

Disclaimer: This file is an unfinished work-in-progress and may contain rough ideas, incomplete information, and outdated/abandoned concepts.

MIXTAPE 1

Release Schedule

- Year 1:

- May: **He-Man**
 - Launches the 80's CU with a flagship hero; sets tone of the series.
 - Analogous to *Iron Man* (2008).
- November: **ThunderCats**
 - Capitalize on nostalgia and fantasy hype, strong merchandising potential.
 - Connects loosely via Eternian myths or rumors of "Third Earth".

- Year 2:

- 4-6 Weeks Before Memorial Day: **Duke: Real American Hero**
 - Great lead-in to *G.I. Joe 1*, especially for fans who want early emotional investment in Duke's story arc.
 - Offers more screen time to show his leadership qualities, regrets, and moral code, setting him up as the "Captain America" figure of the 80s CU.
 - Optional viewing: if someone skips this special, *G.I. Joe 1* still introduces him effectively. But if they do watch it, they're even more attached to him going in.
 - Marketing synergy: drop first 10 minutes of *G.I. Joe 1* as a teaser right after the special ends.
- May (Memorial Day): **G.I. Joe**
 - Grounds the universe with a military/espionage action film.
 - Positions the Joes for later crossovers with Transformers.
- Thanksgiving Break: **Voltron**
 - A space opera entry opens up the galactic scale of the universe.
 - Tease early references to galactic warfare or even Despondos (tying into Hordak or the Decepticons).

- Year 3:

- Spring Break: **Teenage Mutant Ninja Turtles: Blood Brothers**
 - Street-level tone; lighthearted contrast to *Voltron*.
 - Good for building audience diversity and expanding tonal range.
- August: **Cobra Commander: Serpent's Rising**
 - Villain origin story for Cobra Commander, with dual focus on Snake Eyes, CC, and the rise of the Cobra faction.
 - Enriches what the audience saw in *G.I. Joe 1* by peeling back the layers of Cobra Commander's mysterious past.
- Thanksgiving Break: **Megatron**
 - A villain origin story with dual focus: Megatron and Optimus.
 - Plant seeds of the Autobot-Decepticon civil war and connects subtly to *Voltron* via cosmic history.

- Year 4:

- Spring Break: **Guardians of Grayskull**
 - MOTU/She-Ra crossover event.
 - Introduces She-Ra, ramps up mythology, and deepens Eternia's galactic link.

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- Thanksgiving Break: ***She-Ra: Rise of the Light***
 - Solo She-Ra film picks up after *Guardians*.
 - *Guardians* hype will boost her standalone debut.
- **Year 5:**
 - February: ***The Transformers: War Dawn***
 - 4-part mini-series that serves as a prelude to upcoming crossover events.
 - Builds stakes heading into the TF vs Joe showdown.
 - Ending of Episode 4 shows first 10 minutes of *Transformers vs G.I. Joe – Part 1*.
 - Summer Break (June-July): ***Transformers vs G.I. Joe – Part 1***
 - Huge summer blockbuster and crossover event.
 - Begins war arc with a cliffhanger ending.
 - Christmas Break: ***Transformers vs G.I. Joe – Part 2***
 - Finale of Mixtape 1 arc.
 - Teases expansion into cosmic threats (Unicron, the Galra, etc.)

MIXTAPE 2

Release Schedule

- Halloween: ***Mumm-Ra: The Eternal Evil***
 - Villain origin story for Mumm-Ra and the backstory of Mutagen and the races of Third Earth.
 - A gothic Horror event – a unique tonal shift from military or space action – to expand the brand and capture different audience segments.
 - Mumm-Ra is tied to ancient cosmic forces like the Krang.