



# kyra

A new youth streaming platform

## Commissioning Brief - Writers

In 2021, Kyra is launching the first ever youth-focused streaming platform that will rival the likes of Netflix, Amazon and Hulu.

We will launch with a slate of 4-6 premium scripted shows.

We are looking for the best emerging writers in the world, who can join us to develop groundbreaking work for a youth audience: think Euphoria, Mid90s and Kids in series form.

While we don't require an extensive track record, the writers we commission will need to have an understanding of a youth audience and the ability to write Emmy award winning screenplays that can impact culture on a global scale.

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### Target Audience

Male & female, 12-25, worldwide.

Core target audience is US & UK but can be a UK focused show with US applicability, or vice versa.

### Genres

Drama, Thriller, Adventure, Sci-Fi, Mystery, Action, Fantasy, Horror, Crime, Comedy.

We are **not** looking for animation, biography, documentary, or sport.

### Format

Scripted, episodic series.

6-12 episodes per season, 20-60 mins episode duration.

### Budget

Production budget for full season: up to \$2m

Your story will need to take this limited budget into account.

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We are currently accepting pitches for ideas that fit the above brief.

If you are interested in submitting, please send us existing work samples or credits along with a pitch document of ideas. Email your materials to [scripted@kyra.com](mailto:scripted@kyra.com); please start the subject line with code "NP"

\*Note: Due to the amount of submissions, we gratefully request you limit your pitch document to 3 pages per idea