

**Task: 1. What are the first three genres or categories you will pick up to get started on the research and why? How do we prioritize and measure?**

The first three genres or categories I would pick up to get started on the research are:

Drama: It is a popular genre with audiences of all ages. E.g., Jersey, Sita Ramam, Arjun Reddy, Godavari, Swathi Muthyam

Comedy: Comedy is another popular genre and when the joke hits correctly, the audience loves to rewatch. Well written joke scenes can be the next meme templates. E.g., Jathiratnalu, Brochevarevarura, Agent Sai Srinivasa Athreya, Malleswari, Chantabbai

Thriller: Thrillers were one of the most anticipated movies in any language. In Tollywood, Thanks to Adivi Sesh, Thrillers as an established genre, when well written and executed can make the audience sit at the edge of their seats, carve more and create good hype for the sequels. E.g., Agent Sai Srinivasa Athreya, Gudachari, Karthikeya

I would prioritize these genres because they are all popular with audiences. And personally I prefer to watch these.

**2. Take an example of a genre from above and build out a process or a strategy and channels to source ideas and methods to narrow it down to the best 3 ideas for finalizing the slate.**

Here is an example of a process or a strategy and channels to source ideas and methods to narrow it down to the best 3 ideas for finalizing the slate:

Starting with a brainstorming session and discussing a list of potential ideas.

Doing some research to see if there is any interest in them.

Narrowing down the ideas based on factors such as marketability, originality, and potential audience appeal.

**3. How will the 3 ideas be presented to the larger team for evaluation? For ex: Thesis document for each idea.**

The three ideas would be presented to the larger team for evaluation in a thesis document. The thesis document would include the following information:

A brief overview of the idea

A market analysis that demonstrates the potential audience for the idea

A creative brief that outlines the key elements of the story

A budget that outlines the estimated costs of production

**4. Take a sample idea from the above and explain the possible journey from a research to a writing opportunity on the platform. What is the checklist of things for us as a team before we open the opportunity for writers to apply.**

The possible journey from a research to a writing opportunity on the platform would be as follows:

Developing a research-led story idea.

The idea would be presented to the larger team for evaluation.

If the idea is approved, it would be sent out to writers for consideration.

Writers would submit pitches for the story.

The best pitch would be selected, and the writer would be hired to write the script.

The checklist of things for the team to do before opening the opportunity for writers to apply would include the following:

- \* Develop a creative brief for the story.
- \* Set a budget for the project.
- \* Find a person to oversee the project.
- \* Market the opportunity to writers.

**5. Please present a research led story idea in a slide or 2 and specify a few reasons on why it should be picked.**

Here is a research-led story idea in a slide or 2:

Idea 1:

Title: Loser

Logline: A young boy who got expelled from his family gets depressed, wants to prove himself very badly and fights against all the odds to get back with his family.

Target Audience: Teens, Young adults and Families

Market Analysis: The drama genre is popular with teens, young adults and families, and there is a demand for stories involving self realization, family drama and an eccentric guy wishing to achieve something big.

Creative Brief: The story starts off with the protagonist getting expelled from his home as he did not meet his father's expectations and tries to get his place back in his house proving his worth to his father. The obstacles in what he wants to become, how this process changed him as a human being forms 70-80% of the story and winning back his place in his house forms the rest of the story. The story is linear, slow paced, set in dark tones.

I took a lot of time researching the questions. I took help from Google and Bard. Read many articles and written all the above answers. I guess there are much more things I have to learn about Research led stories and it's exciting. My apologies about the delayed response. Let me know in case of anything.