



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

2019

## UPFRONTS Original Strip Series & Unscripted Formats Programming Slate 2018/9

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

"K'TV presents a new programming model 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 shows, user-gen, digital culture and pop media content."

## THE MAKING OF TV Reality TV 2.0

**MISSION:** There are 157 million women in the U.S., with approximately 38% of ethnic diversity – or 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. While LWE is focused on the Latin world demo, Latinos make up the largest AND fastest growing portion of this female demo, with almost half of the 38% minority groups being Latino. This creates an enormous market space for Kaleidoscope that is designed to introduce and celebrate emerging identities.

100% Inclusion Rider

- |                                    |   |
|------------------------------------|---|
| The Kiss (G/W)                     | The Blind Date Reinvented w/ matching, mating and dating levels (w/ Match.com)                              |
| Click Spotting (P/N)               | Virtual Window Shopping Just Arrived (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 edition)             |
| One World Tree (P)                 | Epic World Genetic Tour Tracing the Human Genome (23 & Me plus one family genealogy per episode)            |
| K-Factor (F/W)                     | Social Action News and Talk (w/ MLPOV tetragraph protocol, 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 & linkedin content)                      |
| Confessions of a Serial Dieter (U) | User-Generated Tales of Dieting Challenges (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.  
Also featuring Mini-Block Programming, Visual Network ID/Graphic Package, K'TV Crossmedia App.



offers a new content mix featuring: "Celebreality; Gender and Cultural Identity; Shopping, Dating, Career Fitness; Mind-Body Wellness; Social Cause and Action; and the BYOB (bring your own brand) programming model which showcases charitable causes initiated by celebrity brands in tandem with brand sponsored entertainment.