

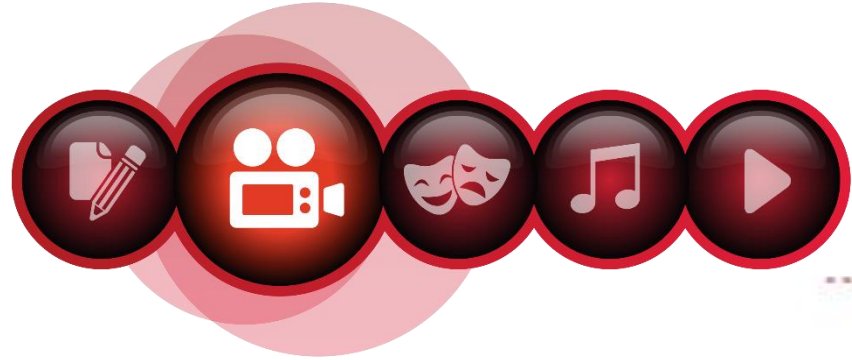


entertainment **experience**



LET'S TELL A STORY TOGETHER!

entertainment experience



In August 2012 a new, ambitious and interactive user generated content project was introduced in the Netherlands.
The first of its kind.

Hollywood director Paul Verhoeven dedicated his time and accepted the uncertainties of directing the first ever user generated movie.

'Tricked' launched Dec '13 and to date has sold in more than 40 territories.







THE FIRST USER-GENERATED FILM
DIRECTED BY PAUL VERHOEVEN (BASIC INSTINCT and BLACK BOOK)



TRICKED

LIES ALWAYS BACKFIRE



PETER BLOK	JOCHUM TEN HAAR	SALLIE HARMSEN	ROBERT DE HOOG	GAITE JANSEN	RICKY KOOLE	CAROLIEN SPOOR	PETER TIDDENS
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CASTING: HANS KEMNA & LEONIE LUTTEN, MAKE-UP AND HAIR: WINNIE GALLUS & DICK NAASTOPAD, COSTUME DESIGNER: VAN TOL & MARIE LAUNERS, MUSIC: FONDS MERKES, EDITOR: JOE TER BURGH NICE, PRODUCTION DESIGNER: ROLAND DE GROOT, DIRECTOR OF PHOTOGRAPHY: LENNERT WILLEGSE NSC, EXECUTIVE PRODUCER: MICHAEL GREIVE, CO-PRODUCER: MARCOU JACOBS, PRODUCED BY: RENÉ MOCH & JUSTUS VERKROON, SCREENPLAY: KIM VAN KOOIJEN, ROBERT ALBERSINK, THJAM, PAUL VERHOEVEN & DIT PARTICIPANTS, DIRECTOR: PAUL VERHOEVEN

WWW.TRICKEDTHEMOVIE.COM



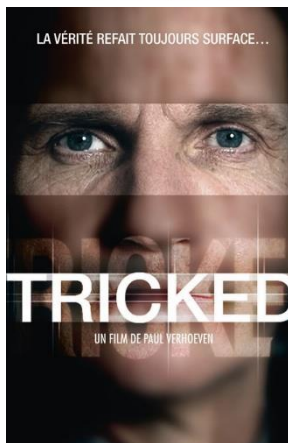
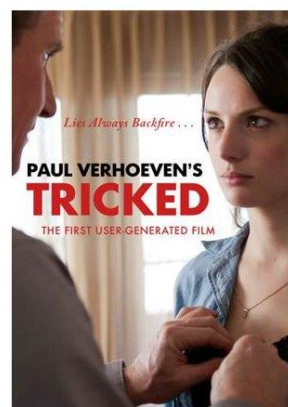




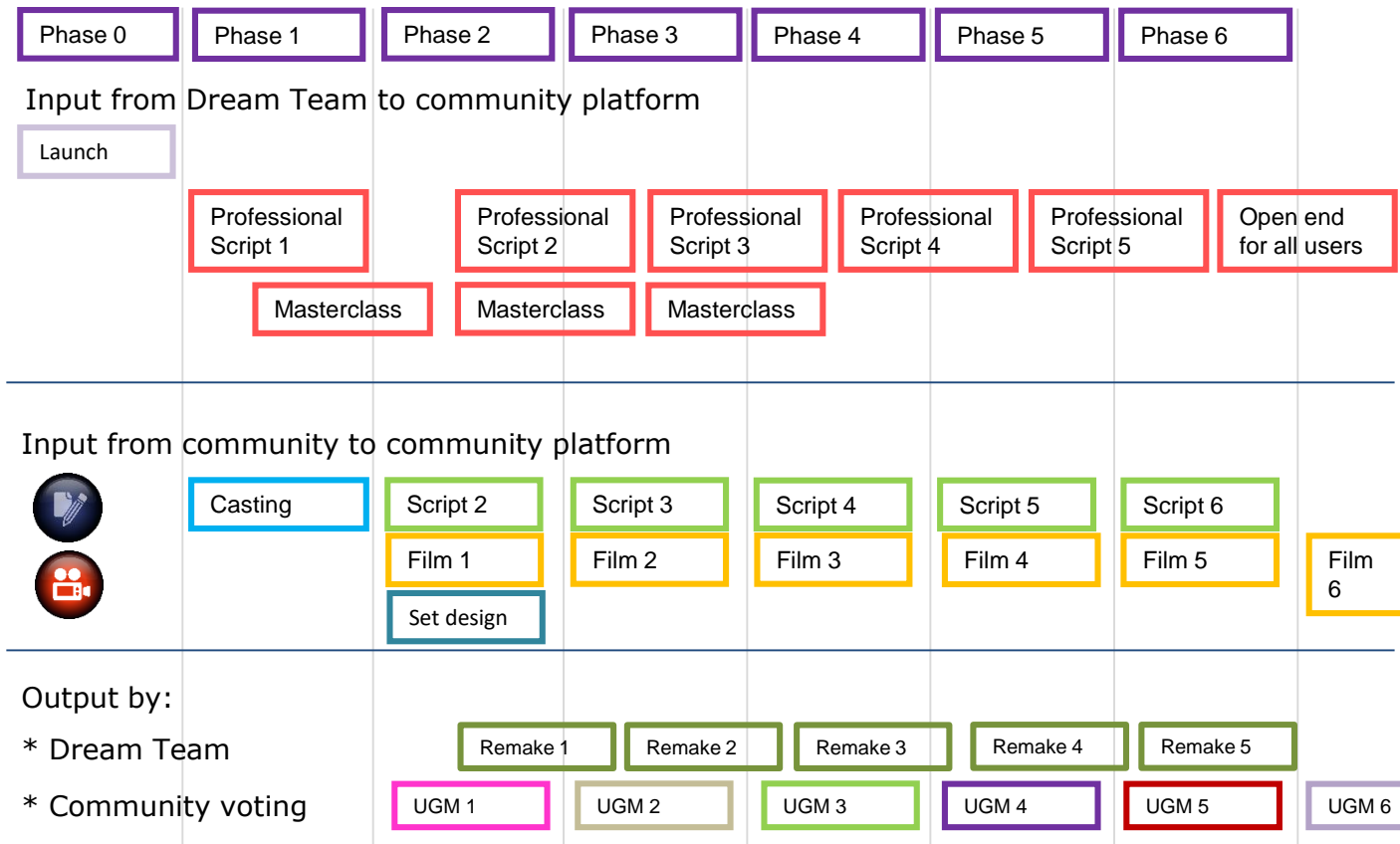
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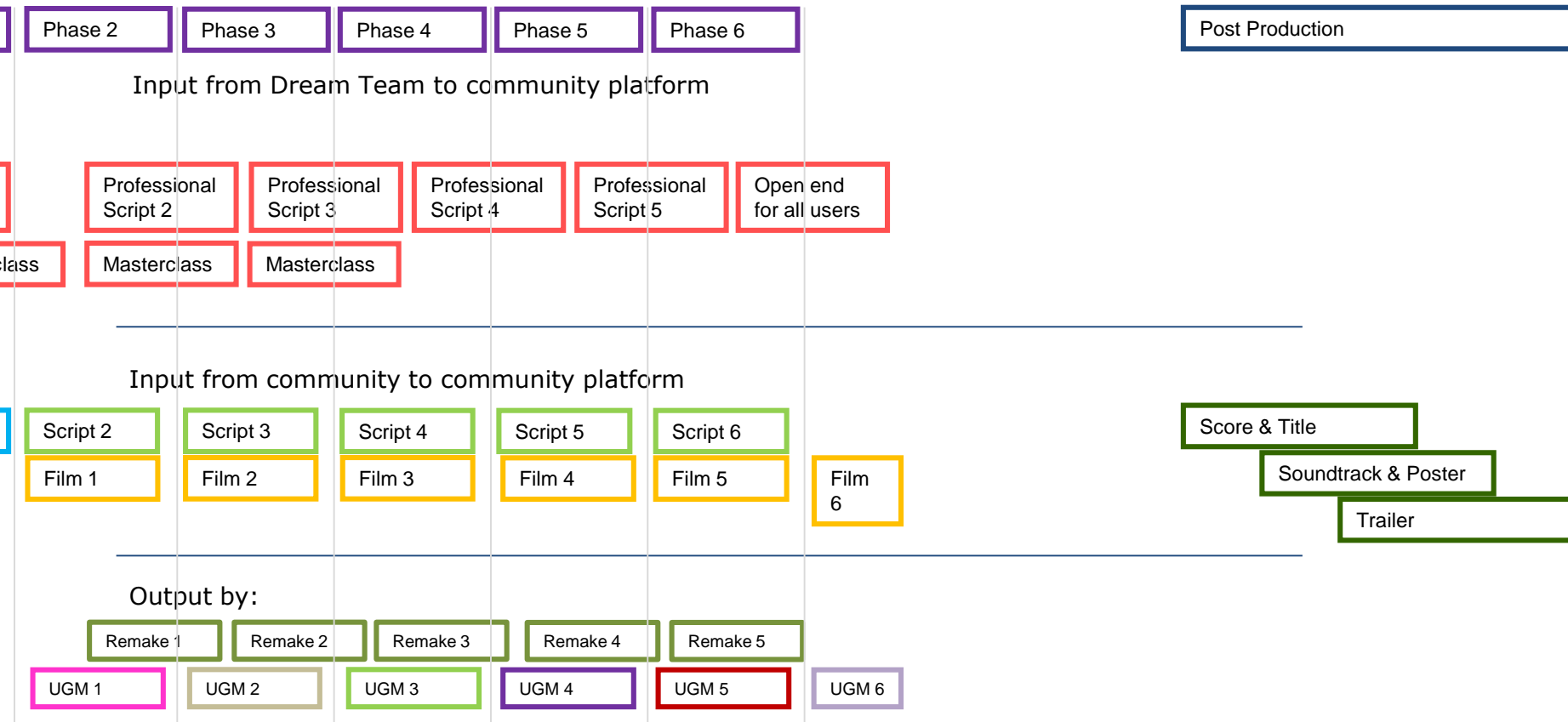
INTERNATIONAL RELEASES

FCCE



- Entertainment Experience® produce a feature length movie together with the public in **6 phases** (Timeline 6 to 8 months from launch).
- The public is allowed to participate as script writer, actor, director, editor, composer, etc. All disciplines are welcomed to the platform
- The final product will consist of **multiple** movies, produced by participating crews, based on the same script.
- At the end of each of the 6 phases the audience will vote which version they like best. The dream team makes its own choices led by the public input.
- This way a **movie, FULLY developed by** the input of **the public**, is created.
- At the same time a professional **re-make** is produced **by a famous Director** and his dream team based on all the input of the community.
- In the final phase the audience comes up with a title, poster & sound track
- The concept is a cross media production including TV, Events, Online, App...





- Entertainment Experience® is designed in such a way that everyone has the opportunity to become part of it: actively or re-actively.
- The 'backbone' of the concept is an interactive community platform: containing the Entertainment Experience® website and a mobile application.
- Its goal is to create an online environment which provides the visitors with:
 - creative & entertaining (video) content
 - master classes & tutorials, tips & tricks and feedback from the masters
 - a market place for talent and talent development opportunities.
 - a meeting point facilitating participants to interact with each other



** Winner of:



** Nominated for:





entertainment experience

MULTIPLE TERRITORIES

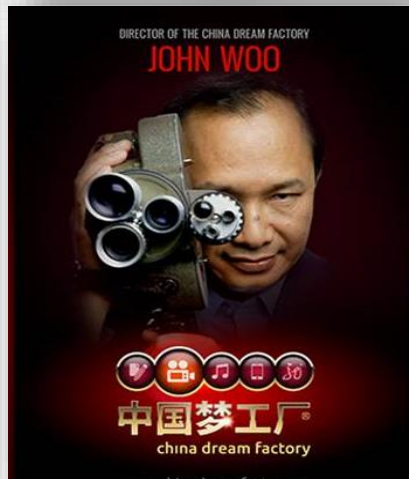
FCCE

HOLLAND LAUNCH 2013



Paul Verhoeven
Director Total Recall, Basis
Instinct, Black Book

CHINA LAUNCH 2014



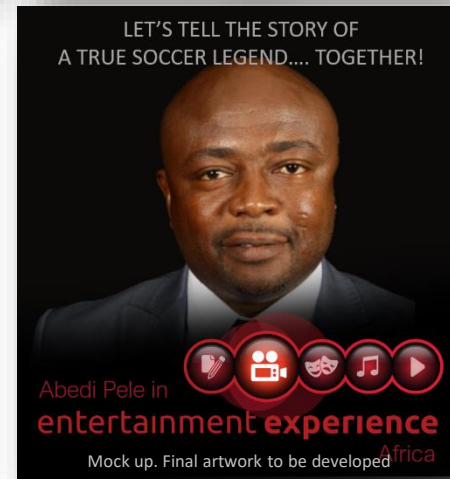
John Woo
Director : Mission Imposible
II, Face/Off, Broken Arrow

MIDDLE EAST LAUNCH 2018

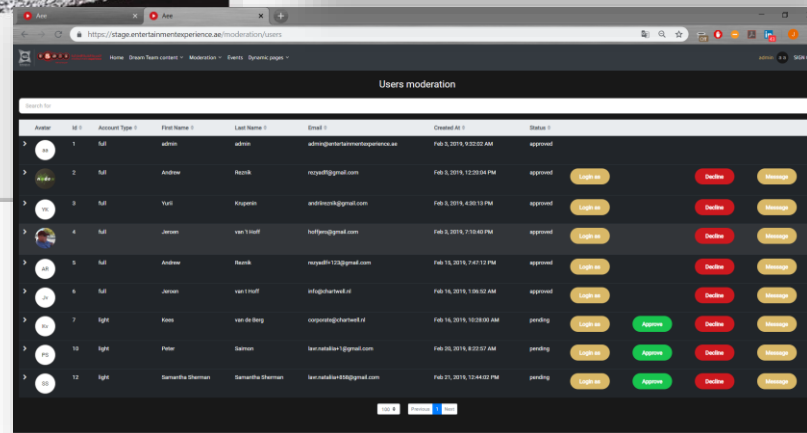
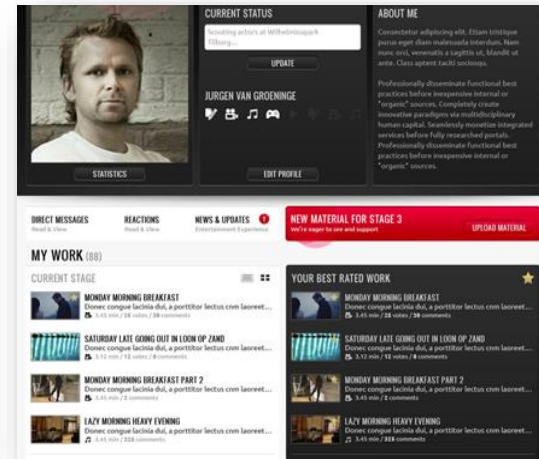
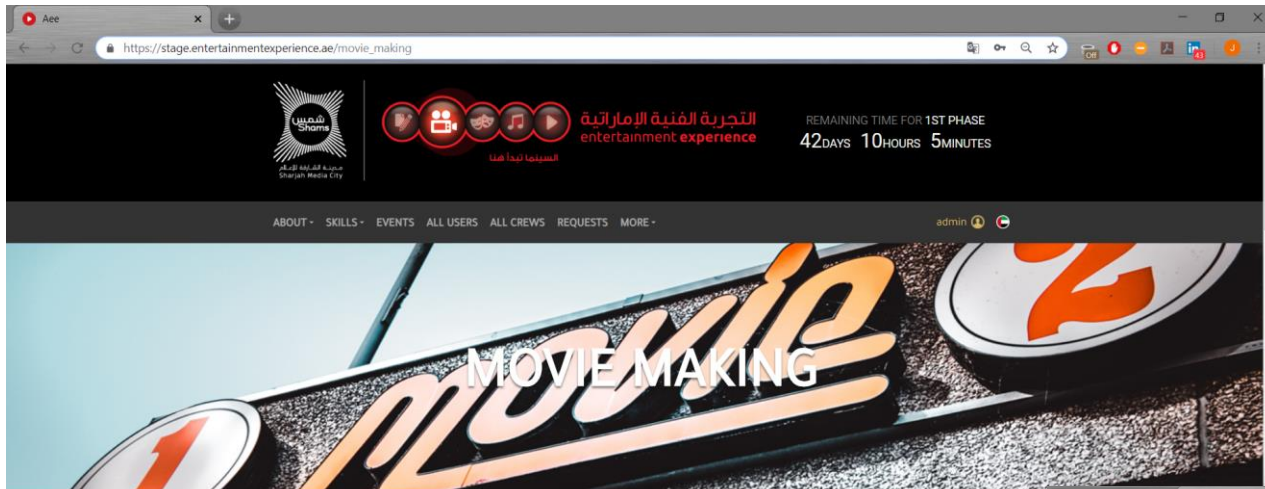


Nahla Al Fahad
Oscar Nominated
Emirati Director

SUB SAHARAN LAUNCH TBD



Abedi Pele
African Soccer legend
leading the process



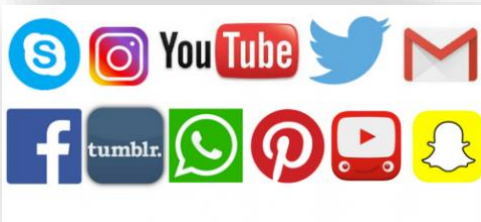
TELEVISION FORMATS



SOCIAL MEDIA CONVERSATION



ENGAGED INTERACTIONS



KEYS TO SUCCESS

4 necessary ingredients to kick start this talent facilitating community concept successfully:

- an aspirational director or celebrity from the country or region to lead the dream team and inspire the community
- a producer that understands the concept and is able to produce a cross media concept (its not only TV)
- a broadcaster that dedicates a timeslot (preferably a daily timeslot before or after prime time) to promote the concept and create reach for (commercial) partners
- a funding partner that values the direct engagement, involvement and interaction with a large crowd. This could be the government that wants to enable creatives (like the Middle East , Canada or Denmark) or a commercial partner that wants to connect with the public (could be a Make Up brand, a mobile device, Cable operator etc. etc.)

Our experience is: if we have 3 out of 4, it will work!



Why would you be a good partner to launch the Entertainment Experience in your territory:

- Introduce a ground breaking concept
- Be positioned as entertainment enabler
- Prime time linear program
- Companion linear/digital shows on OTT & VOD
- Events, community platform & app
- Extended cross media brand activations
- A spring board for cultivating creative talent
- Cost efficient activation and roll out



"The concept ticked all the boxes; in the end this is more promising than traditional programming"

The Academy of Television Science & Arts,



"Tricked (Entertainment Experience®) is blazing a trail toward what could be a major advance in filmmaking and creativity"

The Hollywood Reporter

"FCCE, as one of the most progressive drama creatives, is introducing one of the biggest opportunities for small-screen storytelling"

C21 Drama Summit, London UK

