

## 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
<b>The Siege</b>	1998	~\$70M	\$116M WW	Domestic terrorism in a US city; civil liberties vs security; large-scale public stakes
<b>Munich</b>	2005	~\$70M	\$130M WW + awards	Moral ambiguity in counter-terrorism; escalation of violence and consequence
<b>Zero Dark Thirty</b>	2012	~\$40M	\$132M WW	Procedural intensity; intelligence-led pursuit; political controversy driving audience engagement
<b>United 93</b>	2006	~\$15M	\$77M WW	Real-time urgency; restrained execution of large-scale terror events
<b>Mindhunter</b>	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	<b>\$15–25M controlled escalation</b>
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)	<b>Very Strong</b>	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	<b>Strong</b>	High engagement with US political thrillers and law enforcement narratives; strong theatrical niche and premium broadcaster/streamer demand.
France	<b>Strong</b>	Longstanding appetite for political thrillers, terrorism-related narratives, and morally complex cinema; solid arthouse theatrical and streaming value.
Germany / Austria / Switzerland	<b>Strong</b>	Reliable market for adult political and procedural thrillers; strong public broadcaster and VOD performance.
Spain	<b>Moderate–Strong</b>	Contemporary political thrillers resonate; best performance via streaming and curated theatrical runs.
Italy	<b>Moderate</b>	Political and crime narratives perform steadily; theatrical moderate, strong TV and VOD value.

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

## 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

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### 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%
<b>TOTAL FINANCE</b>	<b>£15.0M</b>	<b>100%</b>

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### RECOUPMENT WATERFALL (STANDARD FEATURE MODEL)

1. **Sales Agent Fees & Expenses**  
(typically 10–15% of gross receipts)
2. **Senior Lenders / Gap Finance**  
100% recoupment + agreed premium
3. **Equity Investors**  
100% recoupment + negotiated uplift (typically 20–30%)
4. **Producer Corridor**  
(10–20% of net profits)
5. **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.