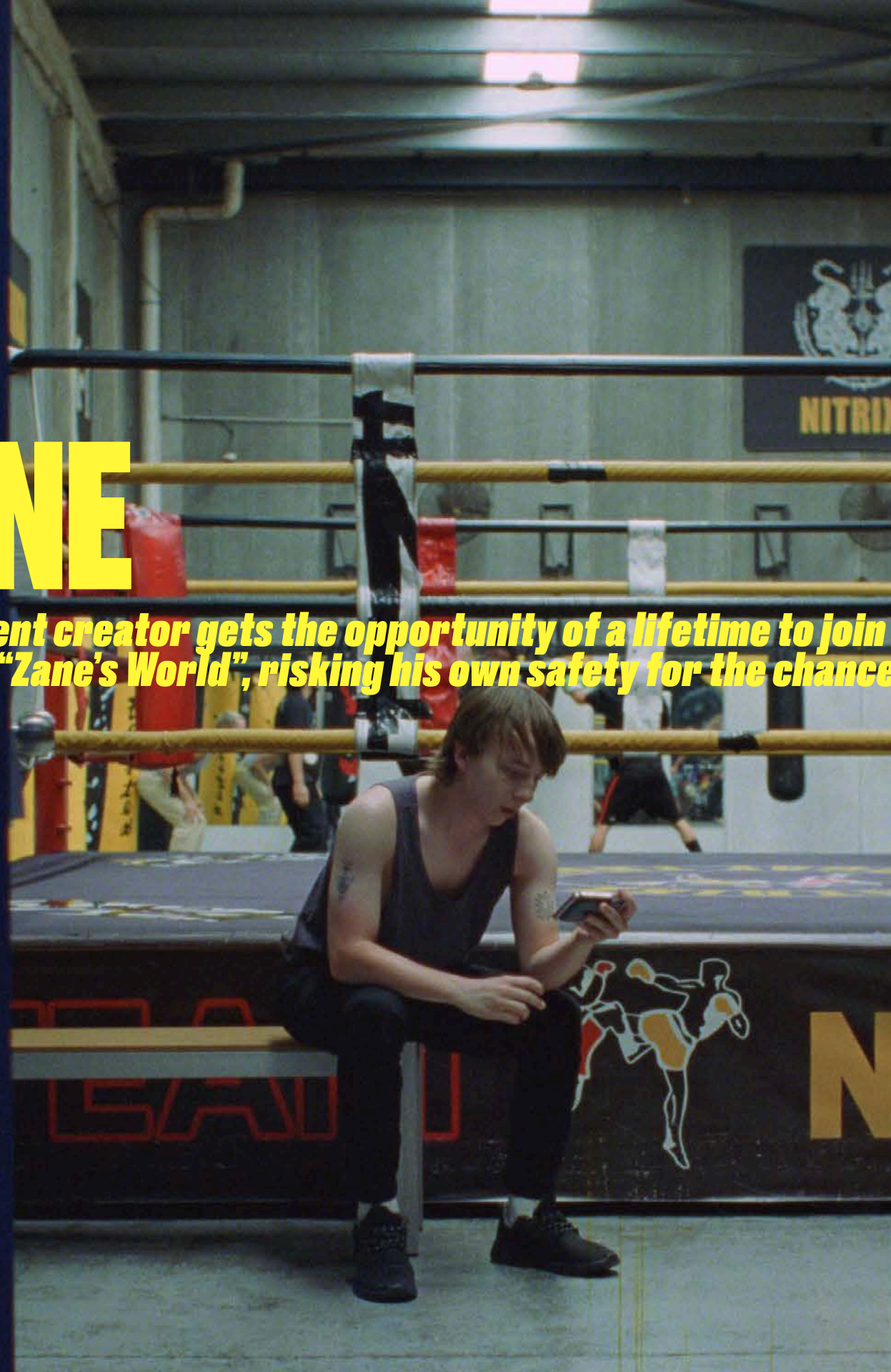




CONTENT IS KING

LOGLINE

Nick, a striving content creator gets the opportunity of a lifetime to join a viral challenge on the popular vlog, "Zane's World", risking his own safety for the chance at online fame.



SYNOPSIS

In a world where attention is currency, the lengths people will go to for validation have reached a new extreme. Nick, desperate to go viral, volunteers for a dangerous challenge on popular vlog, "Zane's World". The challenge pushes Nick to the edge of his life- literally. His desperation for recognition overriding any common sense.

Zane, the charismatic and self-assured star of Zane's World, knows exactly how to manipulate his audience. As Nick's suffering becomes part of Zane's brand, the lines between reality and performance blur. With no concern for the human cost, they both feed the digital machine- using each other, exploiting the experience, and distorting the truth for the sake of content.

Nick and Zane embody the dangerous cycle of Influencer culture-a world where personal safety, self respect, and human connection are sacrificed for the hollow validation of an audience. In this unsettling exploration of social media's darker side, Nick and Zane highlight the lengths people are willing to go for viral content -and the chilling price that comes with chasing fame at all costs.

DIRECTOR'S STATEMENT

I wrote "Content Is King" after finishing up with my Content Creator role at a mega church. I had learned and developed the craft of storytelling through a visual medium. I learned how to make much with little. And with these learned skills came learned lessons. I had put my ambitions ahead of the well-being of myself, while also realizing how little respect this organization had for those who had given so much to it.

Over the following years, I developed an obsession with YouTubers, their relentless pursuit of virality, and their dread of being canceled. I became fascinated by the extreme lengths these people would go to get noticed, grow their view count, and keep people coming back for more. Enter "Content Is King", a story about Nick, an aspiring blogger who loses respect for himself in his hunger for fame, and Zane, a famous and successful YouTuber who has no respect for others in his effort to stay on top. The result is a power struggle between Zane, who exploits Nick's ambition, and Nick, who exploits Zane's fame. The internet became the backdrop to this story, which helped raise the stakes for the two characters.

My hope is that the audience walks away having been on a fun, yet confronting, journey, that they witness a human story set in the YouTuber world, but one that could also apply in any setting in life. I hope this film can serve as a mirror of sorts, exposing the not-so-attractive side of ambition. My goal is to prompt self-reflection in all who view the film, making us more aware of how we treat others on our journey toward achieving our dreams.

**- Tito Guzman
Writer and Director**

DIRECTOR'S BIO

Ricardo "Tito" Guzman is a Latin-American director living in Australia. He has always been drawn to stories- stories that connect us, that rumble inside the everyday person and spark the artist within us all. Tito started his career as a content creator for a touring band, where he first tapped into his passion for visual storytelling. It wasn't long before he transitioned into directing and producing music videos, a move that defined his early career and sharpened his craft. Over six years in the industry, Tito directed and produced music videos for the Capital Christian Music Group's top artists, building a reputation for creating visually rich, emotionally compelling stories, earning him a Dove Award nomination, and amassing over 65 million views along the way.

While the music industry offered valuable experience, Tito's creative hunger has always been for narrative film. His debut short film, Content is King, is a proof of concept for a feature film he's currently developing- an exploration of the complexities of our relationship with the digital age and the personal narratives that define us. The shift to narrative filmmaking is Tito's way of challenging himself to dig deeper, to tell stories that matter and speak to the complexities of modern life.

Tito's work is richly influenced by filmmakers like Paul Thomas Anderson, Steven Soderbergh, the Safdie Brothers, and the Coen Brothers- directors whose films often combine sharp storytelling with emotional depth and a focus on character.

Tito is driven by the idea that art that has the power to leave a lasting impression, to spark something inside of us, and to remind us why we tell stories in the first place.



CAST

WITRIV



ED OXENBOULD

Ed Oxenbould is an Australian actor and voice artist well-known for his work on Paul Dano's WILDLIFE – starring alongside Carey Mulligan and Jake Gyllenhaal – which earned him a Critic's Choice Award Nomination for Best Young Actor / Actress.

Ed has an impressive number of credits to his name, including TV Series BLOOM opposite Jacki Weaver, feature film CHRISTMAS RANSOM with Matt Okine and the lead in the comedy feature THE EXCHANGE, directed by Dan Mazer. Ed was also the lead in M. Night Shyamalan's box-office hit THE VISIT, which earned 100M worldwide on a 5M budget. Previous to that, Ed starred as the titular role in ALEXANDER AND THE TERRIBLE HORRIBLE NO GOOD VERY BAD DAY alongside Steve Carrell and Jennifer Garner. Other credits include feature PAPER PLANES with Sam Worthington, Australian TV series PUBERTY BLUES and American Sony / Playmaker mini-series RECKONING.

In addition to screen performances, Ed is also the voice of 'Sweetie' for the animated feature films COMBAT WOMBAT and COMBAT WOMBAT BACK 2 BACK.

Ed recently starred in the Netflix TV Series IRREVERENT and is the lead in upcoming feature-comedy HEAD SOUTH directed by Jonathan Ogilvie, which opened Rotterdam International Film Festival 2024.



ANGUS MCCOLL

Angus McColl is an actor, singer, musician and surfer based in Sydney.

A scholarship graduate of Film and Television Studio International, recent credits include short films LOOKING FOR HABERFIELD, THE SPACE INBETWEEN, THE EXCURSION and feature film SPIRIT OF THE GAME.



FENN LEON

Fenn Leon is an Australian actor and writer based in Berlin. Originally growing up in Naarm (Melbourne), he was born to Australian parents with Dutch, French and Irish descent. After moving to Sydney, Fenn performed in three consecutive NIDA Open Performances and local musicals. Following high school, Fenn pursued his writing talents in a media studies undergrad focusing on youth wellbeing and sexual education, and later did a post-graduate degree in data science focusing on porn studies. He has since refined his unique writing perspective, exploring sexuality, technology, and relationships, into screenwriting, debuting his written and directed horror-magic realism film Knock Knock (2021).

Fenn made his acting debut playing the lead in the psychological-thriller Animus, followed by roles in the Australian feature Everything in Between (2022), the Jewish Film Festival favorite Sasha's Game (2023) and the queer festival film Honey Bear (2024).

Most recently, Fenn is starring in Content Is King playing opposite Ed Oxenbould, Angus McColl and Davida Tal, and will lead in the joint German-Australian film Confide In Me with Kaja Vik.



TAL DAVIDA

Tal Davida, the Israeli-born dynamo now making waves in Sydney, stands tall in the global spotlight for her exceptional acting prowess. Beyond her petite stature lies an immense talent, evident from her debut lead role in 'The Hauntings at Saint Josephs' to her current captivating performance in 'The Invisibles.' On Disney+ and feature film APHELION now in post production. With an unparalleled passion and stellar work ethic, Tal is set to make an indelible mark on the world. Tal is currently on set shooting HINDI- VINDI starring along side BOLLYWOOD star Neena Gupta, Tal's rising star is fueled by determination. As she continues to refine her skills, audiences can eagerly anticipate Tal's presence in various upcoming global projects.

A black and white photograph of a man sitting on the floor of a cluttered storage area, possibly the back of a truck. He is wearing a cap and a short-sleeved work shirt, and is focused on eating from a container. The space is filled with various items, including a metal cart with a wheel on the left, a large tarp or cover on the right, and various tools and equipment in the background. The word "CREW" is overlaid in large, bold, yellow capital letters across the center of the image.

CREW



ANNA DVORAK - PRODUCER

Anna Dvorak is a trilingual filmmaker from Sydney, Australia with an Eastern European background and is a member of the Australian Directors Guild and Screen Producers Australia.

Her career has included not only film production but also podcast production, events, publicity and marketing. Anna has worked on various sets since 2018, ranging in genre and form, including films such as Taika Waititi's Thor : Love & Thunder, Russell Crowe's Poker Face and David Leitch's, The Fall Guy.

Anna's previous work has screened and won awards at many international film festivals, including her first short documentary, Refined In The Fire, which screened at over 20 international film festivals. While her first narrative short "The Choice To Love" is still doing the film festival rounds and screening on SBS on Demand in Australia.

In 2024, Anna is living and working in Prague in Europe and developing a feature documentary called Generation Rent, while working on numerous other shorts.



EMMA VRANJES - CO-PRODUCER

With a passion for storytelling and a knack for orchestrating productions, Emma Vranjes brings a multifaceted skill set to the world of film and media.

Emma is a budding Producer with experience spanning across Scripted and Reality with an interest in exploring feature films. She studied a Bachelor of Communications, majoring in Media Arts and Production at University of Technology Sydney, where she produced and camera operated on two short films.



JONATHAN BAKER - CINEMATOGRAPHER

Jonathan Baker has been working in the film and TV industry for the past 10 years. He loves telling stories with images, and bringing scripts to life within a team. Jonathan has worked across Australian features and TV drama, under acclaimed DPs such as Andrew Lesnie ACS ASC, Peter Menzies Jr ACS, David Bur ACS, Martin Mcgrath ACS, Katie Millwright ACS, Geoff Hall ACS, Geoffrey Simpson ACS, and Danny Ruhlmann ACS. Drawing on their wealth of knowledge, Jono applies his passion for filmmaking as both DP and steadicam operator.

In 2019, Jonathan was nominated for Best Cinematography at the SA Screen Awards for the SAFC supported short film A Stone's Throw. In the 2020 SA ACS awards he won silver for short film 'If I Quit Now'. He continues to seek out films to work on with the focus being the story and look to see how his cinematography can lift the story without bringing attention to itself.



JACK ALLEN KEECH - 1st ASSISTANT DIRECTOR

Jack Allen Keech is an ambitious emerging Director, Writer and Assistant Director from Sydney's South. Attracted to powerful character driven stories that explore the corruption of morals and psychology through powerful, yet flawed individuals, Jack strives to question the status quo presented by the powers that be. An avid lover of collaboration, Jack loves working with cast and crew in all stages of production to produce high quality, captivating films that grip audiences and leave them questioning their own world.

Having worked on-set and in production teams for Disney, Paramount, Amazon, BBC and Stan productions, Jack brings a plethora of knowledge and experience to the role of 1st Assistant Director, and loves collaborating with Directors to ensure they capture and create the best film possible.



LILY CURREY BILLYARD - PRODUCTION DESIGNER

In her three years as a freelance production designer, Lily Currey Billyard has been on a colourful and textural adventure, infusing projects with gritty authenticity and vibrant life. She's all about bringing the real world to the screen while captivating the audience with interesting visuals. Lily has worked on many different projects, feature films, short films, music videos and television commercials. Her favourite projects are the ones with a collaborative team, open to communicating ideas.

Lily is passionate about production design ; translating emotions, stories, and ideas into tangible, breathtaking realities. There's an innate thrill in diving deep into the core of a narrative and crafting an environment that not only supports but elevates the storytelling. To mention a few of her recent projects ; 'Girl Coded' was picked for Brisbane International Film Festival 2023. 'Tony's Dream', was runner up for best short for Made in The West 2023. I also was a buyer/ dresser for Ed Sheeran's music video 'Amazing'.



TIMOTHY HADWEN - EDITOR

Timothy is an Editor and Assistant Editor based in Sydney, Australia. He has a variety of experience in post production including work as an assistant editor for drama productions such as Poker Face (directed by Russell Crowe) and most recently on the Universal Studios production The Fall Guy which stars Ryan Gosling and Emily Blunt. Other notable productions he has contributed to include Bosch & Rockit (Ocean Boy) and Run Rabbit Run, which have both been acquired by Netflix for distribution.

His work editing short films has been selected for film festivals in Australia and overseas. He has a deep understanding of film theory too, having attained a Communications and Media degree with High Distinction as well as a postgraduate certificate in Editing. Timothy also serves on local committees and regularly hosts online events for Australian editing guild members and the wider community.



ANYA VALLENTIN - SCRIPT SUPERVISOR

Anya Vallentin is a writer and script supervisor from London. In the UK she worked on shorts and features such as the action flick Renegades starring Lee Majors and Danny Trejo, and period drama Can You Hear Me? starring James Cosmo and Mathew Barber.

Since moving to Sydney last year, she wrote and directed a horror short The Itch and continued to script supervise, delving into High End TV series Heartbreak High, and The Office Australia. She most recently worked noir thriller Body Blow and is currently working on an autobiographical comedy, Carmen and Bolude.

As a writer she has won several festival awards, including the Accra Indie Film Fest which selected her social commentary horror script to be shot in Ghana. She has had four other shorts produced as well as a feature for Proportion Productions which will be available this November. Her latest writing endeavour is a female-led action film for EMRJ Entertainment.



JULIAN OLIVER - SOUND RECORDIST

Seasoned sound engineer with a UTS Music and Sound Design degree. Boasting over 5 years in sound recording and post-production, I specialize in various digital audio workstations, showcasing a skill set honed in a professional home studio with 5.1 mixing capabilities. Noteworthy projects, such as "BIRDEATER," "LOVE ROAD," "THE LONGEST WEEKEND," and "LONESOME," earned acclaim at the Sydney Film Festival. Beyond film, my prowess as a composer and producer enriches authentic Australian soundscapes. Eager to collaborate with industry professionals for ongoing growth and success.

FULL CREDITS

Director
Writer
Producer
Co-Producer

TITO GUZMAN
TITO GUZMAN
ANNA DVORAK
EMMA VRANJES

Nick
Zane
Maddie
Chris
Austin
Denzil
Fighter
Videographer 1
Videographer 2

CAST
ED OXENBOULD
ANGUS MCCOLL
TAL DAVIDA
FENN LEON
ACTS PRAISE
JOSEPH PETERS
LOUIE ROBLE
CALLUM DUDDINGTON
ALAN BERTHIER

1st AD
2nd AD
1st Assistant Camera
2nd Assistant Camera
Camera Attachment
Dolly Grip
Gaffer
Lighting Assistant
Production Sound
Producer's Assistant

JACK ALLEN KEECH
ALAN BERTHIER
SHAELA GOSPER
STEPHANIE FURDEK
TAUHID ALAMGIR
GARY MORRIS
ALEXANDRA NONUEVO
MICHAEL LEUNG
YEISON PARRA
HAYDEN SMITH
JAKE WALKER
STORM ASHWOOD
GLYNN PARKINSON
JULIAN OLIVER
CLIFFORD MCBRIDE
CHARLY BERTHIER

Script Supervisor
Fight Choreographer
Technical Advisor
Production Assistant
BTS Videographer
Unit Stills Photographer
Hair and Make Up Artist
Art Assistant
Original Score Mix
Colourist
Animation
Additional Animation
Poster Concept
Poster Design

Anya Vallentin
Joshua Smith
Aimee Patmore
Patrik Benc
Sarah Thompson
Callum Duddington
River Bennett
Kim Garcia
Aira Gail Bonifacio
Charly Berthier
Michael Zuvela
Greg Constantaras
Tom Yanco
Matthew Scullino
Isaac Villanueva
Galeb Nietschke

Cinematographer
Production Designer
Editor

JONATHAN BAKER
LILY CURREY BILLYARD
TIMOTHY HADWEN
TITO GUZMAN

Composer
Sound Designer

BENJAMIN TENNIKOFF
CHRISTIAN STROPKO

Special Thanks

RI CARDO GUZMAN - TATIANA GUZMAN - RANDELL EASTHROPE - DONNA EASTHORPE - BRAD GABRIEL - MICHELLE GABRIEL - ANDREW MEERS - VIRGINIA MEERS - KATY CANTU - NICK CANTU - BRENDAN TAN - ADAM CATELL - RICHARD CAUSE - SAMUEL IRVING - JAMIN TASKER - MICHAEL ZUVELA - BLACK RABBIT - WADE BAKI - ABDULLAH PENJ - NICK GODOY - DARLINGTON PETERS - SOPHIE JERMYN - CHLOE CALLOW - CHARMINE GILCHRIST

TECHNICAL DETAILS

Run Time 12 MINUTES
Format 35MM FILM / DIGITAL
Language ENGLISH
Genre DRAMA
Country AUSTRALIA / UNITED STATES



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