

Making Space Programming Inclusive Through Storytelling



brand *platform*

Mission

Daringly provokes you to think about the unknown to unleash imagination and inspire what's next.

Brand Character

Thought Provocateur

Positioning

To expand your mind, ignite your imagination & deeply connect you to your world by constantly questioning why things are the way they are, celebrating those who dare to be different and redefining the boundaries of science, TV and convention.

Repositioning: Science 2.0

Science 1.0 → Science 2.0

Where we've been

Where we're going

Core purpose

Report

Provoke

Our focus

The Known

The Unknown

Our passion

Knowledge

Imagination

Our offering

Answers

Killer Questions

The result

Feed your brain

Blow your mind!

Our perspective

We are experts

“I am a scientist”

The conversation

One way

Open collaboration

Our form factor

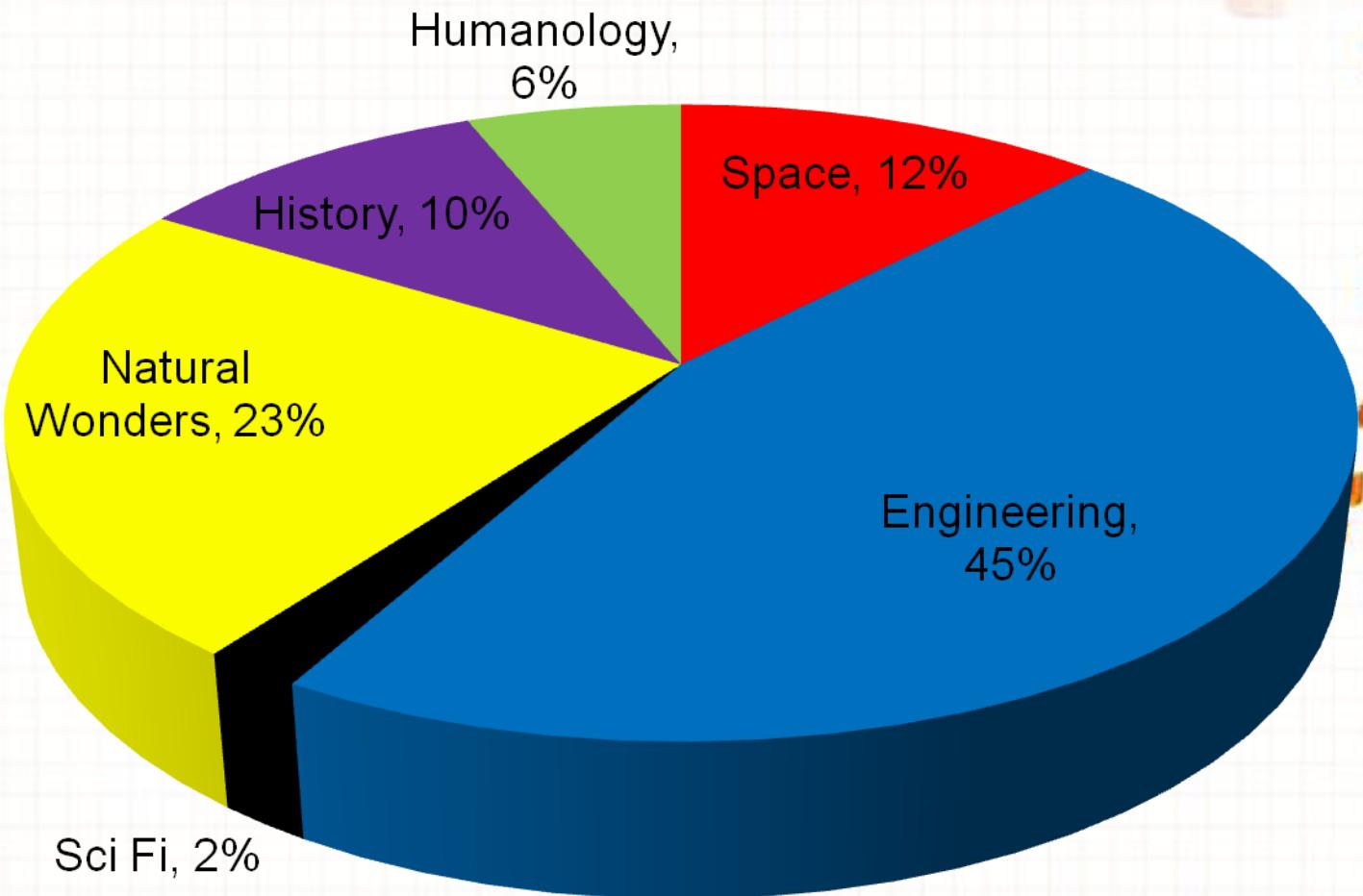
TV Channel

Multi-platform

SCI Audience vs. Ad Supported Cable: Mature, More Male and Upscale

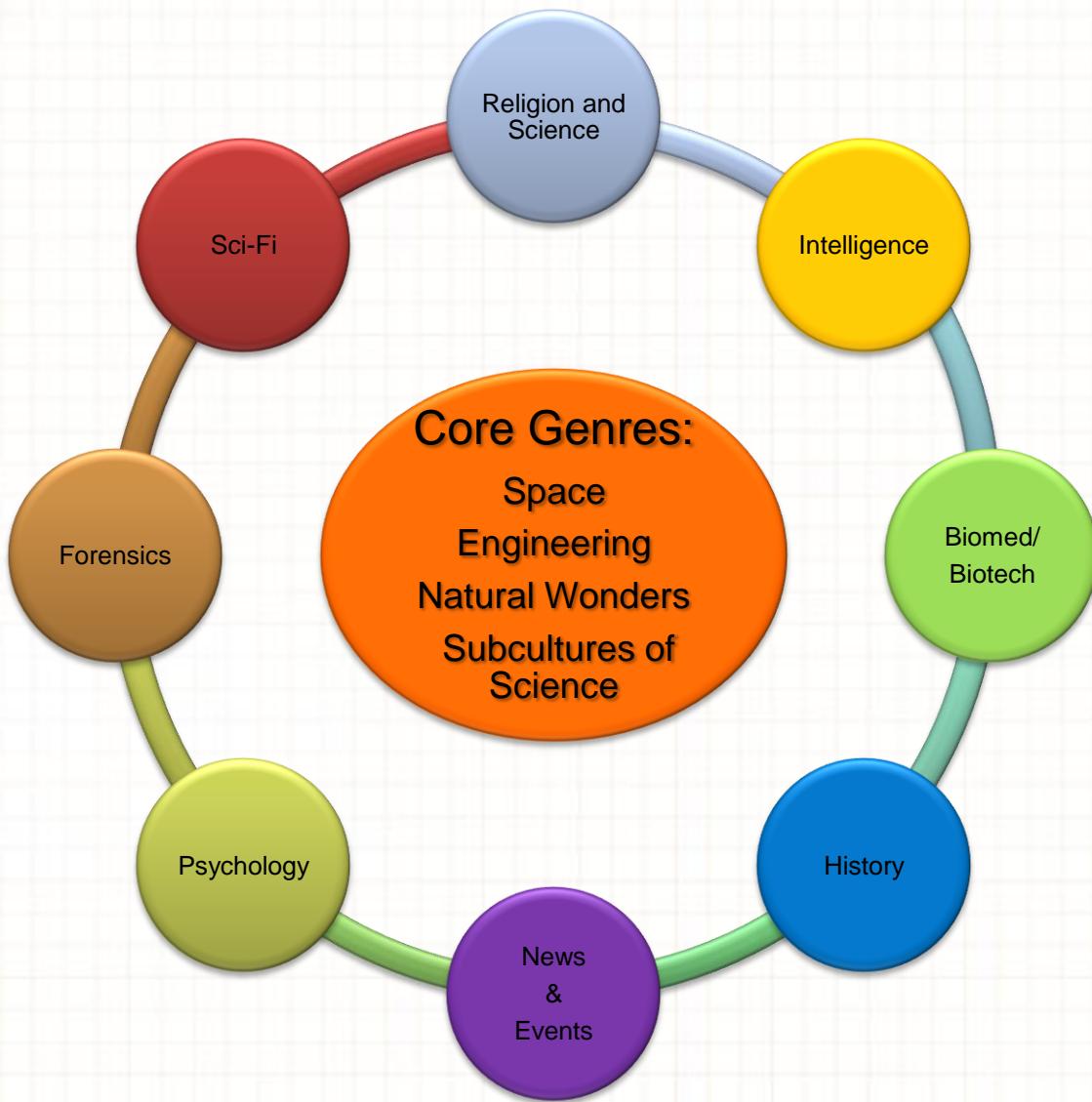
	Ad Cable	SCI	Index
P2+ Median Age	43.6	50.9	117
P25-54 % Male	49.1	69.1	141
HH Income = \$75,000+	49%	58%	117
HH Income = \$100,000+	32%	34%	108
HH W/ Any Children	46%	42%	91
HOH ED = 4+ Years College	30%	28%	93
HOH Occupation = Professional/Managerial	32%	32%	100
HOH Occupation = Skilled	10%	14%	137
HOH Origin = Hispanic	9%	8%	86
HOH Origin = Non-Hispanic	91%	93%	101
HOH Race = Black	17%	6%	34
HOH Race = Other	10%	9%	95
HOH Race = White	73%	86%	117

Current Space Programming Hours: 12% - 14% Representing Nearly 62,000 hours



Source: Nielsen, Total Day 6a-6a, Mon-Sun; 2010

Wide Breadth of Genres

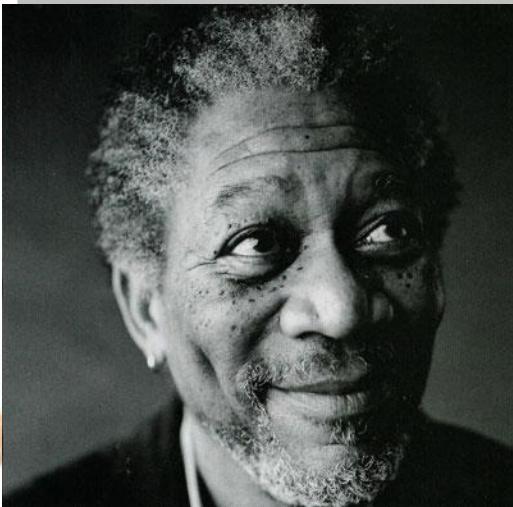


Relatable Approach to Heady Topics

Through the Wormhole is the brainchild of Morgan Freeman, an unconventional thinker and one of America's most respected actors.

In this 8 episode series, Morgan explores the deepest mysteries of existence – the questions that have puzzled mankind for eternity (Who or what am I? Are we alone? How did this begin?)

Approach to Storytelling:



Employs dramatic recreations to make more relatable

Told in a detective narrative style with clues leading to more clues.

Each segment has built-in suspense which opens another question.

Master Storyteller: Engaging Docent

Approach to Storytelling:

Brian Cox is a captive guide...that also happens to be a scientist.

A visual stunner that weaves incredible special effects with fascinating insights.

Brian takes the viewer on an incredible journey to topics which may seem obscure and brings them to life in every day terms.



Wonders of the Solar System

Experience the universe like never before as physicist and professor Brian Cox explores the most exquisite places and events around the world to explain how the laws of nature have carved spectacular landscapes throughout the solar system.

Fringe Science: Unique and Intriguing

Meteorite Men

Together Geoff Notkin and Steve Arnold hunt space rocks as a team. They share a passion for adventure, traveling to wild places and hunting for extraterrestrial visitors from outer space with an array of hunting equipment.



Approach to Storytelling:

Uniquely combines adventure and suspense with science.

A quest that bridges the gap between history and future science.

The Definitive Story: Personal Testimonies



The Last Flight of the Space Shuttle This one-hour documentary will follow the preparations for the final mission and tell the story of the Shuttle program through the eyes of the people who know it best – those who spent their lives working with Endeavor.

Approach to Storytelling:

There will be no host and no voiceover. The story belongs to the people who lived it.