

## The Prophet Job a Phoenix Blue / [www.biblemovie.com.au](http://www.biblemovie.com.au) Feature Film Production

### EXECUTIVE SUMMARY

A 'super niche' category,  
Cross cultural and interdominational,  
Low Budget feature,  
Innovative production methods,  
Multilanguage translations,  
Direct digital distribution,  
Established fan-base,

### CONCEPT SUMMARY

Answers: "Why do bad things happen to good people?"  
Universal mutli generational themes,  
A COVID-Ready movie deals with depresssion/anxiety  
A narrative invites all generations and cultures,  
Longest "God speaks" narrative in the Bible,

An average person watches **2 hours** of media per day, a total of almost **7 years** of our total life span is now being influenced by what is consumed on digital devices <sup>(1)</sup>.

The Prophet Job is considered a prophet by 2.3 Billion Christians, 1.8 Billion muslims and 15 million Jews.

Movies with a Christian worldview (on average) make up to 4 times more than those with an Atheist, mixed, or anti-Christian worldview <sup>(11)</sup>

The [www.biblemovie.com.au](http://www.biblemovie.com.au) project has completed a word-for-word movie-book mashup of all 66 books of the Bible including Job: [www.youtube.com/watch?v=iYv6up\\_h0E](https://www.youtube.com/watch?v=iYv6up_h0E)

The App has had more than 100,000 downloads and over 5 million views online,

#### Disclaimer:

*Document issued on 1st September 2020. This is not an offer. Details of current investment offers are available on request. This document is subject to final approval by the producer and distributor.*

Phoenix Blue Productions proposes the production of Job as a feature film for digital release in English, Arabic and Spanish,

**Job** is to be shot in the style of [www.lumoproject.com](http://www.lumoproject.com) inspired by the film **12 Angry Men** and,

Phoenix Blue has partnered with Producer Simon Hunter and [www.mythfilmcompany.com](http://www.mythfilmcompany.com) Simon is the C.E.O. of [www.sydneyfilmschool.edu.au](http://www.sydneyfilmschool.edu.au) and has written under contract for Columbia Tristar, Fred Silverman Productions, Nine Network Australia, NBC, and Fox Family Channel,

Phoenix Blue is seeking funding for the production of a full-length low-budget feature film.

# 01 | Market Opportunity

## MEDIA INFLUENCE

*"He who controls the media controls the culture" – Ted Baehr.*  
*"(media) is undeniably the most powerful influence in our society today. we can communicate anything we choose almost anywhere in the world, instantaneously, in a puff of electrons". (2) "media is the most powerful force that has ever influenced the human mind and heart"(3)*

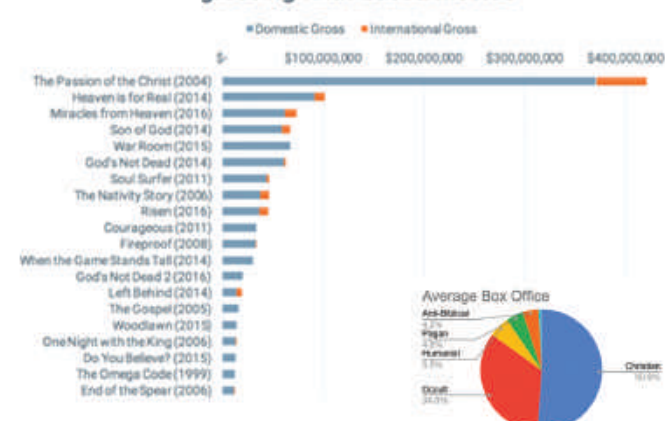
Social Media has forever changed the way we communicate. Social 'Filters' are removed as we post or tweet to thousands *instantly*. Traditional contact is replaced with 'likes' and hashtags and the definition of 'friend' has been reduced to a 'click' or 'swipe right'. The 'new normal' is online hang-outs and chat groups which has been dramatically reinforced by social distancing.

Cambridge Analytica defined the impact of social media through influencing presidential elections. Social media has become fundamental to the way that billions of people get information about the world and connect with each other.

## MEDIA MARKET

Movieguide.org reports that movies with strong Christian, redemptive content increased 194% since 1996 (16 films) and 38% in 2012 (47 films) to 2015 (65 films). Averaging \$75.7 million per movie. Very strong Non-Christian worldviews averaged \$26.9 million box office totals have increased from \$208 million (1996) to \$3.7 billion (2012) (+2,463%), \$5.35 billion (2015) (+44.78%), (12). PureFlix films have a combined budget of only \$6m and so far have grossed over \$150m in US cinemas alone (15)

Box office grosses for the top 20 highest grossing faith-based movies



Films - Strong Christian Content

| Year | Qty | \$     | (Fig1) | Worldviews Compared                 | \$ Box Office (Av) |
|------|-----|--------|--------|-------------------------------------|--------------------|
| 1996 | 16  | 0.21 B |        | Very Strong Christian Worldview     | \$106,875,816      |
| 2012 | 47  | 3.69 B |        | Very Strong Non-Christian Worldview | \$15,129,002       |
| 2015 | 65  | 5.35 B |        |                                     |                    |

## VR & 360 TRENDS

With a growth from 7 Billion to 21 Billion in 4 years VR is the future of both the movie and gaming industry. VR games and movies the market is projected to boom from \$6.1 billion in 2016 to \$160 billion in 2023, with an expected five-year (CAGR) growth of 78.3%. (13) Award winning productions such as 7miracles.viveport.com are redefining

## WORLDWIDE TRENDS

Streaming services are replacing traditional cinemas. 2017 Amazons production budget was 200 Million, Netflix 1 Billion and estimates of 20 Billion in the next 5 years. Virtual filmmaking is set to increase to 29.5 Billion this year. Studios are going to direct independant filmmakers and the barriers to entry have been lowered for first time producers. Budgets are shrinking and television, streaming and crowdfunding are the new sources for funding (13).

## VIEWING TRENDS

65% of the population watch Netflix for more than 1 hour per day. Bible engagement has decreased from to only 5% (reading at least once a month) with 86% of the population never opening a Bible.(4) youversion (Digital Bible) reports 400 million app downloads and billions of views (5) 92% of smartphone users are online 'gamers' (2.5 Billion users) averaging 7 hours per week usage and 160 Billion dollars per year (10) There are however over 50 billion annual visits to porn websites (81 million per day), 4 million videos or 68 years worth of content uploaded annually (enough to fill the memory of every iPhone on Earth), 50,000 U.S. church leaders (1 in 5 youth pastors and 1 in 7 senior pastors) use porn weekly. (6) 43% of pastors and youth pastors say they struggle with pornography. 64% of Christian men watch porn monthly The average weekly porn use by a teenager in the USA is 4 hours (7)

## PROJECT OPPORTUNITY

This project has the potential to fill a lucrative "super-niche" in the "Faith-based" / "word-for-word-Bible" movie category where low budget features have consistantly achieved profitability.

| Year | Title Budget              | Box Office           | Budget         | Distributor                              |
|------|---------------------------|----------------------|----------------|--|
| 1961 | King of Kings             | \$ 13,400,000        | \$ 5,000,000   | Samuel Bronston Metro-Goldwyn-Mayer      |
| 1977 | Jesus of Nazareth         | \$ 40,000,000        | \$ 15,000,000  | Lew Grade ITC Entertainment              |
| 1979 | The Jesus Film            | \$ 8 billion viewers | \$ 6,000,000   | Campus Crusade Campus Crusade            |
| 1993 | The Visual Bible: Matthew | \$ 4,000,000         | \$ 3,000,000   | Visual Bible International Thomas Nelson |
| 1994 | The Visual Bible: Acts    | \$ 4,000,000         | \$ 3,000,000   | Visual Bible International Thomas Nelson |
| 1999 | Jesus                     | \$Produced for TV    | \$ 20,000,000  | Russell Kagans; CBS Television           |
| 2003 | The Visual Bible (John)   | \$ 4,000,000         | \$ 16,000,000  | G. Drabinsky THINKFilm                   |
| 2004 | The Passion of the Christ | \$ 612,000,000       | \$ 30,000,000  | Icon Films Newmarket Films               |
| 2006 | The Nativity Story        | \$ 46,400,000        | \$ 35,000,000  | Toby Emmerich New Line Cinema            |
| 2006 | One Night with the King   | \$ 13,700,000        | \$ 20,000,000  | 20th Century Fox                         |
| 2007 | The Ten Commandments      | \$ 1,051,000         | \$ 953,000     | Cindy Bond Promenade Pictures            |
| 2012 | Apostle Peter             | \$Produced for TV    | \$ 750,000     | David A.R.White Pure Flix Entertainment  |
| 2013 | The Bible Collection      | \$Produced for TV    | \$ 20,000,000  | Lightworkers Media 20th Century Fox      |
| 2013 | The Book of Daniel        | \$ n/a               | \$ n/a         | Pure Flix Entertainment                  |
| 2014 | Son of God                | \$ 70,900,000        | \$ 22,000,000  | Mark Burnett 20th Century Fox            |
| 2016 | The Young Messiah         | \$ 7,300,000         | \$ 18,500,000  | Focus Features                           |
| 2016 | Risen                     | \$ 46,400,000        | \$ 20,000,000  | Columbia Pictures                        |
| 2016 | Ben Hur                   | \$ 94,100,000        | \$ 100,000,000 | MGM/Paramount                            |
| 2018 | Paul, Apostle of Christ   | \$ 25,500,000        | \$ 5,000,000   | Sony Pictures                            |
| 2018 | Mary Magdalene            | \$ 11,700,000        | \$ n/a         | Transmission Films                       |
| 2018 | Samson                    | \$ 4,900,000         | \$ 8,000,000   | Pure Flix Entertainment                  |

## APP DEVELOPMENT

The Word of Promise Audio Bible was an overnight success and #1 best seller with 700,000 units (\$46,788,000) Apps such as NIV Bible, have achieved 50,000+ Downloads (\$449,500) NIV Study Bible (\$179,950), NKJV Bible (\$119,900), KJV Bible (\$154,950) King James Bible (\$154,000) The www.biblemovieapp.com.au has had 100,000+ downloads (free)



### STORY - THE CAUSE OF HUMAN SUFFERING

Job experiences the loss of family, friends, wealth and health. His life reduced to nightmares with physical and mental suffering Job's friends debate the possibilities of why this has happened. They attempt to convince Job of the possible reasons for his suffering and advise on what Job must do to be restored. Job does not budge. He stands on his integrity dismissing all arguments that he has done something wrong. The friends getting progressively angrier at Job's stubbornness until they accuse him outright.

### QUESTIONS

**Is God omnipotent?** The Creator fashioned man as a being of true choice. Would we have it otherwise? Would we be happy to be mere robots — mechanically programmed to do only the divine will? How would that honor the Almighty?

**Why doesn't God intervene?** If, then, God grants us that freedom of choice, he cannot block that freedom each time we choose to do wrong. One cannot be endowed with freedom, and non-freedom, at the same time. Freedom of choice, therefore, for finite beings, necessitates the ability to make wrong choices.

**Why do the righteous suffer?** sin, both directly and indirectly, produces human hardship. A classification of the sin and suffering problem, from the viewpoint of man's culpability is openly discussed.

**Who is man to question God?** "final exam" was designed to reveal to the Job how very little he knew about Earth and its environment. Job had been more than willing to criticize and advise his Creator on how to run the business of this planet, yet he actually did not understand the most fundamental elements about how it operates.



## 03 | Development Strategy

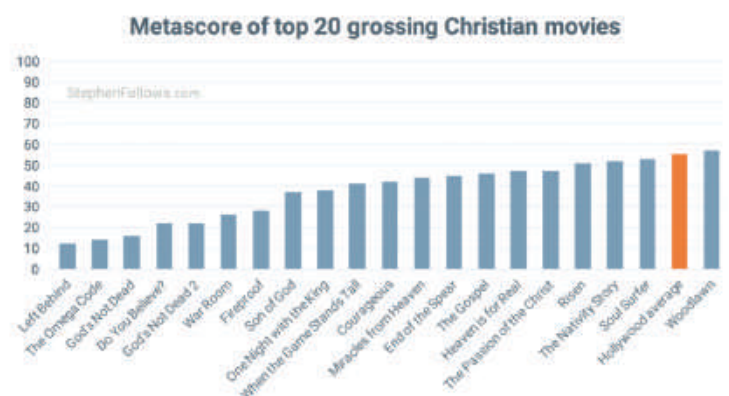
### DEVELOPMENT

The producers have completed a draft movie format storyboard which accurately lays out events and the full script

[https://www.youtube.com/watch?v=iYv6up\\_h0E](https://www.youtube.com/watch?v=iYv6up_h0E)

### DEMOGRAPHICS

The average Metascore for the top 20 grossing faith-based films is just 37 out of 100. For comparison, the average Metascore of the 2,000 highest grossing films of the past twenty years was 55<sup>(14)</sup> Despite the poor reviews, Faith-Based films make far more on average. The Christian audience is large and crosses all people groups, age, language and race barriers. They ignore reviews and will faithfully support word-for-word Bible productions whether released on T.V., subscription streaming, free-to-air or cinema. The Jesus movie holds the world record for the most watched film of all time and The Passion of the Christ is the highest grossing R rated film on record.



## 04| Risk Mitigation Strategies

### RISK

Porters five forces analysis helps determine the competitive advantage and mitigation strategies outlined below

**MITIGATION** - Key Mitigation Strategies are:

### MITIGATION

#### Pilot Quality

The pilot cost \$15,000 and has had great success online with over 100,000 views and hundreds of positive comments.

#### Funding Issues

Without funding the project is delayed. There are no seed funders or loans requiring repayment. Options for a reduced budget can also be considered and may allow the production to proceed.

#### Loss of Creative Control

The producers have committed to maintain the integrity of the Bible script at the expense of any potential 'politically correct' funding, crew or casts pressure, objections or requests. The production agreements will allow creativity on-set but strictly define agreement with adherence to the script removing the risk of actors changing the "basically accepted" understanding of the meaning of the text (suggesting an alternate view through nuance, facial expression, gesture or intonation)

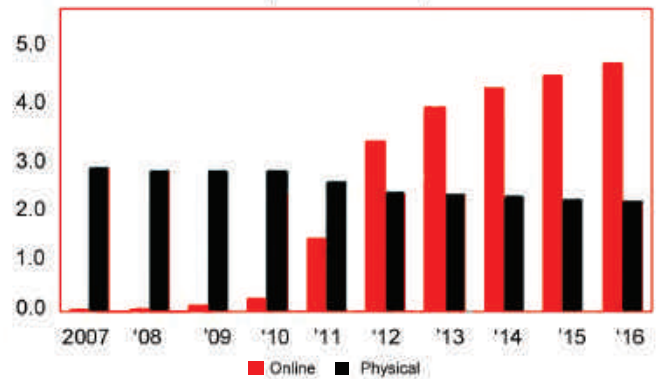
#### Distribution Not Secured

Literally thousands of potential VOD distributor portals are open for a direct-to-market approach.

#### Box Office Failure

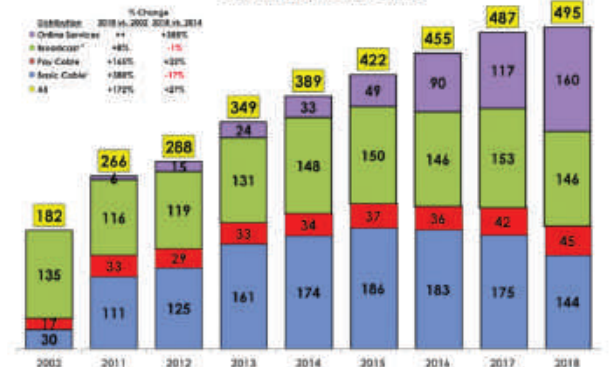
A CoVID proof direct-to-market strategy includes: Transactional VOD (TVOD); Audience pays for individual videos on demand (iTunes, Vimeo, YouTube, VUDU on Demand). Subscription VOD (SVOD): Audience pays a subscription fee for access to content. Advertisements are limited or nonexistent. (Netflix, Amazon, Prime, iTunes, Hulu commercial free). Ad-Supported VOD (AVOD): content is free to audience with advertising (Hulu, YouTube, SnagFilms) and working with platforms such as Distribber, Cinedigm, Shorts.tv.

US Movie View/Transaction Forecast, Physical Vs Online  
(Billions of Units)

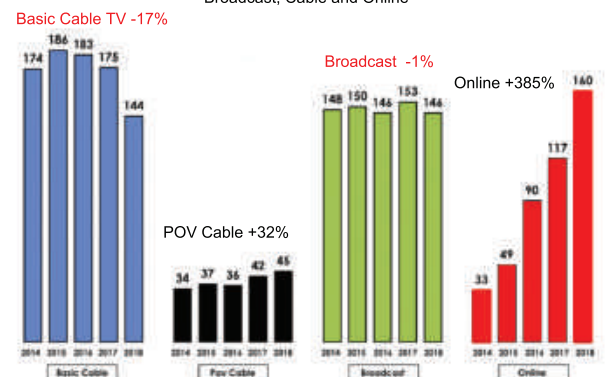


(Fig 2)

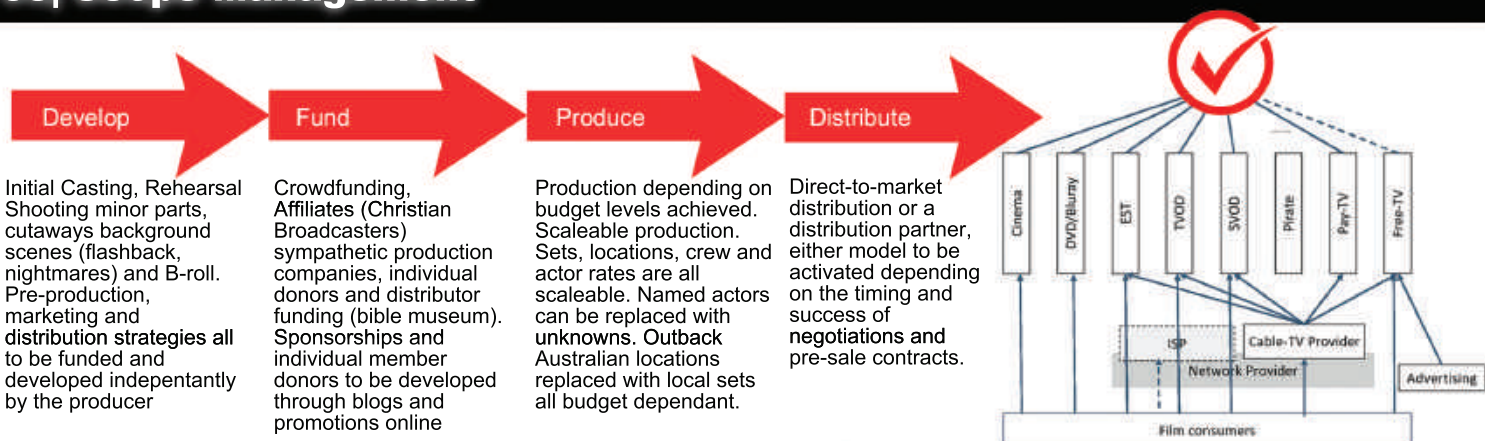
Estimated Number of Scripted Original Series  
Broadcast, Cable and Online



(By Distribution)  
Broadcast, Cable and Online



## 05| Scope Management



## 06 | Production Timeline

### FUNDRAISING

Development of pitch documents, agreements and document kit, promotional videos and platforms. The producers will take advantage of matched grant funding, revenue and copyright share and digital licensing agreements as well as secular and christian community funding, donations and direct sponsorship. Active fundraising will include online promotions, in-app notifications Biblemovieapp.com, email campaigns and funnels, zoom conference promotions, podcasts and vlog programs to further promote as well as database mining and on-on-one pitches to organisations and individuals. Fundraising also includes grant applications, and the Refundable Film Tax Offset.

### DEVELOPMENT

Research includes working with organisations such as Creation Ministries International to develop the scientific analysis of Job Chapter 40 where a number of scientific principles are described (16) and who may also supply CGI stock footage. Multi Language Scripts and audio and Special Effects will begin production early in development.

### PRE-PRODUCTION

Casting, rehearsals, cutaways, time-lapse and rough cut movie storyboards will be developed during this phase with actor interviews, skin effects and a number of scenes developed for marketing purposes.

### PRODUCTION

This is a low-budget "one-location" feature (see: "12 Angry Men" (17)), Development and a pre-production rehearsals cycle allowing for multiple pre-shoot cutaway and b-roll opportunities.





## 08 | Production Company



### PHOENIX BLUE PRODUCTIONS PTY LTD

Jason and Bella Blaiklock are “accidental” film makers. Both are committed Christians who met at Bible college. With four daughters and a thriving Opal jewellery company they make films as a passionate hobby. [www.biblemovieapp.com](http://www.biblemovieapp.com) was developed as a way of bringing the Bible to life for their children and their youth group and scripture class students. This has become the first complete Movie Bible book ever created. Over 10,000 films from multiple genres and film periods combined with stock footage clips and footage donated by cinematographers such as Ken Duncan, Chris Tangey and Phil Caladoukas. Jason and Bella spent over 2,000 hours editing clips to carefully provide an accurate film image to support the word-for-word audio dialogue, and then translated this into 12 languages.

### DEVELOPMENT

The original book of Job (now the shootingboard) was produced on a microbudget (\$15k) with a handfull of church friends providing assistance. All development including scripts, makeup, effects and post production were all done using basic Canon DSLR cameras and iphones and edited on basic mac computers.

### RESULTS

The Biblemovieapp has had literally no marketing. No ads, no banners and no SEO or push promotion strategies. Without any partnerships or budget the app has achieved 110,000 App Downloads, 4,650,500 views, 630,450 App launches, 4+ star rating on Apple and Google. The potential with a marketing push is enormous as the momentum is already in motion.

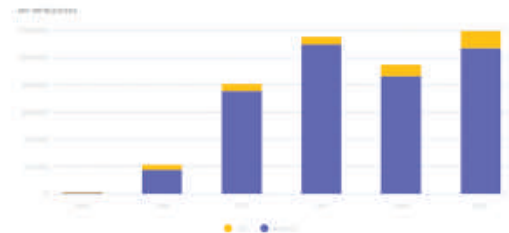
### PRODUCTION

This is a low-budget “one-location” feature (see: “12 Angry Men” (17)), Development and a pre-production rehearsals cycle allowing for multiple pre-shoot cutaway and b-roll opportunities.

CUMULATIVE APP INTRODUCTIONS  
4,650,447



CUMULATIVE APP DOWNLOADS  
109,989



## 09 | Distribution Partners



The potential to self-distribute for this product is viable. With over 4.5 million views and 100,000 app downloads with direct access to over 100,000 members through push notifications and a targeted online marketing campaign is well positioned to achieve an online digital release using a mix of distribution aggregators and a direct sales strategy. Funnels, banners, push notifications and the development of the “Christian pixel” to achieve top rankings in “Christian Film” search categories.

The “Christian” genre is one that the majors require to be filled as a category so there is a demand for feature length productions. **iTunes** (through an ‘aggregator’ such as Distribber for a \$1500 fee) would take 30% of the profit. **Netflix** (also through Distribber (for \$1500 fee) only provide an initial offer of \$12,000 for unlimited usage 2 years. However **BitTorrent** <https://now.bt.co/> offer “Bundles” with diversity in offering strategies and with the correct online marketing campaign even **Vimeo.com** pay per view could be viable. Likewise with **Amazon**. There are also multiple direct to market options and this list keeps growing. Direct to market distribution has never been easier. CreateSpace.com DVD POD 50%/50%, **Vuulr.com**, **allrites.com**, **filmhub.com**, **juiceworldwide.com**, **cinedigm.com**, **syndicado.com**, **docodigital.com**, **us.underthemilkyway.com**. As well as these more traditional VOD such as CanalPlus (France) and BSkyB, (UK, Germany, Italy, New Zealand). Cineplex in Canada, Pathé and mainstream Christian Channels such as **TBN** and **God TV** would distribute this product on license if the quality was delivered.



## 10. Contact Details

### Bible Movie App

<http://biblemovieapp.com/>

### Itunes App:

<https://apps.apple.com/us/app/bible-movie/id1001379456?ign-mpt=uo%3D4>

### Google App:

[https://play.google.com/store/apps/details?id=com.subsplash.thechurchapp.s\\_ZJWZ6W](https://play.google.com/store/apps/details?id=com.subsplash.thechurchapp.s_ZJWZ6W)

<https://www.facebook.com/app.biblemovie>  
<https://twitter.com/biblemovieapp>  
<https://www.linkedin.com/in/biblemovieapp>  
[https://www.pinterest.com.au/blaiklock2776/\\_saved/](https://www.pinterest.com.au/blaiklock2776/_saved/)  
<https://biblemovieapp.wordpress.com/>

### Job Movie Pilot

[https://www.youtube.com/channel/UCslEYTY4EqK\\_m3KReHD67KA](https://www.youtube.com/channel/UCslEYTY4EqK_m3KReHD67KA)  
[https://www.youtube.com/watch?v=iYv6up\\_-h0E&t=3442s](https://www.youtube.com/watch?v=iYv6up_-h0E&t=3442s)

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1. <https://www.broadbandsearch.net/blog/average-daily-time-on-social-media> 2. Down the Tube, Baker & Dessart, pp. x, xiv 3. Nonsense Is Destroying America, p. 95)
  4. <https://www.barna.com/research/state-of-the-bible-2019/> <https://www.christianitytoday.com/news/2020/july/state-of-bible-reading-coronavirus-barna-abs.html> (5) <https://www.youversion.com/share2019/>
  6. <https://www.christianitytoday.com/news/2020/july/state-of-bible-reading-coronavirus-barna-abs.html> 8. <https://www.covenanteyes.com/pornstats/>
  9. "The Most Viewed Porn Categories Of 2017 Are Pretty Messed Up." Fight the New Drug. <https://fightthenewdrug.org/pornhubreports-most-viewed-porn-of-2017/> (accessed May 21, 2018).
  10. <https://www.limelight.com/resources/white-paper/state-of-online-gaming-2019/#:~:text=Video%20gamers%20spend%20an%20average,than%2012%20hours%20a%20week.>
  11. <https://www.movieguide.org/news-articles/wholesome-movies-money.html> (12) <https://www.movieguide.org/news-articles/movies-strong-christian-content-flourishing.html>
  12. <https://www.movieguide.org/news-articles/movies-strong-christian-content-flourishing.html> 13. <https://stephenfollows.com/trends-reshaping-film-industry-development-finance/>
  14. <https://stephenfollows.com/trends-reshaping-film-industry-development-finance/> 15. <https://stephenfollows.com/ascension-of-christian-films/> 16. <https://creation.com/behemoth-and-leviathan>
  17. [https://en.wikipedia.org/wiki/12\\_Angry\\_Men\\_\(1957\\_film\)](https://en.wikipedia.org/wiki/12_Angry_Men_(1957_film))
- (Fig 1) [https://www.cbn.com/entertainment/screen/ans\\_christianmovies.aspx?mobile=false&u=1](https://www.cbn.com/entertainment/screen/ans_christianmovies.aspx?mobile=false&u=1) <https://arpost.co/2018/05/22/virtual-reality-future-cinema/>  
(Fig 2) <https://www.aol.com/2012/03/23/digital-movies-are-crushing-dvds-as-we-speak/>