

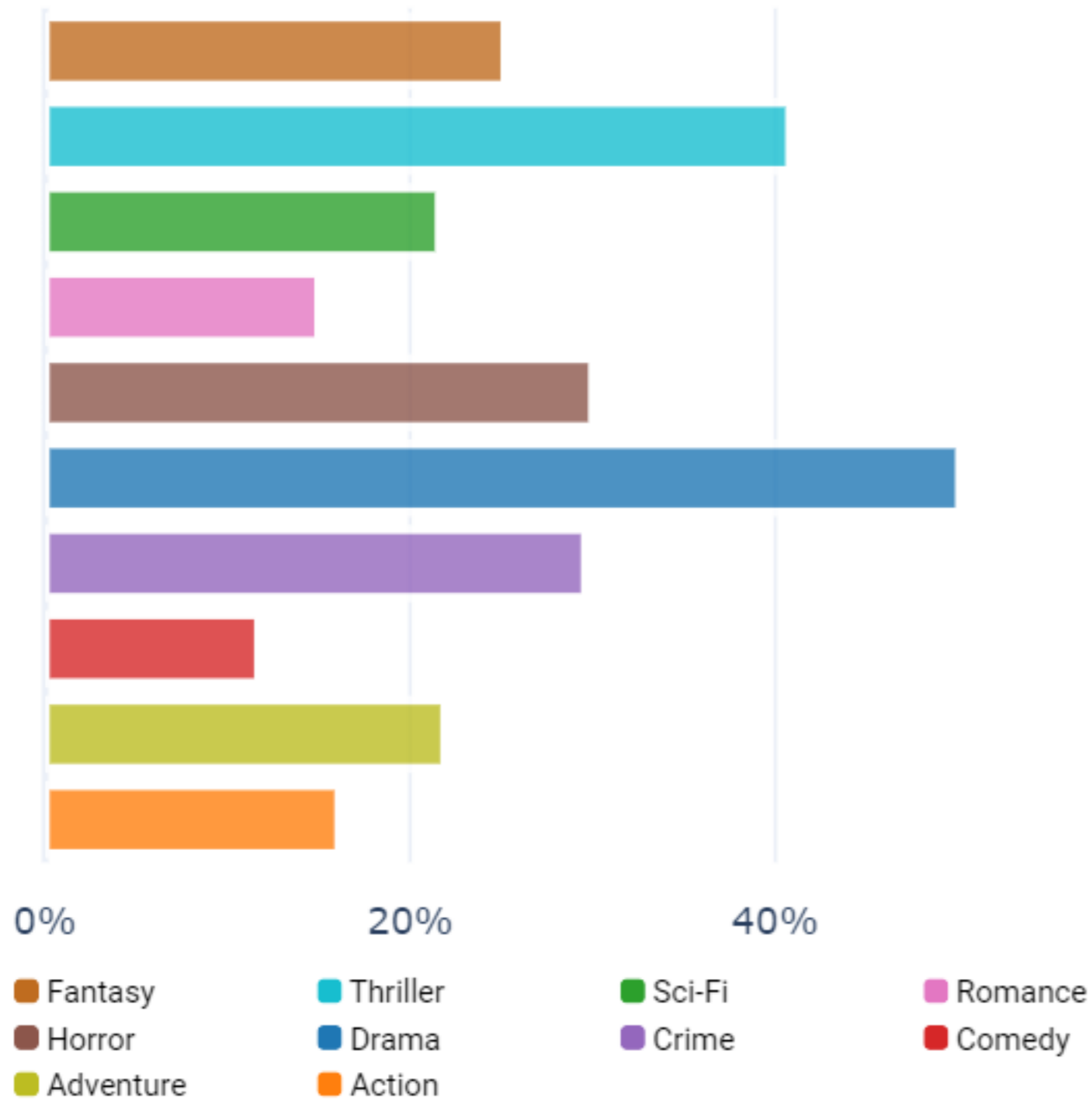


AN ANALYSIS BY LARGO.AI

DEMON KNIGHTS - PRE-PRODUCTION

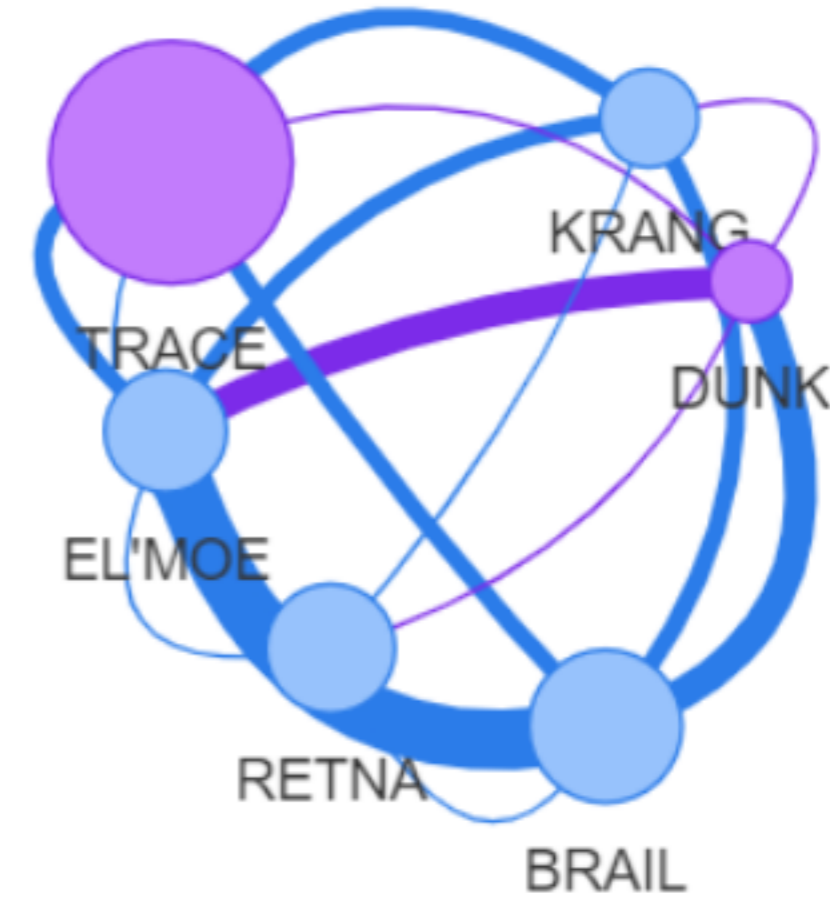
PRE-PRODUCTION - 1

GENRE RECIPE



Artificial Intelligence

CHARACTER ANALYSIS



Character Analysis

SIMILAR SERIES ANALYSIS



The Originals

Artificial Intelligence



Teen Wolf



The Exorcist



Castle Rock



The Witcher

FINANCIAL FORECASTS



Artificial Intelligence

generated by



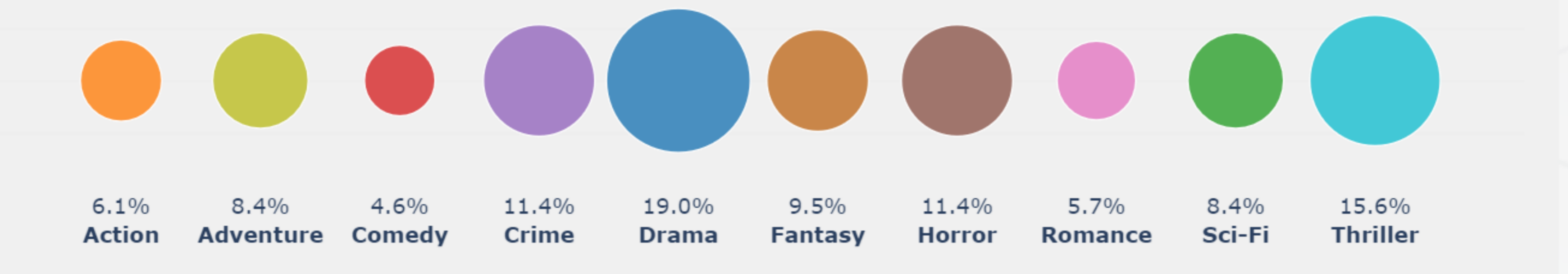
2023-11-16



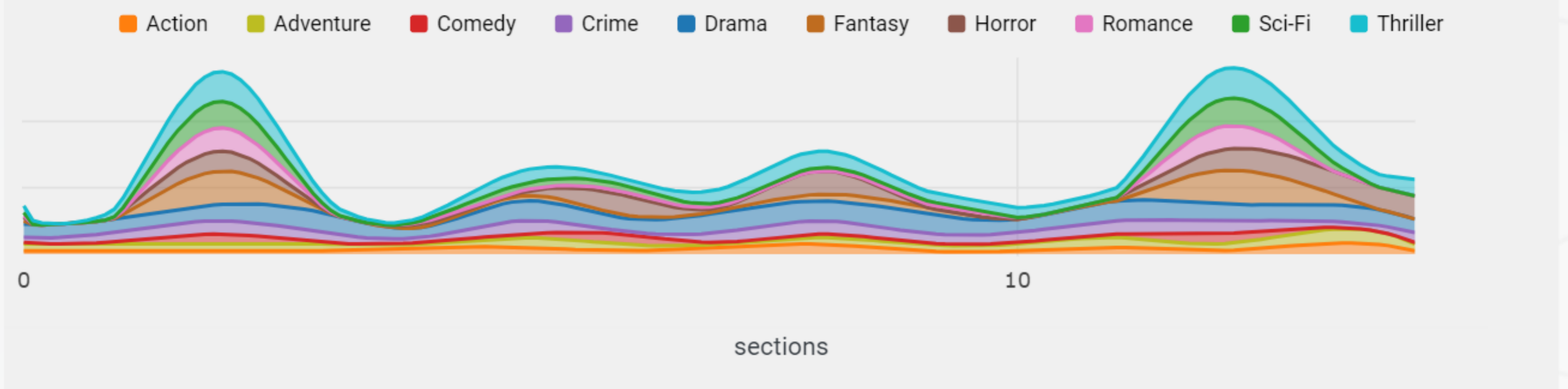
DEMON KNIGHTS - GENRE ANALYSIS - DETAILED ANALYSIS

AN ANALYSIS BY LARGO.AI

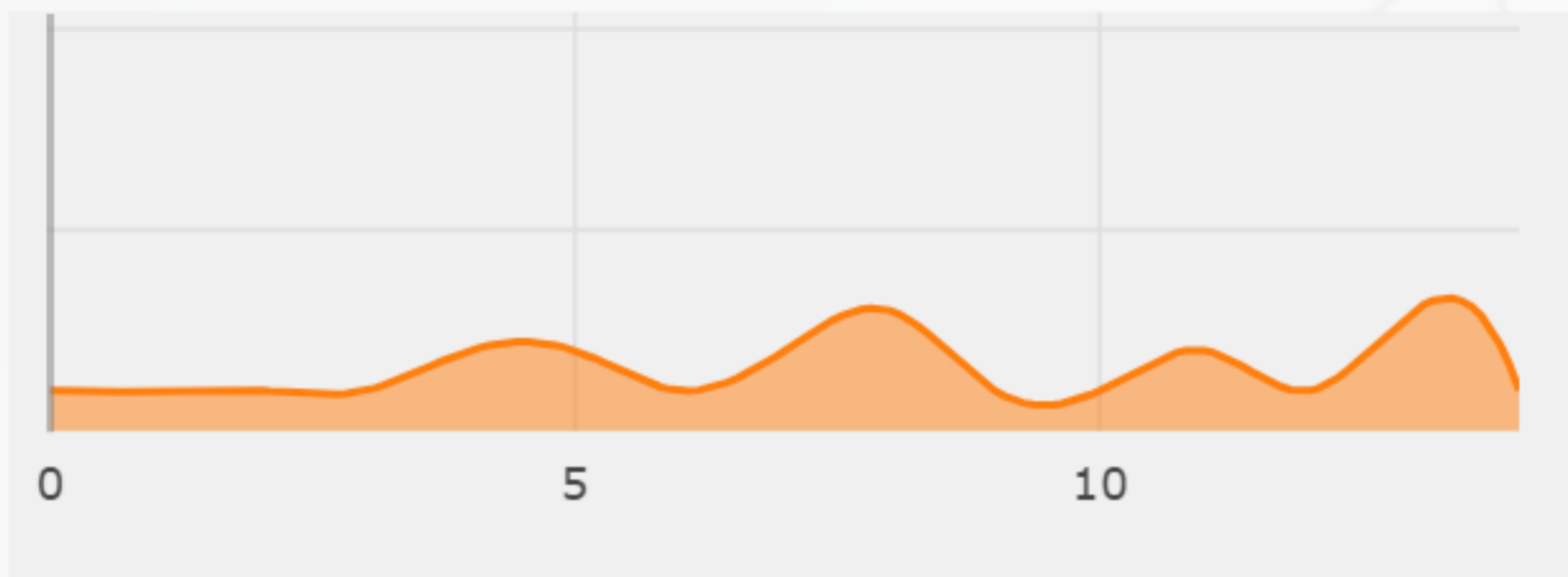
SUMMARY OF SCRIPT



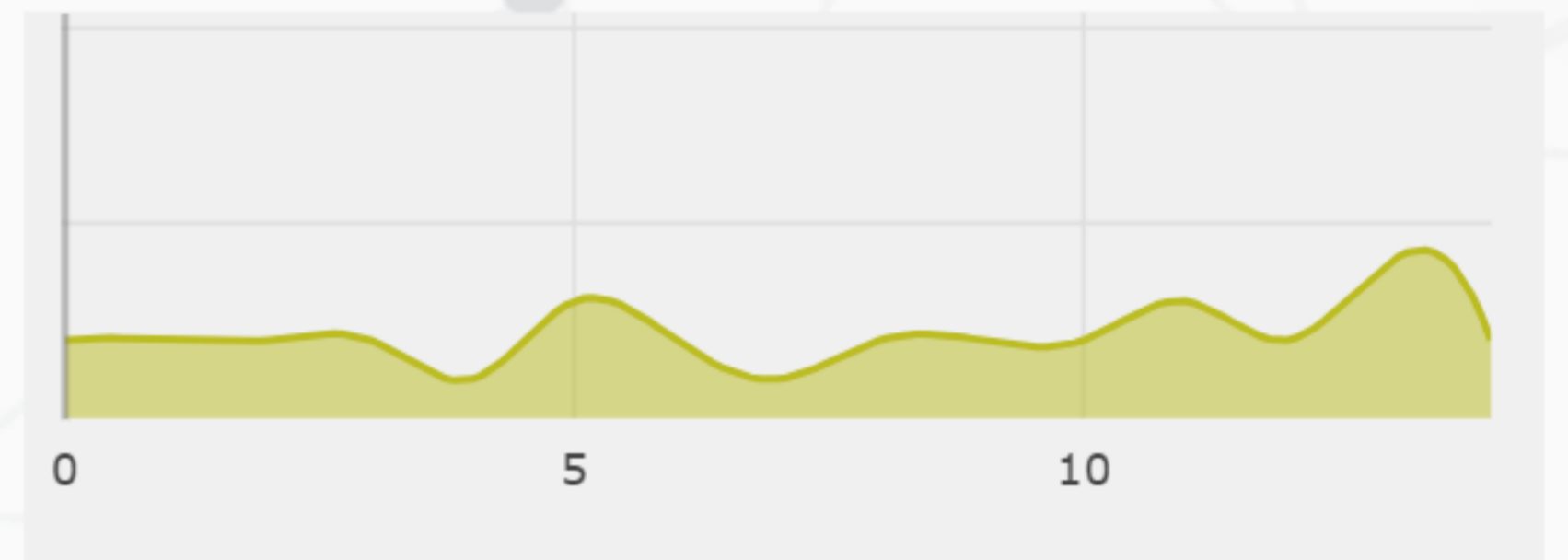
DYNAMIC RECIPE



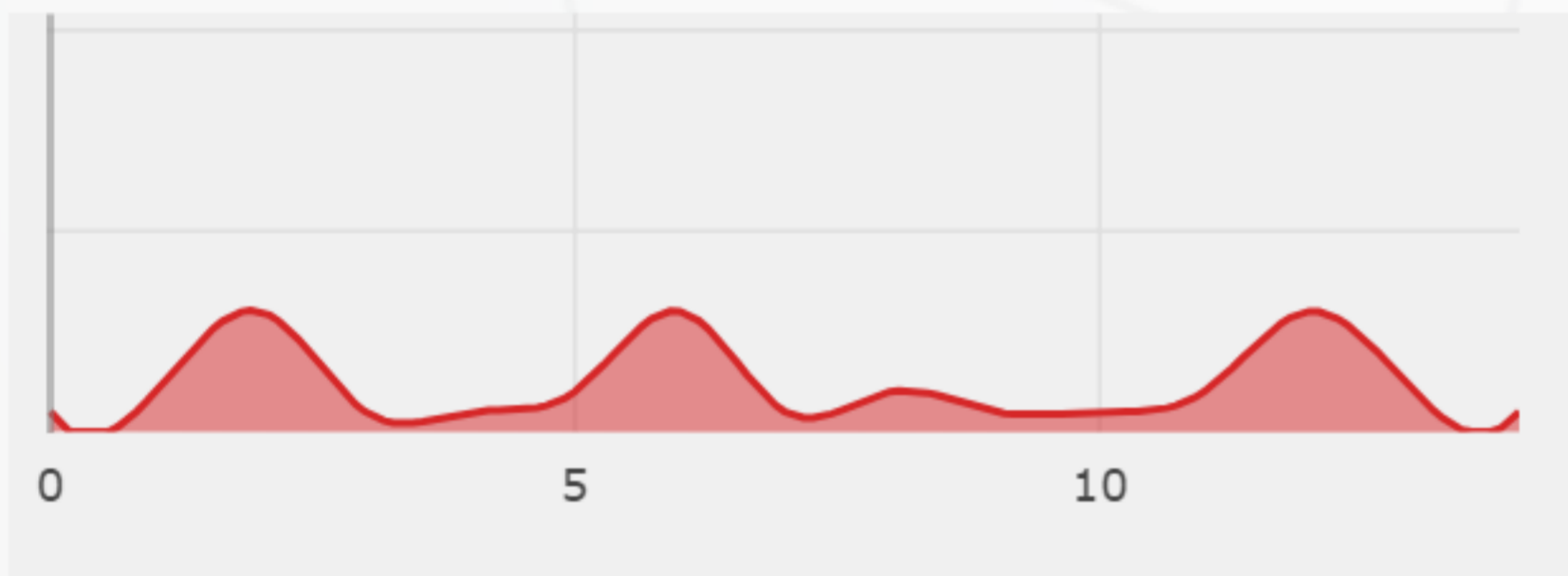
ACTION



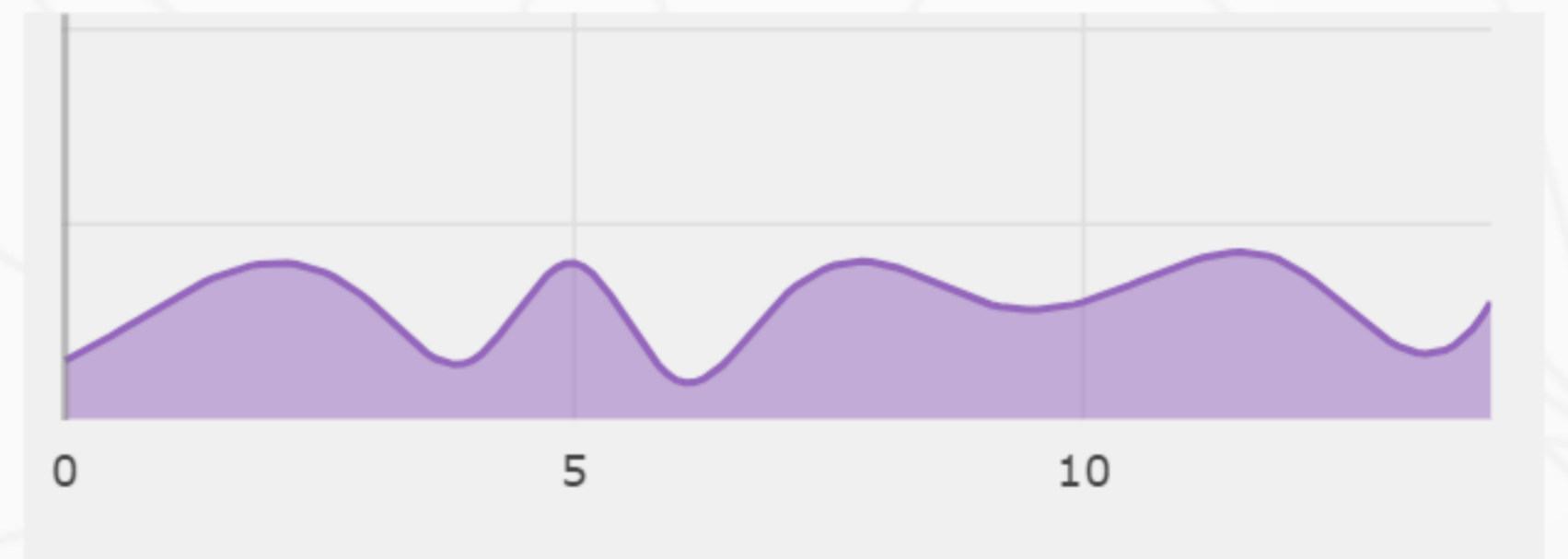
ADVENTURE



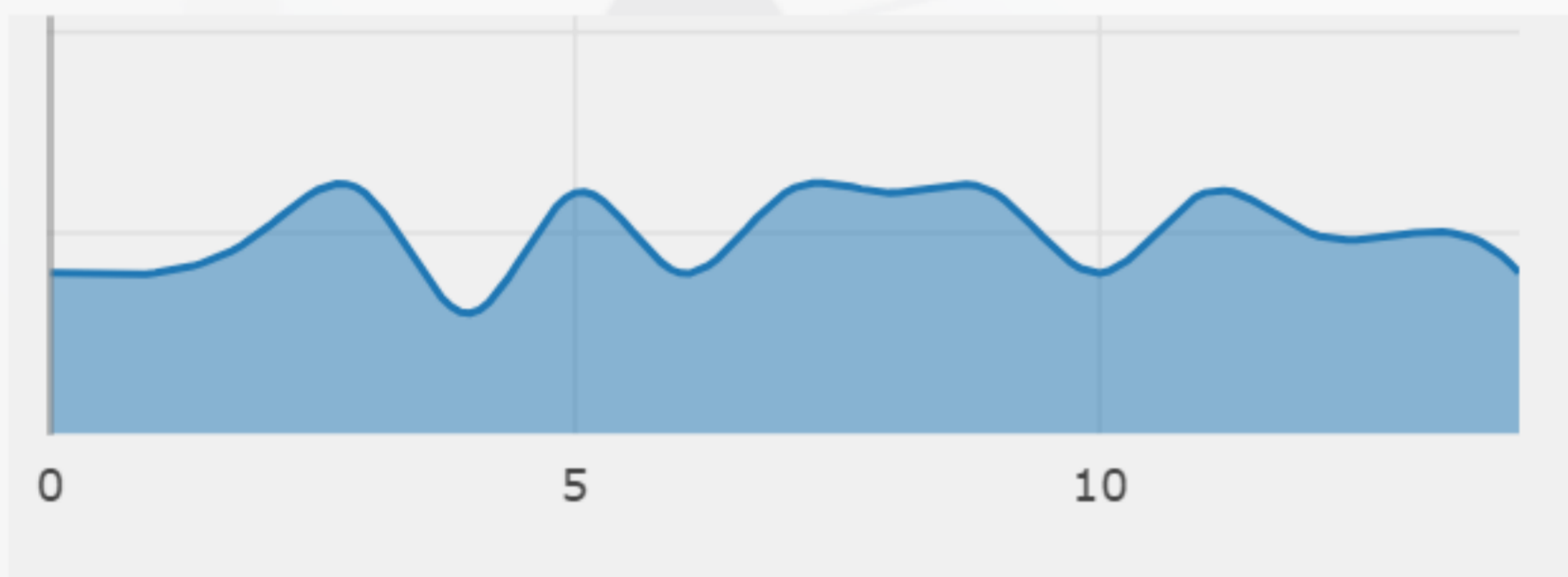
COMEDY



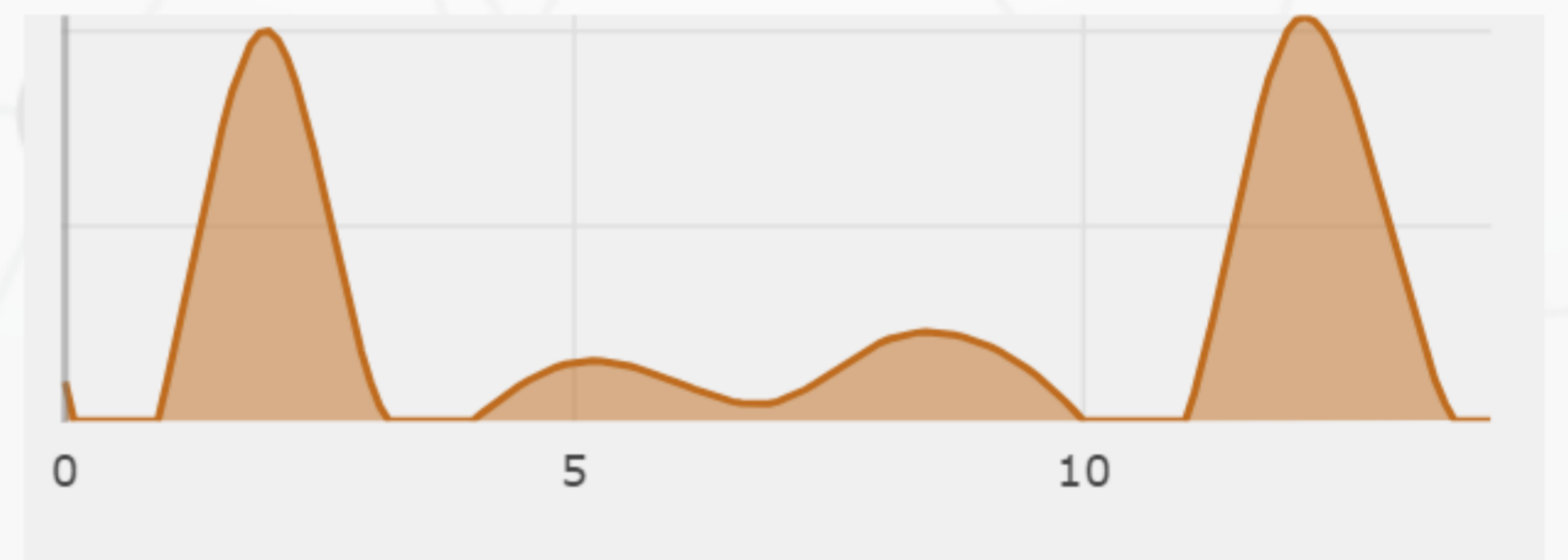
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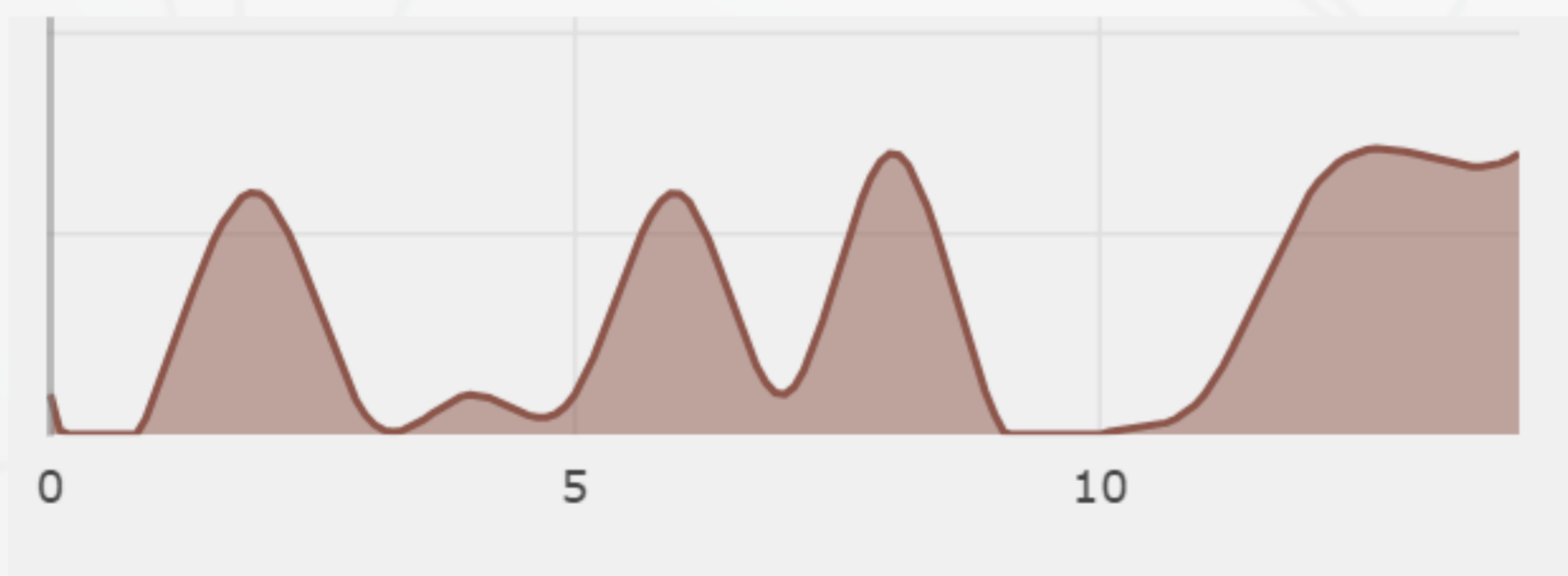
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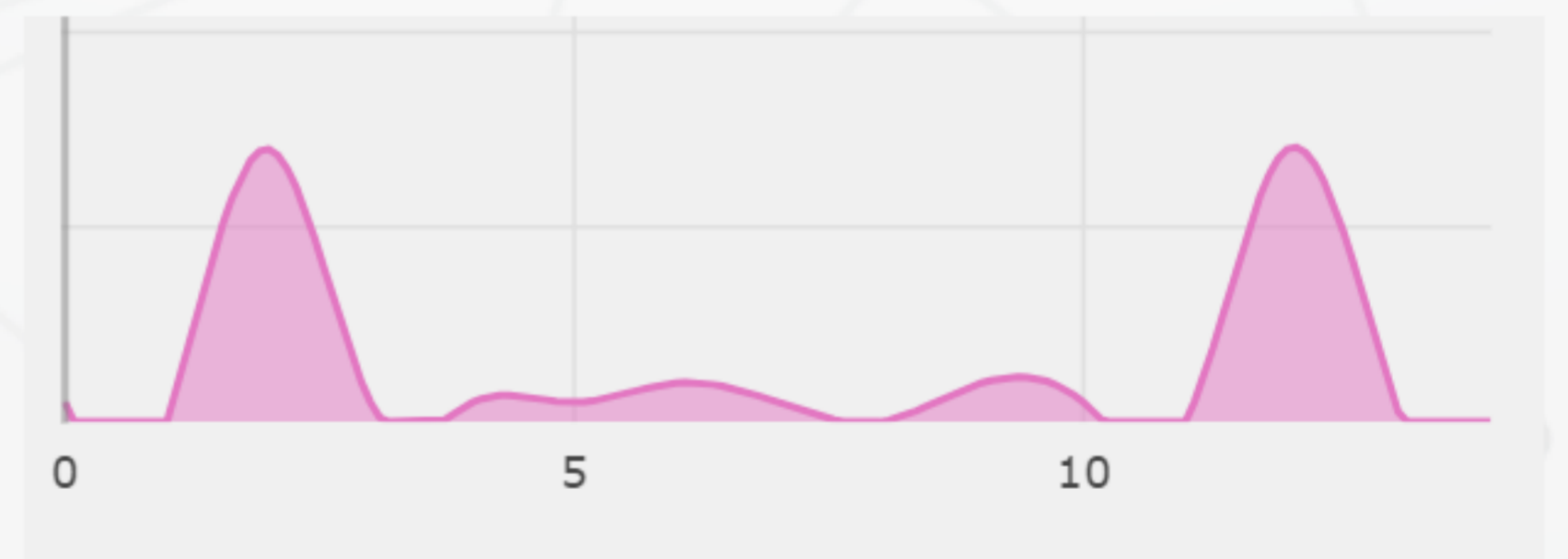
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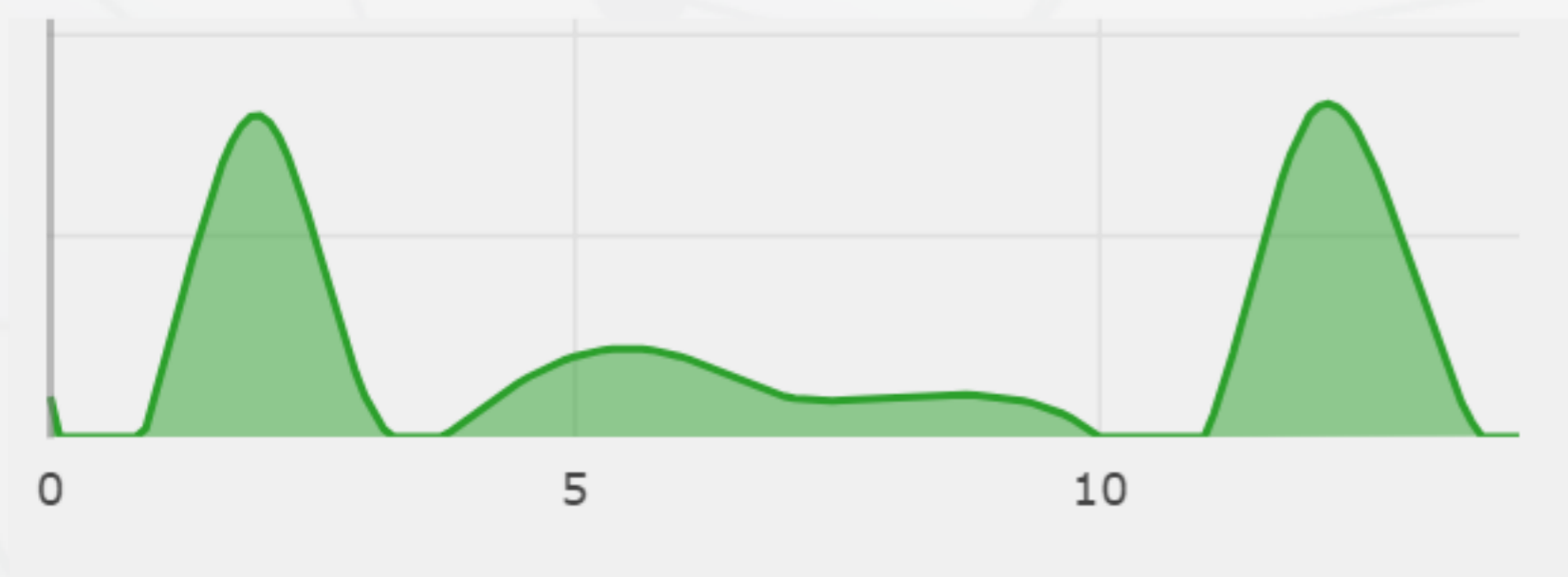
HORROR



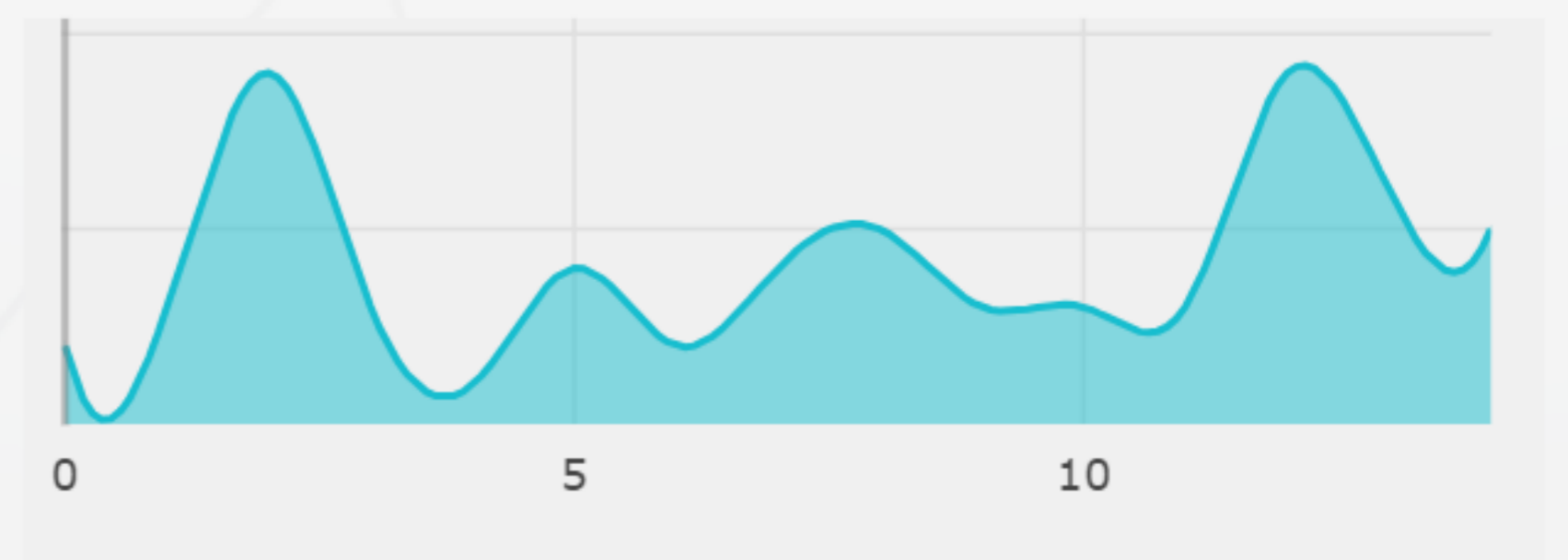
ROMANCE



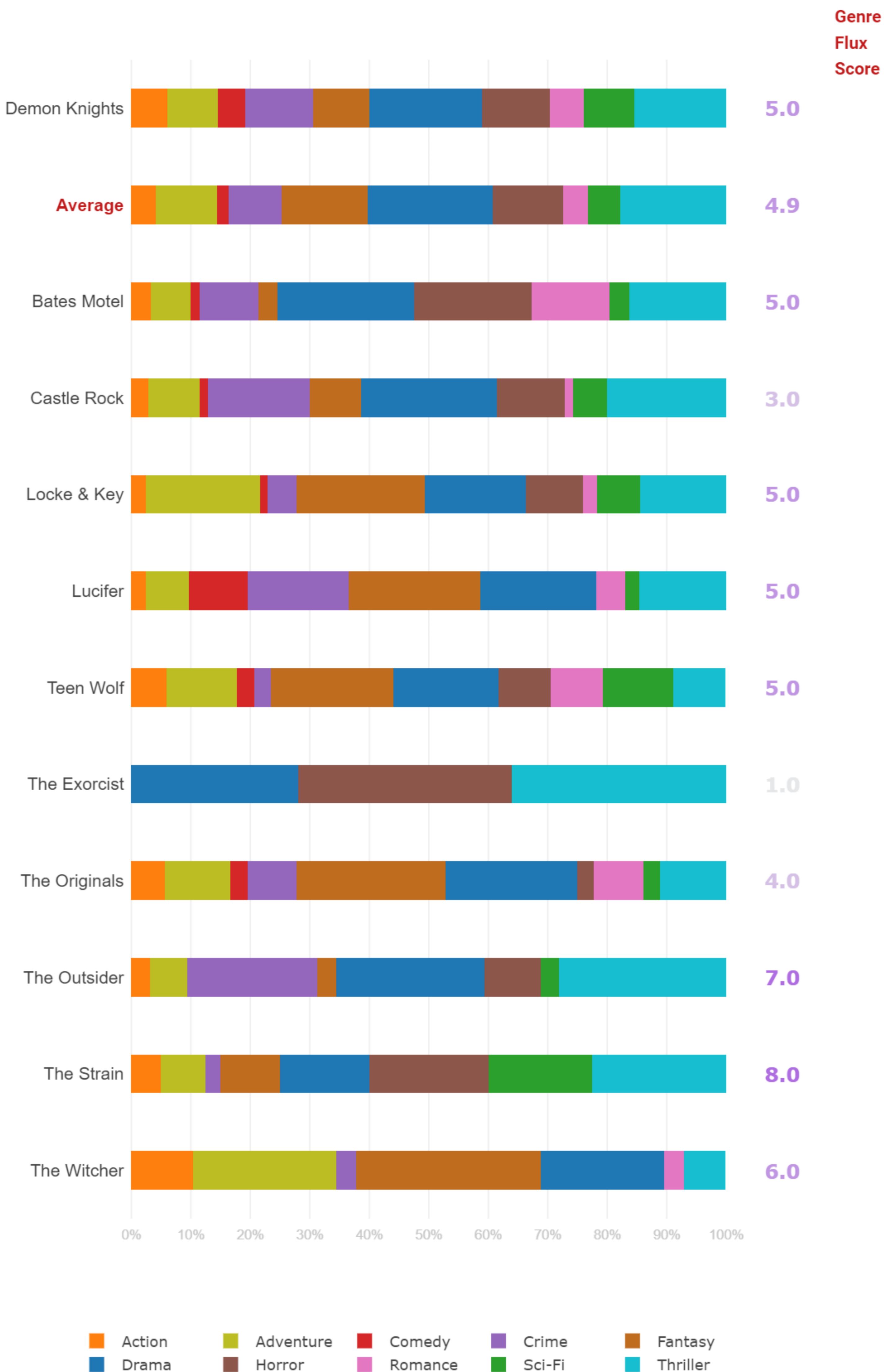
SCI-FI



THRILLER



GENRE COMPARISON



The **Genre Analysis** measures the fluctuation of genres throughout a storyline. It provides valuable insights to the user regarding the level of genre changes within a particular piece of content.

When the score is lower, it indicates a low fluctuation of genres, suggesting a higher level of consistency throughout the story. While this may result in a more predictable narrative, it could potentially lead to lower audience engagement. On the other hand, when the score is higher, it signifies dynamic changes across genres, adding variety and potentially increasing audience engagement.

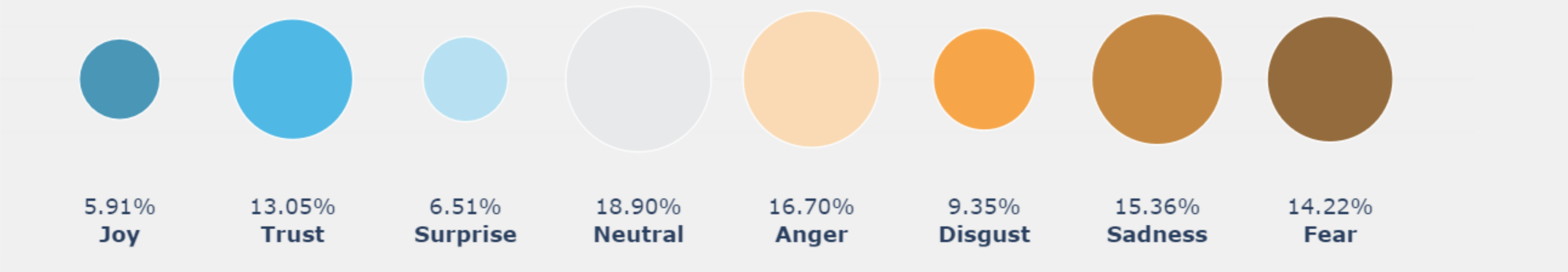
It's important to note that there is no definitive formula to determine whether a score is good or bad. Instead, a comparison with similar content for the same score range can help indicate the positioning of the content in terms of genre fluctuation.



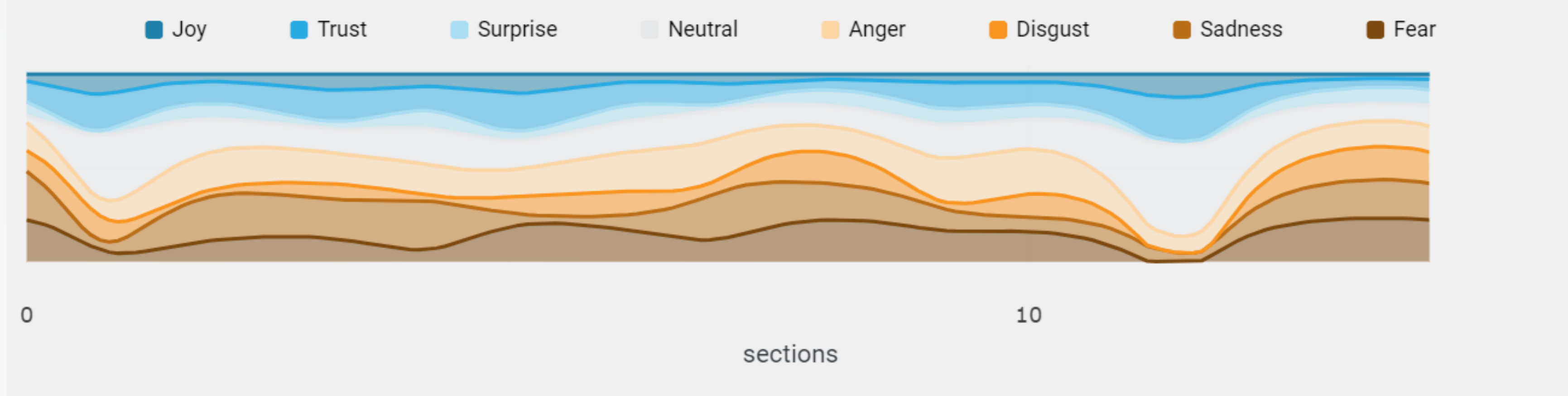
DEMON KNIGHTS - EMOTION ANALYSIS - DETAILED ANALYSIS

AN ANALYSIS BY LARGO.AI

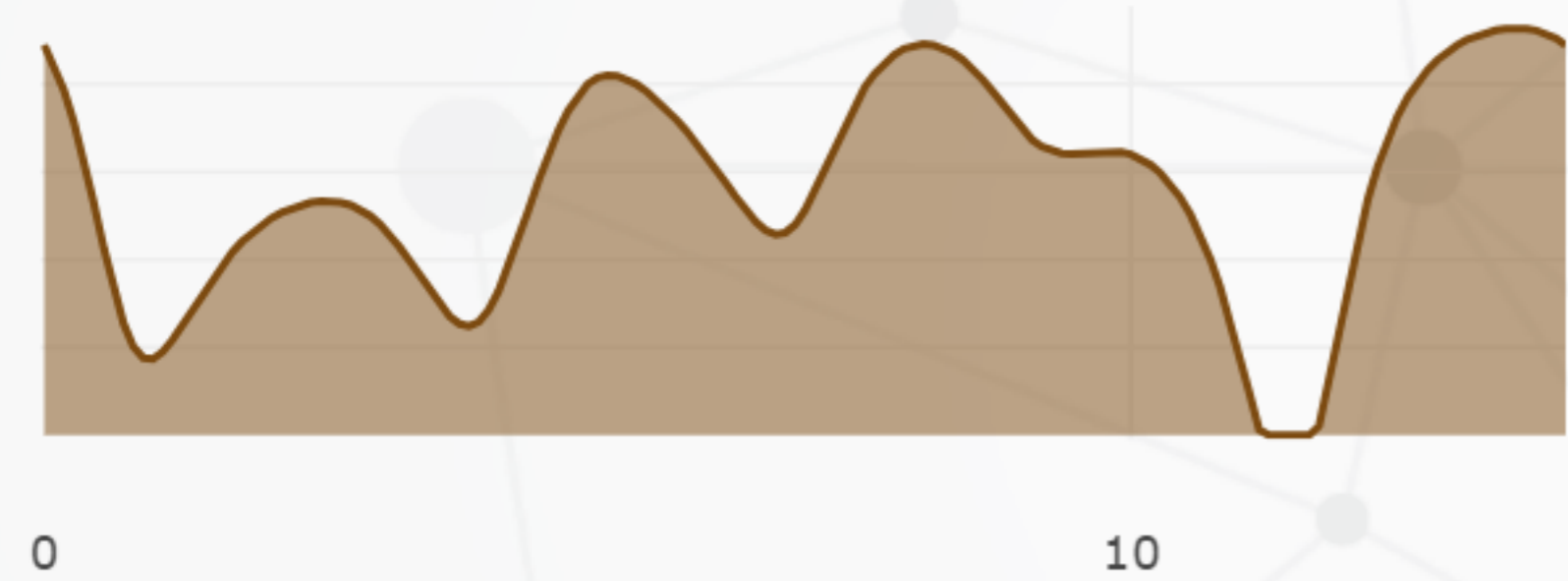
SUMMARY OF SCRIPT



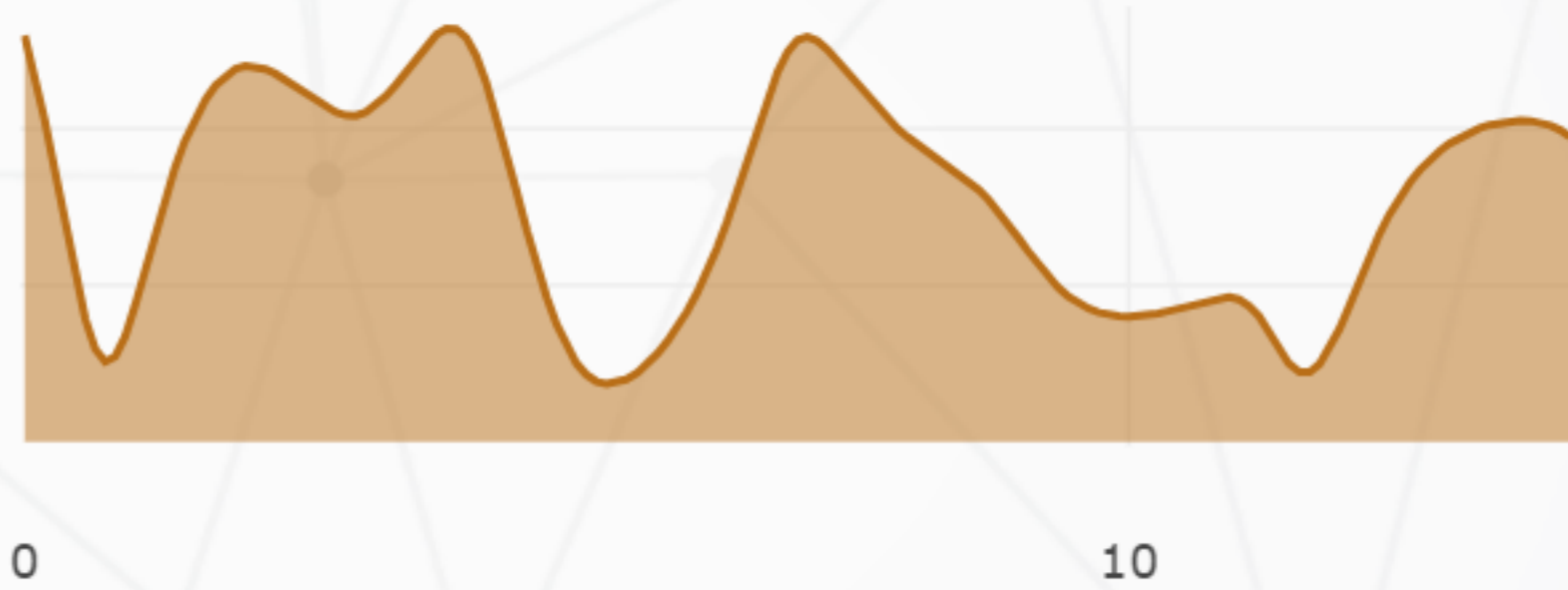
DYNAMIC RECIPE



FEAR



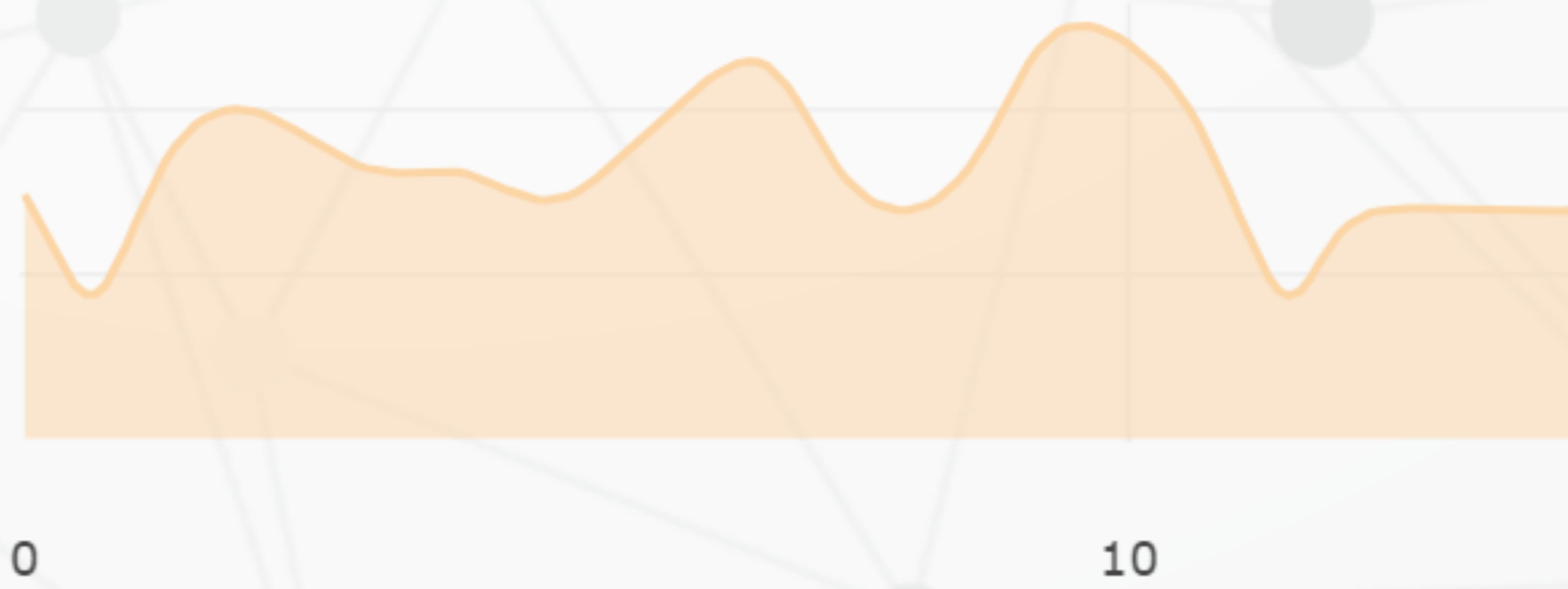
SADNESS



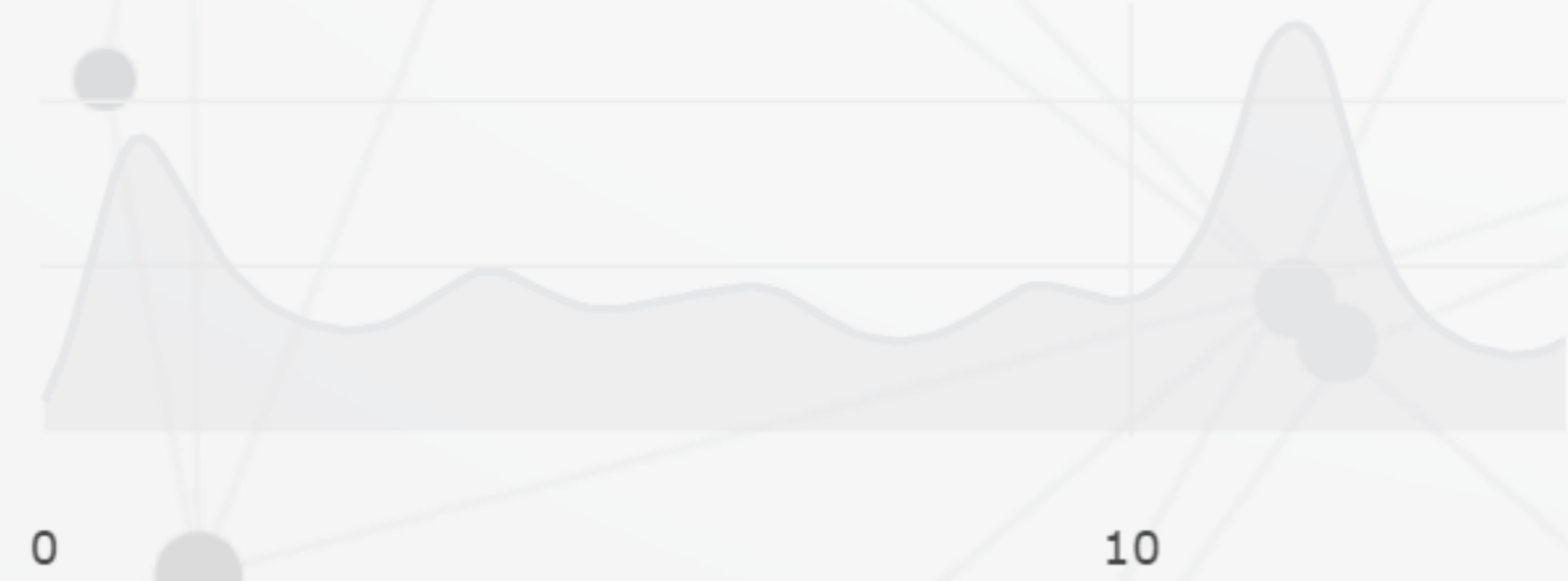
DISGUST



ANGER



NEUTRAL



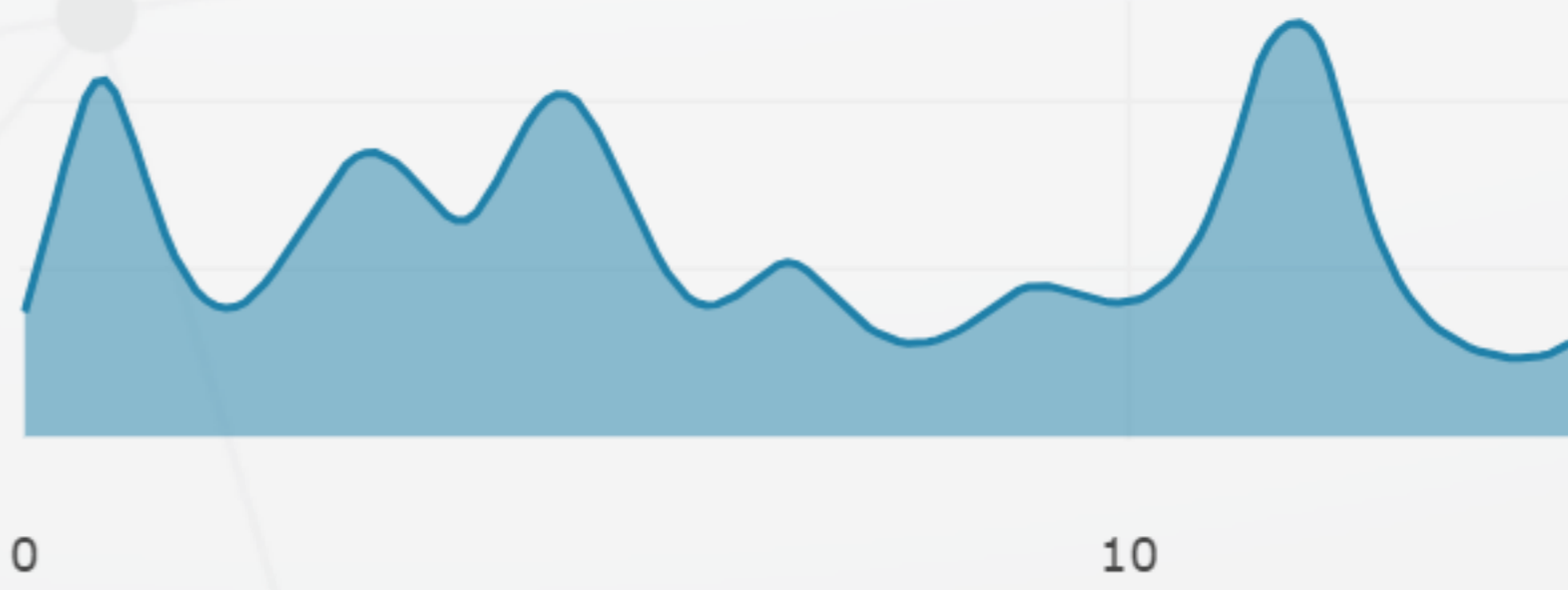
SURPRISE



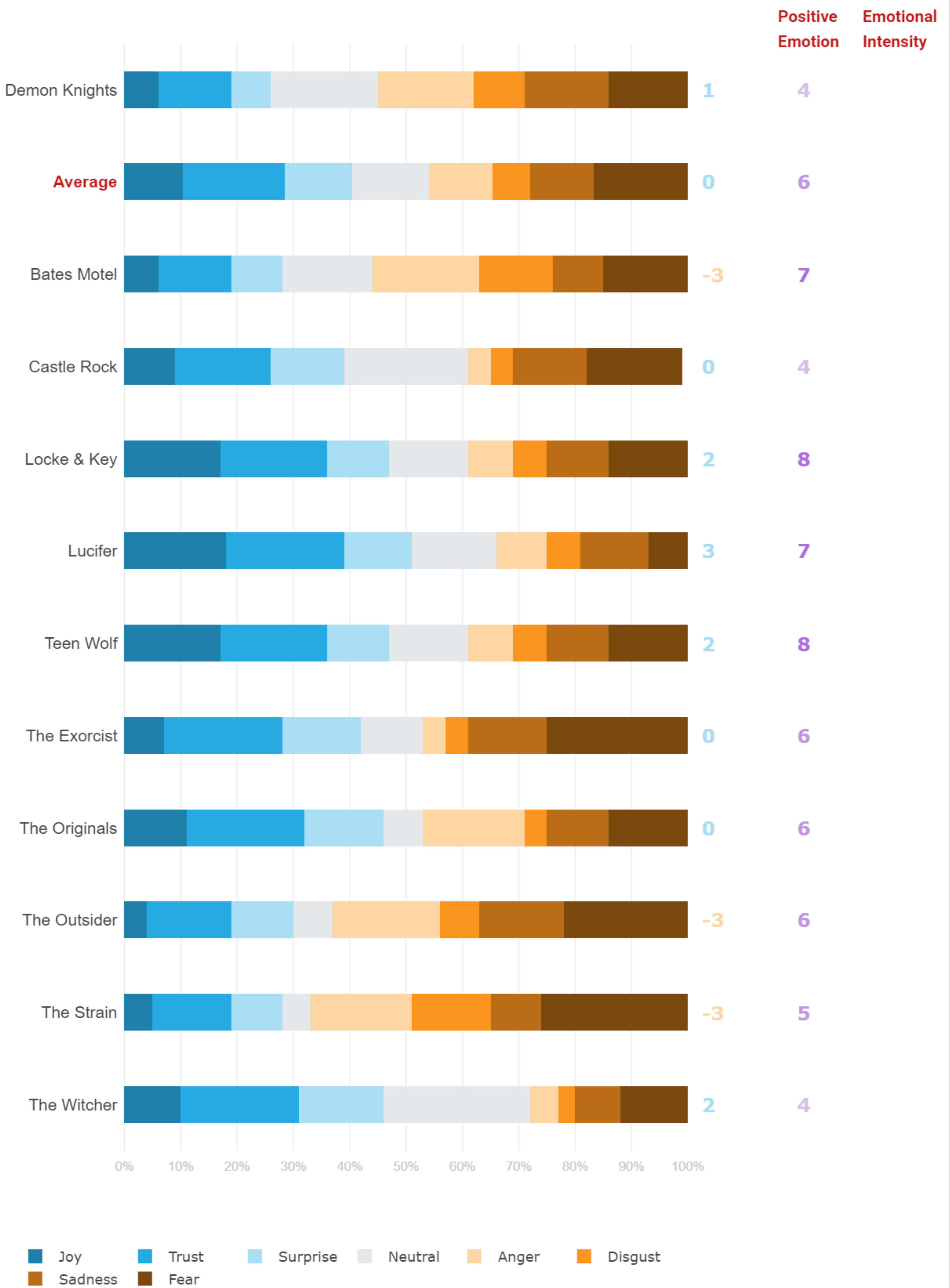
TRUST



JOY



EMOTION COMPARISON



Positive Emotion Score indicates the distribution of positive and negative emotions within the content. A positive score suggests a prevalence of positive emotions such as Joy, Surprise, and Trust, while a negative score suggests a dominance of negative emotions such as Anger, Disgust, Fear, and Sadness. A score close to 0 signifies a balanced emotional landscape. It's important to note that positive or negative scores do not inherently imply whether the content is good or bad, but rather provide insight into its stylistic positioning compared to other films.

Emotional Intensity Score reflects the intensity of emotional storytelling within the narrative. A higher score signifies a heightened intensity of positive and/or negative emotions, often correlating with increased user engagement. Conversely, a lower score may indicate a lack of emotional depth or a predominance of neutral storytelling. While there is no definitive formula for determining the ideal score, this metric aids in understanding the content's positioning relative to other films.

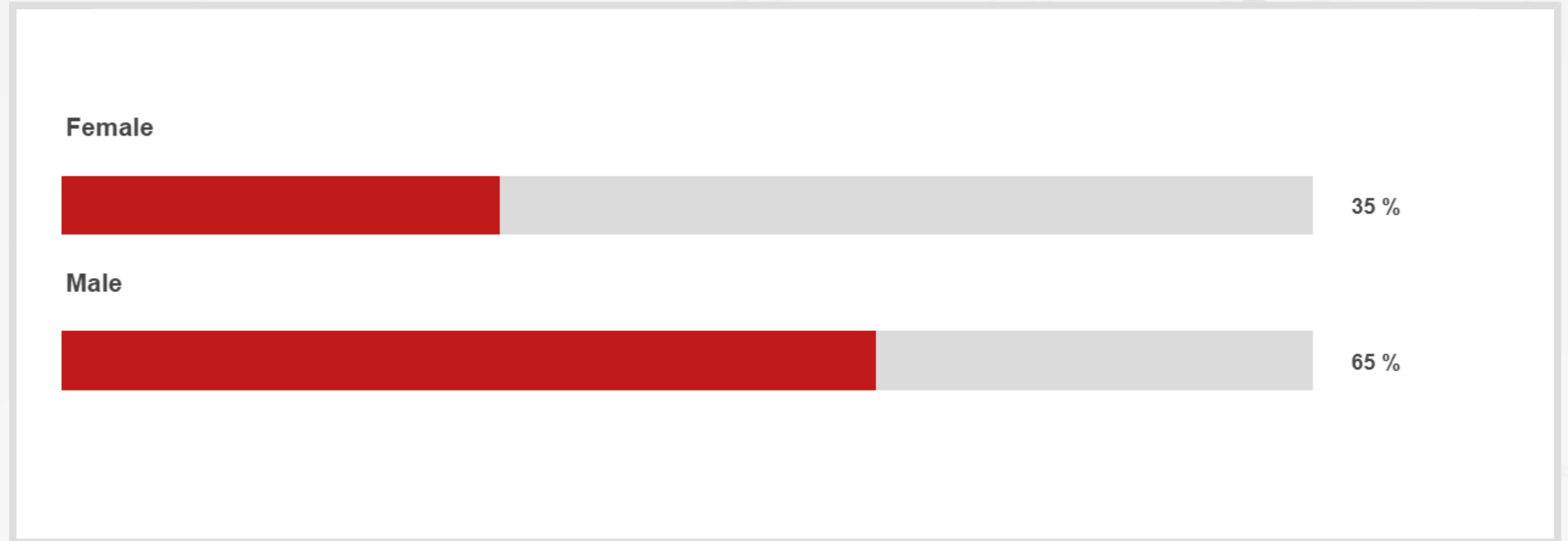


DEMON KNIGHTS - DEMOGRAPHICS - DETAILED ANALYSIS

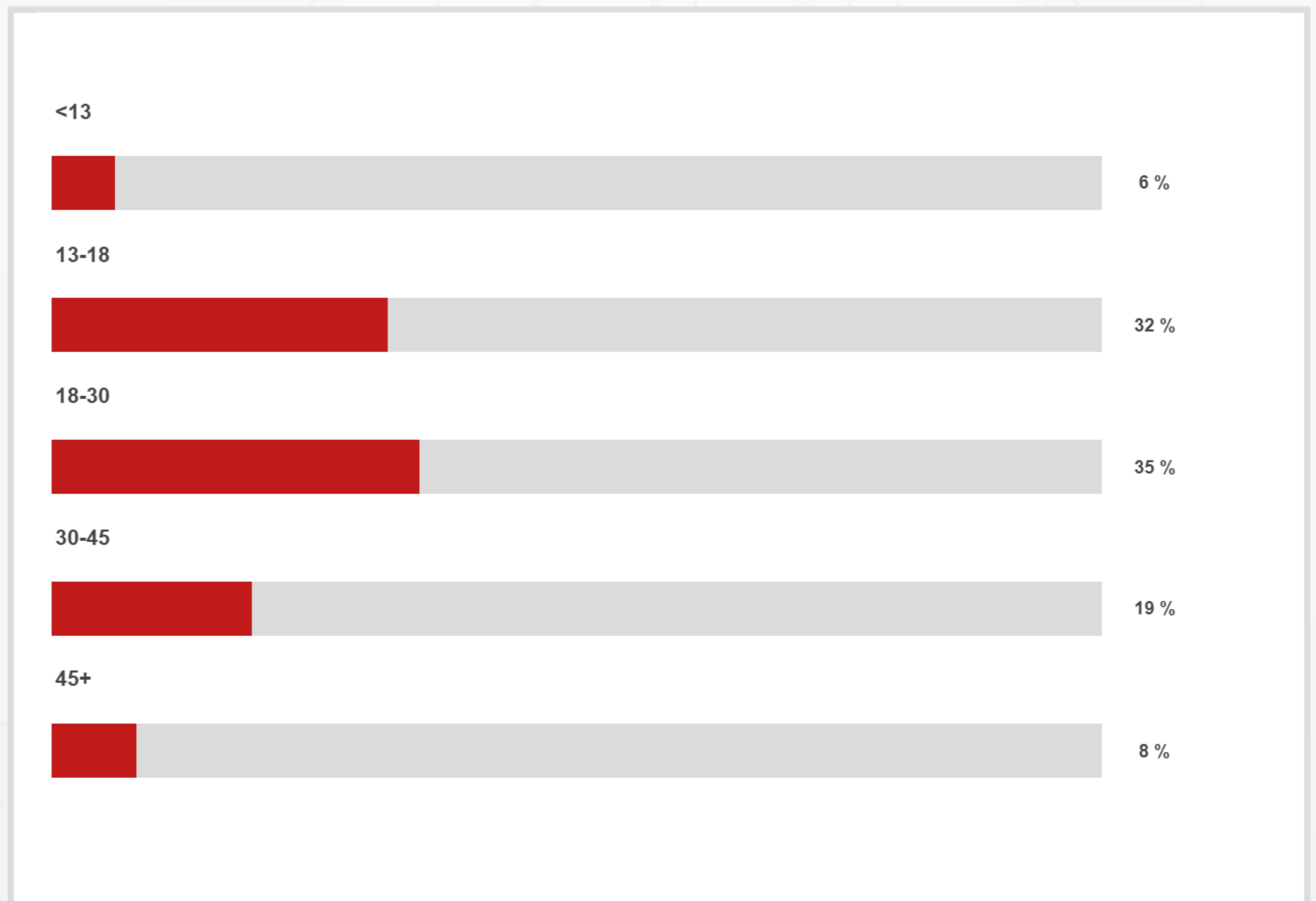
AN ANALYSIS BY LARGO.AI

Our AI systems utilize demographics analysis to predict the expected audience in terms of gender and age groups for the provided content.

GENDER



AGE GROUPS



generated by

Largo.ai

2023-11-16

DEMOGRAPHICS COMPARISON

	FEMALE	MALE	< 13	13-18	18-30	30-45	45+
Demon Knights	35%	65%	6%	32%	35%	19%	8%
Average	42%	59%	9%	33%	28%	20%	11%
Bates Motel	40%	60%	5%	32%	30%	21%	13%
Castle Rock	40%	60%	5%	25%	31%	26%	13%
Locke & Key	45%	55%	13%	47%	22%	12%	6%
Lucifer	40%	60%	9%	27%	28%	24%	12%
Teen Wolf	40%	60%	14%	50%	25%	7%	4%
The Exorcist	40%	60%	9%	27%	28%	24%	12%
The Originals	55%	45%	9%	30%	32%	20%	8%
The Outsider	40%	60%	5%	25%	26%	26%	17%
The Strain	35%	65%	8%	32%	30%	19%	11%
The Witcher	40%	60%	8%	33%	27%	19%	12%

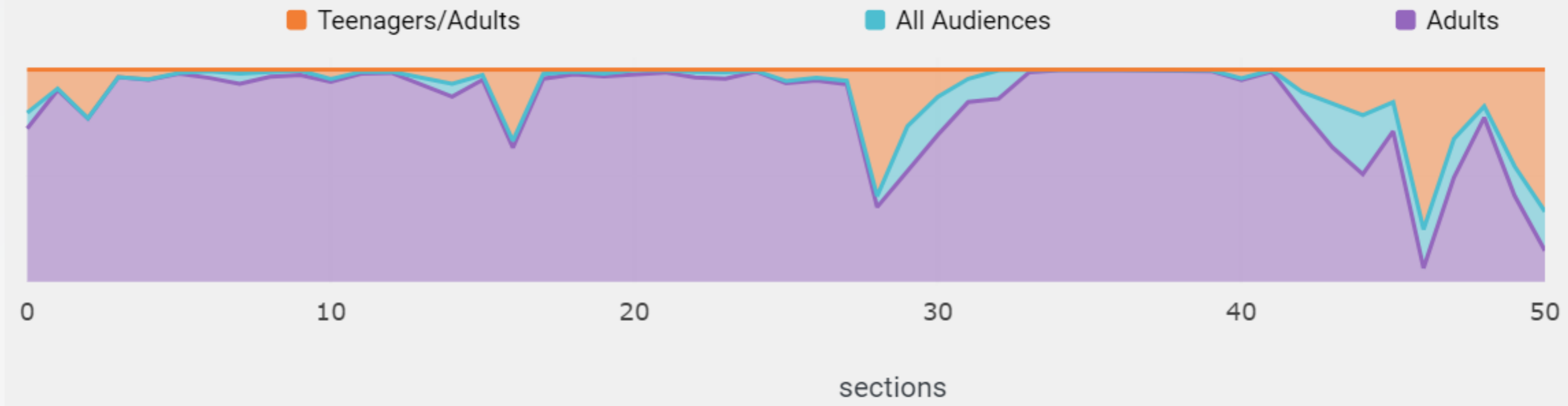
Audience demographics analysis offers insights into the expected demographics of the content, as well as 10 similar content. By examining the demographic composition of the audience, we provide essential information about the target audience for the content. Additionally, this analysis helps position the content in relation to other similar offerings, allowing users to gain a comprehensive understanding of its unique appeal and market positioning.



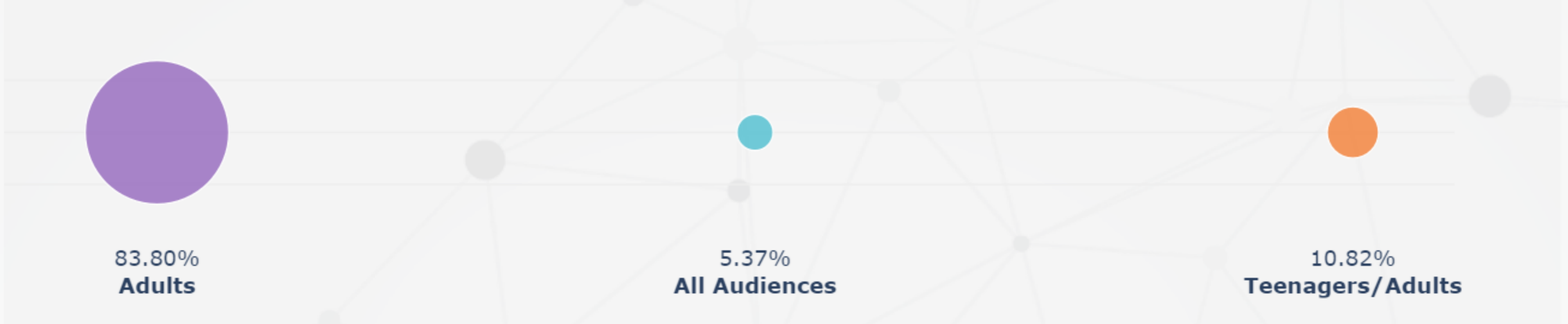
DEMON KNIGHTS - AGE SUITABILITY & INTEREST

AN ANALYSIS BY LARGO.AI

DYNAMIC RECIPE



SUMMARY OF SCRIPT



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Largo.ai

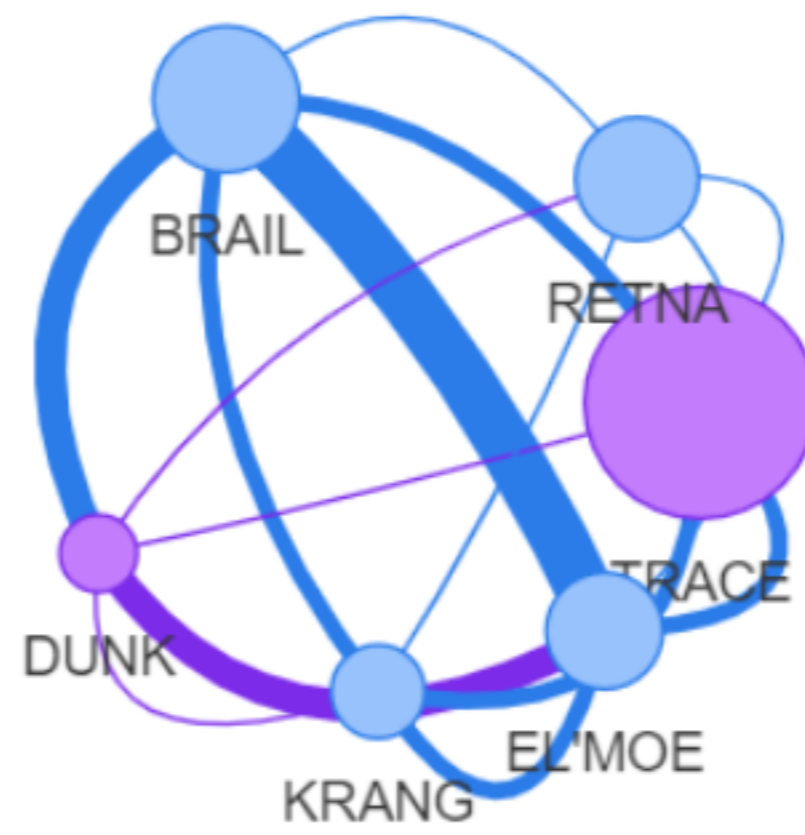
2023-11-16



DEMON KNIGHTS - CHARACTER ANALYSIS

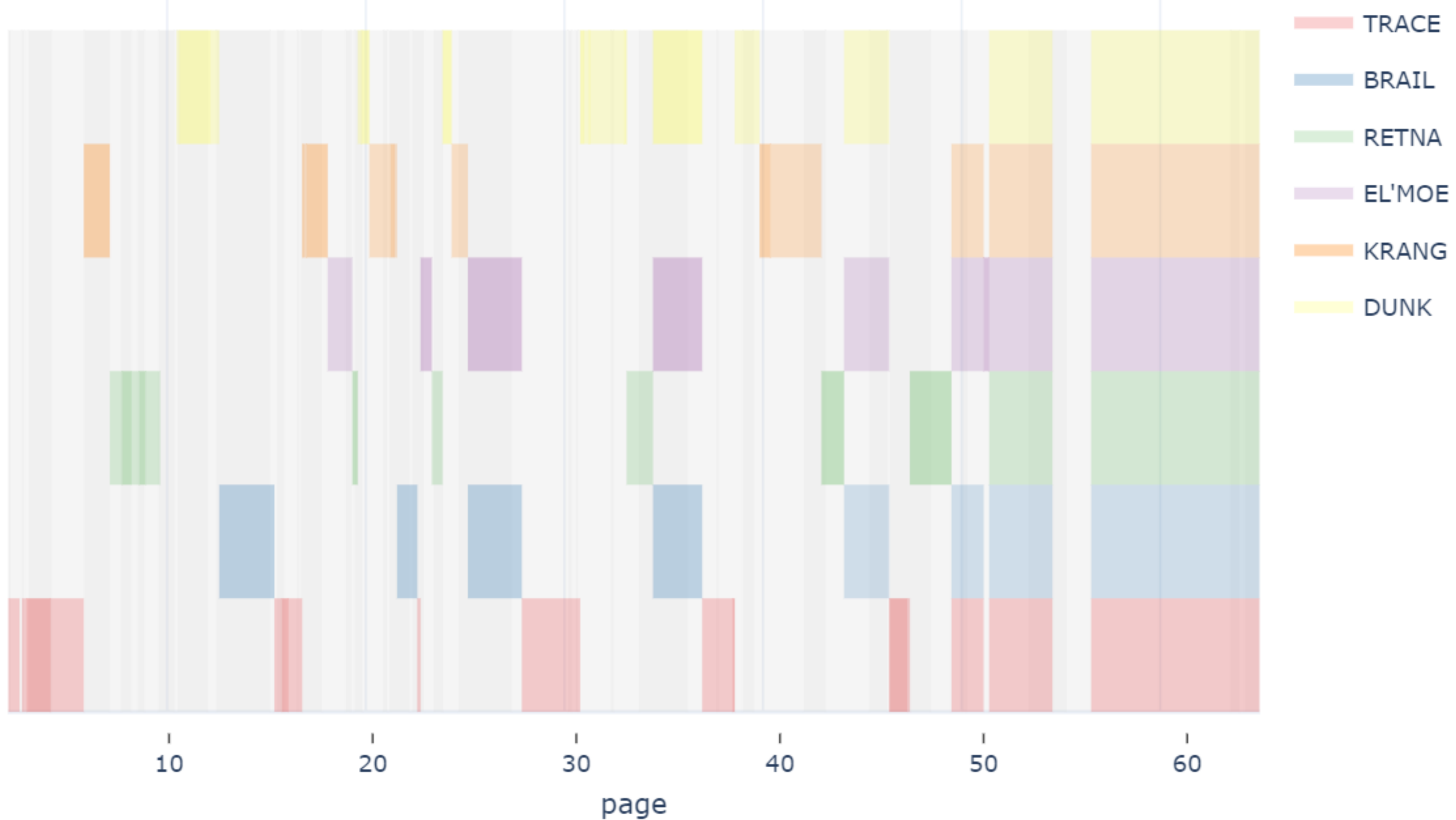
AN ANALYSIS BY LARGO.AI

CHARACTER RELATIONSHIPS



The **Character Relationships** provides a visual depiction of the interplay among characters within a narrative. Each character is represented by a circle, the size of which reflects their prominence in the story. The thickness of the lines connecting the circles signifies the extent of interaction between any two characters. Furthermore, colors are used to signify gender - blue for male, purple for female, and gray for other or non-defined genders. By interpreting these features, the key character dynamics and interactions can be understood.

CHARACTER APPEARANCE



The **Character Appearance** visually depicts each character's presence within the storyline on a scene-by-scene basis. This representation allows users to trace the narrative arc of individual characters, providing a clear picture of when and how often each character appears throughout the plot.

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Largo.ai

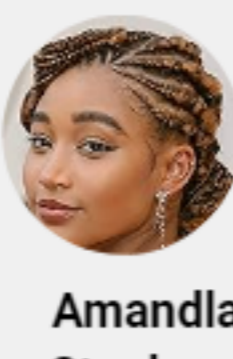
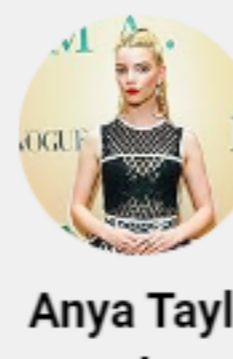
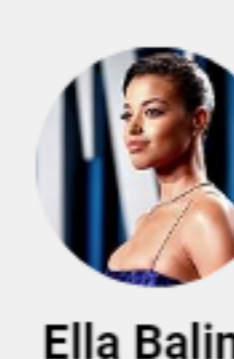
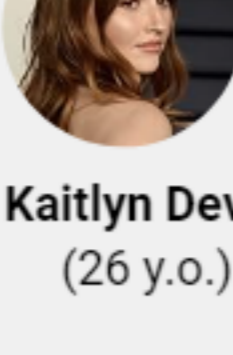
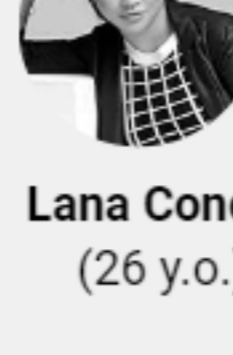


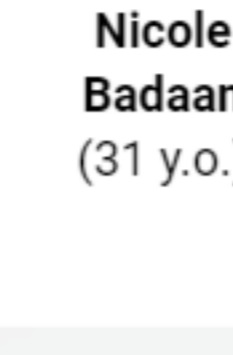
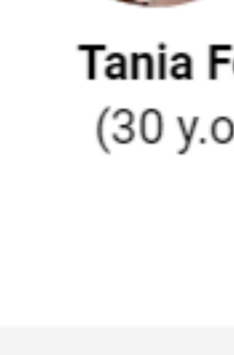
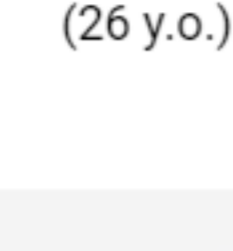
2023-11-16

CASTING PROPOSITIONS

TRACE

[21, 31] yo

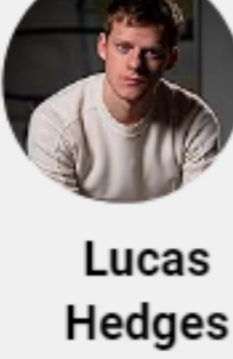


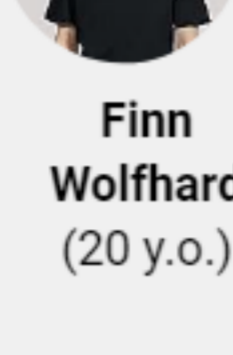
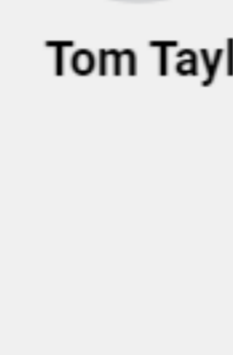
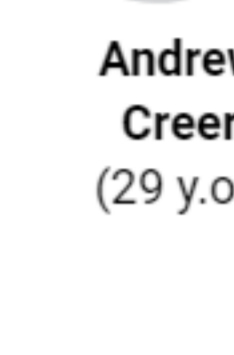
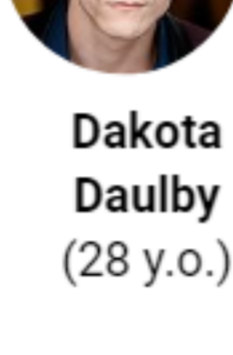
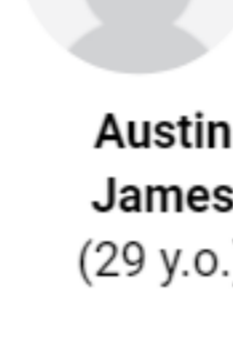
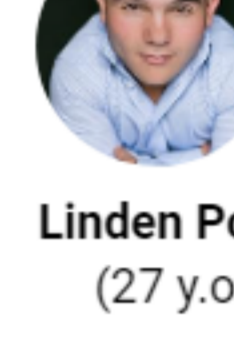


 <p>Amandla Stenberg (24 y.o.)</p> <p>Content Match 87.7%</p> <p>Popularity Score 9.9</p>	 <p>Anya Taylor-Joy (27 y.o.)</p> <p>Content Match 90.1%</p> <p>Popularity Score 9.9</p>	 <p>Ella Balinska (27 y.o.)</p> <p>Content Match 91.9%</p> <p>Popularity Score 9.8</p>
 <p>Kaitlyn Dever (26 y.o.)</p> <p>Content Match 73.5%</p> <p>Popularity Score 9.9</p>	 <p>Lana Condor (26 y.o.)</p> <p>Content Match 65.3%</p> <p>Popularity Score 9.8</p>	 <p>Sophie Skelton (29 y.o.)</p> <p>Content Match 97.8%</p> <p>Popularity Score 9.9</p>
 <p>Charlotte Kirk (31 y.o.)</p> <p>Content Match 96.9%</p> <p>Popularity Score 9.8</p>	 <p>Nicole Badaan (31 y.o.)</p> <p>Content Match 96.5%</p> <p>Popularity Score 8.9</p>	 <p>Tania Fox (30 y.o.)</p> <p>Content Match 96.0%</p> <p>Popularity Score 9.7</p>
 <p>Julia Batelaan (26 y.o.)</p> <p>Content Match 96.0%</p> <p>Popularity Score 9.1</p>		

BRAIL

[19, 29] yo

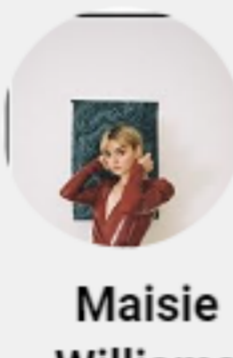

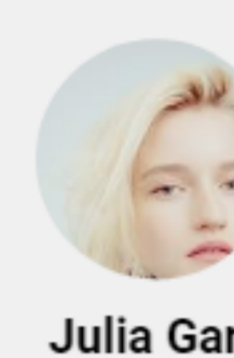









 <p>Lucas Hedges (26 y.o.)</p> <p>Content Match 92.3%</p> <p>Popularity Score 9.8</p>	 <p>Asa Butterfield (26 y.o.)</p> <p>Content Match 92.6%</p> <p>Popularity Score 9.9</p>	 <p>Alex Lawther (28 y.o.)</p> <p>Content Match 95.1%</p> <p>Popularity Score 9.8</p>
 <p>Finn Wolfhard (20 y.o.)</p> <p>Content Match 96.7%</p> <p>Popularity Score 9.9</p>	 <p>Tom Taylor</p> <p>Content Match 68.7%</p> <p>Popularity Score 9.9</p>	 <p>Andrew Creer (29 y.o.)</p> <p>Content Match 96.6%</p> <p>Popularity Score 9.9</p>
 <p>Dakota Daulby (28 y.o.)</p> <p>Content Match 96.6%</p> <p>Popularity Score 9.9</p>	 <p>Austin James (29 y.o.)</p> <p>Content Match 96.4%</p> <p>Popularity Score 9.9</p>	 <p>Linden Porco (27 y.o.)</p> <p>Content Match 96.4%</p> <p>Popularity Score 9.3</p>

DUNK

[19, 30] yo




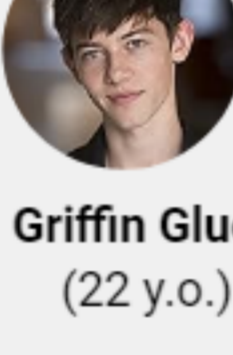
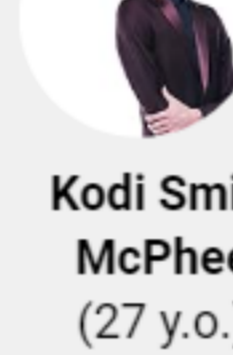

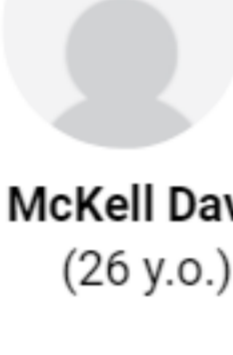





 <p>Maisie Williams (26 y.o.)</p> <p>Content Match 95.6%</p> <p>Popularity Score 9.9</p>	 <p>Maya Hawke (25 y.o.)</p> <p>Content Match 93.5%</p> <p>Popularity Score 9.9</p>	 <p>Julia Garner (29 y.o.)</p> <p>Content Match 94.5%</p> <p>Popularity Score 9.9</p>
 <p>Sophia Lillis (21 y.o.)</p> <p>Content Match 86.6%</p> <p>Popularity Score 9.9</p>	 <p>Kathryn Newton (26 y.o.)</p> <p>Content Match 94.6%</p> <p>Popularity Score 9.9</p>	 <p>Julia Goldani Telles (28 y.o.)</p> <p>Content Match 98.0%</p> <p>Popularity Score 9.8</p>
 <p>Melany Bennett (30 y.o.)</p> <p>Content Match 98.0%</p> <p>Popularity Score 8.3</p>	 <p>Mia Marcon (30 y.o.)</p> <p>Content Match 97.9%</p> <p>Popularity Score 9.3</p>	 <p>Stefania Barr (29 y.o.)</p> <p>Content Match 97.9%</p> <p>Popularity Score 9.9</p>
 <p>Jessica Green (30 y.o.)</p> <p>Content Match 97.9%</p> <p>Popularity Score 9.9</p>		

KRANG

[19, 29] yo





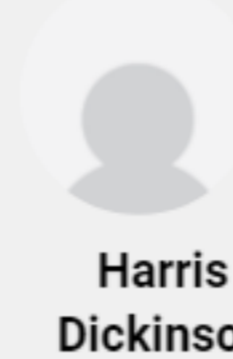






 <p>Jaden Smith (25 y.o.)</p> <p>Content Match 91.1%</p> <p>Popularity Score 9.8</p>	 <p>Caleb McLaughlin (22 y.o.)</p> <p>Content Match 92.7%</p> <p>Popularity Score 9.8</p>	 <p>Chosen Jacobs (22 y.o.)</p> <p>Content Match 92.9%</p> <p>Popularity Score 9.9</p>
 <p>Griffin Gluck (22 y.o.)</p> <p>Content Match 90.0%</p> <p>Popularity Score 9.9</p>	 <p>Kodi Smit-McPhee (27 y.o.)</p> <p>Content Match 89.9%</p> <p>Popularity Score 9.9</p>	 <p>Judah Lewis (22 y.o.)</p> <p>Content Match 96.6%</p> <p>Popularity Score 9.8</p>
 <p>McKell David (26 y.o.)</p> <p>Content Match 96.6%</p> <p>Popularity Score 9.9</p>	 <p>Themo Melkidze (31 y.o.)</p> <p>Content Match 96.1%</p> <p>Popularity Score 9.4</p>	 <p>Caulin Donaldson (27 y.o.)</p> <p>Content Match 95.8%</p> <p>Popularity Score 5.4</p>
 <p>Marcus Johns (30 y.o.)</p> <p>Content Match 95.7%</p> <p>Popularity Score 9.3</p>		

RETNA

[19, 29] yo




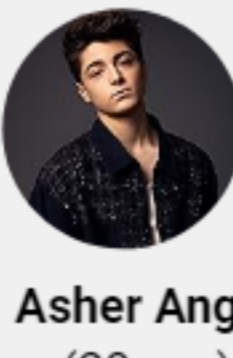
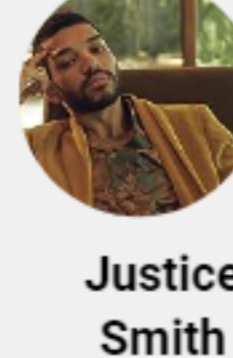







 <p>Jack Dylan Grazer (19 y.o.)</p> <p>Content Match 85.4%</p> <p>Popularity Score 9.9</p>	 <p>Nick Robinson (28 y.o.)</p> <p>Content Match 93.3%</p> <p>Popularity Score 9.9</p>	 <p>Charlie Plummer (24 y.o.)</p> <p>Content Match 89.4%</p> <p>Popularity Score 9.9</p>
 <p>Jace Norman (23 y.o.)</p> <p>Content Match 89.8%</p> <p>Popularity Score 9.8</p>	 <p>Harris Dickinson (27 y.o.)</p> <p>Content Match 91.0%</p> <p>Popularity Score 9.9</p>	 <p>Martin Copping (25 y.o.)</p> <p>Content Match 94.7%</p> <p>Popularity Score 9.3</p>
 <p>James Rolleston (26 y.o.)</p> <p>Content Match 94.1%</p> <p>Popularity Score 9.7</p>	 <p>Uriah Shelton (26 y.o.)</p> <p>Content Match 92.4%</p> <p>Popularity Score 9.8</p>	 <p>Jack Griffo (26 y.o.)</p> <p>Content Match 91.6%</p> <p>Popularity Score 9.9</p>













ELMOE

[20, 31] yo



 <p>Fionn Whitehead (26 y.o.)</p> <p>Content Match 91.3%</p> <p>Popularity Score 9.8</p>	 <p>Cameron Boyce (Not alive)</p> <p>Content Match 89.8%</p> <p>Popularity Score 9.9</p>	 <p>Gaten Matarazzo (20 y.o.)</p> <p>Content Match 74.0%</p> <p>Popularity Score 9.9</p>
 <p>Asher Angel (20 y.o.)</p> <p>Content Match 91.3%</p> <p>Popularity Score 9.8</p>	 <p>Justice Smith (27 y.o.)</p> <p>Content Match 94.0%</p> <p>Popularity Score 9.9</p>	 <p>Tommy Knight (30 y.o.)</p> <p>Content Match 98.6%</p> <p>Popularity Score 9.5</p>
 <p>Nick Krause (31 y.o.)</p> <p>Content Match 97.3%</p> <p>Popularity Score 9.6</p>	 <p>Charley Palmer Rothwell (31 y.o.)</p> <p>Content Match 96.4%</p> <p>Popularity Score 9.5</p>	 <p>Jack Kilmer (28 y.o.)</p> <p>Content Match 96.3%</p> <p>Popularity Score 9.9</p>
 <p>Eugene Simon (31 y.o.)</p> <p>Content Match 96.2%</p> <p>Popularity Score 9.7</p>		

CHARACTER SUMMARY

	Centrality	Dialogues	Most Interactions	Positive Emotion Score	Casting Match Rate
TRACE Female (21,31) yo	1	13%	BRAIL	 -1	 Amandla Stenberg, 24 yo 87.7%
BRAIL Male (19,29) yo	2	10%	EL'MOE	 -3	 Lucas Hedges, 26 yo 92.3%
RETNA Male (19,29) yo	3	9%	TRACE	 -2	 Jack Dylan Grazer, 19 yo 85.4%
EL'MOE Male (20,31) yo	4	9%	BRAIL	 0	 Fionn Whitehead, 26 yo 91.3%
KRANG Male (20,31) yo	5	9%	TRACE	 0	 Jaden Smith, 25 yo 91.1%
DUNK Female (19,30) yo	6	8%	BRAIL	 -7	 Maisie Williams, 26 yo 95.6%

The Summary Table offers a concise overview of characters and their respective castings. Key metrics include Centrality, Positive Emotion Score, and Casting Match Rate.

Centrality reveals a character's significance within the narrative. It gauges their role and influence, determining the weight they carry in the story's progression.

The Positive Emotion Score provides insight into the emotional impact a character has on the audience. A positive score signifies that the character predominantly evokes positive emotions, while a negative score indicates that the character generally stirs negative feelings.

Lastly, the Casting Match Rate assesses the compatibility between the main actor and their character. A high match rate suggests that the actor embodies the character seamlessly, enhancing the narrative's believability and authenticity."



DEMON KNIGHTS - SIMILAR SERIES ANALYSIS

AN ANALYSIS BY LARGO.AI

	DETAILS			GENRE SCORE	POSITIVE EMOTION	EMOTIONAL INTENSITY	
Demon Knights	DEMON KNIGHTS	Production Country United States	Release Year 2024	5	1	4	
AVERAGE				4.9	0	6	
Bates Motel		Production Country US	Release Year 2013-03-18	5	-3	7	
Castle Rock		Production Country US	Release Year 2018-07-25	3	0	4	
Locke & Key		Production Country US	Release Year 2020-02-07	5	2	8	
Lucifer		Production Country US	Release Year 2016-01-25	5	3	7	
Teen Wolf		Production Country US	Release Year 2011-06-05	5	2	8	
The Exorcist		Production Country US	Release Year 2016-09-23	1	0	6	
The Originals		Production Country US	Release Year 2013-10-03	4	0	6	
The Outsider		Production Country US	Release Year 2020-01-12	7	-3	6	
The Strain		Production Country US	Release Year 2014-07-13	8	-3	5	
The Witcher		Production Country US	Release Year 2019-12-20	6	2	4	

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DEMON KNIGHTS - STREAMING FORECASTS

AN ANALYSIS BY LARGO.AI

STREAMING FORECASTS

- Most Expected
- 90% confidence
- 75% confidence
- 60% confidence

COUNTRY	PLATFORM	HOUSEHOLD PREDICTIONS (peak month)							FAIR VALUE (first Year)
		60%	75%	90%	Most Expected	90%	75%	60%	
United States	Netflix	1.2M	1.6M	2.3M	5.4M	8.9M	9.9M	14.1M	\$18.8M
	Amazon	1.4M	1.9M	2.6M	6.2M	10.1M	11.3M	16.0M	\$39.6M
	HBO	810.4k	1.1M	1.5M	3.7M	6.0M	6.7M	9.5M	\$26.1M
	Average	1.1M	1.5M	2.1M	5.1M	8.4M	9.3M	13.2M	\$28.2M

anchal 1234 = Rettu Cartoon Streaming Forecasts offer anticipated household engagement metrics for specific content on streaming platforms, particularly during the peak viewing period, typically the first or second month after release. It's important to clarify that these predictions do not equate to the number of views. Instead, they estimate the number of subscriber accounts that are expected to interact with the content in a meaningful way, such as watching more than 20 minutes.

In addition, we perform a Fair Value Calculation for the content across various platforms. Please note that our calculations are not grounded in what platforms have historically paid for different types of content. Instead, we forecast the total revenue of a platform in a specific country, then predict the proportional revenue that the content could generate, assuming half of the platform's revenue is distributed to content owners based on their respective viewership shares.



DEMON KNIGHTS - ANALYSIS PARAMETERS

AN ANALYSIS BY LARGO.AI

PROJECT DETAILS

Original Title	Demon Knights
Original Language(s)	English
Genres	Horror
Director	-
Distributors	-
Screenwriter	Judah Ray
Episode Duration	60 min
Country (main release)	United States
Country (Producers)	United States
Producer Company	A-Level Pictures
Producer Name	-
Release Date	2024-09-06
MPA Rating	R
Creative Type	Contemporary fiction
Production Type	Live-action
Title of the adapted material	-

FINANCIALS

Budget	P&A Budget
3 M USD	-
Number of Seasons	Total number of episodes
0-1	0-8

SHORTLISTED CAST

TRACE

Female, 24-28 years old, speaking English

Selected/Possible Actors



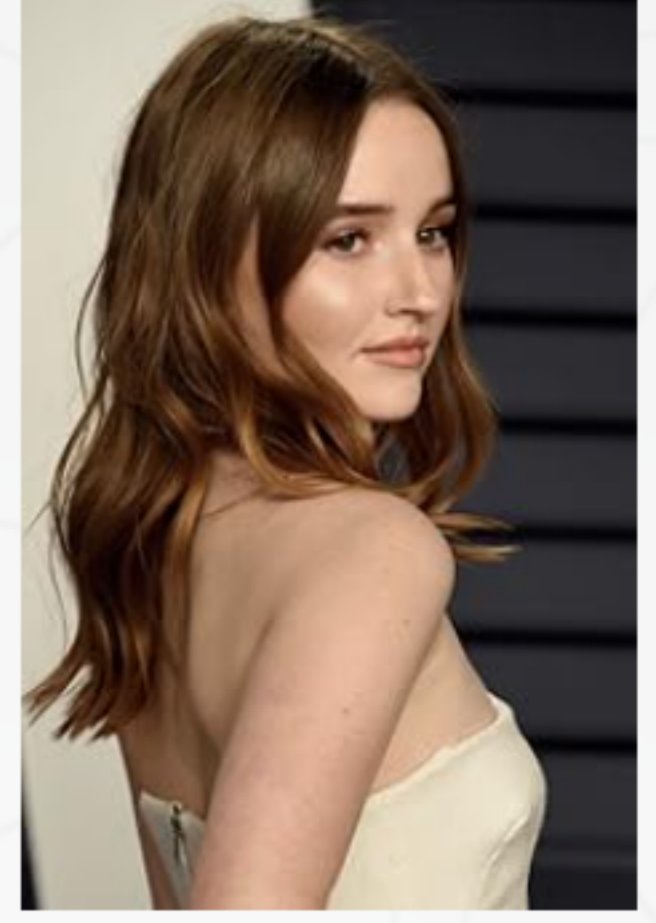
Amandla Stenberg



Anya Taylor-Joy



Ella Balinska



Kaitlyn Dever



Lana Condor

BRAIL

Male, 20-28 years old, speaking English

Selected/Possible Actors



Lucas Hedges



Asa Butterfield



Alex Lawther



Finn Wolfhard

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Tom Taylor

DUNK

Female, 20-29 years old, speaking English

Selected/Possible Actors



Maisie Williams



Maya Hawke



Julia Garner



Sophia Lillis



Kathryn Newton

KRANG

Male, 23-28 years old, speaking English

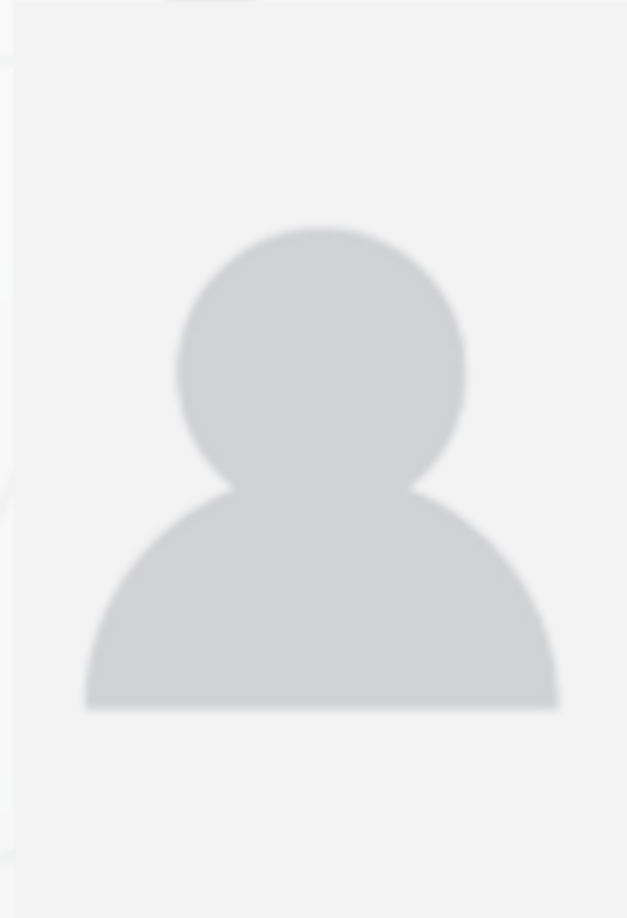
Selected/Possible Actors



Jaden Smith



Caleb McLaughlin



Chosen Jacobs



Griffin Gluck

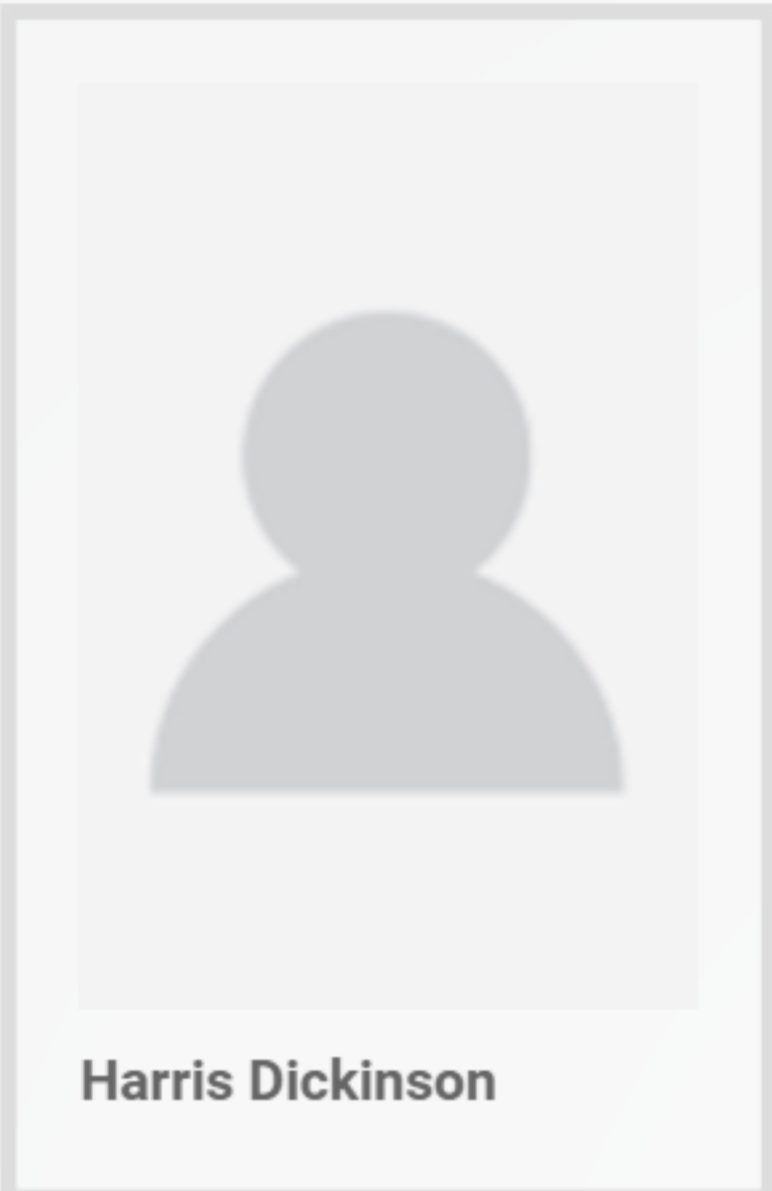
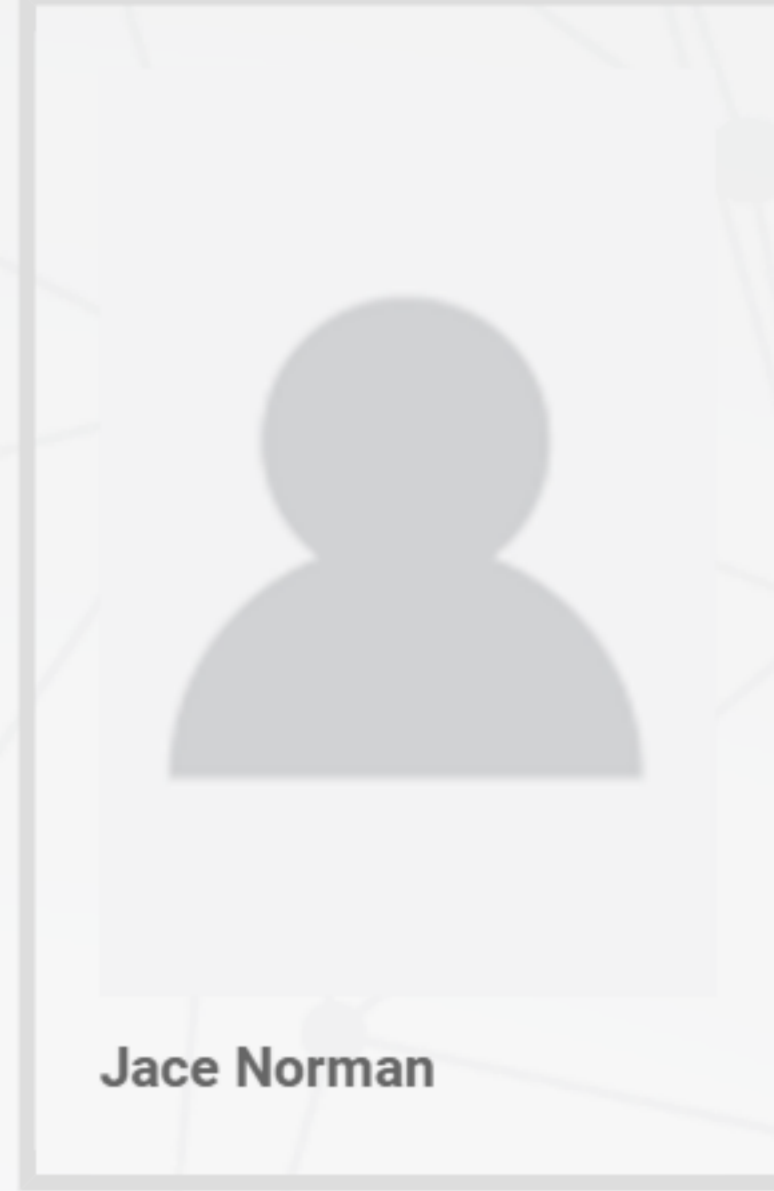
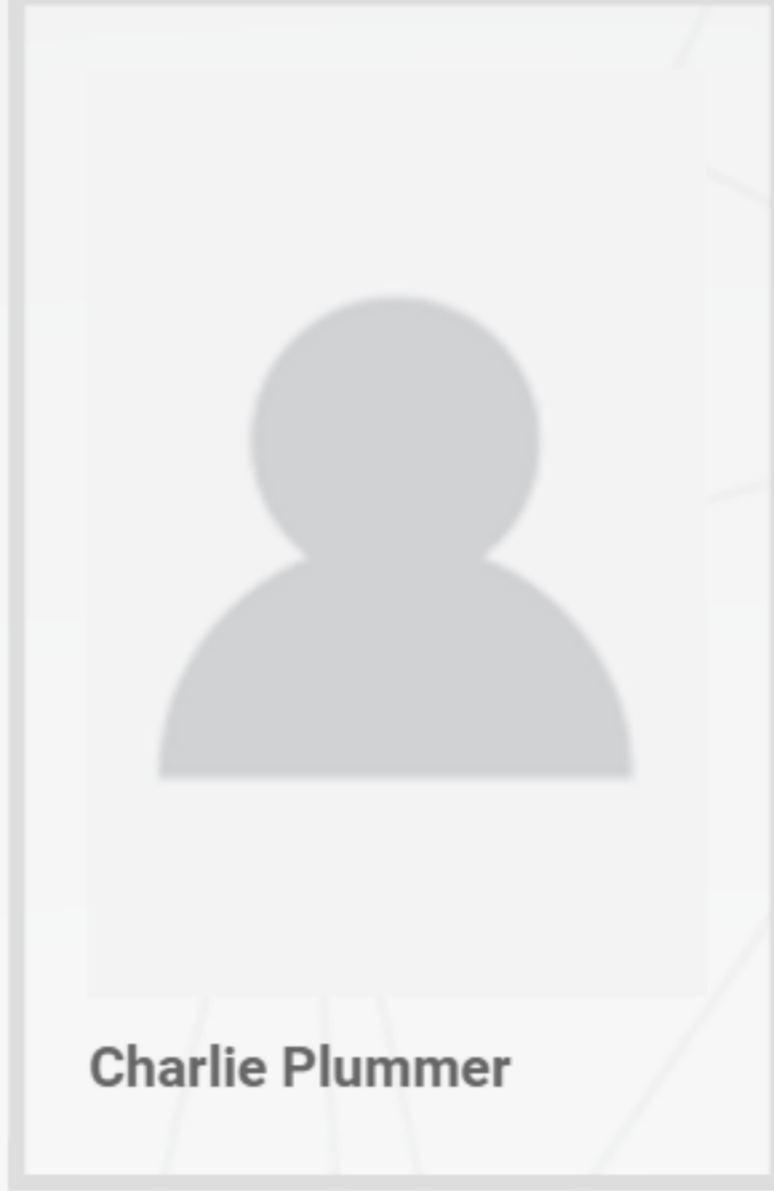
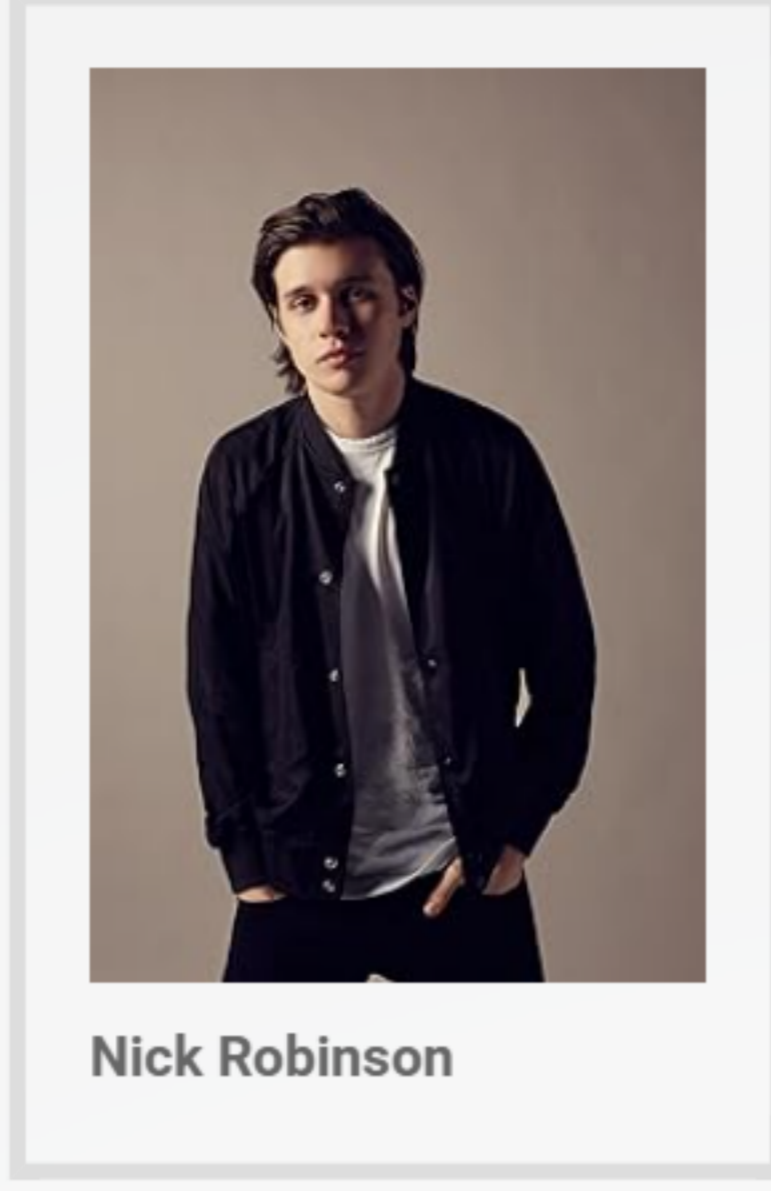


Kodi Smit-McPhee

RETINA

Male, 20-28 years old, speaking English

Selected/Possible Actors



EL'MOE

Male, 21-30 years old, speaking English

Selected/Possible Actors

