



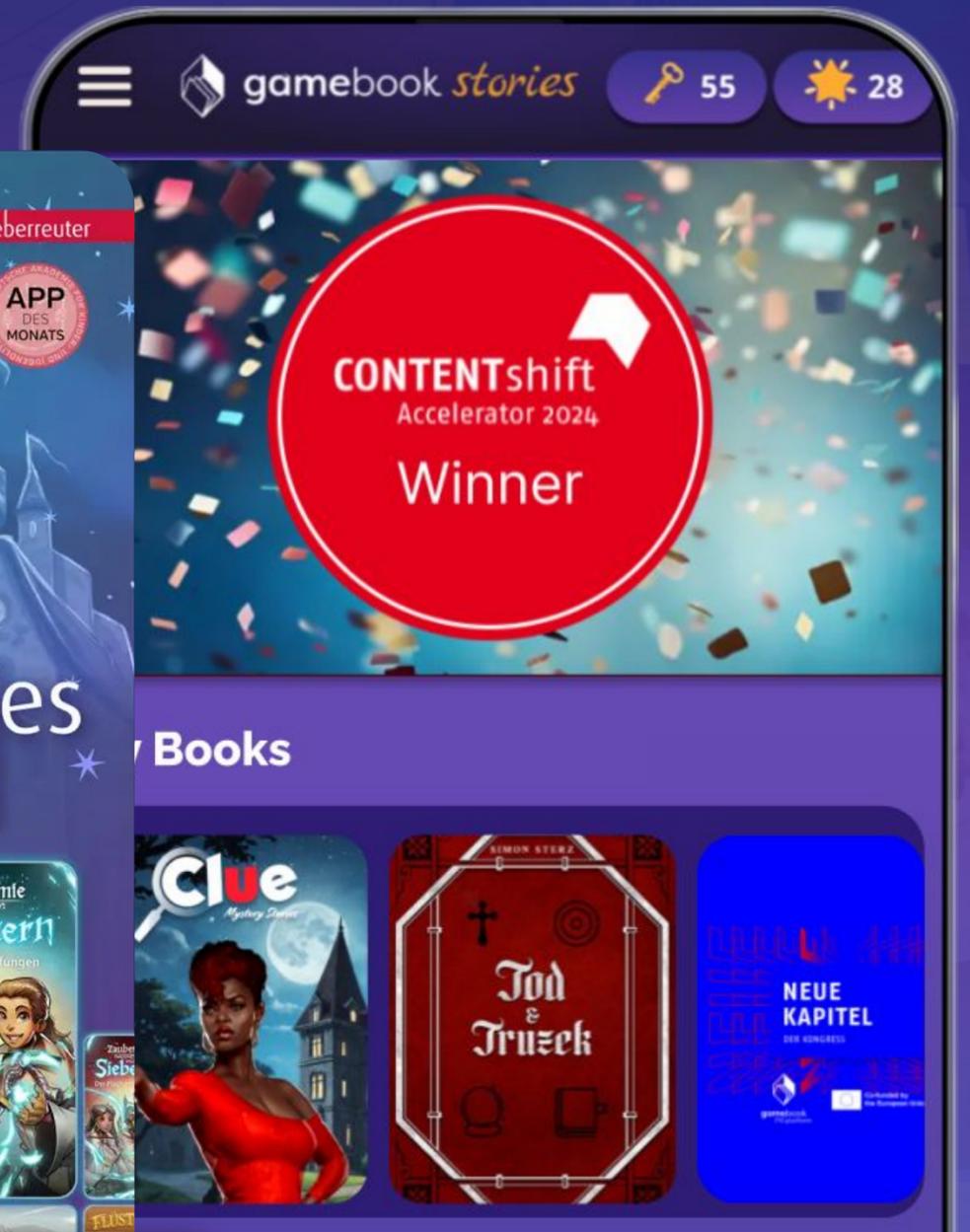
gamebook  
PICplatform

# Beyond the Screen

## Playable Story IP

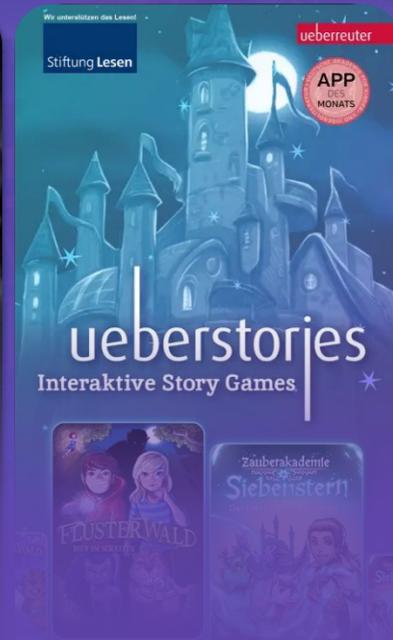
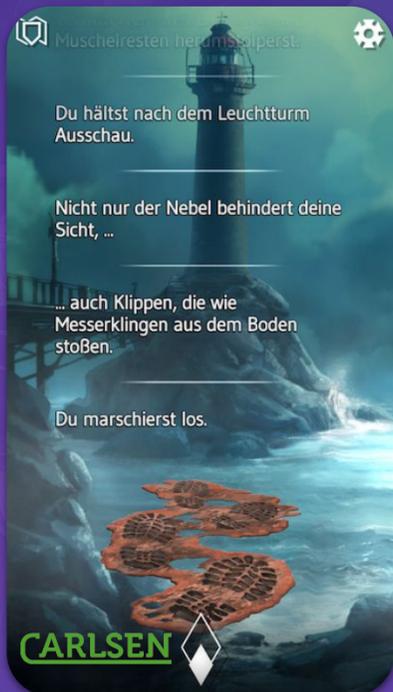
Ulrike Küchler

CEO / Founder Gamebook Studio



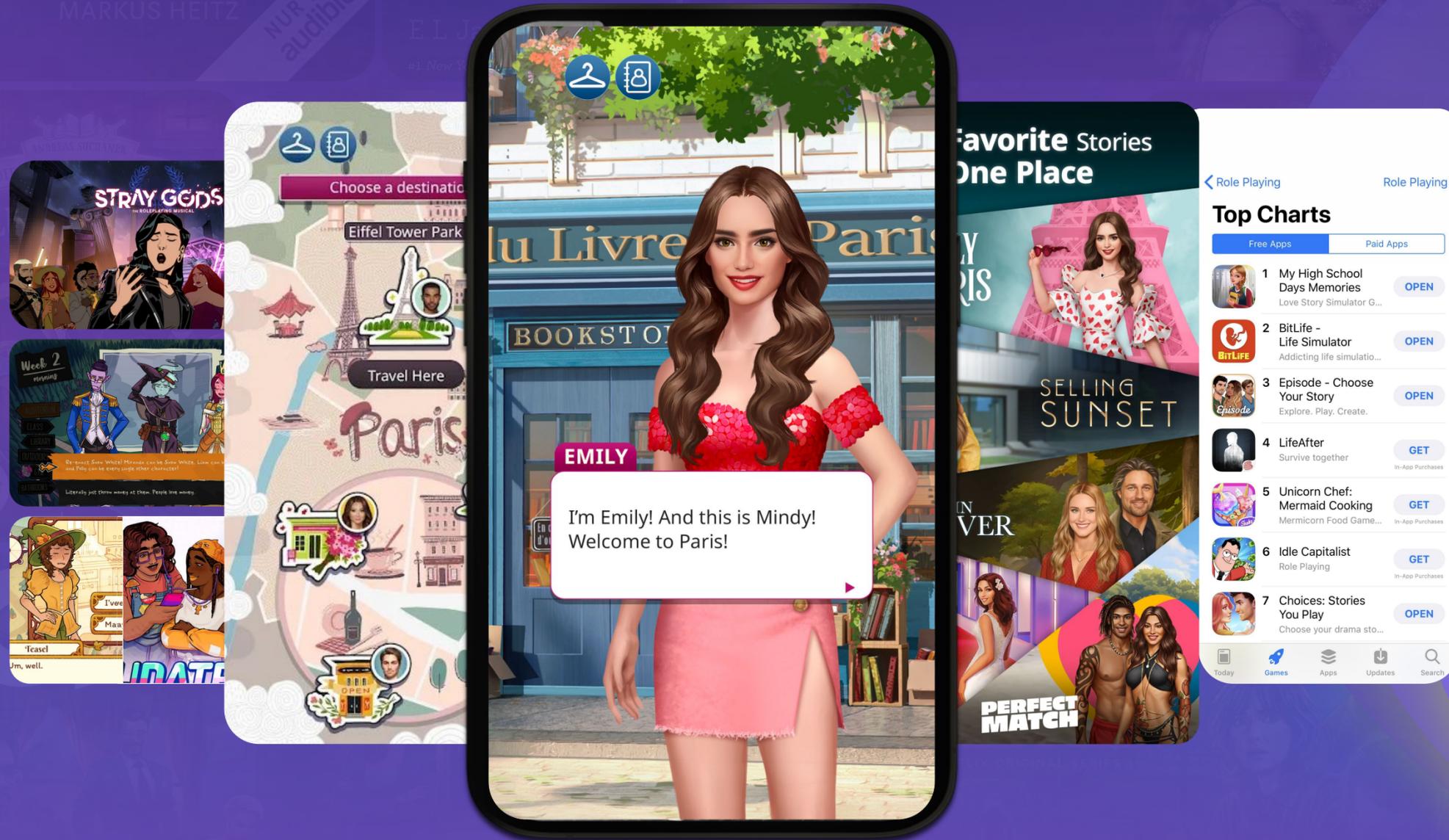
# Next Gen Stories

For audiences who won't wait for the next release



# Playable Stories

A proven global market



**\$ 12 B**

Market Size

**100 M**

Audience Reach per IP

**10.3%**

Annual Growth

**+ \$12**

Audience Spend

**+ 60 min**

Daily Story Time



**BUT**

The

**Audiovisual Industry**

is **Missing Out**

# Problem

## Long Story Gaps



6-12 Months

- 30%

Audience Loss

Engagement Loss

Popularity Drop

Release 1



Release 2



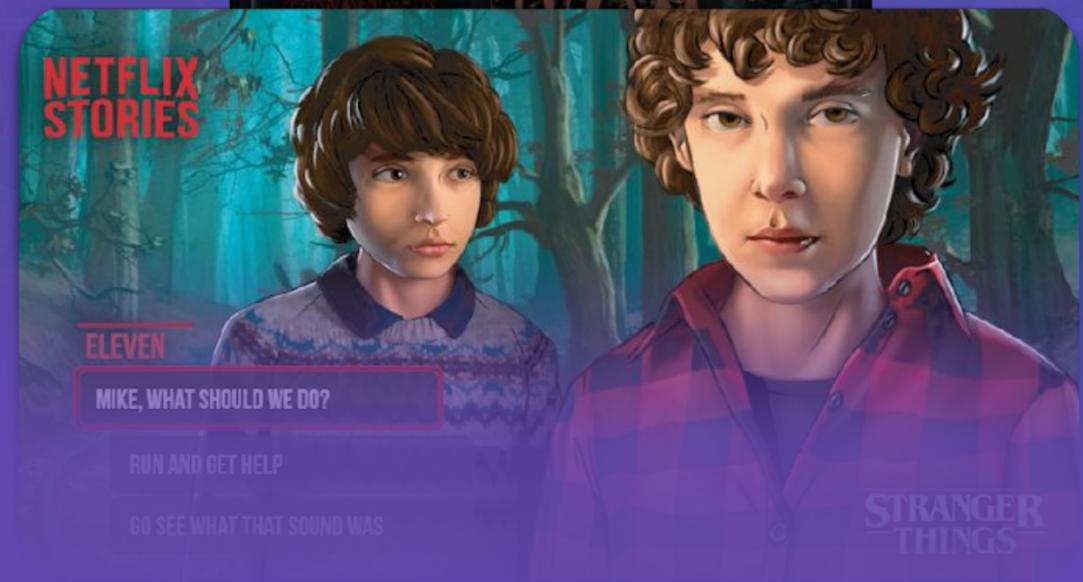
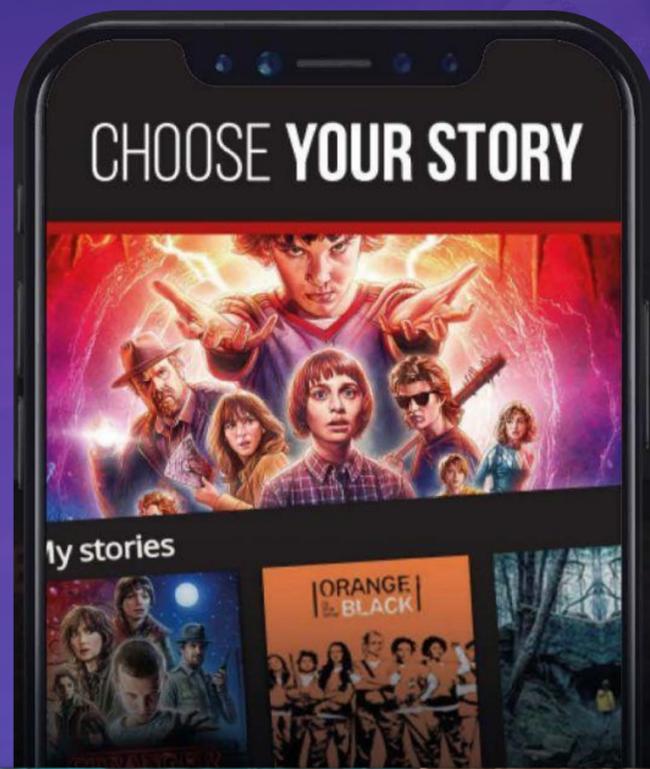
# Solution

## Between Stories

Release 1



Release 2



# Case Study

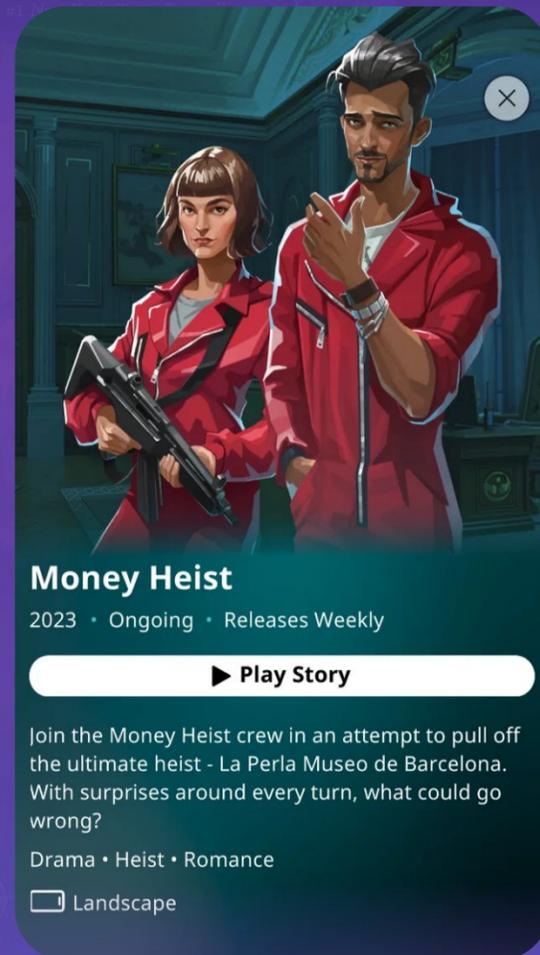
## Netflix Stories

Your Choices,  
Your Story



CHRISHELL  
What's your ideal property?

- Sunset Condo With a View.
- Malibu Beach House.



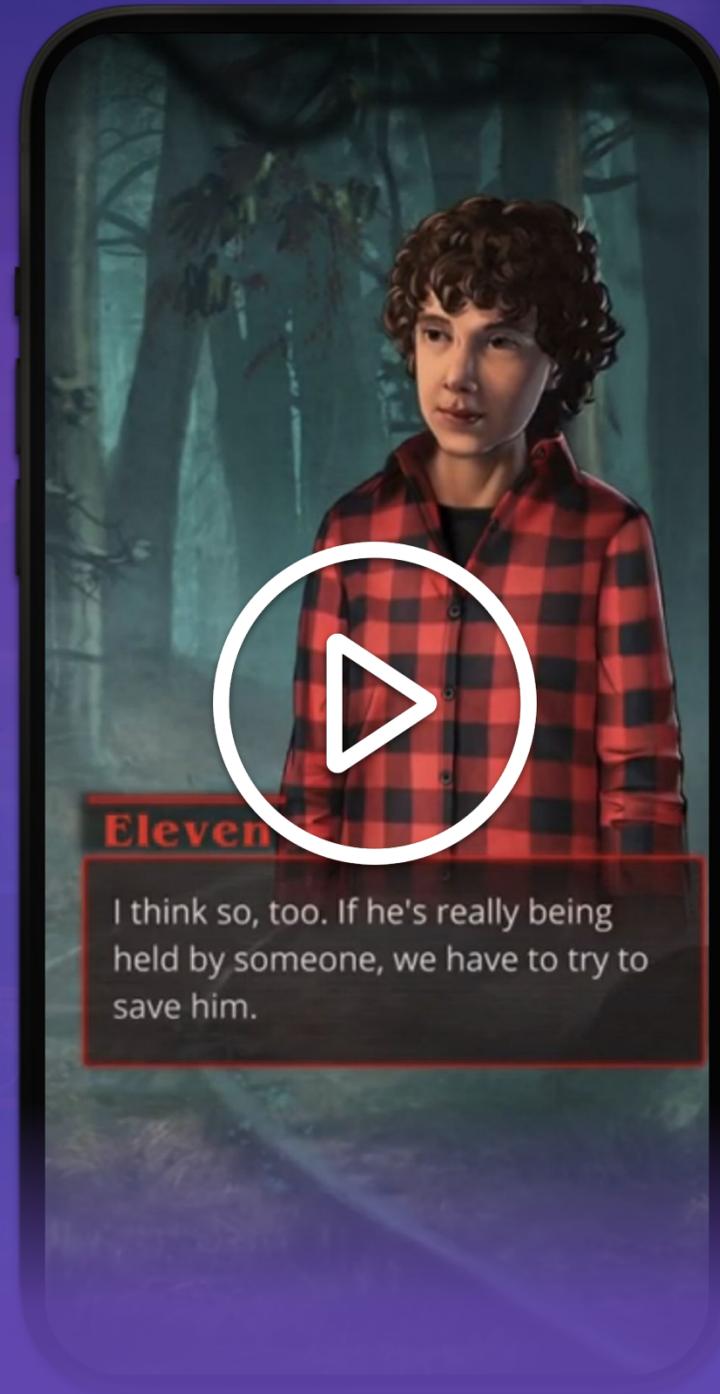
**Money Heist**  
2023 · Ongoing · Releases Weekly

[▶ Play Story](#)

Join the Money Heist crew in an attempt to pull off the ultimate heist - La Perla Museo de Barcelona. With surprises around every turn, what could go wrong?

Drama · Heist · Romance

Landscape



**Eleven**

I think so, too. If he's really being held by someone, we have to try to save him.



Reading Royalty Level 12

NETFLIX Stories

**VIRGIN RIVER**  
Find love and community in Virgin River.

Ch 5: Jun 6

All Stories

- VIRGIN RIVER
- LOVE IS BLIND
- PERFECT MATCH

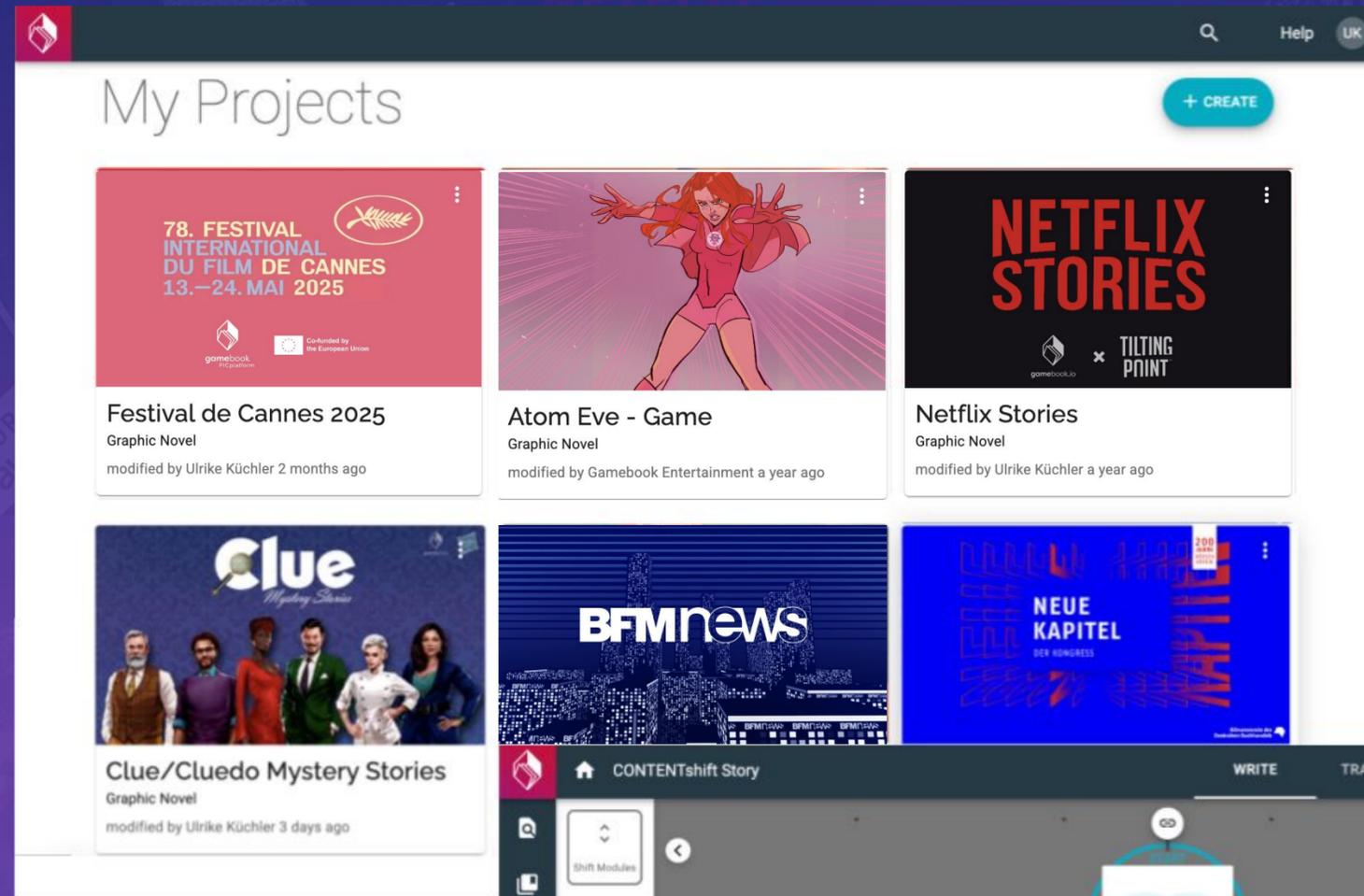
Your Favorite Stories in One Place



- EMILY IN PARIS
- SELLING SUNSET
- VIRGIN RIVER
- LOVE IS BLIND
- PERFECT MATCH

# Create

## Interactive Stories



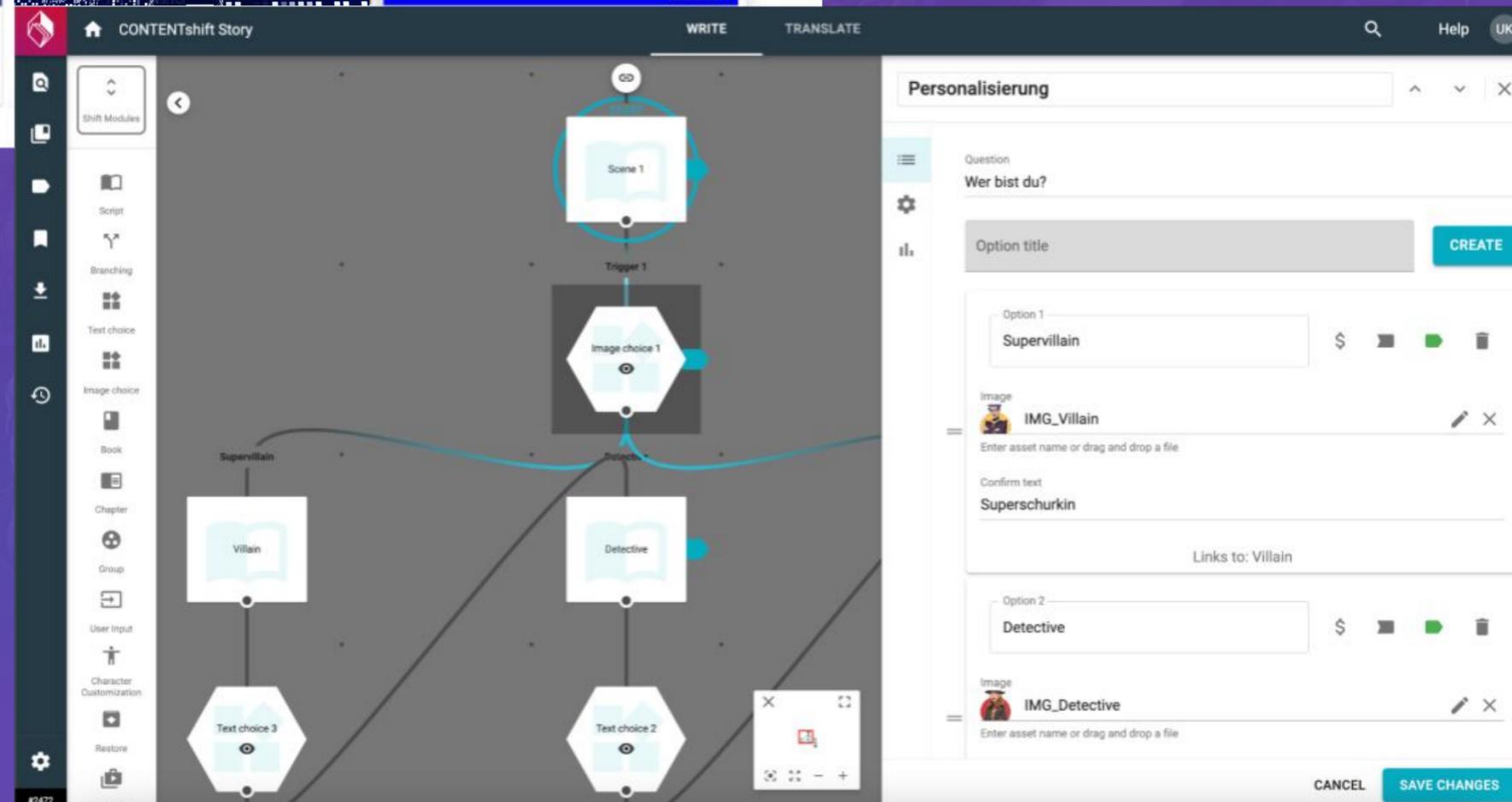
Analyze Data



AI Supported



Any Language



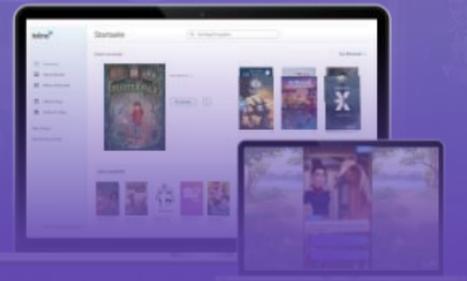
# Reach

Audiences where they are

Interactive Playables on Social Channels



Website Integration in existing property websites



Standalone Apps on any Platform & in any Language

Connect PIC & other releases



Interactive Ads on any Ad Channel



gamebook  
PIC Platform

# Extend Audience Value



Audiences RETURN every

YEAR - \$



Movie

MONTH - \$\$



Licenses

other Media & Languages

WEEK - \$\$\$



Gamebook Hub

DAY - \$\$\$\$



Daily Publications

Traditional Value Chain

PIC Value Chain

# Solve

## Audience Continuity

### Engage

Existing Audience Daily



**60 min**

Daily Reading Time

### Expand

To New Audiences Globally



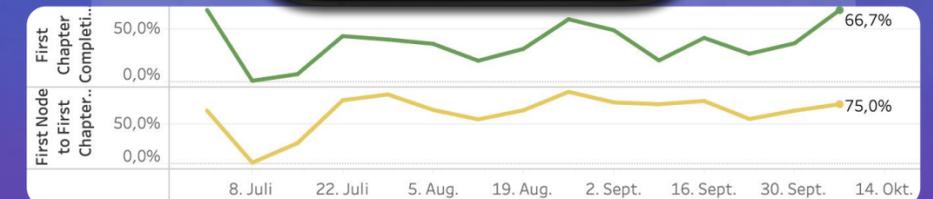
DACH

**15X**

Global  
y

### Evaluate

Real-Time Data



# Thank you!

Want to continue the conversation?



**gamebook**  
PIC Platform

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**Let's connect**

