L E G A C Y

A Music-Industry Family Drama

8 Episodes · Season One

"Trust the song, not the singer."

CREATED BY

Jim Peacock

DATE

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THE LOGLINE

Succession meets _Daisy Jones & The Six_ set inside the empire of the modern country music business world.

When country icon Royce Monroe dies, his estranged daughter Avi, an Austin club owner who is all about authenticity, is forced into a six-month co-presidency of Royce's failing Nashville label with her brother Beau, who is all about profit.

WHY NOW

CULTURAL MOMENT	Country & Americana are the fastest-growing genres globally. Beyoncé's *Cowboy Carter*, Shaboozey, Post Malone, and Zach Bryan have shattered genre walls. The audience is here, and they are international.
BINGE ARCHITECTURE	8 episodes designed for one-weekend consumption. A six-month ticking clock that compels viewers forward, not a procedural that allows them to pause.
FRANCHISE POTENTIAL	Multi-season (3–4 seasons mapped). Soundtrack albums, B-Side Sessions short-form series, real-artist crossovers, and live-event tie-ins extend the property far beyond the show itself.
GLOBAL HOOK	Family dynasty + business succession + music = universally legible. The Nashville aesthetic is exotic abroad and aspirational at home. Subtitles cannot diminish a great song.

AUDIENCE & MARKET

Legacy targets a multi-quadrant Netflix audience anchored by women 25–54, with strong crossover to music-engaged Gen Z and prestige-drama loyalists.

184M Country music U.S. listeners	**+23%** Global country streaming YoY	**72%** Female viewership for music dramas

PRIMARY AUDIENCE SEGMENTS

- **The Prestige Drama Loyalist (W/M 35–54)** *Succession*, *Yellowstone*, *Ozark* viewers. Drawn by dynastic family conflict and moral complexity.
- **The Music-Engaged Viewer (W 25–44)** *Daisy Jones*, *Nashville*, *Empire* fans. Engages with soundtrack drops and artist storylines.
- **The Country Crossover Audience (All ages)** Recently expanded base via Beyoncé, Shaboozey, Zach Bryan. Hungry for content that takes the genre seriously.
- **Gen Z Discovery (18–29)** Reached via B-Side Sessions short-form, TikTok-native music marketing, and emerging-artist cameos.

INTERNATIONAL POTENTIAL

Country and Americana are the fastest-growing music genres in the UK, Australia, Germany, and Brazil. Netflix's global distribution amplifies a uniquely American story to audiences already primed by Beyoncé's *Cowboy Carter* world tour and the international viral success of artists like Shaboozey. The Nashville aesthetic plays as both authentic Americana abroad and aspirational regional identity at home.

SERIES OVERVIEW

Legacy is a **prestige music-industry family drama** set in the recording studios, boardrooms, dive bars, and arenas of **Nashville and Austin**. It combines the dynastic power struggles of *Succession* with the raw musical authenticity of *Daisy Jones & The Six*, grounded in a world audiences know but have never seen from the inside — the modern country-music business.

At its core, the show is about **what happens when art meets commerce** — and what gets lost (or found) in the collision. Every episode centers on a musical event — a signing, a session, a release, a live performance — that becomes the battleground for the siblings' competing visions. The music is not backdrop; it is the engine.

Season 1 spans the six-month trial period. Each episode advances the board-vote clock while delivering a self-contained artist crisis. The season builds to a finale where the vote arrives — but the real question is not who wins the label. It is whether the label is still worth winning.

FORMAT & TONE

Format: Limited series structure — 8 hour-long episodes, designed for binge consumption with built-in autoplay hooks.

Tone: Gritty, emotionally grounded, musically immersive. Amber light and whiskey warmth in the bars; cold glass and fluorescent politics in the boardroom.

Visual Language: Handheld intimacy in performance scenes; locked-off formality in corporate spaces. The camera earns its way into the music.

Sound Design: Diegetic music drives scenes. When a song plays, it plays in full — the audience feels what the room feels.

Episode Length: Variable 45–58 minutes. Premium hour length used surgically for finale-tier episodes only.

COMPARABLE TITLES

Succession **(HBO)** — Family power struggle over a media empire. *Legacy* delivers this energy to Music Row.

Daisy Jones & The Six **(Prime)** — Music as emotional truth. *Legacy* updates the formula to the modern streaming era.

Yellowstone **(Paramount)** — Family dynasty + American regional identity. Proves the appetite for this sensibility on streaming.

Selena: The Series **(Netflix)** — Music + family + cultural specificity. Demonstrated Netflix's global music-drama playbook.

The Crown **(Netflix)** — Tonal benchmark for prestige dynastic drama with universal emotional access.

CHARACTERS

Character visualizations — AI-generated concept art. No talent attached.



AVI MONROE (32)

Co-President, Monroe Music — THE PROTAGONIST

Our way in. Avi ran a respected rock club in Austin for a decade, booking acts nobody else would touch, building a community around raw, unpolished music. She left Nashville at 22 after a falling-out with her father. Sharp, guarded, allergic to artifice, she carries a musician's ear in an executive's chair. Her superpower is hearing what a song *could* be. Her blind spot is believing that truth alone is enough to win.



BEAU MONROE (36)

Co-President, Monroe Music — THE FOIL

Avi's older brother. Handsome, charming, fluent in Nashville power. Fifteen years inside the machine radio relationships, brand partnerships, data-driven A&R.; He genuinely believes commercial success *is* artistic validation. Not a villain — a pragmatist protecting 200 jobs and a nine-figure catalog. His polish hides a private fear: that his father never respected his work, only Avi's ear.



JAKE RILEY (33)

Singer-Songwriter — THE ARTIST

Walked away from a major-label deal five years ago rather than compromise his sound. Now he plays dive bars and writes songs that silence rooms. The show's musical conscience — proof that great art exists outside the system. His history with Avi is deep and unresolved. When she signs him, it is both a business play and an emotional gamble.



CHLOE JAX (25)

Pop-Country Superstar — THE PRIZE

Monroe Music's biggest commercial asset. Sells out arenas, dominates playlists, moves merch at industrial scale. Underneath the gloss, she is smarter and hungrier than anyone gives her credit for — underpaid, overworked, quietly furious. Season 1 tracks her slow awakening and the terrifying question of what happens if she demands to be an artist.



WES PRITCHARD (45)

Head of A&R; — THE SIDEKICK

Royce Monroe's right hand for two decades. Discovered half the roster, buried the other half. The institutional memory of Monroe Music. He knows where the bodies are. Loyal to the *label*, not to either sibling. His allegiance is the season's most valuable swing vote.

SEASON ONE — EPISODE GUIDE

8 Episodes · The Six-Month Trial · Built for Binge

EPISODE 1: "HOMECOMING"

Country legend Royce Monroe dies. His estranged daughter Avi, who runs an Austin rock club, returns to Nashville for the funeral — and discovers the will installs her and brother Beau as co-presidents of their father's failing label for a six-month trial. The board will select one permanent CEO based on performance metrics. Avi tours the label and finds a machine running on fumes. At The B-Side Bar, she sees Jake Riley, her former lover and collaborator, silence a room with a raw, aching song they originally wrote together. Alone that night, Avi opens her father's sealed letter.

HOOK: We don't see the letter's contents. We watch Avi's face break. She sets it down, looks at Royce's portrait, and whispers: "What if the song's a lie too, Dad?"

EPISODE 2: "FIRST SESSIONS"

Avi comes into the studio to let Avi hear his songs. Meanwhile, Beau fast-tracks a Chloe collaboration with a pop producer to generate a viral moment. **The contrast is the episode.** Avi's pitch to Jake is intimate and emotional; Beau's session with Chloe is slick and hollow. Wes watches both camps and reports privately to the board.

HOOK: Jake signs, but only a one-song deal. "If this works, we talk. If it doesn't, we never see each other again."

EPISODE 3: "RADIO SILENCE"

Beau secures a radio-add slot for Chloe but the deal would block Jake for six months. Avi refuses and pivots to streaming first. The episode explores old guard vs. new guard of music distribution. Avi discovers Monroe Music's debt is worse than disclosed — 90 days from insolvency.

HOOK: Wes reveals Royce knew about the debt. The trial wasn't about choosing a leader. It was about buying time to find a buyer. The label may already be sold.

EPISODE 4: "THE CATALOG

Pinnacle Partners, a private equity firm, has been acquiring Monroe Music's debt to buy the master catalog ($400M+) and liquidate the rest. Beau wants to negotiate. Avi wants to fight. A flashback reveals the origin of "trust the song, not the singer."

HOOK: Chloe walks into Avi's office: "Save my masters and I will do whatever you need." Beau takes a private meeting with Pinnacle that Avi doesn't know about.

EPISODE 5: "LIVE FROM THE B-SIDE"

Avi launches guerrilla live sessions at The B-Side. No radio, no traditional promo. Jake headlines. The episode intercuts the raw performance night with Beau at a black-tie investor gala. Chloe shows up uninvited and performs an acoustic version of her hit. Just voice and guitar. Best of the night.

HOOK: Chloe's session hits #1 trending globally. Pinnacle: "The price just went up." Jake tells Avi he's falling for her again. She says: "Not while I own your contract."

EPISODE 6: "BLOOD HARMONY"

A secret **Royce Monroe duet** surfaces with an anonymous female vocalist. Avi wants it raw; Beau wants a remix. Old words about favoritism erupt in a devastating sibling confrontation. Wes reveals Royce stole one of his songs decades ago.

HOOK: The vocalist is Avi. She recorded it with her father two years ago, during a secret reconciliation visit. Beau is shattered. The audience realizes the letter Avi read in the pilot may have been about exactly this.

EPISODE 7: "THE VOTE"

The board accelerates the vote by 30 days. Avi's case: 40M streams from B-Side sessions, three new signings, Chloe's reinvention. Beau's case: restructured debt, bridge loan, Pinnacle negotiated to minority stake. Both cases are strong. Chloe records her first self-written single — raw, imperfect, undeniable. Wes casts his recommendation. We do not hear it.

Hook: Beau comes to Avi's hotel room. "What if we both walk away? Sell to Pinnacle, split the money, let it go?" Avi: "Is that what Dad would have wanted?" Beau: "Dad is dead, Avi. What do we want?"

EPISODE 8: "LEGACY"

The vote splits. A secret will condition: the co-presidency can be made permanent if both siblings agree. Royce never wanted one child to win. They agree, tensely, to a one-year joint CEO structure. Pinnacle takes a minority stake with a board seat. Chloe's original debuts at a sold-out Ryman show. Avi and Beau stand side by side in the balcony, united and uneasy. The camera finds Avi's face — pride, fear, and the weight of a name she cannot put down. Smash to black.

SEASON 2 SEEDS: Pinnacle's board seat creates corporate antagonism. Jake attracts competing labels. Chloe vs. her commercial obligations. Beau's private Pinnacle deal. What did he promise? And Royce's will contains a second hidden clause, sealed until the one-year anniversary.

MUSIC STRATEGY

Music is not underscore in *Legacy*. It is **story**. The show's music strategy is engineered to extend the IP across the broader ecosystem and into the global music marketplace.

ORIGINAL MUSIC PLAN

- **Tentpole Songs (8):** One signature original per episode, performed diegetically. Commissioned from top-tier Americana/country songwriters.
- **Chloe Jax Singles (3–4):** Pop-country tracks evolving from glossy product to raw authenticity. Designed for real-world playlist viability.
- **Jake Riley Recordings (4–5):** Acoustic-forward songs as the show's emotional spine. Companion EP release.
- **Royce Monroe Catalog:** 3–5 classic country legacy tracks. The posthumous father-daughter duet is a major plot point and tentpole release.
- **B-Side Sessions:** Live recordings from Episode 5 onward, released as companion visual album.

CROSS-PLATFORM ROLLOUT

- **Soundtrack Album:** Released day-and-date with the series premiere. Available on all DSPs with Netflix-branded curation.
- **B-Side Sessions (Short-Form):** A companion 6-episode short-form series for Netflix's mobile-first audience and social channels. Live, raw, 3–5 minute episodes.
- **Real-Artist Cameos:** Established country/Americana artists appear as themselves at industry events, awards, and B-Side Sessions. Discovery pipeline for emerging real artists.
- **TUDUM Integration:** Behind-the-scenes content, song breakdowns, character backstories, and music-supervisor interviews via Netflix's editorial platform.
- **Live Activation Potential:** A real B-Side Sessions live event in Nashville at series launch — converting the in-show concept into real-world fan engagement.

MUSIC SUPERVISION

Attach a **Grammy-caliber music supervisor** and a **songwriter-producer duo** from the Americana/Nashville indie world to create a unified sonic identity. The show becomes a **tastemaker platform** — with Netflix's discovery algorithms amplifying the music to its 280M+ global subscribers.

SEASON ARC

EP	TITLE	BUSINESS STAKES	AUTOPLAY HOOK
1	Homecoming	Will revealed; co-presidency begins	Avi reads the sealed letter
2	First Sessions	Jake signs one-song deal	Dueling philosophies in the studio
3	Radio Silence	Debt revealed; 90 days to insolvency	The label may already be sold
4	The Catalog	Pinnacle hostile bid surfaces	Chloe flips to Avi's side
5	Live from B-Side	Guerrilla sessions launch	Chloe's acoustic hits #1 globally
6	Blood Harmony	Royce's secret duet surfaces	Avi is revealed as the vocalist
7	The Vote	Vote accelerated by 30 days	Beau proposes they both walk away
8	Legacy	Joint CEO; Pinnacle stake; Ryman finale	Second sealed will clause teased

THEMATIC ARCHITECTURE

Authenticity vs. Commerce — Is a song that reaches 50 million people more real than one that silences a room of 50? Neither sibling is wrong.

Legacy vs. Ownership — Is legacy something you protect or something you reinvent? Royce's children must decide.

The Cost of Art — Every artist pays a price — relationships, health, identity. The label profits from that cost.

Family as Business — Avi and Beau cannot separate professional rivalry from personal wounds. The label is the family dinner table.

The Song as Truth — In a world of algorithms and manufactured moments, a great song — honest, specific, human — is still the most powerful force in the room.

MULTI-SEASON RUNWAY

Legacy is designed for **3–4 seasons**, each built around a distinct business and creative crisis that tests the central question: can truth and commerce share a stage?

SEASON 1 **The Inheritance**	Six-month co-presidency. Pinnacle threat. Sibling rivalry resolves into reluctant partnership.	**8 EPISODES**
SEASON 2 **The Partnership**	Joint CEO year. Pinnacle's board seat creates internal antagonism. Chloe's artistic awakening threatens her commercial obligations. A second clause in Royce's will is revealed.	**8 EPISODES**
SEASON 3 **The Empire**	Monroe Music expands. New artists, new genres, new geographies. The AI music wars begin. A rival label emerges with a Monroe family connection no one knew about.	**8 EPISODES**
SEASON 4 **The Reckoning**	Final season. Catalog wars. The next generation of Monroes emerges. Avi and Beau must decide what to leave behind — and what they've become while building it.	**8 EPISODES**

FRANCHISE EXTENSIONS

- **B-Side Sessions:** Companion short-form series for mobile/social.
- **Soundtrack Releases:** Per-season album drops with global DSP distribution.
- **Live Events:** Real-world B-Side Sessions concerts in Nashville and key international cities.
- **Documentary Companion:** Behind-the-scenes docuseries about the making of the music.
- **Spin-Off Potential:** Chloe Jax solo series; an anthology season focused on a different music city (Memphis, Detroit, Atlanta).

PRODUCTION & PACKAGING

PRODUCTION APPROACH

Primary Location: Nashville, TN — leveraging Tennessee's production incentives, authentic locations (the Ryman, Music Row studios, honky-tonks), and deep music-industry talent pool.

Secondary Location: Austin, TX — limited shoot days for Avi's backstory and club scenes.

Key Sets: Monroe Music HQ (offices/boardroom), Studio A (Royce's legendary recording studio), The B-Side (dive bar/venue), Monroe family estate, the Ryman Auditorium finale.

Music Production: Commission tentpole songs 4–6 months pre-shoot. On-set music supervisor for live capture. Post-production mixing for theatrical-quality sound.

Budget Range: Mid-range prestige drama. Music costs offset by soundtrack revenue, sync licensing, and Netflix's first-look on companion content.

Casting Strategy: Avi and Jake require actors with musical credibility. Chloe requires a performer who can deliver both pop spectacle and stripped-down vulnerability. Beau requires disarming charm masking strategic intelligence.

CREATIVE TEAM (TARGETED ATTACHMENTS)

- **Showrunner:** Targeting writers with prestige drama + music-industry credibility (former *Nashville*, *Empire*, *Daisy Jones* writers' room).
- **Pilot Director:** Targeting director with strong performance-capture experience and prestige drama track record.
- **Music Supervisor:** Targeting Grammy-recognized supervisor with country/Americana specialty.
- **Composer:** Targeting composer with film score + Nashville studio production background.
- **Executive Producers:** Open to A-list music industry EPs to lend authenticity and pipeline access.

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L E G A C Y

A Netflix Original Series

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