



Kaleidoscope leverages the zeit of #MeToo and #TimesUp by defining a channel space that accelerates the unprecedented support of gender and ethnographic diversity, and by installing a hiring tactic that foregrounds women of all types in the Hollywood ecosystem.

(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 Programming Slate 2019/20

Original Strip Series
& Unscripted Formats

Career/Fashion/Celebreality/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 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.

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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 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.