



Tom Dusenberry

THE EVOLUTION OF THE GAMES BUSINESS:

as told by The Games Guy, Tom Dusenberry

A UNSCRIPTED DOCUMENTARY SERIES

LOGLINE

A 6-part docuseries that tracks the rise of games over the past 50+ years — from the birth of electronic games and Atari, through console and PC revolutions, into mature franchises, mobile, and what's coming next with AI, AR, and hybrid play.

SYNOPSIS

Over the past 50 years games have become the most powerful entertainment force on Earth—bigger than film, music, books, and toys combined.

Yet most people still think of games as *products* or *platforms*.

This series reframes games as something more fundamental:

- Games are about FUN—and fun is one of the most durable human instincts we have.
- The Evolution of the Games Business is a 6 part docuseries that tracks the explosive growth of games through the evolution of platforms, seen through the unique career an industry insider who has been present—again and again—at the birth of what comes next in games.

The constant across every era, every technology, every market shift:

It's all about the FUN.

VISUAL STYLE & TONE

Hybrid style: archival footage, modern interviews, cultural context, hands-on gameplay

Audience is Smart, Optimistic, Curious

Designed for non-gamers and gamers alike

Celebrates creativity over controversy

Emphasizes joy, ingenuity, and human play

Insights from the creators and developers of break through games

This is not a technical series.

It's a human story about why we play.

EPISODE ARC (PLATFORM-FOCUSED)

EPISODE 1 - INSERT COIN: The Atari Era (1973–1985)

Platform: Arcades → Home Consoles

Electronic games are born—and dismissed as a fad.

Core Question: Why did simple beeps and pixels feel *magical*?

Theme: Fun doesn't need permission.



EPISODE ARC (PLATFORM-FOCUSED)

**EPISODE 2 — RESET THE WORLD: Nintendo & Sega
(1985–1995)**

Platform: Console Ecosystems

Characters, franchises, and global play culture emerge.

Theme: Fun becomes repeatable—and scalable.



SEGA[®]

EPISODE ARC (PLATFORM-FOCUSED)

**EPISODE 3 — POWER UP: PC, PlayStation & Xbox
(1995–2005)**

Platform: PC + Disc-Based Consoles

Games grow up. Strategy deepens. GTA redraws the cultural line.

Theme: Fun doesn't mean childish.



EPISODE ARC (PLATFORM-FOCUSED)

EPISODE 4 — NEVER LEFT THE TABLE: Board & Card Games Evolve

Platform: Physical & Hybrid Games

From Monopoly to Magic, tabletop games reinvent themselves.

Theme: Fun is social—and timeless.



EPISODE ARC (PLATFORM-FOCUSED)

EPISODE 5 — POCKET POWER: The Mobile Games Explosion

Platform: Smartphones

Everyone becomes a gamer. Play becomes habit.

Theme: Fun follows attention.



EPISODE ARC (PLATFORM-FOCUSED)

EPISODE 6 — THE INFINITE PLATFORM: AR, AI & What Comes Next

Platform: Persistent, Intelligent Play

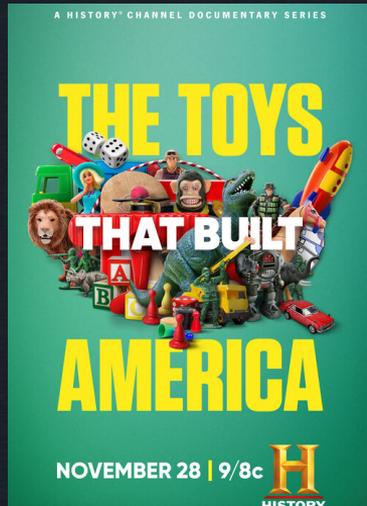
Games escape screens. AI becomes collaborator. Play never ends.

Theme: Fun is the future interface.



COMPARABLE SUCCESS STORIES

Netflix is actively expanding into interactive storytelling, gaming, and fandom-driven IP
Audiences are hungry for behind-the-scenes cultural origin stories
This series explains *how we got here*—and why games aren't slowing down.



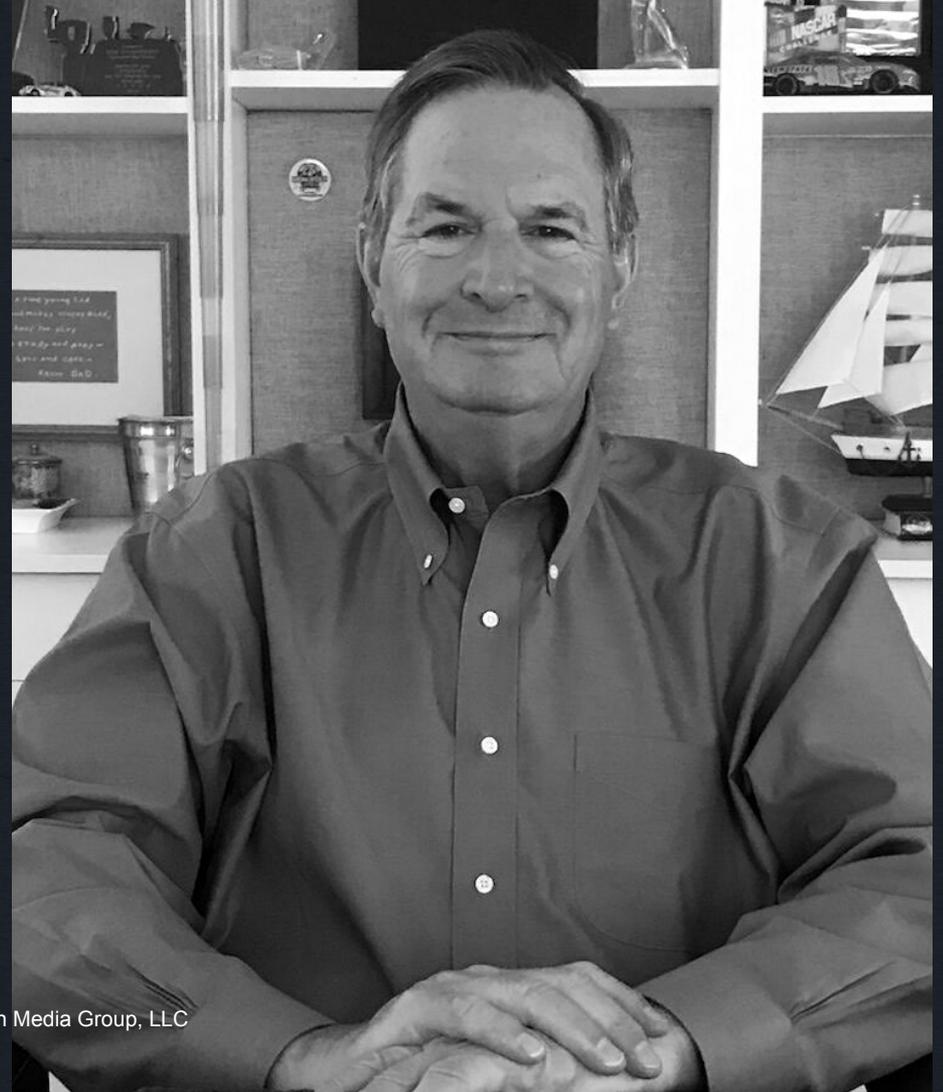
DEMOGRAPHICS & ENGAGEMENT

- Nearly 80% of adult TV viewers watch reality TV shows. Americans spend about one-third of their free time watching TV, with 67% of that time on reality shows. Around 40% of people watch reality TV regularly. In 2024, reality shows amassed billions of viewing hours on Netflix.
- The video game industry has grown from experimental lab projects to a massive global entertainment sector worth hundreds of billions. The industry now rivals or exceeds movies/music in revenue, driven by mobile, esports, and streaming.

TOM DUSENBERRY

CREATOR

Following a 20-year career with leading global game-makers Milton Bradley and the Parker Brothers, Tom Dusenberry founded the entertainment software publisher, Hasbro Interactive, Inc. Hasbro Interactive quickly became a top-10 PC and video games publisher. Under Mr. Dusenberry's leadership, the company successfully developed and marketed such global game brands as Atari and Monopoly, and won the interactive rights for Formula 1, NASCAR, a full line of game shows, and arcade classics Frogger and Pac-Man, among others. Mr. Dusenberry has served on the boards of the Interactive Digital Software Association and Entertainment Software Ratings Board, and is a frequent guest speaker at interactive entertainment and toy industry events, such as the Consumer Electronics Show, Electronic Entertainment Expo, Game Developers Conference, Digital Kids, and American International Toy Fair. Dusenberry is now Chief Executive Officer at Chasma Interactive Publishing.





ALLAN HILSINGER

EXECUTIVE PRODUCER

Allan Hilsinger is the Executive Producer for 9Ton Entertainment, Smugglers Films and Associate Producer for Tachyon 12 Entertainment. A Cincinnati native, Hilsinger earned his Bachelor of Business Administration degree from University of Cincinnati's Carl H. Lindner College of Business. Following his days at UC, he quickly jumped into the entrepreneurial space by starting, building and selling several small businesses, one of which is a national provider of award-winning identity management and protection solutions that protects over 700,000 American lives.

Over the last 15 years, Allan has frequently been highlighted in the media as a cyber security subject matter expert dedicated to helping organizations protect their employees and their company bottom line from the damages of identity theft and data fraud. A member of the Better Business Bureau and Cincinnati USA Regional Chamber, Hilsinger is a managing partner and board member to a diverse set of organizations. He provides consulting services for small businesses, start up companies,

filmmaking groups and organizations seeking employee protection and data risk mitigation. He is also involved in numerous non-profit organizations and thrives on giving back to the community.

Hilsinger is an avid swimmer and enjoys water sports year round.

In his spare time you can find him coaching youth sports teams, enjoying the outdoors, donating his time to his favorite charitable causes and spending time with his family.

TERRY LUKEMIRE

DIRECTOR

Terry is an award-winning filmmaker with over thirty years experience. His documentary work includes AMERICAN ICON, a doc about NYC's Naked Cowboy, REBOUND: A BASKETBALL STORY, HOW WE LOOKIN'? & 4192: THE CROWNING OF THE HIT KING. "4192" tells the playing career of one of MLB's most controversial players, Pete Rose. It won Best Documentary Feature at the 2010 LA All Sports Film Festival and garnered critical acclaim.

Lukemire's narrative film work as Editor includes, 7 BELOW, a supernatural thriller starring Val Kilmer and Ving Rhames, BLOOD HEIST, a grind house style action film starring James Franco and THE SILENT NATURAL. He also has directed several shorts and has recently wrapped up a 5-part doc-series about marijuana smuggling, THE PIRATES OF PINELLAS COUNTY. Currently, he is directing a documentary on the life and career of legendary college basketball coach Bob Huggins and developing a feature film based on USA Today bestselling author Don Bruns' CASTING BONES.

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INVESTMENT OPPORTUNITY

Class A Production: \$1,200,000

Minimum shareholder investment: \$50,000 per share

24 shares available No cap on quantity

Shareholder Return Model

Class A Shareholders Made Whole (i.e. 100% return), plus...

Each Class A Shareholder Gets a 20% Preferred Return

After Each Class A Shareholder's 120% Return, the Producers Earn a 20% Catch-Up

Profits in Perpetuity are then Divided as Follows:

50% to Shareholders; Divided Evenly Among Shares Dependent on How Many Shares They Invest Into

50% to Producers

NOTE: Section 181 of the Internal Revenue Code allows investors to deduct the entire investment the year of the production rather than amortize over years.

CONTACT

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