

THE PHENOMENON THAT SWEEPS
TIKTOK IN EUROPE AND LATIN
AMERICA WITH MORE THAN 1.000
MILLION VIEWS IS ARRIVING TO TV

ÚNICO SOBREVIVIENTE

(THE LONE SURVIVOR)

@UNICOSOBREVIVIENTE





THE STORY

I woke up in the hospital. And I got scared because it was empty. I want to scream, but it would be useless because... no one will hear me. There's nobody. Why am I here? The last thing I remember is that I was at home, with my friends, my family... And all of the sudden, there's absolutely...

no one

**THIS IS THE STORY OF A CHALLENGE,
A TIME TRAVELER AND A BIG MYSTERY:**

THE STORY OF THE **LONE SURVIVOR**

The series is based on the phenomenon [@unicosobreviviente](#), born on Tiktok and tells the story of Javier, a young man who wakes up in a Hospital in Valencia only to find out that **there's nobody!** Not in the building, nor the streets, nor the neighborhood... The whole city is empty!

Desperate, he begins to roam the streets in the search of answers for the massive disappearance, with hope of finding someone else. Soon, he will begin to believe that he has travelled in time and is in

2027. He will come to realize that **he is not alone in the world.** There are two other lone survivors. The problem is that one is in Mexico. And the other, in Brazil. From there, the real adventure begins.

Is this one of those stories that doesn't bother explaining what's happening or does it have a closed ending? Part of the charm of *The Lone Survivor* is that you find out about things as they come, which is why we won't go into further detail, but we can assure you that you'll see a very **WTF ending.**

Once the weekly episode is over, you'll be left wondering **how it's possible** that what happened actually happened, which is exciting.

The protagonist will venture into the city, **IN HIS COUNTRY**, with the idea of **finding answers** to what is happening.

HOW COULD HIS LEGION OF FOLLOWERS FROM THE XXIST CENTURY HELP HIM GET BACK TO HIS TIME?

WHAT RELATIONSHIP LINKS THE THREE LONE SURVIVORS TO ONE ANOTHER?

WHY HAVE THEY BEEN CHOSEN?

WILL THEY BE ABLE TO FIND EACH OTHER AND RESOLVE TOGETHER THE MYSTERY OF WHAT IS HAPPENING?

FURTHERMORE, WILL THEY BE ABLE TO MAKE IT BACK TO THEIR TIME?

WILL THEY REALLY BE ALONE?

HAVE THEY REALLY TRAVELLED THROUGH TIME?



WHAT THE SERIES TALKS ABOUT

This fiction talks about: **LOSS, LONELINESS, NEON LIGHTS, CLIMATE CHANGE, SAVING THE WORLD, TIME TRAVELLING, APOCALYPSES, SURVIVAL...**

DATA SHEET

Weekly episode: 10 x 30' - 50'.

Target: multiple, especially for lovers of incredible mysteries.

Genre: Thriller, Science Fiction, Adventure.

SCORPION



THE ORIGIN

THE PHENOMENON THAT SWEEPS SOCIAL MEDIA

Everything started on February 13th of 2021. [@unicosobreviviente](#) posted his first video on TikTok, in which he stated he had woken up in February of 2027. COMPLETELY ALONE. Like in some kind of alternate reality in which **humanity is completely extinct**. There was nobody in the city, not even animals. An hour later [@unicosobreviviente](#) became **a world phenomenon**. Soon he was on everyone's lips and appeared on **newspapers all over the world**, like the UK, New York, Argentina, Brazil, Mexico or China. All of the national news outlets as well as entertainment shows, such as *El Hormiguero* (Antena 3) or *Zapeando* (LaSexta), also echoed his experiences in 2027.

The thing is Javier woke up in a hospital in Valencia and **he has already recorded some of the most emblematic places** of his hometown as well as Spain's: the Valencia F. C. stadium, the City of Arts and Sciences, the Cathedral of the Holy Grail, the BIOPARC zoo, the Corte Inglés, Granada's Alhambra, Cordoba's mosque, the Superior Police Headquarters, Baraja's airport, the Callao square, the city center of the capital, TV sets and many more surprising places.

As of now, **nobody has revealed the truth behind the mystery** that is [@unicosobreviviente](#). Since its beginning in February until now, the account has accumulated more than 6 million followers and more than a thousand million views on his videos, which NEVER STOP GROWING.

And this phenomenon isn't only Spanish. It's international. At the moment, it's also **trending in China and in the Arab countries. As well as in Latin America, where the engaging has been brutal from the beginning**. In fact, the territories with the biggest following are these:

- 849K MEXICO
- 411K ARGENTINA
- 725K BRAZIL
- 250K SPAIN
- 684K COLOMBIA

LAST MONTH DATA

1.528.060

Cuentas alcanzadas

+159% frente a 3 jun. - 2 jul.

Participación ⓘ

Seguidores ⓘ

▶ Visualizaciones de vídeos
219.3M (+359.16%)

6,133,062 en total
2.4M nuevos en el intervalo jul 05 — Ago 01

📄 Visualizaciones de perfil
11.4M (+365.51%)

Lugares destacados

Brasil 26.8%

♥ Me gusta
7.5M (+250.16%)

Egipto 10.4%

💬 Comentarios
399.7K (+326.5%)

México 6.3%

Irak 5.7%

Taiwán 4.7%



THE

REASONING

BEHIND THE STORY

WHY IS THE LONE SURVIVOR ALONE? WHAT HAPPENED? HOW DID HE TRAVEL IN TIME? AND WHY?

The answers to these questions, and other similar ones, are the base of the development of this apocalyptic fiction in which we find **a new way of seeing the world**. Apparently, the lone survivor has travelled in time and finds himself in 2027, whilst the rest of normal people, his family, friends and everyone are still in 2021.

But... What if he hadn't moved in time? What if he had moved in a spatial line rather than a timeline? Meaning that the **lone survivor is still in 2021, but in another place**. This is the most logical explanation as to why there's no one. The regular world has not disappeared, it still exists just as it was. With its people, its animals and life still going on normally. What happens is that our protagonist has moved or has been transported to another place. A parallel one. But... Why and where?


Good question. What happens is that the governments of Earth have united against climate change and the growing threat of finishing the resources of our planet, which would lead to an **imminent extinction** if measures were not implemented. These measures include **building an exact replica of the Earth in another planet, Mars**. Hence, when humankind would be obligated to flee and establish life somewhere else, it wouldn't be an unknown threatening place, but somewhat of an Earth 2. Reconstructed digitally and materially. Inch by inch. Like a gigantic fallacy.

THE REASONING

In this scenario, the world leaders are carrying out the experiment in Mars, but the inhabitants of the Earth are unaware of it. The problem is that new astronauts are needed to test the habitability of the planet and demonstrate the success of the project. These **guinea pigs are the "lone survivors"**. Who, in a kind of "The Truman show" world, live under constant surveillance of the scientists, engineers, architects, police and experts that have developed the New World.

The idea of **recreating an absolute copy of the Earth in another place has never been discussed**, much less in another planet. In this case, Mars. It's something that the current generations will hardly get to see, but totally possible in a future not that far away.

WOULD AN EXACT REPLICA OF THE EARTH BE POSSIBLE IN MARS?



In fact, there are already projects in development like "The Great Pompeii Project", in which Italian archaeologists, engineers, historians, designers, scientists and tech experts are working on creating an exact replica of Pompeii to ensure that everything that remains today is not destroyed by another eruption from Mount Vesuvius. The threat of this volcano, which is still active, **is a metaphor of the great consequences that climate change is having in our world that could lead to our extinction.**

CLIMATE CHANGE THREATENS THE EARTH

EXTREM HEAT WAVES - DEVASTATING FLOODS - UNCONTROLLABLE FIRES

EXTRAORDINARY AND LÉTAL CLIMATE EVENTS

El escenario de nuestra serie Our series setting isn't crazy at all, considering that **climate change is a very real and imminent threat to Earth**. Scientists and governments are starting to really focus on this issue, because we aren't talking about future consequences anymore, but very real problems that are already happening in the present.

THE REASONING

The main thing we notice nowadays is the contrast in the temperatures, which are increasingly more extreme. In fact, since 1980 each decade has been warmer than the previous one, and according to the World Meteorology Organization (WMO) this last four years have been the hottest ever recorded.

As a direct consequence of this rise in the temperature there are strong heat waves and horrible wildfires, but also the droughts, the floods and the desertification. A study from ECODES assures that **the number of natural disasters related to meteorology has tripled since the 60s**.

Examples of this are the terrible overflows in countries like Germany and Belgium, the deadly floods in central Europe and China, the devastating wildfires in Australia or the almost 50-degree weather that caused dozens of deaths in Canada.

THE REASONING



HUMANITY LOOKS TO MARS

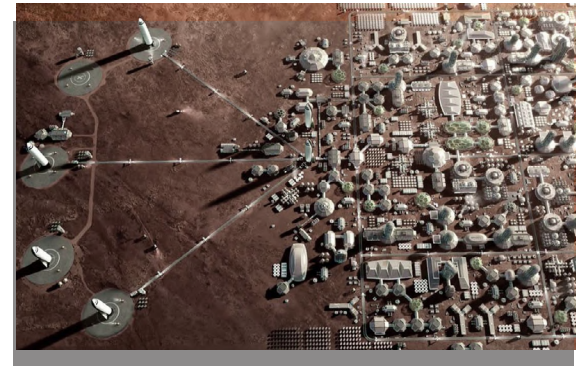
THEY SEEM LIKE SCENES FROM A MOVIE, BUT IT'S THE REALITY WE ARE LEAVING IN. THE DAMAGES OF CLIMATE CHANGE ARE IRREVERSIBLE AND THAT'S WHY SCIENTISTS BELIEVE THE SOLUTION IS IN ANOTHER PLANET: MARS.

The climate summits, which host 200 countries yearly, fight to slow the process by looking for **innovative solutions** that would allow for life to continue just as we know it. And planning a future in Mars could be one of them.

In fact, the man in charge of planetary exploration at NASA is convinced that **life outside of Earth** will be discovered over the next decade and he states that "*is possible that life will return to Mars*".

Also, the *Curiosity* has recently made an interesting discovery in the red planet: it's possible that hints of ancient life in Mars were erased. Another study of the Lunar and Planetary Laboratory of the University

of Arizona with the Institute of Planetary Scientists shows they have found proof of recent volcanic activity in Mars, which makes them believe that it was habitable until not long ago.



There are even **projects about the creation of cities in this planet**. One of them is part of a scientific work organized by the Mars Society and developed by SONet, a team of international scientists and academics. Under this investigation, the study of Architecture ABIBOO has created the first designs of how these cities could look like.

THE FORMAT



EACH DAY OF THE WEEK, FROM MONDAY TO FRIDAY, THE LONE SURVIVOR WILL LAUNCH A PIECE WITH AN EPISODIC STORY.

They will correspond with the videos that are actually being posted to TikTok almost every day. They are mostly a response to the public, scenarios that can help us support the main story or to give clues to try to get to know the protagonists a little more.

THEN, AT THE END OF THE WEEK THERE WILL BE A 30' - 40' EPISODE THAT WILL FOCUS ON THE MAIN STORY AND THE SEASON WILL BE MADE UP OF TEN EPISODES.

At the end of each chapter there will be a **huge cliffhanger** that will take us straight to the next, like in the key moments of Lost, for example.

Therefore, in the second or third chapter, when we have already gotten used to following our Spanish protagonist and we see him sleeping in the best hotel in town, completely empty. We will be surprised when the chapter ends and we see him waking up and getting out of bed in a completely dark room. Only to find out when he opens the window that... there's another survivor! Because the views from the building where our protagonist was are not Valencia anymore... it's SAO PAULO!



This type of format allows us to **relive the experience of the original TikTok project**, it reminds us of the way SKAM was aired in our country, in Movistar Plus. Something that is not strange to the young audience and that won't disturb the elder public, since they can normally watch the regular episodes that come out.

So we could say that **we have a chapter A and a chapter B each day of the week**. The A side follows the main plot of the story, while side B shows us the day to day life of what our protagonists are living, they interact with the fans and it serves as a transmedia support to the TV series.
