



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.

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.

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; 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