

Fresh Air Clean Water(501.C3) Presents :

Planet Horizon: Content Distribution Plan

The strategic distribution plan for Planet Horizon, is a hybrid concert /immersive video experience that merges live performance with immersive AR technology and Communal Singing. This plan outlines multiple pipelines for reaching audiences, including a Pyramid based distribution model: starting in larger concert stye experiences then transitioning to Pop-up touring models. Planet Horizon will be touring the world and creating impressions for years. We will continue to rotate diverse funding sources as it deploys globally. With each tiered tour having additional partners and comprehensive marketing initiatives. There will be a parallel Educational Streaming Video Series. The goal is to maximize impact and engagement by harnessing the power of immersive technology, educational content, and strategic partnerships.



by Bruce Long

Planet Horizon Immersive:

Distribution Strategy

Planet Horizon Immersive will be distributed through a multifaceted approach, leveraging a tiered system to reach a wide audience. This strategy includes live concert experiences with immersive UV glasses, pre-recorded concerts for various venues, and a compelling video companion series.

Tier 1: Live Concert & Screens

(5-10,000 seat auditoriums)

Planet Horizon will launch with a series of live concerts in 10,000-seat venues, featuring immersive UV glasses that enhance the audience's visual experience. These concerts will serve as the cornerstone of the distribution plan, generating revenue through ticket sales and offering a high-impact introduction to the project.

Tier 2: Live Concert & Screens (Smaller Venues)

To expand reach, Planet Horizon will also hold concerts in smaller venues with capacities of 3,000 seats, allowing for more frequent performances and broader accessibility. These venues will provide a more intimate setting while still delivering the immersive concert experience.

Planet Horizon Immersive: Tiered Distribution Model

Planet Horizon will utilize a tiered distribution model, offering different levels of access to the immersive experience to cater to diverse audiences and market segments. This model will ensure accessibility while maintaining the value and exclusivity of the core offering.

Tier 3: Pre-recorded Concert & Screens with UV Glasses

Beyond live performances, Planet Horizon will offer pre-recorded concerts featuring immersive UV glasses, making the experience accessible to a wider audience outside of the tour dates. These recordings can be shown in smaller venues, cultural centers, and educational institutions, extending the reach of the project.

Tier 4: Pre-recorded Concert for Domes and Planetariums

Planet Horizon will also adapt the concert experience for immersive domes and planetariums, utilizing their unique projection capabilities to create a truly engaging and awe-inspiring environment. This distribution channel will open up new opportunities for reaching audiences interested in astronomy, science, and education.

Planet Horizon Immersive: Video Companion Series

The Planet Horizon immersive experience will be accompanied by a compelling video companion series, further enriching the audience's understanding of the project's themes and providing educational content.



Indigenous People's Connection

Explore the deep relationship between indigenous cultures and the planet, showcasing their wisdom, knowledge, and perspectives on environmental stewardship and interconnectedness.



Space Flight History

Delve into the history of space flight, highlighting technological advancements, scientific discoveries, and the human endeavor to explore the cosmos.



The Overview Effect

Examine the profound psychological impact of witnessing Earth from space, exploring the feelings of interconnectedness, awe, and responsibility that astronauts often report experiencing.

Planet Horizon Immersive: Geographic Reach

Planet Horizon will initially focus on a strategic global tour, targeting major markets with a strong interest in immersive experiences and educational content. The tour will include performances in the United States, Western Europe, Japan, and South Korea, ensuring maximum exposure and engagement with diverse audiences.



Planet Horizon Immersive: Funding Strategy

Planet Horizon's distribution plan is supported by a diverse funding strategy that includes a mix of ticket sales, sponsorships, and potential strategic partnerships. This diversified approach ensures financial sustainability and allows the project to reach its full potential.

Ticket Sales

Live concert ticket sales will be a primary revenue source, generating income through direct audience engagement and fostering a sense of community among attendees.

Sponsorships

Planet Horizon will actively pursue sponsorships from companies that align with its values and target audience. Potential partners include Google, AT&T, Verizon, AWS, Amazon Music, and Sony.

Planet Horizon Immersive: Marketing Plan

A comprehensive marketing plan will be implemented to promote Planet Horizon and generate excitement for the immersive experience. This plan will leverage traditional and digital channels, emphasizing targeted outreach and strategic partnerships.



Public Relations

Planet Horizon will engage with media outlets and journalists to generate positive press coverage and promote the project to a broader audience. This includes press releases, interviews, and media partnerships.



Social Media

Social media platforms will be used to build a strong online presence, engage with potential audiences, and create buzz around the project. This will involve engaging content, targeted advertising, and influencer collaborations.



Website & Digital Marketing

A dedicated website will serve as the central hub for all Planet Horizon information, providing details about the experience, tour dates, ticket sales, and educational content. Digital marketing campaigns will drive traffic to the website and promote key events.

Planet Horizon Immersive: Strategic Partnerships

Planet Horizon will seek out strategic partnerships with companies and organizations that can enhance the project's reach and impact. These partnerships will bring valuable resources, expertise, and audience access to the project, fostering mutually beneficial collaborations.

Google

A potential partnership with Google could involve integrating AI music plugins into the Planet Horizon concerts, creating unique and interactive experiences for attendees. This partnership could also leverage Google's vast digital infrastructure to expand reach and engagement.

AT&T & Verizon

Partnerships with AT&T and Verizon could leverage their "connecting people" messaging to promote Planet Horizon's themes of interconnectedness and global communication. This collaboration could involve joint marketing campaigns, content creation, and events focused on the importance of human connection and shared experiences.

AWS/Amazon Music

A partnership with AWS/Amazon Music could provide access to their cloud infrastructure, streaming services, and music distribution channels. This collaboration could facilitate the distribution of the Planet Horizon video companion series and potentially integrate music from the experience into Amazon Music's platform.

Sony

A partnership with Sony could leverage their expertise in immersive technologies, music production, and entertainment distribution. This collaboration could involve joint development of the Planet Horizon immersive experience, leveraging Sony's hardware and software capabilities to create a truly cutting-edge and engaging presentation.



Google



AT&T



Verizon



AWS



Amazon Music



Sony