

## HOW THE WEB WAS WON ©Paul Green & Adrian Lord

Comedy Drama in four 60-minute episodes

### Logline:

It's 1995. Four unlikely Lancashire lads begin riding rough-shod along the Super Information Highway, making up the rules along their iconoclastic way to success.

### Storyline:

In a small declining Northern town, Adam is a builder who also manages a band, fronted by Wayne, a brash estate agent and wannabe rock star. Tom, keyboard player and aspiring philosopher, suggests they buy a computer to design posters. But Adam grasps the potential of a whole new medium - The World Wide Web! Recruiting reclusive tech nerd Jared, they form a pioneering web design start up - Trip/S/Witch!

Branding themselves 'The Sex Pistols of the Cyber-Web' and subverting normal business practices in a haze of dope and psychedelic drugs, they profit from being first in the field, both local and nationally, storming the media with their messianic pitch for the new digital universe. Trip/S/Witch are ahead of the curve and the London ad agencies are starting to take notice.

But that anarchic energy spirals off in different directions. Wayne still wants to promote his band and is diverted into dubious capers, Tom increasingly views the company as a techno-mystical cult rather than a business, while Jared simply wants to keep his head down and marry the girl next door. Adam, post-divorce, is torn between Yvonne, a Lancashire witch and Jenny, a tabloid journalist. Trip/S/Witch's 'Cyberotic Zone' draws the traffic but complications arising from it finish Tom's marriage.

Wayne attempts a deal behind Adam's back, Jenny writes a sensationalist article about them, affecting trade, while rival outfits emerge and try to take charge. By 9/11/2001, it's all over - but it's been an exhilarating ride, as well as a learning experience - especially for Adam.

### Unique Selling Points:

Inspired by personal experience of founding one of the UK's first web design start-ups, the script evokes all the excitement - and risk -of those early forays into the Wild West of the Web. But it's about relationships as well as the impact of the new cyber-culture. Character arcs loop, peak, plunge and entangle as goals begin to diverge and conflicts arise. And underneath the bizarre episodes and wild anarchic comedy, there's a deeper sub-text about what the Web might have been and what it actually became.

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