

COMPANY PROFILE



RS PRODUCTIONS

Index



- The Company 3
- Asset & Media 5
- Production 9
- Distribution 11
- Communication and Distribution 13
- Immediate 14

About Us

RS Productions, founded in Milan in 2019 by an entrepreneurial group with a broad experience in the media and publishing sectors, is a **production and distribution company for audiovisual and cinema content**. The Company, together with **Portobello SpA**, owns **Web Magazine Makers**, the licensee publishing company for Italy of the historical magazines “Rolling Stone” and “Variety”.

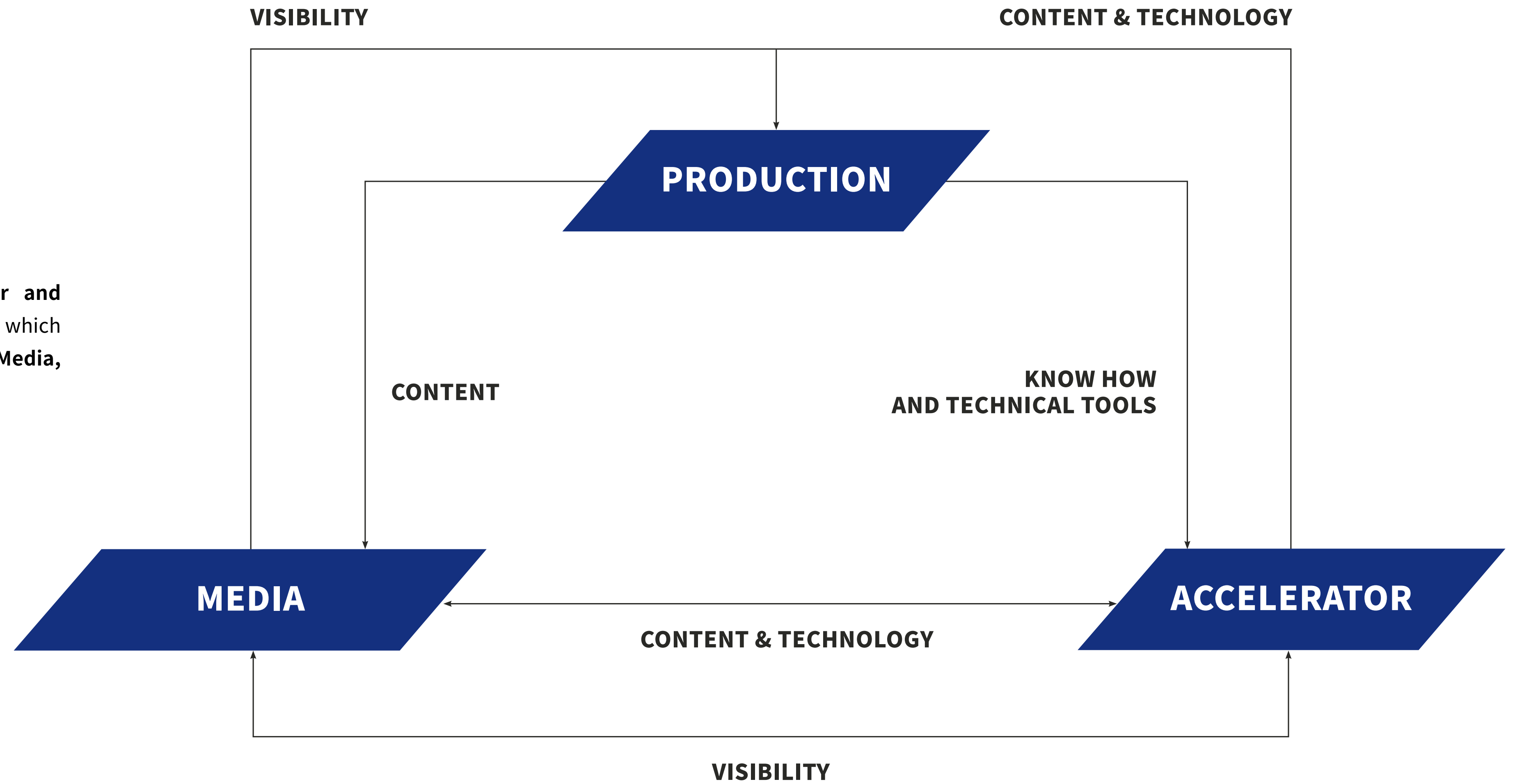
RS Productions is constantly on the cutting edge of media and entertainment market, where technologic innovation and new trends are deeply changing the way contents are consumed. The Company therefore operates through **studios equipped with the most advanced technologies** in audio-video production, enabling the development of **innovative cross-media projects**.

RS Productions made several productions in 2019, distributed by the Company itself to movie theaters in Italy and – through Amazon Prime Video – in Italy, USA, Japan, UK and Germany. In 2020 the Company has started other productions, some of which are currently in the post-production phase. Furthermore, The Company has recently earned the rights for the Italian distribution of one of the leading movies of the last cinematographic season: “The Book of Vision”, nominated for the 66th edition of the David di Donatello Awards 2021 for “BEST VISUAL EFFECTS”.



Business Model

RS Productions has developed a **circular and highly integrated business model** through which strong synergies are created between the **Media**, **Production** and **Accelerator** assets.





Asset

- Recording studios (Studios)
- Equipment
- Offices, creative and event spaces
- Productive staff and service
- Creative agency
- Network of authors, directors, ecc.
- Distribution know-how

Media

- Media and advertising spaces
- Magazines
- Portals
- Other media

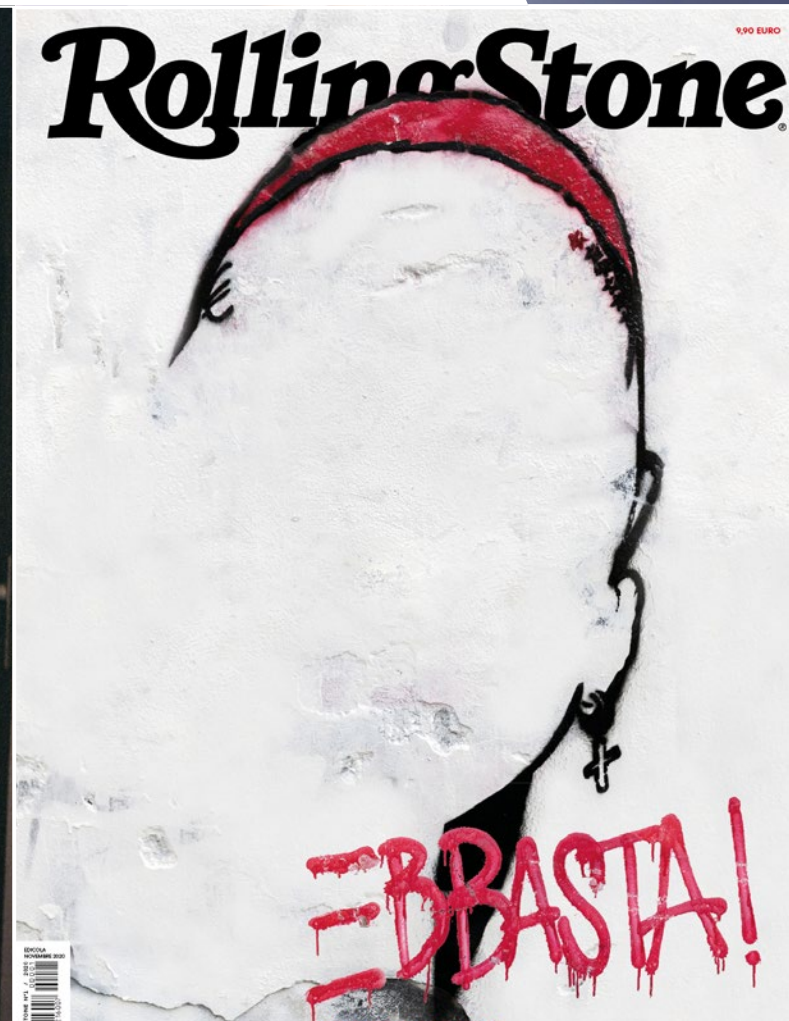
Rolling Stone Studios

Multifunctional and innovative space, able to attract and accommodate activities and initiatives related to the world of **cinema, music, entertainment**, content production and entertainment in general.

The space is located in Milan and consists of production studios equipped for recording **live shows** and **hosting events**, with **offices** and **recreational spaces**.

New spaces in the center of Milan are being set up.





Rolling Stone

Symbolic magazine of the American counterculture, founded in 1967 in San Francisco, is an undisputed and iconic reference for the world music scene. The Italian edition is a timeless and out of fashion magazine that mixes music, pop culture, cinema and TV shows, fashion and lifestyle, art, current events, sports and gaming.

Asset & Media



Variety

Founded in 1905, Variety is the most authoritative and trusted source of business news in the entertainment industry. For 115 years, the most influential leaders in the industry have relied on the legendary magazine for professional analysis and insights on movies, TV, digital, music and theater.

Distributed Productions



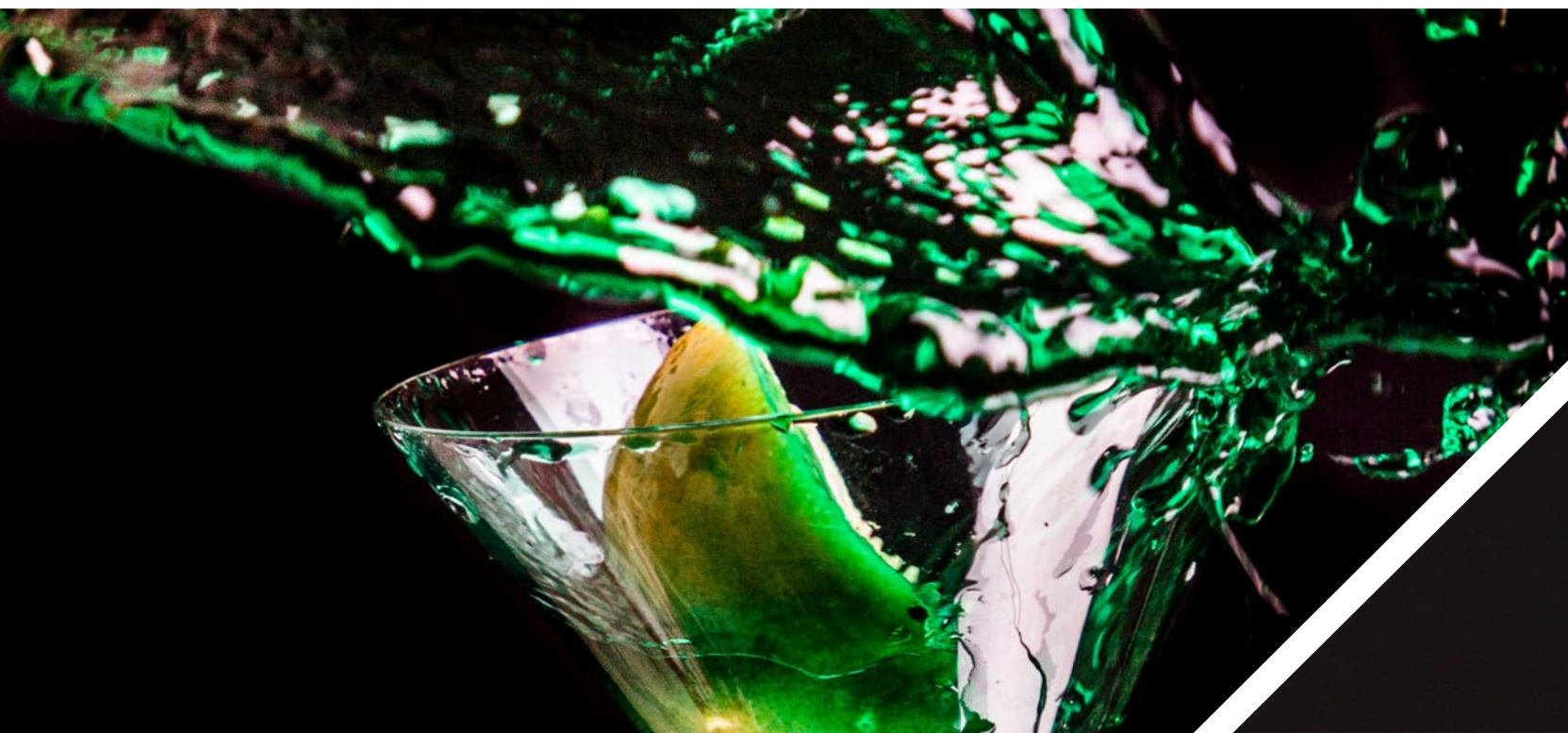
VITRUM



BORN IN THE STREET



TATTOO' S: INK IN MY SKIN



BARMAN & BARTENDERS



ALL ABOUT BEER



RSVP

Production

Coming Soon



LOCKDOWN GENERATION



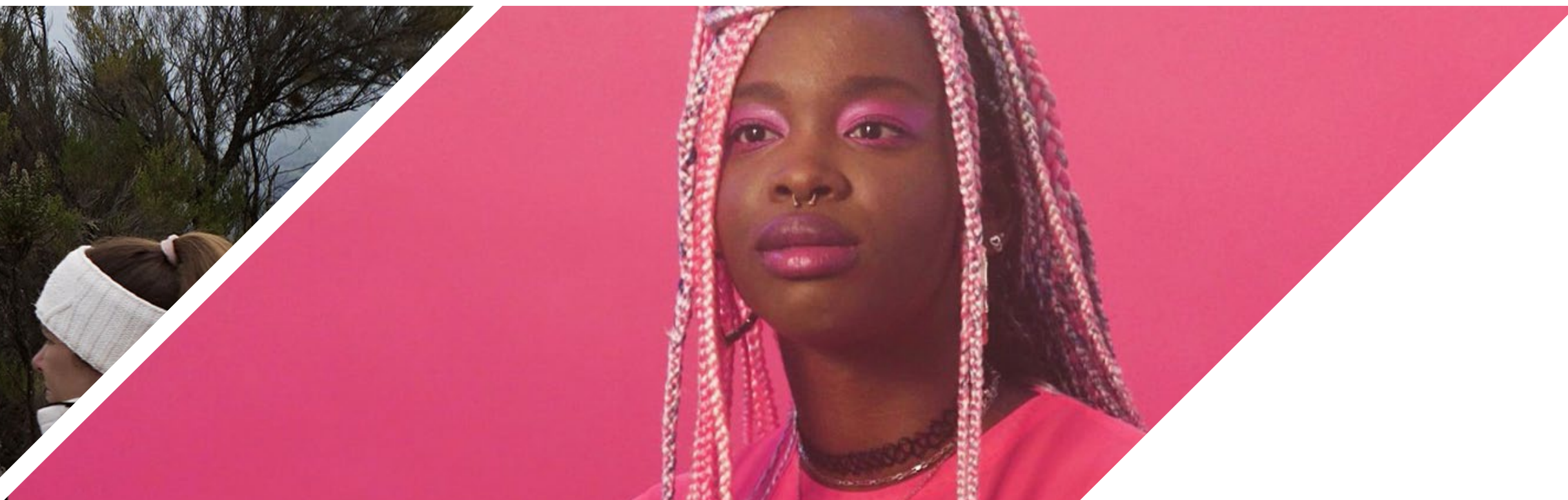
THE LION' S COURAGE



YOUNG TALENTS



SOUL TRAVEL



GENDERNET - INTERNET AND SEXUAL LIBERATION

Distribution

The Book of Vision

NOMINATED FOR THE DAVID
DI DONATELLO AWARDS 2021:

BEST VISUAL EFFECTS VFX

In competition at:

- Settimana della Critica Venezia 2020
- Sitges
- Montreal New Cinema Film Festival
- Varsavia IFF
- Istanbul IFF
- Pingyao IFF
- Riga IFF
- San Francisco IFF



THE
BOOK
OF VISION

Distribution

Credits

DIRECTED BY

Carlo S. Hintermann

SCREENPLAY:

Carlo S. Hintermann

DOP:

Joerg Widmer

RUNNING TIME:

ca 95'

PRODUCTION:

Citrullo International (IT)

Luminous Arts Productions (GB)

Entre Chien et Loup (BE)

Rai Cinema (IT)

CAST:

Charles Dance

Lotte Verbeek

Sverrir Gudnason

Isolda Dychauk

Filippo Nigro



Communication and Distribution

The first **6 documentaries** were distributed directly by RS Productions with **event releases** in the theaters of the Unici circuit throughout the country and on Amazon Prime Video in Italy, USA, Japan, UK and Germany.

The company uses its expertise and resources to promote its products:

- Digital and Social
- Press
- Outdoor
- Premiere



Immediate



IMMEDIATE

ACCELERATOR

Immediate: the first Media and Entertainment accelerator

RS Productions has created an **acceleration program for startups and scaleups** which includes technical and managerial support for a few months and provides production tools and means of communication, as well as legal, financial, marketing and coaching support during all phases of the acceleration.

The accelerator is unique on the international scene, being vertical in the **media** and **entertainment** industry and being able to take advantage of proprietary production, distribution and visibility assets.

The incubated startups and scale ups will have a strong component of innovation and a focus on the production of:

- **Innovative Contents**
- **Innovative Formats**
- **Innovative Technology**

Immediate

The selection process

The accelerator will select startups and scaleups in the following areas:

- **MEDIA:** digital media, advertising, social media, new media (both technology and ideas/innovative formats)
- **ENTERTAINMENT:** audiovisual productions, visuals, podcasts, ecc. (both technology and ideas/innovative formats)
- **GAMIFICATION:** technology and methodologies for content gamification

Scouting

The scouting activity will be supported by **Intesa Sanpaolo Innovation Center** which will side **RS Productions** and **H-Farm** both in the promotion phases of the call and in the selection of the participants.

Acceleration

Following the selection process, RS Production, together with H-FARM, will start a personalized acceleration program in which the selected startups are provided with **tools, know-how** and **financial services aimed at developing a proof of concept** of their business idea.

Immediate

1. Call for Startups

- Dedicated media launch with press conference
- Call and proactive research of national and international startups and SMEs with a focus on reference technologies
- Selection of 20 semi-finalists by Intesa Sanpaolo Innovation Center, H-FARM and RS Productions

2. Boot Camp

- 2 days of training coached by Intesa Sanpaolo Innovation Center
- One-to-One session for business model and pitch refinement

3. Deal Line Up

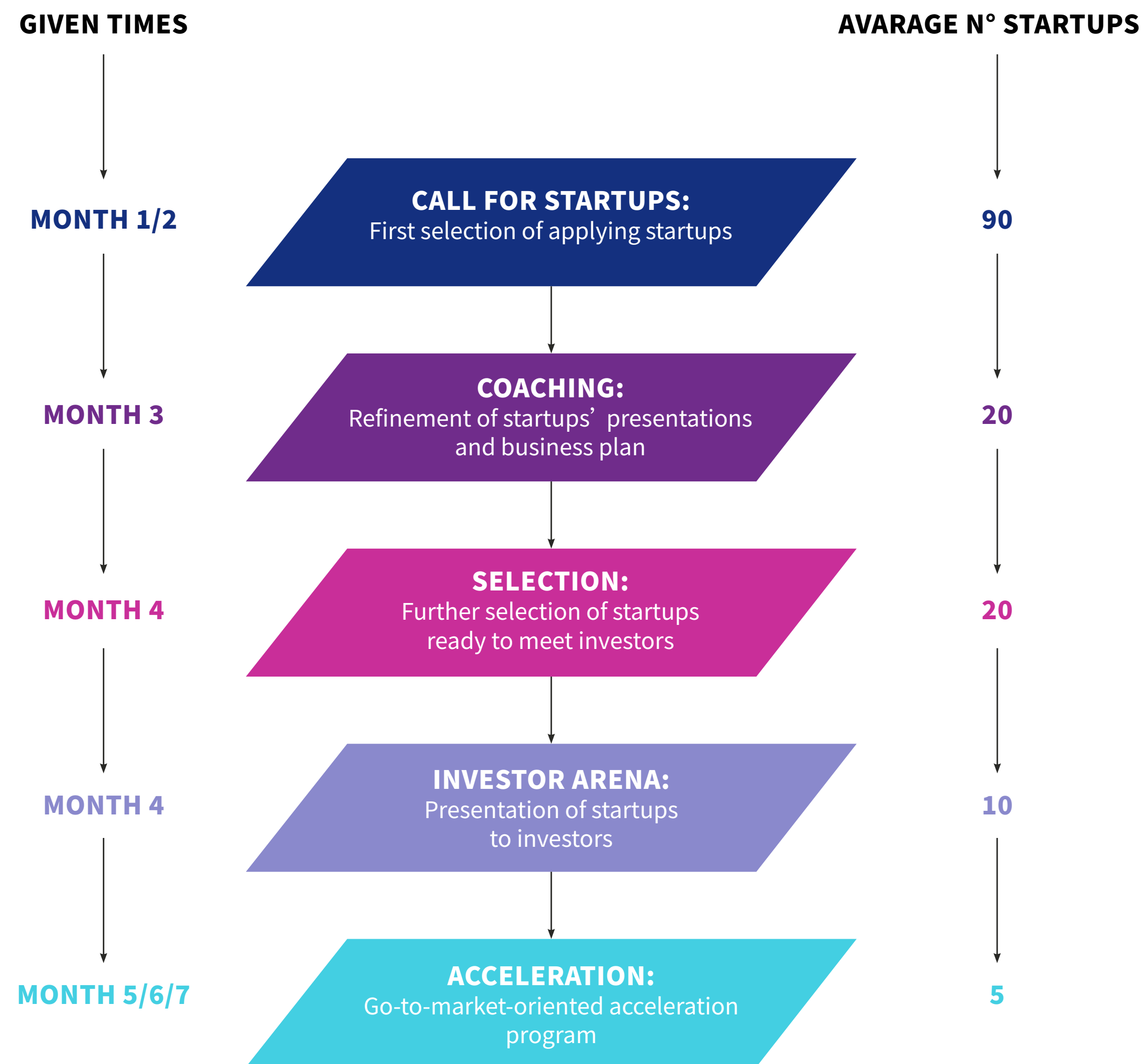
- Pitch behind closed doors in front of industry experts and finalist selection

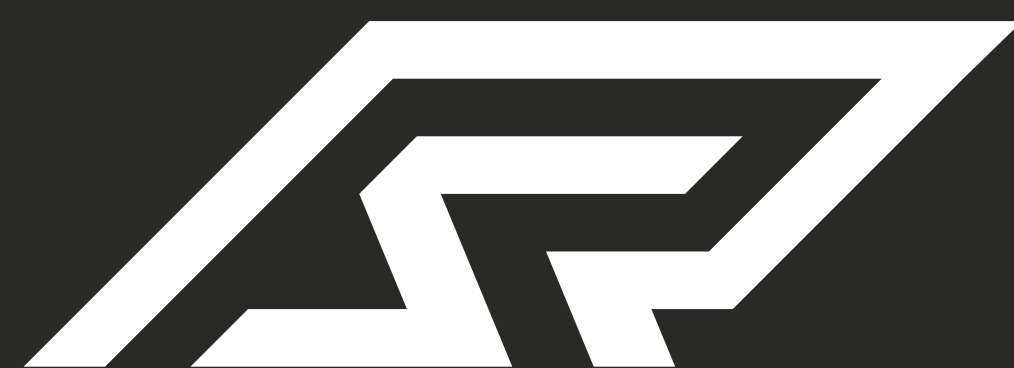
4. Final – Investor Arena Meeting

- Pitch of the finalists, Q&A and award ceremony
- Involvement of investors in the audience by Intesa Sanpaolo Innovation Center, H-FARM and RS Productions

5. Acceleration Track

- Assessment and Program Design
- Business & Solution Acceleration Track
- Content & Media Acceleration Track





RS PRODUCTIONS