

Television show pitches are often shared in decks or series bibles. These materials can particularly be useful to share either 1) in advance of a meeting to help create interest, or 2) afterwards so an executive can easily circulate the pitch to their colleagues and discuss next steps internally. The terms 'deck' and 'bible' are used somewhat interchangeably, but a deck will be more visual in nature, and a bible will be more text and more comprehensive. We've put together a series of examples of the actual materials that were created to pitch some of the most iconic television shows of the last few decades. Notice how they:

- 1) Capture the aesthetic and voice of the eventual project
- 2) Describe characters, setting, story engine, and plotlines
- 3) Convince potential executives that these shows can run for dozens of episodes and multiple seasons
- 4) Make it clear that this is both a unique and new concept and has a large existing audience
- 5) Follow similar formats for the content, but play with that form when it's appropriate for the project.

Pitch decks:

Drama:

- [Stranger Things](#)

Animation:

- [Bordertown](#)
- [Adventure Time](#)

Comedy:

Unscripted:

- Ultimate Beastmaster

Series Bibles:

Drama:

- [Battlestar Galactica](#)
- [Lost](#)
- [Grey's Anatomy](#)
- [Fargo](#)

Animation:

- [Batman, the animated series](#)

Comedy:

- [Scrubs](#)

- [Dirk Gently's Holistic Detective Agency](#)
- [New Girl](#)
- Freaks and Geeks
 - [Proposal](#)
 - [Bible](#)

Unscripted: