



# WORLD OF DANCE

NEWS SHOW  
PITCH

# CONCEPT & STRUCTURE

The **WORLD OF DANCE NEWS SHOW** will serve as the ultimate source of information, exclusive content and dance lifestyle for fans. They will be able to dive deeper into the show and get an insider look at the dancers, their lives, performances, and what to expect coming up in the season.

Together with our host, an episode will air after the conclusion of each of the five rounds. Qualifiers will have two dedicated episodes due to the vast number of performances, for a total of six episodes in-season.

To emphasize that WOD News is the best place to get World of Dance coverage, each episode will feature performance analyses, Jenna's thoughts, exclusive footage you can only see on WOD News, lifestyle segments, and much more!

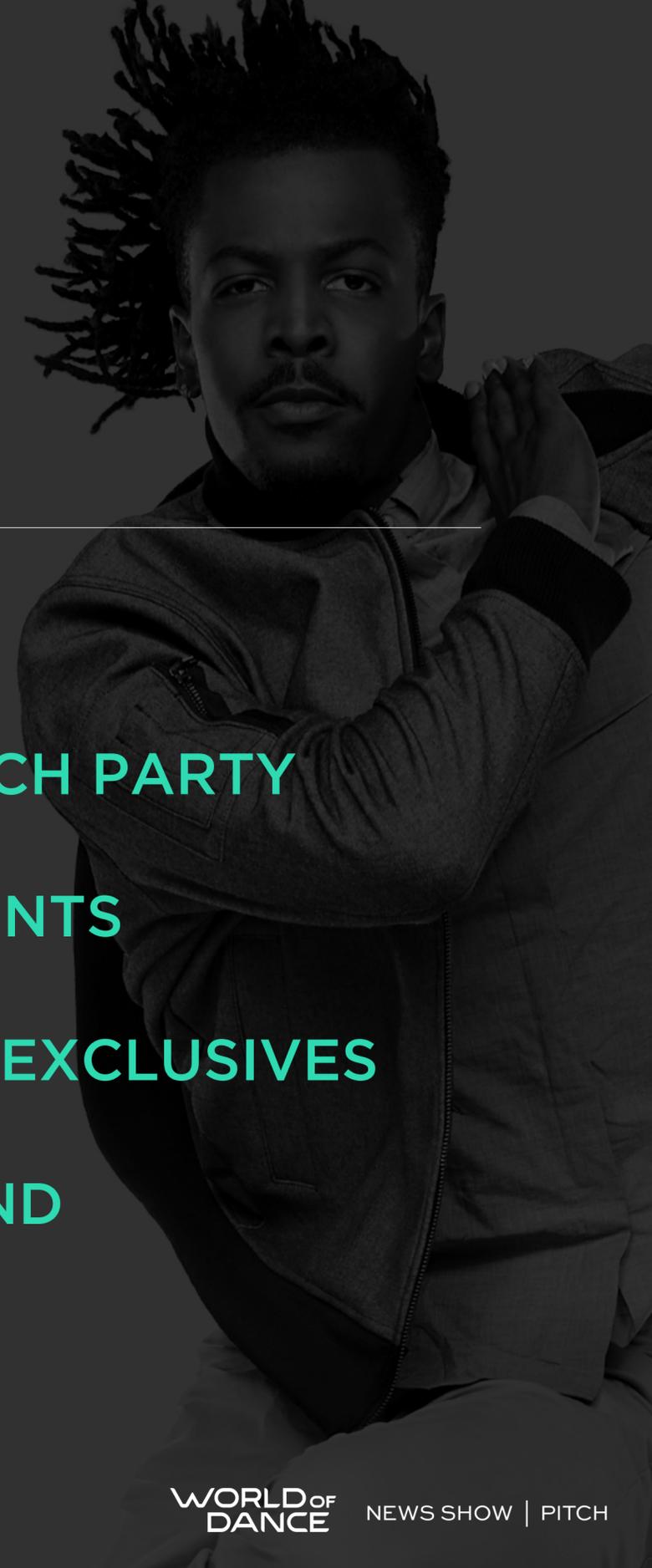
**6 EPISODES**

**PRE-PREMIERE LAUNCH PARTY**

**INFORMATIVE SEGMENTS**

**“SEE IT HERE FIRST!” EXCLUSIVES**

**SOURCE OF NEWS AND  
OPPORTUNITIES FOR  
DANCERS & FANS**



# THE LAUNCH

## LIVE PRE-SHOW

At a live pre-show party for the premiere of season 2, our host will gather at a dance studio with contestants from season 1 AND 2 to launch the WOD News Show. This live pre-show will broadcast across Facebook, Twitter, YouTube, and Instagram.

The pre-show will feature in-person chats with S1 favorites, discussions on S2 competitors, a look at the digital exclusives to watch for this season, and of course, dancing!

LIVE



## HYPE VIDEO FOR S2 DIGITAL CONTENT

During the pre-show, our host will premiere a hype trailer featuring all the digital exclusives viewers can expect to see throughout the entire season. Returning favorites like **Move of The Week** and **Front Rows** but also NEW digital exclusives like post-performance confessionals and interviews, a slo-mo series, vocabulary dance moves, and documentaries.

# SEGMENTS

## PERFORMANCE ANALYSIS

In-depth analyses of select performances from the episodes — who demonstrated exemplary talent, who had the most unique choreography, what performance made jaws drop, etc.

## “SEE IT HERE FIRST!” EXCLUSIVE FOOTAGE

Confessionals, post-performance interviews, front rows and BTS footage that can only be seen and accessed through the WOD News Show. These pieces could potentially be released later, in full version, after X amount of time.

## JENNA’S THOUGHTS

Jenna, who gets to know the dancers on a very personal level, discusses her thoughts on the episodes. Due to her connection with the dancers, Jenna offers unique and never-before-heard insight on performances, what the dancers are truly like, and who she wants to see more of!

## #WODWOW MOMENTS

This segment focuses and relives the most difficult, craziest, and original moves seen on the World of Dance stage.

## IN-PERSON INTERVIEWS

Eliminated acts make appearances on the show to discuss their experiences, their final performances, what they were feeling, and if they plan to return in the following season. Full interviews posted as separate videos.

## LIFESTYLE & FIELD PIECES

Coverage of auditions, opportunities, events, and goings on in the dance community.

# LIFESTYLE & FIELD PIECES

Lifestyle & field segments will cover current auditions, opportunities, dance fundraisers, events and goings-on in the dance community. Incorporating these pieces will aid in a seamless transition from the in-season WOD News Show to out-of-season, in addition to making the show a reputable source of information for dancers and fans alike.

## LIFESTYLE: WHERE ARE THEY NOW?

Dancers from Season 1 & 2 send video updates of where they are and what they have been doing now since World of Dance.

## FIELD: OVERCOMING OBSTACLES

An on-site visit to Infinite Flow, a wheelchair based dance studio in Los Angeles where the dedicated and determined dancers don't let anything get in their way. With a guest appearance from STEP UP: HIGH WATER actor, dancer, and double leg amputee, Eric Graise, viewers will get to see the true meaning behind perseverance and how to succeed in the face of adversity.

## EVENTS

JLO's dancers, including Rudy Abru from Embodiment (WOD, S2) are hosting a dance convention in Las Vegas! Sign up [HERE!](#)

## FOR EVERYONE!

From Miami to Los Angeles, the top 10 dance studios across the United States where YOU can learn to dance from celebrity choreographers!

# THE LOOK

## HOLOGRAPHIC DISPLAYS

A physically dynamic and interactive set will create a visually stimulating and exciting look. Using concepts like holographic touch our host(s) will scroll through, create, and draw pieces that not only they can interact with, but so can the viewer.

01

Portfolio

02

Film and video

03

curriculum

04

MOtion graphics

05

Graphic design

06

3d animation



AUGUST

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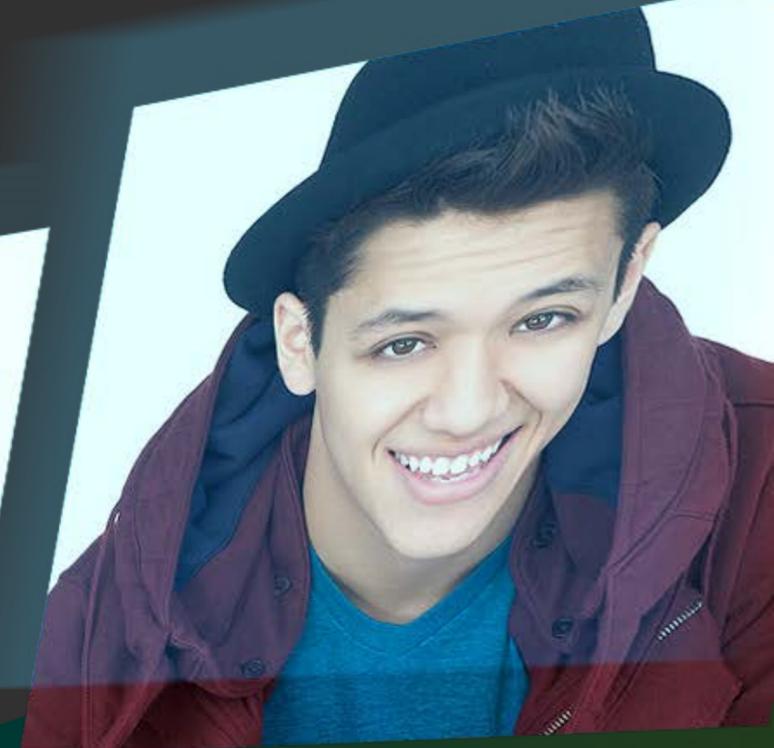
# HOST & CO-HOSTS

The main WOD news host will be a fun and engaging influencer with an extensive dance background. However, to keep things lively and interesting, there will be a rotating co-host, with similar credits, that will offer new and exciting opinions, a different fan base and a way to keep viewers on their toes.

MATT  
STEFFANINA



JOJO  
GOMEZ



KYLE  
HANAGAMI

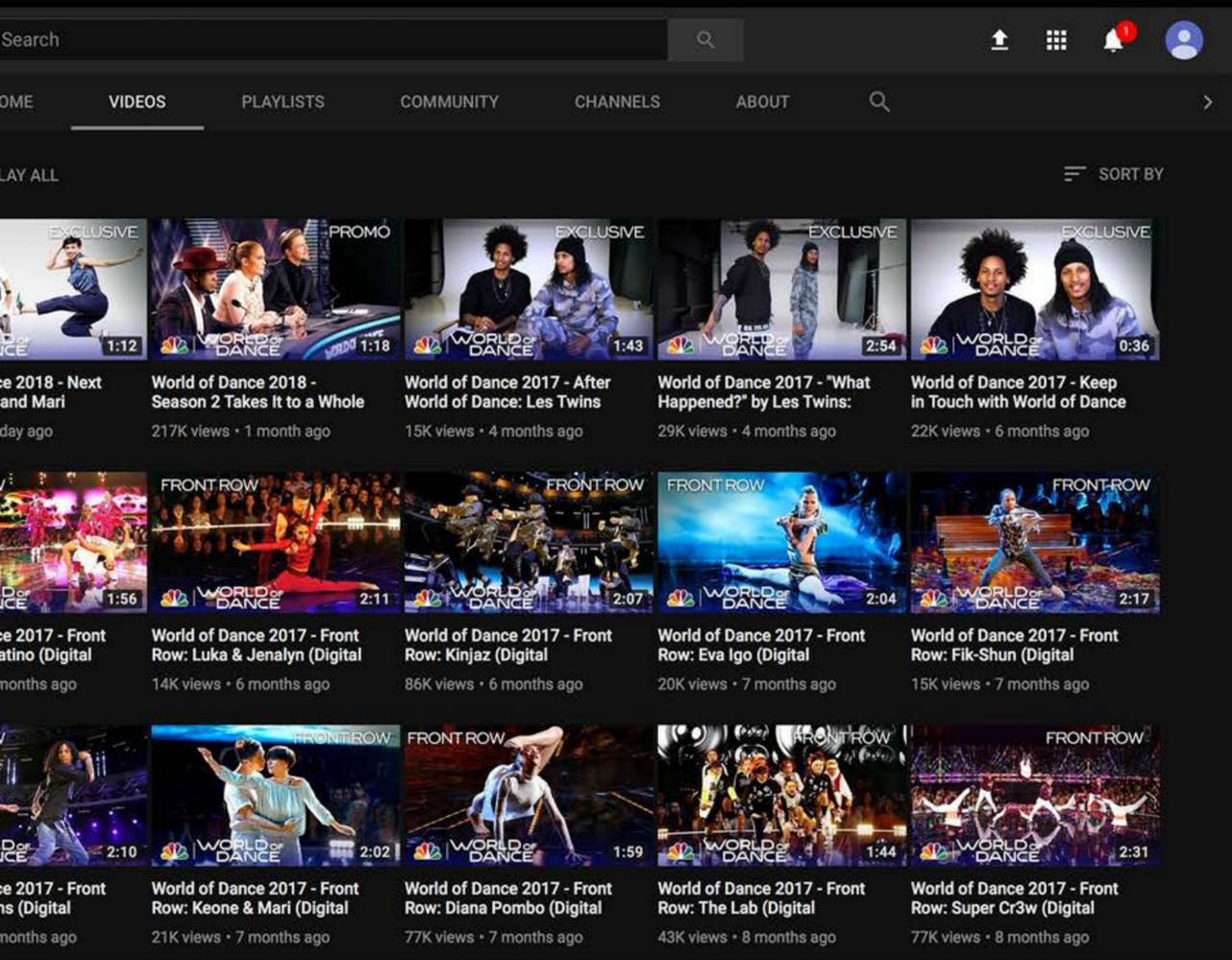


GALEN  
HOOKS



JADE  
CHYNOWETH

# DISTRIBUTION



## YouTube

The **long form version** of the series will live on the NBC World of Dance YouTube channel.

**Teasers/Leaks** will be posted on social to push people to the episodes on Youtube.

**Full length versions of segments** seen in the episodes (i.e. interviews, front rows, confessionals etc.) will be available only on Youtube.



Opportunity for original content to be posted on multiple platforms, all pushing viewers to the WOD News Show.

## SPONSORSHIP

Opportunity to get a sponsorship for episodes/segments to create revenue.

Examples: Paul Mitchell (WOD Org Sponsor), Danskin, Athleisure companies

# EPISODE SCHEDULE

LIVE PRE-SHOW | MAY 29

**INTRODUCTION TO WOD NEWS**

EPISODE 1 | JUN 19

**QUALIFIERS (EP. 1-4)**

EPISODE 2 | JUL 17

**QUALIFIERS (EP. 5-8)**

EPISODE 3 | AUG 8

**DUELS (EP. 9-12)**

EPISODE 4 | AUG 22

**THE CUT**

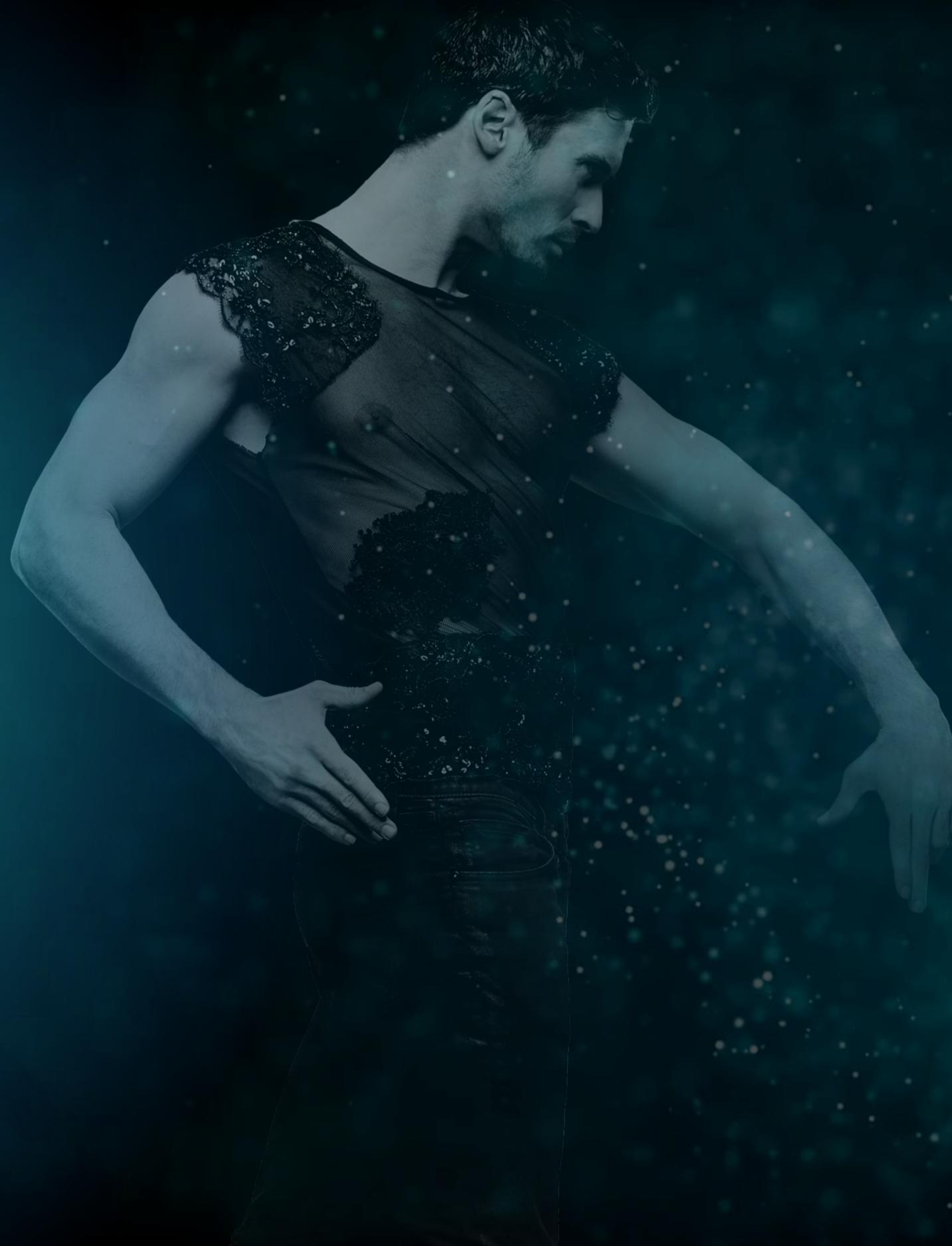
EPISODE 5 | AUG 29

**DIVISIONAL FINALS**

EPISODE 6 | SEP 5

**WORLD FINAL**

Postseason, bi-weekly episodes will air focusing more on dance lifestyle and brief segments on the World of Dance show.



# WORLD of DANCE

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## NEWS SHOW PITCH

**Amanda Horning**

Creative Director, Digital

**Tina Shaw**

Sr. Creative Director, Digital

**Lauren Bonando**

Producer, Digital

 **NBC Entertainment** Marketing & Digital

Last Updated: April 2018