

Market Positioning

Triumvirate is positioned as a **mid-budget, elevated genre feature** aimed at adult audiences drawn to intelligent, globally scaled thrillers with mythic undertones. The target audience skews **25–55**, encompassing viewers of prestige international cinema, political thrillers, and sophisticated supernatural storytelling. Comparable titles include **Constantine** for its fusion of theology and modern geopolitics, **Syriana** for its multi-strand global power narrative, and **The Adjustment Bureau** for its blending of metaphysical forces with contemporary political systems. Budget range is anticipated in the **\$20–35 million USD** bracket, driven by international locations, action set-pieces, and VFX-light supernatural elements. Commercially, the film is designed to perform strongest through **international theatrical and prestige streaming release**, leveraging global relevance, recognisable archetypes, and franchise potential without reliance on IP, positioning *Triumvirate* as a filmmaker-led tentpole-adjacent property with crossover appeal between arthouse credibility and mainstream genre audiences.

Territory-by-Territory Sales Expectations

Territory	Sales Outlook	Rationale
North America (USA/Canada)	Strong	Appetite for elevated supernatural thrillers with political relevance; works well for prestige theatrical or streamer acquisition. Comparable performance to <i>The Adjustment Bureau</i> -type titles in ancillary and streaming windows.
United Kingdom & Ireland	Strong	High engagement with theological themes, political thrillers, and intelligent genre. Strong theatrical/streaming hybrid potential; aligns with audience for <i>Constantine</i> and <i>Syriana</i> .
Western Europe (France, Germany, Spain, Italy)	Moderate–Strong	France and Germany respond well to mythic and philosophical genre; Spain and Italy skew slightly more commercial but respond to global stakes and political intrigue.
Nordics (Sweden, Norway, Denmark, Finland)	Moderate	Strong streamer-driven market; audiences receptive to darker tone and moral ambiguity, but theatrical upside more limited without marquee cast.
Eastern Europe (Poland, Czech Republic, Hungary, Balkans)	Moderate–Strong	Political thriller elements and Russia-facing storyline increase relevance; action and supernatural blend travels well.
Russia / CIS	Moderate (Subject to Market Conditions)	Narrative relevance is high, but sales depend on geopolitical climate and distributor appetite; likely streamer-driven rather than theatrical.
China	Limited–Moderate	Thematically relevant but supernatural elements and political content may restrict theatrical release; potential value through streaming or edited versions.
Japan	Moderate	Strong appreciation for mythic storytelling and metaphysical themes; niche theatrical with solid ancillary/streaming potential.
South Korea	Moderate–Strong	Audiences receptive to dark genre hybrids and moral conflict; works well for premium VOD and streamer platforms.
Southeast Asia (Singapore, Malaysia, Thailand)	Moderate	Action-driven third act and supernatural mythology support sales; theatrical limited, but strong streaming performance expected.

Territory	Sales Outlook	Rationale
Australia & New Zealand	Strong	Adult-skewing genre performs well theatrically and on streaming; strong appetite for politically literate international stories.
Middle East (UAE, Gulf States)	Moderate	Political intrigue and action elements attractive; supernatural and religious content may require careful positioning.
Latin America (Mexico, Brazil, Argentina)	Moderate	Action and supernatural elements travel well; prestige positioning slightly limits upside, but solid streamer and VOD value.
Africa (South Africa, Nigeria)	Limited–Moderate	Thematic resonance is high, but theatrical infrastructure varies; streamer-led strategy preferred.

Comparable Titles – Sales Positioning Table

Title	Year	Budget (Approx.)	Worldwide Gross / Performance	Key Overlap with <i>Triumvirate</i>
Constantine	2005	~\$100M	\$230M box office	Angels/demons in modern cities; theology as spectacle; supernatural rules intersecting with politics
Syriana	2005	~\$50M	\$93M box office + awards	Multi-strand geopolitical power play; oil, corruption, global stakes
The Adjustment Bureau	2011	~\$50M	\$127M box office	Metaphysical forces manipulating political systems; fate vs free will
Angel Has Fallen	2019	~\$40M	\$146M box office	Contemporary political threat narrative; global stakes; mainstream thriller audience
Inferno	2016	~\$75M	\$220M box office	International locations; secret societies; mythic concepts in modern geopolitics

How *Triumvirate* Differentiates

Element	Comparable Films	<i>Triumvirate</i> Advantage
Supernatural Rules	Often opaque or effects-driven	Clear mythic logic rooted in theology
Political Scope	Usually single-nation focus	Truly global (US, China, Russia, Africa, Pacific)
Protagonist	Action-forward heroes	Reluctant, morally anchored spiritual warrior
Franchise Potential	IP-dependent	Original mythology with sequel scalability
Budget Efficiency	Heavy VFX	VFX-light, location- and performance-driven

Positioning Against Comps

Category	Comparable Films	<i>Triumvirate</i>
Genre Blend	Supernatural / Political / Thriller	Elevated supernatural geopolitical thriller

Category	Comparable Films	Triumvirate
Scope	International but IP-driven	Original IP with global relevance
VFX Reliance	Moderate to heavy	VFX-light, mythology-driven
Audience	Broad adult + genre	Adult prestige + mainstream thriller
Franchise Potential	Brand/IP dependent	Original mythology with sequel scalability

Triumvirate sits **between prestige political thrillers and elevated supernatural action**, offering buyers a property that can travel internationally without cultural specificity barriers. It combines the **conceptual clarity of studio genre films** with the **global relevance and seriousness of adult thrillers**, making it attractive for **worldwide presales, day-and-date streaming strategies, and franchise-minded distributors** seeking original IP with sequel potential.

FINANCE WATERFALL (Illustrative)

Total Production Budget

\$28M

SOURCES OF FINANCE

Source	%	Est. Value
International Presales (Key Territories)	45%	\$12.5M
Domestic Distribution / Streaming MG	25%	\$7.0M
Equity Investment	20%	\$5.5M
Tax Incentives / Rebates (Intl.)	10%	\$3.0M
TOTAL FINANCE	100%	\$28M

USES OF FUNDS

Allocation	%	Est. Value
Production (Above/Below the Line)	75%	\$21.0M
Post-Production (Edit, Sound, Score, VFX-Light)	15%	\$4.2M
Contingency	5%	\$1.4M
Financing & Legal Costs	5%	\$1.4M
TOTAL USES	100%	\$28M

REVENUE WATERFALL (Simplified)

1. **Gross Receipts**
2. **Sales Agent Fees & Expenses**
3. **Distributor Fees**

4. **Collection Account**
 5. **Senior Lenders / Gap**
 6. **Equity Recoupment (100% + Premium)**
 7. **Profit Participation (Producer / Key Creatives)**
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INVESTOR POSITIONING (Slide Tagline)

Downside-protected through presales and tax incentives, with upside participation driven by international performance and franchise potential.

RISK MITIGATION & COMMERCIAL UPSIDE

- **High-concept genre blend** (political thriller + supernatural mythology) enhances international presale value
 - Action driven primarily by **practical execution and performance**, not VFX escalation
 - UK Film Tax Relief significantly reduces equity exposure
 - Strong appeal to **festival launch → global theatrical / premium streamer acquisition**
 - Clear **franchise and sequel potential**, increasing long-term asset value
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SALES AGENT POSITIONING LINE

Triumvirate is structured as a **mid-to-upper-budget prestige genre feature**, leveraging UK tax incentives and robust international presales to manage downside risk while maximising backend upside through global exploitation and franchise growth.