

WE tv CURRENT MANDATE

GENERAL STATEMENT

WE TV continues to build on our fanbase of diverse female viewers (25-54). Even though our viewership is primarily female, we want to **include both men and women in our casts**. We are always on the search for **fierce, loud, outrageous, must-watch, bold characters**. We are on the hunt for **authentic and complex stories with high stakes, juicy secrets, steamy relationships, big drama/conflict/emotions** that can sustain multiple seasons. Our viewers respond to real emotion and stakes. **Bottom line, we search for unique characters, layered story, originality, surprising hooks and purpose.**

WE TV's unscripted programming is currently focused on two nights:

- Thursday nights are programmed for an African American audience, with celebrity docu-series (BRAXTON FAMILY VALUES, GROWING UP HIP HOP), strong non-celeb ensembles (HUSTLE & SOUL) and high-concept formats (BOSSIP).
- Friday nights are programmed for a more general audience. We have continued success with celebrity- and relationship-based series such as MARRIAGE BOOT CAMP/MARRIAGE BOOTCAMP FAMILY EDITION, but we are open to ideas outside this genre. We are excited about the success of LOVE AFTER LOCKUP, which proves that shows about real people continue to work if they have big, bold promise and huge, unexpected hooks. We love massive, unfiltered characters like MAMA JUNE.

Recipe for Success at WE tv: **OUTRAGEOUS, NEVER-BEFORE SEEN, REAL**

WHAT ARE WE LOOKING FOR

High-concept docu-series: For Fridays – real, Middle Americans in extraordinary circumstances navigating extreme, shocking, high-stakes, unexpected relationships and worlds – like in *Love After Lockup*. For Thursdays – organic organizing principles, juicy storylines, and dramatic romantic and familial relationships.

Celebrity: WE tv is where reality stars come to show deeper, never-before-seen sides of themselves (e.g. MAMA JUNE went from a ½-hour reality sitcom to completing a real, dramatic, shocking transformation right before our eyes). We want to lean into that with more celeb-reality docu and formats. For docu, celebs need something BIG happening in their lives to merit a full series. Formats need to be grounded in something real and have a purpose, not just “made for TV”.

“Civilian Superstars”: non-celebrity experts who we can home grow on our network. This person should be a dynamic, outrageous, memorable character that is an absolute authority in their field.

TONE

Aspirational, unexpected, outrageous, and bold, with a wink and sense of humor.