



Fact Sheet

ABOUT	I'd Watch That is a viewer-driven online platform to identify, finance and develop quality content for broadcast and cable television networks.
WHAT	I'd Watch That provides a meeting place for content creators, avid TV fans and network executives to connect and turn great ideas into reality. Creators post their content for viewing, ranking and feedback; viewers express their opinions and have a say in what gets produced; and networks get access to the highest-ranked pilots, ratings and consumer data at a fraction of current development costs.
HOW	Content creators upload 90-120 second Sizzles – video pitches of shows -- which are randomly shown to the community of reviewers using a proprietary methodology which eliminates bias. Creators of the most favorably ranked Sizzles are awarded \$25,000 to produce 5-7 minute pilots that are offered to broadcast and cable networks.
WHY	The process used to create new television content is outdated, inefficient and expensive. Fewer than 100 executives decide how to spend more than \$2.5 billion every year on new programming, and less than 10 percent of the shows under development become moderately successful. Surprisingly, social and consumer data play virtually no role in this decision-making process. Using the crowd to both source and select new shows will significantly improve the efficiency of the system, reduce development costs and yield higher quality content.
COMPANY	I'd Watch That was developed by Big Picture, Inc., a Northern California-based company founded by a group of media, entertainment and technology businesspersons.
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