**Features of Franchise**

* Behind-the-scenes content: Offer in-depth looks at the creative process of popular works, such as interviews with writers, directors, and artists.
* Fan theories and analysis: Encourage fans to share their own interpretations of works and explore different possibilities within the stories.
* Comparative reviews: Offer comparisons between different adaptations of a work, such as different comic book adaptations of a character, or different film adaptations of a novel.
* Interactive content: Use multimedia to enhance your content, such as podcasts, videos, or interactive quizzes related to works.
* Cultural and historical context: Provide context to works by exploring the cultural, historical, and social influences that shaped them.
* Reader/viewer participation: Encourage readers/viewers to engage with your content by submitting fan theories, artwork, or reviews, or participate in discussions and debates.
* Exclusives and insider information: Offer insider information, such as first looks at upcoming releases, exclusive interviews, or sneak peeks of content.
* Diverse perspectives: Represent a variety of perspectives, including those from people of different backgrounds, cultures, and experiences.
* Curated playlists/recommendations: Offer personalized recommendations for similar works based on readers' interests and preferences.
* Expert insights: Include commentary and analysis from industry experts and professionals to provide a more informed and authoritative perspective on works.

(Document pertaining to the operations team)