

FEATURE DOCUMENTARY

BOULEVARD

A tale of broken families, mistaken identities,
and the most viral song in East Asia.

DIRECTED BY TAL MICHAEL · PRODUCED BY RONNIE MANOR

LOGLINE

When philosopher **Jeremy Fogel (44)** discovers that his father's forgotten song has gone viral across East Asia — under someone else with the same name — he sets off on a global quest for **justice, legacy, and a missing royalty check**.

FORMAT 75 min Feature Documentary	BUDGET \$345K Financing TBD	PRODUCTION 15 mo. Research · Shoot · Post	BROADCASTER Kan 11 Submission imminent
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THE STORY

Dan Fogel, a troubled Belgian musician who reinvented himself as balladeer "Dan Byrd," disappeared into East Asia after a breakdown. His family never knew his song *Boulevard* had become a massive karaoke anthem — millions of covers, viral TikTok challenges, cult status — and **they never received a cent**.

His son Jeremy traces the stolen royalties from Belgian agencies to Hong Kong, Japan, and the Philippines — and the trail leads to a Hollywood actor with the *exact same name*.

WHY IT RESONATES

A rare hybrid of **investigative documentary** and **personal memoir**, *Boulevard* is a cross-continental detective story about music, identity, and digital-age legacy. It moves from Antwerp to East Asia and culminates in Hollywood, where truth, justice, and family collide.

With its analog nostalgia and algorithm-ready storytelling, the film is primed for **streaming success and viral reach** across TikTok, Instagram, and YouTube — plus strong potential for a scripted adaptation.

COMMERCIAL HIGHLIGHTS

🔄 GLOBAL SCOPE Antwerp · East Asia · Los Angeles — a true cross-continental narrative	⊕ DIGITAL DNA TikTok-native story: millions of covers, trending challenges, viral reach built in	📩 SCRIPTED POTENTIAL Rich adaptation rights and clear IP — a natural fit for scripted series development
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CREATIVE TEAM

DIRECTOR Tal Michael Award-winning Israeli filmmaker. Directed <i>Collaborators</i> (Kan 11), <i>The Oil Injector</i> (HOT 8, record-breaking viewership), and a dozen internationally acclaimed documentaries.	PRODUCER Ronnie Manor CEO of Maagalot Productions. 14 years producing factual and documentary programming for Israel's top networks, including <i>Avudim</i> (16 seasons) and <i>Collaborators</i>.	DISTRIBUTOR Adva Avichzer Founder of The Ripple Effect. Two decades in international television sales — connecting powerful local stories with global platforms across scripted and documentary.
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WATCH THE TRAILER
Official teaser — available now on Vimeo

