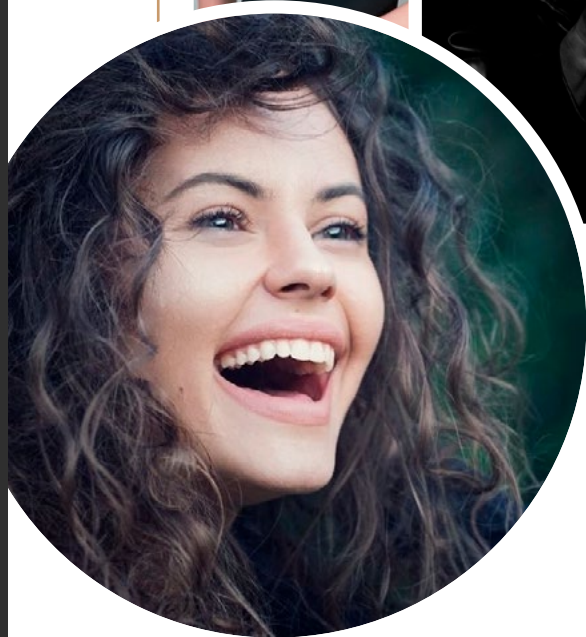
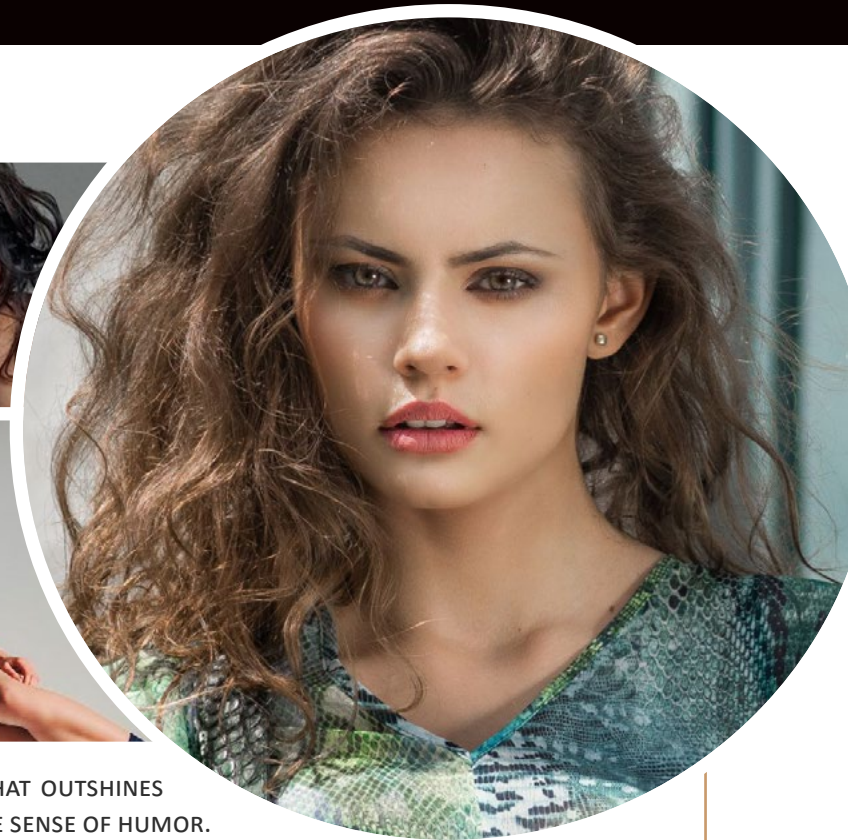
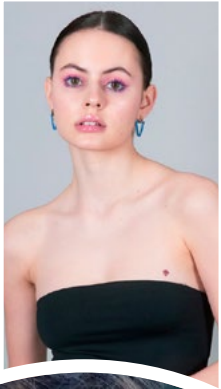


INES IS NOT ONLY A FASCINATING FRENCH BEAUTY, SHE HAS ALREADY SUCCESSFULLY COMPLETED HER STUDIES IN MANAGEMENT OF INFORMATION SYSTEMS AND MARKETING MANAGEMENT. AS A SUCCESSFUL MODEL, INES HAS ALREADY SEEN A LOT OF THE WORLD. WHEREVER SHE GOES, INES LOVES TO IMMERSE HERSELF IN REAL LIFE BUT ALSO IN VIRTUAL REALITIES. BECAUSE, THE BAUTY REALLY LOVES TO TEST THE NEWEST COMPUTER AND CONSOLE GAMES.

CORE THEMES
**BUSINESS
TECHNOLOGY
GAMING**

KARINA

THE ARTIST



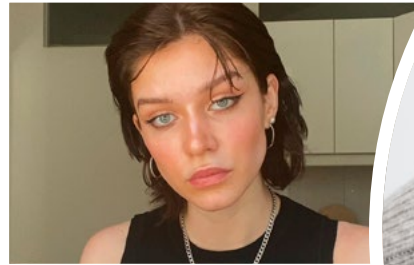
ACTUALLY, IT'S HARD TO IMAGINE, AND YET THERE IS SOMETHING THAT OUTSHINES THE BEAUTY OF THE YOUNG WOMAN FROM WARSAW. IT'S HER UNIQUE SENSE OF HUMOR.

KARINA IS ALWAYS IN A GOOD MOOD. HOWSOEVER, BESIDES ALL HER HAPPINESS, OF COURSE, SERIOUS ISSUES ARE VERY IMPORTANT TO HER. KARINA LOVES NOT ONLY FASHION BUT ANY KIND OF ART, DESIGN OR HANDICRAFTS. IN ADDITION, SHE FACES HER FEARS TO MASTER THE CHALLENGES OF AN ADVENTUROUS JOURNEY. THEREFORE, SHE DOESN'T SHY AWAY FROM EXTREME SPORTING ACTIVITIES SUCH AS A FREE FALL OR LEARNING COMPLETELY NEW DAILY THINGS THAT ARE USEFUL FOR THE GROUP OF V-GUIDES.

CORE THEMES
FASHION
STYLE & ART
DESIGN

COMING SOON

THE FUTURE TALENTS



DIVERSITY IS ONE OF THE GREATEST VALUES. IT ALSO FUNDAMENTALLY SHAPES ONE WORLD DISCOVERY AND THE V-GUIDES. WE ARE CURRENTLY SCOUTING MANY GREAT TALENTS WHO WILL ENRICH THE TEAM IN THE NEAR FUTURE. THEY WILL REPRESENT EACH OF THE **FIVE CONTINENTS** AS WELL AS **ALL SEXUALITY AND GENDER IDENTITIES.**

THE MULTIPLIERS

SOCIAL MEDIA +++ CONTENT SHARING +++ PRODUCT PLACEMENTS

THE V-GUIDES ARE NOT ONLY **THE HOSTS** OF THE ONE WORLD DISCOVERY AND ROLE MODELS WHO INSPIRE THE YOUNG AS WELL AS THE OLD THROUGH THEIR **AUTHENTICITY, SPIRIT, AND NATURALNESS.**

THEY ARE ALSO VERY STRONG **NETWORKERS** WHO INFORM THE PUBLIC ABOUT THE STAGES OF THE EXPEDITION ON SOCIAL MEDIA.

IN ADDITION, THEY APPEAR IN **TV, TALK & FASHION SHOWS,**
TAKE ON **GUEST ROLES IN FILMS, LEAD THROUGH**
LIVE EVENTS LIKE COMPETITIONS, **MEET CELEBRITIES,**
AWARDS, TRADESHOWS...
AND PRESENT **EYE-CATCHING, FASHION, BEAUTY,**
LIFESTYLE, COOKING, GAME, FILMMAKING,
PHOTOGRAPHY, TOURISM & SOCIAL TUTORIALS* ,
AND MUCH MORE. THEREFORE, THE V-GUIDES ARE THE
NO. 1 MULTIPLIERS OF THE ONE WORLD DISCOVERY!

*VIDEO, PODCAST, EDITORIALS

THE V-MOBILE

REACHES HIDDEN GEMS & THE MOST DIVERSE TARGET-GROUPS

LET'S REMEMBER FILM & TV CLASSICS

JAMES BOND & THE ASTON MARTINS,
MIAMI VICE WHICH LET PEOPLE DREAM OF THE FERRARI DAYTONA SPYDER 365 GTS,
KNIGHT RIDER WHERE A PONTIAC TRANS AM PLAYED A SUPPORTING ROLE,
MAGNUM P.I. WHO INTRODUCED THE FERRARI 308 GTS WORLDWIDE,
THE FALL GUY WHO MADE THE GMC SIERRA GRANDE POPULAR,
BLUES BROTHERS & THEIR 1974 DODGE MONACO SEDAN,
GHOSTBUSTERS & THEIR ECTO-1, 1959 CADILLAC,
BACK TO THE FUTURE THAT NOT ONLY INTRODUCED THE TOYOTA HILUX PICK-UP
BUT MADE THE UNIQUE 1981 DELOREAN DMC-12 AN IMMORTAL CULT...

THE CONNECTION BETWEEN THE V-GUIDES AND THEIR MOTORHOME WILL BE JUST AS INTIMATE AND SPECIAL. BECAUSE WITH THIS, THEY NOT ONLY DISCOVER OUR ONE WORLD, BUT THEY ALSO USE IT AS A **STAGE** FOR...

EMPOWERED WOMEN: THE V-GUIDES SHOW THE MEN HOW TO DO IT AND DRIVE EVEN THE BIGGEST VEHICLES SAFELY AND WITH A LOT OF FUN.

INTERVIEWS: THE V-GUIDES WELCOME SUPERSTARS AND PEOPLE FROM NEXT DOOR INDOORS AND OUTDOORS. DURING COOKING, ENJOYING A BARBECUE, OR JUST RELAXING, THEY HAVE AUTHENTIC, IN-DEPTH, CHEERFUL, AND - MOST OF ALL - EMOTIONAL, INTIMATE AND FRIENDLY TALKS* FAR AWAY FROM A BOULEVARD LEVEL.

LIFESTYLE TUTORIALS: IN- AND OUTDOORS, THE GIRLS SHOW HOW THEY FILM AND EDIT THEIR VIDEOS AND PHOTOS. FURTHERMORE, THEY SHOW BEAUTY AND WELLNESS TIPS, COOK TOGETHER WITH THEIR FRIENDS, DO SPORTS AND HAVE FUN WHILE PLAYING GAMES.

LEARN MORE ABOUT THE STREAMING SCHEDULE ON PAGE 33.



THE V-MOBILE

A CAR AS THE STAGE FOR EMPOWERED MODERN WOMEN



THE V-GUIDES STOP THEIR MOBILE WHERE EVER THEY SEE EXCITING PLACES. THEY

EVEN **DISCOVER THE REMOTEST PLACES**. WHERE THE STREETS ARE IMPASSABLE, THEY TAKE THEIR BIKES OR WALK. IN THE EVENING, THEY HAVE FUN WITH LOCAL PEOPLE AND ARTISTS WHILE **JAMMING SITTING AROUND THE COZY BONFIRE**.



THE OWD ISN'T ANOTHER DOCUMENTARY, DOCU-REALITY, SITCOM, OR SOAP OPERA! THE RV'S STYLISH YET COZY INTERIOR CREATES A WARM AND CREATIVE ATMOSPHERE. THUS, IT'S THE PERFECT VENUE TO INVITE THE AUDIENCE TO TAKE PART IN THE REAL LIFE OF THE V-GUIDES.



REMEMBER THE 89'S DOCUMENTARY

101 BY DEPECHE MODE.

A GROUP OF FANS FOLLOWS THEIR IDOLS ON THEIR TOUR THROUGH THE UNITED STATES IN A HUGE MOTORHOME.

IT'S AN ENTERTAINING COACH TRIP, WHICH STARTS WITH EVENTS IN SMALL TOWNS AND ENDS WITH THE GRAND CONCERT IN THE ROSE BOWL ARENA IN PASADENA. [WATCH A SCENE HERE](#)

NOW, ABOUT 35 YEARS LATER, THE CHEERFUL

V-GUIDES OVERTAKE ACTION. BUT THE GIRLS AREN'T ONLY DISCOVERING THE STATES IN THEIR COZY MOTORHOME. AS EMBASSADORS OF THE ONE WORLD DISCOVERY AND ITS PARTNERS, THEY VISIT **CONCERTS, AWARDS, SHOWS, FESTIVALS, AS WELL AS CULTURAL, TRADITIONAL, SPORTIVE, AND ENTERTAINING SITES AND EVENTS**. FURTHERMORE, THEY TAKE PART IN **TRADE-SHOWS** (RV, TOURISM, TECHNOLOGY, BEAUTY, FASHION, ECO...) AND COOL **COMPETITIONS** LIKE THE COMIC-CON, ETC.



ALTERNATE: TRAILER (SEE NEXT PAGE)



READ MORE ABOUT THE MANY PRODUCT-PLACEMENT OPTIONS ON [PAGE 34](#).

CARBON FOOTPRINT

THE ROAD MOVIE OPTIONS & BALANCE

THE ROAD MOVIE IS ABOVE ALL ENTERTAINING, ACTION-PACKED, EYE-CATCHING, CRAZY, AND SEXY.



OFTEN, VERY LARGE DISTANCES HAVE TO BE COVERED. A MODERN ROAD TRIP IS, THEREFORE, NOT ONLY AUTHENTIC BUT ALSO MAKES IT POSSIBLE TO DISCOVER THE COUNTRY AND ITS HIDDEN GEMS. BESIDES, IT ALLOWS THE V-GUIDES TO MEET PEOPLE WHO HAVE SPECIAL STORIES TO TELL.

BUT



THE V-GUIDES WANT TO LEAVE IMPRESSIVE FOOTSTEPS, THAT'S WHY, WHEREVER POSSIBLE AND AUTHENTIC, THEY WILL TAKE ALTERNATIVE PATHS TO LEAVE A MINIMAL CARBON FOOTPRINT IN ORDER TO OFFSET THE OTHERWISE UNAVOIDABLE CO2 EMISSIONS.

ACTION GIRLS WANT TO EXPERIENCE A LOT, SUCH AS EXPLORING THE COUNTRY FROM THE AIR AND DARING A PARACHUTE JUMP. THE ADVENTURERS WANT TO FEEL THE WIND IN THEIR HAIR ON A RIDE IN A CONVERTIBLE OR ON A VESPA, AND MUCH MORE.



IF AND WHEN TECHNOLOGY AND LOCAL INFRASTRUCTURE ALLOWS, THEY USE AN RV OR TRUCK POWERED BY RENEWABLE ENERGY. GENERALLY, THE GIRLS PREFER TO EXPLORE THE COUNTRY ON FOOT AND BY BIKE. FOR INSTANCE, THEY CROSS ROUTE 66 ON AN E-HARLEY. HERE AND THERE, THEY ENJOY A SUNSET ON A YACHT, WHY NOT. BUT THEY MAINLY GO ON WATER ON SUP- OR SURFBOARDS, CANOES, AND THEY LEARN TO SAIL, AND MUCH MORE.

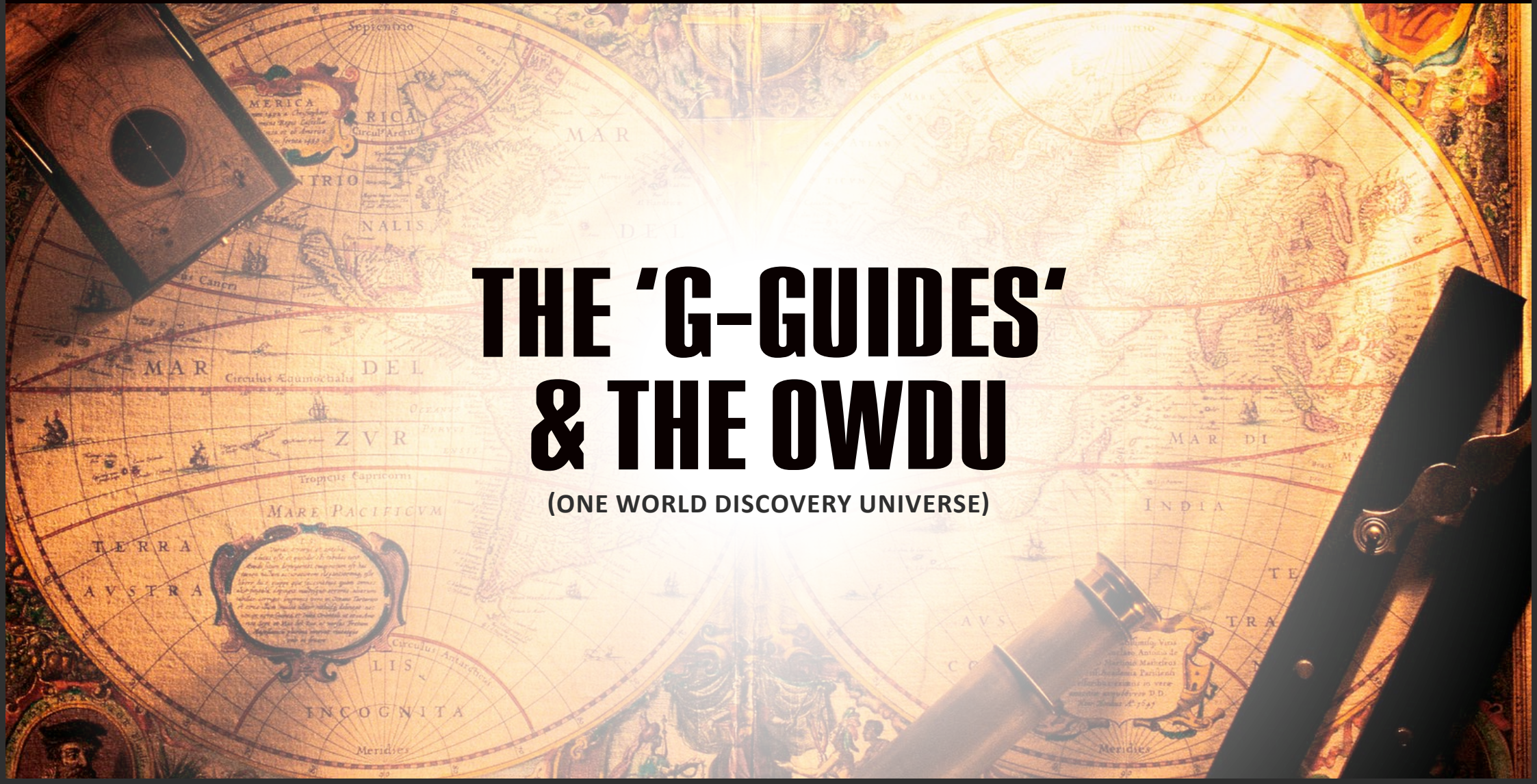


THE OWD UNIVERSE

AND THE GUESTS

THE 'G-GUIDES' & THE OWDU

(ONE WORLD DISCOVERY UNIVERSE)



THE OWDU

GREETINGS FROM MARVEL: THE ONE WORLD DISCOVERY UNIVERSE

THE V-GUIDES ALSO VISIT **FILM PREMIERES & EVENTS!**

DISNEY+ IS, OF COURSE, ALSO **WATCHED** ON THE **SCREENS** IN **MOTORHOME.**

A PERFECT OPPORTUNITY TO LINK FROM THE OWD TO OTHER DISNEY PRODUCTIONS, AND, TO PRESENT UNIQUE REVIEWS AND SPECIALS ABOUT THE LATEST **CINEMA FILMS** AND **DISNEY+ RELEASES.**



BESIDES, THE V-GUIDES VISIT **RUNNING PRODUCTIONS** WHERE THEY TALK TO DIRECTORS, THE ACTORS, AND EVERYONE INVOLVED ON THE SET. ACTIVELY AND ENTERTAININGLY, IN THIS WAY, THE OWD GOES FAR BEYOND CONVENTIONAL TEASERS AND REVIEWS.

LIKE THE MCU, THE OWD UNITES THE ENTIRE DISNEY UNIVERSE ON AN HIGHLY-EFFICIENT CROSS-MEDIA LEVEL!



THE GUESTS

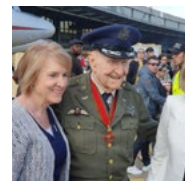
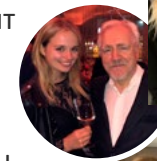
THE TALK SHOW PART



ON THEIR DISCOVERY, THE V-GUIDES MEET STUDENTS, PEOPLE FROM NEXT DOOR AND HEROINES OF THE EVERYDAY LIFE. BESIDES, THE HOSTS ALSO MEET GREAT ACTORS, MUSICIANS, ARTISTS, DESIGNERS, ATHLETES, AND MANY OTHER CELEBRITIES IN THEIR HOMETOWNS.

ALL OF THEM SHOW THEIR CITY AND COUNTRY TO THE V-GUIDES. FURTHERMORE, THEY TELL THE EXPLORERS MORE ABOUT CULTURE AND HISTORY. TOGETHER THEY DISCOVER THE POPULAR PLACES OF EACH AREA AS WELL AS ITS HIDDEN GEMS. THEREFORE, THE V-GUIDES WILL GET (AND PRESENT) A PERSONAL, AND, THUS, EMOTIONAL INSIGHT INTO A CITY AND COUNTRY'S HEART AND SOUL.

INTERNATIONAL MOVIE AND MUSIC STARS LIKE RYAN REYNOLDS, KATY PERRY, KEANU REEVES, ROBERT DOWNEY JR., JOHN LANDAU, BRIAN COX, ROSANNA ARQUETTE, WILL SMITH, CLARK SPENCER, AND PETER DEL VECHO HAVE ALWAYS BEEN VERY DELIGHTED WITH OUR IN-DEPTH, RESPECTFUL, AND CREATIVE QUESTIONS OR TALKS. SEE ALL REFERENCES ON OUR WEBSITE.



FROM A SNACK BAR OPERATOR TO THE CHEF OF A STAR RESTAURANT, FROM THE BLUE MAN GROUP TO THE DANCERS, COSTUME MAKERS, OR CHOREOGRAPHERS OF A WORLD CLASS REVUE THEATER, FROM A REAL LORD OF A CASTLE TO EVERYDAY HEROES, WORKERS AND ZOOKEEPERS, THE V-GUIDES ALREADY HAVE MET A VARIETY OF FASCINATING PERSONALITIES DURING THEIR FIRST *STEPS* (TEASER PRODUCTIONS).

EXCERPT FROM PREVIOUS PC & INTERVIEWS.

THE G-GUIDES

ENTERTAINING POPULAR GUEST STARS*
(IDEAS/EXAMPLES FOR ONE EPISODE OR A COMPLETE SEASON IN THE US)



SOPHY LLOYD IS A HIGHLY TALENTED, GORGEOUS GUITAR PLAYER. YOUTUBE: 516 K (≈ 3M PER VIEWERS) INSTAGRAM: 343 K

JOSH YEO IS A FILMMAKER, WHO BECAME FAMOUS FOR HIS ENTERTAINING CAMERA AND GIMBAL TUTORIALS. YOUTUBE: 349 K INSTAGRAM: 41 K

JULIUS DEIN IS KNOWN FOR HIS AMAZING STREET MAGIC. INSTAGRAM: 6,6 M YOUTUBE: 911 K

ANNA LOUISE IS A GORGEOUS YOUTUBE STAR, TRYING OUT THE NEWEST BIKINI AND LINGERIE COLLECTIONS. YOUTUBE: 102 K (≈ 2M VIEWERS) INSTAGRAM: 903 K



ZACH KING IS A MODERN (VIDEO) ILLUSIONIST. HE IS KNOWN FOR HIS "MAGIC VINES", WHICH HE PRESENTS IN AN OUTSTANDING AND CHARMING WAY. YOUTUBE: 9,11 M (≈ 50 M VIEWERS) INSTAGRAM: 24,1 M



AMANDA CERNY THE POPULAR VLOGGER AND ACTRESS PRESENTS ON INSTAGRAM "YOUR DAILY DOSE OF HAPPINESS". SHE IS ALSO AN ACTIVIST, AND UN-AMBASSADOR. YOUTUBE: 2,8 M INSTAGRAM: 25,4 M



*CURRENT EXAMPLES/IDEAS!

SPECIAL GUEST STARS

THE AUDIENCE TAKES ON A SUPPORTING ROLE

MODERN MULTI-MEDIA INTERACTION

HOW TO MANAGE TO INSPIRE THE ACTIVE, YOUNGER GENERATION, SPARK THEIR INTEREST AND CAPTURE THEIR ATTENTION OVER THE LONG TERM? THROUGH TENSION, OF COURSE! THROUGH GOOD STORIES AND QUALITY CONTENT. INDEED. THROUGH UNIQUE PERSONALITIES IN FRONT OF THE CAMERA. AS WELL! NEVERTHELESS, EVEN WITH THE HIGHEST POSSIBLE QUALITY, THE ATTENTION OF THE SMARTPHONE GENERATION QUICKLY WANES WHEN THE CONTENT HAS TO BE CONSUMED PASSIVELY.



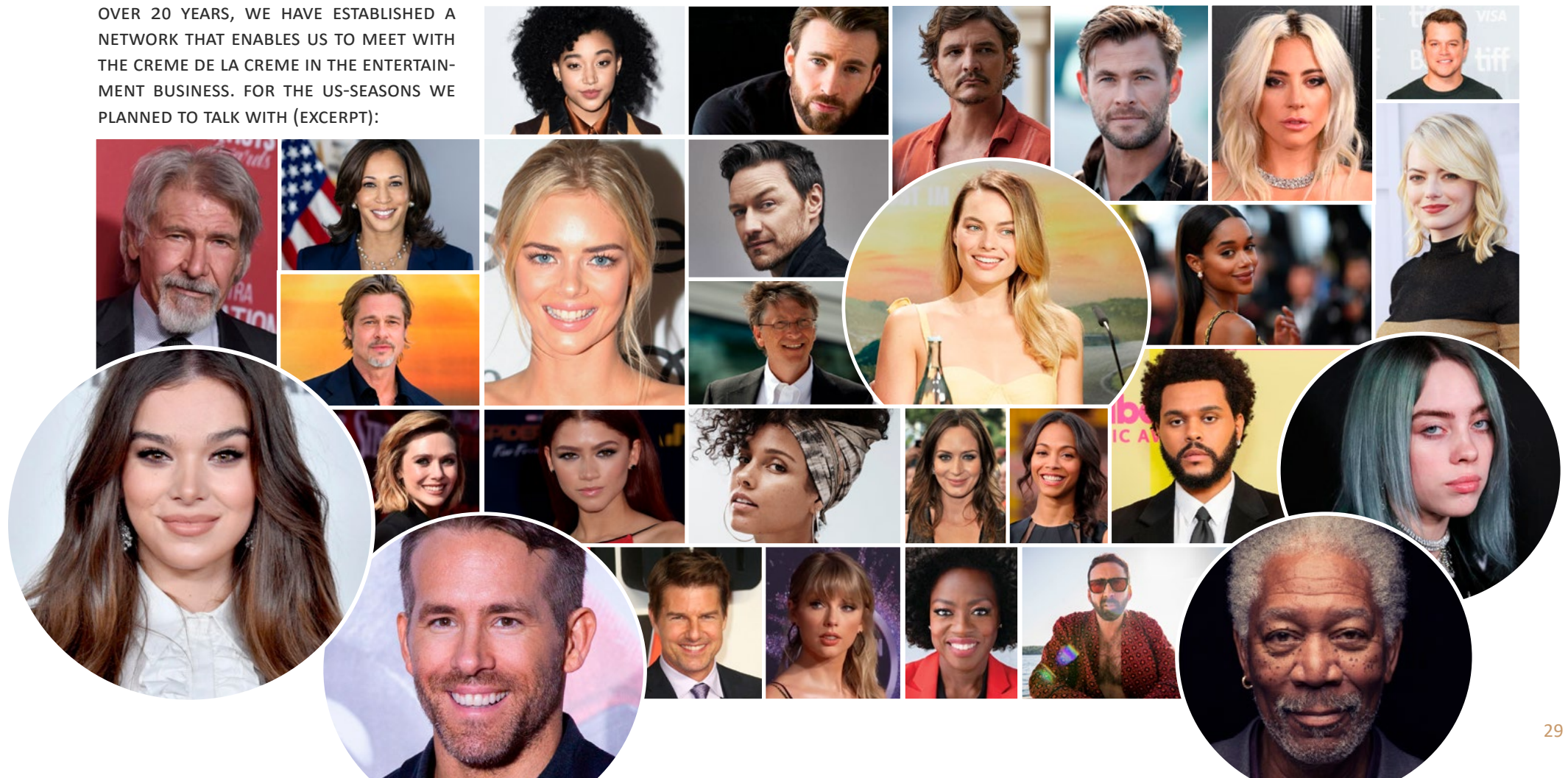
THEREFORE, ACTIVELY INVOLVING THE AUDIENCE IS ONE OF THE MAIN GOALS OF THE ONE WORLD DISCOVERY. THE STREAMING SERIES INVITES ITS AUDIENCE TO ACTIVELY PARTICIPATE IN WHAT IS HAPPENING. THROUGH THIS INTEGRATION, VIEWERS BECOME TEMPORARY WRITERS, FILMMAKERS, AND EVEN V-GUIDES FOR A WHILE.

MUCH MORE, THIS APPROACH OFFERS ENORMOUS POTENTIAL FOR MASSIVE MULTIPLIER NETWORKING. PUPILS AND STUDENTS FROM LOCAL UNIVERSITIES, ACADEMIES, SCHOOLS, AND OTHER EDUCATIONAL INSTITUTIONS ARE INVITED TO ACTIVELY PARTICIPATE IN STORYTELLING IN FRONT OF AND BEHIND THE CAMERA. IN THAT WAY, THEY CAN TELL THEIR OWN STORIES, PERFORM THEIR SONGS OR INTRODUCE THEIR PROJECTS, AND MUCH MORE.

THE CELEBRITIES

INTERVIEW PLAN FOR 2023 - 2025

OVER 20 YEARS, WE HAVE ESTABLISHED A NETWORK THAT ENABLES US TO MEET WITH THE CREME DE LA CREME IN THE ENTERTAINMENT BUSINESS. FOR THE US-SEASONS WE PLANNED TO TALK WITH (EXCERPT):



THE CROSS MEDIA UNIVERSE

THE V-GUIDES EXPLORE ALL SYSTEMS

ONE WORLD, THE FINAL FRONTIER - THIS IS THE DISCOVERY OF THE V-GUIDES - THEIR FIVE YEAR MISSION - TO EXPLORE WONDERFUL NEW WORLDS - TO SEEK OUT STRANGE CULTURES - AND NEW CIVILIZATIONS... OK, OK! THE UNIQUE ADVENTURERS ARE NOT (YET) TRAVELING INTO SPACE. THEY'RE NOT PART OF CAPTAIN KIRK'S CREW EITHER. INSTEAD OF THE ENTERPRISE, THEY DISCOVER THE WORLD WITH THEIR GREAT MOTORHOME.

NEVERTHELESS, THE V-GUIDES ALSO EXCEED THE FRONTIERS OF THE KNOWN. THEY UNITE ALL MEDIA PLATFORMS AND CAUSE A WORLD-CHANGING

BIG BANG IN THE MEDIA BUSINESS.

ONLINE SOCIAL NETWORKING IS NOT ENOUGH FOR THE V-GUIDES! THEY SHARE THEIR EXPERIENCES ON **LIVE STREAM PLATFORMS**, IN **PROFESSIONAL AND HOBBY FORUMS**, AND ON THE PAGES OF RENOWNED **SPECIALIST MEDIA**.

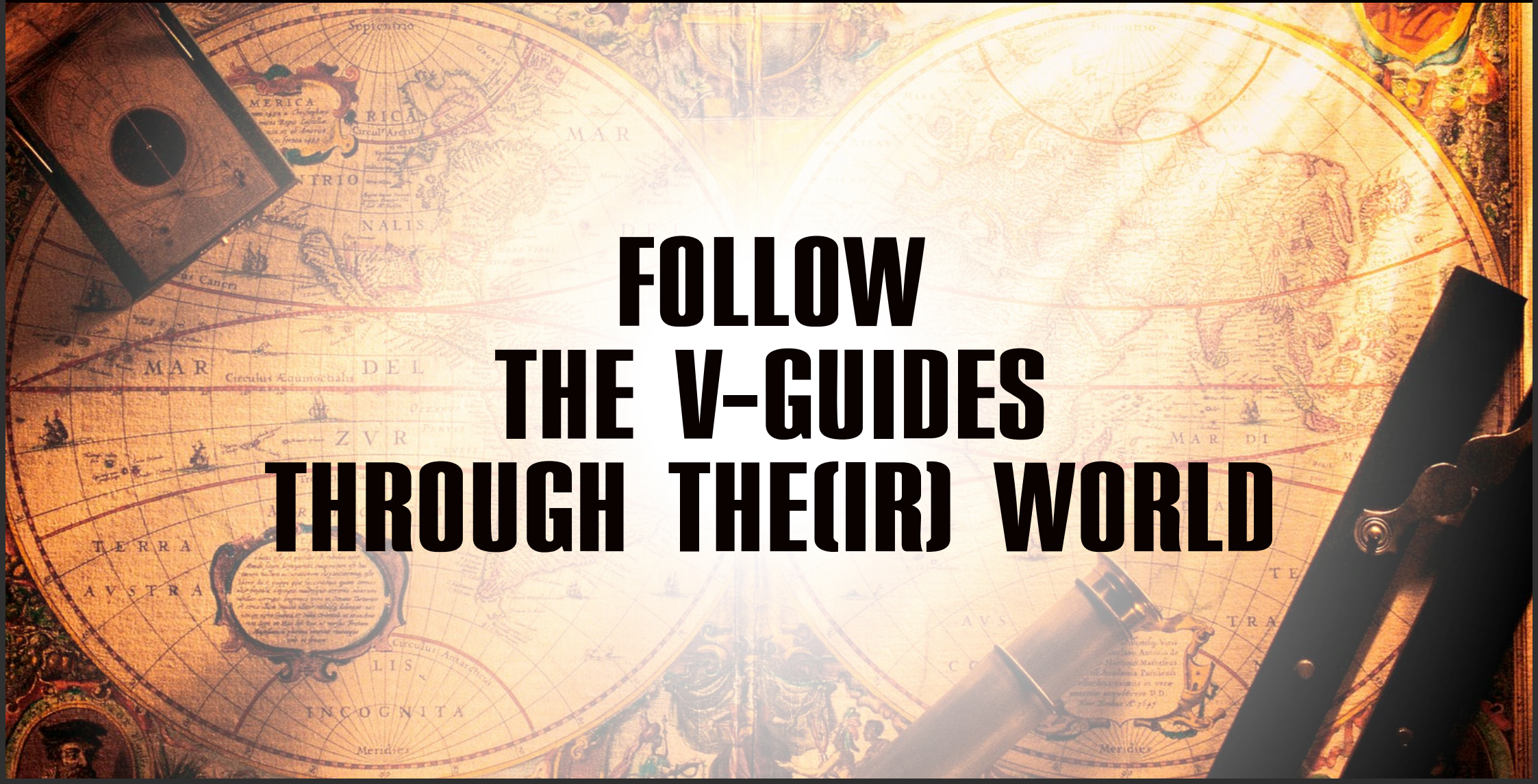
PRINT & TV THE ADVENTURERS SHARE THEIR FINDINGS WITH **SPECIALIST MAGAZINES, JOURNALS, THE DAILY PRESS**, AND EVEN WITH THE RELEVANT **TV CHANNELS!**



EVENTS THE BEAUTIFUL TRAVELERS ARE ALSO **MODELS AND BRAND AMBASSADORS**. THEREFORE, THEY APPEAR AT **FASHION WEEKS, TRADE SHOWS, CONVENTIONS, AWARD CEREMONIES**, ETC. TO SUPPORT THEIR PARTNERS AND FRIENDS AND TO CAUSE A STIR.

THE STORYTELLING

EDUCATIONAL AND ENTERTAINING

A detailed historical map of the world, likely a 17th-century edition, showing continents, oceans, and various geographical features. The map is overlaid with a large, semi-transparent white circle. In the foreground, a telescope and a sextant are visible, suggesting exploration and discovery. The text "FOLLOW THE V-GUIDES THROUGH THEIR WORLD" is centered over the map in a bold, black, sans-serif font.

**FOLLOW
THE V-GUIDES
THROUGH THEIR WORLD**

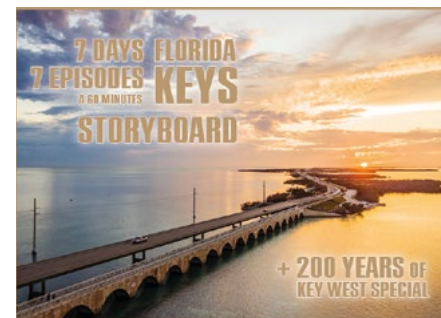
A COMPLEX STORY (TELLING)

3 EXEMPLARY STORYBOARDS

IT'S A MATTER OF FACT, THE MODERN AUDIENCE IS VERY DEMANDING. THE PEOPLE WANT TO BE ENTERTAINED AND, IN EQUAL MEASURE, INFORMED IN AN EASY-TO-UNDERSTAND WAY. EMOTIONS PLAY A CRUCIAL ROLE. THE VIEWERS WANT TO EXPERIENCE A CONTRAST TO THE DAILY NEWS. THEREFORE, THEY EXPECT POSITIVE, ENERGETIC AND MOTIVATING CONTENT. HOWEVER, THE MOST IMPORTANT ASPECTS AT ALL ARE AUTHENTICITY AND FUN.



THE ONE WORLD DISCOVERY OFFERS AN ENTERTAINING MIX OF HIGHLY CHALLENGING TOPICS PRESENTED AS AN EXCITING AND EYE-CATCHING ROAD MOVIE. PLEASE FIND HERE **3 STORYBOARDS**. THEY ARE SKETCHES AT THAT STAGE. BUT THEY EXEMPLIFY HOW THE OWD MERGES A CHAIN OF ISLANDS (FLORIDA KEYS), A STATE (FLORIDA), AND A UNIQUE ATTRACTION (DISNEY WORLD) INTO AN EXCITING STORY. JUST CLICK ON THE IMAGES TO READ THE STORYBOARDS.



WOW, SEVEN EPISODES ABOUT AN ISLAND CHAIN OR SINGLE ATTRACTION! SOUNDS MASSIVE? AND IT IS! HOWEVER, THE MAGIC COMES EXACTLY FROM THE DETAIL AND THE INTENSE REGULARITY WITH WHICH THE CONTENT IS PUBLISHED.

ALTHOUGH EACH NEW EPISODE BUILDS ON THE PREVIOUS ONE, IT STANDS ON ITS OWN IN TERMS OF THE STORY. SO, EVEN VIEWERS WHO DO NOT FOLLOW THE SERIES REGULARLY CAN FOLLOW THE COURSE OF THE ACTION. BESIDES, DAILY POSTS ON SOCIAL MEDIA CREATE A LOYAL FANBASE AND ATTRACT THEIR ATTENTION.

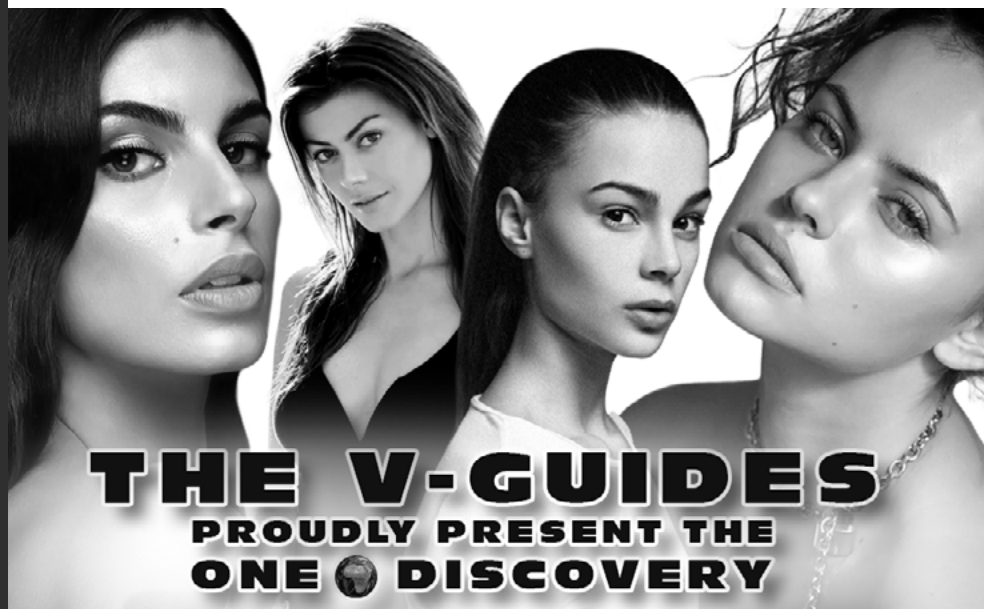
A TRUE ROAD TRIP

FOLLOWING AN AUTHENTIC ITINERARY - EXAMPLE: USA

AUTHENTICITY ALSO INCLUDES THE BIGGEST CHALLENGE OF THE OWD

THE ITINERARY!

COMPLEX AND CONSEQUENTLY, THE STORYTELLING FOLLOWS A LOGICAL ROUTE. IT AUTHENTICALLY CONNECTS ALL DESTINATIONS. THE TRAILER ON THE LEFT SHOWS JUST ONE OPTION OF THE ITINERARY IN THE USA. THE ADDITIONAL TOUR CONCEPT ON THE RIGHT SIDE GOES INTO MORE DETAIL. IT ALREADY OFFERS SHORT STORIES FOR EACH STATE.



THE V-GUIDES
PROUDLY PRESENT THE
ONE DISCOVERY

[CLICK THE IMAGE TO WATCH THE TRAILER](#)



CHECK THE US DISCOVERY

FLORIDA - GEORGIA - ALABAMA - MISSISSIPPI - LOUISIANA - ARKANSAS - TENNESSEE - SOUTH & NORTH CAROLINA - VIRGINIA - WASHINGTON D.C.
DELAWARE - MARYLAND - NEW JERSEY - NEW YORK CITY - CONNECTICUT - RHODE ISLAND - MASSACHUSETTS - VERMONT - NEW HAMPSHIRE
MAINE - CANADA'S EAST - NEW YORK - PENNSYLVANIA - WEST VIRGINIA - OHIO - MICHIGAN - INDIANA - KENTUCKY - MISSOURI ILLINOIS -
WISCONSIN - MINNESOTA - IOWA - NEBRASKA - SOUTH & NORTH DAKOTA - MONTANA - WYOMING IDAHO - OREGON - WASHINGTON - VANCOUVER
ALASKA - HAWAII - NORTH CALIFORNIA - NEVADA - UTAH COLORADO - KANSAS - OKLAHOMA - TEXAS - NEW MEXICO - ARIZONA - L.A. - SOUTH CA.

THE DIARIES

THE DAILY THEME PROGRAM

IN THE FIRST INSTANCE, THE DAILY DIARIES ENSURE INTENSIVE VIEWER LOYALTY. THEY ARE ALSO MASSIVE TEASERS FOR ONE WORLD DISCOVERY.

IN CONNECTION WITH LIFESTYLE TUTORIALS, THEY ALSO OFFER THE OPPORTUNITY TO PRESENT PARTNERS IN EVEN MORE DETAIL, EXCLUSIVELY, AND TO FOLLOW A FIXED TOPIC PROGRAM AS A SUPPLEMENT TO CURRENT EVENTS.

IN ADDITION TO THE ACTUAL TEASERS, THE DAILY THEMATIC PROGRAM OF THE DIARIES LOOKS LIKE THIS:

MONDAY: ACTION & FITNESS

TUESDAY: GAMING & EDITING

WEDNESDAY: NUTRITION & HEALTH

THURSDAY: FILM & MUSIC

FRIDAY: BEAUTY & FUN

SATURDAY: STYLING & FASHION

SUNDAY: FILMING & PHOTO

THE USP IS THAT ALL TUTORIALS ARE ALSO PRESENTED AS STORIES IN THE LANGUAGE OF MODERN WOMEN. FOR EXAMPLE, TECHNOLOGY BECOMES A LIFESTYLE ELEMENT THAT IS NOT ABOUT TECHNICAL TERMINOLOGY. BUT IT'S ABOUT THE AUTHENTIC PRESENTATION OF THE SPECIAL FEATURES OF THE PRODUCTS, E.G. DESIGN, PERFECT FOR VIDEO OR PHOTO EDITING, GREAT SOUND AND SCREEN FOR DISNEY+, ETC.



7 GIRLS - 7+ STYLES - 7+ THEMES

ENDLESS CROSS-TARGET GROUP OPTIONS

IT'S NO WONDER. SEVEN DIFFERENT GIRLS HAVE A LOT IN COMMON.
BUT, OF COURSE, THEY ALSO HAVE MANY DIFFERENT STYLES, TASTES, OPINIONS, AND HOBBIES. THEREFORE,
EACH V-GUIDE SATISFIES A SPECIFIC TARGET GROUP.
MOREOVER, TOGETHER, THEY ARE A NEW BIG BANG. THROUGH THEIR INCREDIBLE DYNAMICS,
THEY OPEN UP A NEW MARKETING UNIVERSE.



SATURDAY
STYLING & FASHION



SUNDAY
FILMING & PHOTO



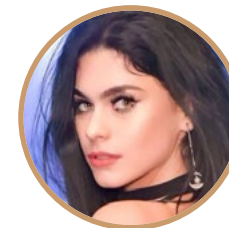
MONDAY
ACTION & FITNESS



TUESDAY
GAMES & EDITING



WEDNESDAY
NUTRITION & HEALTH



THURSDAY
FILM & MUSIC



FRIDAY
BEAUTY & FUN

THE REGULAR PROGRAM

DAILY MAIN TOPICS AND ADDITIONAL STORIES



SATURDAY OF COURSE, THE GIRLS GO TO THE PARTY IN TOP STYLES. THE ENTIRE MOTORHOME BECOMES A CATWALK AND SHOWROOM FROM WHICH THE V-GUIDES SHARE THEIR STYLING TIPS WITH THE PUBLIC.



WEDNESDAY IS DEDICATED TO THE KITCHEN AND GRILL. LOCAL DISHES ARE COOKED OR FRIED TOGETHER WITH PROMINENT GUESTS. WHILE HAVING RELAXED TALKS AND JAM SESSIONS, THE DELICITIES ARE ENJOYED IN A RELAXED MANNER IN THE RV OR IN FRONT OF THE COACH.



SUNDAY. THEY TAKE TIME TO EDIT THEIR PICTURES AND VIDEOS FROM THE LAST FEW DAYS. WHILE TWO MAKE THEMSELVES COMFORTABLE IN BED, THE OTHERS EDIT THE FOOTAGE AT THE TABLE, RELAXED ON THE FLOOR OR IN THE LOUNGE.



THURSDAY, IS FILM DAY. THE LATEST MOVIES COME TO THE CINEMA OR ARE AVAILABLE FOR HOME ENTERTAINMENT. THE GIRLS PRESENT THEIR REVIEWS FROM THE RV, AND SHOW MOVIE SCENES ON LARGE DISPLAYS. THEY INVITE MOVIE STARS AND FILM STAFF OVER TO TALK ABOUT THEIR LATEST PROJECTS.



MONDAY WHEN THE WEATHER IS GOOD OUTDOORS OR IN BAD WEATHER IN THE RV - THE GIRLS DO SOMETHING FOR THEIR BODY AND SOUL. HERE, THEY TAKE TURNS SHOWING THEIR FITNESS TIPS.



FRIDAY IS BEAUTY TIME. AGAIN, THE V-GUIDES TRANSFORM THE MOTORHOME INTO A BEAUTY MOBILE, FROM WHICH THEY PRESENT THE LATEST BEAUTY AND STYLING TIPS BEFORE HEADING TO A RESTAURANT FOR DINNER, A HIP BAR FOR HAVING FUN, OR A CLUB TO DANCE ALL NIGHT LONG.




TUESDAY IS GAME DAY. IT'S GAMBLING WHAT THE COMPUTERS OR CONSOLES ALLOW. WHETHER ON THE NOTEBOOK OR THE BIG SCREEN, THE RV BECOMES AN ARCADE AT THE HIGHEST LEVEL, INCLUDING LIVE STREAMS ON TWITCH & CO.

EVERY DAY, THE V-GUIDES NOT ONLY SHOW VALUABLE TIPS ENTERTAININGLY BUT ALSO PRESENT THE BEST PIECES FROM THE RESPECTIVE PRODUCT AREAS IN ACTION AUTHENTICALLY.

THE PRODUCT PLACEMENT

THE SERIES OF OPPORTUNITIES

An open notebook with a pencil and glasses on a map background. The notebook is open to a blank page, and the pencil is lying across it. The glasses are resting on the bottom edge of the notebook. The background is a detailed map of the world, with various geographical features and labels visible. The overall scene is set on a wooden surface.

STORYTELLING
VS.
ADVERTISING

THE PRODUCT PLACEMENT

RETURN TO VALUES

**BBB BARGAINS, BODIES & BORING
PRODUCT-PRESENTATIONS...**



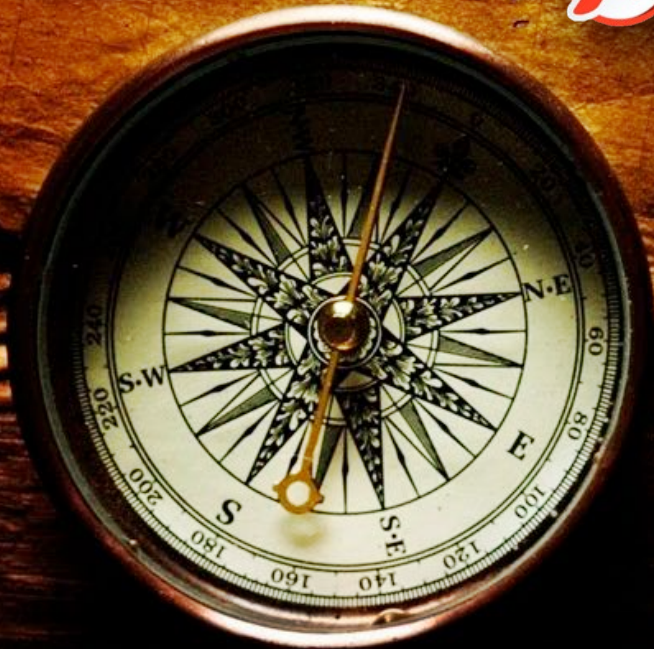
**IT'S TIME TO USE THE
TRUE POWER OF MEDIA
TO SPREAD REAL VALUES**



THE OWD CAN'T BE COMPARED WITH OTHER PRODUCTIONS, BECAUSE IT ISN'T FOLLOWING ANY CURRENT STANDARDS, ESPECIALLY NOT THOSE, WHICH WILL BE OUTDATED SOONER OR LATER. ON THE CONTRARY, THE OWD ALWAYS WANTS TO DEVELOP FURTHER AND REINVENT ITSELF CONTINUOUSLY.

FURTHERMORE, THE V-GUIDES DO NOT WANT TO INFLUENCE OTHERS. INSTEAD, THEY WANT TO BE IMPRESSED BY EXCITING TOPICS AND PEOPLE. THEREBY, THE AIM IS TO SHARE THESE IMPRESSIONS WITH THE INTERNATIONAL AUDIENCE THROUGH LIFESTYLE STORIES AS DESCRIBED BEFORE.

IN THIS SOPHISTICATED CONTEXT, THE OWD INTEGRATES PRODUCTS, BRANDS, AND SERVICES IN AN AUTHENTIC WAY TO MAKE THEM A REAL PART OF THE STORY.



THE PRODUCT PLACEMENT

MODERN STORYTELLING EXCHANGES CONVENTIONAL ADVERTISING

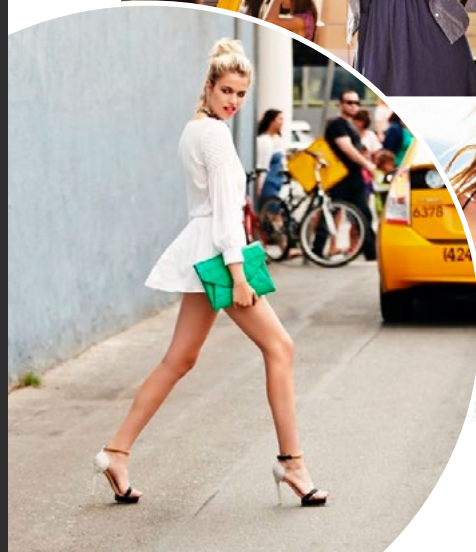
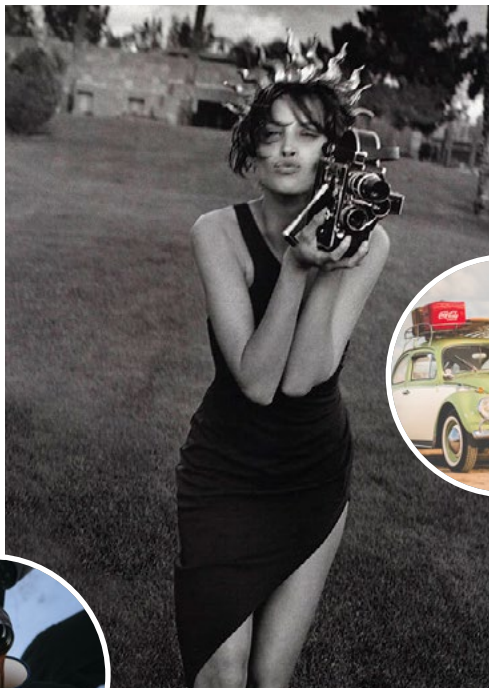


WITHIN THE DISCOVERY, THEMES SUCH AS **FASHION, LIFESTYLE, BEAUTY, FITNESS, ART, MUSIC, FILM, TECHNOLOGY...**

BUILD A CREATIVE AND COMMERCIAL PLATFORM FOR AN **ENTERTAINING YET EDUCATIONAL, IMPRESSIVE,** AND - IN THE BEST CASE - **WORLD-CHANGING**

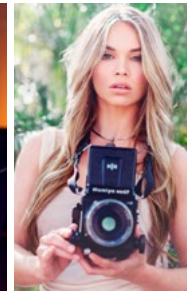
BUT IN ANY WAY, AUTHENTIC DOCU-REALITY WITH

WEEKLY EPISODES & REVIEWS AND DAILY DIARIES & NEWS.



STORYTELLING MEETS TUTORIAL

SPREAD OVER EPISODES, THE V-GUIDES SHOW ALL FEATURES IN REAL USE



TUTORIALS, HAULS, TESTS, REVIEWS, ETC., ARE GREAT! THEY ALLOW US TO LEARN A LOT ABOUT A PRODUCT OR BRAND IN A SHORT TIME. BUT, ABOVE ALL, THEY ARE ADDRESSED TO ALL WHO LOOK FOR THE RESPECTIVE INFORMATION DIRECTLY. IN CONTRAST, **THE V-GUIDES SHOW PRODUCTS AND MANY SERVICES IN ACTION, INTEGRATED INTO ENTERTAINING STORYTELLING.** SPREAD OVER EPISODES, THE DIFFERENT FEATURES - INCLUDING COMPLEX ONES THAT REQUIRE EXPLANATION - ARE PRESENTED EXCLUSIVELY AND STEP BY STEP ACROSS TARGET GROUPS - EASY TO UNDERSTAND, ENTERTAININGLY, AND VERY INFORMATIVE.



THE STORIES & INTEGRATION

ANOTHER BRIEF STORY EXAMPLE OF A DAY IN NEW YORK



BACK TO THE FUTURE & NEW YORK

THE V-GUIDES RUN THROUGH NEW YORK'S CENTRAL PARK:

- PRESENTATION OF THE PLACE, ITS HISTORY, PEOPLE, SPECIALS...
- INTEGRATION OF A CONTEMPORARY SMARTWATCH
- BRIDGE TO THE FIRST 'SMARTWATCH' BY CASIO: 'THE CALCULATOR WATCH'
- BRIDGE TO 'BACK TO THE FUTURE' (WHERE THE ORIGINAL WATCH WAS SEEN FIRST TIME)
- BRIDGE TO MICHAEL J. FOX: INTERVIEW ABOUT THE PAST, PRESENT AND FUTURE
- BRIDGE TO THE M.J.F. PARKINSON FOUNDATION INCL. VISIT AND INTERVIEWS



BACK IN TOWN

- VISIT TO THE FILM ACADEMY: INTERVIEWS WITH YOUNG TALENTS
- VISIT TO PRODUCTIONS (THEATER, FILM, VIDEO - BEHIND THE SCENES...)

THE DAY ENDS IN ONE OF THE NICEST MOVIE THEATERS OF THE CITY AND, HEREAFTER, WITH A NICE DINNER WITH AN INTERESTING REPRESENTATIVE OF THE CITY.



TECHNOLOGY, LIFESTYLE, WELLNESS, HEALTH, FASHION, ENTERTAINMENT, ART, SERIOUS ISSUES, HOLLYWOOD, CELEBRITIES, SOCIAL PROJECTS, AND MUCH MORE WILL BE COMBINED TO COMPLEX, INFORMATIVE, AND ENTERTAINING STORIES.

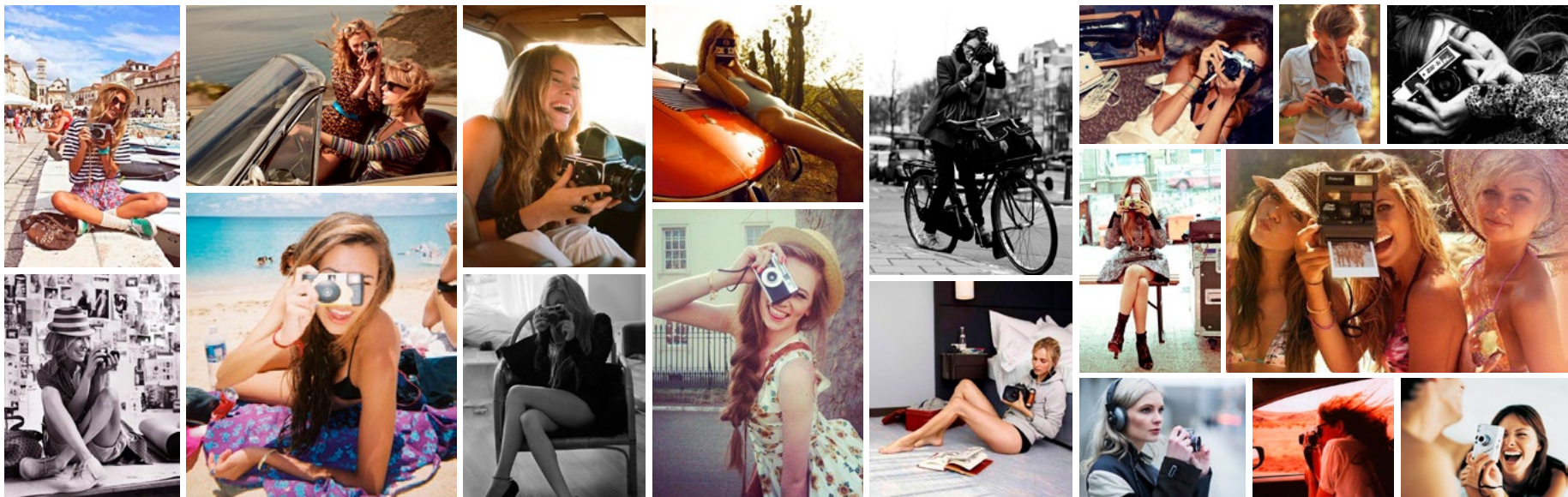
ALWAYS - AS LONG AS IT MATCHES AUTHENTICALLY WITH THE CONTENT - THE FEATURES OF THE PRODUCTS, AS WELL AS EXTENSIVE BRAND STORIES, WILL BE PRESENTED, INCLUDING INTERVIEWS AND ADDITIONAL INFORMATION.



THE ADDITIONAL CONTENT

MAKING OF +++ BEHIND THE SCENES +++ LIFESTYLE TUTORIALS

PEOPLE LOVE FUNNY VIDEOS. THEY ALSO WANT TO LEARN MORE ABOUT THE THINGS BEHIND A STORY. EVERY EPISODE AND ISSUE WILL BE SUPPLEMENTED BY HILARIOUS OUTTAKES, INTERESTING BEHIND THE SCENES AND MAKING OF REPORTS, AND EDUCATIONAL TUTORIALS. THESE ENTERTAINING TUTORIALS WILL BE PRESENTED IN A SIMPLE LANGUAGE. THEREFORE, THEY WILL BE EASY TO UNDERSTAND, AND ACCESSIBLE FOR A BIG TARGET GROUP.



THE HARD FACTS

IT GETS SERIOUS



THE COVERAGE

THE KEY FACTS

THE TEAM & REFERENCES

CONTACTS

THE COVERAGE

TIMING & DATES



START & DURATION

BEGIN MAIN STORY

JUNE 2023

BEGIN SIDE-STORIES & DIARIES (TEASER)

JULY 2023

1ST SEASON

7 EPISODES + SPECIALS

INTERVAL & COVERAGE

DAILY

VLOG'S, NEWS, DIARIES, HAULS, TUTORIALS...

WEEKLY

EPISODES, BTS, MAKING OF., SWEEPSTAKES...

FORTNIGHTLY

MAGAZINES, REVIEWS...



REGULAR QUALITY CONTENT ON SOCIAL MEDIA

ENTERTAINING AND INFORMATIVE QUALITY CONTENT IS PLACED ON THE MOST POPULAR ONLINE PLATFORMS EVERY DAY.



THE MULTIPLIERS

DUE TO THEIR ATTRACTIVENESS AND VERSATILITY, THE V-GUIDES ARE THE STRONGEST CROSS-MEDIA MULTIPLIERS. THEY ARE THE BASIS OF OUR MULTI-CHANNEL MARKETING.

PHOTO & VIDEO PLATFORMS

THE V-GUIDES PRESENT EXPERIENCE REPORTS, IMAGES, TUTORIALS, REVIEWS, AND MORE ON COMMERCIAL PLATFORMS AND COMMUNITIES.

IMAGE & MEDIA AGENCIES

SELECTED IMAGES AND REPORTS ARE COMPLETELY OR PARTIALLY OFFERED TO INTERNATIONAL AGENCIES AND STOCK CHANNELS FOR FURTHER DISTRIBUTION.

* MEDIA PARTNERS (TV, PRINT, ONLINE)

PICTURES AND REPORTS ARE SHARED (PARTIALLY EXCLUSIVELY) WITH RELEVANT CONSUMER AND SPECIALIST MEDIA & BLOGS FROM THE FIELDS OF FASHION & LIFESTYLE, TRAVEL & TOURISM, SCIENCE & EDUCATION, TECHNOLOGY, MOBILITY, ENTERTAINMENT, ART AND MUCH MORE.

MORE THAN 500 MEDIA NETWORKING PARTNERS IN TOTAL!!!

THE TARGET GROUP

DEMOGRAPHICS AND SOCIOGRAPHICAL OVERVIEW

IN GENERAL THE AUDIENCE

- IS BASED ON TOPICS AND THIRSTY FOR KNOWLEDGE
- ATTACHES GREAT IMPORTANCE TO QUALITY
- IS WILLING TO TAKE TIME AND SPEND MONEY FOR VALUES

GENDER & AGE GROUP

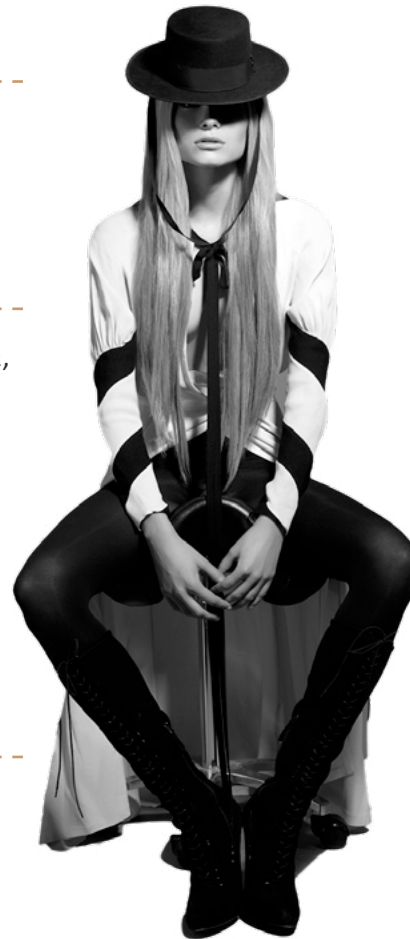
THE MAIN CONTENT IS ADDRESSED TO ALL GENDERS. HOWEVER, SPECIAL THEMES LIKE FASHION AND LIFESTYLE MAINLY AROUSE THE INTEREST OF THE AGE GROUP BETWEEN 18-40.

EDUCATION, JOB & CHARACTER

- HIGHER EDUCATION (COMPLETED OR IN PROGRESS)
- SEEK/HAVE TOP-JOBS; HENCE, EXPECT DEEP INFORMATION
- COSMOPOLITANS, INTERESTED IN ALL CULTURES & VALUES

WATCHING & READING BEHAVIOR

- HIGHLY INTERNET-SAVVY,
- EXPECT TO STREAM CONTENT DAILY, BUT
- ATTACH VALUE TO AN AUTHENTIC & SOPHISTICATED CONTENT



MAIN EXPECTATIONS

BECAUSE OF THEIR BUSY LIVES, THE AUDIENCE EXPECTS TO GET PROFOUND INFORMATION, PRESENTED IN AN ENTERTAINING AND COMPREHENSIBLE WAY WITH A POSITIVE MESSAGE.

USAGE BEHAVIOR OF CROSS-MEDIA & DEVICES

- EXPECTS DAILY NEWS ON MOBILE DEVICES
- TAKES TIME FOR PROFOUND CONTENT BY STREAMING ON TV, OR WATCHING AND READING IT ON TABLET OR NOTEBOOK

PERCEPTION OF ADVERTISING

- THEY DON'T LIKE/ACCEPT INTERRUPTIONS THROUGH ADS
- ACCEPT PRODUCT-PLACEMENTS WITHIN STORIES AS LONG AS THEY ARE AUTHENTIC AND RELEVANT

ACTIVE PARTICIPATION

- SHARES FAVORITE CONTENTS
- EXPECTS A PLATFORM FOR COMMENTS AND CRITIC
- EXPECTS TO TAKE PART ACTIVELY IN THE STORYTELLING

THE AGE GROUP

AND THE V-GUIDES

THE V-GUIDES ARE TRUE ROLE MODELS FOR EVERYONE.
THEIR UNIQUE PERSONALITIES, ENTERTAINING ADVENTURES AND SOPHISTICATED ACTING MAKE THEM
COMPATIBLE WITH ANY AGE AND INTEREST GROUP.

14 - 18

*SHE COULD BE MY
SISTER OR COUSIN...*

18 - 40

*SHE SHOULD BE MY
(GIRL)FRIEND.*

40 - 55

*SHE COULD BE MY NICE
OR DAUGHTER.*

55+

*SHE COULD BE MY
GRANDDAUGHTER.*



THE KEY FACTS

VISUALIZATION - RUNNING TIME - DISTRIBUTION - AUDIENCE

AVERAGE RUNNING TIME (EPISODES)

AT LEAST 7 EPISODES PER STATE Á 30 - 90 MINUTES

COVERAGE (ISSUES)

10 ADDITIONAL MAGAZINE REPORTS PER EPISODE

ADDITIONAL

DAILY DIARIES: Á 3 - 10 MIN. FROM BEGIN OF THE PRODUCTION

WEEKLY REVIEWS & TUTORIALS: CA. 10 - 15 MIN.

LIVE STREAMS: DEPENDING ON OCCASION

VISUALIZATION (VIDEO STYLE MIX)

- **EDUCATIONAL:** SOPHISTICATED, PROFOUND TV-DOCUMENTARY
- **STORY TELLING:** EXCITING ROAD-MOVIE
- **EYE-CATCHING:** STYLISH MUSIC VIDEO CLIP
- **ENTERTAINING:** A PERSONAL TALK-SHOW
- **AUTHENTIC:** SOCIAL MEDIA CHANNEL

VISUALIZATION (MAGAZINE)

HIGH-GLOSSY, CAMPAIGN & CATALOG, DOCUMENTARY, TRAVEL, ART

CONTENT-SHARING

IN ORDER TO SPREAD TEASERS ACROSS TARGET GROUPS ON MANY INTERNATIONAL PLATFORMS, THE PRODUCTION INCLUDES FOOTAGE AND TEXTS FOR ADVERTISING AND MEDIA-PARTNERS FROM DIFFERENT INDUSTRIES.

VISUALIZATION (SOCIAL MEDIA)

FRESH, MODERN, FUNNY, ENTERTAINING, EYE-CATCHING

THE KEY FACTS

VISUALIZATION - RUNNING TIME - DISTRIBUTION - AUDIENCE

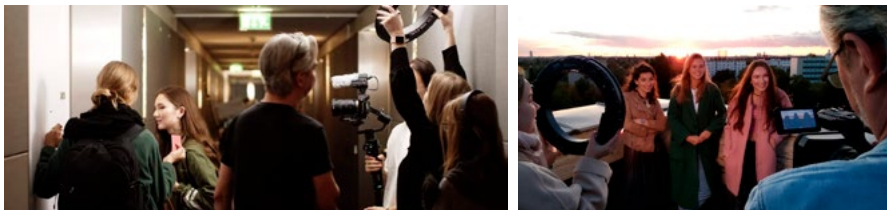
PUBLICATION AREA: INTERNATIONAL/GLOBAL

MULTIPLICATORS 1: THE **V-GUIDES** WILL SHARE THE CONTENT IN SOCIAL MEDIA + PARTNER MEDIA

MULTIPLICATORS 2: THE CONTENT WILL BE SHARED WITH \approx 500 INTERNATIONAL PARTNERS OF ALL INDUSTRIES (TOURISM, FASHION, TECHNOLOGY, LIFESTYLE, SPORTS, BEAUTY...) AND FORMATS (PRINT- & ONLINE, SOCIAL MEDIA, TV) AND LONG-TERM STREAMING-PARTNERS*.

AUDIENCE: THE OWD-AUDIENCE EXPECTS OUTSTANDING CONTENTS, INFORMATIVE, ENTERTAINING AND AUTHENTIC STORIES. THE MAIN INTERESTS ARE: TRAVEL, CULTURE, HISTORY, PEOPLE, NATURE, LIFESTYLE, ENTERTAINMENT, DESIGN, TECHNOLOGY, MOBILITY, ART, WELLNESS & HEALTH, BEAUTY, SPORT, TRADITIONS, AND MORE.

AGE-GROUP: TRADITIONALLY, THE AGE-GROUP IS BROAD-RANGING DUE TO THE WIDE SCOPE OF TOPICS. THE AVERAGE AGE IS: 18 TO 40 YEARS.



TIME OF PRODUCTION: \approx 4 - 8 WEEKS PER COUNTRY/BIG CITY

TEAM: CA. 4 - 12 PERSONS

PUBLICATION & PROMOTION TIME:

FROM THE **FIRST DAY** IT STARTS WITH SOCIAL MEDIA **DIARIES**.

THE EPISODES WILL BE **PUBLISHED** \approx 1 - 2 WEEKS AFTER PRODUCTION

A SEASON WILL BE **PROMOTED** FOR \approx **4 MONTHS** ACTIVELY AND WILL THEN BE AVAILABLE FOR AN **UNLIMITED TIME** IN THE **MEDIA CENTERS**.

PLANNED REACH: > 5 MILLION

PRODUCTION COSTS: DEPENDING ON THE LEVEL OF INVOLVEMENT



*WE PROVIDE SELECTED MATERIAL TO MEDIA PARTNERS FREE OF CHARGE. HOWEVER, THEY ARE NOT OBLIGED TO PUBLISH THE FOOTAGE IN GENERAL OR AT A SPECIFIC TIME.

THE (ON-SITE) CORE TEAM

PERFECTLY MATCHED

PHOTO & FILM PRODUCTION



MARCO



CHRISTOPHER

FOR ONE YEAR, WE HAVE TESTED THE NEWEST VIDEO TECHNOLOGY. THEREBY, WE FOUND A WAY TO PRODUCE HIGH-QUALITY FOOTAGE WITH LESS EFFORT. SO, IT'S POSSIBLE TO REALIZE A DOCUMENTARY WITH ONLY TWO PEOPLE AND LESS EQUIPMENT. IT WILL BE UNNECESSARY TO CLOSE A STREET OR PLACE. OF COURSE, WE WILL NOT DISTURB OR ENDANGER THE PUBLIC, BUT WE WILL RESPECT THEIR PRIVACY. BESIDES, THE POST-PRODUCTION WILL BE OUT-SOURCED COMPLETELY.



EVERYBODY IS INVOLVED IN DIFFERENT TASKS. THE V-GUIDES ARE ALSO EDITORS. FURTHERMORE, THEY TAKE CARE OF SOCIAL MEDIA AND THE ORGANIZATION AS WELL. EVERYTHING IS WELL-ORGANIZED TO KEEP THE EFFORT FOR ALL CONCERNED AS LOW AS POSSIBLE.

V-GUIDE(S)



GRETA



INES



PATRICIA



ELENA

GRETA & INES WILL OVERTAKE THE LEADING ROLES THE OTHERS WILL SUPPORT THEM TEMPORARILY.

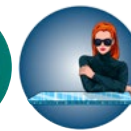
MANAGEMENT & ORGANIZATION



BETTY



LOUISE



THE CORE TEAM CONSISTS OF TWO PEOPLE WHO ARE RESPONSIBLE FOR THE ORGANIZATION AND ADMINISTRATION. TEMPORARILY, THE V-GUIDES WILL OVERTAKE THESE TASKS. OTHER TASK WILL BE OUT-SOURCED. IF IT BECOMES NECESSARY, MAKEUP AND STYLING WILL BE DONE BY LOCAL ARTISTS.

TEAM ONSITE

IN GENERAL: 4 - 8 PEOPLE

ADDITIONAL: 2 - 6 (TEMPORARILY, LOCALS)

CLICK THE PICTURES FOR MORE INFORMATION

REFERENCES

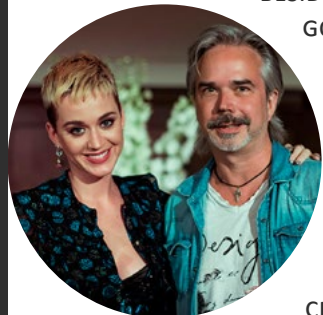
THE FILM TEAM

MARCO KOKKOT

MARCO'S CAREER BEGAN 35 YEARS AGO AS A BASSIST AND KEYBOARD PLAYER. EVEN AFTER HIS ACTIVE CAREER, HE STAYED TRUE TO THE STAGE. AS A PHOTOGRAPHER AND VIDEOGRAPHER, HE SHOT COUNTLESS CONCERTS, INCLUDING YELLO, DUA LIPA, TOVE LO, BROODS, NIGEL KENNEDY, IMANY, AND DEPECHE MODE. AFTER FOUNDING A MODEL AND EVENT AGENCY, MARCO PRODUCED MANY SHOOTINGS AND GREAT SHOWS DURING THE FASHION WEEKS. FINALLY, HE LAUNCHED THE VALEUR MAGAZINE IN 2010. IN COOPERATION WITH MANY INTERNATIONAL TOP BRANDS, MARCO PUBLISHED OVER 40 EXTENSIVE EDITIONS UNTIL 2018, INCLUDING TWO STAR WARS SPECIALS AND AN OSCARS SPECIAL.



BESIDES, HE INTERVIEWED STARS LIKE RYAN REYNOLDS, HARRISON FORD, RYAN GOSLING, ROBERT DOWNEY JR., WILL SMITH, KEANU REEVES, BRIAN COX, ROSANNA ARQUETTE, ETC. DUE TO THE UNIQUE STORYTELLING, THE MAGAZINE MET WITH GREAT INTEREST INTERNATIONALLY. SO, IT LAID THE FOUNDATION STONE FOR THE ONE WORLD DISCOVERY. IN COOPERATION WITH COMPANIES LIKE THE GRAND HYATT, THE MUSEUM OF TECHNOLOGY, THE FRIEDRICHSTADT-PALAST, AND MANY OTHERS, MARCO PRESENTED THE FIRST PILOT EPISODES TO THE PUBLIC IN 2020. DURING THE PANDEMIC, HE INTENSIVELY DEVELOPED THE CONCEPT OF THE EDUTAINMENT SERIES, WHICH IS NOW OFFICIALLY STARTING.



CHRISTOPHER LEPS

OVER THE PAST 30 YEARS, CHRIS HAS HAD A UNIQUE ADVENTURE IN THE ENTERTAINMENT INDUSTRY. HIS CAREER STARTED AT THE WALT DISNEY COMPANY IN 1989. AS A STUNTMAN, HE APPEARED IN MANY LIVE SHOWS, INCLUDING MARVEL'S X-MEN ADVENTURES, DISNEY'S INDIANA JONES EPIC STUNT SPECTACULAR, AND THE WILD WILD WEST STUNT SHOW AT UNIVERSAL STUDIOS.



FURTHERMORE, HE PERFORMED IN 180 TV EPISODES AND OVER 40 FEATURE FILMS, INCLUDING BUFFY THE VAMPIRE SLAYER, 24, ALIAS, CSI, AGENTS OF S.H.I.E.L.D., THE WALKING DEAD, THE PIRATES OF THE CARIBBEAN SAGA, AVATAR, THE ADVENTURES OF TINTIN, AND MOST RECENTLY, THE DISNEY+ SERIES, THE MANDALORIAN.

CHRIS HAS DOUBLED FOR MANY OF THE TOP NAMES IN HOLLYWOOD, SUCH AS CASPER VAN DIEN, KIEFER SUTHERLAND, JEREMY PIVEN, COLIN FARRELL, EWAN MCGREGOR, JUSTIN BARTHA, MATT DAMON, AND, LAST BUT NOT LEAST, JOHNNY DEPP. AS MEMBER OF SAG-AFTRA, HE IS A SCREEN ACTORS GUILD AWARD NOMINEE AND WINNER, IN RECOGNITION OF HIS PERFORMANCES IN TV AND FILM.

AS A FILMMAKER AND STORYTELLER, CHRIS HAS WRITTEN, PRODUCED, DIRECTED, AND EDITED A VARIETY OF PROJECTS RANGING FROM SHORT-FORM CONTENT TO MARKETING AND PROMOTIONAL MATERIALS, TO DOCUMENTARY AND FEATURE NARRATIVES. READ MORE...



CREDENTIALS

PREVIOUS LOCATION PARTNERS (EXCERPT) **



HURRICAN FACTORY



YOGA WITH RICARDA



GRAND HYATT



PANORAMA PUNKT



SUITE 030



CLASSICAL REMISE



GDR MUSEUM



BLUE MAN GROUP



MUSEUM OF TECHNOLOGY



FLEXVIT



LIQUIDROM SPA



HENNING WEHLAND



WEINMEISTER HOTEL



MUSEUM FOR FILM AND TELEVISION



FRIEDRICHSTADT-PALAST



ELLINGTON HOTEL



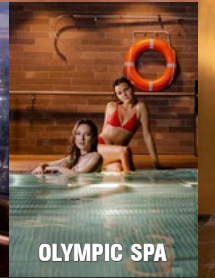
DUKE RESTAURANT



STOELZLE GLASS



SOLAR RESTAURANT



OLYMPIC SPA





GRAND HYATT

CREDENTIALIALS

PREVIOUS LOCATION PARTNERS (EXCERPT) **



CASTLE HOTEL ZIETHEN



ZOO BERLIN



ELLINGTON HOTEL



VOX RESTAURANT



SOLAR BAR



TEMPELHOF AIRPORT



VOX BAR



MUSEUM OF TECHNOLOGY



PORSCHE



VOX RESTAURANT

CREDENTIALS

PREVIOUS LOCATION PARTNERS (EXCERPT) **



SOFLOW SCOOTERS



TEMPELHOF AIRPORT

FRIEDRICHSTADT-PALAST



OLYMPIC SPA

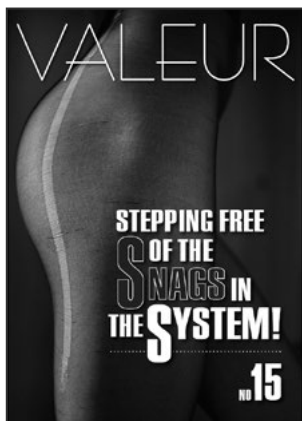
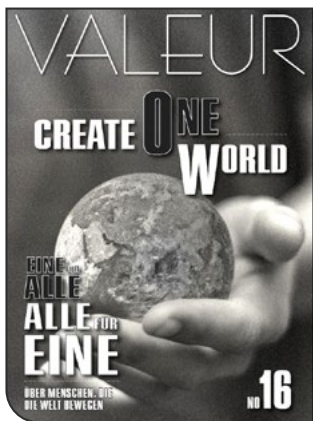
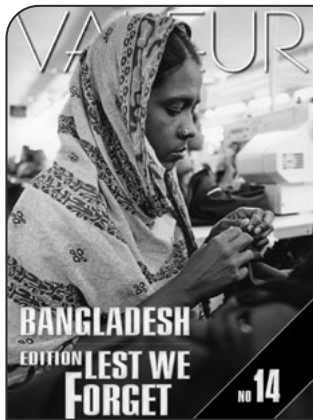
THE MAGAZINE TITLES

UP TO 2020



THE MOST SUCCESSFUL ISSUES

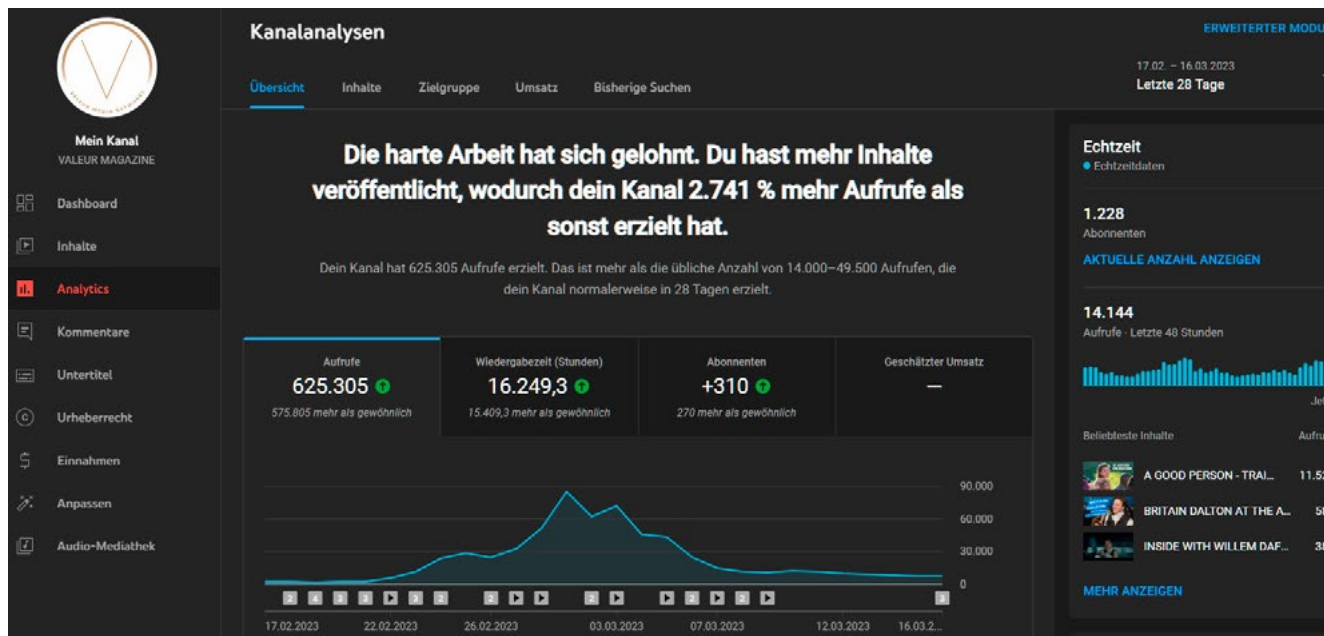
OF THE MAGAZINE



- VALEUR SPECIAL INDIA (2010)** (450K)
- LEST WE FORGET (2014)** (1.4 M)
- STEPPING FREE OF THE SNAGS IN THE SYSTEM (2015)** (3.6M)
- CREATE ONE WORLD (2015)** (3.2M)
- FASHION WEEK SPECIAL (2016)** (580.000)
- STAR WARS SPECIAL 2 (2017)** (850.000)
- THE 89TH OSCAR SPECIAL EDITION (2017)** (1.4M)
- FROM HOLY WATERS TO THE BLUE SEA (2017)** (825K)
- A BRIEF HISTORY OF LINGERIE (2018)** (780K)

PREVIOUS STATISTICS

ON YOUTUBE



SINCE THE FOCUS IS ON THE START OF ONE WORLD DISCOVERY, WE ONLY MAINTAIN THE VALEUR WEBSITE AND CHANNELS TO A LIMITED EXTENT. AND YET, WITHOUT ADVERTISING, WE WERE ABLE TO RECORD 625,000 HITS IN MARCH 2023.

THANKS TO THE MULTIPLIERS (SEE PAGE 19), NEW CROSS-MEDIA STRUCTURES, PARTNERS, AN EXTENSIVE AND DIVERSE CONTENT AND, LAST BUT NOT LEAST, INTENSIVE ADVERTISING, WE GUARANTEE AT LEAST **5 MILLION** VIEWS ON ALL EPISODES OVER THE COURSE OF THE FIRST SEASON!

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