
5. Why 30-min episodes?

An indication of the short attention span of viewers in our Digital age is this:

The standard logo of the world's top streamer, Netflix, is about 5 seconds long. The logos of Hollywood studios have been significantly shortened to about 10 seconds ~~or more~~, more than twice that of Netflix.

Traditional Hollywood studio movie trailers were typically 90 seconds to 150 seconds long. Nowadays, typical trailers are 60 seconds long on Instagram, yet they are impactful. On TikTok, Trailers are 15 seconds long yet pretty effective.

This Gilgamesh 12-episode TV series of the oldest epic features Action, Drama, Romance, Adventure, and Fantasy. It will attract a wide range of demographics aged 18 to 60 years. It will potentially be seen by more viewers than similar epic series.

1. Most viewers for this epic will probably be the younger generation, 18 to 39 years old. This is the Instagram, TikTok, Snapchat, Facebook, and YouTube generation with a short attention span, busy scrolling and swiping. They tend to be impatient, rushing, texting, and almost always short of time. Now and in the future, even more so, viewers are much more likely to tap to see a 30-min episode than a 60-min episode.
2. They will find that each episode engages with compelling characters, unusual scenes, the look and feel of a different era, tension, conflict, and a suspenseful ending, making them want to see what happens next. They are much more likely to tap to see the next episode of only 30-min than a 60-min episode. Probably, many viewers will shift into a binge to see more 30-min episodes.
3. 30-min episodes are more straightforward to prepare, shoot, and edit faster.