

SVENGALI Project

SVENGALI! Where the Old Schools the New.

We are delighted to present an exciting new concept in reality entertainment. SVENGALI, where established global stars in the world of popular music and entertainment help find the songwriting and performing musical talent of tomorrow.

Our Svengalis will give their time, talent and experience to help nurture and develop the young talent that YOU have chosen.

In this age of instant communication and response, we shall continue to rely on the exceptional skills of the traditional production studio and re-purpose those skills to produce Svengali for distribution online.

We are pleased to be the first global show that is completely web based. Welcome to the new world of entertainment. Welcome to Svengali!

Short description

Svengali is a show to allow established music stars (Svengalis) to find, nurture, record and release exciting new tracks from as yet unfound talent.

The entire show will be played out the way clued-up media consumers now expect, online and in-app.

Music stars have their own established social media presence with enormous worldwide followings, which is a situation unique to our time; we will use this to attract undiscovered singer songwriter musicians out there just waiting to be found.

Guided by their Svengali, their journey forms a continuous dialogue of bite-sized video features in the reality TV style; packaged-up nibbles suitable for the short attention spans of our modern-day lives.

Viewers vote online and in-app to decide who goes through and who goes home. Feedback opportunities give the audience more engagement than ever before. They view for free the live push-feed or catch-up anywhere, anytime and share it on.

Culminating in a final line-up, the winners of the recording contract prizes will be the artists who sell the most downloads of their song.

Auditions, broadcasting of the show, voting and downloading the music is all done online and in-app, replacing all current separate media channels.

Income streams are from pre-video advertising, product placement, merchandising, download sales, publishing rights and subsequent licensing into territories.

Full description

Svengali is a concept to allow established music stars to find, nurture, record and release exciting new tracks from as yet unfound talent.

Social media users are now highly sophisticated with high levels of acceptance and use.

There is an unique opportunity for these established music stars to use their huge followings on social media to reach out to and find a new generation of future stars.

The show will target local talent but will broadcast to an international audience; anyone with a mobile or the Internet can access the show.

This will surely create a media stir that can only be another piece of valuable free publicity.

As each star already has a massive social media following, attracting the entrants will be free and easy.

A simple video made on a mobile phone can be put forward as a show reel uploaded via Internet sharing.

The entrant can send their show reel to a particular Svengali, or to the Svengali web site page set up especially for applications, or by uploading from the Svengali mobile phone app.

24 lucky singer/songwriters are chosen to go forward to the show. Six Svengalis choose four artists each. Audience feedback will be part of the process for selection.

Each Svengali spends a week in the studio with their artists. During this week they work with the star to hone their talent and songs, with one track singled out from each artist to perform at the end of the week.

The week is distilled into the narratives and dramatisations that comprise the show content, captured and packaged as small video features. They are pushed as live notifications to the audience and to the social media channels used to originally attract the applicants. They can be viewed live or as catch-up anytime, anywhere in the World.

The audience will be more involved than ever before; video clips will deliver the narrative stream frequently and continuously and will then allow feedback and/or advice to be given. Each video clip is a show scene packaged up in a branded presentation. And remember, every video view is a 6 second pre-video advert opportunity for revenue.

Envisage your mobile pings with a notification. You open the Svengali app and it's a video from your favourite Svengali, say it's Adele, saying,

'Hey, this singer/songwriter from Newcastle has upped a demo.
I'm interested but I'm not sure.
What do you think?'

You tap the video link to play the audition. First, a six second advert plays (revenue) followed by the video. You then get three options,

Recommend to this Svengali – you see a video thanking you for your advice which they'll consider
Better suited to another Svengali – you choose one or more of the other Svengalis to receive it
Don't recommend – you then choose some advice for the artist

Further interactions gain buy-in and as the show progresses you become invested in the outcome.

'Ping' – another push notification; this time there's friction in the studio between two artists of a Svengali perhaps famous for their own feisty temper. What should you advise them to do?

It has elements of, and draws from, some of the most successful reality/talent shows to date.

But it is *next level*.

Voting online or in-app determines which two of the week's six artists goes through to the next round with the narrative of the last day in the week centred on the results; attrition is four artists per week.

After all four rounds have been broadcast, all 24 artists are drawn together for the reveal; a day when all clips are focussed on the artists' journeys. The top eight of the show weeks go through. A great chance to show unseen footage of each of the 4 weeks.

Then we enter the two semi final weeks, four artists in each. The clip narratives will revolve around them performing their single, discussing their journey with their Svengali and clips of unseen footage from their week in the studio. The ups and downs. The laughter and tears.

By now the artists will have a number of finished songs. Who goes through to the final is determined exclusively by the popularity of their songs, i.e. video plays. Bearing in mind previous performances remain available and continue to feature in daily narrative.

The three with the most video plays of any of their songs go through to the final.

All three finalists are given a recording contract.

The final week is in two parts.

Each single is officially released for download.

Initially the narrative centres on each artist performing their first single, discussing with their Svengali their future plans and showing footage of their week in the studio.

The narrative towards the end of the week shows each of the three artists along with their Svengali out and about promoting their single.

Total download sales will be revealed on the last day. The artist who sells the most downloads is crowned the Champion of Svengali.

Considerations

The Svengali will be the one who opens the doors for the media exposure with the help of their management team. Be it on breakfast TV, radio, social and print media.

If there are too many good entrants, it may be that the number of entrants and/or Svengalis increases.

The format supports ongoing series.

Each artist keeps their own copyright. Most important.

With downloads, no need to press any CDs or LPs. These formats could be produced under license or to fulfil specific niche markets, e.g. a Christmas compilation.

The show will focus on new, original singer/songwriting talent. This will eliminate what is perceived as the blandness inherent in current show formats. Innovative and creative songwriting is expected and will be encouraged.

A very simple and effective way of finding and nurturing the Great Pop Stars of Tomorrow.