

NOT VIRAL YET

A VERTICAL MUSIC DRAMA & REAL COMPETITION

They're not famous. Not yet.

Original Idea by Maria Maya
Written by Daniel Porto & Vitor de Oliveira
Directed and Produced by Maria Maya



Three voices. Zero traction. One real shot.

RYAN

has access,
but no identity.

LETI

has identity,
but no access.

GUS

has talent,
but no courage.

**Separately, they disappear in the feed. Together, they create
a sound no algorithm could predict.**

NOT VIRAL YET

The series turns invisibility into a live experiment.

LOGLINE

Three struggling young musicians from radically different worlds are forced to share a New York recording studio just as it becomes the home of The Next Drop — a real music competition where emerging artists compete for a career-making opportunity.

Between rivalry, romance, family pressure and public voting, going viral may depend on the one thing they never wanted to do: work together.



Built for the screen already in the audience's hand.

9:16

PORTRAIT

60

EPISODES

60–120

SECONDS

6

STORY DROPS

Teen musical dramedy • English language • New York City • Core audience 15–24

A complete season delivers roughly 90 minutes of story — designed as addictive, mobile-first chapters rather than a traditional series cut into pieces.

Fiction creates attachment. Reality creates consequence.

SCRIPTED DRAMA

Actors carry romance, family pressure, rivalry and the fight to save Raul's studio.

FEEL

REAL COMPETITION

Emerging artists apply, perform as themselves and compete for a real release opportunity.

RISK

LIVE AUDIENCE

Viewers vote by phone and watch real outcomes reshape the fictional world.

DECIDE

One story engine. Three forms of investment.

New York keeps every dream close — and every life apart.

MANHATTAN

Ryan
Privilege +
expectation

THE BRONX

Leti
Identity + limited
access

QUEENS

Gus & Raul
Talent + survival

The subway connects three young artists who would never otherwise share a room. Raul's Astoria studio becomes the collision point — and eventually the home of The Next Drop.

Production-friendly geography. Immediate class contrast. A music culture that feels lived-in, not manufactured.

They are not “losers.” They are unfinished artists.



RYAN

19 • POP

Access without identity



LETI

18 • R&B / NEO-SOUL

Identity without access



GUS

19 • INDIE / LATIN ALT

Talent without courage

Their sound changes when their defenses break.

RYAN

Copies what is trending



Creates something honest

LETI

Protects herself through control



Lets collaboration deepen her voice

GUS

Calls fear “being realistic”



Chooses the risk of being heard

Enemies-to-lovers tension grows between Ryan and Leti. Gus becomes the musical bridge — and the emotional fault line.

NOT VIRAL YET

09

Raul remembers music before metrics.

**Former alt-rock guitarist.
Single father.
Studio owner.
Accidental mentor.**

**Turning the studio into The Next
Drop may save the business — or
cost him the last thing he still
controls.**

He understands the difference between
attention and a career.



Leo and Maddie know attention can be manufactured.

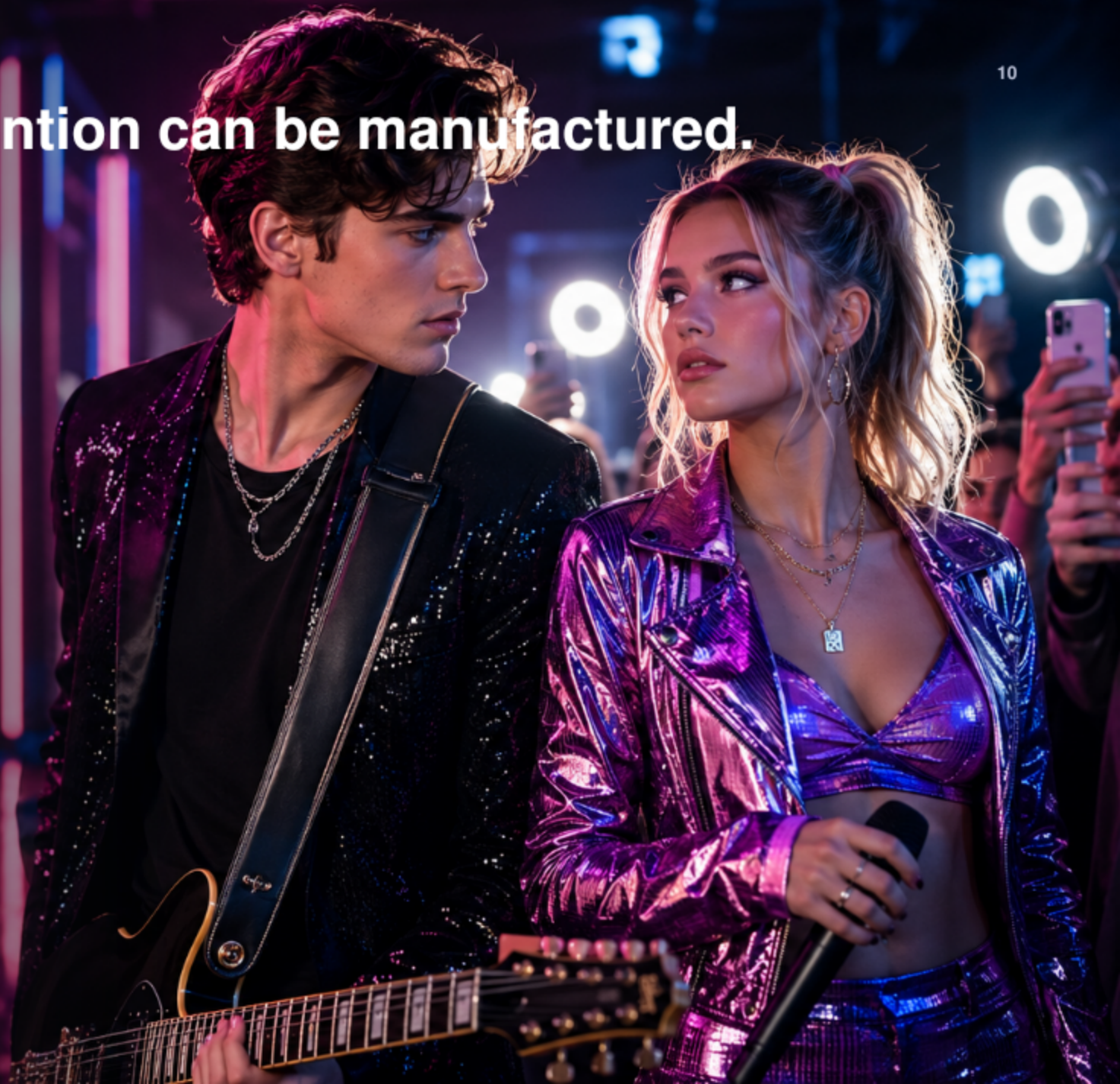
LEO KING

Creator. Guitarist. Strategist.
He edits reality before reality can
answer.

MADDIE VALE

Singer. Influencer. Brand.
She is terrified the feed will replace
her.

Their weapon is not fame. It is narrative
control.



NOT VIRAL YET

11

THE NEXT DROP is a real contest inside the story.

12

4

REAL ARTISTS

CHALLENGE TYPES

A real winner receives:

- Produced original single
- Vertical music video
- Digital launch campaign
- Finale performance

The prize is real. The characters' stakes are real to them.

Every challenge forces a musical and dramatic collision.

01 AUDITION DROP

Original vertical submissions introduce the real artists.

02 GENRE FLIP

Contestants rebuild a song outside their comfort zone.

03 COLLAB MATCH

A real artist is paired with Ryan, Leti or Gus.

04 ORIGINAL DROP

Finalists create, perform and release new work.

NOT VIRAL YET

13

The audience can change the result — not the integrity.

REAL FANS.
REAL IMPACT.
REAL TENSION.



YOU DECIDE
Every vote counts



LIVE RESULTS
Watch the competition change



FAIR & TRANSPARENT
Every vote is counted



NOT VIRAL YET

Discovery begins before the competition.

SPECIALIZED CASTING

A music-savvy casting director and music producer lead a hybrid search for artists with voice, identity, story and collaborative potential.

NEW YORK

Digital submissions + live auditions across all five boroughs.

NATIONAL REACH

The digital funnel can discover talent beyond the physical audition rooms.

The platform turns production into audience.

APPLICATIONS

Artist profiles, releases, consent and audition media.

VOTING

Verified accounts, published windows, one-vote rules and auditable results.

DATA + SAFETY

Moderation, anti-fraud monitoring, privacy controls and campaign analytics.

Build once. Localize by market.



Brands fund the opportunity — never the outcome.

SPONSORED CHALLENGES

Genre, collaboration or performance briefs shaped with a brand — with creative approval retained by the series.

TOOLS + PRIZES

Instruments, audio gear, telecom access, travel, wardrobe and studio resources become useful story-world assets.

RELEASE MOMENTS

Branded showcases, fan experiences, music drops and creator content extend reach beyond each episode.

**COMMERCIAL INTEGRATION IS VISIBLE. VOTING AND ARTISTIC JUDGMENT
REMAIN INDEPENDENT.**

The final prize can be bigger than a winner.

DISCOVER THE ARTIST

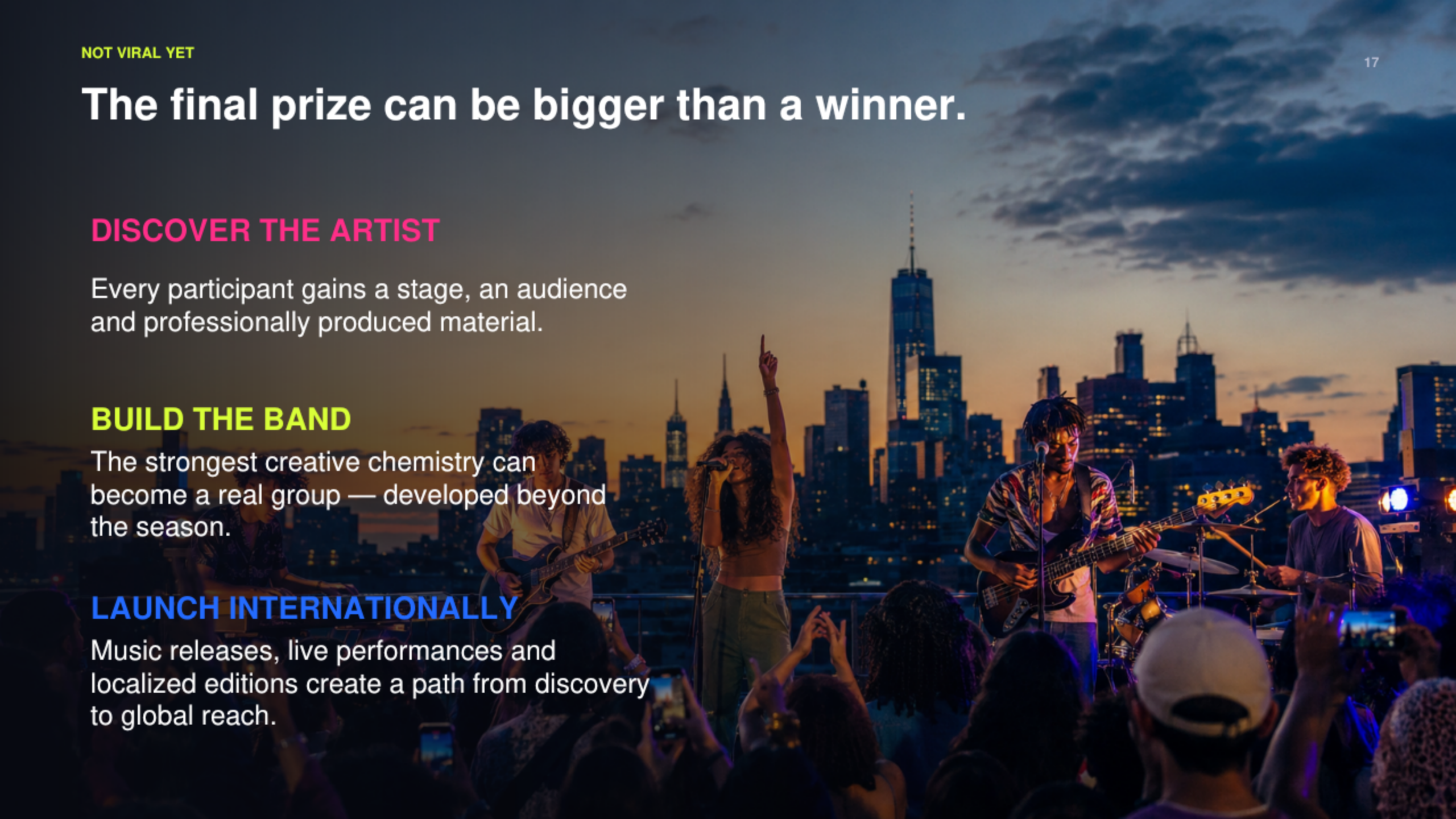
Every participant gains a stage, an audience and professionally produced material.

BUILD THE BAND

The strongest creative chemistry can become a real group — developed beyond the season.

LAUNCH INTERNATIONALLY

Music releases, live performances and localized editions create a path from discovery to global reach.



The drama responds to reality. It never rigs it.

REAL

Applications, performances, eliminations and the winning artist.

OPEN VOTING

Published voting windows, clear weighting and documented results.

MODULAR

Reaction scenes and finalist inserts adapt to real outcomes.

DRAMATIC PRESSURE

Producers shape challenges and storytelling — never the winner or the vote.

TENSION ≠ RIGGING

Six drops move the season from zero views to momentum.

01

ZERO VIEWS

1-10

02

AUDITION ENERGY

11-20

03

MAIN CHARACTER
PROBLEMS

21-30

04

CANCELLED

31-40

05

EVERYTHING BURNS

41-50

06

NOT YET

51-60

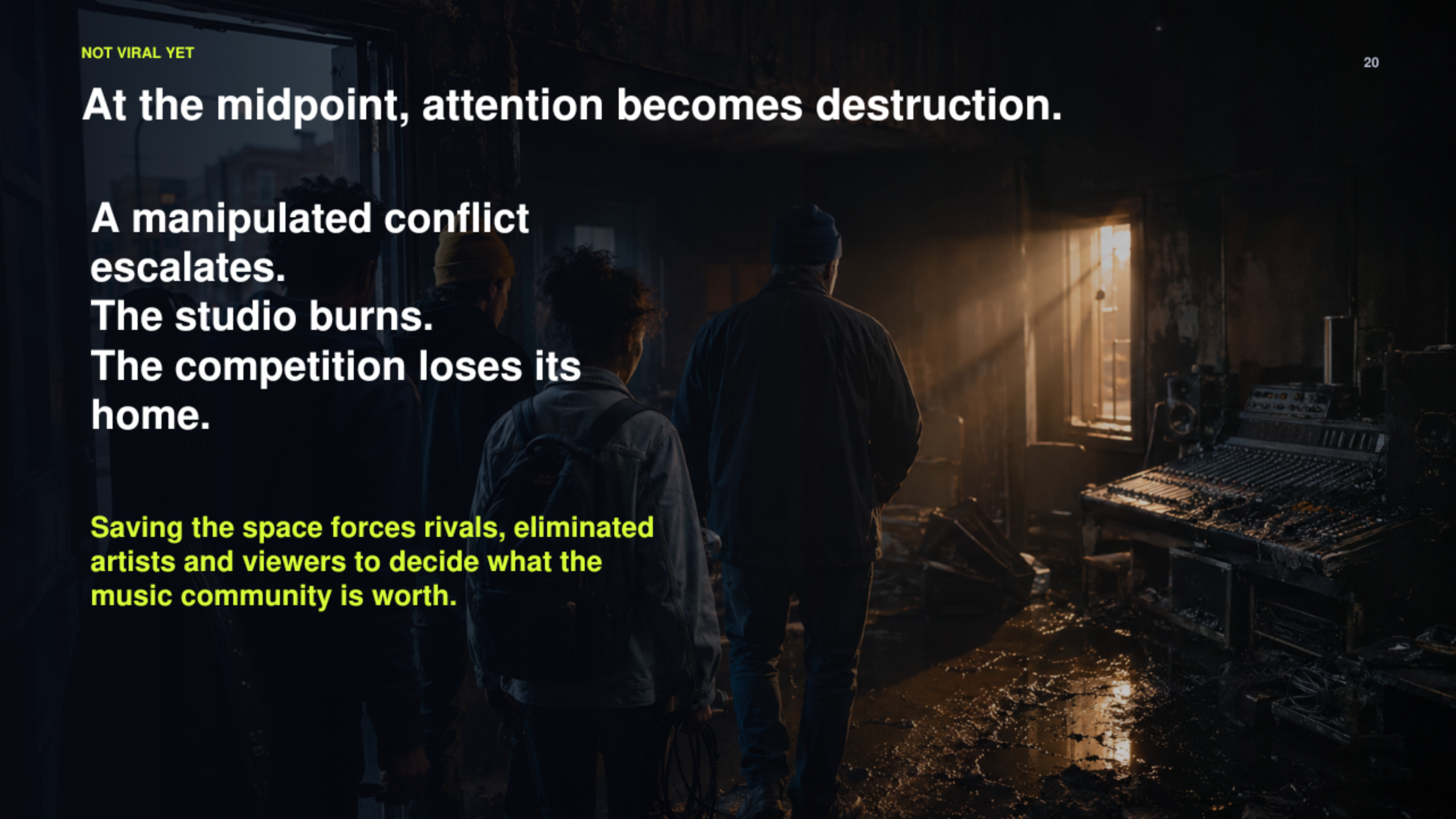
At the midpoint, attention becomes destruction.

**A manipulated conflict
escalates.**

The studio burns.

**The competition loses its
home.**

**Saving the space forces rivals, eliminated
artists and viewers to decide what the
music community is worth.**



A musical world with the velocity of a feed.

BRIGHT

Performance, attraction, humor and the thrill of being seen.

INTIMATE

Family pressure, class, race and the fear beneath ambition.

VOLATILE

Clips escape context. Private conflict becomes public content.

MOBILE-NATIVE

Close faces, vertical depth, screens, comments and hard cliffhangers.

The energy of Glee and High School Musical — rebuilt for a generation that performs, votes and falls in love through a phone.

The format is built for partners beyond one platform.

VERTICAL APPS

ReelShort
DramaBox
ShortMax
My Drama

STREAMERS

Mobile-first hubs
Short-form
experiments
Youth programming

MUSIC + BRANDS

Labels
Telecom
Headphones
Creator platforms

The scripted IP travels. The real artists generate new music, social content and audience acquisition in every market.

NOT VIRAL YET

They're not famous. Not yet.

Original Idea by Maria Maya

Written by Daniel Porto & Vitor de Oliveira

Directed and Produced by Maria Maya

Maria Maya brings firsthand experience directing youth-focused vertical fiction in Brazil — including Todos Merecem o Céu, produced with Instagram Brazil and Mind.

A new generation is ready to drop.