

CINESCREEN STUDIOS Announces Production Date for MASH-UP

A Mockumentary Web Series and Dark Satire on the Fame Economy



CINESCREEN
STUDIOS LLC

A Transmedia Production Company

Los Angeles, California Nov 30, 2025 ([Issuewire.com](https://www.issuewire.com)) - **CINESCREEN STUDIOS**, is pleased to announce a principal photography start date of August 13, 2026, for the pilot of the highly anticipated upcoming MASH-UP Web Series. The series offers a sharp and uncensored look at the intersection of arts and commerce in the world of fictional Reality-TV stars turned Social Media Influencers. Short form teaser episodes "Acquisition" and "Fallout" will soon be available on the MASH-UP website.

MASH-UP follows the high-octane former celeb “Niecy-X” as she claws her way back into Internet fame with the launch of a new reality television series *Build Your Brand Reunion Show*, a spinoff of the original series that brought her stardom. She’s joined by fellow co-stars “Mina” and “Miguel” as they pursue monetization of their new brands in a hostile media landscape. The Reunion Show was picked up by the (“in-verse”) streamer Goodie Glamor+, a digital streaming platform headed by “Silicon Valley CEO Grayben-Lee.” MASH-UP uses a faux-documentary format, and a show-within-a-show conceit to follow along with the plethora of character and story elements in the fictional universe.

MASH-UP is written, directed and produced by Chapman University MFA graduate Tonia Willis. Ms. Willis is the Founder of CINESCREEN STUDIOS LLC, an independent transmedia production company and start-up in Los Angeles that specializes in storytelling across multiple platforms.

“With MASH-UP, we aim to produce a narrative native to the Internet with media extensions in television, film, companion podcasts, novellas and games all designed for multi-platform engagement and community building,” said Tonia Willis, series creator. “We’re leveraging social media for worldbuilding and interactive experiences.”

The series will debut on the YouTube Channel of CINESCREEN STUDIOS at <https://www.youtube.com/@CINESCREENSTUDIOSLLC>

About CINESCREEN STUDIOS LLC:

CINESCREEN STUDIOS is a transmedia production company with an emphasis on storytelling and developing content for interconnected digital platforms. The company emphasizes the importance of a cohesive story as the foundation for an interactive Storyworld. The mission is to empower women and diverse voices in producing authentic narratives with artistic excellence.

Media Contact

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