



Big Name[®]
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MEDIA

OUR MISSION

To create world-class entertainment content that elevates groundbreaking music and rich storytelling from culturally diverse personalities on the leading edge of our global culture.



WHAT WE DO



Big Name Media is a full-service development and production studio delivering culturally diverse premium content in film, television, music, publishing, gaming, streaming, podcasting, social media, radio, and more. The company's three subsidiaries create, control, and monetize multimedia content to generate revenue from long-term assets such as content catalogs, publishing libraries, and multi-format intellectual properties.



PICTURES



PUBLISHING



MUSIC

FILM & TV



A small sampling of current projects:

- × *"Dirty Pop"* a four-part docu-series with partner, TIME Studios, for Netflix (in production).
- × *"The Hit Charade"* a 10-part scripted series with partners, Sugar23 and Anonymous Content, for HULU (in production).
- × *"The Black Hat: The Untold Colonel Tom Parker Story"*
The authorized documentary of Colonel Tom Parker with production partners, All Star Shows and Leo DiCaprio's Appian Way Productions.

"Neo-Dome" an original scripted series. Premiering in 2024 as an official selection of SXSW and Cannes Film Festivals.

The word "NETFLIX" in its signature white, all-caps, sans-serif font, set against a background of teal-tinted camera equipment.

The word "hulu" in its signature white, lowercase, sans-serif font, set against a background of teal-tinted camera equipment.

The word "HBOmax" in its signature white, all-caps, sans-serif font, set against a background of teal-tinted camera equipment.

The word "discovery+" in its signature white, lowercase, sans-serif font, set against a background of teal-tinted camera equipment.

MUSIC

Full Service Music and Sound Productions...



Recent Music Projects Include:

- Slipknot: 2024 Grammy Nominee and Multi-Platinum selling band's new album.
- Slash (Guns N' Roses): Rock & Roll Hall of Fame Guitarist's new album.
- ZZ Top: Rock & Roll Hall of Fame band's new album.
- Cardboard Sessions: A one-of-a-kind music series showcasing artists and original music featuring Sting, Marcus King, Keanu Reeves, LP, Billy F Gibbons and more.

Recent Film Scoring Projects Include:

- Neo-Dome: Official Selection 2024 SXSW, Cannes Film Festival among others...
- Coffee Shop Names: Currently Streaming on MAX
- My Babysitter The Superhero: Currently Streaming on Amazon Prime

BUSINESS STRUCTURE



Big Name Media will finance development and production of a wide range of intellectual properties and multimedia assets through three wholly-owned subsidiaries.

- × **Big Name Pictures** develops, produces, and sells television and film projects to studios, streaming platforms, and networks.
- × **Big Name Publishing** currently owns a vast and growing catalog of musical works that generate revenue through streaming platforms, sync licensing for film and television, and advertising.
- × **Big Name Music** is the production team creating audio assets for artists, musical groups, films, television, game developers, podcasts, and more.



VALUE

Big Name Media's subsidiary structure creates a valuable synergy that reduces costs, increases cash flow, and maximizes the asset values of all **BNM** projects, while maintaining the quality of major studios and labels. The whole truly is greater than the sum of its parts.

**Big
Name** MEDIA
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REVENUE PROJECTIONS

Year 1

Year 2

Year 3

Year 4

Film ... (\$200,000)*

Pub \$200,000

Music \$350,000

Total \$350,000

Film \$2,500,000

Pub \$ 240,000

Music \$ 400,000

Total \$3,140,000

Film \$4,100,000

Pub \$ 290,000

Music \$ 460,000

Total \$4,850,000

\$5M - \$8M+

**Combination of
all revenue streams**

(Conservative projections based on Founders' past revenue)

* The timeline for development of film and television projects from inception to revenue is greater than one year; these projections conservatively disregard pending projects that may come to completion in Y1.

WHAT WE NEED

... projects have generated revenue of well over \$9.5M in the past 12 months from a combined investment of only \$145K ...

Challenge: Our founders' independent *projects have generated revenue of well over \$9.5M in the past 12 months from a combined investment of only \$145K* from outside partners. But that \$145K has come at the steep price of having to give up a significant percentage of those projects' ownership, resulting in unrealized revenue in excess of \$5.5M.

Solution: A capital investment that empowers internal development and production of current and future projects will allow **Big Name Media** to maintain ownership of the intellectual property, participate in a higher percentage of the profits, and expand and lengthen revenue streams.

Year	Project Name	Status	Development Costs	Producer Revenue	Producer Backend %	Production Budget	Studio/Distributor	Unrealized Revenue	Unrealized Backend %
2010-12	LAX	Produced/Distributed	\$50,000	\$85,000/Season	10% Net Revenue	\$4M/Season	Def Media/MTV	\$1.5M	50% of Net Revenue
2013	Lovolution	Development/Not Greenlit	\$20,000	N/A	N/A	N/A	Disney XD	N/A	N/A
2013	Destination Space	Development/Not Greenlit	\$45,000	N/A	N/A	N/A	Maverick Films	N/A	N/A
2014	Sacred Places	Development/Not Greenlit	\$20,000	N/A	N/A	N/A	Channel V (AUS)	N/A	N/A
2021	Who Killed Dag Hammarskjold	Development	\$12,000	2.5% Overall Budget	15% Prod Co Net Rev	TBD	TIME Studios/Discovery +	TBD	15% of Net Revenue
2022	Dirty Pop	In Production	\$35,000	\$175,000	15% Prod Co Net Rev	\$5.2M	TIME Studios/Netflix	\$780K	15% of Net Revenue
2022	Neo Dome	Development/Pre-Production	\$130,000	TBD	15% Prod Co Net Rev	TBD	Ritual Film Co/HBO Max	TBD	15% of Net Revenue
2023	The Hit Charade	In Production	\$100,000	\$250,000	15% Prod Co Net Rev	\$80M	Sugar23/HULU	\$4M	15% of Net Revenue
2023	The Black Hat	Pre-Production	\$10,000	\$100,000	10% Net Rev	\$5M	Appian Way/TBD	\$750K	50% of Net Revenue
2023	615 House	Development	\$15,000	2.5% Overall Budget	15% Prod Co Net Rev	TBD	Red Light/Down Home/TBD	TBD	10% of Net Revenue
2023	Red Collar	Development	\$25,000	2.5% Overall Budget	15% Prod Co Net Rev	TBD	Village Roadshow/TBD	TBD	25% of Net Revenue

THIS ...

... COST US THIS.

FILM & TV

We are seeking a capital investment of a minimum of \$5M.

MUSIC PRODUCTION REVENUE

A representative selection of music production revenue; royalty revenue to be determined upon recoupment of artist advances:

Year	Project Name	Status	Production Revenue	Royalty Revenue to Date	Label/Distributor
2020	Billy F Gibbons	Released	\$40,000.00	TBD	Concord Records
2021	Debbie Krinkin (EP)	Production Complete	\$20,000.00	Flat Fee	Independent
2021	Angie and the Deserters	Production Complete	\$60,000.00	TBD	Independent
2021	Cage The Elephant	In Production	\$20,000.00	Flat Fee	Relentless Records
2021	Rüfüs dü Sol	Released	\$10,000.00	Flat Fee	Warner Records/MONEKELEON
2022	Kings of Chaos	One Release/In Production	\$50,000.00	TBD	AFM Records
2022	Sweet Imperfections	Released	\$45,000.00	TBD	Independent
2022	LP	Production Complete	\$5,000.00	Flat Fee	Warner Bros. Records
2023	HAZ	Production Complete	\$60,000.00	TBD	The Marsé Group
2023	Slipknot	In Production	TBD	TBD	Independent
2023	Mastadon	Pre-Production	\$50,000.00	TBD	Warner Records
2023	Sweet Imperfections (Album 2)	Writing/Pre-Production	\$60,000.00	TBD	Independent
2023	Cardboard Sessions (LP)	Released	\$15,000.00	Flat Fee	Signal
2023	Cardboard Sessions (Billy F Gibbons)	Released	\$35,000.00	TBD	Signal
2023	Cardboard Sessions (Marcus King)	Pre-Production	\$30,000.00	TBD	Signal
2023	Slash (Blues Album)	In Production	\$5,000.00	TBD	Snakepit Records

The capital investment we are seeking will facilitate hiring skilled technical and support positions to expand our volume of production projects. Join BNM in this first step to developing a record label division to sign music artists to exclusive recording agreements.

MUSIC LICENSING REVENUE

A representative selection of music publishing revenue from licensing of songs written or co-written by BNM founders Chad Shlosser and Michael Johnson:

Year	Composition/Writer	Type of Use	Source/Licensee	Production	Fixed Revenue	Royalty Revenue
2019	Downtown Love/Lukewarm Freeda	Sync (Commercial)	Red Bull	Crashed Ice	\$8,000.00	Flat Rate
2019	Low Day/Capra	Sync (Commercial)	Expedia	Expedia Commercial	\$75,000.00	\$110,000.00
2020	Cool Girl/The Driver Era	Sync (TV)	HULU	Keeping Up With The Kardashians	\$6,000.00	Flat Rate
2020	Ashes/NBF	Sync (Film)	Sony Pictures	Colossal Youth	\$7,500.00	Flat Rate
2020	Gold & The Gun/In For The Kill	Sync (TV)	AMC	The Walking Dead	\$2,500.00	Flat Rate
2021	It's Cool/NBF	Sync (TV)	NBC	Chicago Med	\$2,500.00	Flat Rate
2021	Anyday/NBF	Sync (TV)	MTV	The Challenge	\$1,000.00	Flat Rate
2022	Superhero/NBF	Sync (Film)	STARZ	My Babysitter The Superhero	\$3,500.00	Flat Rate
2022	Inner Hero/In For The Kill	Sync (Film)	STARZ	My Babysitter The Superhero	\$5,000.00	Flat Rate
2022	Billy F Gibbons	Sync (TV)	Disney	Lonestar 911	\$10,000.00	Flat Rate
2022	Billy F Gibbons	Sync (TV)	Disney	Lonestar 911	\$10,000.00	Flat Rate
2022	Billy F Gibbons	Sync (TV)	ABC	Grand Ole Opry	\$4,000.00	Flat Rate
2023	Lift/NBF	Sync (Film)	Yale Productions	Parachute	\$2,500.00	Flat Rate

The capital investment we are seeking will allow us to significantly increase marketing of the founder's music catalogs for additional licensing opportunities, and directly sign other songwriters to exclusive music publishing agreements to monetize their music catalogs.

VALUATION

Financial projections in the entertainment industry are notoriously difficult because the value of a particular property (film, song, etc.) is unknown until it is released. For example, some films become blockbusters and others flop, and predicting where on the revenue spectrum a film will land is almost impossible. However, producers and production companies making the movie always get paid. It's somewhat analogous to the difference between a day-trader investing in individual stocks versus an investor in a well-diversified mutual fund.

Investing in a single movie (like a day trader picking a single stock) is highly risky, but investing in a production company that develops, sells, and produces multiple projects is far less risky (like the diversified portfolio) because the development costs for any given film are relatively low, but once green lit for production by a distributor, the production costs (and the risk of loss if the film flops) is borne by the distributor.

Another stock investing analogy is that regardless of whether the stock goes up or down, the broker (in this analogy the production company) always gets paid. The losses on projects that never make it out of development are offset by the tremendous differential and extremely high ROI between development costs and production fees on the projects that do get made.



VALUATION

(Continued)

EBITDA multiples for entertainment companies were 49.2x in 2021 and 42.85x in 2022, which bodes well for **Big Name Media**. Given the nature of revenue streams in the entertainment industry and the difficulty of asset-based projections, examining the trajectories and performance of other independent companies is a good indicator of potential valuation:

- ✘ Reese Witherspoon's **Hello Sunshine** sold for \$900M against gross revenue of \$65M. At the time of sale, **Hello Sunshine** was only five years old and had only produced four films and six multi-episode series.
- ✘ **A24**, founded in 2012, has experienced significant financial growth over the past decade. In 2013, **A24** raised \$50M in funding from a group of investors, which included The Raine Group, Guggenheim Partners, and Barry Diller. Since then, the company has produced several critically acclaimed films. At the beginning of 2022, **A24** secured another capital investment of \$225M from a group led by Stripes, placing their valuation above \$2.5B.
- ✘ **Gunpowder and Sky** was founded in 2015 by Van Toffler and Floris Bauer. In its early days, the company secured \$30 million in capital investments from various sources, including AT&T, Otter Media, and The Chernin Group. Since then, the company has grown exponentially, producing critically acclaimed films and successful series. In 2021, **Gunpowder and Sky's** valuation was approximately \$300 million, and it has most certainly increased as the company's growth has continued unabated.



WHO WE ARE

Big Name Media's founders have a combined 80+ years of experience in music, media, and publishing and are all highly respected, forward-thinking, and multi-faceted individuals.

Over the past 25 years, the founders of **Big Name Media** have each built an esteemed reputation among industry leaders and have developed the valuable ability to maintain an evergreen flow of world-class creative opportunities and multi-market successes across all platforms.





MICHAEL JOHNSON



Michael Johnson, Founder Film Executive

Michael Johnson has been working in the entertainment business for the past 24 years as a Music Producer, TV/Film Producer, Music Supervisor, Composer and Artist. Michael has served as A&R for Logic Records and Alliance Group Entertainment. As a producer (TV/Film), Michael has produced content for networks such as MTV, Nickelodeon, VIVA, Red Bull TV, and Bravo.

He has served as a consultant or music supervisor for such companies as Disney, STARZ, Comedy Central, DEF Media and Universal Records. Michael has been signed as a recording artist to BMG, Sony Music, Hollywood Records and Red Bull Records, and as a writer/composer has worked with industry leading songwriters and composed scores for multiple award-winning films.

Within the past two years, Michael has sold documentary and scripted series projects to Hulu, Netflix and Discovery+, secured independent financing for multiple projects and continues to develop film and TV content for a wide spectrum of distribution platforms.



CHAD SHLOSSER



Chad Shlosser, Founder
Producer/Composer/Engineer

Chad Shlosser is a music producer, engineer and composer who, over his 20-year career, has shared the studio and stage with some of music's biggest names. Clients and collaborators include notable artists such as Fleetwood Mac, Guns N' Roses, Sting, Marcus King, Polyphia, ZZ Top, Usher, Billy Ray Cyrus, Blake Shelton, Rūfūs dü Sol, Cage The Elephant and many more.

Within the last year alone, Chad began work on albums for 3 Grammy-winning artists and scored two award-winning films. He is currently writing and recording albums for several artists, including Slipknot, Guns N' Roses and ZZ Top, as well as a string of new singles with platinum-selling artist LP, and many other major projects.



TOM PLAYER

**Tom Player, Founder
COO/Film Executive**



Tom brings a strong business, legal, and creative background in entertainment to his role as Chief Operating Officer of **Big Name Media**. Tom has logged 37 years in the entertainment industry, first spending a dozen years playing bass in notable rock bands through the eighties, and the past 25 years as an entertainment attorney representing clients that include multi-platinum musicians and producers, Grammy® winners, actors, film producers, and even members of the Rock and Roll Hall of Fame.

Tom is a member of The Florida Bar Entertainment, Arts, & Sports Law section where he is immediate past Chair, having served as Chairperson for the 2021-2022 term. Tom is also a voting member of The Recording Academy (the Grammy Awards) and on the Board of Governors of the Florida Chapter. In addition to handling countless entertainment transactions, Tom has considerable experience in civil litigation and appellate law. Tom holds his law degree and an MBA with a specialization in finance, both from the University of Florida, and a Bachelors of Business Administration with a major in finance from the University of South Florida.

Tom has five feature films slated for development with **Big Name Pictures**.

COMPETITIVE EDGE

The founding members of **Big Name Media** have forged long-lasting and trusted relationships with buyers, distributors, artists, and industry executives. These connections, along with their deep industry experience, current projects, and recent successes differentiate **BNM** from its competition.



Co-Founder Chad Shlosser with longtime collaborator Billy F Gibbons (ZZ Top)

“Sooner rather than later, any other form than **DIGITAL MEDIA** will be a thing of the past...”

- *Billy F Gibbons*

THANK YOU FOR YOUR TIME AND CONSIDERATION

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