

Sampled

SAMPLE YOUR WAY TO THE TOP OF THE CHARTS

LOGLINE

BRIEF INTRODUCTION



SAMPLED will explore the preconceived boundaries of how popular music can be made. Giving 10 gifted, established, & diligent music producers a chance for their songs to be heard by a new global audience. These studio dwellers will step out from behind the scenes in a head to head competition that will alter their music career forever.

A highly informative, compelling, and humorous look into how chart topping songs come to fruition.

Join us on a journey as we unpack the crate and reveal the secrets it takes to make a hit record.

SHOW CROSS

- 1 TOP CHEF
- 2 SONGLAND
- 3 CHOPPED
- 4 THE VOICE
- 5 BIG BROTHER
- 6 BLOWN AWAY



TOP CHEF
MEETS THE
WORLD
OF MUSIC

SYNOPSIS

* The Contestants

In every episode we will explore more about the 10 contestants' home town, their personal life, and upbringing. Taking a complete look into how music has shaped each of their lives. We will really get to know each contestant... if they can make it through to the next round.

* The Crate

During each episode, the contestants will be given a record crate containing the sampling ingredients for their challenge. Hiding inside the crate could be anything from a vinyl record to an 808 drum machine, or even a kitchen skillet for our music makers to create samples with. In addition to each personal crate, a collective gear locker will await the contestants, allowing them access to an array of instruments and tools needed to make a top tier music production. Whoever can use all the tools from the crate in the most creative way while simultaneously creating the best production wins that round of the competition.

* The Culture

Sampled music saw a rise in popularity when DJ's in a NYC park started spinning two of the same vinyl records simultaneously, juggling the break section of the song. This party rocking technique in turn created the backdrop for what we know as hip hop today. We seek to keep that bit of history alive by introducing sampling to the masses. In this competition music makers will be asked to stick to the roots of different genres when creating music during each round.

STYLE AND MOOD



Top Chef

Our contestants will battle it out using their respective talents in a head to head song making competition. Each contestant will present their beat and share the techniques they used to create it. Utilizing a collective production set in the same style of the cooking competition shows we all love, the tension and pressure will be palpable.

The whole competition will be held over a month of daily sound clashes.



American Idol

The rounds of judging will be held in a similar fashion to the popular music competition shows of today's mainstream.

Judges will determine which beat maker will advance to the next round. Each episodes' guest judge will act as a tie breaker



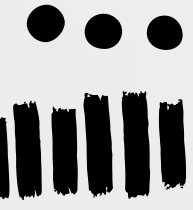
Wild Style

The set will breathe the essence of New York City circa 1990. Classic hip-hop style graffiti murals from renowned street artists will grace the train car production rooms.

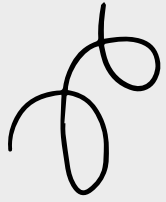
The set will embody the full spirit of the hip hop culture; from style, to smell, and of course the sound.



EPIISODE GUIDLINE



THE SAMPLING



- Present 10 music producers, who are on the cusp of making it big, the chance of a lifetime in a song making competition for the modern viewer.
- Each contestant will begin their journey in their own personal soundproofed music production pod with the minimum studio equipment to get started writing songs.
- All episodes will consist of two rounds, with one producer getting cut at the end of each episode.
- There will be an initial creative musical challenge in ROUND ONE giving the winning contestant an advantage towards the episode's final challenge.
- In the main challenge, participants will be given a record crate filled with random sampling ingredients. Some items will be musical instruments, others will range from random household objects to obscure noise making devices.
- The contestants are tasked to create a fully produced track using all said items, and adhere to any additional guidelines presented by the rule book for ROUND TWO.
- The panel of judges will be comprised of an award winning recording engineer, chart topping record producer, and a well respected recording artist.
- Each episode will also feature a different guest judges specializing in their own brand of sampling, helping dictate the sonic direction of every round.

THE STUDIO HOUSE

- We will have the contestants stay in a large group house, with shared rooms and 10 separate sleeping accommodations.
- The house will be fully rigged with cameras to catch the everyday scene, drama will most likely ensue.
- Locking down an alcohol sponsorship will not only give us additional financial backing, but add fuel to the fire of an already interesting situation.
- Once a week we will give the contestants an entertaining field trip into the heart of New York City. Learning a bit of history about Hip-Hop, the culture of sampling, and the local art scene.
- We will also give the contestants several nights out on the town. Whether that be going to a nightclub, seeing a live concert, or just hanging out at a local bar. Allowing viewers to not only fall in love with the music the contestants are making, but their personalities too.
- The competitors will NOT be able to take their computers or music rigs into the house in attempt to gain the upper hand.
- An interview room set up in the house will provide the contestants a chance to give daily recaps, personal thoughts, & the low down on any drama happening with their housemates.
- With fully catered meals and a stocked kitchen, the contestants have more than just the prizes and glory as a reason to stick it out.

THE SET



Subway Station, Recording Studio, & Contestant Lodging

THE CRATE

Each contestant will receive a sealed record crate containing the mystery items for the Crate Challenge. The competitors will be given several standard music production tools and also some nontraditional noise-making items - simultaneously engaging the audience and adding humor to the competition and the Crate Challenge.



PRODUCTION ROOMS

Each contestant will be provided with a personal soundproofed production studio, constructed inside a decommissioned NYC subway car. The whole set will feel like an abandoned subway station from the 1990's. Graffiti from renowned street artists will adorn the walls. Six subway cars will be split into 10 production rooms, the "GEAR LOCKER", & the on set "INTERVIEW ROOM".



GEAR LOCKER

The Gear locker will be located inside one of the train car modules. Think of this like the pantry that has all of the standard ingredients to make music. Instead of salt, pepper, and flour, it will house cables, headphones, & synthesizers. Any ancillary studio equipment will be kept here. We'll also build an additional more exclusive gear locker positioned inside a subway ticket toll booth, items will be unlocked by the ROUND ONE challenge winners.

CONTROL ROOM

After each round, the contestants leave the subway station themed music making terminal via a stairway on set. That exit directly leads into a state of the art recording studio, equipped with a high quality sound system that the hit makers of today are accustomed too. The judges will listen in great detail to each submission in the "CONTROL ROOM" before making their final decision on which producer's music doesn't make the cut.



INTERVIEW ROOM

The interview sequence will push the story and drive the underlying narrative of each episode. These segments are where we look further into the thought process of each contestant. We'll disclose the drama between competitors, the challenges in their creative process, recaps of each day, and the winning plan of each contender. With 2 interview rooms (in a subway car pod & at the house) we will reveal the true personality of each music maker.



THE STUDIO HOUSE

The contestants will be living in a large house with sleeping accommodations for 10. This will be an epic place to reside during the taping of the show & will be setup with entertaining features. Having ten creatives living, eating, & sleeping all under one roof things are bound to get dicey. Along side having recreational comforts, we will also provide a private confession booth for contestants to spill the tea.

The

CHALLENGES

ROUND ONE

STUDIO TASK CHALLENGE

Winner of the ROUND 1 challenge will get a leg up in the next bout of sound clashes. That could be an extra five minutes, additional music gear, first choice at a special item, or just a general advantage for ROUND 2.

- EP 1. **Setting Up "Your" Computer & Going on a Studio Run**
- EP 2. **Collaborate with a musician (Guest Collaborators)**
- EP 3. **Bob James' Sample Beat Competition (Guest Judge)**
- EP 4. **Studio Equipment Set Up / Troubleshooting**
- EP 5. **Produce a song with a vocalist (Guest Judge)**
- EP 6. **Baking the best batch of cookies (Guest Judge)**
- EP 7. **Vocal Producing 4 part harmony (Guest Judge)**
- EP 8. **Book & promote an artist showcase**
- EP 9. **Remaining contestants split into sampling teams**
- EP 10. **Sampling the real world; field recording challenge**
- EP 11. **EP 10 winner gets 1st pick of studio at Electric Lady**
- EP 12. **Contenders will be surprised with their final CRATE**

ROUND TWO

DIGGING IN THE CRATE CHALLENGE

In this round, our creators will each be given their CRATE of musical ingredients to fabricate a piece of sampled artwork. All contestants receive the identical CRATE items to ensure a level playing field.

- EP 1. **Crate Challenge - Traditional Hip-Hop SAMPLED beat**
- EP 2. **Using Live Instruments as Your Main Samples**
- EP 3. **Crate Challenge - Using a famous sample**
- EP 4. **Collaborate with an established rapper (guest artist)**
- EP 5. **Crate Challenge - Latin inspired SAMPLED beat**
- EP 6. **Make a West Coast Style SAMPLED beat**
- EP 7. **Crate Challenge - Make a beat using a vocal sample**
- EP 8. **Make an anthem; for a club or a stadium**
- EP 9. **Crate Challenge - Create a song with multiple artists**
- EP 10. **Make a song for an actual movie soundtrack**
- EP 11. **Create top tier song with establish recording artist**
- EP 12. **Mix and Master grand finale song**

GUEST JUDGES

THE EXPERTS

Every episode will have their own music industry veterans as guest judges. Handpicked for specific music style expertise, our cameos will be amongst the industry's most respected.

- EP 1. **DJ Premier & Action Bronson**
- EP 2. **Scott Storch & Herby Hancock**
- EP 3. **Bob James & 9th Wonder**
- EP 4. **Illmind & MixedByAli**
- EP 5. **Miguel & Stacey Barth**
- EP 6. **DJ Mustard & Snoop Dogg**
- EP 7. **H.E.R. & Erykah Badu**
- EP 8. **Missy Elliot & Killer Mike**
- EP 9. **Q-tip & Alchemist**
- EP 10. **RZA & Kendrick Lamar**
- EP 11. **Pharrell & Tyler The Creator**
- EP 12. **Timbaland & Dr. Dre**

THE ACCOLADES

PRIZES

THERE ARE NO LOSERS

- All of the contestants will be issued a brand new MacBook Pro at the beginning of the competition. Each contender will be able to keep the new laptop no matter where they exit the contest. With each new episode, extra software and additional samples will be installed on to all remaining computer rigs. Thus, giving the contestants even more incentive to make it further in the competition. The final producer standing will take home their fully equipped super computer, capable of producing any recording session.

FINALISTS

WIN YOUR NEW STUDIO

- In addition to the MacBook Pro they have been working on, the FINAL 2 contestants will get to take home all the recording studio gear in their production pod.
- The last contestants standing will win a weekend long recording session at Electric Lady Studios with Tyler the Creator or Pharrell (EP 11.)
- These songs will also get the honor of being mixed and mastered by Dr. Dre. (EP. 12)
- These songs will be judged to determine the GRAND PRIZE winner.
- The two above songs will be released as an EP on all music streaming platforms.
- Both producers will win an interview with GENIUS, allowing them to breakdown the songs they made with Pharrell & Tyler the Creator.

GRAND PRIZE

LAUNCH YOUR CAREER

- In addition to the gear & equipment each contestant will collect, the winner of the GRAND PRIZE will be granted a 10 song production deal with a major record label worth \$100k. This prize gives our winning producer the opportunity to work with some of the biggest names in the music industry, helping push their art to a global scale.
- The winner will also receive a written article and/or cover of a major publication magazine, i.e. Rolling Stone, Complex, XXL
- The GRAND PRIZE winner will be issued a guest judges slot on the following season of SAMPLED.
- They will also receive an endorsement deal with a music gear or software company, from one of our show sponsors.

THE CULTURE



sample noun
sam·ple | \ 'sam-pəl

1. the technique of digitally manipulating sound & reusing it as apart of a composition or sound recording
2. an excerpt from a recording (such as a popular song by another performer) that is used in a musical composition, recording, or performance

THE MUSIC

1

In a majority of today's popular music you can hear some form of sampling. Whether a simple snare drum hit or a major loop in a popular song, more often than not you'll find sampled music gracing the airways across the globe. Entire industries have blossomed from this art form over the past two decades. While sampling has taken a backseat to the guitar heroes of yesteryear, with this show, we aim to put producers and music creators on the pedestal they deserve.

THE HISTORY

2

The lineage of hip hop music can be traced backed to a DJ in a New York City park using two vinyl turntables and a microphone. Under the sonic backdrop of this new genre, the art form known as sampling was allowed to flourish. This production style affords the music makers of today, to take the tunes of any release date and rearrange them into fresh material. Thus, creating new music landscapes for the modern consumer to enjoy. With the advent of samplers and drum machines, a new wave of groundbreaking music took over the industry and mainstream music scenes. We seek to keep that bit of history alive by introducing the art of sampling to the masses.

COMMERICAL EXAMPLES

2001



HARDER BETER
FASTER STRONGER -
DAFT PUNK

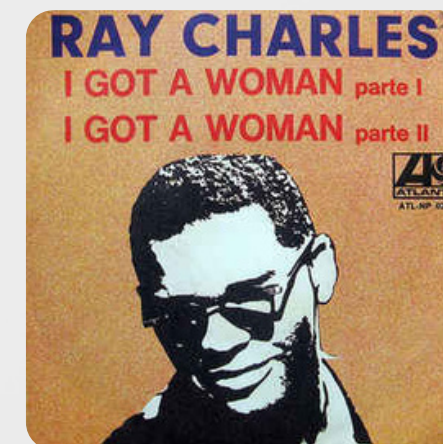
SAMPLED

2007



STRONGER -
KANYE WEST

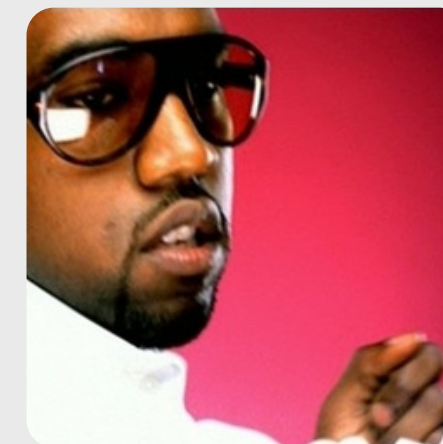
1957



I'VE GOT A WOMAN -
RAY CHARLES

SAMPLED

2005



GOLD DIGGER -
KANYE WEST

THE CAST

CONTESTANTS

- Pyrodagod
- Odd Kid Out
- The Kount
- Kaelin Ellis
- Daktyl
- Maddie O'Neal
- Kanobby
- Andrew Huang
- Cash Passion
- Seige Monstrosity
- Ricky P
- Rachel K Collier
- Dephrase

POTENTIAL GUESTS

PROUDERS

- Dj Premiere
- Scott Storch
- Swizz Beatz
- Rza
- Alchemist
- Illmind
- Flying Lotus
- MurdaBeatz
- Statik Selekt

ENGINEERS

- Alex Tumay
- MixedByAli
- Jason Joshua
- Young Guru

ARTISTS

- Pharrel
- Action Bronson
- Killer Mike
- Missy Elliot
- H.E.R.
- B real
- Miguel
- Toki Monsta
- M.I.A.

SONGWRITERS

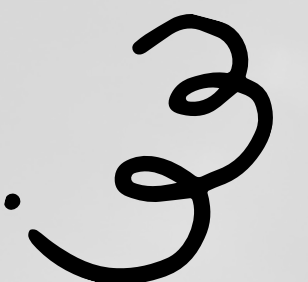
- Stacey Barth
- Fresh
- Starrah
- Ester Dean

THE HOST

Host will be a classic personality, deeply embedded in the culture of hip hop. Someone relatable, lovable, and with an enthusiastic knowledge of sampled music. (Questlove/Swizz Beatz/Rhymefest/2chainz)

MAIN JUDGES

- MUSIC PRODUCER
- ARTIST
- SONG WRITER
- RECORDING ENGINEER
- RECORD EXECUTIVE



CONTESTANT'S JOURNEY

LIFE
AND
MUSIC

HOMETOWN CULTURE

We explore the contestants' hometown, some of their personal experiences, and how that helped to shape their musical knowledge and career.

Many times when looking back on a person's upbringing you will find where they grew up plays a huge part in their sonic influences and how they express themselves through music.

By taking an inside look at each one of our cast members' personal lives, the viewer will not only fall in the love with the music they create, but their personalities & emotional journey as well.

MUSIC BACKGROUND

Coinciding with hometown culture you'll often find that music education or lack thereof plays a serious role in an artist's development. Some people thrive in an educational setting and might've been top of their class, while others were never granted that opportunity.

No matter the person's background, talent can flourish under many different circumstances.

We will share these stories to help shed light on social issues, give more insight on musical talents, and inspire a new generation of song makers.

EXPERIENCE IN THE INDUSTRY

In this part of the contestant's journey we will look at their own personal experience with the music business.

For example some contestants might already have a few placements, a solid social media following, or even a hit record on the charts, but are still striving to take their career to the next level.

Good or bad there are many stories to be heard on the inner workings of the music business and how the contestants have navigated their way through it thus far.

BRANDING & PARTNERSHIPS

* PARTNERSHIPS

Giving back to the music community will be a priority for SAMPLED. By teaming up with organizations like MusicCares, KCRW, and the Iovine Young Academy we hope to bring music education into underserved communities.

- MusicCares
- NFAA: NATIONAL FOUNDATION FOR THE ADVANCEMENT OF THE ARTS
- SPOTLIGHT AWARDS
- KCRW
- SHADE 45 (SIRIUS XM)
- HIP HOP NATION (SIRIUS XM)
- IOVINE YOUNG ACADEMY (DR DRE & JIMMY IOVINE)

* SPONSORSHIPS

Product placement opportunities for audio, software, & alcohol companies are endless. Grand prizes & music production gear will be supplied for the show via branded sponsorships. Additional dedicated screen time opportunities for companies with larger monetary commitments are available.

- Cîroc (Vodka), Deleón (Tequila)
- Luc Belaire Rare Rose (Champagne)
- McQueen (Gin)
- ROLAND/BOSS
- KORG
- FENDER
- YAMAHA
- ISOTOPE
- NATIVE INSTRUMENTS

* MERCHANDISE

"Sampled" branded merchandise will be displayed in each episode, such as the clothing contestants wear, to the coffee mugs they drink from throughout the day. Through our online webstore, fans will be able to purchase the same merchandise they see on the show.

- HOODIES
- HATS
- HEADPHONES
- BUMPBOXX
- GUITAR PICKS
- COFFEE MUGS
- CANDLE/INSCENTS
- ASH TRAY
- ROLLING TRAY

SHOW CREATORS

TEAM MEMBERS



Add instructions or guidelines her

GINO SALERNO



Room for new team member

TBD...



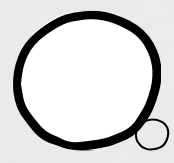
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JOSH BERG



Room for new team member

TBD...



Room for new team member

TBD...



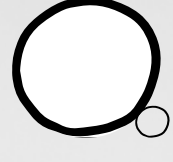
Room for new team member

TBD...



Room for new team member

TBD...



Room for new team member

TBD...

DREW DRUCKER



- Grammy Award-Winning Recording Engineer
- Has worked with Kanye West, Kodak Black, Wiz Khalifa, & many more.

CONNOR CLEWETT



- Produced & shot the Rufus Wainwright's 2021 Grammys Performance
- Cofounder of HUSTL a video production company.

DOMINIC THIROUX



- Emmy-Nominated Musician
- Has worked with Mac Miller, PARTYNEXTDOOR, Juicy J, & many more.

STEVE LOBEL



- Music industry veteran w/ 30 years experience
- One of the most connected people in the business

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