



2021

# UPFRONTS

Original Strip Series  
& Unscripted Formats

## Programming Slate 2020/21

Beauty/Celebreality/Fashion/Career/Women's POV

"K'TV presents mini-block programming focused on gender, multicultural and social cause, tied to celebrity passion projects, within an array of scripted and unscripted formats, entertainment news, family and kid friendly reality, digital crossovers, and pop media content."

## THE MAKING OF TV

### Reality TV 2.0

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

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, or other ethnicity. That translates to almost 4 out of 10 women who don't typically see their images represented in print, TV, or movies.

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|------------------------------------|---|
| 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 brands 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 (Yoga hybrid with original dance 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)                     | Women's Social Think Tank (MLPOV multi-viewpoint news protocol w/ 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 Format (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 and new family cuisine)            |
| Used Karma (P)                     | Everything a Girl Needs to Know About Used Car Shopping (w/ KBB and 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.

Interstitals 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 celebrities and brands to build their social platforms via interstitials, spots, series, or mini programming blocks.