
UPFRONT 2017: TBS and Super Deluxe to launch interactive late-night block

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TBS and Super Deluxe to Launch Interactive Late Night Block

Block Targeted to Mobile-First Generation Slated to Launch in Fall 2017

Turner's **TBS** is developing a fully interactive late-night programming block with sister company **Super Deluxe**. The block will feature a wide variety of content from the multiplatform studio's rapidly growing creative stable, all presented with compelling interactive components to further engage the members of the mobile-first generation. TBS plans to launch the weekly 90-minute block this fall with a comedy lineup that ranges in tone from dark humor to Generation Z ennui. It will be divided into quarter-hours, each comprised of scripted series, culturally relevant docu-series and unconventional creative voices from diverse backgrounds.

Among the projects slated to appear as part of TBS's upcoming Super Deluxe late-night block:

Art Theifs - In this series from creators Joseph Carnegie and Ben Jones and executive producers Angela Petrella and Abso Lutely Productions, two friends try to infiltrate the Los Angeles art scene in the hopes of stealing enough priceless art to buy fast cars and a used hot tub. It's not long before they find out that art in 2017 isn't always heist-worthy.

Dummy - This buddy comedy from creator Cody Heller follows an aspiring writer and her boyfriend's sex doll.

Poundhole - This contemporary take on *Soul Train* takes place in a surreal underground music club.

As a key element of the new block, viewers will have the opportunity to forge a deeper connection to the Super Deluxe content through an immersive interactive experience. Details about the block's interactive components will be announced in the coming months.

"With this block, we are combining TBS's power as America's most popular comedy network with Super Deluxe's phenomenally creative output and interactive engagement tools to create a vital new entry in the late-night landscape," said **Brett Weitz, executive vice president of original programming for TBS**. "The Super Deluxe block will also provide TBS with an enticing new connection point for young adult viewers."

"As we continue to build Super Deluxe into the entertainment brand of the future, having a regular block on TBS will make us one of the only omniplatform brands to have a meaningful TV presence,"

said **Wolfgang Hammer, president of Super Deluxe**. "We're not just selling shows. We're creating series for the largest comedy network in the country. We look forward to showcasing Super Deluxe's unique brand of original programming on TBS and engaging with viewers through the block's interactive components."

Since launching last year, Super Deluxe has quickly become a formidable digital force with its targeted audience of young, mobile-centric consumers. It currently averages **40 million unique viewers per month** on social media and recently hit **1 billion video views**. In addition, it was recently cited during the Facebook F8 conference as the **gold standard in Facebook Live video programming**.

Not only is Super Deluxe a success on its own platforms, it has also sold two of its series to other networks: **The Chances**, written by and starring deaf creators Shoshannah Stern and Josh Feldman, which is coming to Sundance Now, the premium streaming service backed by AMC Networks, and two seasons of **Magic Funhouse** to Fullscreen, an adult show about the making of a kids show.

About Super Deluxe & TBS

Super Deluxe is an omniplatform entertainment company committed to amplifying unconventional creative voices. With online video for social feeds, television series, documentaries, interactive live experiences and consumer-facing tech products, Super Deluxe talks to a generation of insatiably curious viewers who grew up clutching smartphones. Super Deluxe is a division of Turner, but it operates independently in downtown Los Angeles.

Website: www.superdeluxe.com

YouTube: www.youtube.com/superdeluxe

Facebook: www.facebook.com/superdeluxevideo

Twitter: twitter.com/superdeluxe

Instagram: www.instagram.com/superdeluxe.

TBS, a division of **Turner**, is one of basic cable's top entertainment networks with young adults and home to six of the most popular and critically acclaimed new comedies on cable - [Angie Tribeca](#), [The Detour](#), [Full Frontal with Samantha Bee](#), [People of Earth](#), [Search Party](#) and [Wrecked](#) - as well as the animated hit [American Dad!](#) Upcoming comedies include *The Guest Book*, *The Cops*, *Tarantula* and *Final Space*. TBS also presents late-night comedy in the form of [CONAN](#), starring Conan O'Brien, and [Full Frontal with Samantha Bee](#), and will soon launch the competition series *Drop the Mic*. In addition, the TBS lineup includes popular comedy hits like [Family Guy](#), [The Cleveland Show](#), [Bob's Burgers](#), [The Big Bang Theory](#), [New Girl](#) and [2 Broke Girls](#); blockbuster movies; and live coverage of Major League Baseball's regular and post-season play, the NCAA Division I Men's Basketball Championship and ELEAGUE, Turner's eSports gaming league.

Website: www.tbs.com

Pressroom: www.turner.com/pressroom/united-states/tbs

YouTube: www.youtube.com/user/TBS

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TBS app available for iOS, Android and other platforms and devices.

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