

America 2.0 and Divided We Fall Coverage

	Franchise/Source Material Profile	America 2.0	The Hunger Games	Divided We Fall	Jason Bourne	Spectre	Comments
1	Proven franchise (0 to 1000 rating range)	0	0	0	800	1000	
2	Future franchise potential (0 to 200 rating range)	200	200	200	150	200	
3	Highly successful book or other source (0 to 300 range)	0	300	0	100	100	
4	Production budget (300 rating is a \$30 million budget. Very low and very high budgets are 0 ratings.)	300	200	300	100	10	
	Section Total	500	700	500	1150	1310	

	Key Profile Features (A rating of 0 is low/poor if low - 100 is great/high)	America 2.0	The Hunger Games	Divided We Fall	Jason Bourne	Spectre	Comments
4	Perpetual action an/or major CGI elements	20	50	20	75	80	
5	High genre average global revenue potential	80	80	80	90	100	
6	Epic scope	100	25	80	0	15	
7	High concept	100	20	100	0	0	
8	New concept/premise	100	80	90	10	10	
9	International resonance potential	70	60	60	80	95	
10	Domestic resonance potential	100	50	80	70	80	
11	Will the audience leave the theater with their mindset altered in some profound and positive ways that continue to resonate	100	0	80	0	0	
12	Movie Rating – G is 30, PG is 50, PG 13 is 100, R is 30	100	100	100	100	100	
	Section Total	770	465	690	425	480	

	Key Story Features (A rating of 0 is low/poor - 100 is great/high)	America 2.0	The Hunger Games	Divided We Fall	Jason Bourne	Spectre	Comments
13	Triumph of the human spirit story	60	70	60	10	0	
14	Compelling, clear & cohesive story	70	50	70	40	20	
15	Overall story plausibility/believability	50	40	60	10	10	
16	Terrifying or sensational plausibility of the concepts	70	25	60	25	20	
17	Story depth and range (Very shallow is 0 – Very Deep is 100)	100	30	70	25	10	
18	Reliance on plot contrivances (Strong yes 0. Strong no 100)	70	30	80	30	20	
19	Life relevance	100	25	100	10	10	
20	Life affirming	90	70	90	0	0	
21	Reconciliation elements	100	50	80	5	0	
22	Positive spirituality	90	0	10	0	0	

America 2.0 and Divided We Fall Coverage

23	Positive role models	100	90	100	10	10	
24	Profound interpersonal relationships	65	70	70	5	0	
25	Projects a positive narrative to the audience	100	25	100	0	0	
26	Lights a path to reconciliation and a better world	100	0	80	0	0	
27	Projects a positive alternative vision of the future	100	0	70	0	0	
Section Total		1265	575	1100	170	100	

	Key Technical Features (A rating of 0 is low/poor - 50 is great/high)	America 2.0	The Hunger Games	Divided We Fall	Jason Bourne	Spectre	Comments
28	Screenwriting craftsmanship	30	20	30	10	10	
29	Story structure (Includes 3 act structure)	40	35	40	20	20	
30	Compelling plot progressions	40	40	40	20	10	
31	Sub plot quality, progressions and integration to plot	50	25	40	10	10	
32	Overall thematics	50	30	40	10	10	
33	Plot and character metaphors for bigger themes	50	35	35	5	5	
34	Supporting characters quality & development	25	40	25	10	10	
35	Dialog quality	25	25	25	20	30	
36	CGI requirements (Very high is 0 – Very low is 50)	20	0	35	10	5	
37	Protagonist(s) audience engagement	45	45	45	40	35	
38	Antagonist(s) audience engagement	10	40	35	25	10	
39	Lead protagonist character arc progression	35	45	35	5	0	
40	Co-Protagonist character arc progression	10	40	30	25	0	
41	Lead antagonist character arc progression	30	0	0	0	0	
Section Total		460	420	455	210	155	

	Resonance Elements (A rating of 0 is low/poor - 100 is great/high)	America 2.0	The Hunger Games	Divided We Fall	Jason Bourne	Spectre	Comments
42	Intellectual engagement	100	20	70	30	20	
43	Thought provoking/Illuminating	100	50	100	20	0	
44	Broad and intense emotional range engagement	80	90	100	30	20	
45	Emotional journey/progressions	80	80	80	30	10	
46	Tear inducing moments	60	80	80	0	0	
47	Visceral engagement	80	90	80	70	70	
48	Sensual engagement	80	30	40	0	10	
49	Humor elements	40	0	20	0	20	
50	Action elements	70	70	60	100	100	

America 2.0 and Divided We Fall Coverage

51	Adventure elements	90	90	70	80	80	
52	Thriller elements	100	100	90	100	70	
53	Violence elements	20	100	50	80	90	
54	Dramatic elements	80	90	80	50	30	
55	Horror elements	0	40	0	0	0	
56	Science fiction elements	0	80	0	0	0	
57	Awe inspiring visuals	100	50	40	30	70	
58	Awe inspiring audio	100	80	60	40	50	
59	Performance artistry elements	100	0	0	0	0	
60	Martial artistry elements	60	40	40	100	100	
61	Athletic prowess elements	80	40	40	100	100	
62	Poignancy elements	80	80	80	20	0	
63	Intimacy elements	20	40	40	0	0	
64	Romance/Love story elements	10	40	40	0	0	
65	Love elements (Can be for anyone)	60	40	50	0	0	
66	Suspense elements	80	100	90	90	70	
67	Jeopardy elements	50	100	100	100	100	
68	Adversity elements	60	100	100	100	50	
69	Conflict elements	70	100	80	100	100	
70	Courage elements	80	100	100	50	80	
71	Cognitive excellence elements (Higher awareness)	100	10	75	10	0	
	Major venues/Locations: 50 is great. 0 is no value added						
72	1. Washington DC	35	0	35	35	0	
73	2. Crimea	25	0	0	0	0	
74	3. Tibet	40	0	0	0	0	
75	4. Israel	30	0	0	0	0	
76	5. Iran	0	0	30	0	0	
77	6. Moscow	0	0	20	0	0	
78	7. Iceland	0	0	0	20	0	
79	8. Greece	0	0	0	35	0	
80	9. Berlin	0	0	0	30	0	
81	10. Las Vegas	0	0	0	35	0	
82	11. The games forests	0	35	0	0	0	
83	12. Panem	0	40	0	0	0	
84	13. District 12	0	30	0	0	0	
85	14. Mexico City	0	0	0		25	

America 2.0 and Divided We Fall Coverage

86	15. Italy	0	0	0		40	
87	16. London	0	0	0		35	
88	17. The Alps	0	0	0		40	
89	18. Morrocco	0	0	0		20	
Section Total		2160	2035	1940	1485	1400	

	Market Demographics Profile (A rating of 0 is low/poor - 100 is great/high)	America 2.0	The Hunger Games	Divided We Fall	Jason Bourne	Spectre	Comments
90	Cross gender demographic appeal	90	65	65	35	30	
91	Cross ethnic/racial demographic appeal	60	60	60	60	60	
92	Cross cultural/global demographic appeal	70	35	50	30	60	
93	Broad spectrum international demographic resonance potential	75	40	50	25	35	
94	Are the resonance elements something that audiences have not generally seen before	100	40	45	5	10	
Male demographics							
95	2 - 12	10	0	0	0	0	
96	13 - 25	55	40	50	40	50	
97	26 - 40	70	25	60	40	50	
98	41 - 65	50	20	50	35	50	
Female demographics							
99	2 - 12	40	25	0	0	0	
100	13 - 25	70	40	45	15	20	
101	26 - 40	75	50	35	10	15	
102	41 - 65	60	10	40	25	30	
Section Total		825	450	550	320	410	
Coverage Totals		5980	4645	5235	3760	3855	

Total Resonance Score (From grid tabs)

14,549

N/A

12,829

N/A

N/A