

# [COMPANY NAME]

## COVERAGE

\*\*\*CONFIDENTIAL\*\*\*

**Title:** [name of this script]

**Analyst:** [your name]

**Author:** [who wrote it]

**Coverage Date:** [the date you covered it]

**Format:** [feature, short, or pilot]

**Submitted By:**

**Pages:** [how many pages is the script]

**Submitted To:**

**Genre:** [1-2 best-suited genres]

**Date Submitted:**

### LOGLINE

**In one sentence, describe what happens in the script.**

### SYNOPSIS

**In 1-2 pages, write the summary.** Remember to capitalize CHARACTERS for the first time they are mentioned and include the age if given. You don't have to write every little detail that happened, just the important parts.

### COMMENTS

We would like to know what you think about the **premise and characters**. Has it been done before? What is it like? (You can reference existing movies/characters and compare its success) Then answer these questions:

**Does this script have a movie/TV potential?** It's not about whether you like it or not, or if it is unique, it's whether or not it will have a large audience and could make lots of money. Example: Transformers 4 is a horrible film, but it is deemed successful because it's making lots of money internationally. Therefore, it does have potential. Also, films with an established audience/fan base have a greater potential.

**How are we going to make this a movie?** If it is an action film about aliens, you could say it can be done on a green screen and the production cost is extremely low.

**Is it marketable?** In other words, if we gave you a poster advertising this story, would you watch it? Is there an audience?

**Who is the audience?** There are 4 quadrants: age 0-25 boys, age 0-25 boys girls, age 25+ men, and age 25+ women. The average script targets two quadrants. A bad one only targets one, and a really good one hits all 4. Example: action sci-fi films are usually for the adults male and female group, while animations are for children male and female. The more quadrants, the bigger audience.

**Can it be a franchise?** Studios love it if they can make even more money off the same content, such as Madagascar, Transformers, and Fast and Furious. Franchise includes film sequels, TV shorts, and all merchandise. If the premise is something that could potentially make action figures, lots of sequels, or even a roller coaster, studios will not hesitate to go for it. It guarantees profit from an established fan base.

**PROJECT EVALUATION:** [PASS, CONSIDER, RECOMMEND]

**WRITER EVALUATION:** [PASS, CONSIDER, RECOMMEND]

[PASS = don't read it. CONSIDER = worth looking at. RECOMMEND = drop everything you're doing and read this] 95% of the scripts that circulate are PASS-ranked

\*\*This is only a general format. Every company does their script coverage slightly different so it is wise to ask for an example or a template if they have one.