



“Dating in the Middle Ages”

A New Musical Comedy Web Series

Created by Devin Mills

Featuring John Schneider

One woman’s search for her
modern-day Cary Grant
through a series of
very unfortunate dates...

Dating in the Middle Ages

What if you re-entered the dating scene after ending a fifteen year marriage and had no idea where to start?

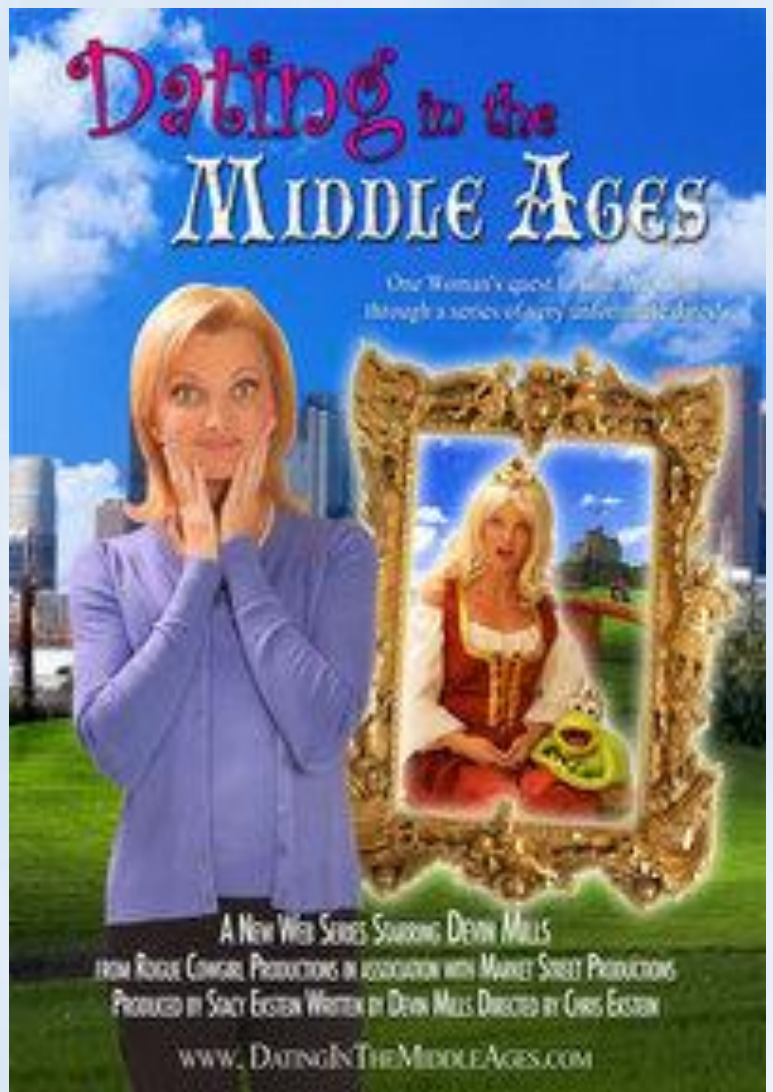
What if you've never gone on a blind date or visited a match-maker, and had no idea what speed dating and online dating were?

What if you decided to try all of them at once and the results were utterly shocking?

Dating in the Middle Ages

Come along with Samantha Collins as she experiences the trials and tribulations of

“Dating in the Middle Ages”





Comparative Series

“Glee”

“Sex in the City”

“Desperate Housewives”

“Ally McBeal”

“Pushing Daisies”



Comparative Series Stats

Series	Viewership	Rank	Run	Noms	Wins	Notes
"glee"	9.77M (Season 1)	33(Season 1)	45 Episodes 3 Seasons	48	17	2009 -
"Pushing Daisies"	9.46M (Season 1)	52(Season 1)	22 Episodes 2 Seasons	36	14	2007 - 2009
"Desperate Housewives"	23.69M (Season1)	4 (Season1)	165 Episodes 7 Seasons	109	50	2004 -
"Sex in the City"	HBO - Not Available	HBO - Not Available	94 Episodes 6 Seasons 2 Theatrical Movies	125	44	1998 - 2004
"Ally McBeal"	11.4M (Season1) Jumped to 13.8M in Season 2	59 (Season1) Jumped to 20 in Season 2	112 Episodes 5 Seasons	94	33	1997 - 2002



Target Demographics

Women Ages 35 – 60

“One huge, affluent segment wields more spending clout than any other: Baby-Boomer women. Born between 1946 and 1964, these women represent a portion of the buying public no marketer can afford to ignore...– *Mary Brown, Carol Orsborn, Ph.D., Marketing to the Ultimate Power Consumer—The Baby-Boomer Woman*

Over the next decade, women will control two thirds of consumer wealth in the United States and be the beneficiaries of the largest transference of wealth in our country’s history. Estimates range from \$12 to \$40 trillion.

The Boomer woman is a consumer that luxury brands want to resonate with. – *Claire Behar, Senior Partner and Director, New Business Development, Fleishman-Hillard New York*

Wealthy boomer women are the marquee players in our country’s culture and commerce. They are educated, have a high income, and make 95 percent of the purchase decisions for their households. – *Karen Vogel, The Women’s Congress and co-founder and president of New Generation Event Solutions*



Audience Affinity Categories

- Skin Care/Cosmetics
- Wellness/Fitness
- Contraception/Safe Sex
- Food/Beverage
- Travel/Hospitality
- Wireless Mobile Technology
- Computer Technology
- Camera/Video Technology
- Automobiles



Pilot Episodes

- Four episodes
- Two “date” interviews/extras
- One music video (not yet released)
- Introduced John Schneider (Smallville, Desperate Housewives, Dukes of Hazzard) as main love interest
- Distributed on YouTube, Blip TV, Daily Motion, Vimeo and show website



Season Two

- 10 - 12 planned episodes
- John Schneider confirmed for season
- Targeting Florence Henderson (Brady Bunch) or Shirley Jones (Partridge Family) as Samantha's mom
- Shooting scheduled to begin in March/April 2011
- Planned distribution on YouTube, Blip T.V., Daily Motion, Vimeo and show website

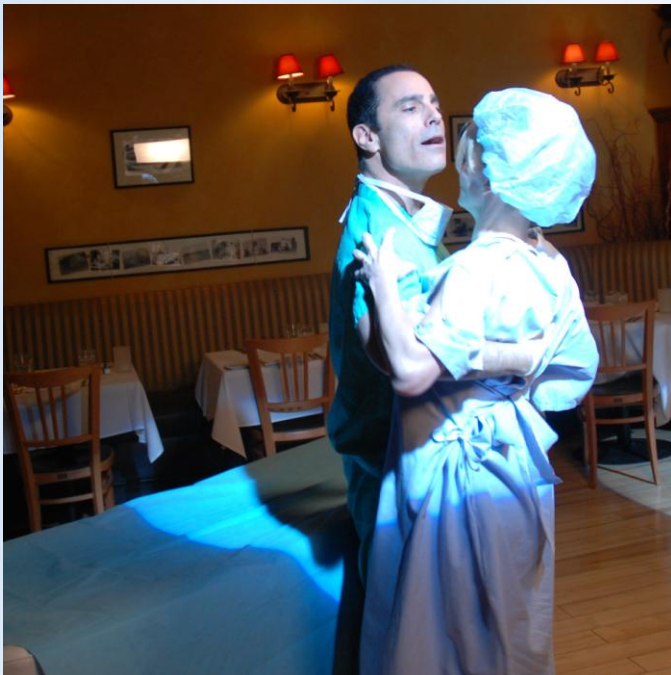


Cast & Crew Experience

- Devin Mills, Creator & Star
 - Acting, singing and dancing since the age of 3
 - Several short and feature length films
 - “Big Love”, “OC”, “General Hospital”, “Days of our Lives”
- John Schenider, Actor
 - Hollywood veteran
 - “Dukes of Hazard”, “Smallville”, “Nip/Tuck”, “Desperate Housewives”
- Chris Ekstein, Director
 - Award-Winning director and cinematographer
 - MFA from The American Film Institute
- David Eagle, Producer
 - Hollywood veteran
 - Emmy Award-Winning producer

Dating in the Middle Ages

Production Stills





Sponsorship Opportunities

- Integrated branding & placement (episode/season)
- Season sponsorships
- Episode sponsorships
- Advertising – 15 & 30 second commercial spots before episodes
- Banner ads
- Custom packages



Contact

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