

2017 UPFRONTS Original Franchise Series & Formats
Programming Slate 2016/7 (Fall & Spring)

Originals/Syndicated/BYOB Production Model

OWN presents a programming model based on cross-gen, continuous learning, celebrealty, and branded entertainment strategies, featuring an array of high concept reality formats, entertainment news, family and kid friendly shows, user-generated, and pop media content."

THE MAKING OF Reality TV 2.0

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

- Date Proof (G)** The Blind Date Reinvented into a Mate Matching Game (w/ dating service sponsor)
- Krazy Baby (U)** User-Generated Baby Bloopers and Wonders (co-project w/ UCLA Early Care & Ed. Krieger Center)
- Click Spotting (P/N)** Virtual Window Shopping Just Arrived (showcased domains feature sponsored digital commerce)
- O'TV (F/N)** OWN, Oprah.com and O Mag in a video magazine format (strip news w/ companion web app)
- Ready Set Shop (C)** "Style Tripping" with Your Favorite Celebs (featuring destination retail and featured stylist)
- Yoga'Mation (W)** Yoga-Dance-Meditation Fitness w/ Madonna (original yoga format/ morning and late night edition)
- One World Tree (P)** Epic World Genetic Tour Tracing Human "Tree of Life" (23 & Me plus one family genealogy per episode)
- O-Factor (F/W)** Gender-based Social News and Talk (strip series w/ variable host format and O Mag column)
- 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/ Starmommy Interviews & Play Date Outings
- Go-4-Broke (G)** Home Staging & Real Estate Acquisition Co-op Game
- Make My Brand (U)** 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/ personalized cuisine and new Weight Watchers tools)
- Used Karma (P)** Everything a Girl Needs to Know About Used Car Shopping
- 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, New Network ID/Rebrand Graphic Package, O'TV Crossmedia App.

The new OWN features a crossmedia mix of "Celebrealty, Food, Gender and Cultural Identity, Shopping, Relationship Fitness, and Mind-Body Health" featuring the BYOB (bring your own brand) programming model, which integrates big brands with lifestyle content synergized for O Mag, Oprah.com and OWN media properties.



Branded Content Verticals

Content verticals are a way to package individual programs and mini-blocks into use-cases/user personas. They define directives for OWN channel design, which depend on data collection, user feedback, and segmentation into the programming grid. There appears a linear correspondence between verticals and days of the week, though verticals may overlap, and correlations between existing and new programming imperatives may influence affinity or demand.



Mondays

Web-to-TV, O Magazine, digital news, apps, social media, user groups, . . .



Tuesdays

Beauty, personal care, fashion, shopping, girl talk, . . .



Wednesdays

Celebrity, interviews, food, branded entertainment, movies, . . .



Thursdays

Dating, career, cars, co-habitation, personal training, personal finance, . . .



Fridays

Hollywood on-location, music culture, reruns, UGC, . . .



Saturday

Kids, parents, toons, movies, arts and crafts, games, family ID, pets, . . .



Sunday

Interior self, world perspective, bios, spirit, natural wonders, . . .