

GENESIS



RECORDTV

AN EPIC SUPER PRODUCTION...

RELEASE DATE:

January 19

BROADCAST:

Monday to Friday, 9pm

WRITTEN BY:

Camilo Pellegrini

Raphaella Castro

Stephanie Ribeiro

DIRECTED BY:

Edgar Miranda

GENESIS



RECORDTV

CHRONICLED BY THOSE WHO BUILT HUMANITY...

LARGEST CAST
IN HISTORY
250
ACTORS

With the **BIGGEST ACTING TEAM IN ALL BRAZILIAN TELEDRAMA**, the telenovela will star successful names who are beloved by the public!



GENESIS



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THE ORIGIN OF THE WORLD WROUGHT GREAT STORIES...

One of the **GREATEST WORKS OF TELEDRAMA** arrives to depict the narratives that are passed down from generation to generation about the creation of everything!

Based on the **FIRST BOOK OF THE BIBLE**, the plot intertwines independent stories full of emotion that will convey important values to **ALL FAMILIES, ALL COUNTRIES!**

GENESIS



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SYNOPSIS

THE BIBLICAL BOOK OF GENESIS, IN ITS SIMPLICITY AND AT THE SAME TIME, ITS COMPLEXITY, GIVES ALL THE ANSWERS AS TO HOW EVERYTHING WE ARE, HAVE, SEE, FEEL, AND TOUCH EMERGED WITHOUT FURTHER OVERWHELMING OUR NEURONS. AND THIS MIRACULOUS EVENT IS THE BASIS FOR THE TELENOVELA GENESIS, THE NEWEST RECORD TV SUPER PRODUCTION.

GENESIS IS THE STORY OF THE FIRST 2,300 YEARS OF HUMANITY AND RECOUNTS EVENTS EXCLUSIVELY FROM THAT PERIOD. THE PLOT BEGINS BY GIVING US A GREATER UNDERSTANDING OF WHY WE EXIST AND HOW WE TURNED FROM PERFECTION TO IMPERFECTION. THE ORIGIN OF ALL SOCIAL AND RACIAL PROBLEMS IS THERE AT THE BEGINNING OF EVERYTHING, WHEN VIA ONE DECISION A HUMAN BEING WHO ONLY KNEW GOOD AND ENJOYED IT SO MUCH ALSO CHOSE TO KNOW EVIL.

THROUGH THIS CHOICE, WE SEE HOW THE FIRST LEADING CHARACTERS, ADAM AND EVE, PAID A HIGH PRICE, WHICH EXTENDED TO THEIR CHILDREN, CAIN AND ABEL, AND IN A SHORT TIME IT SPREAD TO ALL THEIR SUCCEEDING GENERATIONS, MAKING THEM COMPLETELY PERVERTED AND UNJUST. IF IT WEREN'T FOR NOAH, THERE WOULD BE NO ONE LEFT TO TELL THIS STORY AFTER THE GREAT FLOOD THAT INUNDATED THE EARTH.



GENESIS



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SYNOPSIS

HOWEVER, WITH THE CHANGE OF GENERATIONS THERE WAS ALSO A DEPARTURE FROM THE GOOD CUSTOMS AND PRINCIPLES THAT GOD HAD FOUND IN NOAH. ONE OF HIS DESCENDANTS, NIMROD, NOT SATISFIED WITH ALL THE POWER AND LEADERSHIP HE ALREADY HAD, DECIDED TO BUILD THE TOWER OF BABEL TO REACH THE HEAVENS AND NOT HAVE TO GIVE SATISFACTION TO ANYONE, INCLUDING GOD. AND THAT WAS HOW HUMANITY WAS DEFINITELY DIVIDED. PEOPLES AND NATIONS OF DIFFERENT LANGUAGES WERE CREATED.

GOD THEN CHOOSES A MAN: ABRAHAM, SON OF TERAH, FROM UR OF THE CHALDEES. AND THROUGH HIM AND HIS WIFE SARAH, A SEPARATE GENERATION IS FORMED, FAR FROM THE CITY, FAR FROM OTHER PEOPLES, AND FAR FROM THE MANY CUSTOMS OF THE TIME. BUT WHY ABRAHAM AND SARAH? THAT IS WHY THE STORY OF THIS PAIR OF PROTAGONISTS BEGINS WELL BEFORE THAT CALL, IN UR OF HE CHALDEES, THROUGH THE SAGA OF THEIR FATHER TERAH.

THIS FAMILY, CHOSEN FROM AMONG ALL THE OTHERS ON EARTH, CONTINUES THROUGH ISAAC AND REBECCA, JACOB AND JOSEPH. WE SEE THEIR CONFLICTS, AS WELL AS THEIR WRONG AND RIGHT DECISIONS WITH ALL THE CONSEQUENCES THAT COME WITH THEM.

YOU'LL BE MOVED, YOU'LL REJOICE, AND YOU'LL EVEN UNDERSTAND THE WORLD IN A MUCH BETTER WAY, CHANGING YOUR VIEW ON A LOT THAT NOT ONLY HAS NEVER BEEN UTTERED BUT ALSO HAS NEVER REALLY BEEN EXPLAINED ANYWHERE.

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WHICH WILL BE DIVIDED INTO SEVEN IMPORTANT ERAS

The telenovela will expose **HUMAN FRAGILITY** and divine interventions in the most **DIVERSE MOMENTS IN HISTORY**, from the Original Sin to the thrilling journey of a slave who becomes governor.

 **1. ADAM AND EVE**

 **2. NOAH AND THE GREAT FLOOD**

 **3. TOWER OF BABEL**

 **4. ABRAHAM**

 **5. ISAAC AND REBECCA**

 **6. JACOB**

 **7. JOSEPH OF EGYPT**

GENESIS



RECORDTV

TO SURPRISE THE ENTIRE WORLD...

GENESIS is a successful telenovela on RECORDTV.

A joint leader in audience share in Prime Time, GENESIS attracts millions of monthly viewers to watch its production.

CREATING AMAZING OPPORTUNITIES IN 2021.

8.3 MILLION

VIEWERS
PER MINUTE

63 MILLION

VIEWERS
PER MONTH



61%
WOMEN



79%
ABC CLASS



39%
MEN



85%
25+ YEARS OLD

GENESIS



RECORDTV

ANALYSIS OF THE FIRST 7 CHAPTERS

With the nightly telenovelas shown on free-to air TV in the same time slot.

Home

Genesis
15.7%

Nighttime TV
Telenovela
12.7%

+24%

The average audience for nighttime TV Telenovela.

22 million

viewers reached by chapter, who watched an average of

41 minutes of the program.

70%
remained

8% above the average of nightly TV telenovelas.

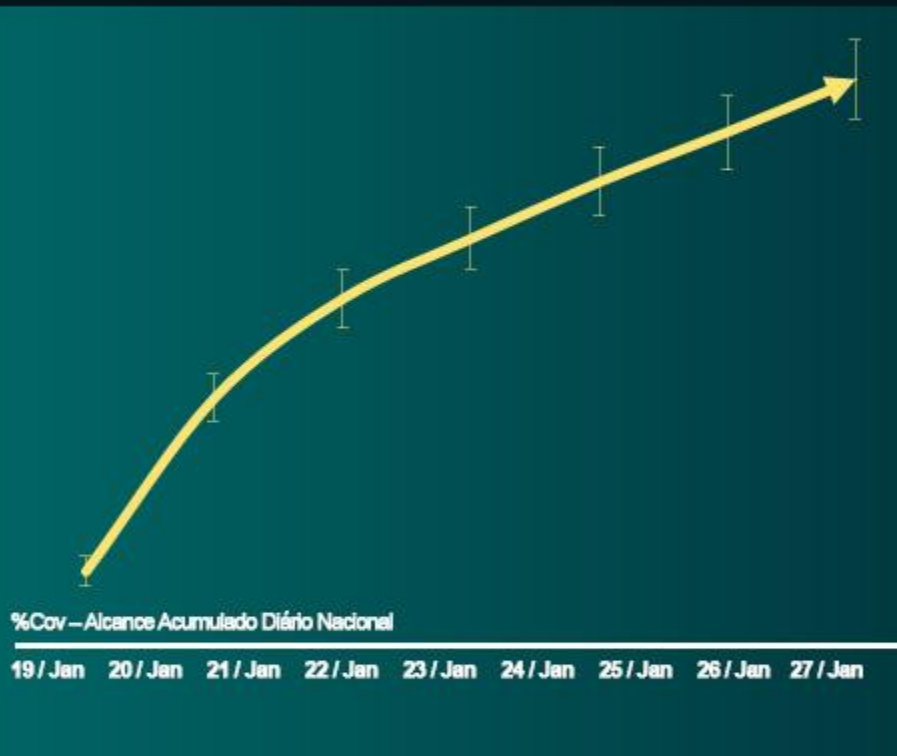
GENESIS



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MORE VIEWERS EVERY DAY!

THE INTERACTION AMPLIFIES THE RESULTS
ON ALL PLATFORMS!



56 million

viewers reached in one week
on TV

+ 1.5 million

viewers reached on the internet
that generated:

**+ 78
million**
impacts

**+ 5
million**
views

**+ 2
million**
interactions with
publications

GENESIS



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BEST DEBUT OF RECENT YEARS
**ABSOLUTE GROWTH OVER
COMPETITION**

15.4%
ratings

33%
share

22million
viewers reached

68%
growth

In relation to previous
of the last telenovela
debut

+ 165%
audience
over competition on
free-to-air TV

68%
68% retention among
those who watched
44 minutes of
first chapter

GENESIS



RECORDTV

ONLINE ENVIRONMENT



+118 MILLION
OF IMPRESSIONS A MONTH

+49 MILLION
NEW VIEWS REACHED

+518.000
NEW FOLLOWERS



+20.000
NEW FOLLOWERS

+92.000
LIKES

+600.000
NEW VIEWS REACHED



+65 MILLION
OF IMPRESSIONS A MONTH

+1.4 MILLION
NEW VIEWS REACHED

+630.000
NEW FOLLOWERS



13 MILLION
OF IMPRESSIONS A MONTH

2.6 MILLION
NEW VIEWS REACHED

+24.000
FOLLOWERS



+1.2 MILLION
NEW VIEWS REACHED

+5 MILLION
NEW VIEWS REACHED

GENESIS



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INSTAGRAM

TELENOVELA GENESIS TOPS JANUARY'S WIT LIST

GENESIS, A BIBLICAL TELENOVELA BASED ON THE BOOK OF GENESIS, PICKED UP THE MOST FOLLOWERS ON **INSTAGRAM** OF ALL THE NEW SERIES THAT MADE THEIR DEBUT IN JANUARY, ACCORDING TO THE WIT.

TELLING THE STORY OF ADAM AND EVE, THE GREAT FLOOD AND ABRAHAM, **GENESIS** BOASTS **584,000** FOLLOWERS.

TELENOVELA GÊNESIS TOPS JANUARY'S WIT LIST

World Screen 1 day ago Top Stories

Gênesis, a Biblical telenovela based on the *Book of Genesis*, picked up the most followers on Instagram of all the new series that made their debut in January, according to The WIT.

Telling the story of Adam and Eve, the Great Flood and Abraham, *Gênesis* boasts 584,000 followers. Airing on Record TV in Brazil, it stars Igor Rickli (1.1 million), Carlo Porto (673,000), Adriana Garambone (268,000) and Angelo Paes Leme (204,000).

The Disney+ series *WandaVision* racked up 300,000 followers for second place. Starring Kat Dennings (3.8 million), Paul Bettany (1.3 million) and Teyonah Parris (216,000), the fantasy limited series is based on the Marvel characters Scarlet Witch and Vision, who are bound by a love story.

GENESIS



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GENESIS STARTED WITH SURPRISING INTERNATIONAL RESULTS!



MOZAMBIQUE

SUCCESS AT MIRAMAR TV IN MOZAMBIQUE, WITH MORE THAN DOUBLE THE SUM OF ALL NOVELS IN THE AIR IN THE COUNTRY.



PORTUGAL

THE BIGGEST AND BEST PREMIERE SINCE 2018.



ENGLAND

AUDIENCE INCREASED BY 32%.

NATIONAL - NOAH'S ARK

SÃO PAULO
17.4
RATINGS

BRAZIL
17.5 **24.9**
RATINGS SHARE

GOÍAS
24.8
RATINGS

BAHIA
20.8
RATINGS

GENESIS



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To
UNDERSTAND
the present,
we must
RETURN
TO THE
BEGINNING...



- THE FIRST IDOLATRY
- CONFUSION OF TONGUES
- BEGINNING OF THE NATIONS



- THE CALL OF ABRAM
- ABRAHAM IN EGYPT
- HAGAR AND SARAH
- THE WAR OF THE 4 KINGS AGAINST 5 KINGS
- THE BIRTH OF ISHMAEL
- SODOM AND GOMORRAH
- THE LOT'S WIFE
- THE PLAGUE AGAINST KING ABIMELECH
- THE GREATEST PROOF
- REBECCA'S CHOICE
- THE BIRTH OF ESAU AND JACOB



- THE BIRTHRIGHT
- JACOB RUNS AWAY
- JACOB'S LADDER
- RACHEL AND LEAH
- JACOB WRESTLING WITH THE ANGEL
- ESAU'S CHOICES
- HISTORY OF DINAH



- ABRAHAM'S CHILDHOOD
- ABRAHAM AND SARAH'S ROMANCE
- THE DEATH OF HARAN
- THE RETURN TO CANAAN



- THE FIRST CITY
- NOAH'S ARK
- THE FIRST WINE



- LUCIFER'S FALL
- THE CREATION OF THE WORLD
- SNAKE DECEIVES EVE
- CAIN AND ABEL

7 ERAS



- BETRAYED BY BROTHERS
- THE ESCAPE OF JUDAH
- HARASSMENT IN POTIPHAR'S HOUSE
- JOSEPH'S PRISON
- NEW GOVERNOR OF EGYPT
- THE SONS OF JUDAH AND TAMAR
- JOSEPH AND JACOB REUNITED AGAIN

GENESIS



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GENESIS

THE NUMBERS

300 PROFESSIONALS
INVOLVED IN
PRODUCTION

270 PEOPLE INVOLVED
IN BUILDING
SETS

MORE THAN
250 ACTORS

8.500
EXTRAS

1.040 STUNT
DOUBLES

AROUND **800**

800 JOBS CREATED,
DIRECT AND INDIRECT,
DURING PRODUCTION
OF THE TELENVELA

GENESIS



RECORDTV

GENESIS

THE NUMBERS

MORE THAN
52,000 M²
CONSTRUCTED FROM
SCENARIOS AND STUDIOS

98 ENVIRONMENTS
AND MORE THAN
25,000
FIGURINE PIECES
PRODUCED

THE BABEL TOWER
WAS BUILT MORE
THAN
60 METERS
IN HEIGHT

RECORDINGS MADE
IN FOUR STATES IN BRAZIL:

RIO DE JANEIRO / RIO GRANDE DO SUL / PARANÁ / MINAS GERAIS

AND TWO COUNTRIES:

BRAZIL / MOROCCO

100 SUITCASES TAKEN FOR TRIP TO MOROCCO WITH
ITEMS OF ART, SCENOGRAPHY, EFFECT, MAKEUP
AND FIGURINE.

GENESIS



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GENESIS

16 EXTERNAL SETS

- ADAM AND EVE'S CAMP
- AMAZON CAMP
- VILLAGE
- NOAH'S HOUSE, BEFORE AND AFTER THE FLOOD
- BUILDING NOAH'S ARK
- CONSTRUCTION OF THE TOWER OF BABEL
- CAMPS: OUTSIDE THE WALLS, OF THE ELAMITES, - OF THE AMORITES, OF THE EKUR AND OF THE CHEDORLAOMER
- TERAH'S STABLE
- CISTERN
- POTIPHAR'S HOUSE
- PENTEPHRES HOUSE

THE NUMBERS

8

SCENOGRAPHIC CITIES THAT ADD 11.000 M²

- ENOCH
- SHINAR
- UR OF THE CHALDEES
- SODOM AND GOMORRAH
- EGYPT
- HEBRON
- SHECHEM
- EGYPT 2

GENESIS



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GENESIS

INTERNATIONAL SALES

WWW.RECORDTVNETWORK.COM



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