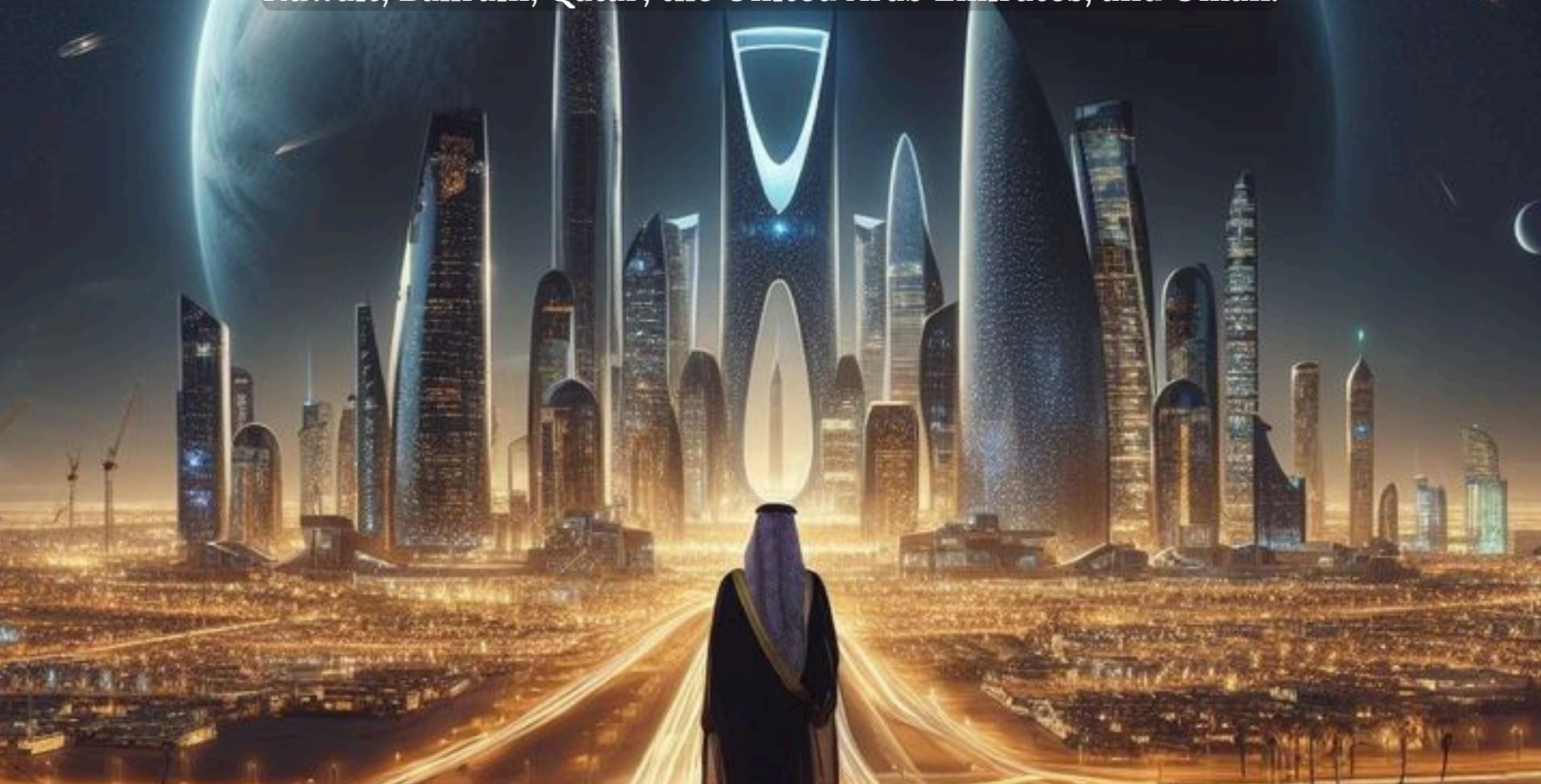


A composite image featuring a desert landscape in the foreground with a city skyline in the background under a sunset sky. The foreground shows rolling sand dunes and a prominent, layered rock formation on the right. The city skyline, including the Burj Khalifa and other skyscrapers, is visible in the distance. The sky is filled with soft, colorful clouds in shades of orange, pink, and blue.

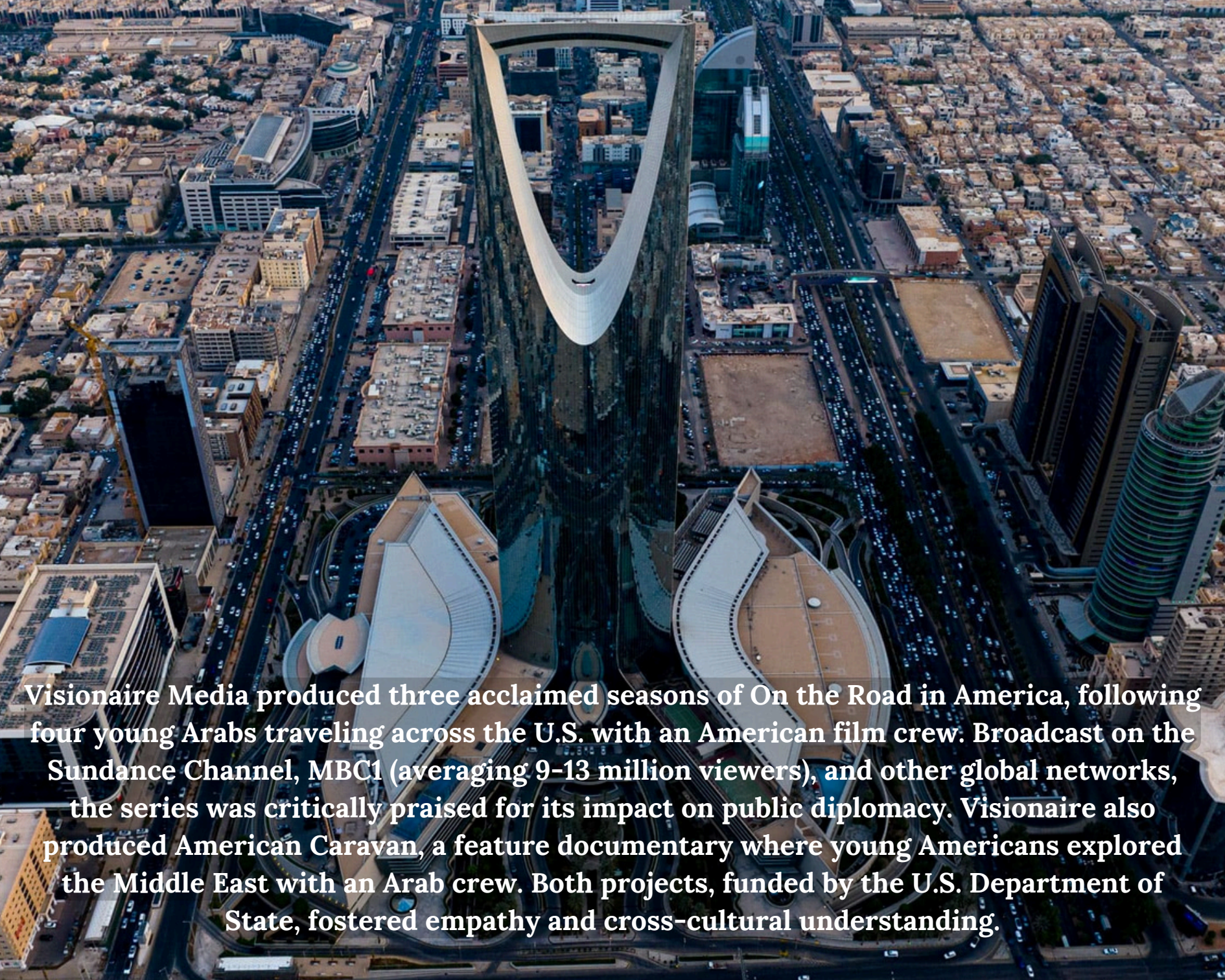
# KINGDOM UNVEILED



A charismatic group of young Americans travels deep into the heart of Saudi Arabia, uncovering a land few outsiders have seen. With a film crew capturing every step, the series pulls back the curtain on a country full of surprising contrasts, from ancient ruins and unearthly landscapes to bold new cities rising from the desert. Through their journey, viewers gain a rare, inside look at a kingdom in transition, complex, dynamic, and often misunderstood. Kingdom Unveiled is the first season of On the Road in the Gulf, an ambitious series that explores the Gulf nations: Saudi Arabia, Kuwait, Bahrain, Qatar, the United Arab Emirates, and Oman.







Visionaire Media produced three acclaimed seasons of *On the Road in America*, following four young Arabs traveling across the U.S. with an American film crew. Broadcast on the Sundance Channel, MBC1 (averaging 9-13 million viewers), and other global networks, the series was critically praised for its impact on public diplomacy. Visionaire also produced *American Caravan*, a feature documentary where young Americans explored the Middle East with an Arab crew. Both projects, funded by the U.S. Department of State, fostered empathy and cross-cultural understanding.





The American cast will be a group of six young men and women: up and coming actors and others with a significant following. Their profiles, charisma and thoughtfulness are critical as their voices will shape audience perception. Just as vital are the Saudis they meet as the interface is the heart of the series. Through shared experiences, from cooking traditional dishes, exploring heritage sites to meetings with interesting Saudis and enjoying desert adventures and nightlife, the cast engages in a genuine exchange of traditions and values, centered on the modern aspirations shaping the Kingdom today.



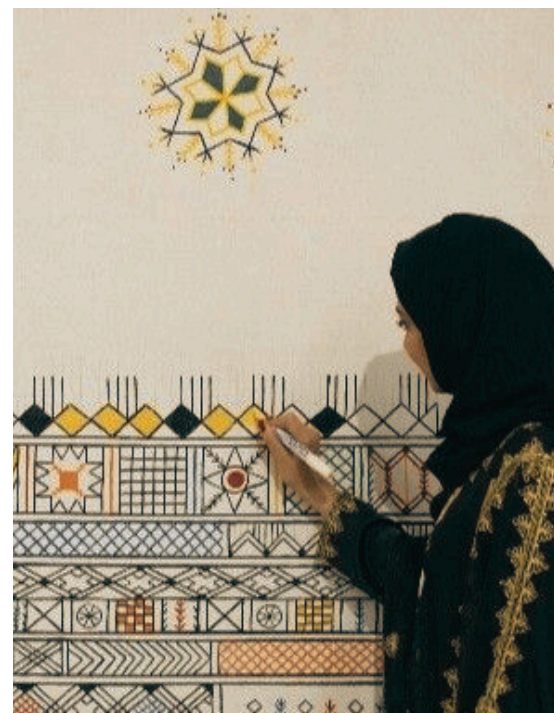
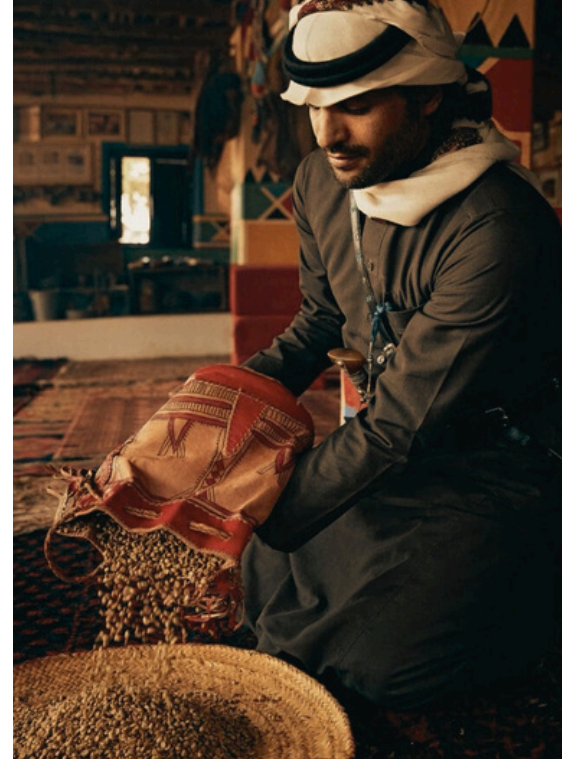


**The series will bridge worlds, capturing the beauty of human connection and the power of cultural exchange to break down barriers and deepen mutual understanding. It follows their journey, both physical and spiritual, as the American cast discovers Saudi life and culture.**





**ANCIENT RUINS, FUTURISTIC  
CITIES. WE DISCOVER ITS RICH  
CULTURE, EVOLVING ARTISTRY,  
AND WARM HOSPITALITY.**





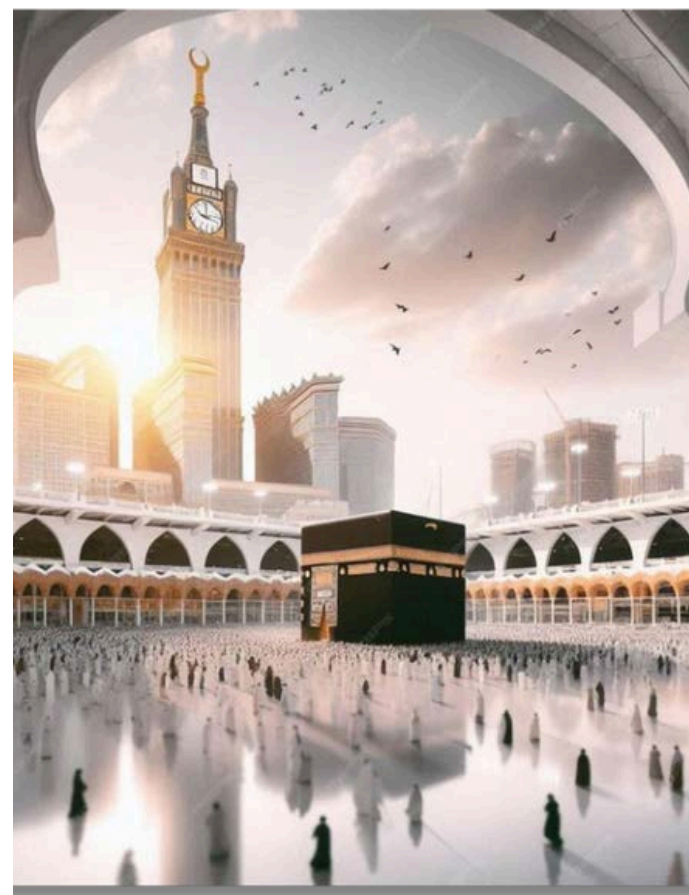


**ALULA'S ANCIENT TOMBS, DRIYAH'S ORIGINS, JEDDAH'S HISTORIC CHARM, AL AHSA OASES, HAIL BEAUTY AND GENEROSITY, NAJРАН'S RUINS, USHAIGER'S NAJDI LIFE, RIJAL ALMAA'S STONE BEAUTY, AND THE PEARL DIVING LEGACY OF THE FARASAN ISLANDS.**





**THE HOLY CITIES OF  
MAKKAH & MADINAH  
AND ITHRA IN DHAHRAN,  
A BEACON OF ART,  
KNOWLEDGE, AND  
INNOVATION.**







**THE EDGE OF THE WORLD.  
THE AL WAHBAH CRATER STUNS WITH ITS VAST  
EXPANSE, THE RUB AL KHALI TRIBES AND OIL  
FIELDS, THE ASIR MOUNTAINS & THE ABHA OFFER  
MISTY GREENERY, THE AL SOUDAH PARK'S COOL  
PEAKS, AND THE RED SEA DAZZLES WITH CORAL  
REEFS AND LUXURY ESCAPES.**







**RIYADH BUZZES WITH ENTERTAINMENT AND  
ADVENTURE, NEOM REIMAGINES THE FUTURE, THE LINE  
PIONEERS ZERO-CARBON LIVING, THE JEDDAH  
CORNICHE PULSES WITH WATERFRONT ENERGY, SOON  
TO HOST THE WORLD'S TALLEST TOWER.**





**WE SAVOR KABSA, JAREESH, AND FRESH SEAFOOD,  
EXPLORE MARKETS FILLED WITH DATES, SAFFRON, AND  
CARDAMOM, AND DISCOVER FARMS PRODUCING CAMEL  
MILK, HONEY, AND OLIVES... TASTES THAT REFLECT  
SAUDI ARABIA'S RICH HERITAGE.**





**WE DIVE INTO SAUDI MUSIC, FROM  
TRADITIONAL RHYTHMS TO MODERN  
FUSION, WITH OUD AND REBAB  
FILLING CULTURAL GATHERINGS.  
FESTIVALS LIKE MDLBEAST AND  
SOUNDSTORM HIGHLIGHT LOCAL  
AND GLOBAL TALENT, BLENDING  
THE PAST AND FUTURE THROUGH  
MUSIC.**



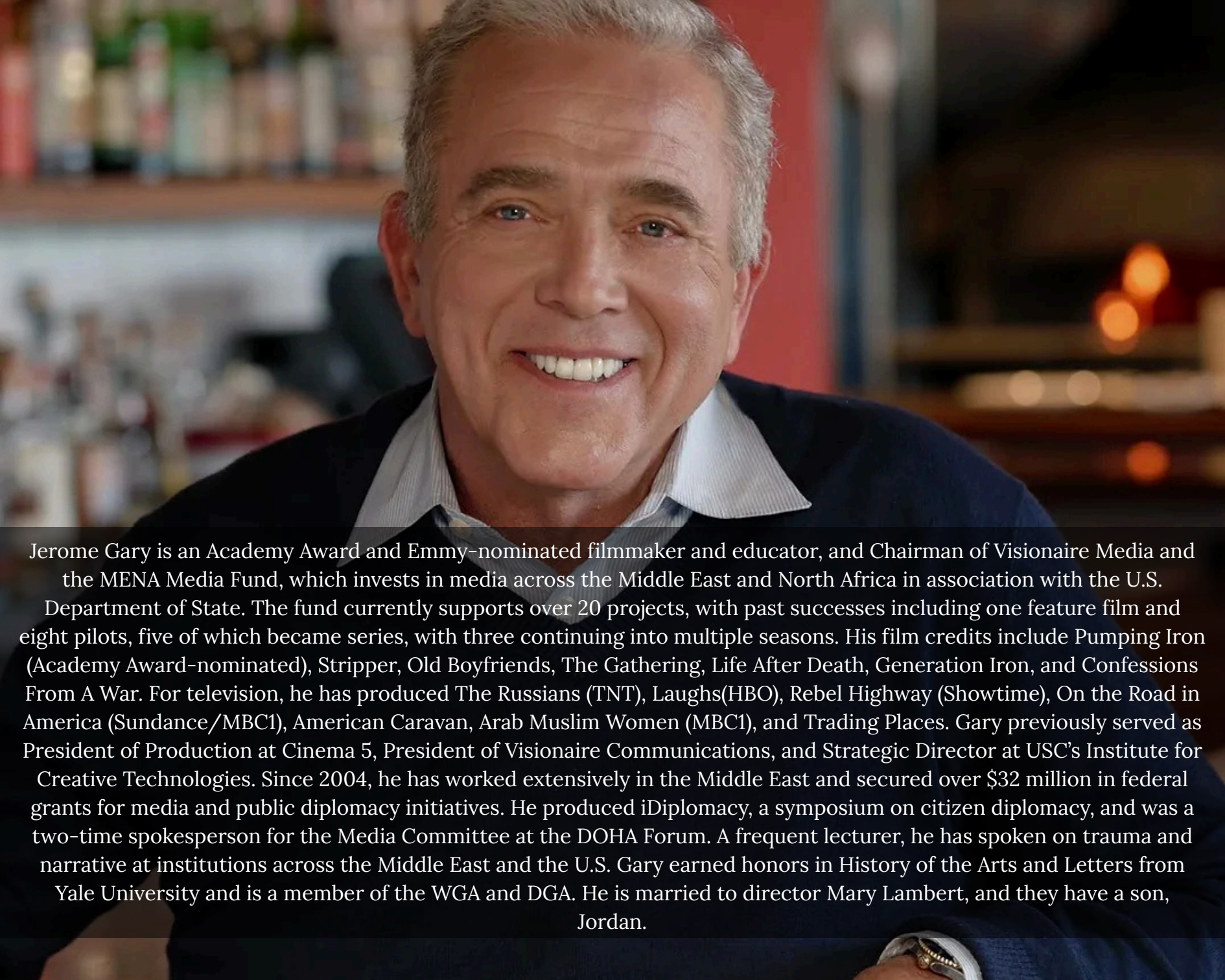




**WE EXPERIENCE SAUDI FASHION AND ART, WHERE TRADITION MEETS MODERNITY. FROM SADU WEAVING TO STYLISH ABAYAS AND BISHTS, HERITAGE THRIVES IN CONTEMPORARY DESIGNS. GALLERIES, FESTIVALS, AND EVENTS LIKE THE DIRIYAH BIENNALE AND SAUDI FASHION WEEK SHOWCASE THE KINGDOM'S DYNAMIC CREATIVE SCENE.**



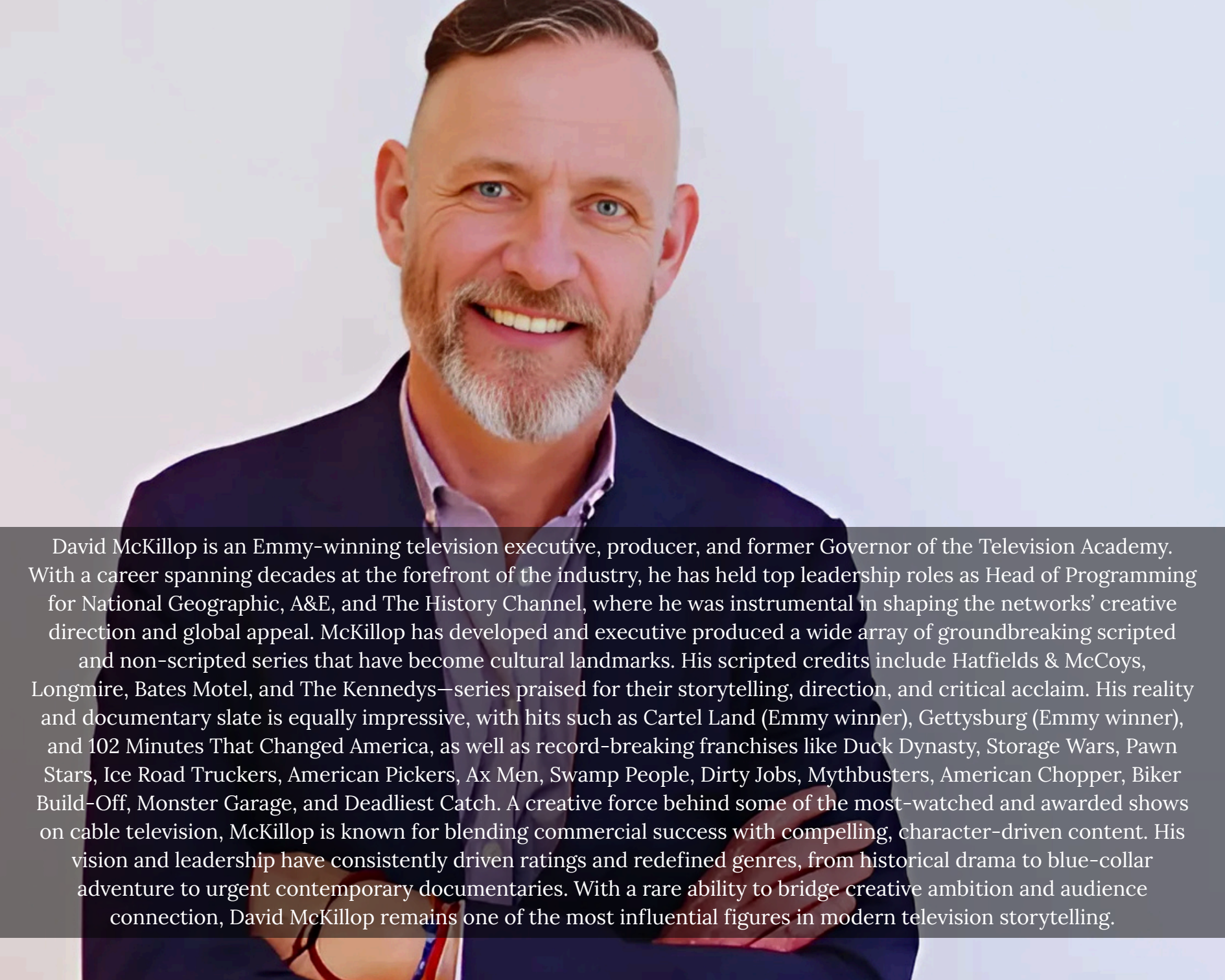




Jerome Gary is an Academy Award and Emmy-nominated filmmaker and educator, and Chairman of Visionaire Media and the MENA Media Fund, which invests in media across the Middle East and North Africa in association with the U.S.

Department of State. The fund currently supports over 20 projects, with past successes including one feature film and eight pilots, five of which became series, with three continuing into multiple seasons. His film credits include Pumping Iron (Academy Award-nominated), Stripper, Old Boyfriends, The Gathering, Life After Death, Generation Iron, and Confessions From A War. For television, he has produced The Russians (TNT), Laughs(HBO), Rebel Highway (Showtime), On the Road in America (Sundance/MBC1), American Caravan, Arab Muslim Women (MBC1), and Trading Places. Gary previously served as President of Production at Cinema 5, President of Visionaire Communications, and Strategic Director at USC's Institute for Creative Technologies. Since 2004, he has worked extensively in the Middle East and secured over \$32 million in federal grants for media and public diplomacy initiatives. He produced iDiplomacy, a symposium on citizen diplomacy, and was a two-time spokesperson for the Media Committee at the DOHA Forum. A frequent lecturer, he has spoken on trauma and narrative at institutions across the Middle East and the U.S. Gary earned honors in History of the Arts and Letters from Yale University and is a member of the WGA and DGA. He is married to director Mary Lambert, and they have a son, Jordan.





David McKillop is an Emmy-winning television executive, producer, and former Governor of the Television Academy. With a career spanning decades at the forefront of the industry, he has held top leadership roles as Head of Programming for National Geographic, A&E, and The History Channel, where he was instrumental in shaping the networks' creative direction and global appeal. McKillop has developed and executive produced a wide array of groundbreaking scripted and non-scripted series that have become cultural landmarks. His scripted credits include *Hatfields & McCoys*, *Longmire*, *Bates Motel*, and *The Kennedys*—series praised for their storytelling, direction, and critical acclaim. His reality and documentary slate is equally impressive, with hits such as *Cartel Land* (Emmy winner), *Gettysburg* (Emmy winner), and *102 Minutes That Changed America*, as well as record-breaking franchises like *Duck Dynasty*, *Storage Wars*, *Pawn Stars*, *Ice Road Truckers*, *American Pickers*, *Ax Men*, *Swamp People*, *Dirty Jobs*, *Mythbusters*, *American Chopper*, *Biker Build-Off*, *Monster Garage*, and *Deadliest Catch*. A creative force behind some of the most-watched and awarded shows on cable television, McKillop is known for blending commercial success with compelling, character-driven content. His vision and leadership have consistently driven ratings and redefined genres, from historical drama to blue-collar adventure to urgent contemporary documentaries. With a rare ability to bridge creative ambition and audience connection, David McKillop remains one of the most influential figures in modern television storytelling.





Denise Jabbour is a Beirut-based Creative Producer with a strong background in international media and storytelling. She began her career as an agency producer at TBWA/RAAD in Dubai, overseeing print, radio, and television campaigns for major global brands. Driven by a passion for narrative content, she returned to Lebanon to focus on story-driven productions. She collaborated with Batootta Films and the BBC Trust Fund on groundbreaking Arabic web dramas, including *Shankaboot*—winner of the Reflet d'Or at the Geneva International Film Festival (2010) and an International Emmy Award (2011)—and *Fasateen*, which received the Grand Prix du Jury at the Marseille Film Festival. Since 2009, Denise has led Middle East productions for Visionaire Media and Layalina Productions, contributing to cross-cultural documentary and reality series such as *American Caravan*, *Injaz*, *Trading Places*, and *On the Road in America*. In 2014, she founded the humanitarian arts organization Home of Cine-Jam, launching the award-winning documentary series *Zyara*, which has garnered over 45 international awards. A new season of *Zyara* is produced annually. Currently, Denise serves as Head of Production and Development in the Middle East for Visionaire Media's MENA Media Fund, where she oversees projects including *Confessions of a Runner*, *Daughters of Darkness*, *Confessions from the War*, and *Project Soar*. Throughout her career, she has remained committed to authentic storytelling, collaborative production, and delivering meaningful content to audiences worldwide.



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