

# Branded Content Verticals



Content verticals are a way to package individual programs and mini-blocks into use-cases/user personas. They define directives for K'TV 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, corresponding also to colorspace programming imperatives (*based on content filters and cues*).



## Mondays

Web-to-TV, e-commerce, major portal content, apps, social media, specials, user groups, . . .



## Tuesdays

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

girls' club



## Wednesdays

News and buzz, interviews, food, branded entertainment, games, movies, . . .



## Thursdays

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



## Fridays

Celebrealty, reruns, UGC, Hollywood on-location, . . .



## Saturday

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



## Sunday

Interior self, perspective, bios, spirit, . . .

A "super-culture" is a collection of cultures and/or subcultures, that interact with one another, share similar characteristics and collectively have a degree of sense of unity.