



PLAYUS



www.playus.tv

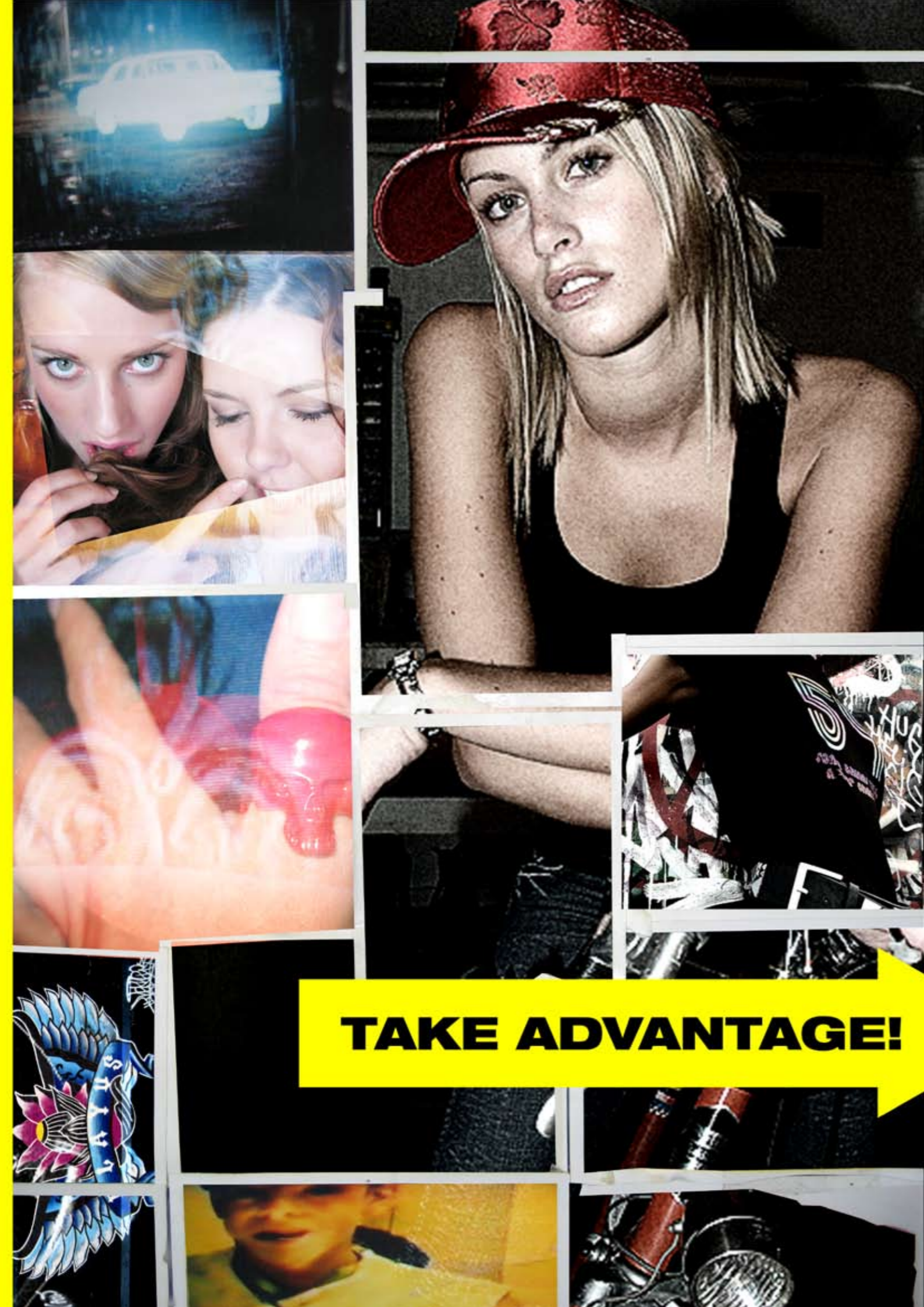
10x30MINS
EPISODES

www.wma.com



BRINGITON

www.bringiton.se



TAKE ADVANTAGE!

“A promoter’s dream”

TIME MAGAZINE

IT'S NO SECRET THAT VIDEO GAMES ARE CAPTURING AN INCREASING SHARE OF YOUR AUDIENCE'S TIME - PARTICULARLY IN THE 14-34 DEMOGRAPHIC. AND 40% OF THAT MIGRATING AUDIENCE IS FEMALE. PLAY US IS THE CROSSOVER SHOW THAT GRABS MILLIONS OF AVID GAMERS AND BRINGS THEM BACK TO TV!



PLAYUS

index

“At first glance, Les Seules might look like a rock band – complete with groupies – but they don’t play instruments. They play video games” CNN

Contents

1.0	Format	6
2.0	Characters	8
3.0	Episodes	10
4.0	Narrator	12
5.0	Audience	15
6.0	Opportunities	16
7.0	Team	18
8.0	Appendix	19
8.1	What is E-Sports?	19
8.2	The New Rock Stars of Gaming	20
8.3	About Counter-Strike	21

“Play Us is the future of youth television”

MTV NETWORKS

1.0 The Format

Pure Entertainment with Wide Appeal

Just like the traditional trials and tribulations found in a tale of a rock band trying to make it, Play Us takes the world-wide gaming phenomenon and gives it a human face.

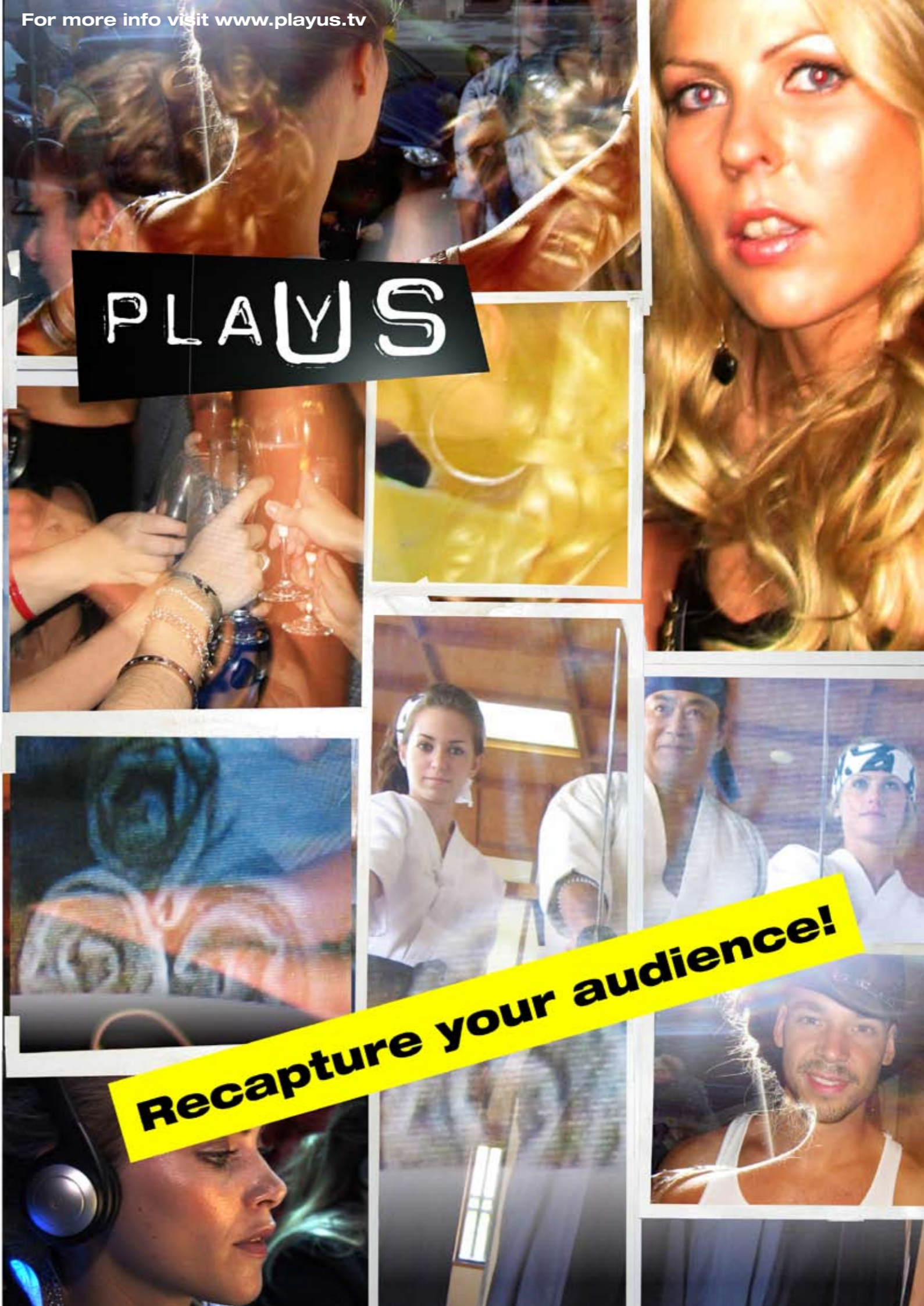
PLAY US follows LES SEULES: five Swedish girls who are E-sports stars of Counter-Strike; the ludicrously popular online 1st person shooter that has rocked the world!

Now they're about to go commando on a 'gaming tour' that's pacy, sexy and oozes cool!

Each edgy and hilarious 30 minutes episode sees them tackle a series of tough, out-landish challenges in one of ten international cities.

The girls will beef up their combat skills, tighten the team and build their brand - all under the masterful gaze of their cyber-bachelor coach – Miguel 'Quick' Bonette!

Does underdog team Les Seules have the steel to become superstars? Read on to find out!



“They’re young and pretty, perform in front of large crowds and have fans lining up for autographs”

SOUTH CHINA MORNING POST

2.0 The Characters

Meet Les Seules

Aurora - Louise Thomsen



Alpha female Aurora hates failure. The oldest member of the clan is so committed to her art that she practises for nine hours a day without toilet breaks. With some of her team-mates barely out of their teens, it’s up to Aurora to be mother – tying their shoelaces and wiping their snotty noses. The self-confessed control freak has spent a lot of time in Australia, where she perfected CS. In her own words; “I’m always going to be gaming, it’s a passion of mine, a hobby, so it’s an important part of my life”.

Sophie - Sofi Byström



When Sophie isn’t wining about everything, she is one of the most experienced female gamers around. Sophie hails from the Swedish town of Sundsvall, which lies just inches from the very edge of the world. To boost her CS skills, Sophie likes to workout because, according to her, if there wasn’t any money in CS, she probably wouldn’t be playing it. Other Sophie facts: she’s scared of bugs and is ranked as one of the most powerful IT people in Sweden. The pint-sized cyber poppet even sweats sexily.

Queen* - Thelma Lundin



Former team mate Queen*, rejoins Les Seules halfway through their world tour. Unlike the others, she’s a city girl. When she’s not playing CS she unglamorously cleans theatre toilets for a living. Queen* is, or maybe was, one of the best female gamers in the world and has played in many well-respected male teams. She’s the competitive type who can rely on best friend Sophie for moral support. But not everyone in the group will be happy with the new addition, especially Nat0 – Queen*’s replacement. She hopes that the clan will accept her re-entry back into the clan.

Nat0 - Nathalie EK



Counter-Strike connoisseur Nat0 is used to shooting terrorists in the face or stabbing them in the neck for eight hours a day. So a gruelling journey around the world comes as a complete change of scenery. Nat0’s humble origins are to be found in the small Swedish town of Dagefors, which main exports include, well, Nat0. She is affectionately known to her team mates as “up-tight”. But with achievements like “Best New Player of the Year 2005”, although Nat0 looks sweet, she’d kick you in the teeth for a laugh. She also likes Heavy Metal.

Cazzidy - Annette Husum Skarderud



Cazzidy says she is willing to give up family, friends; everything for Counter-Strike. Too bad that doesn’t include her irrepressible urge to party. The former Norwegian ice skater has been playing CS for only two and half years, but she’s already as highly skilled as they come - not only in CS but also in her ability to ensnare the rest of the clan to forsake training in favour of all night drinking.

Miss Hyper - Line Marie Haug



Miss Hyper likes to spend her days learning new ways to riddle people with virtual bullets. She played with boys for about two years but it was love at first fire-fight when she met Les Seules. With an infectious laugh that sends those around her into spasmodic fits of silliness, her incomprehensible strange Norwegian utterances loosely translate as “I trust everybody in Les Seules...we really are like sisters”. Miss Hyper’s virtual assassin guise is really just a front for her cuddly peace-loving ways.

Quick - Miguel Bonnet



The girls need a firm hand to control them. And that hand belongs to the ex-CS World champ “Quick”. The omnipresent trainer and world-renowned lady-poker is the series very own Lothario in a pheromone-soaked vest. It’s his job to get the girls to face their fears and find the inspiration within them to become better Counter-Strike players. Good luck to him!

Super Storytelling

Episode One - New York

Les Seules land in the shiny big apple where they get a taste of what is to come. With the bohemian Chelsea Hotel as base-camp, the girls waste no time getting acquainted with their new manager and coach who has booked them a session at the gym of death. Yet old habits diehard and the girls are taught a lesson in China Town. Can the girls kick off their tour on the right foot or will they end up kicking themselves?



Episode Two - Las Vegas

Les Seules avoid the temptations of Sin City by opting for a spot of skydiving, while a mental challenge courtesy of “shock-jock” Dick Dale gives them enough Dick to last a lifetime. Even though their pool party dries up, being VIP guests at Ben Affleck’s gore-flick premiere shows that nothing can stop them – apart from a rub down at the Aladdin Spa. Revitalised, it’s time for some real-life target practice and a ride into America’s Wild West with some rather hairy cowboys!



Episode Three - Los Angeles

It’s Grand Theft Los Angeles with the girls falling in with a biker gang and being encouraged to shoot the crap out of everything in a real-life CS simulation. Some more red carpet treatment ensues while one of Americas best cartoon artists shows his take on the clan. With a few words of advice from Paris Hilton’s rapper pal Won-G, plus the girls’ disastrous ‘silent’ radio interview, it seems true that in L.A. anything can happen!



Episode Four - Hong Kong

Sophie’s complaining reaches new heights as the clan indulge in a spot of yoga on top of a skyscraper. With fresh minds, Kenny Ho – the larger than life stylist for David Bowie and the Beckham’s revamps the girls look. But can Les Seules survive hordes of teenage-boy fans, C-S champions ‘WnV’ AND the local media? Luckily, action hero Michael Wong and his tiny chopper are on hand to help them escape the crowds. Will all the girls make it safely to the next destination?



Episode Five - Tokyo

NatO goes A.W.O.L. leaving the rest of the clan to confront gorgeous ex-member Queen*. With the back-stabbing behind them, and NatO found, the now SIX member clan get to grips with something else – samurai swords as ‘Kill Bill’ star Sonny Chiba helps the girls finely hone their aggression. An excursion into fantasy also transforms the clan into ‘Harajuku-girls’. But no manner of spectacular outfits will save them from a face off with a top Japanese CS team! Can their aggression be turned into winning points or will the girls finally lose their heads?



Episode Six - Bangkok

The gorgeous girls get a heavy duty Thai boxing workout and tuk tuk time to sample the lady boy capital of the world. NatO smiles for the cameras, but out of the spotlight, she’s spoiling for a fight with her new team-mate Queen*. A visit to a Buddhist shrine tries to help make sense of it all. Whether facing the media or fear at a snake farm, the girls are beginning to realise that success is all about having the right state of mind!



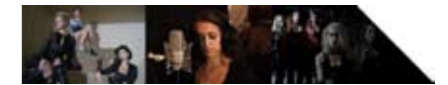
Episode Seven - Kuala Lumpur

They started their travels as firm friends but the tough timetable has led to things becoming pretty ugly. Hot hunk team coach Miguel has a solution with an ‘Indiana Jones’ style trip to the jungle. By facing gut-wrenching fear, forty metres high up on a match-stick sky-bridge and blowing some natives’ dirty pipes, this extreme jungle ‘therapy’ should bring the clan closer together. Will it work before they find their way back to the 21st century for some serious shopping and a go at Miguel’s favourite hobby?



Episode Eight - Berlin

Shooting the sh*t out of everything takes on new meaning as Les Seules shoot their own music video with experimental art-terrorist Mattias Einhoff. It’s a race against time to make a cheesy euro-pop tune an avant-garde masterpiece. The girls also get tarted up for their very own voyeuristic press-shoot. Will everything go wunderbar or will Les Seules end up looking like showroom dummies?



Episode Nine - Paris

The girls have been parachuting, paint-balling and kickboxing on their world tour, but there’s one type of action they haven’t been getting. A special blind date on the River Seine sees the girls get intimate with some randy French boys. The cyber-poppets also take a trip to the Parisian suburbs for a lesson in the ‘art of movement’ from the Yamakasi – lords of the urban jungle, while in the city where image is everything, a photo shoot at Pinup Studios sees them strip down to their sweaty smalls for a rather bouncy photoshoot!



Episode Ten - London

Les Seules take their final ascent to stardom with some climbing practice at a very old castle while a strange meeting with the Eric Prydz “Call on Me” girls that proves that nothing is what it seems. Nothing will come as a surprise then during the farewell party when Seules are tortured with their music video and find out which Male CS team they will play in the upcoming final. How much have Les Seules learnt and are they ready to Play Us?!



“Play Us successfully takes the world-wide gaming phenomenon and gives it a human face”

EMMY AWARD WINNER, BEN SILVERMAN

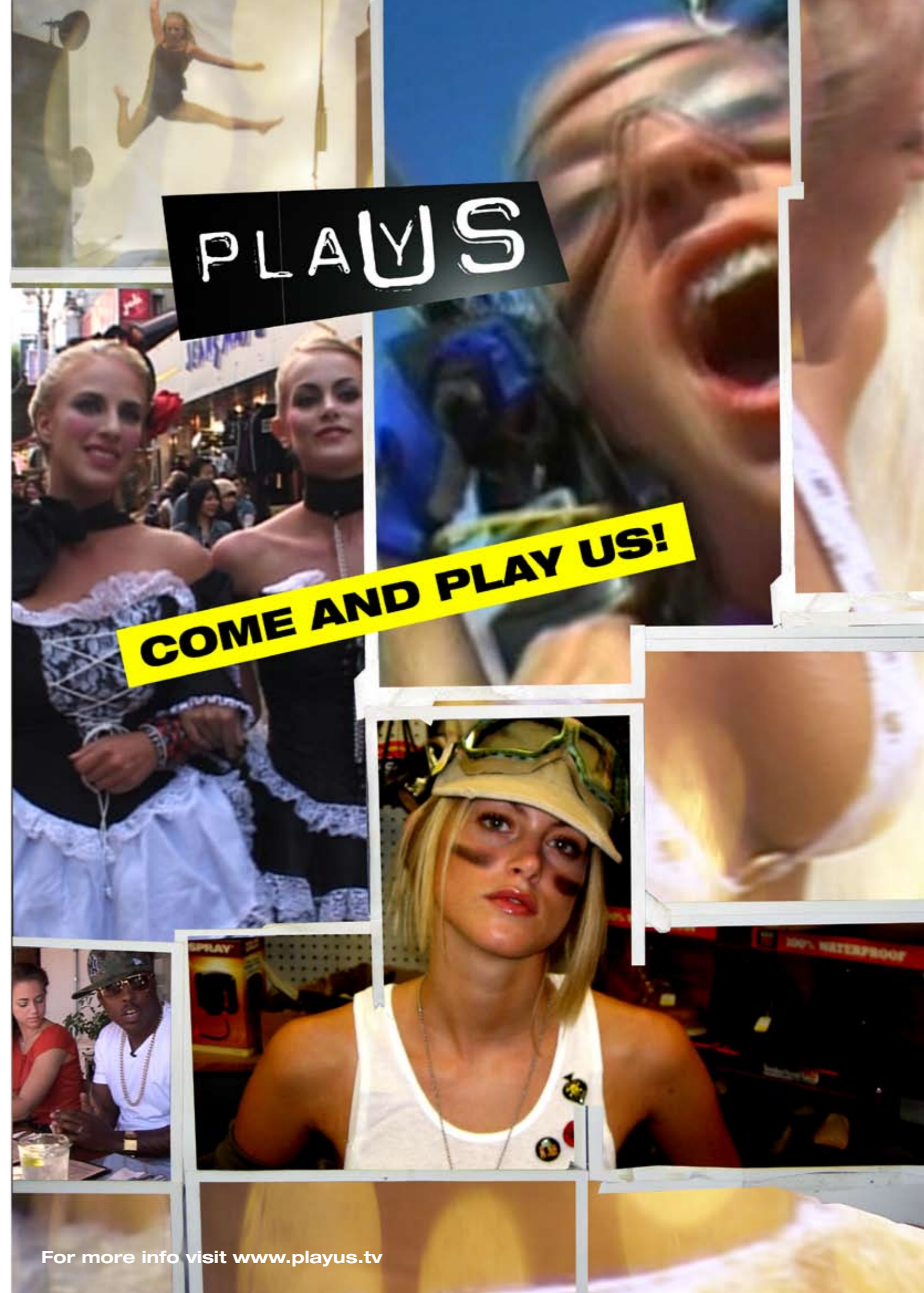
4.0 The Narrator

Killer Cred

World renowned Lizzie Knight co-scripts and narrates Play Us. Besides a having a killer track record for the likes of the BBC and ITV, Lizzie is also the presenter and director for “Entertainment Now” a show syndicated worldwide via Associated Press.

Mike McDowall and Matt Kemp also add to the fun. Mike is a Producer for CNN and a former BBC Radio 5 presenter. Matt has been nominated as ‘Best Young Producer’ for the UK Broadcasters’ Young Talent Awards.

This all sets the scene for an original, compelling and humorous tale to blow your socks off!



For more info visit www.playus.tv



PLAYUS

“They’re young beautiful and eager to blow your brains out!”

SYNC MAGAZINE

5.0 The Audience

Lock Your Target!

Play US recaptures the 12-34 audience who have migrated away from TV to video games by offering content related to a major lifestyle and leisure interest.

Play Us is an entertainment driven marketing vehicle designed for the 12 to 34 target demographic who use the internet, mobile phones and a myriad of digital channels to complement mainstream media habits.

Play Us is the first ‘video-gaming related’ TV format to be ‘character driven’ and not ‘games focused’.

The first video-gaming TV format to be ‘character driven’ and not ‘games focused’!

“Play Us is the first-ever TV series to concentrate on the life experiences of gamers rather than the games they play”

GOTFRAG.COM

6.0 Sponsor Opportunities

Pimp Your Brand!

Play US targets a male/female 12-34 audience with mid to high brand awareness. A highly dynamic and interactive strategy will be applied to tap into the target audience providing broadcasters and sponsors with a tremendous marketing vehicle and a network of cross-promotional opportunities:

Sponsorship packages for brands include:

Ad Buys: Tagged sponsor identification on Play Us spots (x10): lead-in and out of commercial breaks (pre, during, post program “brought to you by...” identification)

Script-Integration: Level of integration related to newly shot material and positioning of products. Integration to be designed with sponsor

Signage in all publicity and advertising: Television, radio, print, billboard & online promotional components

Prospect for participation on additional Play Us Platforms: Foreign territories, subsequent seasons, merchandise and other ancillaries

Cross Promotional opportunities: With other high profile sponsors

Interactive multimedia content: Including the website with links to Sponsor’s sites, and various contests and sweepstakes

Come And Play Us!

Owning an association with the Play Us brand, which viewers will come to connote with gaming, will help brand owners optimize their marketing impact, enabling them to take advantage of millions of impressions upon consumers via advertising, product placement, signage, and media coverage:

- Build consumer awareness for brands
- Associate brands with original, cutting edge content
- Reach the key 12 to 34 target demographic of interested consumers
- Market acceleration for revenue generating services
- New loyal customers who come to sponsors’ brand through Play Us
- Foreign adaptations, extending sponsors’ association on a global level

“In an industry dominated by men, being cute is a good way to get noticed”

THE NEW YORK TIMES

A World-class Team

Concept Owners: Brington

Brington is a Swedish media company whose activities focus on the creation of television formats and marketing vehicles for brands. All our TV formats are created to combine all media platforms including mobile, internet and gaming.

Reveille: TV Program Distributors

Global distribution of Play Us show is handled by Reveille LLC - a world leader in award winning programming which includes: The Office, The Biggest Loser, Identity, Parental Control and now Play Us!

Ericsson: Technological Suppliers

Ericsson is a world-leading provider of telecommunications equipment and related services to mobile and fixed network operators globally. The world's 10 largest mobile operators are among Ericsson's customers. Over 1,000 networks in 140 countries utilize Ericsson's network equipment and 40 percent of all mobile calls are made through Ericsson systems.

It's Growing Every Day!

The popularity of E-sports is growing fast. Apart from Counter-Strike, family friendly titles such as 'World of War Craft' and single player games such as 'Quake' have also been swallowed up by pro-gamers from around the world, all keen to avoid any form of normal occupation.

These games are played online and matches between professional players are held at large-scale events such as the World Series Video Games. Teams play against each other in groups of one to six people known as 'clans'. The games are played at a feverish pace and it can often be hard to follow the action. So, just as in real sports, there are commentators known as 'shout-casters' that provide commentary. To be a pro gamer, amazing hand-to-eye coordination is the key. Tactically, players also have to think on his/her feet and thus it's a player's skill that will determine who wins.

Gamers have begun using their skills to their competitive advantage. Top players like Les Seules & the gaming uber-lord Jonathan "Fatal1ty" Wendel, make big bucks through sponsorship deals and have Godlike followings. Just as a golf fanatic follows Tiger Woods, many gaming fans follow their favourite players. Moreover, as the gaming lifestyle evolves, many virtual sports stars are starting to look more like rock stars than your average golfer.

Gamers are part of a \$35 billion industry that looks set to overtake music as a dominant entertainment activity. And that the average age of a game player is 30 years old!

“They are the gaming industry’s very own suffragettes”

SYDNEY MORNING HERALD

8.2 The New Rock Stars of Gaming

Female Pro-gamers – A New Phenomenon!

Most pro-gamers are dirty-fingered, joystick-fiddling guys. But the girls are also getting in on the action!

Research done by gaming firm Electronic Arts’ found that 40% of teenage girls played video games. Research by the NPD group also has discovered that 21% of ‘heavy gamers’ are female. Nielsen Entertainment’s Active Gamer Benchmark Study found that among the roughly 117 million Active Gamers in the U.S. in 2006, more than half (56%) play games online, and that 64% of all online gamers are women.

Les Seules raw talent puts them at second place in the world, but now it’s time to beat off the male pros with their super-powerful palms!

8.3 About Counter-Strike

Weapon of Choice

Scandinavian vixens LES SEULES are the world’s number one female team in Counter-Strike – the frighteningly popular online strategy game played by more than 100 million people worldwide. Counter-Strike is a free modification of Sierra Entertainment’s Half-Life.

Clans made up of five skilled gamers battle for supremacy in a virtual world, where every sweaty-palmed second counts. In one corner, dirty terrorists ready to bomb the crap out of everything and, in the other, counter-terrorists out to thwart their evil plans.

As well as sneaky assassinations, gamers also have to cope with hostage rescue, bomb diffusion and legging it to the hills without getting their asses blown off.

Most games consist of several rounds, with strategy and team-work essential to ensuring maximum points, self-congratulatory hugs and respect from the guys!



Trust No Bitch



FACTS:
DURATION: 10X30 MINUTES
GENRE: ENTERTAINMENT
AVAILABILITY: 2008, INTERNATIONAL
DISTRIBUTION: REVEILLE LLC
U.S. REPRESENTATION: WILLIAM MORRIS AGENCY

CONTACT:
Reveille: chris.grant@reveillellc.com +1 818 733 5954
Bringiton: tom.josephson@bringiton.se +46 8 506 361 20