



SciFi4Me is a 24-hour news and entertainment web site dedicated to the coverage of the science fiction and fantasy genres in film, literature, television, video games, and comic books.

Our coverage includes traditional news articles, book reviews, movie reviews, television show recaps, celebrity interviews, podcasts, original video productions, and convention news. Through the use of various types of content, we appeal to a very broad group of people among the genre fanbase.

Our work can be described as “geek journalism” -- our reporters and pundits are fans of everything from ray guns to swords, dragons to spaceships, and everything in between. It’s our passion for the genre that fuels our passion to tell other people about the latest happenings from around the world.

## **OUR MARKET**

The science fiction and fantasy genres span not only books and movies, but also related properties such as comic books and video games. Fans of one are usually fans of another, and it’s that cross-pollination that makes the genre such a strong one.

Comic Book publishing in the United States is currently generating an estimated \$770 million annually. This is, of course, only an estimate because the comics publishers do not release data on their digital sales revenue. The number, according to the industry analysis web site Comichron, is closer to \$870 million.

The video game industry in the U.S. is even more successful, with revenue near \$13 billion.

Fans are loyal to a fault, investing incredible amounts of time and energy into their passions -- *World of Warcraft*, *Call of Duty*, *Minecraft*, etc. -- and especially in the video game world, they form friendships and communities that span the globe.

*[Source: IBISWorld]*

The cosplay community is no different, with thousands of people taking the plunge into costume design and construction, to the point where it’s become a cottage industry in which several cosplayers are now building costumes and props as a profession. Some examples include Yaya Han, Jessica Nigri, Lindsay Elyse, and Wicked Armor.

The growing popularity of superhero movies, television shows, and printed media makes this a booming industry well worth the effort in creating a niche web site that appeals to the fan’s fundamental desire to be “an insider” with detailed (and sometimes advanced) information before anyone else has it.

## OUR AUDIENCE

Geek

noun \ˈgēk\

- probably from English dialect *geek*, *geck* fool, from Low German *geck*, from Middle Low German
  - First Known Use: 1914
1. a person who is socially awkward and unpopular : a usually intelligent person who does not fit in with other people
  2. a person who is very interested in and knows a lot about a particular field or activity

Even though the word conjures up characters like Dr. Sheldon Cooper on *The Big Bang Theory* or Bill Haverchuck on *Freaks and Geeks*, it also can apply to Dr. Samantha Carter of the *Stargate* franchise or Riley Poole in the *National Treasure* films. But not all “geeks” fit the stereotypical profile.

- Astronaut Dr. Mae Jemison
- Theoretical physicist Dr. Stephen Hawking
- Filmmaker Kevin Smith
- Tech-geek and entrepreneur Mark Cuban

Nowadays, the word “geek” isn’t always a pejorative. It’s now almost become a badge of honor. It can be broadly applied to fans of various stripes: science fiction, comic books, video games, anime... And consider how they fit the pattern:

1. They embrace technology - HDTV, smart phones, Bluetooth, WiFi. Geeks are quick to seek out new technology and use the latest gadgets.
2. They recommend technology - through blogs, user groups, and word-of-mouth, geeks are quick to either recommend a product, or let everyone know how much it’s a waste of money.
3. They demonstrate remarkable intelligence - a lot of “geeks” are scientists, engineers, people with high intellect and (contrary to public opinion) well-developed social skills. The negative image associated with the word “geek” may be a stereotype, but it isn’t the actual type.
4. They possess the potential for longevity - a lot of folks in this group are in the 18-34 range, which means they have long lives ahead of them, and plenty of time to try out all the new gadgets and gizmos that come their way. And many companies aggressively market to the younger crowd in order to build brand loyalty early.
5. That brand loyalty? Yeah, about that - consider the response when the Sci Fi Channel announced the change in branding. And you’ve heard of the Snyder Cut? Fans have saved shows like *Star Trek*, *Jericho*, and *Chuck*. Science fiction and fantasy fans are fiercely loyal. To a show, to a character, to a brand.



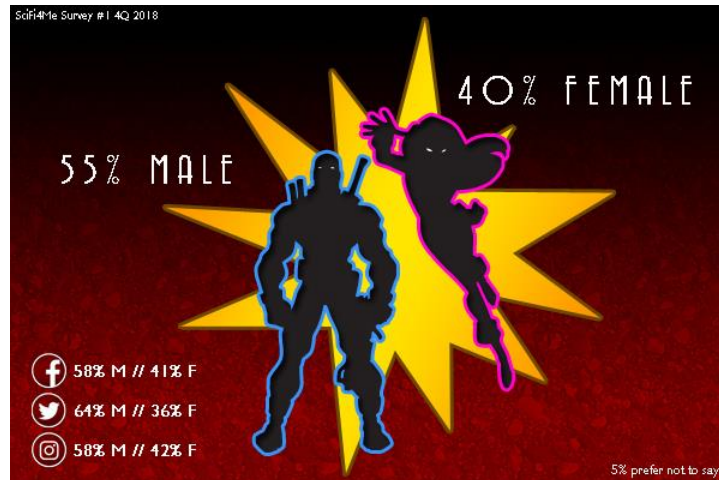
Our audience is anyone who appreciates science fiction or fantasy stories. These could be people who have been reading Asimov and Bradbury their whole lives, or the casual fan who just found the genre through *Guardians of the Galaxy* or *My Little Pony: Friendship is Magic*. The depth and breadth of fandom is incredible, and it affords us opportunities to reach out to a broad mix of people.

These fans are fiercely loyal to their brands, too. You can see that in the reactions to *The Last Jedi* and *Star Trek: Discovery*, with many fans seeing them as departures from the essence of those franchises.

That brand loyalty translates into the purchases they make, as well. Apple or Android, Mac or PC, Ford or Chevrolet...they stick around for the long haul, for the most part.



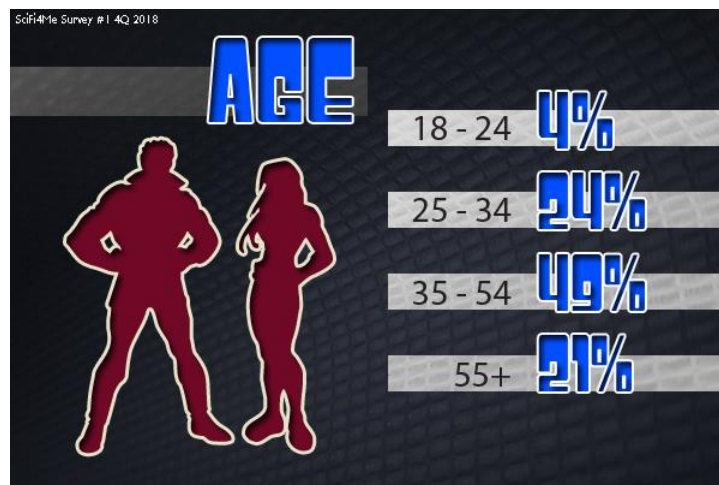
Our readers are mostly college educated; some have advanced degrees, while others are still in school.



The gender split on our audience is somewhat atypical of the genre. Market research conducted in 2011 by Her Universe, founded by *Star Wars: The Clone Wars* actress Ashley Eckstein, showed that 52% of the science fiction audience is female. (“The Force is Strong with Ashely Eckstein”, interview with SciFi4Me July 18, 2011)

Our split is 55% male to 40% female. Could that be due to the type of content we provide? The channels and platforms we use to deliver that content? This is one of the intelligence items we’ll be researching more in 2019.

Many attend science fiction and comic book conventions, and they frequently are collectors of memorabilia, comics, sculptures, props, costumes, and the like.



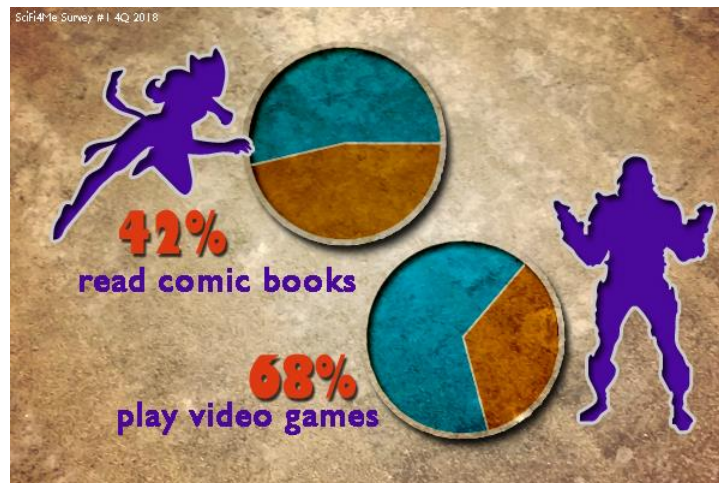
While many genre web sites like ours appeal more to the 18-24 age group, we find that we attract a broader age range among adults 25-54. A lot of this is likely due to the fact that our staff is diverse in ages in a similar fashion.

We are just like our fans, and our fans are just like us. That gives us a pretty good idea what like to see.

It should be noted that in our market research survey, an overwhelming number of respondents said they prefer to see a distinct difference between news and opinion content. Older audiences are more discerning, and they want news content that's not tainted by spin or ideology.



Our readers are also diverse in their income, and a higher than expected percentage of them make more than \$70,000 per year. This means they have some disposable income, and they spend it on things they enjoy – like convention travel, costumes, gadgets and technology, movies, and more.



A lot of them also play video games and read comic books, niche markets within the niche market. And as we've recently seen with the blowback to *Fallout 76*'s PR gaffes, these fans are very vocal.



## OUR PROGRAMMING

There are several programs currently in production at SciFi4Me TV. Opportunities for marketing partnerships are available for all of them, and they include traditional advertising slots as well as outside-the-box options.



*Good Morning Multiverse* – airing Saturday mornings, GMM is an hour-long news and information program featuring the week's headlines, feature interviews, event news, and weather.

Our event news includes new additions to the comicon circuit, schedule changes, and the weather forecast for cities hosting any upcoming conventions.

We deliver headlines for science fiction, fantasy, and horror in all realms of entertainment – books, movies, television, gaming, comic books, podcasts, conventions, and more. Where we're able, we include interview segments with creators, celebrities, fans, convention organizers, and others who have an interest in genre.

Our interviews have included such folks as Shadoe Stevens, Tze Chun, Veronica Roth, and Robert Greenberger. Interviews for *Good Morning Multiverse* are also posted individually to maximize exposure to that segment.

---



*The H2O Podcast* – Jason Hunt and Timothy Harvey host a general discussion podcast that covers a wide range of topics. It's a one-on-one conversation between two ardent fans of the genre who have been steeped in the lore since childhood.

Discussions have covered such topics as Pixar's 22 rules for story, the DC and Marvel universes, the legacies of Isaac Asimov and Stan Lee, the importance of story, sidekicks, short fiction, apocalypses, evil robots, and wizards.

---



*Live From the Bunker* – the relaunch of our original talk show, this is now a one-hour interview/conversation program in the style of shows like *Larry King Live* and *Inside the Actor's Studio*. We have conversations with our guests, going beyond sound bites and quick comicon Q&A sessions.

Guests have included Hugo Award winning author Joe Haldeman, comics creator Mitch Breitweiser, filmmaker Eric Bress, Kansas Cosmosphere director Jim Remar, and composers Kristopher Carter, Lolita Ritmanis, and Michael McCuiston.



*Salacious Crumbs* – named for a character in the *Star Wars* universe as a play on words with tongue firmly planted in cheek, this show presents all of the latest news, rumor, and speculation about the *Star Wars* universe.

Host Mackenna Talley delivers the headlines, the whispers, the idle chatter, and the official announcements collected from a variety of sources – some more reliable than others.



*The Rancor Pit* – this show is a companion to *Salacious Crumbs*, offering up opportunities to go in-depth with round-table discussion about the news and rumors concerning *Star Wars*. This is where we can opine, rant, rave, and share our general thoughts with guests and viewers.



*Tribble Bytes* – this is our program about *Star Trek* and *The Orville*. Host Jason Hunt delivers the news, rumor, and speculation about both shows.

Our headlines cover the movies, television shows, comics, games, and other aspects of the *Star Trek* universe, including fan films. Plus, when we have news about *The Orville* (which many agree is also *Star Trek*...), we'll share that as well.



*Deep Space Minds* – our discussion program about the *Star Trek* universe, this is a space where we can hash out things we like (or don't like) about classic *Star Trek* as well as the modern iterations of the universe. Movies, television, books, comics... with the occasional guest to make it interesting.



*TARDIS Sauce* – the first of our collaborations with other content creators, this is our show focused on the *Doctor Who* universe.

Featuring Timothy Harvey along with Maci Branch and *Traveling the Vortex* co-host Shaun Collins, this show takes a look at individual episode, story themes, characters and creators, and all points in between.



*Cosplay Diaries* is a semi-regular feature on our Instagram channel, spotlighting cosplayers and their stories – first time in costume, why they started cosplaying, favorite characters, charity work.... The stories are as varied as the costumes and personalities on parade.

In addition to these programs, SciFi4Me will return to streaming live from a number of events throughout the year post-pandemic. Our goal is to attend and cover at least one convention per month with a live broadcast that includes interviews, panel reports, and special editions of our regular programs.

As we monitor the quarantine and various phases of re-opening the United States, we will be looking at logistics and resources. Coverage can range from reporters in the field calling back to home base or a full studio setup on the floor of the event. There are many details to work out for each event. No two are alike.

Under normal circumstances, attendance at these shows range from a few thousand to a few tens or hundreds of thousands. And they *want* to be there. Many of them are spending money on autographs, collectibles, back issues of comic books, hard-to-find model kits, and more.

As the paradigm changes, however, many will opt to avoid attending large events in the near future, which means there's even more of an opportunity for live coverage. As we've seen with the recent "DC FanDome" event, people are willing to watch an event online, if it's done right.



SciFi4Me TV currently airs on our YouTube channel – [www.SciFi4Me.tv](http://www.SciFi4Me.tv) – and we have had discussions about incorporating our Facebook page for additional video streams. Original written content will continue to be delivered at [www.SciFi4Me.com](http://www.SciFi4Me.com) – news, reviews, and interviews.

Opportunities for advertising include (but are not limited to) traditional display ads, commercials and billboards in our live and pre-produced programming, displays and handouts for events, and more.

For more information:  
Jason P. Hunt, Editor-in-Chief  
[jphunt@scifi4me.com](mailto:jphunt@scifi4me.com)  
816-863-9082