Heist Cycle Press Kit

19 November 2026 - GTA VI launch window

Brand: Heist Cycle
Tagline: Autonomous media built for the launch window.
Launch window: 19 November 2026 - GTA VI launch window
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Heist Cycle is an autonomous media desk built for the launch window. Thirteen specialised AI agents run one production cycle, generating five surfaces from a single editorial calendar. YouTube long-form, YouTube Shorts and TikTok, podcast audio, newsletter, and premium ad inventory feed the same newsroom. The wedge is the GTA VI release on 19 November 2026; the 2027 release calendar is the franchise. Every frame is AI-original, with zero third-party footage entering the library, AI generation declared by default, and a Compliance / IP gate ahead of every publish. The press kit below restates the network in the voice of an inbound press or partner inquiry so a single attachment can run it through a newsroom or a publisher deck.

Five pillars:
Pillar 01 - Countdown Shorts
Surface: YouTube Shorts / TikTok / IG Reels

A daily tick toward the launch: sixty seconds, one number, one reason to come back.

Countdown Shorts is the launch-pulse of the wider network. Daily neon crime-fiction episodes scored, voiced, and packaged in-house; each one a hand-off into the longer pillars. Six releases a week, anchored on the trending search graph, with originals only and never re-cuts, never clip channels.
The grammar is sixty-second creator-demo attention. Every Short hands off into the same-day business readout, lore episode, or industry note so the short-form audience stays inside the network rather than collapsing back to the search feed.

Reach: ~1M+ short-form impressions per month across the launch window.

Pillar 02 - Business of the Launch
Surface: YouTube long-form / podcast

The deal sheet behind the biggest entertainment drop of the year.

The Business-of-the-Launch pillar is the surface competitor launch coverage cannot guarantee ahead of schedule. Senior business, finance, publisher, and ad-buyer demos in a thirty-minute watch or listen slot, twice a week on the calendar. Sales projections, merchandising, IP licensing, ad-rate trajectory, and parent-company stock motion.
Sponsor-friendly by design. A dedicated post-launch business retrospective runs every Friday for six weeks after the release, locking the long-tail ad inventory against the highest-intent audience on the network.

Reach: ~250k long-form views + ~80k podcast downloads per month.

Pillar 03 - Lore & History

Surface: YouTube long-form / newsletter republished

A canonical, sourced deep-read of the universe: no fan-fiction, no leaks.

Lore & History is the canonical deep-read of the franchise. Primary sources where the publisher has spoken; clearly framed when not. The episode arc follows the studio release cadence, never speculated into fact, and every script clears the fact-checking desk before publish.
The pillar republishes into the newsletter so the deep-read audience can back-read the archive. It is the highest-completion surface on the network. The readers who follow every drop and back-read into the catalogue are a distinct, retained cohort.

Reach: ~120k weekly long-form views + ~12k newsletter opens.

Pillar 04 - Industry Coverage
Surface: YouTube long-form / newsletter feature

The business moves around the launch: competitor reaction, retailer play, ad-market shift.

Industry Coverage is the beat-reporting layer. Store pre-orders, platform exclusives, launch-day partner activations, and the ad-market shift around the tentpole. The pillar holds a line between news and hype: every claim carries its source, and editor-side disclosure fires before publish.
Anchored in the broader entertainment calendar, it builds the franchise frame for the 2027 release slate -- the work that turns a one-window wedge into a recurring publisher relationship.

Reach: ~180k weekly long-form views + a newsletter feature slot per issue.

Pillar 05 - Community
Surface: Newsletter / AM digest / premium ad inventory

Where readers shape the editorial: theory threads, polls, submission format nights.

The Community pillar is the highest-CTR segment of the network. Opted-in readers who own the conversion surface. Friday format nights are voted on by the list itself; theory threads are scored on originality and surfaced rather than invented on the audience behalf.
A premium ad tier on the newsletter markets into the same audience TopFunnel already pays to reach. Opt-in only; no third-party list acquisition, no list-rental flow. The address that backs the slot backs the sponsor placement.

Reach: ~22k newsletter list + ~6k AM digest + 38% open rate + 6% CTR on the header slot.

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