Exclusive Rights Lockdown

Touchdown on Wall Street + Beyond Sports

A 3-Year Exclusive Streaming Rights Opportunity

CONFIDENTIAL | EXECUTIVE PRESENTATION

The Thesis

One Window. One Partner. $500M Changes the Game.

- Two complementary sports-entertainment properties with distinct audience engines
- Exclusive 3-year streaming control — no IP acquisition.
- Premium upside across audience capture, ad monetization, sponsorship, and platform differentiation

> "Netflix does not need to own the IP. It only needs to own the window."

Why This Market Window Exists Right Now

The Numbers Don't Lie. The Window Is Open — And Closing.

41%	90M+	$1.5B+	4
of U.S. adults watch football — no other category comes close	U.S. sports streamers projected by 2025 — up from 57M in 2021	Netflix ad revenue in 2025 — sports-entertainment is what sponsors want	major sports deals Netflix has already made — this package is next

Sports Still Drives Mass Fandom

Football commands 41% of U.S. adult viewership. Sports-adjacent programming inherits that audience gravity — no other category matches it.

Streaming Sports Consumption Is Rising Fast

U.S. sports streamers are projected to exceed 90M+ by 2025. The capture window is open — and closing.

Platforms Need Premium Advertiser-Friendly Content

With Netflix ad revenue surpassing $1.5B in 2025, sports-entertainment is exactly what premium sponsors want.

Netflix Is Expanding Into Sports-Adjacent Content

From live events to WWE Raw, this package fits directly into their strategic expansion — right now.

Why This Package Matters

One Biopic. One Game Show. One Exclusive Franchise Window.

Touchdown on Wall Street — The Biopic

The Cleveland Gary story. From first-round NFL draft pick and LA Rams star to Wall Street financier. A premium sports-meets-finance narrative with built-in cultural authority and crossover audience appeal.

Beyond Sports — The Game Show

A broad-audience sports game show hosted by Cleveland Gary. Repeatable format, co-viewing appeal, sponsor integration, and international adaptation potential.

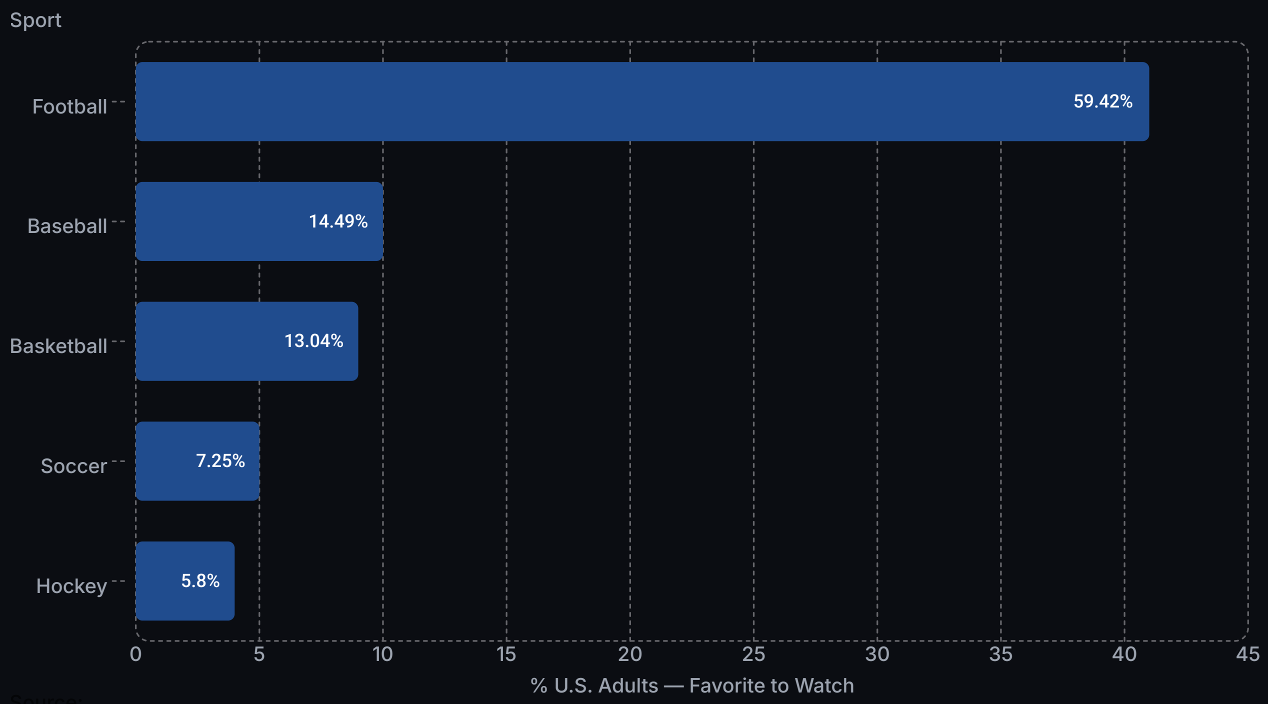
Together — One Exclusive Franchise Window

A biopic that builds the brand and a game show that scales it. Stronger combined rights value, broader monetization surface, and a franchise architecture neither property creates alone.

The package is worth more together than either title alone — and the exclusive window is what makes it defensible.

NFL Dominance as the Foundation

The Biggest U.S. Sports Category Creates the Strongest Commercial Foundation



Source:

Football remains the strongest mass-fandom sport in the U.S. — by a 4x margin.

41%

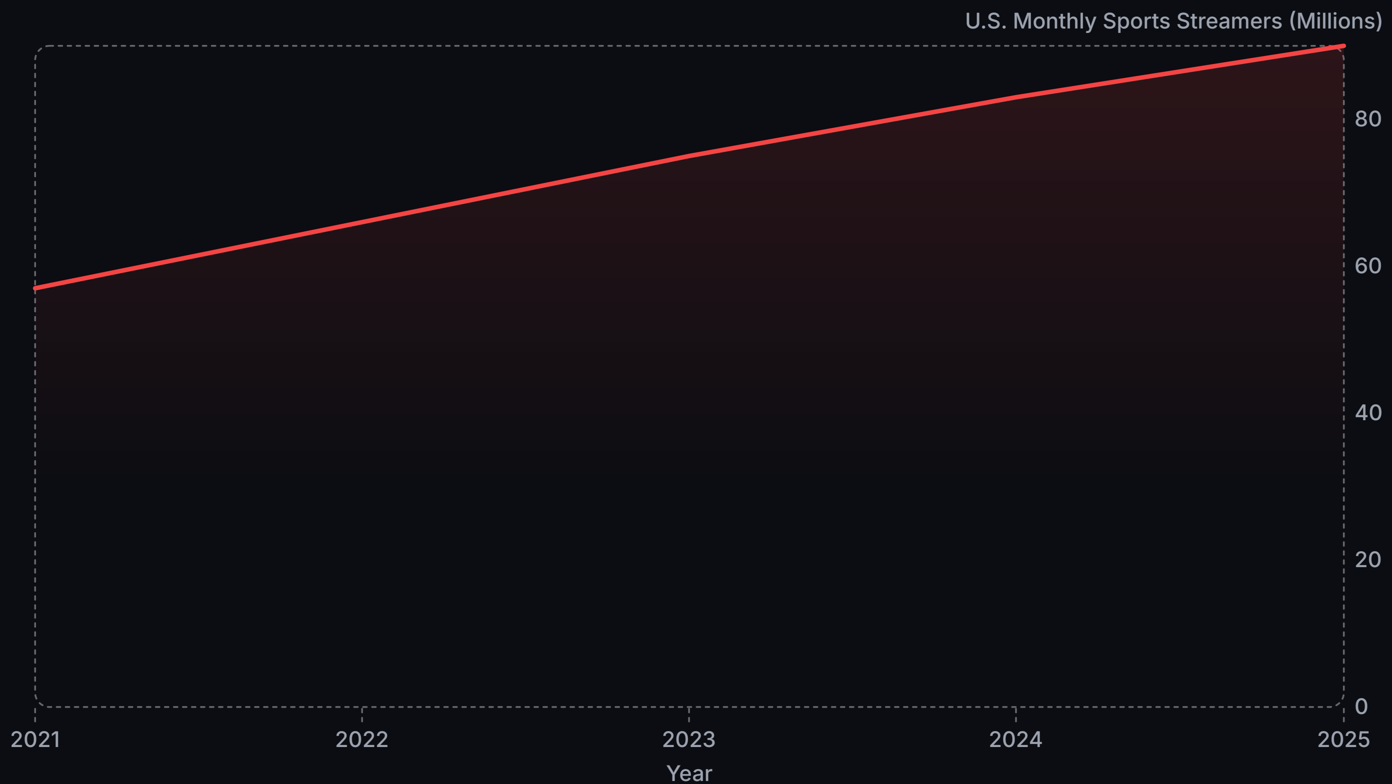
Football — U.S. Adults' Favorite Sport to Watch

- 4x the audience preference of its nearest rival
- NFL culture = the most commercially powerful sports category in the U.S.
- Touchdown on Wall Street is built inside this ecosystem — not adjacent to it

No other sport comes close. Football is the commercial foundation this package is built on.

Sports Streaming Growth

Sports Streaming Growth Is Expanding the Exact Market This Package Targets



The audience for streamed sports continues to expand — 58% growth in four years.

57M

2021 Baseline

90M+

2025 Projected

58% growth in four years. The audience for streamed sports continues to expand — and the most commercially productive phase is still ahead.

A 3-year window acquired now captures the peak of this expansion cycle.

Why Netflix — Not the Other Streamers

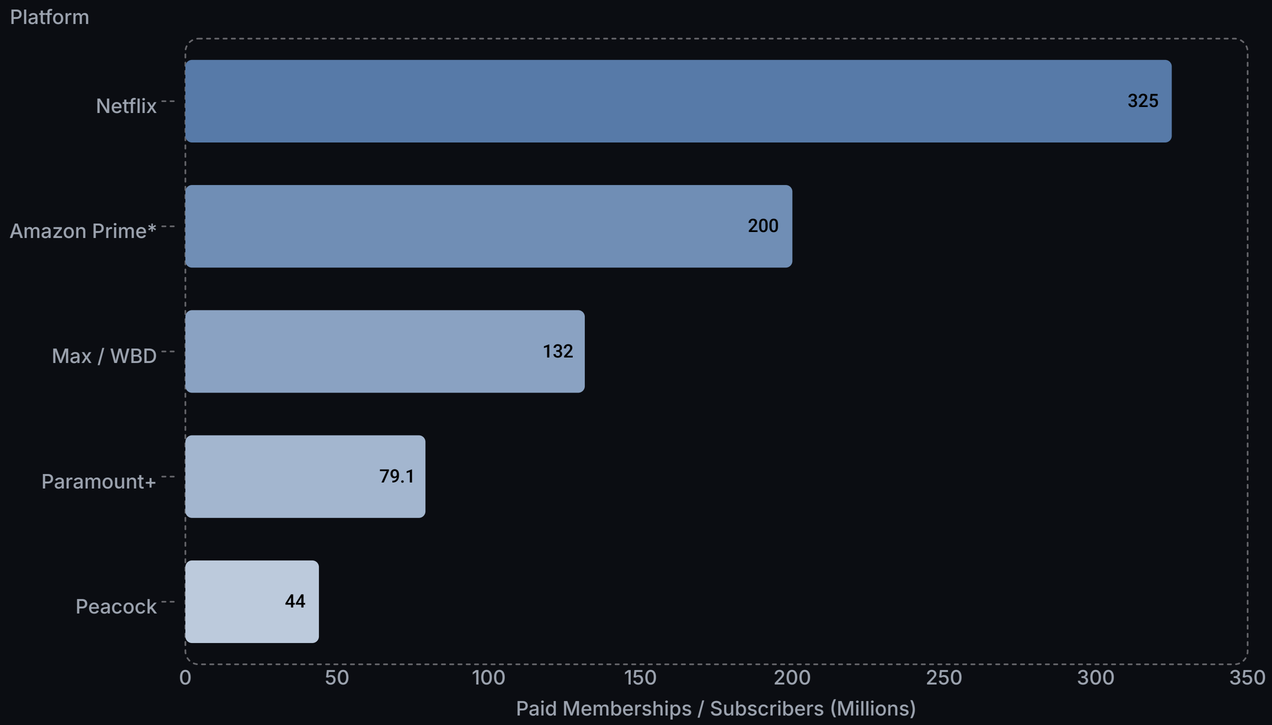
Netflix Is the Best Strategic Home — Even Against Strong Alternatives

Platform	Scale / Reach	Sports Position	Strategic Fit	Why Netflix Still Wins
Netflix	325M paid memberships; 190M+ ad-supported MAU	Growing rapidly — NFL, boxing, WWE, live events	Premium brand + global distribution + ad monetization engine	**Strongest balance of scale, ad monetization, and prestige brand positioning**
Amazon Prime	200M global monthly ad-supported; 130M U.S. monthly	Strong — Thursday Night Football, live rights	High reach but diffuse brand; retail-focused ecosystem	Huge reach, but diffuse brand — less focused home for a prestige franchise
Max / WBD	131.6M streaming subscribers	Moderate — NBA rights pending	Credible but lacks sports-franchise momentum	Real scale, but weaker sports-franchise momentum and alignment
Paramount+	79.1M subscribers	Credible — NFL CBS, Champions League	Sports-heavy but materially smaller platform	Credible in sports, but materially smaller audience ceiling
Peacock	44M paid subscribers	Sports-heavy — NFL, Olympics, Premier League	Sports-forward but limited paid scale	Sports-heavy, but smallest paid base — limited long-term upside

Netflix is the only platform that combines global scale, an accelerating ad business, and the brand to serve as the permanent home of a premium franchise.

Platform Scale Comparison

Netflix Combines the Strongest Audience Scale With the Cleanest Strategic Fit



325M

Paid Members

$1.5B+

Ad Revenue (2025)

190M+

Ad-Supported MAU

***Amazon figure reflects global monthly ad-supported reach (200M) — not directly comparable to paid membership figures.**

Netflix combines the strongest audience scale with the cleanest strategic fit.

> Netflix combines the strongest audience scale with the cleanest strategic fit — and the ad business to monetize it.

Cleveland Gary Makes the Franchise Credible

Athlete-Rooted Authority. Host Trust. Sponsor Authenticity.

Athlete-Rooted Authority

A first-round NFL draft pick who led the league in rushing touchdowns. He belongs in this world — and audiences know it instantly.

Host Trust & On-Camera Legitimacy

Audiences engage differently when the host has lived the story. Gary's credibility is earned — not manufactured. That difference is visible on screen.

Sponsor & Audience Authenticity

67% of culturally aligned audiences pay more attention to ads that reflect their world. Gary activates that response for every sponsor in the package.

1st Round	1990	1,125	UM HOF
NFL Draft Pick	NFL Rushing TD Leader	Rushing Yards, 1992	Sports Hall of Fame

Touchdown on Wall Street

The Cinematic Biopic: From the Gridiron to the Boardroom

The Story

An inspiring journey of elite transition. Cleveland Gary's life story moves from the high-stakes environment of the NFL to the complex world of high finance and entrepreneurship.

Target Audience

Sports fans, ambitious professionals, and audiences who appreciate powerful transformation stories. A premium, character-driven narrative with broad cross-demographic appeal.

Themes of Success

Hard-won grit, strategic adaptation, and financial mastery. The film highlights Gary's work as a financier and his roles founding ECRID, BSCPeeps, and various shopping networks.

A Legacy of Excellence

From a first-round NFL draft pick at the University of Miami to a Wall Street pioneer, this is the ultimate portrait of a multifaceted career.

15 TDs
1990 League Leader

1,125
1992 Rushing Yards

Impactful Milestones

- LA Rams standout: 1989-1995
- Fintech and media entrepreneur
- Founder of ECRID and BSCPeeps
- Visionary in health-tech commerce

Beyond Sports

The Volume Engine — Repeatable, Scalable, Sponsor-Friendly, Globally Adaptable

Repeatable Watch Pattern

Weekly or recurring format builds habitual audience return. Co-viewing drives group engagement and strong completion rates.

Broad Demographic Reach

Families, fans, casual viewers — the widest possible audience base. Host-led familiarity drives loyalty across a full season run.

Deep Sponsor Integration

Title sponsorships, segment naming rights, product placement — organic integration without disrupting the viewer experience.

International Adaptation Potential

Game show formats adapt across languages and markets. A format asset with global rollout value across Netflix's 190+ country footprint.

Cleveland Gary as the Volume Anchor

The trusted, recurring host audiences return to. Warmth, credibility, and on-screen authority — the qualities that make a game show format work at scale.

3M–6M
Base Case Views

7M–10M+
Upside Case Views

Beyond Sports is the repeatable volume engine. Touchdown on Wall Street is the prestige signal. Together, they cover the full commercial spectrum.

Why the Two Titles Are More Valuable Together

Together, the Package Is Worth More Than the Sum of the Titles

Touchdown on Wall Street

- Prestige & authority
- Premium audience
- High-CPM sponsors
- Business-athlete crossover
- Platform brand elevation

Combined Value

- Stronger rights value
- Broader monetization
- Wider sponsor appeal
- Franchise expansion upside
- One exclusive window

Beyond Sports

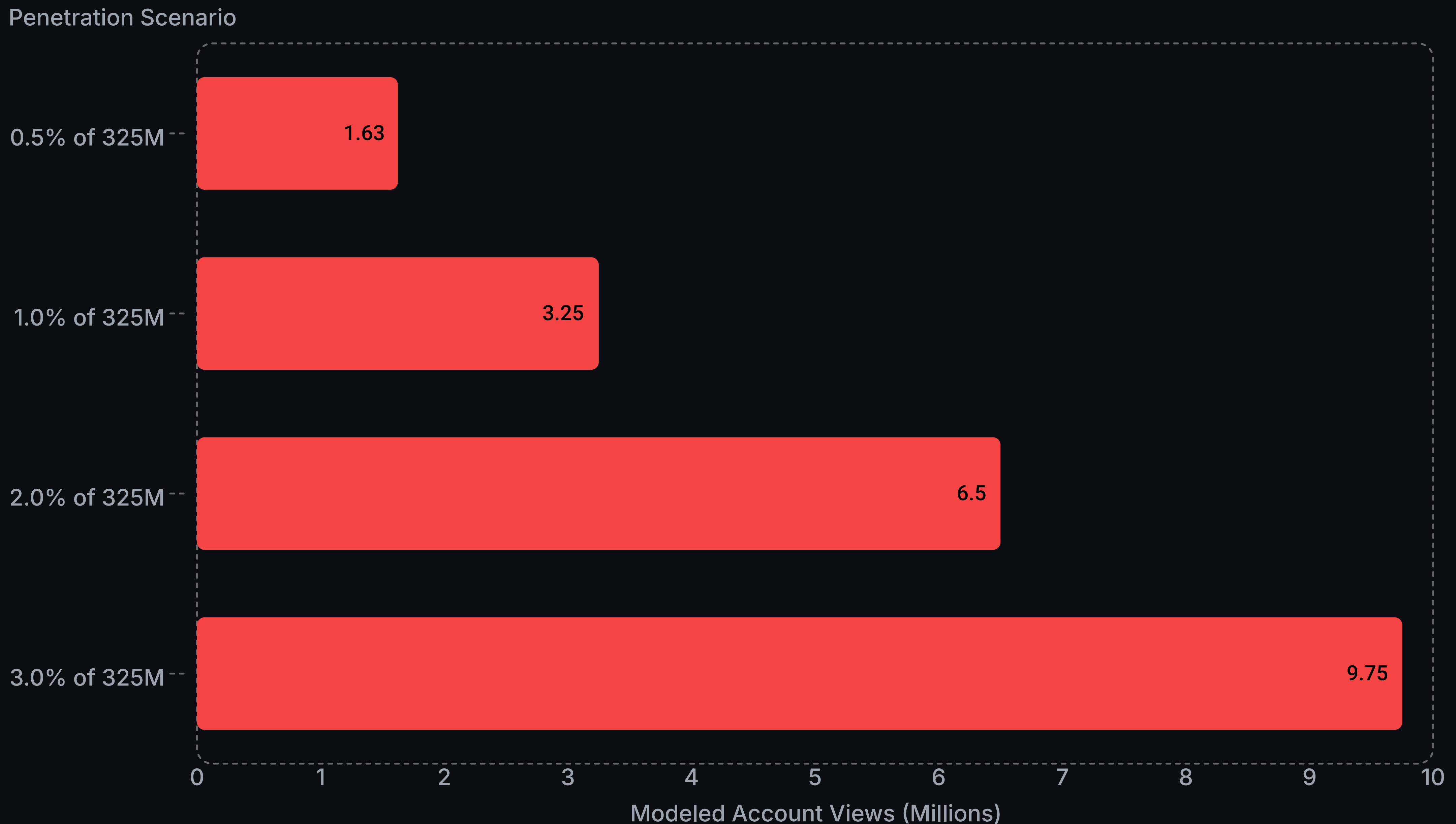
- Scale & repeatability
- Broad audience reach
- Co-viewing & weekly return
- Deep sponsor integration
- International adaptation

No single show achieves what the package delivers. This is a franchise-level exclusive — not two individual titles.

Modeled Audience Capture on Netflix

Even Modest Netflix Penetration Produces a Multi-Million Viewer Launch

1.6M	3.25M	6.5M	9.75M
0.5% Penetration	1% Penetration	2% Penetration	3% Penetration



At 1%, this franchise reaches more viewers than most cable series at peak. At 3%, it enters franchise-defining scale. All figures are modeled scenarios, not guaranteed performance.

Projected Audience Range by Property

The Two Properties Deliver Different Audience Curves — Which Is Exactly Why the Package Works

1.5M–3.5M → 4M–...

Touchdown on Wall Street

Prestige audience. High CPM. Narrow but high-value.

3M–6M → 7M–10M+

Beyond Sports

Volume audience. Broad reach. Repeat engagement.

Touchdown on Wall Street

Prestige · Narrow · High-Value

- Premium audience quality — commands highest CPMs
- High-value demographics: finance, enterprise, luxury
- One-time event viewing with strong critical positioning

Beyond Sports

Volume · Broad · Repeatable

- Repeat engagement and weekly viewing patterns
- Broad demographic reach across age and income
- Deep sponsor integration across every episode

Combined base case: 4.5M–9.5M account views. Upside: 11M–16M+ across the franchise. All figures are modeled scenarios, not guaranteed performance.

Why $500M Is the Minimum Floor

$500M Is the Floor for the Window — Not the Price of the IP Forever

1. Exclusive Streaming Rights Value

Control of the platform window during the most commercially valuable 3-year launch period.

2. Competitive Lockout Value

Amazon, Max, Paramount+, and Peacock are shut out of the package entirely during the full term.

3. Platform Branding Value

Netflix becomes the exclusive home of the franchise throughout the term.

4. Audience Capture Value

On a 325M-member platform, even 1% penetration delivers 3.25M account views.

5. Ad and Sponsor Monetization Value

Premium inventory across financial services, luxury, and enterprise tech anchors Netflix's $1.5B+ ad business.

6. Renewal and Franchise Option Value

Three years of performance data and first-mover advantage before any renegotiation.

$500M is the minimum floor for exclusive control of the 3-year window, not the perpetual value of the underlying IP.

The Cost of Waiting

Delay Is Not Neutral. Every Quarter Netflix Waits, Value Leaves the Table.

Missed Exclusive-Window Value

Every quarter of delay reduces the amount of time Netflix controls the most commercially valuable launch period. That time cannot be recovered.

Missed Sponsor and Ad Inventory

Delayed launch means delayed monetization. Premium sponsor integrations, ad inventory, and platform-supported revenue all start later.

Missed Audience Capture and Habit Formation

Early viewers build franchise attachment. Waiting delays the audience relationship that compounds into long-term platform value.

Higher Future Rights Cost

If the franchise proves itself or competing buyers enter, the price of exclusivity rises. First-mover pricing is the most efficient pricing.

Increased Competitive Platform Risk

Delay creates space for another buyer to capture the category position — forcing Netflix to respond from behind at higher cost.

Lost First-Mover Advantage

The earlier Netflix secures the window, the more value it captures from platform ownership, brand association, and franchise positioning.

Every quarter Netflix waits, it leaves exclusive-window value, sponsor inventory, and strategic positioning on the table.

Why the Rights Structure Works

Netflix Gets the Window. The Creators Keep the Asset.

Netflix Gets

- Exclusive 3-year streaming window
- Full competitive lockout — all rival platforms
- "Home of the franchise" platform branding
- Ad and sponsor monetization rights during the term
- Audience data and performance intelligence
- First-mover advantage on renewal or expansion

Creators Retain

- Full IP ownership — shows, formats, characters
- All sequel, spinoff, and remake rights
- Post-term licensing and partnership rights
- Long-term franchise control and upside
- Format rights for international adaptation
- Permanent ownership of the underlying asset

This is the standard architecture for premium sports rights deals. Platforms pay for windows — not underlying assets. Netflix is being invited into exactly that model.

Strategic Close

Netflix Is Not Buying Content. It Is Locking Down a Premium Sports-Entertainment Window.

The sports-entertainment category is not waiting. The window is open now.

325M Members. Premium Audience Scale.

Even 1% penetration delivers 3.25M account views. The math is favorable at every level.

Prestige Plus Volume. One Franchise.

Two properties. Two audience curves. One exclusive package no rival can replicate quickly or credibly.

The Window. Not the IP.

Netflix controls the most commercially valuable 3-year launch period — without acquiring the underlying asset.

Netflix does not need to own the IP. It only needs to own the window.

One Show Sells Credibility. One Show Sells Volume. Netflix Needs Both.

> "Netflix does not need to own the IP. It only needs to own the window."

The sports-entertainment category is not waiting. The window is open. The question is who controls it.

Appendix

Supporting Market Data, Rights Logic, and Commercial Rationale

APPENDIX A

Why Netflix Wins This Deal Over Every Other Streamer

A Comparative Framework — Platform by Platform

Platform	Scale / Reach	Sports Position	Strategic Fit	Why Netflix Still Wins
Netflix	325M paid members; 190M+ ad-supported MAU; $1.5B+ ad revenue	NFL, boxing, WWE Raw, live events — rapidly expanding	Premium global brand + largest paid base + scaling ad engine	**Only platform combining global scale, ad monetization, sports credibility, and prestige positioning**
Amazon Prime	200M global monthly ad-supported; 130M U.S.	Strong — Thursday Night Football exclusive	Massive reach, diffuse retail ecosystem	High reach, but less focused home for a prestige franchise
Max / WBD	131.6M subscribers globally	Moderate — NBA rights, HBO sports heritage	Strong content brand, weaker sports-franchise momentum	Real scale, but smaller footprint and weaker sports alignment
Paramount+	79.1M subscribers globally	Credible — NFL on CBS, Champions League	Sports-forward, materially smaller paid base	Right category, wrong scale — ceiling is lower
Peacock	44M paid subscribers	Sports-heavy — NFL, Olympics, Premier League	Sports-positioned, smallest paid base in the set	Insufficient scale and brand prestige for a franchise-level exclusive

The conclusion is not close. Netflix is the only platform that delivers global scale, an accelerating ad business, and the brand to serve as the permanent home of a premium franchise.

APPENDIX B

How the 3-Year Exclusive Window Creates Premium Value

Rights Architecture — The Window Itself Is the Asset

Exclusivity — Full Term

No competitor can carry, license, or sub-license these properties during the 3-year window. Two premium NFL-adjacent properties removed from the competitive landscape entirely.

Launch Phase Control

Netflix owns the highest-value launch period — first-mover positioning, audience relationship formation, and early sponsor category lock-in.

Platform Branding & Monetization

"Home of the franchise" branding throughout the term. 190M+ ad-supported MAU globally — the monetization infrastructure already exists.

Performance Intelligence

Three years of audience behavior data, sponsor response metrics, and franchise economics — a privileged position for renewal negotiations.

Renewal & Expansion Option

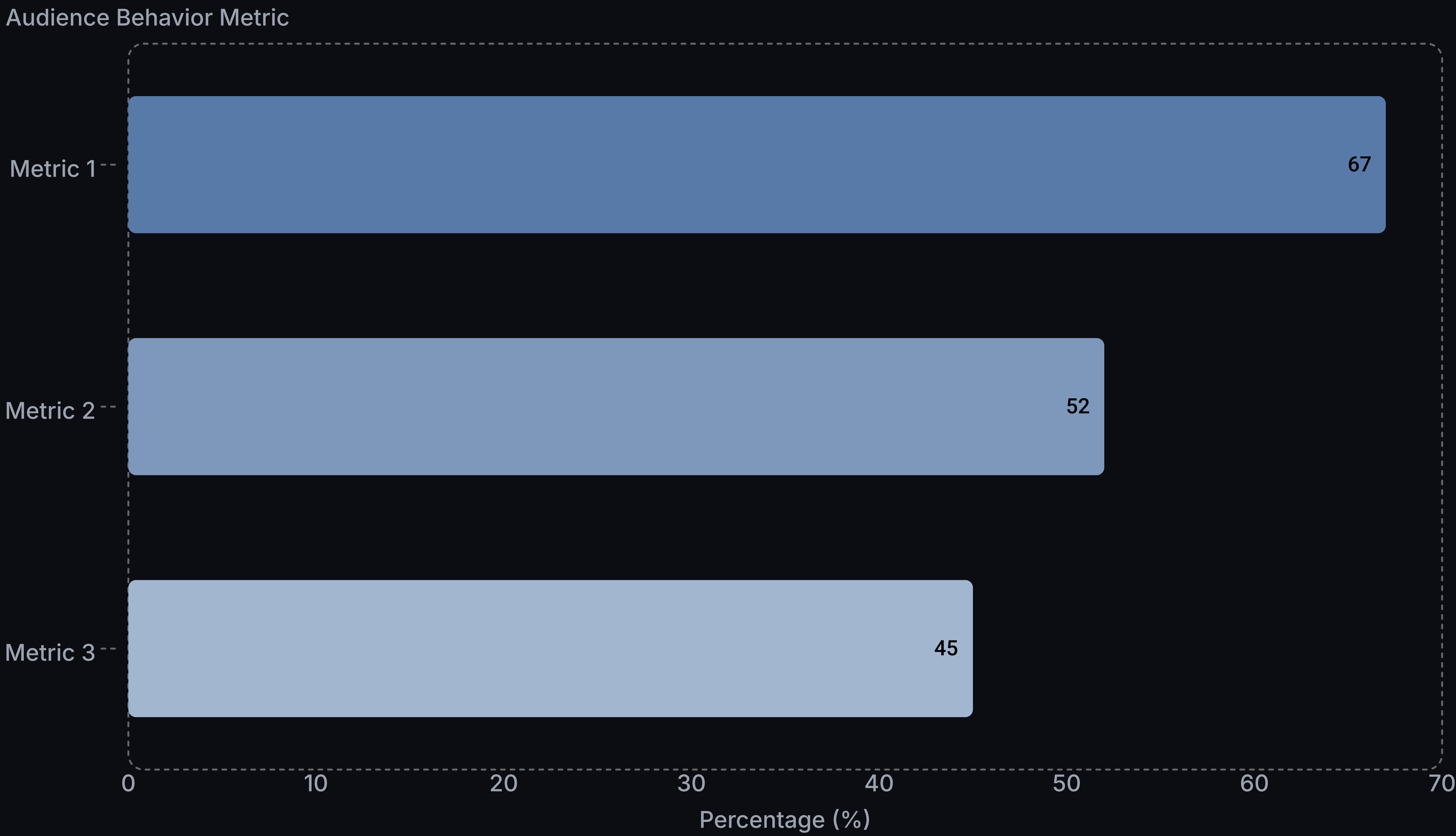
Netflix holds the relationship, the audience data, and first-mover advantage. Proven performance before any renegotiation.

Netflix does not need to acquire the underlying IP to capture this value. The window is the asset. The structure is the deal.

APPENDIX C

Why Athlete-Rooted IP Commands More Commercial Value

Authenticity Improves Sponsor Relevance and Audience Response



① 67% — Black audiences pay more attention to ads that reflect their culture
② 52% — Culturally aligned audiences are more likely to purchase from creator-fandom brands
③ 45% — Overall audiences are more likely to purchase from creator-fandom brands

Culturally credible hosts drive materially stronger sponsor response.

Authenticity

Athlete-rooted properties feel more genuine to fans than celebrity-adjacent formats

Trust

Hosts with real sports credentials increase audience trust and content credibility

Sponsor Fit

Stronger alignment between talent and category improves sponsor effectiveness

Audience Connection

Culturally resonant partnerships improve engagement and completion rates

Monetization Upside

Cleveland Gary increases the commercial credibility of both properties — and every sponsor conversation around this package

Cleveland Gary is not a celebrity attachment. He is the authenticity engine that makes every commercial conversation around this package more credible.

APPENDIX D

Why Delay Costs Netflix More

First-Mover Economics Are the Most Efficient Economics

If Netflix Acts Now

- Exclusive control of the full 3-year window
- Strongest launch-period value — before market pricing adjusts
- First-mover platform positioning and brand association
- Earlier sponsor monetization and ad inventory activation
- Earlier audience capture and franchise habit formation
- Cleaner renewal leverage and franchise option value

If Netflix Delays

- Higher acquisition cost once traction is proven elsewhere
- Fragmented alternatives — no equivalent package available
- Competitor platform captures category positioning first
- Slower path to category ownership and franchise equity
- Lost monetization time across the exclusive window
- Weaker economics overall — paying more for less control

The economics are strongest before the market fully prices the opportunity.