

BEYOND LATE NIGHT ENTERTAINMENT (BLNE – blin')

Overview

A wholly owned subsidiary of *Odom Holdings Group, Ltd.*, BEYOND LATE NIGHT ENTERTAINMENT (BLNE), LLC will be a global, full service, development, production, post-production, and distribution entity which focuses primarily upon foreign and domestic syndicated programming during the extreme late night hours.

Executive Team

The Executive Officers include Edward J. Odom, IV, which will be the BLNE's Chief and Christopher Odom, which will be BLNE's President of Development, Production & Distribution.

Market

Examples of programming originally geared toward this hour are Byron Allen's "Kickin' It", "It's Showtime At The Apollo", and "The African-American Heritage Network". Production values will be ultra-low budget, utilizing Mini-DV cameras and Final Cut Pro editing system, which currently matches the production value of the majority of programming on Viacom properties, MTV, VH-1, CMT. Examples of programming utilizing these production values are "Real World", "Jackass", and "Making The Band".

Product

Content for programming will focus upon independent, genre, niche, and under represented markets and segments which fall under the auspices of "world culture", including but not limited to "Hip-Hop" culture, "Pop Music".

Programming

- 1) **Underground Music Entertainment** – A one-hour music video show with a personality(ies) showcasing music videos from unsigned, un-represented, emerging artists who own videos with clear chains of title, who may commission BLNE, should BLNE put them in contact with a music distributors who offers said artist a distribution Deal.
- 2) **Underground Movie Network** – A two-hour show with a personality(ies) presenting a different independent feature each episode, which has never before had a television, cable, satellite, or foreign distribution.
- 3) **Underground Shorts Showcase** – A 1-hour show, showcase independent short.

- 4) **Bad Movie Night** – A two-hour program with a personality(ies) featuring the worst movie would could find and cheap shot remarks during the commercial break from the personality(ies).
- 5) **Wild On Hip-Hop** – A traveling show which explores the phenomenon of the culture known as Hip-Hop: cribs, events, hangouts, livin' da' life, wannabees, etc.
- 6) **The Non-Traditional Country Music Project** – A half-hour show exploring non-traditional country music fans, artists, places, and happenings... ie: African-American country music fans, Russian Country Music Bands.
- 7) **Making The Cut** – A first-time music-video director is given the opportunity to make a digital music video for an unsigned artist and the making of the video is documented.
- 8) **Short TV** – A 1-hour shorts showcase composed entirely of sponsored narrative shorts, ie: The BMW Series.

Investment

To produce all eight programs, we require an initial investment of approximately \$300K for the first year to produce one show or approximately \$4M to produce all 8 shows over a five year rollout period.

Year	1	2	3	4	5	Total
Shows	1	2	4	6	8	
Exec. Prod. Fee	\$62,500	\$125,000	\$187,500	\$250,000	\$312,500	\$937,500
Production Costs	\$175,000	\$350,000	\$525,000	\$700,000	\$875,000	\$2,625,000
Equipment Costs	\$75,000	\$75,000	\$75,000	\$75,000	\$75,000	\$375,000
Total	\$312,500	\$550,000	\$787,500	\$1,025,000	\$1,262,500	\$3,937,500.00