

CLEO^{TV}

REPRESENTS THE STORIES THAT
Resonate with Modern Women

OVERVIEW

Launched to serve modern women of color, CLEO TV is a lifestyle and entertainment network featuring fresh, inspiring programming centered on food, home, travel, relationships, design, wellness, and culture. CLEO TV reflects the aspirations and experiences of today's accomplished, influential women.

AUDIENCE PROFILE



58% Female Skew
42% Male Skew



MEDIAN AGE:
55



MEDIAN INCOME:
\$86,500
(Cable Avg. \$74,000)



EDUCATION:
Some College 81.1%
(Cable Avg. 71.5%)



VIEWER:
Aspirational, influential, and digitally connected women seeking premium lifestyle and entertainment programming



Now Available to NCTC Members!

Newly available via NCTC portal, CLEO TV offers cross-platform programming opportunities to deliver premium multicultural content. With available expansion to your OTT and streaming solutions, NCTC members can leverage CLEO TV content to connect with broader audiences, everywhere. Contact your CLEO TV representative for more information.

CLEO TV's app provides viewers access to our wide range of programming on all platforms. Our partnership with MobiTV and United Teleports offers cost-effective delivery options to save on bandwidth. Viewers can enjoy our service on their preferred device anytime, anywhere.



2026

PROGRAMMING HIGHLIGHTS

CLEO^{TV}

What's New with TV One

**By Invitation Only** NEW SERIES

In this new original series, a dynamic a host curates unforgettable invite-only gatherings, where exquisite menus, enchanting themes, and luxe design transform everyday homes into the most coveted seat in town.

Cooking Sessions with Tamar & Ms. E

Songstress Tamar Braxton and her mother Evelyn Braxton invite viewers back into their kitchen for fun mother/daughter banter and the Braxtons' best-kept recipes.

**Everything's Good** NEW SERIES

Join Toni Chapman, "The Moody Foody," on a vibrant culinary journey blending Puerto Rican and Southern flavors for multicultural meals and practical tips for weeknight dishes.

New Soul Kitchen

Culinary superstar Chef Jernard returns with tasty tips and healthy alternatives to classic southern cooking traditions.

**Just Eats with Chef JJ**

James Beard Award winning chef returns with great cocktails, cuisine and conversation with today's hottest celebrities and influencers.

Culture Kitchen

Culture-infused dishes from around the world and entertainment tips from Chef Bren Herrera.

**Living By Design**

Brother-sister design duo, Jake and Jazz Smollett, return with an all-star design team to transform spaces and ignite taste buds.

VOD Programming

100+ Hours, 150+ titles

Marketing Solutions That Work

NCTC members receive access to turnkey marketing resources designed to drive awareness, subscriber engagement, and tune-in.

Resources

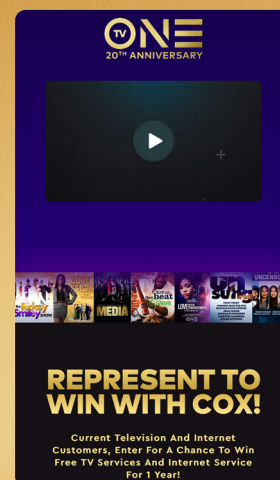
- Cross Channel Spots
- Key Art
- Social Media Content
- Programming One Assets
- Local Ad Sales Support
- Custom Sweepstakes
- Other Retention Programs

Key Cultural Moments

Turnkey tentpole campaigns available to connect with our audience year-round.

- Black History Month
- Women's History Month
- Black Music Month
- Back to School
- Holiday Programming
- Hispanic Heritage Month

Visit tvonepartners.com for more information.

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