

# BEYOND OUR BORDERS

TV SHOW PITCH



# Contents

<b>Executive Summary</b>	<b>3</b>
<b>Show Description</b>	<b>4</b>
<b>Target Markets</b>	<b>5</b>
<b>Industry Analysis</b>	<b>7</b>
<b>Production Details</b>	<b>9</b>
<b>Appendices</b>	<b>10</b>
Appendix I: Production Top Sheet	11
Appendix II: Profit Forecast	12
Appendix III: Episode Overview	13



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# Executive Summary

***Beyond our Borders* is an entertaining TV show that explores fascinating travel destinations all over the world and introduces Nigerian and other African audiences to the potential of having an overseas vacation home. Hosted by a renowned Nigerian TV personality, the 13-episode, half-hour series encourages viewers to visit the selected destinations and advises them on the travel infrastructures, tourist attractions, rental properties and real estate opportunities.**

## **Investment Opportunity**

The TV show is currently in early stages of development. Nigerian-Canadian media producer Romeo Igho, in collaboration with Dutch business consultant Emiel Martens, have researched and planned the show's episodes and estimated the total production budget at USD\$900.000, which keeps the production budget per episode at about USD\$70.000 (**Appendix I**).

*Beyond our Borders* will greatly appeal to the millions of middle-class Nigerians attuned to international travel and real estate. In addition, the TV show will captivate the affluent African and African diasporic audiences who are interested in what the world of global tourism has to offer. The identified target markets offer great profit opportunities in the global marketplace. Our profit forecast shows an investment return of at least 15% and possibly up to 72% (**Appendix II**). We kindly invite interested parties to come onboard and invest in this promising TV show project.

# Show Description

***Beyond our Borders* is a quality TV travel and property show combining *Globe Trekker* and *Real Estate TV*.**

## Logline

*Beyond our Borders* explores fascinating travel destinations around the world and provides invaluable information about their transportation infrastructures, tourist attractions, rental properties and real estate opportunities through the eyes of a well-known Nigerian TV personality.

## Synopsis

*Beyond our Borders* showcases attractive travel destinations across six continents and offers practical insight into the exciting world of global tourism and real estate. The series aims to inspire Nigerian and other African audiences to visit the various destinations by explaining the travel requirements, showing the lodging infrastructure and highlighting the tourist attractions of the visited places. In addition, *Beyond our Borders* aspires to get viewers excited about the opportunity to buy their own holiday home in a foreign country. The show introduces viewers to the real estate market at the chosen destinations and informs them about the legal aspects of foreign investment in these countries.

Each episode lasts 30 minutes (22 minutes net time) and features a well-known Nigerian TV personality, who travels with a small production crew to a destination, exploring the hotel accommodations, tourist attractions and real estate properties the location has to offer. The show goes beyond the immediate travel experience to give viewers a more in-depth understanding of the tourism and real estate market at the destinations of choice. The presenter usually participates in different aspects of everyday life, such as attending local festivals and visiting local businesses. The host addresses the viewer directly, acting as a tourist-turned-tour-guide, but is also filmed interacting with locals and discovering attractions in unrehearsed sequences. Furthermore, *Beyond our Borders* includes visits to select properties-for-sale and interviews with experts in the real estate industry of that particular country.



## Episodes

The series comprises thirteen episodes introducing as much destinations across the globe. They are selected for their natural and cultural attractions, tourism infrastructure and real estate potential.

- Episode 1: Ontario, Canada**
- Episode 2: Florida, United States**
- Episode 3: Barbados, the Caribbean**
- Episode 4: Costa Rica, Central America**
- Episode 5: Brazil, South America**
- Episode 6: The Gambia, Africa**
- Episode 6: Seychelles, Africa**
- Episode 8: Bahrain, Middle East**
- Episode 9: Maldives, Asia**
- Episode 10: Malaysia, Asia**
- Episode 11: Queensland, Australia**
- Episode 12: Spain, Europe**
- Episode 13: Croatia, Europe**

For a more detailed overview of all the episodes, see [Appendix III](#).



# Target Markets

The audience for the *Beyond our Borders* television series is comprised of three target markets.



## Primary Market: Nigeria

*Beyond our Borders's* primary market is the huge audience of Nigerian TV viewers, particularly those belonging to the country's growing middle-class. Nigeria, with an estimated population of 155 million, has a massive broadcast television market. According to recent statistics, over 40 million Nigerian households possess a TV. In addition, almost all Nigerians in the urban areas have access to television, either at home or in the many public locations such as bars, cafes and restaurants. The capital of Lagos alone already has a staggering 10 million potential viewers. Besides the many public television stations, Nigeria has a booming pay-TV market. With over 500,000 subscribers to some form of paid-for television content, the country currently represents the biggest African market for pay-TV. Many of these subscribers belong to Nigeria's emerging middle-class. This group of middle-income earners has been growing over the past decade and comprises about 15 per cent of the country's total population. It is particularly this group of fairly educated middle-class consumers that will be attracted by the *Beyond our Borders* series. They usually earn a stable income which enables them to pursue their leisure interests including travelling. Furthermore, they often maintain an entrepreneurial spirit and cosmopolitan outlook. As such, these educated, secure and mobile Nigerian consumers will be greatly interested in a quality television series which informs them about international travel and investment opportunities.

## Secondary Market: Sub-Saharan Africa

The secondary market for the travel show is the massive television audience in the wider Sub-Saharan African region, again mainly the rising market of middle-income consumers. Although Sub-Saharan Africa is known as the poorest region in the world, the region's middle-class is estimated at about 300 million people and growing each year. Like in Nigeria, the extensive Sub-Saharan middle-class represents a major consumer group with



purchasing power on international travel and investment. *Beyond our Borders* leaps on the opportunity to capture this new market of mobile consumers.

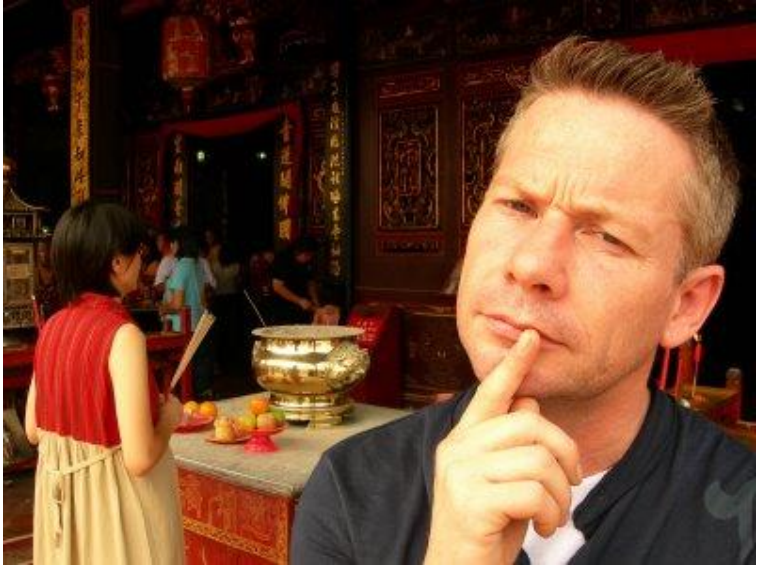
*“Meet Denis Ruharo, an entrepreneur with a master’s degree, a man who carries a BlackBerry and two Nokia cell phones, buys organic greens at a grocery store and sometimes does business over a cold Nile beer at a club called Silk. ‘I have the mortgage and home improvement,’ he said, glancing at the budget he and his wife keep on their computer. ‘The car, carwash and parking tickets. Entertainment — cable TV, two movies a month. The health club. Then normally we vacation twice a year. Last time it was Nairobi.’ ‘What else,’ he said, scrolling down on his Mac PowerBook. ‘Newspapers, charity, clothes, books and CDs...’ In a region more often associated with grinding poverty, Ruharo is part of a modestly growing segment of sub-Saharan Africa — upwardly mobile, low- to middle-income consumers.”*

**Stephanie McCrummen**  
Staff Writer, *Washington Post*



### **Tertiary Market: Global African Diaspora**

The third and final market for *Beyond our Borders* is the vast Nigerian and African population dispersed throughout the world. The global African diaspora numbers in the hundreds of millions and spreads over all continents. While residing outside Africa, they continue to show a strong commitment with their home country and region. Television is the medium par excellence that connects these people. The African diaspora represents a substantial niche market of millions of loyal “brand advocates” outside Africa that operates as an extension of the home market.



# Industry Analysis

## TV Travel Series and Real Estate Shows



### Travel Series

Travel shows have been a popular feature of television programming in North America, Europe and Australasia since reductions in the cost of international travel and portable broadcasting technology have made them affordable to produce. In these regions, travel series showcasing popular destinations have become leading lifestyle television programming. They are specifically a favorite among urban professionals who want time away from their busy schedule every now and then. One of the most successful of these series is *Globe Trekker*, a British-based television production inspired by the Lonely Planet travel books. This adventure tourism television series began airing in 1994 on Channel 4 and has since been sold to over 40 countries across 6 continents.

Travel shows have experienced an upsurge in popularity following the emergence of subscription-based television services, usually provided by digital cable and satellite, but also increasingly via digital terrestrial and internet television. In many countries pay TV now features a plethora of lucrative travel magazines, such as *Departures* (2008-2010), *Around the World in Eighty Days* (2009), *Paradise Hunter* (2009-present) and *American Xplorer* (2009-present). In all these shows a (usually well-known) host presents viewers both popular and undiscovered travel destinations, using the power of imagery and personality to capture the attention of viewers and to induce them to visit one of these destinations for their next trip. In Africa, so far hardly any travels shows have been produced for local television broadcast. *Beyond our Borders* will fill this significant void and serve the growing market of affluent African consumers who become more and more attuned to international travel and tourism-related business.

### Real Estate Shows

Besides travel series, real estate shows have been one of the most watched genres of lifestyle programming in North America, Europe and Australasia over the past decade. Especially since the rise of pay TV these shows have gained great prominence in global television markets. Long-running real estate shows such as *House*

*Hunters* (1999-present), *Flip that House* (2005-present), *Moving Up* (2005-present) and *My House is Worth What?* (2006-present) all stand as evidence for the continued demand for this kind of reality lifestyle shows. In recent years shows focusing on selling (instead of flipping) homes have tremendously grown in popularity. Established property programs such as *Get it Sold* (2007-present), *Secrets that Sell* (2007-present) and *The Real Deal* (2007-present) all feature real estate experts who inform viewers about the business aspects of buying or selling a property.

*Real Estate TV*, also known as RETV, is an example of a 24-hour television station exclusively broadcasting quality, entertaining property programs. From 2004 to 2009 the award-winning UK-based television channel (part of New's Corporation) was available to over 17 million viewers in the UK and millions more across Europe. RETV operated as an advertisement platform for property professionals and offered many value-added viewer services online (e.g. a property finder service and international real estate news). The channel also produced *Next Big Thing*, a series specifically focused on global emerging property markets of interest and investment potential to the channel's viewers.

*Beyond our Borders* will follow in the spirit of *Real Estate TV* and introduce attractive global real estate destinations to affluent and mobile Nigerian and other African audiences. At present no African quality TV show is dedicated to bringing these destinations to the attention of this particular market segment of high-value consumers. Our series will take viewers to parts of the world that are often much closer to their doorstep than they think.





# Production Details

**The production period of *Beyond our Borders* will be approximately ten months. A small production crew will travel to the selected destinations and partner with local advertisers in the tourism and property industries. The show will be conditionally sold to a TV network prior to production, making it a nearly risk-free investment.**

## Production Period

*Beyond our Borders* will require around ten months to produce from start to finish. Each individual episode will take up to eight weeks to finish, including at least two weeks of research, three weeks of planning and preparation (e.g. speaking to tourist boards, hotel owners and real estate agents, securing sponsorships, obtaining working permits, making travel arrangements), one to two weeks of actual filming and one week of editing and post-production. The development, production and post-production phases will partly overlap in time to ensure a continuous and efficient production process.

## Production Team

The presenter will be accompanied by four crew members. The crew will consist of a camera operator and a sound technician, plus a producer and a director, who will scout locations one week before filming. A driver or other type of facilitator will be hired locally.



## Production Strategy

*Beyond our Borders* will partly function as an advertisement platform for tourism and real estate professionals. We will engage brand owners (e.g. air companies, hotel owners, real estate agents) to target African travel- and property-focused consumers through spot advertising, sponsorship or advertiser funded programming. This strategy will enable us to keep the production costs as low as possible.

## Production Arrangement

*Beyond our Borders* will go into production once financing has been secured for the entire project ([Appendix I](#)) and a TV network has expressed committed interest in buying the exclusive broadcasting rights. While our team keeps involved in the branding of the series, the television channel will largely be responsible for the marketing and promotion of the show. After its initial broadcast run, our team will try to sell the rights to TV (cable) networks in other countries. This arrangement will make *Beyond our Borders* a relatively risk-free investment, since the return will already be approximately 15% on the basis of the initial guaranteed sell ([Appendix II](#)).





# Appendices

## Appendix I

# Production Top Sheet

Name of Show: *Beyond our Borders*

Number of Episodes: 13

Production Period: 10 months

Duration: 22 min. net time

### TV DEVELOPMENT

001	Concept & Rights	20,000
002	Research & Script	85,000
003	Pilot	50,000
	<b>Development Subtotal</b>	<b>155,000</b>

### TV PRODUCTION

003	Producer Fees	31,000
004	Director Fees	26,000
005	Presenter	46,000
006	Production Crew	125,000
007	Equipment (Hire & Transport)	78,000
008	Travel / Accommodation / Meals	176,000
	<b>Production Subtotal</b>	<b>482,000</b>

### TV POST-PRODUCTION

009	Music & Copyright	24,000
010	Editing (Picture & Sound)	118,000
011	Titles / Graphics	13,000
	<b>Post-Production Subtotal</b>	<b>155,000</b>

### TV MARKETING AND ADMINISTRATION

012	Marketing / Delivery	28,000
013	Administration / Overheads	20,000
014	Legal	35,000
015	Insurance	25,000
	<b>Marketing and Administration Subtotal</b>	<b>108,000</b>

	<b>TOTAL TV PRODUCTION BUDGET</b>	<b>\$ 900,000</b>
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	<b>Total Cost Per Episode</b>	<b>\$ 69,230</b>
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## Appendix II

# Profit Forecast

	<b>Deal 1</b>	<b>Deal 2</b>	<b>Deal 3</b>	<b>Deal 4</b>	<b>Total</b>
Net Sales	\$1,080,000	\$200,000	\$200,000	\$200,000	\$1,680,000
Cost of Production	900,000	10,000	10,000	10,000	930,000
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Profit before Taxes	180,000	190,000	190,000	190,000	
Income Taxes	45,000	47,500	47,500	47,500	
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Profit after Taxes	\$135,000	\$180,000	\$180,000	\$180,000	\$675,000
<b>Return on Investment</b>	<b>15%</b>	<b>34%</b>	<b>54%</b>	<b>72%</b>	<b>72%</b>

*Beyond our Borders* will go into production once the shooting budget is secured and a TV network has shown committed interest in buying the exclusive rights to broadcast the series (deal 1, +20%). After the initial broadcast, the rights of the show will be sold to TV (cable) networks in other countries. The net sales of these individual deals will vary, yet on average deliver \$200,000 per deal. The amount of deals that will come through is open, but we anticipate a minimum of three sales. These additional sales will almost entirely be pure profit, as there are hardly any production costs at that stage anymore (\$10,000 per deal is estimated for the producer who negotiates and facilitates the deals). Even if, in the worst case scenario, the series will not be sold to any other TV network, the return on the investment will be 15% on the basis of the initial guaranteed sell.

## Appendix III

# Episode Overview

### Episode 1: Ontario, Canada

Attractions: Niagara Falls, Toronto (CN Tower), Ottawa, the Great Outdoors, 1000 Islands Skydeck, TIFF, Caribana  
Potential partners/advertisers: Ontario Tourism, Remax Canada, Ontario Real Estate Association, Canadian Hotel Guide

### Episode 2: Florida, United States

Attractions: Disney World, Sea World, Universal Studios, Kennedy Space Center, Palm Beaches, Miami, SunFest  
Potential partners/advertisers: Visit Florida, Disney World, Palm Beach FL, Gibbons Realty



### Episode 3: Barbados, the Caribbean

Attractions: Coral Shore Beaches, Limestone Caves, Outdoor Adventure, Island Life, Crop Over Summer Festival  
Potential partners/advertisers: Visit Barbados, Terra Caribbean, Fairmont Hotels

### Episode 4: Costa Rica, Central America

Attractions: Ecotourism, Turtle Tours, Wildlife Viewing, Poás Volcano Crater, Nightlife, San José, Tortuga  
Potential partners/advertisers: Visit Costa Rica, Tortuga Lodge, Tropisphere

### Episode 5: Brazil, South America

Attractions: Rio de Janeiro, Amazon Rainforest, Iguazu Falls, Minas Gerais, São Paulo, Carnaval, Ecotourism  
Potential partners/advertisers: Visit Costa Rica, Tortuga Lodge, Tropisphere, Brazilian Homes



### Episode 6: The Gambia, Africa

Attractions: Banjul, Cape Point, Roots Festival, Safari, Abuko Nature Reserve, River Gambia, Camel Safaris  
Potential partners/advertisers: Visit the Gambia, Gambia Hotels, Sheraton Resorts, Gambia Real Estate

### Episode 6: Seychelles, Africa

Attractions: Coral Beaches, Island Hopping, Nature Reserves, Vallee de Mai, Sailing  
Potential partners/advertisers: Seychelles Tourism Board, Banyan Tree Hotel & Resorts, Arriva Real Estate

### Episode 8: Bahrain, Middle East

Attractions: Manama, Bahrain Fort, Al Dar Islands, Beit al Qu'ran, Formula One, Lost Paradise of Dildum  
Potential partners/advertisers: Bahrain Tourism, The Ritz Carlton, Bahrain Property World

### Episode 9: Maldives, Asia

Attractions: Watersports, Marine Life, Spa & Wellness, Cultural excursions, Beach Life  
Potential partners/advertisers: Visit Maldives, Lets Go Maldives, Huvafen Fushi, Pan Real Estate

### Episode 10: Malaysia, Asia

Attractions: Kuala Lumpur, Sabah, Marine Life, National Parks, Shopping, Formula One, Health Tourism  
Potential partners/advertisers: Visit Malaysia, Four Seasons, Metro Homes



**Episode 11: Queensland, Australia**

Attractions: Brisbane, Cairns, Great Barrier Reef, Fraser Island, Surfers Paradise Beach, Outback, Theme Parks

Potential partners/advertisers: Queensland Holidays, Orpheus Island Resort, First National Real Estate

**Episode 12: Costa del Sol, Spain, Europe**

Attractions: Málaga (Picasso Museum), Sun & Beach, Water Sports, Resort Experience, Historic Towns, Flamenco

Potential partners/advertisers: Visit Costa del Sol, Sundream Estate, Hotel Bahía

**Episode 13: Croatia, Europe**

Attractions: Istria, Dubrovnik, Outdoor Adventure, Sailing & Nautics, Mountaineering, Heritage Sites

Potential partners/advertisers: Croatian National Tourism Board, Ambassador Hotel, Croatia Estate



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