gamebook
PICplatform

Beyond the Screen

Playable Story IP

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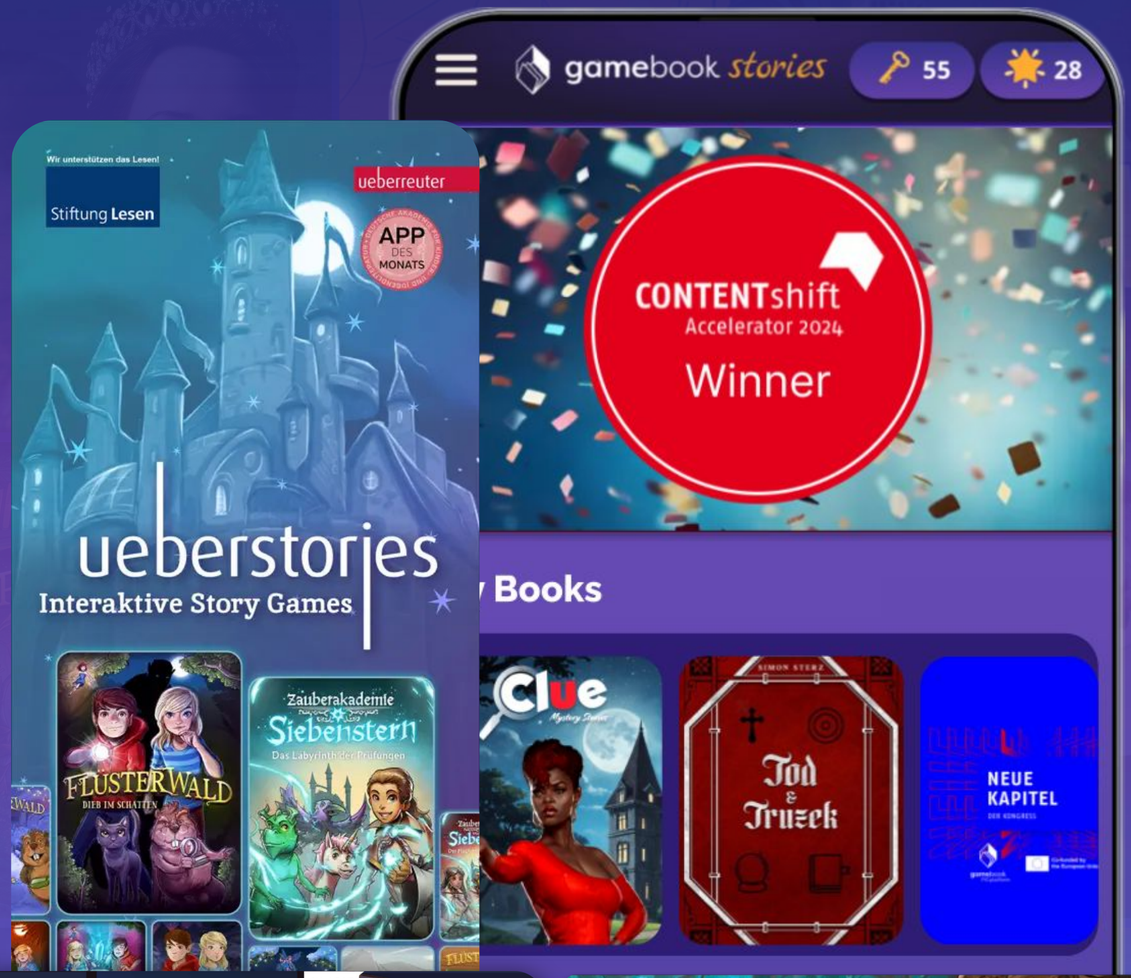
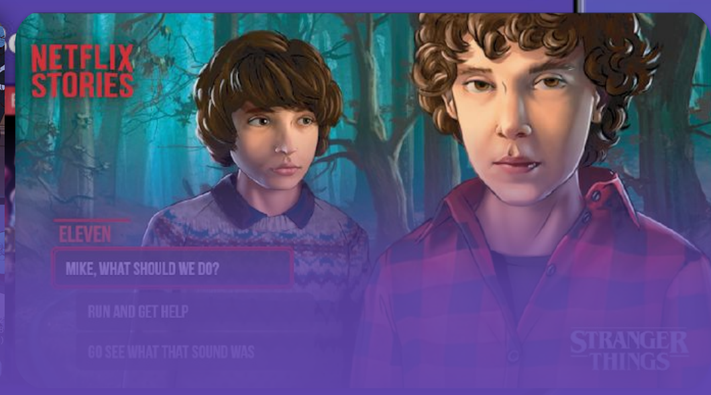
CEO / Founder Gamebook Studio



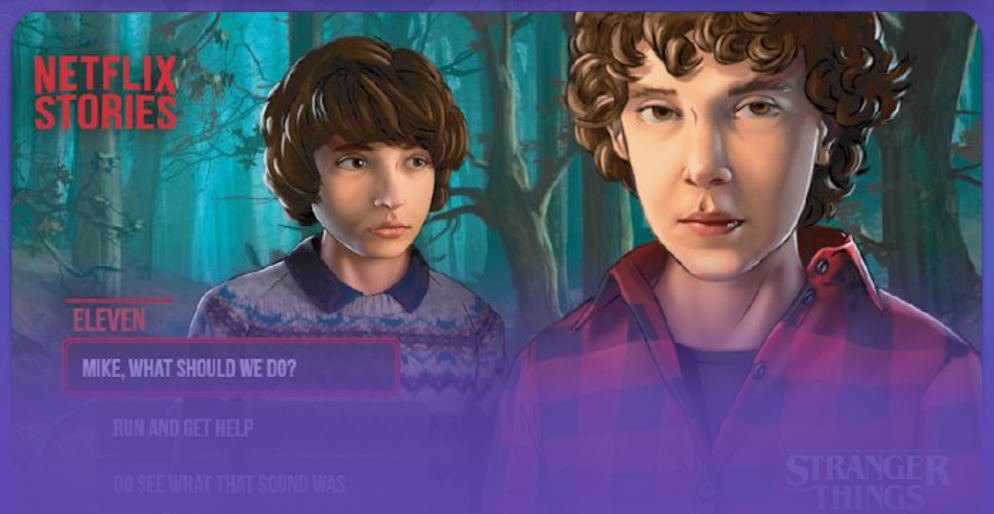


Internationale Filmfestspiele Berlin

Co-funded by the European Union

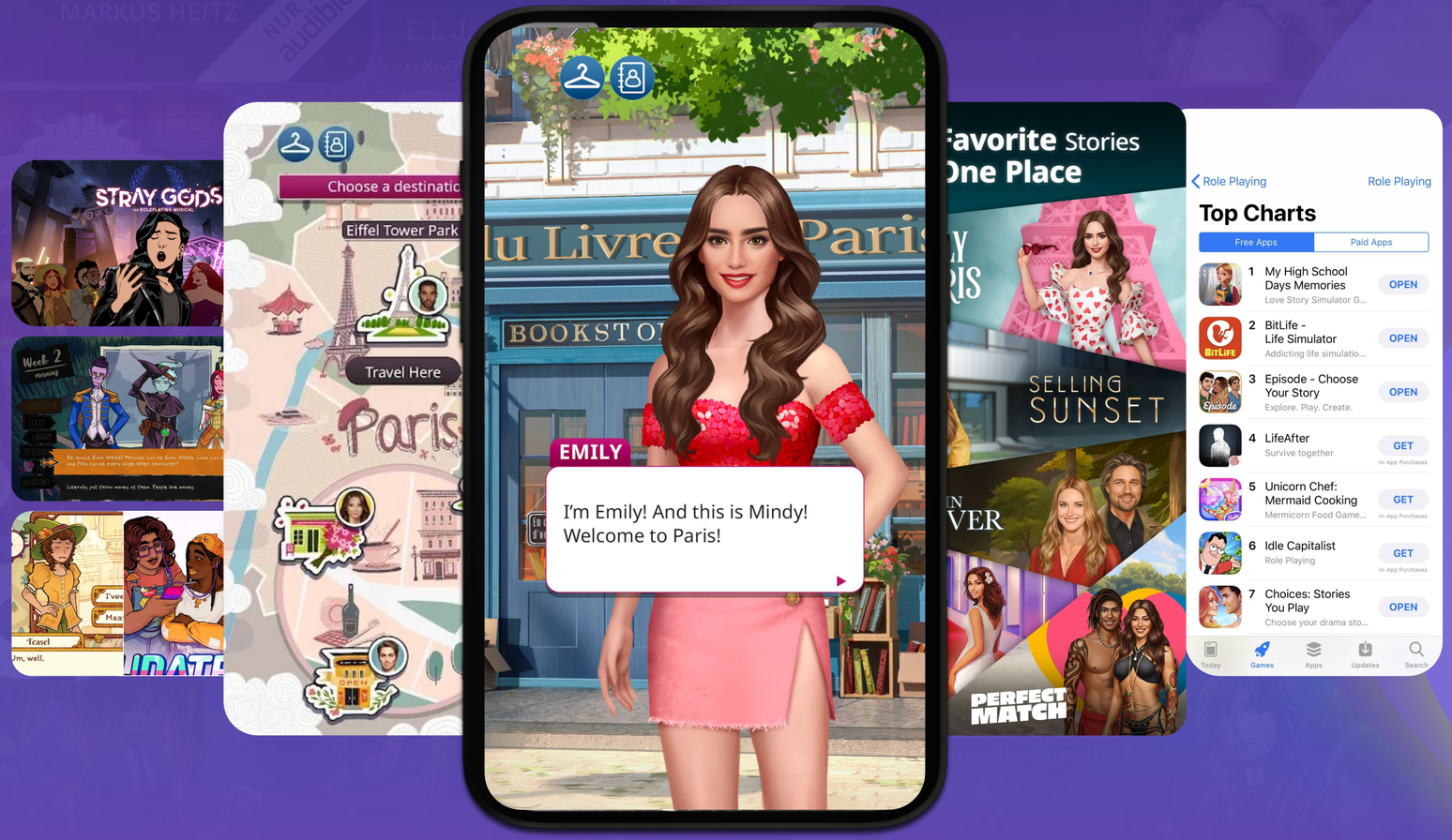
Next Gen Stories

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

Release 1

6-12 Months

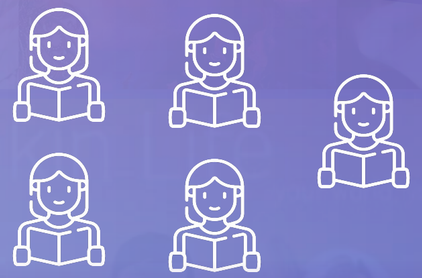
- 30%

Audience Loss

Engagement Loss

Popularity Drop

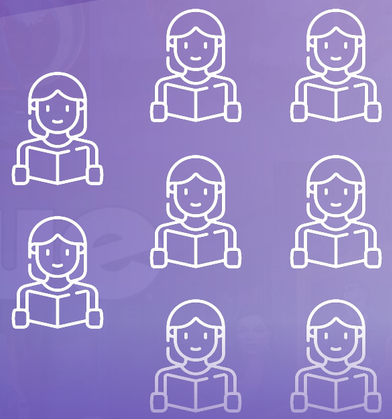
Release 2

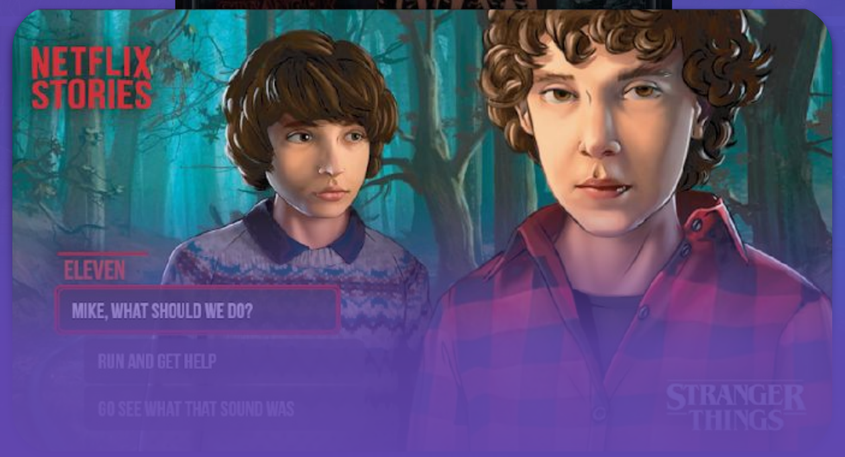


Solution

Between Stories

Release 1

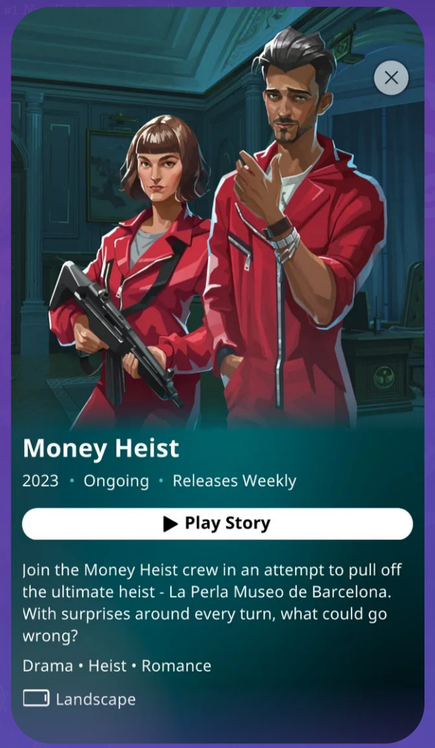


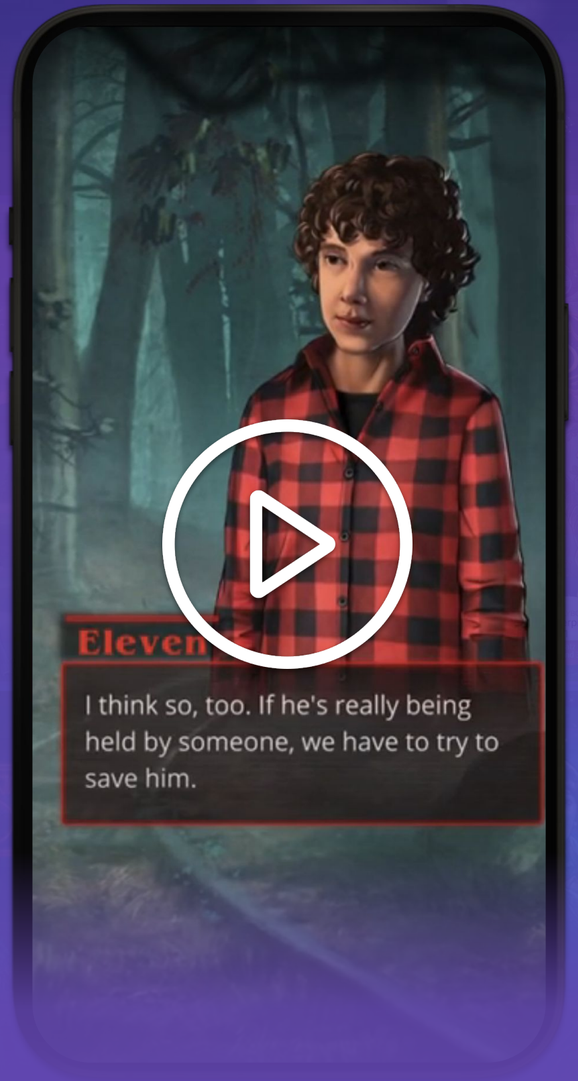


Release 2

Case Study

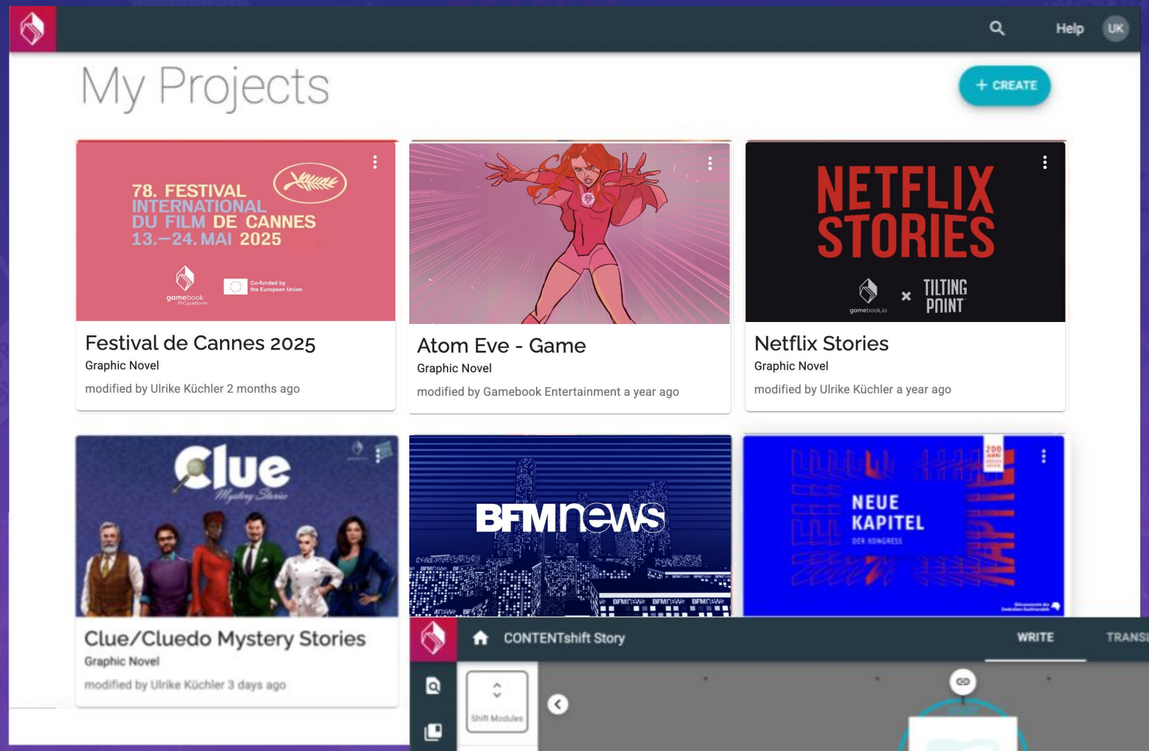
Netflix Stories

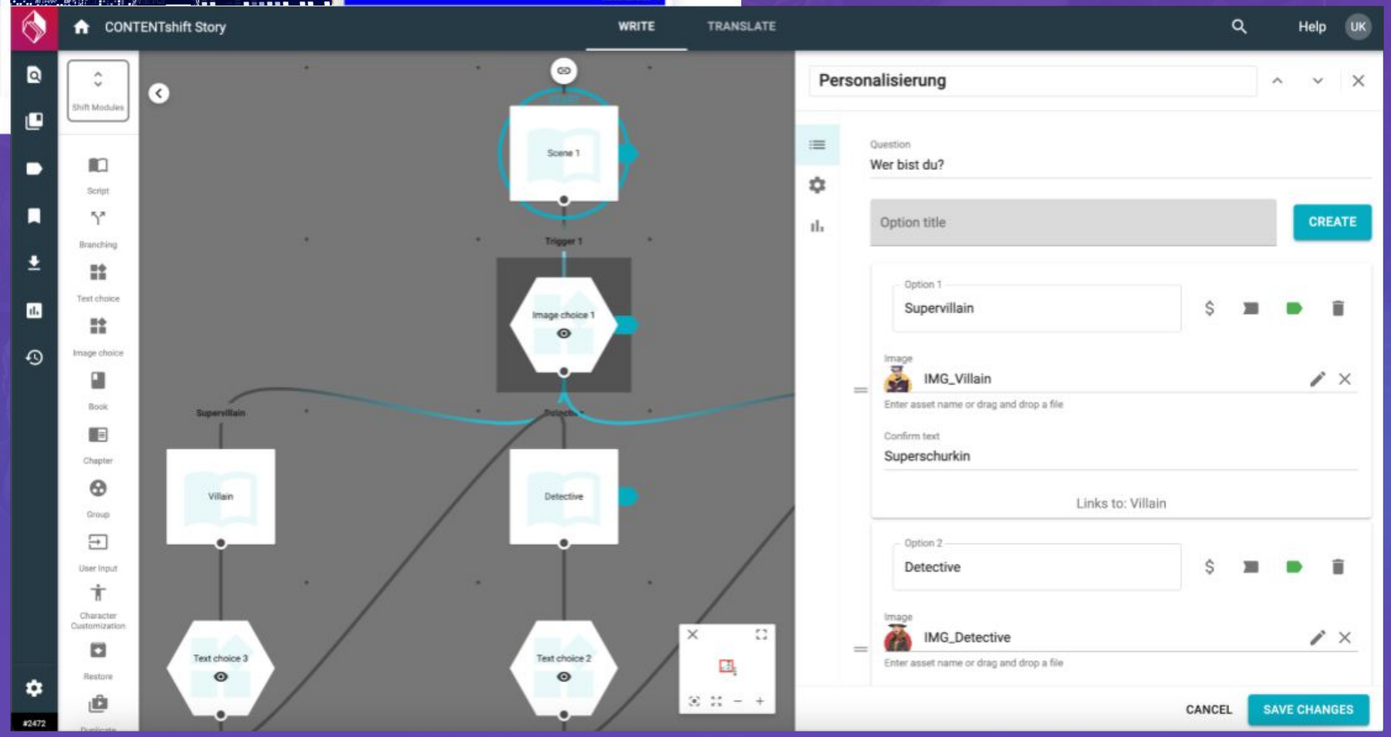




Create

Interactive Stories





- Analyze Data
- AI Supported
- Any Language

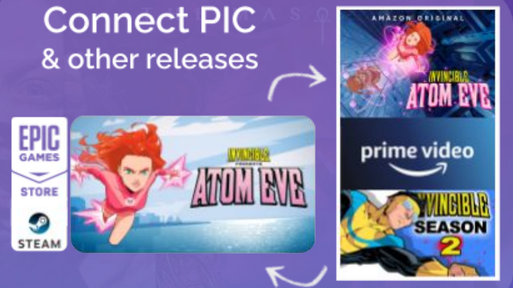
Reach

Audiences where they are

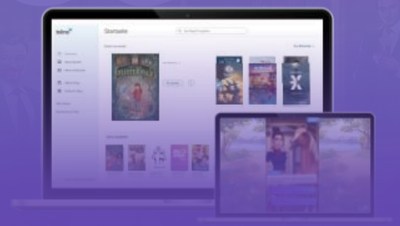
Standalone Apps
on any Platform
& in any Language

Interactive Playables
on Social Channels

Connect PIC
& other releases



Website Integration
in existing property websites



gamebook
PIC Platform

Interactive Ads
on any Ad Channel

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

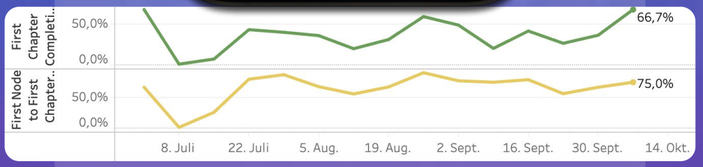
Expand

To New Audiences Globally

DACH **15x** Globally

Evaluate

Real-Time Data



Thank you!

Want to continue the conversation?

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Let's connect