

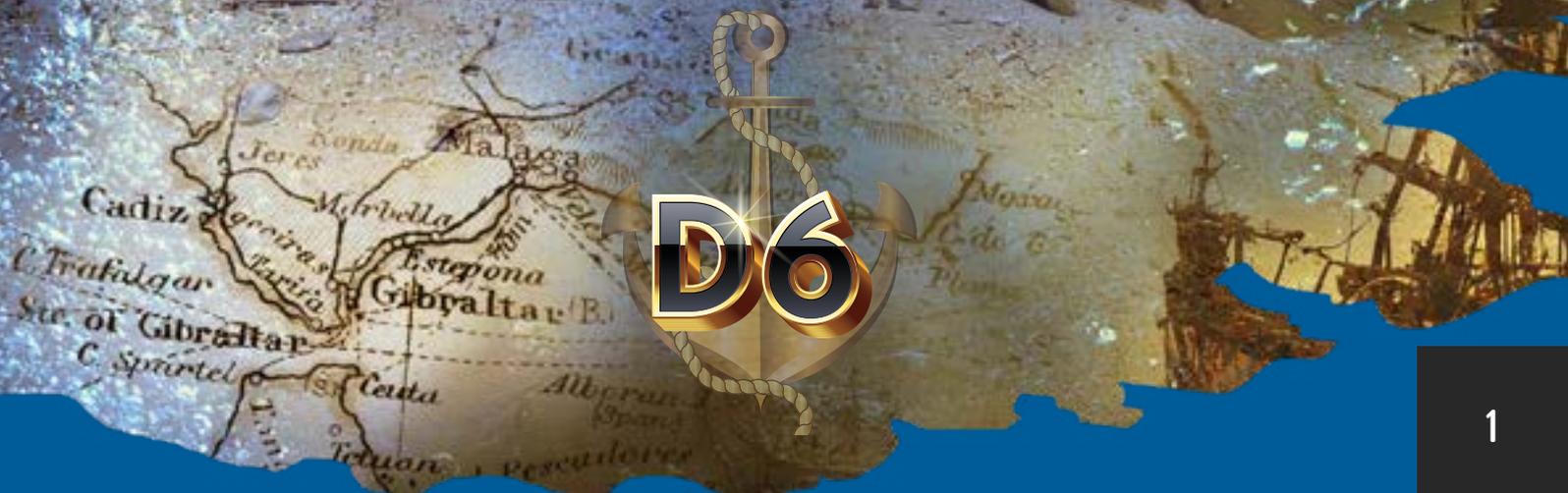
# THE DEEP 6

Band of Brothers and a Sister

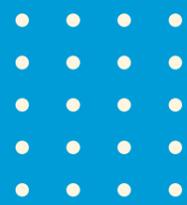
AN ADVENTURE REALITY TV SERIES



COMING SOON



**“** *There has never been a better time to invest in the film industry!*



# Contents

## FOREWORD

Recently we've seen a huge shift in the way TV is filmed with the content changing constantly, with larger streamers and networks now fighting for "male" type programming which is in huge demand. The networks in the past have kept a healthy 50/50 split in male and female content, however in recent years, the percentages have taken a big shift, surging a 70/30 spike in female type content. This has created a bidding frenzy between the networks sending episode values sky high. As a result, the big streamers and networks are on the hunt for male style content.

Most airers are now focusing on search and discovery and natural history in a big way. Deep 6 fits right into this genre but that's not the most interesting thing about this particular investment...the project comes with guarantees!

Prior to filming, we at Heritage Productions have forged relationships with the right teams giving the project the lift it needed. Several networks and streamers (the largest in the world) have expressed huge interest and we have secured a pre-arranged deal totalling 1.2M GBP. Whilst this will serve as a guarantee, its highly likely we will not use it due to the increased demand and other network offers that await are likely to be considerably higher amounts.

Heritage Development & Production investors are more than just investors, you will see your name in the credits. With 20 years of experience in the TV and Film industry with a portfolio of commercially successful productions starring named talent we are excited to announce our new project - Deep 6.

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We are  
a creative  
film and video  
production company.

# Your name in lights

## DO YOU WANT YOUR NAME IN THE CREDITS?

Who said investment can't be exciting? Making movies really is as thrilling as you think it is!

It's a unique journey where talent is fostered and dreams flourish along with your healthy returns on investment.



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## BENEFITS OF INVESTING WITH HERITAGE...



YOUR NAME IN LIGHTS



EIS TAX RELIEF



PRIVATE SCREENINGS



MULTIPLE INVESTMENT  
OPPORTUNITIES  
(AND CURRENCIES)

- GLOBAL STREAMING
- DVD AND TV LICENSING
- PRODUCT PLACEMENT
- FUTURE SERIES
- INVESTMENTS AWARD CEREMONIES

# The Concept

## 6 FRIENDS RISK EVERYTHING TO LIVE THEIR LIFE LONG DREAMS

Deep 6 is a real "Will they Won't they" reality show covering infamous historical events which time forgot, that is until now!

Our first series "Spain" is just the beginning of the journey across the world's oceans. We have obtained permission to film where until now access has been denied. This will give the show credibility for future seasons. We may know of the different events from "above ground". Now we will see them from the "underwater" told by a colourful band who hope to uncover the new aspects of history. With the passion and excitement to match our team get ready to risk everything - to tell the new story.



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# Synopsis

“ Exploration strictly forbidden since the 70s - **until the team get the call.** ”

## EXCLUSIVE PERMISSION TO DIVE

Deep 6 is a series about a colourful crew of English pro-ocean divers. This band of six wildly different friends are living their dream in a Spanish beach town, running a dive school for tourists. They work hard and play hard and it's safe to say that their antics do not go unnoticed. From different walks of life and parts of the world, these adventurous adrenaline junkies suddenly find their idyllic existence turned upside down.

The Spanish Government grants the team exclusive permission to dive the area where Admiral Nelson sank the Spanish Armada. Never before has anyone ever been able to explore the area, but our crew gets the call.

## THE UNDERDOGS

You will join our motley crew with ambitions which match their egos. Armed with a wealth of experience between them this band of brothers have joined the search to reveal the truth. The team of six promise to take you on a journey unlike anything before, using their intuition, street smart instincts and friendship as they battle the elements, team up with authorities and push themselves harder than ever before in search of lost history!

## SIX FRIENDS, ONE GOAL

The goal is not just to uncover treasure (although it might happen) But for the first time, our crew has the chance to make a real difference and fulfil dreams by making into the history books. An adventure series which takes you from the relaxed lifestyle of a beach town in coastal Spain, to the sometimes harrowing, search for Spanish historical wrecks.

## THE INVITATION

The team were invited to carry out this unique series of dives to search for the battle of the Spanish Armada from over two hundred years ago. They've worked tirelessly to prepare for the dives into the deep.

And now, the divers, and the supporting team, are living the dream of bringing to you, the viewers, the struggles, dangers and beauty of the amazing underwater world. Join them and share the excitement.

Viewers get to explore historical maritime events never before revealed but only now has diving and filming technology enabled such historical discoveries.



# Meet the Characters

**“** *When you invest with Heritage, you become part of the team. Meet the cast and crew on location, get a feel for the characters and experience the fun and thrill of filming at first-hand.*



**JASÓN NAYLOR**  
THE ADRENALINE JUNKIE

Jasón is a fanatical adrenaline junkie, who has lived in tropical countries for most of his adult life. Diving is his passion and he has free dived to depths deeper than most could bare.

Diving instructor, Jasón, has over 2000 hours dive time under his belt which will ensure the safety of his team when diving dangerous and murky waters.

You will see Jasón attempt free dives to incredible depths submerged for lengthy periods leaving the viewer glued to the edge of their seats.



**IAN WILMOT**  
THE STORY TELLER

A retired navy veteran shot and injured while serving his country, Ian has become one of Spain's leading dive instructors and treasure hunters. Ian has more than 20 years' experience, he completed his master dive training while in the navy and has continued to dive professionally since his retirement.

After some hard experiences Ian decided to change course and has dedicated his life to his passion, 'sports diving', helping others to enjoy the sport as well. When he became interested in the history of the Strait, he put his business on this fantastic beach, the beach that holds the secrets of ancestral memories.



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**CHRIS LEGG**  
THE JOKER

Chris's first passion is anything boats and water, living in Marbella for over 15 years he spends most of his days under boats repairing them or diving off them exploring the beautiful coast of the Costa Del Sol.

When Chris was 7 years old, his parents bought a lock keeper's cottage on the canal in Hunton Bridge, Watford, allowing him to enjoy holidays on canal barges, which started his affinity with waterways and boats.

In 2009, he left the UK with friends to travel to Nerja in Spain, where he was once again able to spend time on the water. In 2011, Chris moved to Estepona where he joined a team who repair and renovate luxury yachts, and more recently expanded his repertoire to repair and construction, which is what he was doing when he was brought onboard to participate in Deep 6.



**TYRONE YEBOAH**  
THE TRAINER

Tyrone was born in Bury England, where he excelled in a number of sports activities. Brought up by his mum, at the age of 15 he went to live with his estranged father at which point things started to go wrong.

At 18, he knew that a career in sport was the route he wanted to take but unfortunately life wasn't always so forgiving, after a number of run-ins with authorities Tyrone decided enough was enough, during this time, he turned his life around and qualified as a personal trainer.

Since 2016 Tyrone has worked at a number of gyms and started a successful "Re-think Personal Training" program and provides fitness and dietary products online.

In 2018 Tyrone moved to Spain to further his career. After forming strong friendships with the team, the love of the sea became very apparent leading him to become a skilled diver and key member of the "Deep 6" team.



**SEAN RICE**  
THE CAPTAIN

Always having a fascination for the seas Sean's obvious choice was always seafaring. After a number of career challenges the skipper decided the cold grey days that his home town in Brighton offered where no longer for him, he moved to Spain setting up a commercial boat charter business on the Costa del Sol.

Sean has been a commercial boat captain now for 12 years and spends his days enjoying the life of a hard working captain whilst enjoying the benefits of the Mediterranean.

Sean's ability to keep situations calm under pressure will serve his team well ensuring everyone is in safe hands.

The captain also brings another layer to the show whom many believe not only to be the best looking but potentially the star. Hector the inspector!



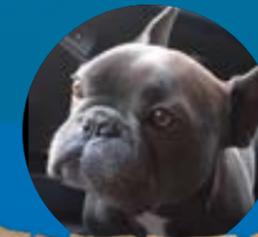
**GIGI TORAS**  
THE MOTHER HEN

Gigi was born in Barcelona Spain, but spent her formative years in Costa Rica and Buenos Aires, Argentina. After finishing highschool, she attended Medical School but realised after six months that it wasn't right for her and returned to Spain where she undertook a degree in Environmental Science.

In 2011, Gigi got her Open Water Divers licence, moved to Australia and completed a Degree in Marine Biology and Ecology. She has also worked as a Safety Diver for HUET (Helicopter Underwater Escape Training), dive master on a Liveaboard across the Great Barrier Reef, and has tutored undergraduate students.

In 2015 she moved to Koh Lanta in Thailand to be a diving instructor. Today, she owns the Dive Centre Albatros Diving, which is also a base for marine scientists and educational facility for the local community.

In 2021 she joined the non-profit organization Daughters of the Deep as a board member, with the commitment to help open paths and horizons for future generations.



**HECTOR**  
"THE INSPECTOR"

The unofficial 7th character...and probably the best looking of all!

# Episodes



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## EPISODE 1: RELATIONSHIPS NEW & OLD

The team immerse themselves in the history of their chosen subject, The Battle of Trafalgar. Developing relationships with the specific authorities, understanding the magnitude and importance of the mission ahead, the aim is to finally achieve their life long goals to search and discover.

## EPISODE 2: THE CALL

With plans underway to gain the required permissions to dive the deep and dangerous waters, ex-navy captain Ian gets the fateful call which threatens to thwart the mission.

## EPISODE 3: WHAT'S NOW!?

With tempers running high because of the school's closure, the team battle to revive the Octopus Dive Centre by any means possible and it's fast becoming a race against time with the bad weather looming.

## EPISODE 4: NOT JUST A DIVER

The team receive some fantastic news; a new site is made available. To free themselves from their enemies, the team have to bring together all their skills and wits to create the new Dive School - fast. But while doing so - yet another problem unfolds.

## EPISODE 5: FUNDING

The School gets built, but more cost for equipment, dive requirements, permission and time needed, and even worse, the dive expeditions' budget gets pulled! Sending the teams level of motivation into a downward spiral causing more disruptions.

## EPISODE 6: BAND OF BROTHERS & GIGI

With what looks to be the final nail in the coffin for the crew, Gigi - the team's Mother Hen - has to take control, kicking backsides and inspiring the team to see that ANYTHING is possible. New investment arrives. They party, they fight, they rejoice and overcome all.

## EPISODE 7: I KNOW WHERE IT IS

Getting first-hand knowledge from the experts and curator of the Maritime Museum, the expedition gets a huge lift of excitement from the producers. Then a lead comes in, the location of a cannon from one of the missing shipwrecks. That creates an excitement and rising enthusiasm and passions continue to run high until.....another disaster strikes!

## EPISODE 8: EXPLORE OR EXPLODE

Chris gets an unwanted day off due to an accident whilst repairing the boat. He is rushed to hospital and, once again, this threatens to jeopardise an already precarious expedition. But next day Chris is released after being treated for minor burns. This will not be enough to stop these passionate and determined explorers.

## EPISODE 9: THE SEARCH IS ON

The team meets with the coast guard to discuss the dangers of the location depths. Untimely a joke from the team does not go down well with the sea police. Harsh words are spoken, the team are refocused on the extremely treacherous mission ahead.

## EPISODE 10: DO THEY DON'T THEY - THE MISSION

Armed with a wealth of experience and bundles of motivation, with the dream of making it into history books, the team finally set sail. Do they succeed? The Skipper and his fearless team promise to make it a journey unlike anything attempted to before!



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# Production Team



## BILL KELMAN

### Producer

Bill Kelman is an experienced filmmaker and film executive in distribution, acquisitions and development who has sold film projects as a writer and producer to various studios, including Warner Brothers, Paramount, New World, German companies Pro-Sieben and RTL and other indie production companies. He has been working with Forlan on their projects for close to ten years. His cult film, "Mortuary Academy," starred Paul Bartel and Mary Woronov for RCA/Columbia. He has the dubious recognition of having three films in the Psychotronic Video Guide.

Kelman's film, "The Man Who Would Be Fred", appeared in 25 film festivals worldwide. "Succubus" appeared in over 50 film festivals. He has directed commercials that have appeared in the "One Show Creative Showcase" and in "Shoot Magazine."

## HERITAGE DEVELOPMENT & PRODUCTIONS

### Production Company & Executive Producer

In association with:

- Octopus Diving School Bologna
- Paleontological Museum of Estepona
- Cadiz Museum of Archaeology
- Spanish Coast Guard
- Crocodile Editing

Most recently, he is a producer on "The Price We Pay" with Emile Hirsch and Stephen Dorff, directed by Ryuhei Kitamura, the sci-fi tv series Pulse and the unscripted pilot for The Deep 6. His BFD Entertainment LLC company has a slate of quality film and television projects.

He was a judge for the Academy of Motion Picture Arts and Sciences Nicholl Fellowship and has continued working with various screenwriting contests. As a journalist, he has been published in the LA Times, Los Angeles Magazine, Millimeter, Fire Island News, LA Reader and Los Angeles Herald Examiner. He was at the American Film Institute on a screenwriting fellowship and has a BA from the University of Wisconsin.

Bill currently lives and works from Albuquerque, New Mexico and makes a conscious effort to limit his visits to Los Angeles.

## JASON WOOD

### Creator / Director / Producer

Jason has a real passion for films and for diving; making "Deep 6" is therefore a perfect production for him. Combining his extensive filming experience with underwater exploration ensures the viewers will benefit from a perfect view of the rich historical stories uncovered and enjoy the episodes in a real exciting and informative format.

He was the executive producer known for many projects, most recent being "Muse" starring Rupert Everett, Allison Doody, Geza Rohrig and Caroline Goodal

## MICHAEL BRAVERMAN

### Executive Producer / Producer

Michael has created and produced multiple reality shows for major broadcasters and streams as well being as a talent manager. His shows include. "Bar Rescue", "Giant Robot Duel", "The Song", "American Unplugged", "Conspiracy Theory" with Jessie Ventura, "Armed and Famous." He has over 400 episodes of reality television to his credit.

Michael is also a partner in the Braverman/Bloom Company, which just completed a merger with industry heavyweight A. Smith & Co. He is currently an executive producer on "Deep 6". He is not to be confused with Michael Braverman who is a dramatic TV writer/producer.

## MONICA FISCHETTI-PALMIERI WILLIAMS

### Editor (Crocodile Editing)

Born and raised in Rome she grew up in Cinecitta' films studios were her father Massimo Palmieri, was the set builder for "Cleopatra", "Ben hur", "The Agony and Ecstasy", Fellini's "Casanova", "Barbarella".

Her love for films naturally led her in the career of editing. After working for RAI television, National Italian TV editing documentaries for several years, she moved to the United States and worked for PBS as series editor of "Colores!" (National Emmy winner for "Best Series Cultural Affairs") and many other programs.

For PBS She wrote and directed "Building Harmonies, Frank Lloyd Wright in the Southwest" that was recognized by her peers with 2 Emmy's nominations for "Best Writing and Best Documentary".

Monica is the recipient of the CASE AWARD (Council for Advancement and Support of Education) and received a special mention as Director in the Los Angeles Italian Film Awards in Hollywood. She has also served as a judge for the Hollywood Post Alliance Awards for Best Editing and is a member of the National Academy of Television and Science. She is also a member of the SMPTE Society of Motion Picture and Television Engineers.



*We make the magic happen*



# The Business: Reality Shows

With the growing number of reality TV shows emerging onto the market, there is a similar increase in reality TV audience statistics, providing data on which shows are the most popular in certain markets, which shows are the most popular, as well as individual overnight ratings for specific episodes such as finales, pilots and season premiers.

Most statistics surrounding reality TV involve ratings. Although we will cite some specific examples, some general trends are helpful when discussing the popularity of reality TV and how audience markets have taken to the concept of reality TV. The overall sentiment of how reality TV has done statistically can be summarised by saying: amazingly well! It seems the general public has quite an appetite for it.

Since 2000, the newly coined term has taken under its wing hundreds of shows. In a book by Annette Hill, she discusses the phenomenon behind reality TV by quoting Larry Namer the co-founder of E! Entertainment in saying, “[to viewers] reality television is television, it’s not a fad.”

This sentiment seems to be true even more as of late, as new reality shows emerge each season and ratings for reality shows continue to go up. In using a well-known example, American Idol has attracted over 50% of the market share, indicating that over 50% of television viewers tuned in, to watch the show.

Other examples of how reality TV has performed statistically can be found in some audience favourites such as Survivor. Annette Hill highlights that in 2000, Survivor aired to 27 million viewers and since that time period shows such as “Joe Millionaire”, “Survivor II” and “American Idol” consistently come out ahead of popular shows in the same time slot including Friends and other network favourites like “CSI”.

Of late reality television has continued to beat out other shows during prime-time television, earning more viewers than the Academy Awards received, just a few years ago.

## Comparative shows (Show /Years Running)

- Deadliest Catch (17 years)
- Top Gear (20 years)
- Amazing Race (21 years)
- Survivor (22 years)
- Naked and Afraid (9 years)
- Expedition Unknown (7 years)
- Ice Road ruckers (10 years)
- Running Wild with Bear Grylls (8 years)
- Man vs Wild (14 years)

## GLOBAL PHENOMENON

Reality TV isn’t only popular with Americans, but all over the world. Hill highlights an interesting statistic regarding reality TV in the UK, by stating that in 2000, 70% of the population (4 – 65+) has gone on record in having watched reality television occasionally or on a regular basis. The United States has similar reality TV statistics. One report indicates that for girls ages 12 – 17 years old, three out of four of their favourite television shows were reality TV shows.

The trend is certainly growing worldwide as network executives are taking advantage of the fact that high ratings mean high advertising revenues. Now “Latin American Idol”, “Brazil’s Next Top Model” and other overseas versions of popular shows in the states are emerging every day. Statistically, reality television has been on a sharp rise. Whether that rise will continue, no one knows.

## Reality TV Awards

Since 2014, the Primetime Emmy Awards have used a similar classification, with separate awards for “unstructured reality” and “structured reality” programs, as well as a third award for “reality-competition” programs.

## Links to top 50 reality TV shows

[https://www.imdb.com/search/title/?title\\_type=tv\\_series,tv\\_miniseries&genres=adventure,realitytv&start=51&ref\\_=adv\\_nxt](https://www.imdb.com/search/title/?title_type=tv_series,tv_miniseries&genres=adventure,realitytv&start=51&ref_=adv_nxt)

[https://en.wikipedia.org/wiki/List\\_of\\_reality\\_television\\_programs](https://en.wikipedia.org/wiki/List_of_reality_television_programs)

## REALITY SUB-GENRES

However, there is sure to be a long withstanding relationship with reality TV and its popularity among audiences. There have been various attempts to classify reality television shows into different sub-genres:

- A 2006 study proposed six subgenres: romance, crime, informational, reality-drama, competition or game and talent.
- A 2007 study proposed five subgenres: infotainment, docusoap, lifestyle, reality game shows and lifestyle experiment programs.
- A 2009 study proposed eight subgenres: “gamedocs”, dating programs, makeover programs, docusoaps, talent contests, court programs, reality sitcoms and celebrity variations of other programs.

Another categorisation divides reality television into two types: shows that purport to document real life, and shows that place participants in new circumstances.

In a 2003 paper, theorists Elisabeth Klaus and Stephanie Lücke, referred to the former category as “docusoaps”, which consist of “narrative reality” and the latter category as “reality soaps”, which consist of “performative reality”.

# Marketing Reality TV Shows



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**““** *To infinity and beyond!*  
TOY STORY

## SIZZLE REEL

In the beginning of the reality boom, shows were marketed “on paper” which means a compelling pitch deck / presentation.

Now with the market being very competitive and every outlet looking for shows, even the biggest suppliers of shows have to come up with what is called a “sizzle reel”.

A sizzle reel is a 3 to 5-minute reel, like a movie trailer, that presents the structure, highlights and sellable elements of the show. It has to have high production values, show off the main characters which is really the main selling point of reality shows as well as provide a naked concept. The buyer will then get a real taste.

## MARKETING PLAN

Once we have our sizzle reel, pitch deck and related materials, we start selling. Our producing partner Michael Braverman (see bio) has been a reality producer, creator and talent manager his whole career. His contacts, including his reality agents at UTA (United Talent Agency), are some of the best-in-the-business.

We will also start putting it out in a strategic manner. Michael has already had preliminary phone calls to gauge the interest in the show, casually discussing generalities of “Deep 6” and there was major enthusiasm for the idea.

Ultimately the plan is to go to all the major buyers of the show that may have an appetite for adventure/history shows of this nature.

**““** *Once we have our sizzle reel, pitch deck and related materials... we start selling.*

# The Market

The market for reality “unscripted” shows is ever expanding. With the advent of streaming at the top of studios and television networks, the appetite is voracious and constantly expanding.

Every country in every language has their own local shows, particular to their cultural needs. This has caused a cult of celebrity, where a regular normal person can become a celebrity. This is the wish fulfilment element that entertainment shows of all kinds want to convey to their audience.

## REGIONAL BUYERS

There are multiple regional markets based on language; Spanish, French, German, Chinese, Korean, Portuguese, etc. Sometimes there is cross over and show formats are sold to buyers of foreign language programming.

## SALES

Regional sales can be made on a territory-by-territory basis but most bigger buyers will buy out the show completely at a handsome profit. Additional spin-offs of the show can be part of the licensing deal as well as the merchandising.

## Top International Buyers

- Amazon
- Warner Brothers  
Discovery
- Netflix
- Paramount +
- Peacock (NBC)
- Disney +
- BBC
- ITV
- Channel 4
- Freemantle
- Mediapro
- Nat Geo

# Financials

## SECURITY & BONDS

In life we all know there are only 2 things in life that are guaranteed (Death & Taxes) Investments are usually high or low risk, risk management here is key. Here at Heritage, we like to offer investments under the safest environments as possible. Deep 6 not only has the security of the demand in place, right timing, award winning crew it also has security in the form of an upfront letter of intent combined with a minimum guarantee.

## Benefits of investing with Heritage Productions

- Last in first out.
- No Risk
- 20% Fixed Returns
- 6-12 Month Term Max
- 20K GBP Min Investment
- EIS





## HERITAGE PRODUCTIONS COMPANY

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