Breakout #2 Template
Group 2 - Dominika

Aging with Attitude

Media
The Idea

- **Idea:** TV show that is a talk show with an Anthony Bourdain format that is addressing aging related issues for an intergenerational audience. There are personal stories, informative segments, travel segments etc. The show will be entertaining, relevant, provocative, diverse and creative.

- **Opportunity:** 60 million adults (and growing) in the US right now and very small percentage of current television content is relevant and designed for them. There is a new emerging paradigm in aging where they see themselves differently but they don’t see that reflected in popular culture. Also, there is enormous spending power from the aging population, $1.6 trillion, which is very attractive to advertisers.

- **Business Plan:** Create a pilot, pitch to cable networks, test in targeted networks. Advertising from lifestyle brands, financial institutions, etc. It can scale broadly and across economic levels if it is on a major network.
Barriers

• Production support
• Getting prime airtime
• Getting top talent
• Type of advertising
Open Questions and Feedback

• Targeted audience or intergenerational...or both?
• Format...talk show incorporating segments?
• How long should the program be? How often?
  Which time slot?
• Which channel?
• How do we get to the largest scale?
### What are the barriers?
Reflect on user panel

- Decreasing use of tv and increasing use of other modalities
- Uncertainty about what type of program (talk show or sitcom)
- Ageism
- Sexism
- Viewership threshold
- Denial about aging & needing help
- Culture change

### What are the unanswered questions?

3. What do you think of a competition element in a show: smart people who are given a challenge of some sort and they go for it and compete?

4. Can we embed aging issues in current tv shows?

### How can policies reduce barriers?
Federal, state, and local; Inspiration from other models

- Ask for some kind of payment or seed money from PEGS to create senior relevant content or forced access
- AARP advocates should pressure government officials to dedicate certain minimal levels of federal government ad spend on cable channels/shows devoted to aging issues

### What further research is needed to answer these questions?

- Research and test what are the products and services the aging population will buy
- Research what Americans will want to watch in the media about aging