



Kaleidoscope capitalizes on the zeit of the #MeToo movement by focusing on equal pay and representation in the workforce and media culture, by creating a channel space owned and operated by women.

(F) = Flagship Series  
(C) = Celebriality  
(P) = Popular Culture  
(W) = Women's Culture  
(G) = Game / Game Hybrid  
(U) = User-Generated Content  
(I) = Interstitial Content  
(N) = New Media

2020

## UPFRONTS Original Strip Series & Unscripted Formats Programming Slate 2019/20

Career/Fashion/Celebriality/Family/Lifestyle/Women's POV

"K'TV presents mini-block programming based on cross-gen, multicultural, social cause and sponsored branded entertainment strategies, showcasing an array of high concept reality formats, entertainment news, family and kid friendly games, user-gen, digital culture and pop media content."

## THE MAKING OF TV Reality TV 2.0

**100% Inclusion Rider**  
MISSION: There are 157 million women in the U.S., with approximately 38% of ethnic diversity, i.e., 60 million American women that are Hispanic, Asian, Native American, African, Alaskan, Pacific Islander, or "other" ethnicity. That's 4 out of 10 women who don't typically see their images represented in print, TV, or movies. Latinos are the largest ethnic minority, at 17.8%, while Africans are the largest racial minority, at 12.7%, with Asians at 4.8%, and 11% of mixed or other heritage. An inclusive diversity, however, supersedes ethnicity or race, factoring gender as a product of culture, economics, education, media, and technology – vital subsets of the Kaleidoscope mission.

- The Kiss (G/W) The Blind Date Reinvented w/ matching, mating and dating levels (based on DNA test)
- Click Spotting (P/N) Virtual Window Shopping Just Arrived (w/ showcased web domains and sponsored ecommerce)
- Celebu'naut (C/N) Tabloid Fiction showcasing fake news about celebs in a video magazine format (studio and location segments)
- Ready-Set-Shop (C) "Style Tripping" with Your Favorite Celebs (featuring destination retail and featured stylist)
- Yoga'Mo (W) Yoga-Dance-Meditation Fitness w/ Madonna (original yoga format; morning and late night editions)
- One World Tree (P) Epic World Genetic Tour Tracing the Human Genome (23 & Me plus one family genealogy per episode)
- O-Factor (F/W) Social Action News and Talk (w/ MLPOV news protocol and variable host/research consultant)
- Shopaholic (G/N) Brick-n-Mortar meets Shop-n-Surf w/ Market Basket Budgets (& dual celebrity couple challenges)
- The Wordsmith (P/N) A Spoken Word Roundtable with Featured Author and Social Book Club Fans (Kindle Sponsorship)
- Starmommy (C/W) Celebrating the Hollywood Baby Boom w/ Mothering Stories (& Secret Group Spa Getaway)
- Go-4-Broke (G) Home Staging & Real Estate Acquisition Co-op Game ("win a home and everything in it")
- Primp and Polish (U/P) Fine Tune Your Resume and Interview Skills (w/ featured headhunter and linkedin content)
- Confessions of a Serial Dieter (U) User-Generated Tales of Dieting Challenges (w/ social sharing and data collection re: diet phases and stages)
- Family Fridge (P) The Family Fridge just got an Intervention (w/ nutritionist, personal chef coach and new family cuisine)
- Used Karma (P) Everything a Girl Needs to Know About Used Car Shopping (w/ host mechanic)
- Make My Brand (P) Brands Market Test New Products, Features and Benefits (crowdsourced w/ K'TV viewers)
- Krazy Baby (U) User submitted Baby Bloopers and Wonders (co-project w/ UCLA Early Care & Ed. Krieger Center)

LGHH (I), Ultra Violet (I), Baby Pop (I), Retro'vasion (I), Musi'K (I), A to Zodiac (I), and more.

Interstitials complement the mini-block design with short format media including graphic tags, audio bumpers, . . . for K'TV packages.



offers a rich content mix celebrating: Role Models; Gender and Cultural Identity; Shopping, Dating, Career Prep; Mind-Body Wellness; Education and Social Issues – using a BYOB (bring your own brand) channel design that supports celebrity brands to build their social platforms via interstitials, spots, series, or mini programming blocks.