



A MEDIA CAMPAIGN PROPOSAL — DUBAI, UNITED ARAB EMIRATES

ON THE LINE

with David Chang & Friends

Prepared for Dubai Tourism by Off The Grid Studios × Majordomo Media, in partnership with Ocean Active Fly

INTRODUCING DAVID CHANG

The Only Person For This Story.

WHO HE IS



DAVID CHANG, ON THE WATER

David Chang founded Momofuku in 2004 with a single 26-seat noodle bar in Manhattan's East Village; it's now a global restaurant group anchored by Majordomo in Los Angeles. The James Beard Foundation has honored him four times, including Outstanding Chef in America in 2013 — the industry's highest individual honor — and TIME named him one of the 100 Most Influential People in the World. On screen, he's hosted Netflix's Emmy-nominated *Ugly Delicious*, *Breakfast, Lunch & Dinner*, and *Dinner Time Live with David Chang*, plus Hulu's *The Next Thing You Eat*; he judges Netflix's global hit *Culinary Class Wars*, just renewed for a third season. His podcast, *The Dave Chang Show*, is one of the first titles confirmed to launch on Netflix in 2026, and his memoir, *Eat a Peach*, was a New York Times bestseller. There is no one working in food today with a bigger built-in audience, or more credibility walking into a kitchen anywhere on earth.

Founder of Momofuku · 4× James Beard Award Winner, incl. Outstanding Chef · TIME 100 Most Influential People · Host of Netflix's *Ugly Delicious*, *Breakfast Lunch & Dinner* & *Dinner Time Live* · Host of Hulu's *The Next Thing You Eat* · Judge on Netflix's *Culinary Class Wars* · Host of *The Dave Chang Show* · Author of the bestselling memoir *Eat a Peach*

THE CONCEPT

This isn't a fishing show. It's a cultural show about travel, food, and connection — with fishing as the lens, not the subject. Chang enters every place the same way: through the water, and out through the kitchen. Follow the food to its source and the culture is standing there, waiting to feed you.

THE MEDIA CAMPAIGN IS NEXT. THE DUBAI STORY, THE ASSETS, AND THE NUMBERS RUN PAGES 4-6

A DUBAI TOURISM MEDIA CAMPAIGN

Not A Show. A Campaign.

On The Line is much more than a television show we're asking Dubai Tourism to appear in. It's a media campaign, anchored by a six-part documentary series with David Chang, that turns one week of production into a slate of content built for a dozen different platforms — festival, broadcast, YouTube, podcast, streaming, in-flight, and press, all at once. The series is the anchor. Everything it produces around it is the campaign.

For Dubai Tourism, that's the difference between paying for one placement and owning a season's worth of media — a piece of content built for every channel a modern travel campaign actually needs, running off a single production budget instead of six separate ones.

THE DUBAI STORY IS NEXT. THE ASSETS AND THE NUMBERS RUN PAGES 5-6

Why Dubai, Now.



The Souks

spice, gold, and the old trade



Al Fahidi & the Creek

dhows, minarets, historic Dubai



The Skyline

hotels, architecture, the future



Mo Al Faour

Ocean Active Fly, on the water

Mo Al Faour — Emirati partner at Ocean Active Fly, and a face from the first film — hosts David through both sides of Dubai in a single arc: the spice souk and the gold souk, the old dhow harbor and the Al Fahidi quarter, then the skyline that turned a stretch of desert into the most improbable city on earth. They eat their way through it — night markets, family kitchens, the tables Dubai doesn't put in brochures — before the story ends, as Off The Grid stories always do, on the water. But the fish are the way in, not the point. The real story is what Dubai has become since Off The Grid was last here: a food culture with two three-Michelin-star restaurants as of 2025 and none at all in 2018; a tourism economy on pace for the 25 million annual visitors it set out to reach; and yes, a fly fishing scene that didn't exist a decade ago and now draws anglers from around the world. On The Line isn't retelling how Dubai got discovered — it's showing everyone who hasn't been paying attention what there is to discover right now.

READY TO SHOOT — DUBAI TOURISM & OCEAN ACTIVE RELATIONSHIPS IN PLACE

THE MEDIA CAMPAIGN

One Shoot. Five Assets.

This is not five versions of one video. It's a media campaign disguised as a single shoot — five distinct assets, five distinct audiences, built from one week of production in Dubai.

01

THE FESTIVAL CUT • 15 minutes

Built for the fly fishing film festival circuit — including F3T, the Fly Fishing Film Tour — the same theatrical strategy that carried Dubai on the Fly in front of the fishing audience worldwide, in rooms full of exactly the people this story is for.

02

THE BROADCAST EPISODE • 22–26 minutes

A traditional mainstream-TV cut, sized and paced for placement across Field & Stream TV and Majordomo's FAST channel — the two-platform combination built to maximize penetration and reach. Full numbers on the next page.

03

THE LONG-FORM CUT • YouTube

Built for David's, Off The Grid's, Majordomo's, Ocean Active's, and Dubai Tourism's channels at once, using YouTube's multi-account collab tools — with a paid amplification budget on the table to extend it further. Full numbers on the next page.

04

THE STREAMING CUT • Netflix

The documentary series itself, packaged and pitched to Netflix as a standalone acquisition — a separate door, reaching an audience beyond the fishing and travel space entirely.

05

THE PODCAST CUT • Spotify & Netflix

Built for The Dave Chang Show — one of the first titles confirmed to launch on Netflix in early 2026 as part of Spotify's new video podcast deal. Dubai publishes straight into an audience that already exists.

THE NUMBERS

Where It Reaches.

250+

FILM FESTIVAL CITIES

The F3T tour and the global fly fishing festival circuit — the same strategy that carried Dubai on the Fly worldwide.

80–100M

FIELD & STREAM TV

U.S. households reached via 140+ broadcast stations, plus regional sports network distribution.

30M+

MAJORDOMO CHANNEL VIEWS

Annual views on David Chang's own FAST channel — a guaranteed day-one home at no incremental cost.

1M+

YOUTUBE — COMBINED

Combined subscriber base across Visit Dubai's channel (589K), Off The Grid Studios, and David Chang's Majordomo channel — pushing past 1M with the multi-account collab and a paid amplification budget.

325M+

NETFLIX

Paid memberships worldwide — Netflix says it now reaches an audience approaching one billion people globally. The Dave Chang Show is confirmed to launch there in early 2026.

761M

SPOTIFY

Monthly active users worldwide. The Dave Chang Show already lives here — Dubai's cut publishes straight into that audience.

180M+

IN-FLIGHT

Annual passengers on one major carrier route alone — building on the model we're running with Air New Zealand. Emirates puts the story in front of Dubai's own visitors before they land.

Condé Nast+

PRESS & PR

The same press push that landed Fly Fisherman and Gray's Sporting Journal last time — aimed at mainstream travel and culture titles this time, too.

Every platform on this page already exists and already has an audience. The only thing missing from this campaign is Dubai.