



THE STAN AND FILM VICTORIA
DEVELOPMENT FUND

CREATIVE BRIEF

FORMAT	<ul style="list-style-type: none">• Hourlong drama (6/8/10 x 45-60)• Strongly serialised• Returnable
GENRE	<ul style="list-style-type: none">• Open, but see below "Not Looking For"• Some areas of interest include YA/teen/family (drama, noir or mystery), relationship drama, domestic noir and genre-comedy hybrids
POSITIONING	<ul style="list-style-type: none">• Essential Australian drama with world class scope and scale• Australian essence via any or all of story, cast and location• Global marketability as high end, premium cable programming• International co-production opportunities• Highly marketable concepts, stories and characters• Shows that are a fit with Stan's premium first run licensed international exclusives
LOOKING FOR	<ul style="list-style-type: none">• Irresistible ideas suitable for premium cable or SVOD binge viewing, with international-calibre cast potential• Strong, auteur-driven visions• Complex characters with unique dilemmas fuelling story engine for a multi-season arc• Fascinating, unique worlds• Fresh themes, noisy ideas, groundbreaking styles
NOT LOOKING FOR	<ul style="list-style-type: none">• Procedurals• Standard crime drama without a strong, high concept hook or unique, rule-breaking angle• Hard genre, period or sci-fi other than exceptional, visionary new ideas