

Market Positioning

Rising Star II is positioned as a **high-intensity, adult-skewing crime thriller** aimed at audiences **30–65** who engage with politically charged, procedural-driven narratives that escalate from street-level crime into domestic terrorism and institutional collapse. Expanding on the grounded realism of the first film, the sequel moves into large-scale public stakes — coordinated attacks, radicalisation, and federal overreach — aligning it with prestige crime and political thrillers such as **The Siege**, **Munich**, and the later arcs of **Mindhunter** in its exploration of ideology, escalation, and moral compromise. The project is suited to a **\$15–25 million USD budget range**, reflecting increased action set-pieces, multiple locations, and ensemble storytelling while remaining VFX-light and performance-led. Comparable films in this space have demonstrated strong performance through **festival premieres, specialty theatrical release, and premium streaming acquisition**, with particular strength in North America, the UK, Western Europe, and Australia. *Rising Star II* offers distributors a sequel that meaningfully broadens scale and urgency without abandoning character or realism, positioning it as a **prestige crime franchise entry** with strong international portability, topical relevance, and durable long-tail value across theatrical and streaming platforms.

Comparable Titles – Sales Reference Table (RISING STAR II)

Title	Year	Est. Budget	Performance / Market Response	Sales-Relevant Comparison
The Siege	1998	~\$70M	\$116M WW	Domestic terrorism in a US city; civil liberties vs security; large-scale public stakes
Munich	2005	~\$70M	\$130M WW + awards	Moral ambiguity in counter-terrorism; escalation of violence and consequence
Zero Dark Thirty	2012	~\$40M	\$132M WW	Procedural intensity; intelligence-led pursuit; political controversy driving audience engagement
United 93	2006	~\$15M	\$77M WW	Real-time urgency; restrained execution of large-scale terror events
Mindhunter	2017–2019	~\$10M/ep	Strong global streaming performance	Institutional psychology; escalation from crime into ideology and systems failure

Positioning Against Comps

Category	Comparable Films	<i>Rising Star II</i>
Genre	Political / crime thriller	Prestige crime thriller with domestic terror escalation

Category	Comparable Films	<i>Rising Star II</i>
Scope	National / international crises	Urban-to-national escalation
Tone	Tense, procedural, morally complex	Grounded, urgent, socially charged
Budget Profile	\$15M–\$70M	\$15–25M controlled escalation
Audience	Adult, politically engaged	Adult prestige + streamer crossover
Franchise Value	Standalone or IP-based	Original sequel with expanding mythology

Sales Agent Takeaway

Rising Star II occupies the commercially proven space between **prestige crime cinema and modern political thrillers**, offering buyers a sequel that **raises stakes and scale without abandoning realism**. Positioned in the **\$15–25M range**, the film is well suited to **festival-led launch, specialty theatrical play, and premium streaming acquisition**, with strong international appeal driven by topical relevance, contained production risk, and franchise continuity.

Territory-by-Territory Sales Expectations — RISING STAR II

Territory	Sales Outlook	Rationale
North America (USA / Canada)	Very Strong	Core market for politically charged crime and terrorism narratives. Sequel status increases awareness; strong theatrical + streamer crossover similar to <i>Zero Dark Thirty</i> and <i>The Siege</i> .
United Kingdom & Ireland	Strong	High engagement with US political thrillers and law enforcement narratives; strong theatrical niche and premium broadcaster/streamer demand.
France	Strong	Longstanding appetite for political thrillers, terrorism-related narratives, and morally complex cinema; solid arthouse theatrical and streaming value.
Germany / Austria / Switzerland	Strong	Reliable market for adult political and procedural thrillers; strong public broadcaster and VOD performance.
Spain	Moderate–Strong	Contemporary political thrillers resonate; best performance via streaming and curated theatrical runs.
Italy	Moderate	Political and crime narratives perform steadily; theatrical moderate, strong TV and VOD value.

Territory	Sales Outlook	Rationale
Benelux (Belgium / Netherlands / Luxembourg)	Moderate–Strong	Strong appetite for international political thrillers; festival pedigree boosts sales.
Nordics (Sweden, Denmark, Norway, Finland)	Moderate–Strong	Audiences highly receptive to serious crime and terrorism narratives; streamer-led with selective theatrical.
Eastern Europe (Poland, Czech Republic, Hungary)	Moderate	Political tension and institutional narratives resonate; primarily VOD and broadcaster sales.
Australia & New Zealand	Strong	Consistent performance for US political thrillers; reliable theatrical niche and strong streamer uptake.
Japan	Moderate	High appreciation for procedural detail and serious tone; niche theatrical with solid ancillary value.
South Korea	Strong	Political thrillers and terrorism narratives perform well; streamer-first strategy highly effective.
Southeast Asia (Singapore, Malaysia, Thailand)	Moderate	Contemporary global thrillers travel well via streaming platforms.
Latin America (Mexico, Brazil, Argentina)	Moderate–Strong	Political unrest and crime themes resonate culturally; strong streamer and VOD value.
Middle East (UAE / Gulf States)	Moderate	Terrorism narratives are sensitive but commercially viable with careful positioning; streamer acquisition preferred.
Africa (South Africa)	Limited–Moderate	Select theatrical and broadcaster interest; primary value via streaming and long-tail.

Overall Sales Profile (Agent Summary)

- **Primary revenue drivers:**
North America, UK/Ireland, France, Germany, Australia/New Zealand, South Korea
 - **Optimal release pathway:**
Festival premiere → specialty theatrical (key territories) → premium global streaming
 - **Commercial advantage:**
Sequel recognition + topical relevance + controlled budget escalation provide strong **downside protection** with enhanced **international presale potential**.
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Market-Ready Positioning Sentence

Rising Star II is a **prestige political crime thriller sequel** designed to perform strongly across North America, Europe, and Asia-Pacific, leveraging heightened stakes, franchise continuity, and premium streamer demand for serious, globally relevant thrillers.

RISING STAR II — One-Slide Finance Waterfall (FEATURE FILM)

Total Production Budget

£15.0 million

Contemporary political crime thriller (sequel)

Urban locations • Practical stunts • Controlled action • No VFX dependency

Prestige theatrical + streamer crossover with franchise value

SOURCES OF FINANCE

Source	Amount	% of Budget
Domestic Distributor MG (US/UK)	£3.0M	20%
International Presales (EU / ANZ / Asia / ROW)	£4.5M	30%
UK Film Tax Relief (25%)	£3.75M	25%
Equity Investment	£3.0M	20%
Gap / Soft Money	£0.75M	5%
TOTAL FINANCE	£15.0M	100%

RECOUPMENT WATERFALL (STANDARD FEATURE MODEL)

- Sales Agent Fees & Expenses**
(typically 10–15% of gross receipts)
 - Senior Lenders / Gap Finance**
100% recoupment + agreed premium
 - Equity Investors**
100% recoupment + negotiated uplift (typically 20–30%)
 - Producer Corridor**
(10–20% of net profits)
 - Backend Participation Pool**
Writer / director / key cast
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RISK MITIGATION & COMMERCIAL UPSIDE

- **Sequel recognition** materially strengthens presale values
 - Political crime thriller genre has **proven global demand**
 - Action driven by practical execution, not VFX spend
 - UK Film Tax Relief significantly reduces equity exposure
 - Clear **franchise pathway** (*Rising Star III*) increases long-term value
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SALES AGENT POSITIONING LINE

Rising Star II is structured as a **mid-budget, high-tension crime sequel**, leveraging franchise awareness, UK tax incentives, and international presales to minimise downside risk while maximising backend upside through global exploitation.