

Soda

- 9 years in creative application of technologies for open ended learning
- Creators of BAFTA award winning sodaconstructor

Core team creative professionals :

- Ed Burton, R&D Director
- Matt Gould, Learning Director
- Fiddian Warman, Managing Director

- Need TV partner

Moovl.tv

- Builds on award winning online application, Moovl, Cinekid Children's Media Festival
- Powerful opportunity to go cross media
- Encourages children's creative expression

Moovl.tv is.....

- Interactive narrative authoring
- Children create characters for the show
- Professionally created ‘hosts’ made of moovl jumps in and out of moovl environment to interact with characters
- Potential for children to input live during a show

Moovl.tv vision

- allow children to see their own creative outputs in dynamic format alongside popular ‘anchor’ characters
- break new ground in dynamic delivery of user generated content

Moovl.tv mission

- Leverage popularity of sodaconstructor and Moovl to dramatically increase audience
- Create true cross media property
- Global syndication

Moovl.tv audience

- Children 6 -12
- Leisure time viewing

Moovl.tv marketing

- Frequent interstitial trailers build interest
- Suitable time slot - Saturday morning
- Awareness built by classroom product
- Online community
- Mobile applications, e.g. MMS
- Competitions

Moovl.tv value

- Cutting edge in terms of the broadcast of dynamic user generated content
- Cheap to produce – user generated content
- Open framework allows future expansion opportunities

Moovl.tv proposition

Soda is looking for:

- partners expert in children's TV programming
- Interactive production budget of £xxx,000

Soda will give xx% revenue share

Thank you

We look forward to working
with you.