

Resonance Elements – The Vital Keys of Motion Picture Success

Movie Industry Dysfunction = Opportunity

The 2019 Motion Picture Association (“MPA”) “Theme Report” revealed that the average adult saw only 3 of the 835 films that were released into cinemas USA/ Canada in 2019.

This data is stunning evidence of the epic failure of the content writing, evaluation, business and development practices of the motion picture industry.

Very few studios or producers write or develop their own content to skillfully match adult preferences. **EVERYONE** in the film industry excludes content from “unknown sources” regardless of its merit. Instead, they all compete to acquire content from the same depleted agency sources that result in films that fail to inspire adult audiences over 85% of the time. This creates an artificial shortage of content that causes huge volumes of awful films to be produced.

This disconnect between movie product features and adult viewing preferences is an enormous wealth exploitation opportunity for anyone who can create films that most adults want to see. RSL was created to exploit this dysfunction.

How will RSL exploit this opportunity?

Concept Scope

85%+ of movies fail because the concept, content and thematic scope of most films is too small and/or not unique enough to attract large global adult audiences. Hollywood produces a lot of small/dull/shallow/gratuitous/repetitive films with narrow scopes and uninspiring diversities of resonance elements. RSL creates only high concept, epic scope films with huge diversity of unique resonance elements to attract large adult audiences to insure success.

Metrics & Methodologies

The movie industry systematically ignores adult viewer preferences to focus on the source and technical elements of screenplays rather than on the ability of the concept, content and characters to attract large global adult audiences. By contrast, RSL has developed:

- Effective concept/content evaluation metrics that avoid the poor film concepts that fail to recover their costs over 85% of the time.
- Advanced screenwriting methodologies that skillfully match a diversity of compelling resonance elements with the viewing preferences of global adults.

These visionary techniques have been employed to create an initial inventory of 16 sensational screenplays that will launch up to 10 major film franchise that compare very favorably to anything in theaters or on the streamers. They target 70% of global adults rather than the typical less than 10% on most Hollywood films.

Resonance Elements – The Vital Keys To Motion Picture Success

Hollywood “coverage” techniques focus on dialogue, story structure and other technical aspects of screenplays while almost completely ignoring the resonance potential of the film with large, global adult audiences. These flawed evaluation metrics are the reason that over 85% of movies fail to resonate with adult audiences enough to recover their production costs.

By contrast, RSL has developed and employed an advanced resonance evaluation system that scores every scene of every screenplay across 36 major dimensions of resonance to insure strong and consistent diversity of resonance and financial success across all of its film projects.

36 Major Dimensions of Resonance					
Uniqueness	Action	Venue	Adventure	Violence	Hostility
Drama	Suspense	Fear	Jeopardy	Conflict	Anguish
Adversity	Courage	Love	Romance	Spirituality	Artistry
Awe Inspiring	Athletic	Martial Arts	Humor	Terror	Horror
Visceral	Depravity	Sensual/Sexual	Intellectual	Emotional	Empathy
Revealing	Poignancy	Intimacy	Audio	Visual	CGI

95% of the films that are produced would not meet RSL “Greenlight” standards. So RSL writes and develops all of its own screenplays rather than competing against everyone else to acquire poor film concepts from the agencies.

Resonance scoring of each draft of RSL screenplays reveals the strength and magnitude of the resonance elements in each dimension in every scene throughout the script progression. It also reveals opportunities to strengthen each dimension and create more diversity of resonance in future drafts.

This methodology can be used to create resonance scores for any screenplay to evaluate its strength and diversity of resonance versus any other screenplay that has been scored. This process quickly identifies the 85%+ of movie scripts that are produced but fail to resonate with large global audiences or recover their costs.

Application of these methodologies enable RSL to avoid poor concepts and self-create movies with a huge diversity of compelling resonance elements that most adults want to see to deliver strong and consistent cinematic and earnings results.

