

CLEO^{TV}

REPRESENTS THE STORIES THAT
Resonate with Modern Women



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!

Now available to NCTC Members, CLEO TV—the sister network to TV One—provides a compelling opportunity to add premium multicultural programming without significant license fees. Members can leverage CLEO TV's distinctive content lineup to engage broader audiences and enhance their video offerings.

CLEO TV's TV Everywhere app gives viewers access to our diverse programming across multiple platforms, while partnerships with MobiTV and United Teleports provide efficient, cost-effective transport solutions. Together, these options allow subscribers to enjoy CLEO TV on their preferred device, anytime and anywhere. For more information, contact Keith Hopkins at KHopkins@TVOne.tv.



mycleo.tv | For more information, contact your CLEO TV representative.

CLEO^{TV}

2026

PROGRAMMING HIGHLIGHTS

CLEO^{TV}

What's New with CLEO TV

**By Invitation Only** NEW SERIES

In this new original series, a dynamic 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.

Extensive VOD Offering

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

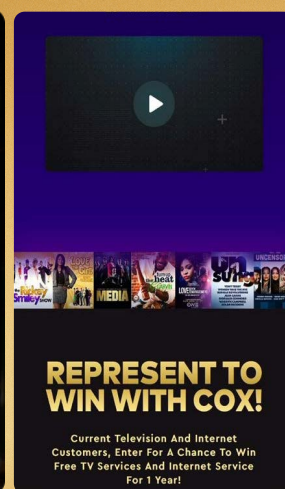
- Cross Channel Spots
- Key Art
- Social Media Content
- Programming One Assets
- Local Ad Sales Support
- Custom Sweepstakes
- Other Retention Programs

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.

CLEO^{TV}**Keith P. Hopkins**

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