

Market Positioning

Triumvirate 3 is positioned as a **mid-to-upper-budget elevated** supernatural global thriller aimed at adult audiences drawn to intelligent genre, apocalyptic spectacle and character-led international action. The target audience skews **25–55**, with crossover appeal for viewers of supernatural thrillers, conspiracy films, religious mystery and prestige action. Comparable lanes include **Constantine** for modern supernatural warfare, **The Omen** for evil operating through public legitimacy and institutions, and **Mission: Impossible – Fallout** for globe-spanning pursuit and high-stakes set-pieces. Because the screenplay moves through Jerusalem, Rome, Paris, Washington, Las Vegas, Death Valley and Ethiopia—and includes the collapse of sacred landmarks, supernatural Riders, demonic transformations and the Harrisburg climax—the anticipated production range is approximately \$35–45 million USD. Commercially, the film is best positioned as a **premium theatrical/streaming hybrid with strong international value**, elevated by the fact that it is the third chapter of an original mythology with a clear next-generation continuation through Meti.

Territory-by-Territory Sales Expectations

Territory	Sales Outlook	Rationale
North America (USA/Canada)	Strong	Clear genre hook, supernatural spectacle and franchise positioning suit premium theatrical or major-streamer acquisition; Hart's stadium rise gives a recognisable commercial campaign angle.
United Kingdom & Ireland	Strong	Adult-skewing supernatural thrillers, religious themes and international action travel well; UK authorship/production positioning may add domestic industry interest.
Western Europe (France, Germany, Spain, Italy)	Strong	Rome, Vatican City, Paris and Notre Dame give the story immediate regional relevance; philosophical supernatural material and large-scale action broaden appeal.
Nordics (Sweden, Norway, Denmark, Finland)	Moderate–Strong	Dark genre, moral ambiguity and premium-streaming consumption align well; theatrical upside depends on cast and distributor scale.
Eastern Europe (Poland, Czech Republic, Hungary, Balkans)	Moderate–Strong	Supernatural/apocalyptic action is commercially legible, while the theme of manipulated belief gives the film additional dramatic weight.
Russia / CIS	Limited–Moderate (Subject to Market Conditions)	The story is less dependent on Russia than earlier entries, but global-war material may remain relevant; practical sales prospects depend heavily on distribution conditions.
China	Limited	Supernatural/demonic material and explicit religious content may materially constrain theatrical access; ancillary value may exist only in restricted forms.
Japan	Moderate–Strong	Strong audience familiarity with supernatural mythology, reincarnation themes and visually heightened genre; premium niche theatrical and streaming potential.
South Korea	Strong	Market receptive to dark supernatural hybrids, religious horror and emotionally serious genre; Meti/Hamidi family mythology adds character depth.
Southeast Asia (Singapore, Malaysia, Thailand)	Moderate	Action and supernatural spectacle travel well, though explicit multi-faith destruction may require territory-specific positioning.

Territory	Sales Outlook	Rationale
Australia & New Zealand	Strong	English-language adult genre performs well across theatrical and streaming; international thriller scale and character-led mythology support crossover appeal.
Middle East (UAE, Gulf States)	Limited–Moderate	Action and scale are attractive, but attacks on Islamic and other sacred sites require careful marketing, cultural consultation and potentially territory-specific release decisions.
Latin America (Mexico, Brazil, Argentina)	Moderate–Strong	Supernatural thrillers and religious imagery can perform strongly; spectacle and emotional family material support streaming and VOD value.
Africa (South Africa, Nigeria)	Moderate	Ethiopian roots, spiritual themes and international stakes provide resonance, though theatrical infrastructure and release patterns favour streamer-led exploitation.

Comparable Titles – Sales Positioning Table

Title	Year	Budget (Approx.)	Worldwide Gross / Performance	Key Overlap with <i>Triumvirate 3</i>
Constantine	2005	~\$100M	\$230M box office	Modern demons, theology as spectacle, supernatural rules and an adult genre audience.
The Omen	2006	~\$25M	~\$120M box office	Religious dread, demonic influence operating through apparent normality and public legitimacy.
Mission: Impossible – Fallout	2018	~\$178M	~\$792M box office	International pursuit, multiple global locations and escalating high-stakes action; useful scale comp rather than budget comp.
Legion	2010	~\$26M	~\$68M box office	Apocalyptic religious action, supernatural combat and accessible genre framing at a controlled budget.
The Pope’s Exorcist	2023	~\$18M	~\$77M box office	Faith, demonic mythology and commercial horror appeal with a globally recognisable religious setting.

How *Triumvirate 3* Differentiates

Element	Comparable Films	<i>Triumvirate 3</i> Advantage
Supernatural Rules	Often effects-driven	Re-inc cycle, mercury weakness and Cerberus containment directly drive plot.
Global Scope	Often one city/nation	Jerusalem, Rome, Paris, Washington, Las Vegas, Death Valley and Ethiopia.
Antagonist	Monster or hidden conspirator	Hart is a credible miracle-working celebrity whose influence is itself a weapon.
Franchise Potential	Hero-dependent	Hamidi’s arc ends while Meti and Hamilton create the next-generation engine.

Element	Comparable Films	Triumvirate 3 Advantage
Budget Efficiency	Heavy creature/VFX use	VFX is concentrated around signature set-pieces; performance carries much of the film.

Positioning Against Comps

Category	Comparable Films	Triumvirate 3
Genre Blend	Supernatural / Horror / Action	Elevated supernatural global thriller with apocalyptic action and family drama
Scope	International, often franchise/IP-led	Original mythology with truly global locations and religious/cultural stakes
VFX Reliance	Moderate to heavy	Selective high-impact VFX concentrated in landmark sequences and demon work
Audience	Broad genre or horror-skewing	Adult prestige + mainstream supernatural/action audience
Franchise Potential	Usually dependent on continuing hero	Built-in generational hand-off from Hamidi to Meti and Hamilton

Triumvirate 3 sits between prestige supernatural horror, international action-thriller and apocalyptic religious mystery. It offers buyers a world-scale genre property with recognisable commercial imagery—miracles, sacred sites, demons, mass spectacle and a charismatic false prophet—while retaining a serious thematic core about faith, manipulation, grief and responsibility. Compared with the earlier Triumvirate films, the third chapter has the strongest trailer-ready visual identity and the clearest franchise hand-off: Hamidi’s story reaches a sacrificial conclusion while Meti becomes the natural lead for future instalments.

FINANCE WATERFALL (Illustrative)

Total Production Budget

\$40M

SOURCES OF FINANCE

Source	%	Est. Value
International Presales (Key Territories)	40%	\$16.0M
Domestic Distribution / Streaming MG	25%	\$10.0M
Equity Investment	23%	\$9.2M
Tax Incentives / Rebates (Intl.)	12%	\$4.8M
TOTAL FINANCE	100%	\$40.0M

USES OF FUNDS

Allocation	%	Est. Value
Production (Above/Below the Line)	70%	\$28.0M
Post-Production (Edit, Sound, Score, VFX)	20%	\$8.0M
Contingency	5%	\$2.0M
Financing & Legal Costs	5%	\$2.0M
TOTAL USES	100%	\$40.0M

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)**

INVESTOR POSITIONING (Slide Tagline)

A globally marketable supernatural thriller with franchise value, downside protection through presales and incentives, and upside driven by premium streaming, international theatrical and continuation potential.

RISK MITIGATION & COMMERCIAL UPSIDE

- Established trilogy mythology reduces concept-introduction risk while allowing the film to function as a self-contained supernatural event
- High-value spectacle is concentrated in a limited number of major set-pieces, allowing practical locations and performance to carry large sections of the film
- UK-originated production structure can access qualifying film tax relief / audiovisual expenditure credits where applicable
- Strong festival and genre-market positioning can support premium streamer, international theatrical and event-cinema interest
- The fifteen-year epilogue creates a clear successor protagonist in Meti and a new franchise engine through Hamilton

SALES AGENT POSITIONING LINE

Triumvirate 3 is structured as a mid-to-upper-budget prestige supernatural thriller with global action appeal, leveraging an established original mythology, internationally recognisable locations and a strong franchise hand-off to balance marketability with long-term asset value.