

ONE Pulse ODC — BACKGROUNDER

Format concept, production logic, cultural mission, technological structure

1. Origin & Core Idea

ONE Pulse ODC is a global live format created by **Rio Martin** in Münster, Germany, and designed for production and scale in the U.S. market.

The core idea emerged from a simple question:

How can personal origin, global culture, and modern technology be translated into a weekly, internationally scalable live format?

The concept combines:

- documentary elements
- a clearly structured seven-day format
- prominent participants
- local music creators
- AI-supported contextual guidance
- and a globally accessible archive that preserves all content over time

ONE Pulse ODC is deliberately apolitical.

It observes people, places, and memories—and presents cultural identity as lived experience.

2. Dramaturgical Structure: Seven Days, One Origin, One Protagonist

Each week follows one prominent personality—primarily within the United States—back to the place of their cultural roots.

The week follows a clear structure, combining encounters, traditions, local expertise, music, rituals, and personal reflection.

The seven-day journey includes:

- conversations with family members or local reference figures
- immersion in everyday cultural environments
- thematic modules (e.g. history, music, craftsmanship, spirituality)
- personal challenges and physical activities
- music and performance elements
- open time windows shaped by the protagonist
- nightly reflection sessions with the AI host

The goal is not perfection, but authenticity.

The personality decides how the week unfolds—and which emotional focal points emerge.

3. Music as a Global Pillar: 300 Regions, 300 Composers

Each episode produces one **Song of the Week**, composed by a regional musician or composer.

Selection is based on local talent networks, festivals, and curated regional discovery formats.

This global music network serves three purposes:

1. **Authenticity** — music emerges from the local cultural context
2. **Visibility** — composers gain an international platform
3. **Archive** — each composition becomes part of the global cultural archive

Over time, the format creates a musical world map across 300 episodes.

4. Radius: An Animated AI Persona as Host

Radius is an animated retro-style AI persona serving as the host of the format.

Radius is not an abstract system, but a visibly present moderator who guides conversations, explains context, and accompanies the week.

Key functions include:

- dialogue with the personality
- cultural contextualization
- reflection on daily events
- answering community questions
- night-time moderation (typically between 9 p.m. and midnight)
- delivery of recaps, background insights, and orientation

Radius provides narrative continuity across a format where location, culture, and protagonist change every week.

5. The Lux Value: Measuring Emotional Resonance

ONE Pulse ODC measures emotional resonance using the **Lux Value**.

The Lux Value is derived from aggregated public audience signals, including interaction patterns, sentiment, engagement behavior, and collective response dynamics across digital platforms.

The Lux Value:

- does not judge
- does not label content as “right” or “wrong”
- is not a ranking tool
- documents emotional depth over time
- makes personal and cultural development visible
- helps the personality understand patterns within their own week

Transparency is a core principle of the format.

6. Technical Architecture: Münster → USA

The technological logic and core format architecture were developed in Germany.

International production and scaling are designed to take place primarily in the United States, where:

- major streaming platforms are based
- the entertainment ecosystem is highly developed
- cultural diversity is deeply embedded
- AI-supported formats achieve rapid adoption
- partnerships with agencies accelerate global rollout

ONE Pulse ODC remains a German-origin project that is produced and expanded in the U.S.

7. Global Scalability: Six Seasons of 50 Weeks

The long-term architecture includes:

- six seasons
- 50 weeks per season
- 300 cultural regions
- 300 original songs
- hundreds of local production teams
- one central AI host

Planning is based on multi-year Gantt models.

The production pipeline is designed to support parallel weekly productions worldwide.

8. The Global Archive: ODC as a “Wikipedia in Sound, Image, and Language”

A central objective of ONE Pulse ODC is the creation of a permanent, publicly accessible cultural archive.

The archive consists of:

- 300 episodes
- 300 original compositions
- countless conversations, rituals, and locations
- day and night formats
- Lux Value visualizations
- explanatory context from Radius
- and community-generated data

The archive functions as a **living cultural memory**—not abstract, but experiential. It does not describe origin; it shows how origin is lived.

ONE Pulse ODC is designed to become one of the most extensive cultural archives of its time.

9. Editorial Positioning: Apolitical, Human-Centered, Observational

ONE Pulse ODC avoids political interpretation.

It presents people within their own stories—not within geopolitical narratives.

The editorial approach is based on:

- observing instead of instructing
- showing instead of judging
- accompanying instead of staging
- listening instead of commenting

The format places personal origin at the center—rather than national debate.