



StoryFit

Minimize the pitfalls & maximize the potential of movie & TV acquisitions

You Know the Risks.

And they're big. But you didn't get into the movie business to think small. StoryFit AI delivers objective assessments of each script's commercial and critical potential by analyzing each and every story metric so that you can quickly recognize the opportunity in every story. **Like a more reliable coverage report, but in a fraction of the time.**

StoryFit is the go-to technology for rapid script coverage. We provide layers of intelligence to creative decision-makers who need to make fast, competitive acquisition and production decisions.

StoryFit leverages AI and big data to analyze and compare thousands of scripts in hours, not months. Our intelligent solutions help studios improve sales, expand reach, and gain clarity.

We put the power of artificial intelligence in your hands.

StoryFit solutions focus on Content, Performance, and Audience insights to bring you:



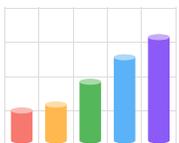
Peace of Mind

- ✓ Improve stakeholder communication with specific, supportive data
- ✓ Uncover scripts you might have missed.
- ✓ Look for data to support your "gut."



Super-charged Audience Targeting

- ✓ Gain instant recognition of key characters, scenes, and ideal audience indicators.
- ✓ Run fast with comprehensive audience details that paint a vivid picture of your ideal viewer and show why they will love the finished product.



Competitive Edge

- ✓ Save time on comp analysis.
- ✓ Act quickly and confidently on knockout scripts with comprehensive production, dialogue, and character details.
- ✓ Play to your strengths with competitive comparison views of each script.

Invigorate your content coverage with AI-powered character analysis, audience prediction, and objective plot dynamics.

Save time creating viewer personas and defining ad parameters, sourcing keyword and merchandising metadata.

Fast track identification of new opportunities, ideal reviewers, and adaptation possibilities.



Smart, strong, straightforward solutions.

StoryFit's easy-to-read script insights are super-powered coverage reports. Gain the context you need to instantly step-up your game.

Easy to Use

Intuitive, web-based platform delivers key analysis on scenes, character, plot and audience indicators.

Powerful Insights

In-depth analytics you can use for acquisition, production, and marketing decisions



Totally Adaptable: StoryFit can tailor a solution just for you.

From specific comps to audience profiles, we build to your business needs.