



PROJECT

# THE SHORT FILM SHOW

*8 x 1 hour television programmes to be aired on the sky platform - free view and freesat and internationally via internet streaming providers.*

DATE

**15TH SEPTEMBER 2016**

FROM

**HOLD THAT SHOT®**

# THE IDEA

There's a vast array of award-winning short films out there made on budgets between £0 and £1million. They last between 3 and 15 mins and have captivating story lines. They are shown at local cinemas for audiences of just hundreds and then uploaded onto platforms like YouTube and Vimeo. They end up sitting on servers gathering viral dust, having served their purpose to propel their producers and film-makers to the next level in their careers.

There are a large number of premium movie channels across the Sky platform all dedicated to showing full-length films, but not the short ones. The problem with them being on the internet is that once you have seen one good one it's a tedious process searching for the next. Let's say you do find one, it's only another few minutes before you have to search again. We want to take a handful of the best new shorts from around the world from film-makers of all backgrounds and budgets and put them together in a digestible, eye-catching package.

The show will be set in a studio and fronted by a male and female presenter. They will take us on a journey with a short description leading into each film. There will be a total of 6-8 short films within an hour-long show with one of them being voted by the shows production team into the final section of the show - part 4.

Part 4 - the final section - will be the 'Feature' part where the chosen film is screened and the makers of the film are invited into the studio to discuss the various aspects of their production with the presenters. This film then goes on to the final show of the series.

The series leads to the grand finale ninth programme where a judging panel made up of well-known film critics will view the selected films and give their opinions and vote on an overall winner. This section of the series would

# HOW IT WILL WORK

Sponsorship slots will be offered to a brand that fits the ethos of the programme and the audience. The sponsorship will be embedded into the programme regardless of where in the world the programme is eventually shown. The sponsor will also have their logo and links clearly displayed on the programmes website. We will work with the sponsor to provide a quality marketing campaign to be shown within the programme. The sponsor would always have the option to opt-out of been included in the programme when it is sold worldwide.

We will also offer product placement during the presenter links. This could be for a drinks or clothing brand or verbal endorsements of a product or business. Each product would be visible during the programme links.

This programme has already attracted the attention of distributors. It cant be sold until all programmes within the series have been completed. Once sold the programme will have the reach to millions of people all over the world. We need the help of a sponsor to do this. If for example the programme gets streamed without advertising breaks on any of the free internet platforms, sponsorship brands will still be visible because it will be edited as part of the show.

We want to portray a relaxed atmosphere through our choice of set and the design of the opening, bumper and closing sequences. The programmes will be aimed at audiences of 18 upwards. The post watershed slot means the inclusion of films with a more raw dialogue and action which can be viewed without compromise and be appreciated as was intended by the film-makers

# People love watching TV

This is an idea that no one else is currently exploiting and there is a **constant flow** of **award winning** short films being made.

There is a huge audience out there for a show like this and will fill a **gap in the market**.

Furthermore, the concept could be adapted to have its **own TV channel** or music channel for short films. Each short film would sit within a playlist. The channel could be sold to other countries in its entirety.





**THE SHORT FILM SHOW**  
The new home for short films

**We also have Kev and Maleena above to present the show.**

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# RECAP

- Films already on board with us, most notably the BAFTA winning short "Operator" <http://www.bafta.org/film/awards/british-short-film> <http://www.operatorshortfilm.com>
- Hold that shot ltd will fund the first programme.
- UK air time easy to acquire once the full series has been completed.
- We are casting presenters and are shooting the pilot.
- We are in talks with industry bodies "Creative England" and the "BFI" for a representative to appear on the show.
- The website has been completed.
- Equipment and crew on are on standby.

For more information about The  
Short Film Show  
and how to become a sponsor  
please email [ad@holdthatshot.co.uk](mailto:ad@holdthatshot.co.uk)  
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