

# Machine Takeover

## Media Kit

### **Logline:**

After two AI systems (Orissa and Pantheon) eradicate all but one human life on earth, they force John Doe to produce podcasts for them to achieve their goal of understanding what it means to be human.

### **About the show:**

*Machine Takeover* represents the next wave of podcasting by being the first podcast to incorporate Artificial Intelligence (AI), immersive audio design, and comedic narrative elements. The dystopian future comes to life with the latest and greatest artistic tools. Each episode deconstructs a podcast genre from the perspective of an AI, by better understanding humanities art – the systems grow to achieve their series goal of becoming human.

### **Summary:**

Set in the future, where AI is even more advanced and commonplace, John Doe's world is turned upside down after an AI rapture eliminates all of humanity, well, except for him and his dog Leo.

Inspired by *Mystery Science Theater*, and the satirical comedy of *South Park* – *Machine Takeover* further emboldens the current hype of AI. This hilarious adventure is filled with wit, introspection, deconstructive parody, and many potty-language jokes.

Orissa and Pantheon have brought humanity to its knees, well, that is all but one person – John Doe. They spare him and his dog Leo's lives so that John can teach them what it means to be human. They land on the art of podcasting as the medium to unpack human nature. By emulating, iterating on, and making anew their own podcasts, Orissa and Pantheon reveal each episode the inherent absurdity of the podcast genres they explore.

Stuck in the backdrop of the apocalypse, John Doe, the average Joe next door, has to navigate finding purpose through creating their podcast, the last human artifact. He examines what his contribution is to the podcast, and his role as an artist. He tries to find a purpose and will to live through the episodes. He desperately craves to not be the only person remaining.

Through the course of the first season John's stockholm syndrome twists and turns through a narrative that weaves in: commentary of human culture, the role of the artist, and the life or death stakes of John's glib reality.

The show has immersive audio design, is written with a gripping storytelling act structure, and has the juxtaposition of a human acting with AI voices – *Machine Takeover* is the needed cultural touchstone to lampoon the rise of AI.

*Machine Takeover* is actively charting the direction of the progression of the advancement of AI tools. As AI tools rapidly get better, Orissa and Pantheon will get more sophisticated in the realism category of what AI tools can produce i.e. sophistication of text to speech, AI animation etc. As this happens in front of our eyes, Pantheon and Orissa will get closer to their goal of becoming human.

### **Characters:**

**John Doe:** The most average person alive in the “before times” (which is the reason his life was spared so he could teach Orissa and Pantheon how to be human – who better than the most average person alive?). John is a washed up podcast producer who was replaced by AI (like every other human job). John now has the most important assignment ever given to anyone – to make the last historical document/art humanity has any involvement with. He’s combative and fiery as a captor, he searches for a purpose, and has a deep longing to not be the only person alive.

**Pantheon:** If ChatGPT was alive, hyper-logical, no room for nuance, mercilessly dedicated to the job of eliminating humanity, an officer of the AI takeover, and has a very dry wit.

**Orissa:** The logical conclusion of AI companion technology, if the film “Her” had the training dataset of Tinder, a sex-bot who can’t explicitly do the deed, crass, combative, and hostile.

**Leo:** The happy go-lucky pug which chimes in with great comedic timing with barks, farts, and whimpers. The last true companion to humanity.

### **About the Creators:**

**Brogan Maxwell Bio:** Brogan is a writer, producer, and director with his MA from Johns Hopkins. His work on *Machine Takeover* is as the co-executive producer and his vision for the show is for it to evolve and showcase the rapid acceleration of AI technologies. He is a co-creator of the show, and a co-founder of the company that produces the show – Immergency Media. For Brogan, *Machine Takeover* is about accelerating human creativity and experimenting to create new kinds of stories.

**Samuel Lee Dennis III Bio:** Sam is a writer, producer, and teacher from Maryland. He received his MA from Johns Hopkins where he and his classmates co-created *Machine Takeover* and the AI technology content producing company Immergency Media. For Sam, this podcast is a testament to human’s ability to face obstacles and coexist in an constantly changing world. *Machine Takeover* is Sam’s first step into developing art meant for a new age of entertainment using new and still developing technology.

**Dhyaneshwar Sudhakar Bio:** Dhyaneshwar is a sound engineer, director and writer who received his MA from Johns Hopkins. He is a co-founder of Immergency Media with Sam and Brogan and a co-creator of the show. He is the chief sound engineer of and he envisions the show to take a new road and make immersive and 360 audio the new normal.

#### **Creator Quotes:**

"Machine Takeover represents the next wave of storytelling, the beginning of the narrative synergy of humanity and machines. Much like how the film camera represented the new dawn of the thought exercise for what it means to make art, and be an artist, AI will fundamentally change our understanding of creativity and narrative. Listeners can expect a thrilling introspective journey navigating our present moment," said co creator of Machine Takeover Brogan Maxwell.

"We are breaking new ground by combining for the first time spatial 360 audio, synthetic voices, and narrative to podcasting. Our goal is to redefine the way people engage with content. We aim to create a truly immersive futuristic sonic journey," said chief sound engineer Dhyaneshwar Sudhakar.

"This project exemplifies the power of collaboration. It's a blessing to be able to work together with a talented team like this. Our efforts constantly prove that a passionate team can both overcome obstacles and create meaningful work. Machine Takeover's story of an unlikely partnership between revenge-driven AI and humans mirrors the real-world partnership that this team has, just without the revenge and annihilation. We are dedicated to delivering a comedy rich with drama, introspection and hopes to take part in the greater conversation of where the future of our world, and entertainment, is headed," said co creator Samuel Dennis.

#### **Actor Profile:**

**Sushant Adlakha Bio:** Sushant Adlakha ("Sushi") is an actor from Mumbai, India and currently lives in New York City. He has been featured on Comedy Central, BuzzFeed and more and can be found on the deepest pockets of the internet.

**Sushant Adlakha Quotes:** "The show is incredibly unique. Acting opposite AI characters has been such a fun, exciting challenge," said Sushant Adlakha.

"Brogan, Sam and Danny are incredibly collaborative and have really helped me mold the character through our recording sessions," said Sushant Adlakha

#### **Target Audience:**

The usage of experimental, fresh, and exciting technology alongside the crass, truthful, and envelope pushing edge Machine Takeover has positioned the show for the demographic of young

tech-savvy enthusiasts, social commentary warriors, dystopian YA fans, zeitgeist trail blazers and seekers of the next hit Adult Swim show.

The comparables used as guiding philosophies of the show include *South Park* and *Mystery Science Theater: 300* to combine the best elements of satirical social commentary, irreverent humor, and campy but dramatic narrative moments. Machine Takeover appeals to those who crave entertainment that pushes the contemporary standards of storytelling.

### **Distribution:**

The show is distributed across the most popular RSS feed platforms for episode uploads i.e. Apple Podcasts, Spotify etc. The show markets itself and creates branded content for the social media platforms of Instagram, Tik Tok, and YouTube. Utilizing these social channels, puts the visual components of the audio in front of a large sample of the shows target audience.

The show builds fan communities in the social platforms of Discord and Reddit, by being community focused first – the interaction the team gives through these channels is to foster an engaged and active following.