



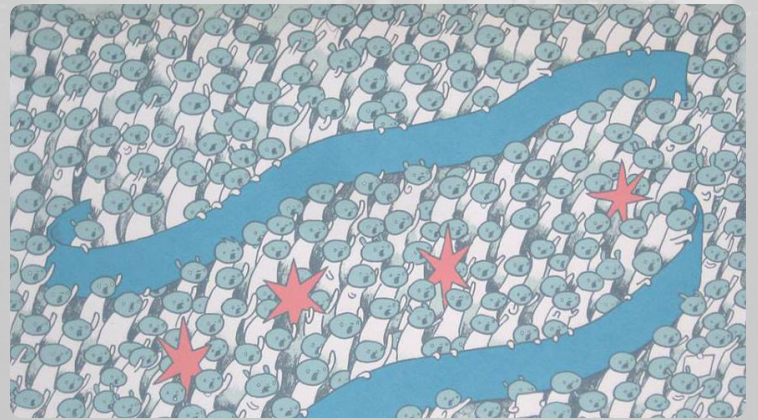
freewater
A BONDIT COMPANY

DEVELOPMENT SERVICES

Project: A.V. Club Pop-Ed

ENGAGEMENT DETAILS

In 2016, Onion Studios—then headed by Freewater’s Kyle Ryan—partnered with Buffalo 8 to develop a docuseries for The A.V. Club, Onion Inc.’s pop-culture site. The idea originally coalesced around a “pop culture 30 For 30” model, with different directors expanding stories that had performed well on avclub.com. We built out topics for 40+ episodes, attached directors for the first season, and pitched the project to networks and streamers. Hulu took interest in what became A.V. Club Pop-Ed, and the series is currently in development there under the guidance of the Original Content team.





freewater
A BONDIT COMPANY

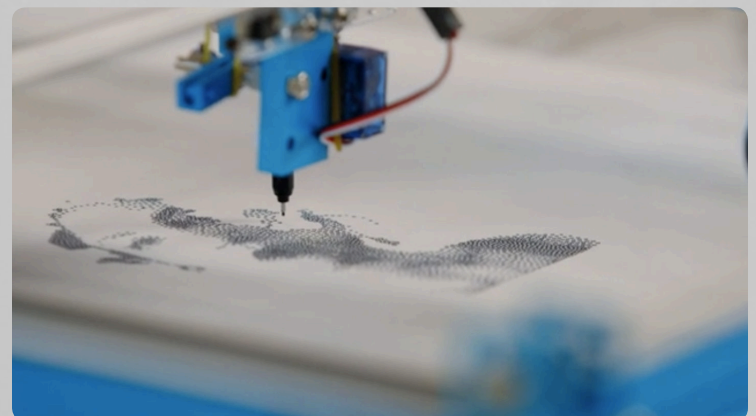
DEVELOPMENT SERVICES

Project: Judah Vs. the Machines

Case Study

ENGAGEMENT DETAILS

In 2016, AOL reached out for web series ideas for the company's numerous media brands (HuffPo, TechCrunch, Engadget, Autoblog, Makers). They selected one of ours that pitted an everyman against artificial intelligence and machine learning. That became Judah Vs. The Machines, where comedian Judah Friedlander (30 Rock) competed against artificial intelligence-enabled robots for various tasks, from room service to painting to racing toy cars. The series ran for eight episodes on TechCrunch.com and set viewership records.





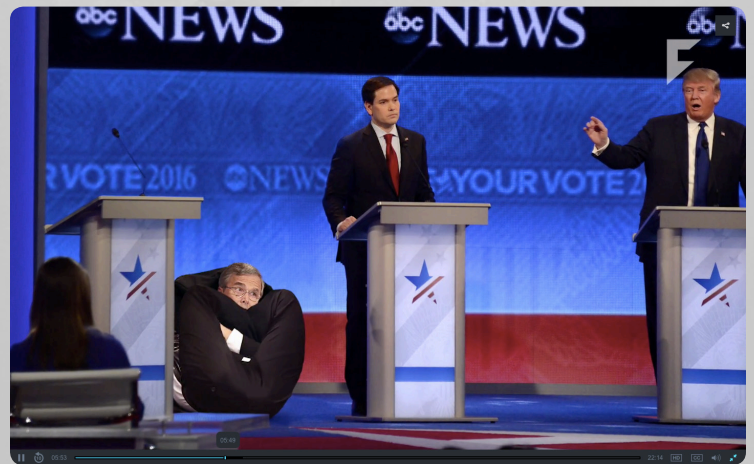
freewater
A BONDIT COMPANY

DEVELOPMENT SERVICES

Project: *The Onion Presents: Iconic Images of Election 2016*

ENGAGEMENT DETAILS

The Fusion cable network approached us for an Onion-branded TV special, which would need to be conceived, written, produced, and delivered in a short time frame—six weeks—and for a limited budget. We took this project from pitch to premiere just before the 2016 presidential election, delivering a graphics-intensive half-hour special—and two fake candidate commercials to promote it—that immediately distinguished itself and ran repeatedly on Fusion.





freewater
A BONDIT COMPANY

DEVELOPMENT SERVICES

Project: Beneath the Headset: A Skeptic's Journey into VR

ENGAGEMENT DETAILS

Massively popular online community and entertainment company Rooster Teeth was looking for content for its burgeoning documentary imprint, RT Docs, so it wanted to partner with Onion Studios to produce a film about virtual reality. We developed the idea, cast A.V. Club editor-at-large John Teti to host it, and set off to find out whether VR, the supposed future of computing for 25-plus years, would actually fulfill its promise. The project involved shoots in three cities and numerous companies, which we produced on time and on budget for Rooster Teeth.

