

A&E

Brand Overview:

A&E leads the cultural conversation through high-quality, thought provoking content with a unique point of view. Our mix of disruptive nonfiction and one of a kind characters tell stories that both entertain AND make an impact.

Our Audience: our target demographic is P25-54 and we need shows that have co-viewing potential.

Key elements we look for in an A&E show:

- **First or best.**
Shows need to either be the final statement in a genre—a so called “genre killer” OR they need to innovate and be the first to market where others scramble to catch up.
- **Storytelling with IMPACT.**
Answer “why A&E?” and “why now?” for any given show. Has a cultural touchpoint that taps into a conversation or creates one while remaining entertainment-forward.
- **Authenticity and Transparency.**
Our goal is “anti-reality.” Audiences wants the real deal. Transparency in storytelling and production is essential.
- **Provocative.**
Lean in, immersive, makes you nervous or uncomfortable, is surprising (in subject and/or execution). Edge of your seat experience.
- **Change the Game.**
Raise the bar on what is possible. Current environment demands bold, fresh thinking. Ideas that can self-promote and break through clutter on concept/title alone.

Content Priorities:

- ◆ White hot “only on A&E” series that reinvents a genre or breaks new ground (Leah Remini: Scientology & The Aftermath, 60 Days In, Live PD).
- ◆ Breakthrough, big formats that grab you by the throat and say something about people, behavior or culture. (Examples: Wife Swap, Naked & Afraid, Married at First Sight)
- ◆ Edgy, visual, gritty real world transformation formats (Examples: Hoarders, Intervention, extreme medical)
- ◆ One of a kind characters with an extreme or unusual calling. Along with the darker, dramatic fare, A&E has always had wildly successful family friendly, entertaining formats (Duck Dynasty, Dog the Bounty Hunter). We’re not looking to repeat the past and mimic these previous hits but we are seeking the next generation of long running, repeatable, co-viewing series.
- ◆ Shows that speak to the zeitgeist in some way (Storage Wars reflected the post-Great Recession economy) and have an edge to them.