



## WHAT IS UME?

Underground Music Entertainment (UME) is a music reality show, unlike any other show on television. Part reality, part variety, part documentary, part sketch, part news, parting away from anything you've ever seen before, UME is a new creation and the evolution of television and music itself. UME is the beginning of a new network incubated in a self-contained show format.

UME will be an international, underground, indie-style, digital entertainment network. Where as a traditional broadcast, cable, or satellite network exists in the brick mortar fashion with shelter, and overhead to go with it, UME exists in the apartments and firewire drives of its creators and facilitators.

On the consumer side, UME stands for alternative, original programming. Think "Survivor", "Jackass", or "Real World". To broadcasters and station owners, UME means "cheap" filler programming aimed at a younger audience. Like a used car salesman, engrain in your head... "no money down". In effect UME was conceived with one major premise, "can this show be made with nothing more than the cameras and computers we already own and the price of mini-dv tape?" This is not to say that UME is amateurish or non-entertaining. Great is the draw to show business, but few are the numbers of available positions. At any given moment, there is always more on-air and off-camera quality talent than there are places for them to work and excel. In an almost commune or cooperative-like mentality, UME will allow music, on-air, and technical talent to mutually pool their resources and share in a percentage of the spoils after the show has been aired. Because it costs UME virtually nothing to develop and produce, virtually any offer that is made to license UME is deemed acceptable.

## **GOAL**

Our goal is simple: 1) do what we love to do, 2) enable others to do what they love to do, 3) get on the airwaves, 4) create a name for ourselves, 5) create our own stars, 6) exploit our own stars, 7) have our own channel.

## **TARGET AUDIENCE**

The primary audience is males and females in the 13 - 25 year old age bracket. These individuals have open minds and represent the future. The secondary audience is the 26 - 40 year old market. There is usually spin-off in this quadrant from programming targeted at a young pop-oriented audience. We want to hit the 13 - 25 group hard, whereas UME will be creating its own stars, rather than paying to use existing ones, as the 13 - 25 year olds begin to gain more spending power, we will have the talent established to collect their dollars in the form of derivative projects such as feature films, or products that utilize UME talent as spokespersons.

## **MARKET**

Our primary market is foreign and syndication. Anything that is American holds a certain caveat overseas. We want to sell our programming around the world with the notion that this is "Underground America", what's really super hip and is just about to break in the states. Overseas, they have the disadvantage of seeing what's hot in the states after it gets hot, and sometimes after it's gone cold. UME will offer the foreign market the opportunity to see what's going to pop in America before America even gets a chance to pop it. Domestic syndication is our secondary market. TV station owners are amongst the most frugal beings on the planet. UME will provide an economical feasible outlet for original, hip programming.

## **THE STAR SYSTEM**

We don't want to exploit stars... we want to create them. UME is a family, and we stick together. We want to find raw, emerging, and undiscovered talent and give them their big break. We thus then want to provide the opportunity for the UME talent to shine in other mediums: i.e. film, commercials, etc.

## **SEGMENTS**

### Underground Music Digits:

"We play everything that MTV won't". This will be the crux of the show. We will play underground music videos from unsigned artists who can't get their video played on MTV, intercut with brief field segments with Digit Jockeys (on-air personalities).

### Making The Cut:

Features indie music digit makers making videos for unsigned musical talent.

### What's Rockin'?

Interviews the club owners of an underground music spots, which features live bands.

### Spotlight

A spotlight on an unsigned musical artists, interviewing the artists, and following the artist around for the day.

### Sketch Comedy

Music & youth, pop-oriented comedy sketches.

### LTV Digital Shorts Showcase

Hip digital shorts emphasizing hip, pop culture from independent digit makers.

## **THE FUTURE**

### Club UME

We want to re-invent the way programming is viewed. Digital is neither film, nor television, so therefore we want our programming to be viewed by neither of the traditional means of viewing the aforementioned. What is you could watch the "Sopranos" on a theatrical screen with a booming surround sound system, a group of fans, on a couch, with a chai tea, and a biscotti, chatting it up about tonight's episode with all the other fans when it goes off?

Our vision is CLUB UME, a chain of 24-hour coffee/smoothie lounges with larger than life plasma screens which show UME programming, and only UME programming, 24 hours a day. In any city, people are always looking for something to do late night, and always for something to eat. As if the President himself had decreed it, there is always no place to go, but plenty of people looking to go someplace. CLUB UME would literally be "the only place" to be "every night" of the week.

### Other UME Programs

Each UME segment, designed to become its own stand-alone program, upon emancipation from the show UME, will be developed and produced by a team of three individuals: a writer, director, and producer. Together, the team is responsible for the complete development and production of 13 episodes of the team's program. UME's creators, Christopher Charles & Brad Dean, will serve as Executive Producers on all projects.

### *Making The Cut:*

This is our flagship program, whereas it will be the first and will feature UME's creators, Christopher Charles & Brad Dean making videos for a different unsigned artist each week in a 30-minute music reality series.

### *Underground Music Digits:*

"We play everything that MTV won't". One-hour of underground music videos from unsigned artists who can't get their video played on MTV, intercut with brief field segments with Digit Jockeys (on-air personalities).

### *What's Rockin'?*

30-minute show with a host that interviews the club owners of an underground music spot which features live bands.

*Spotlight*

30-minute show that spotlights unsigned musical artists, interviewing them, and following them around for the day.

*Sketch Comedy*

30-minute music & youth, pop-oriented sketch comedy show.

*Feature Length Digit Showcase*

A two-hour program premiering a different independent feature each week that could not get distribution.

*UME Digital Shorts Showcase*

One-hour program featuring shorts from independent digit makers.

**UME TIMELINE**

Following is a rollout schedule for UME original programming. During the addition of a new show, the other shows will continue to run concurrently.

- Y1 - Making The Cut - The Feature
- Y1 - Making The Cut - The Pilot
- Y1 - Making The Cut - The First Three Episodes
- Y1 - Underground Music Entertainment - The Pilot
- Y1 - Underground Music Entertainment - The First 13 Episodes
  
- Y2 - What's Rockin'?
- Y2 - Digital Shorts Showcase

**LAUNCH THE UME CHANNEL**

- Y3 - Spotlight: The Bands
- Y3 - Sketch Comedy Show
- Y3 - Feature Length Digit Showcase
  
- Y4 - OPEN CLUB UME
  
- Y5 - SELL UME