PILOT FORMULA REVIEW

Geoff Dupuy-Holder

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No problems with structure, genre elements or drama. My suggestions relate to ‘other’.

1. TARGET AUDIENCE. Consideration could be given to identifying the target audience within the pilot formula – e.g., “this would appeal to adults and older teens who enjoyed NAME OF SERIES, and NAME OF ANOTHER SERIES (or movie)”. Is it very much aimed at adults, or at teens also? If the latter, from what age?
2. TONE. Consideration could be given to describe the toneof the series. That is, which words describe it? For example:

Dark

Dramatic

Playful

Ironic

Unflinchingly violent

Adult / sexy

Scary

Wondrous

Mystery-driven

Philosophical

Profound

Gory

Bleak

Hopeful

Controversial

Or a host of other terms.

1. COMPS. Another way of addressing tone could come from describing the series’ ancestors. For example, its DNA includes INVASION OF THE BODY SNATCHERS, THE RAIN, EDGE OF TOMORROW, etc. This could be extended to mentioning what the series is *not –* e.g. it is not V or ALIEN NATION.
2. ADULT CONTENT. Behind all this intersection of tone and audience is the question of how ‘adult’ the material can be. For example, the current USA script contains some swearing and very moderate violence, but no sex or nudity. How would the swearing play out in Africa? I have no idea, but my thinking behind this question is that, presumably, all the various SENTIENT series should have a similar general tone. If we look at another alien invasion series, FALLING SKIES, it had no ‘adult’s only’ content as far as I recall, whereas THE WALKING DEAD features graphic violence but no sex. Of course, setting out exact guidelines on adult content can be stultifying and restrictive on the one hand, or simplistically prescriptive on the other. However, even if we acknowledge that this topic is a can of worms, I suggest some general guidelines should be mentioned. (And perhaps, this is a question that will arise more forcefully further down the line, in discussions with prospective broadcasters/streaming services. If we are aiming for HBO, for example, they tend to have an expectation of significant adult content.)