

Greatrex is positioned as a **prestige historical crime drama** aimed at adult audiences (**30–65**) drawn to character-driven period storytelling rooted in true crime, moral ambiguity, and social transformation. The screenplay’s focus on ambition, fraud, faith, and reinvention in 19th-century Britain aligns it with internationally successful historical dramas such as **The Assassination of Jesse James by the Coward Robert Ford**, **There Will Be Blood**, and **Taboo** (tonally and thematically). The project is best suited to a **\$8–15 million USD budget range**, achievable through UK and European tax incentives, limited VFX requirements, and contained period locations. Comparable titles in this space have demonstrated strong performance through **festival premieres, specialty theatrical release, and prestige streaming platforms**, with particular appeal in the UK, Europe, Australia, and North America. *Greatrex* offers distributors a true-story-inspired narrative with classic dramatic architecture, clear protagonist drive, and enduring themes of capitalism, deception, and self-mythologising — positioning it as a high-quality, exportable period feature with awards and long-tail value rather than opening-weekend dependency.

Comparable Titles – Sales Reference Table (GREATREX)

Title	Year	Est. Budget	Performance / Market Response	Sales-Relevant Comparison
There Will Be Blood	2007	~\$25M	\$76M WW + major awards	Obsessive protagonist; capitalism, ambition, moral decay; period authenticity driving prestige value
The Assassination of Jesse James by the Coward Robert Ford	2007	~\$30M	\$15M theatrical + strong long-tail	Slow-burn historical crime; character psychology over action; festival-led positioning
The Nightingale	2018	~\$6M	Festival-driven + strong ancillary	Historical brutality with moral complexity; contained period production
Taboo	2017	~\$20M/season	High international sales	19th-century Britain; crime, commerce, reinvention; dark tone with mainstream reach
Mr. Turner	2014	~\$9M	\$16M WW	British period drama; character-first storytelling; strong UK/EU appeal

Positioning Against Comps

Category	Comparable Films	<i>Greatrex</i>
Genre	Historical crime / prestige drama	True-crime-inspired period drama
Protagonist	Obsessive, morally ambiguous men	Self-mythologising conman / visionary
Tone	Slow-burn, atmospheric	Taut, character-driven, psychologically sharp
Budget Profile	Mid-range prestige	Leaner, UK-incentive-friendly
Audience	Adult arthouse / awards	Adult prestige + broadcaster/streamer crossover

Sales Agent Takeaway

Greatrex occupies the space between **prestige historical cinema and commercially viable period crime drama**, offering buyers a **true-story-inspired narrative** with strong character drive, minimal VFX exposure, and proven appeal across UK, European, Australian, and North American markets. Positioned in the **\$8–15M range**, the project is well-suited to **festival launch followed by specialty theatrical and premium streaming**, with long-tail value driven by historical relevance and awards potential rather than opening-weekend performance.

Territory-by-Territory Sales Expectations — GREATREX

Territory	Sales Outlook	Rationale
United Kingdom & Ireland	Very Strong	Core market. Strong appetite for British period crime, true-story narratives, and morally complex protagonists. Excellent fit for theatrical + broadcaster or streamer (BBC, Channel 4, Sky, Netflix UK).
North America (USA / Canada)	Moderate–Strong	Performs best as festival-launched prestige drama followed by specialty theatrical or streamer acquisition. Comparable to <i>There Will Be Blood</i> –style audience rather than mass-market opening.
France	Strong	French audiences and distributors respond well to historical crime, class struggle, and morally ambiguous anti-heroes. Strong arthouse and festival support.
Germany / Austria / Switzerland	Moderate–Strong	Reliable market for prestige European period drama; strong public broadcaster and theatrical niche support.
Spain	Moderate	Period crime performs steadily, especially with festival pedigree; streamer uptake likely stronger than theatrical.
Italy	Moderate	Appreciation for historical narratives and character drama; box office limited but strong TV and VOD value.
Benelux (Belgium / Netherlands / Luxembourg)	Moderate	Solid arthouse attendance and broadcaster interest; festival profile helps drive sales.
Nordics (Sweden, Denmark, Norway, Finland)	Moderate	Audience receptive to dark, character-driven crime and moral complexity; primarily streamer-led with limited theatrical upside.
Eastern Europe (Poland, Czech Republic, Hungary)	Moderate	Historical crime and social mobility themes resonate; limited theatrical but good broadcaster and VOD value.
Australia & New Zealand	Strong	Consistent performance for British historical drama; strong broadcaster and streaming appetite with reliable theatrical niche.
Latin America (Mexico, Brazil, Argentina)	Limited–Moderate	Prestige period drama sells primarily to streamers; theatrical upside limited but stable ancillary value.
Asia (Japan, South Korea)	Moderate	Strong appreciation for meticulous period storytelling and character psychology; niche theatrical with solid streaming potential.
Middle East (UAE / Gulf States)	Limited–Moderate	Period setting and crime elements support sales, though emphasis will be on curated theatrical or streamer acquisition.
Africa (South Africa)	Limited	Some theatrical and broadcaster interest, but primarily long-tail VOD value.

Overall Sales Profile (Agent Summary)

- **Primary revenue drivers:**
UK, France, Germany, Australia/New Zealand, North American prestige buyers

- **Best release pathway:**
Festival premiere → specialty theatrical → premium streaming / broadcaster
- **Commercial strength:**
Awards potential, historical authenticity, and true-crime positioning create strong **long-tail value**, even where theatrical box office is modest.

Sales Positioning Sentence (Market-Ready)

Greatrex is a **prestige British period crime drama** with strong appeal across the UK, Europe, and English-language territories, designed for festival-led launch and premium broadcaster/streamer acquisition, offering durable long-tail value rather than opening-weekend dependence.

GREATREX — One-Slide Finance Waterfall (FEATURE FILM)

Total Production Budget

£10.0 million

Prestige historical crime drama

19th-century Australia & UK • Period locations • Minimal VFX • Performance-led

SOURCES OF FINANCE

Source	Amount	% of Budget
Domestic Distributor MG (UK / AU)	£2.0M	20%
International Presales (EU / NA / ANZ)	£3.0M	30%
UK Film Tax Relief (25%)	£2.5M	25%
Equity Investment	£2.0M	20%
Gap / Soft Money	£0.5M	5%
TOTAL FINANCE	£10.0M	100%

RECOUPMENT WATERFALL (STANDARD FEATURE)

1. **Sales Agent Fees & Expenses**
(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

RISK MITIGATION & COMMERCIAL UPSIDE

- **True historical subject** with strong international curiosity
 - Dual-territory appeal (Australia + UK heritage audiences)
 - Period authenticity achieved through **locations and production design**, not VFX
 - International presales reduce equity exposure
 - Strong **festival + prestige theatrical** pathway followed by streamer acquisition
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SALES AGENT POSITIONING LINE

Greatrex is structured as a **mid-budget prestige historical feature**, leveraging UK tax relief and international presales to minimise downside risk while retaining meaningful backend upside through global exploitation.