

# FAST Animation Channels

## Programming Bible

Comprehensive Strategy, Scheduling, and Content Requirements  
for a Six-Channel Animation Bouquet

### Channel Portfolio:

- Classic Toon Rewind
- All-Ages Action Anime
- Kids & Family Co-Viewing
  - Indie & Festival Shorts
- Geek & Gaming Animation
  - Animated Learning

Version 1.0

November 30, 2025

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# Executive Summary

This Programming Bible provides a comprehensive framework for launching and operating a bouquet of six distinct FAST (Free Ad-Supported Streaming TV) animation channels. Each channel targets a specific audience niche while maintaining operational synergies across the portfolio.

## Strategic Overview

The animation FAST market presents significant opportunity for differentiated, niche-focused channels. Unlike traditional cable networks, successful FAST channels thrive on tight thematic focus, extensive library depth, and linear programming loops that encourage extended viewing sessions.

## Channel Portfolio Summary

Table 1: Channel Portfolio Overview

Channel	Primary Target	Content Focus	Unique Value Proposition
Classic Toon Rewind	Adults 25–54, Older Kids	Pre-2000 cartoons, public domain	Nostalgia-driven retro experience
All-Ages Action Anime	Teens, Young Adults	Dubbed adventure/mecha/shonen	Cable-safe anime programming
Kids & Family Co-Viewing	Ages 3–10, Parents	Edutainment, nursery rhymes	Safe co-viewing environment
Indie & Festival Shorts	Art enthusiasts, Students	Global short films, 3–15 min	Curated festival experience
Geek & Gaming Animation	13–34 Gamers	Lore explainers, machinima	Gaming culture crossover
Animated Learning	Students, Lifelong learners	Educational explainers	“Smart background TV”

## Key Success Factors

The following principles guide programming across all six channels:

1. **Marathon Programming:** Anchor schedules around 3–4 hour marathons to maximize time-watched and reduce viewer churn.
2. **Signature Blocks:** Create memorable, appointment-viewing blocks that build brand recognition (e.g., “Saturday Morning Cartoons,” “Mecha Mondays”).
3. **Content Refresh Strategy:** Rotate approximately 20–30% of content monthly to maintain freshness without complete schedule overhauls.
4. **Interstitial Investment:** Develop branded bumpers, trivia cards, and micro-segments that differentiate channels from random playlists.
5. **Library Depth:** Build initial libraries of 18–30 hours of unique content per channel to enable 6–8 hour loops without obvious repetition.

# Chapter 1

## FAST Channel Strategy Fundamentals

### 1.1 Understanding the FAST Landscape

Free Ad-Supported Streaming Television (FAST) represents one of the fastest-growing segments of the streaming ecosystem. Unlike subscription-based services (SVOD) or transactional models (TVOD), FAST channels deliver linear programming experiences supported entirely by advertising revenue.

#### 1.1.1 Core FAST Characteristics

FAST channels differ fundamentally from both traditional cable and on-demand streaming:

- **Linear Experience:** Content plays continuously in a pre-programmed sequence, mimicking traditional television.
- **Lean-Back Viewing:** Audiences expect a curated experience without active selection decisions.
- **Big Library, Tight Theme:** Successful channels combine extensive content libraries with narrow thematic focus.
- **Long Loop Programming:** Content typically runs in 6–8 hour loops that repeat 3–4 times daily.
- **Marathon Dominance:** Extended single-show or single-theme blocks encourage viewer “parking.”

#### 1.1.2 Animation-Specific Considerations

Animation content offers unique advantages in the FAST environment:

- **Evergreen Appeal:** Classic animation retains value indefinitely, unlike live-action content that ages visually.

- **Short-Form Flexibility:** Animation shorts (5–10 minutes) can be clustered into varied programming blocks.
- **Global Rights Clarity:** Many classic animations are public domain or have simplified rights structures.
- **Nostalgia Factor:** Retro animation drives significant adult viewership through nostalgic appeal.
- **Family Safety:** Animation is generally perceived as family-safe, simplifying ad placement.

## 1.2 The “One-Sentence Promise”

The strongest FAST channels are defined by a clear, singular identity. For animation, this means avoiding the trap of “random cartoons 24/7” in favor of a distinct position that audiences can immediately understand and seek out.

### Key Point

Every channel in this bouquet has a one-sentence promise that defines its content, audience, and viewing occasion. This promise guides all programming, acquisition, and marketing decisions.

### 1.2.1 Channel Positioning Statements

Table 1.1: Channel Positioning Statements

Channel	One-Sentence Promise
Classic Toon Rewind	“Relive the golden age of animation with restored classics from the 1930s through 1990s.”
All-Ages Action Anime	“Epic dubbed adventure anime that’s exciting enough for teens but safe for family rooms.”
Kids & Family Co-Viewing	“Bright, educational animation that kids love and parents can trust.”
Indie & Festival Shorts	“The world’s best animated short films, curated like a 24/7 film festival.”
Geek & Gaming Animation	“Where gaming culture meets animation—lore, laughs, and legendary moments.”
Animated Learning	“Smart, stylish explainers that make science, history, and math fascinating.”

## 1.3 Content Pillars and Block Structure

Each channel organizes content around 2–4 primary content pillars, which are then assembled into programming blocks. Blocks are the fundamental unit of FAST scheduling—typically 1–3 hour segments with consistent tone, content type, and audience targeting.

### 1.3.1 Block Types

- **Marathon Blocks:** Extended (3–4 hour) focused programming around one show, character, or theme.
- **Daypart Blocks:** Time-appropriate programming (morning wake-up, after-school, prime time, overnight).
- **Signature Blocks:** Branded, recurring blocks that build appointment viewing (“Mecha Mondays”).
- **Feature Blocks:** Long-form content (movies, specials) as anchor programming.
- **Stunt Blocks:** Special event programming tied to holidays, releases, or cultural moments.

## 1.4 Refresh Strategy

Content freshness is essential for viewer retention, but complete schedule overhauls are operationally prohibitive. The recommended refresh cadence balances novelty with stability.

### Monthly Refresh Target: 20–30%

- Swap in 1–2 new series or short collections per month
- Rotate marathon focus characters/themes weekly
- Add seasonal/holiday stunt programming as appropriate
- Retire lowest-performing content based on analytics
- Maintain 70–80% schedule stability for viewer familiarity

# Chapter 2

## Channel Profiles and Content Pillars

This chapter provides detailed profiles for each channel in the bouquet, including target demographics, content pillars, signature blocks, and programming philosophy.

### 2.1 Classic Toon Rewind

**Classic Toon Rewind** — Retro animation from the golden age through the pre-digital era.

#### 2.1.1 Target Audience

- **Primary:** Adults 25–54 driven by nostalgia
- **Secondary:** Older kids (8–12) discovering classics
- **Tertiary:** Animation historians, collectors, and enthusiasts

#### 2.1.2 Content Pillars

1. **Public Domain Classics:** Golden-age shorts from the 1930s–1950s including Fleischer Studios, early Warner Bros., Terrytoons, and Van Beuren productions.
2. **Superhero & Sci-Fi Serials:** Classic Superman cartoons, space adventure serials, and science fiction shorts.
3. **Slapstick Comedy:** Dialog-light physical comedy suitable for easy drop-in viewing.
4. **Restored Prints:** Emphasis on quality restorations with educational “Restoration Corner” segments.

### 2.1.3 Signature Blocks

Table 2.1: Classic Toon Rewind Signature Blocks

Block Name	Time Slot	Description
Saturday Morning Cartoons	Weekend 6–11 AM	Flagship nostalgia block with retro bumpers, themed stacks, and cereal-commercial-style breaks
Slapstick Hour	Weekday afternoons	Fast-paced, dialog-light shorts for easy drop-in
Toon Marathons	Prime time	3–4 hour character or studio marathons
Night Owl Classics	Overnight	Deep cuts, B&W, and experimental works
Golden Age Showcase	Weekend prime	Best-restored prints with educational interstitials

### 2.1.4 Interstitial Content

- **“Did You Know?” Trivia Cards:** 30-second historical facts about cartoons, studios, and techniques.
- **“Restoration Corner”:** 60-second before/after segments showcasing restoration work.
- **Era Introductions:** Brief animated host segments introducing decades or studios.
- **Retro Bumpers:** Period-appropriate channel IDs mimicking vintage TV aesthetics.

## 2.2 All-Ages Action Anime

**All-Ages Action Anime** — Cable-safe dubbed adventure anime for broad family appeal.

### 2.2.1 Target Audience

- **Primary:** Teens and young adults (13–34) who enjoy anime
- **Secondary:** Families seeking exciting but appropriate content
- **Tertiary:** Nostalgic viewers who grew up with 90s/2000s anime

### 2.2.2 Content Pillars

1. **Mecha Series:** Robot and mecha shows suitable for all-day programming.
2. **Shonen Adventures:** Tournament arcs, training sequences, and hero's journey narratives.
3. **Fantasy & Isekai:** Otherworld adventure series with clear story arcs.
4. **Catalog Films:** Anime movies and OVAs for anchor programming.

### 2.2.3 Signature Blocks

Table 2.2: All-Ages Action Anime Signature Blocks

Block Name	Time Slot	Description
Mecha Mondays	All day	Robot/mecha series focus with nightly marathon
	Monday	
Shonen Showdown	Prime time	Back-to-back peak action episodes
Movie Night Friday	Friday prime	Long-form anime movies to anchor weekend
Training & Tournament	Mornings	Battle and tournament episode clusters
Arc Marathons	Overnight	Complete story arcs for dedicated fans

### 2.2.4 Interstitial Content

- **“Previously On...”:** 60–90 second recap clips for arc continuity.
- **Character Power Profiles:** Motion graphic breakdowns of character abilities.
- **Technique Spotlights:** Brief explainers of signature moves and powers.
- **“Next Episode” Previews:** Consistent teasers maintaining viewer engagement.

## 2.3 Kids & Family Co-Viewing

**Kids & Family Co-Viewing** — Safe, bright educational animation for ages 3–10 and parents.

### 2.3.1 Target Audience

- **Primary:** Children ages 3–10

- **Secondary:** Parents seeking safe, educational content
- **Tertiary:** Caregivers and early childhood educators

### 2.3.2 Content Pillars

1. **Nursery Rhymes & Songs:** 2–5 minute musical content in the ChuChu TV style.
2. **Story Time Episodes:** 7–12 minute narrative content with moral/educational lessons.
3. **Learning Shorts:** Letters, numbers, colors, shapes, and STEAM concepts.
4. **Adventure for Older Kids:** Slightly more sophisticated content for ages 6–10.

### 2.3.3 Signature Blocks

Table 2.3: Kids & Family Co-Viewing Signature Blocks

Block Name	Time Slot	Description
Morning Nursery Rhymes	6–10 AM	Music-focused blocks stitched into 30-minute shows
Story Time Toons	Late morning	Narrative episodes with simple lessons
Homework Background	After-school	Low-stress, calm content for study time
Family Dinner Hour	6–8 PM	Light, funny shorts parents can tolerate
Bedtime Stories	8–10 PM	Slower, calming stories and lullabies

### 2.3.4 Interstitial Content

- **“Sing With Us”:** 30-second lyric videos encouraging participation.
- **“Stretch Break”:** Movement prompts (jumping jacks, dance breaks).
- **Learning Nuggets:** Quick fact cards appropriate for young viewers.
- **Transition Songs:** Musical bumpers between content blocks.

## 2.4 Indie & Festival Shorts

**Indie & Festival Shorts** — Curated global animation shorts in a 24/7 festival format.

### 2.4.1 Target Audience

- **Primary:** Animation enthusiasts and art students
- **Secondary:** Creative professionals in animation, film, and design
- **Tertiary:** General audiences seeking distinctive content

### 2.4.2 Content Pillars

1. **Festival Selections:** Award-winning and notable shorts from global animation festivals.
2. **Student Work:** Graduating class reels and emerging talent showcases.
3. **Technique Showcases:** Organized by style (2D, 3D, stop-motion, mixed media).
4. **Director Spotlights:** Retrospectives on notable independent animators.

### 2.4.3 Signature Blocks

Table 2.4: Indie & Festival Shorts Signature Blocks

Block Name	Time Slot	Description
Festival Fridays	Friday afternoon	Festival-style screenings with title slates
2D Showcase	Mornings	Hand-drawn and traditional animation focus
3D & CG Showcase	Afternoons	Computer-generated animation highlights
Student Spotlight	After-school	School-specific or regional graduate work
Experimental	Late night	Avant-garde and adult-oriented shorts
Midnights		

### 2.4.4 Interstitial Content

- **“Behind the Rig”:** 60-second technical breakdowns (rigs, storyboards, animatics).
- **“Tool of the Day”:** Brief spotlights on animation software (Maya, Blender, Toon Boom).
- **Festival Cards:** Title slates mimicking festival screening aesthetics.
- **Director Introductions:** Text-card or voiceover introductions to filmmaker programs.

## 2.5 Geek & Gaming Animation

**Geek & Gaming Animation** — Where gaming culture meets animation.

### 2.5.1 Target Audience

- **Primary:** Gamers ages 13–34
- **Secondary:** Nerd culture enthusiasts
- **Tertiary:** Esports fans and gaming historians

### 2.5.2 Content Pillars

1. **Lore Explainers:** Deep dives into game universes, character backstories, and world-building.
2. **Machinima & Narrative:** Story-driven content created using game engines.
3. **Parody & Sketch:** Comedic animation around gaming tropes and culture.
4. **Retrospectives:** Franchise histories and “evolution of” content.

### 2.5.3 Signature Blocks

Table 2.5: Geek & Gaming Animation Signature Blocks

Block Name	Time Slot	Description
Lore Lock-In	Mornings	Universe deep dives (RPGs, MOBAs, etc.)
8-Bit to 3D	Prime time	Franchise evolution retrospectives
Speedrun Saturday	Weekend late night	Animated speedrun breakdowns and glitch explainers
Machinima Theater	Weekend afternoon	Narrative machinima arcs
Glitch Zone	Late night	Technical and speedrun analysis

### 2.5.4 Interstitial Content

- **Achievement Bumpers:** “You Unlocked: New Episode” style notifications.
- **Patch Notes Gags:** Comedic “update” announcements between programs.
- **Loading Screen Facts:** Game trivia styled as loading tips.

- **Boss Profiles:** Quick character breakdowns for villain-focused content.

## 2.6 Animated Learning

**Animated Learning** — Smart, stylish explainers for lifelong learners.

### 2.6.1 Target Audience

- **Primary:** Students (high school and college)
- **Secondary:** Lifelong learners and curious adults
- **Tertiary:** Parents seeking “smart background TV”

### 2.6.2 Content Pillars

1. **STEM Explainers:** Physics, math, chemistry, and biology in the MinutePhysics/3Blue1Brown style.
2. **History & Humanities:** Crash Course-style history, philosophy, and social science content.
3. **Course Series:** Structured educational series (“Intro to Calculus,” “Physics of Superheroes”).
4. **“Big Ideas” Content:** Philosophy, futurism, and thought experiments.

### 2.6.3 Signature Blocks

Table 2.6: Animated Learning Signature Blocks

Block Name	Time Slot	Description
Breakfast Brain Boost	6–9 AM	Short explainers across topics
Crash Course Prime	Evening	60-minute curated mini-courses
Homework Helper	After-school	Curriculum-aligned explainers
Topic Marathons	Weekend	Single-subject deep dives (“Black Holes Day”)
Exam Cram Weekend	Seasonal	Finals-focused intensive programming

### 2.6.4 Interstitial Content

- **“Brain Boost” Micro-Shorts:** 1–3 minute quick facts for transitions.

- **Study Tips:** Brief study technique suggestions.
- **Subject Bridges:** Animated host segments connecting topics.
- **Thought Experiments:** Quick philosophical puzzles or “what if” prompts.

# Chapter 3

## Programming Schedules

This chapter presents detailed 24-hour programming grids for all six channels, covering both weekday and weekend schedules. Each channel operates on a 6–8 hour core block that repeats 3–4 times daily, with distinct daypart flavoring.

### 3.1 Schedule Design Principles

#### 3.1.1 Daypart Strategy

Programming is organized around viewer availability and mindset throughout the day:

Table 3.1: Daypart Definitions and Strategy

Daypart	Hours	Programming Strategy
Overnight	12–6 AM	Low-cost content, marathons, ambient/background programming
Early Morning	6–9 AM	Wake-up appropriate, lighter content, shorter segments
Daytime	9 AM–3 PM	Mixed content, higher churn tolerance, episodic focus
After-School	3–6 PM	Youth-targeted, homework-compatible, adventure content
Prime Time	6–9 PM	Highest-value content, flagship blocks, appointment viewing
Late Night	9 PM–12 AM	Adult-skewing, experimental, deep cuts

### 3.1.2 Loop Structure

Each channel maintains a core loop that provides schedule stability while allowing for daily variation:

- **Core Loop Duration:** 6–8 hours of non-repeating content
- **Daily Repetition:** Core loop repeats 3–4 times per 24 hours
- **Daypart Variation:** Morning, afternoon, and evening loops may have different emphasis
- **Weekend Differentiation:** Approximately 30% schedule variation on weekends

## 3.2 Weekday Programming Grid

The following table presents the complete weekday schedule across all six channels. Block names correspond to the signature blocks defined in Chapter 2.

Table 3.2: Weekday Programming Grid (All Channels)

Hour	Classic Toon	Anime	Kids/Family	Indie	Gaming	Learning
00:00– 01:00	Night Owl Classics	Overnight Arc Marathons	Gentle Night Loop	Experimental Midnights	Late Night Glitch Zone	Deep Dives (Long-Form)
01:00– 02:00	Night Owl Classics	Overnight Arc Marathons	Gentle Night Loop	Experimental Midnights	Late Night Glitch Zone	Deep Dives (Long-Form)
02:00– 03:00	All-Night Marathon	Overnight Arc Marathons	Gentle Night Loop	Silent / Ambient Loop	Ambient Game Worlds	Deep Dives (Long-Form)
03:00– 04:00	All-Night Marathon	Late Night Mecha	Gentle Night Loop	Silent / Ambient Loop	Ambient Game Worlds	Ambient Science & Space
04:00– 05:00	All-Night Marathon	Late Night Mecha	Gentle Night Loop	Silent / Ambient Loop	Ambient Game Worlds	Ambient Science & Space
05:00– 06:00	All-Night Marathon	Late Night Mecha	Gentle Night Loop	Silent / Ambient Loop	Ambient Game Worlds	Ambient Science & Space
06:00– 07:00	Wake-Up Toons	Morning Shonen	Morning Nursery Rhymes	Light & Whimsical	Morning Retro Block	Breakfast Brain Boost
07:00– 08:00	Wake-Up Toons	Morning Shonen	Morning Nursery Rhymes	Light & Whimsical	Morning Retro Block	Breakfast Brain Boost

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Hour	Classic Toon	Anime	Kids/Family Indie	Gaming	Learning	
08:00– 09:00	Wake-Up Toons	Morning Shonen	Morning Nursery Rhymes	Light & Whimsical	Morning Retro Block	Breakfast Brain Boost
09:00– 10:00	Slapstick Mornings	Training & Tournament	Morning Nursery Rhymes	2D Showcase	Lore Lock-In	School Support Block
10:00– 11:00	Slapstick Mornings	Training & Tournament	Story Time Toons	2D Showcase	Lore Lock-In	School Support Block
11:00– 12:00	Slapstick Mornings	Training & Tournament	Story Time Toons	2D Showcase	Lore Lock-In	School Support Block
12:00– 13:00	Heroes & Sci-Fi	Adventure Afternoons	Learn & Play Afternoons	3D & CG Showcase	Esports & Strategy Animation	History & Humanities
13:00– 14:00	Heroes & Sci-Fi	Adventure Afternoons	Learn & Play Afternoons	3D & CG Showcase	Esports & Strategy Animation	History & Humanities
14:00– 15:00	Heroes & Sci-Fi	Adventure Afternoons	Learn & Play Afternoons	3D & CG Showcase	Esports & Strategy Animation	History & Humanities
15:00– 16:00	After-School Classics	After-School Double Features	Homework Background Channel	Student Spotlight	After-School Parody Hour	Homework Helper
16:00– 17:00	After-School Classics	After-School Double Features	Homework Background Channel	Student Spotlight	After-School Parody Hour	Homework Helper

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Table 3.2 – continued from previous page

Hour	Classic Toon	Anime	Kids/Family	Indie	Gaming	Learning
17:00– 18:00	After-School Classics	After-School Double Features	Homework Background Channel	Student Spotlight	After-School Parody Hour	Homework Helper
18:00– 19:00	Toon Marathons (Prime)	Shonen Showdown (Prime)	Family Dinner Hour	Curated Program (Prime)	8-Bit to 3D (Prime)	Crash Course Prime
19:00– 20:00	Toon Marathons (Prime)	Shonen Showdown (Prime)	Family Dinner Hour	Curated Program (Prime)	8-Bit to 3D (Prime)	Crash Course Prime
20:00– 21:00	Toon Marathons (Prime)	Shonen Showdown (Prime)	Bedtime Stories	Curated Program (Prime)	8-Bit to 3D (Prime)	Crash Course Prime
21:00– 22:00	Retro Deep Cuts	Mecha / Darker Titles	Bedtime Stories	Directors' Spotlight	Speedrun Showcase	Mind-Blowing Science
22:00– 23:00	Retro Deep Cuts	Mecha / Darker Titles	Soft Music Loop	Directors' Spotlight	Speedrun Showcase	Mind-Blowing Science
23:00– 24:00	Retro Deep Cuts	Mecha / Darker Titles	Soft Music Loop	Directors' Spotlight	Speedrun Showcase	Mind-Blowing Science

### 3.3 Weekend Programming Grid

Weekend schedules emphasize extended viewing sessions, family programming, and special event blocks.

Table 3.3: Weekend Programming Grid (All Channels)

Hour	Classic Toon	Anime	Kids/Family	Indie	Gaming	Learning
00:00– 01:00	Overnight Marathon	All-Night Season Marathon	Calm Nighttime Mix	Overnight Artistic Mix	Overnight Geek Mix	Long-Play Learning Mix
01:00– 02:00	Overnight Marathon	All-Night Season Marathon	Calm Nighttime Mix	Overnight Artistic Mix	Overnight Geek Mix	Long-Play Learning Mix
02:00– 03:00	Vintage Graveyard Shift	All-Night Season Marathon	Calm Nighttime Mix	Overnight Artistic Mix	Overnight Geek Mix	Long-Play Learning Mix
03:00– 04:00	Vintage Graveyard Shift	All-Night Season Marathon	Calm Nighttime Mix	Overnight Artistic Mix	Overnight Geek Mix	Long-Play Learning Mix
04:00– 05:00	Vintage Graveyard Shift	All-Night Season Marathon	Calm Nighttime Mix	Overnight Artistic Mix	Overnight Geek Mix	Long-Play Learning Mix
05:00– 06:00	Vintage Graveyard Shift	All-Night Season Marathon	Calm Nighttime Mix	Overnight Artistic Mix	Overnight Geek Mix	Long-Play Learning Mix
06:00– 07:00	Saturday Morning Cartoons	Weekend Recap Blocks	Big Family Morning	Family-Friendly Shorts	Family-Friendly Game Cartoons	Family STEM Mornings
07:00– 08:00	Saturday Morning Cartoons	Weekend Recap Blocks	Big Family Morning	Family-Friendly Shorts	Family-Friendly Game Cartoons	Family STEM Mornings

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Table 3.3 – continued from previous page

Hour	Classic Toon	Anime	Kids/Family	Indie	Gaming	Learning
08:00– 09:00	Saturday Morning Cartoons	Weekend Recap Blocks	Big Family Morning	Family-Friendly Shorts	Family-Friendly Game	Family STEM Mornings
09:00– 10:00	Saturday Morning Cartoons	Weekend Recap Blocks	Big Family Morning	Family-Friendly Shorts	Family-Friendly Game	Family STEM Mornings
10:00– 11:00	Saturday Morning Cartoons	Adventure Sunday	Big Family Morning	International Festival Block	Franchise Focus	Topic Marathons
11:00– 12:00	Family Cartoon Matinee	Adventure Sunday	Family Movie Afternoon	International Festival Block	Franchise Focus	Topic Marathons
12:00– 13:00	Family Cartoon Matinee	Adventure Sunday	Family Movie Afternoon	International Festival Block	Franchise Focus	Topic Marathons
13:00– 14:00	Family Cartoon Matinee	Adventure Sunday	Family Movie Afternoon	International Festival Block	Franchise Focus	Topic Marathons
14:00– 15:00	Character Marathons	Villains & Rivalries	Adventure for 6–10	Festival Programs	Machinima Theater	Exam Cram Weekend
15:00– 16:00	Character Marathons	Villains & Rivalries	Adventure for 6–10	Festival Programs	Machinima Theater	Exam Cram Weekend
16:00– 17:00	Character Marathons	Villains & Rivalries	Adventure for 6–10	Festival Programs	Machinima Theater	Exam Cram Weekend

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Table 3.3 – continued from previous page

Hour	Classic Toon	Anime	Kids/Family	Indie	Gaming	Learning
17:00– 18:00	Character Marathons	Villains & Rivalries	Adventure for 6–10	Festival Programs	Machinima Theater	Exam Cram Weekend
18:00– 19:00	Golden Age Showcase	Movie Night (Prime)	Co-Viewing Early Evening	Competition Block	Event Night (Prime)	Big Questions Night
19:00– 20:00	Golden Age Showcase	Movie Night (Prime)	Co-Viewing Early Evening	Competition Block	Event Night (Prime)	Big Questions Night
20:00– 21:00	Golden Age Showcase	Movie Night (Prime)	Wind-Down Mix	Competition Block	Event Night (Prime)	Big Questions Night
21:00– 22:00	Deep Cuts & Oddities	Late Night Arc Marathon	Wind-Down Mix	Experimental & Adult Shorts	Dark & Edgy Shorts	Chill Learning Loop
22:00– 23:00	Deep Cuts & Oddities	Late Night Arc Marathon	Wind-Down Mix	Experimental & Adult Shorts	Dark & Edgy Shorts	Chill Learning Loop
23:00– 24:00	Deep Cuts & Oddities	Late Night Arc Marathon	Wind-Down Mix	Experimental & Adult Shorts	Dark & Edgy Shorts	Chill Learning Loop

# Chapter 4

## Content Requirements by Channel

This chapter provides detailed content specifications for each channel, including block recipes (exact content quantities per programming hour), library size targets, and content mix recommendations.

### 4.1 Universal Programming Assumptions

The following assumptions apply across all channels:

Table 4.1: Universal Programming Parameters

Parameter	Value
Program minutes per hour	42–44 minutes (balance for 12–18 minutes ads/promos)
Standard variety hour	6 shorts ( $\approx$ 42 min) + 2 interstitials
Minimum library depth	18–24 hours unique content for comfortable rotation
Playlist rotation target	2–3 variants per block to avoid obvious repetition
Monthly refresh rate	20–30% of content

### 4.2 Classic Toon Rewind Content Requirements

### 4.2.1 Block-by-Block Recipes

#### Night Owl Classics (Weekday 00:00–02:00)

Table 4.2: Night Owl Classics Block Recipe

Element	Quantity	Notes
Block duration	2 hours	Deep cuts, B&W, experimental
Shorts per hour	6	Older prints, less-known studios
Interstitials per hour	2	“Did You Know?” trivia stings
<b>Per 2h playlist</b>	<b>12 shorts, 4 stings</b>	
Recommended playlists	3 (A/B/C)	36 unique Night Owl shorts

#### All-Night Marathon / Overnight (Weekday 02:00–06:00)

Table 4.3: Overnight Marathon Block Recipe

Element	Quantity	Notes
Block duration	4 hours weekday, 6 hours weekend	Feature-anchored
Features per block	1–2	70–80 min each
Shorts per block	24–30	Fill remaining time
<b>Starting inventory</b>	<b>8–10 features</b>	
<b>Marathon shorts pool</b>	<b>60–80 shorts</b>	

**Wake-Up Toons (Weekday 06:00–09:00)**

Table 4.4: Wake-Up Toons Block Recipe

<b>Element</b>	<b>Quantity</b>	<b>Notes</b>
Block duration	3 hours	Light, bright, family-safe
Shorts per hour	6	Simple gags, upbeat tone
Bumpers/IDs per hour	2	
<b>Per 3h playlist</b>	<b>18 shorts, 6 bumpers</b>	
Recommended playlists	2–3 (A/B/C)	54 unique wake-up shorts

**Slapstick Mornings (Weekday 09:00–12:00)**

Table 4.5: Slapstick Mornings Block Recipe

<b>Element</b>	<b>Quantity</b>	<b>Notes</b>
Block duration	3 hours	Pure slapstick, minimal dialogue
Shorts per hour	6	High-energy physical comedy
Interstitials per hour	2	Trivia/restoration bits
<b>Per 3h playlist</b>	<b>18 shorts, 6 interstitials</b>	
Recommended playlists	2–3	36–54 unique slapstick shorts

### Heroes & Sci-Fi (Weekday 12:00–15:00)

Table 4.6: Heroes & Sci-Fi Block Recipe

<b>Element</b>	<b>Quantity</b>	<b>Notes</b>
Block duration	3 hours	Superhero & sci-fi focus
Hero/sci-fi shorts per hour	4	Superman, space serials, etc.
Adjacent genre shorts per hour	2	Mystery, suspense
Interstitials per hour	2	Character/studio facts
<b>Per 3h playlist</b>	<b>18 shorts, 6 interstitials</b>	
Recommended playlists	2	36 hero-centric shorts

### Toon Marathons / Character Marathons / Golden Age Showcase

Table 4.7: Marathon Block Recipe

<b>Element</b>	<b>Quantity</b>	<b>Notes</b>
Weekday prime (3h)	18 shorts	Single character/studio focus
Weekend afternoon (4h)	24 shorts	Character marathon
Weekend prime (3h)	18 shorts	Best-restored prints
<b>Core characters/studios</b>	<b>4–6</b>	
<b>Shorts per character</b>	<b>30–36</b>	Enables multiple marathons

### Saturday Morning Cartoons (Weekend 06:00–11:00)

Table 4.8: Saturday Morning Cartoons Block Recipe

Element	Quantity	Notes
Block duration	5 hours	Signature nostalgic block
Structure	5 × 1h mini-shows	Each with distinct theme
Shorts per mini-show	6	
Bumpers per mini-show	2	Retro-style, toy-ad parody
<b>Per 5h block</b>	<b>30 shorts, 10 bumpers</b>	
Recommended playlists	2 (A/B rotation)	60 Saturday Morning shorts

#### 4.2.2 Classic Toon Rewind Library Summary

Table 4.9: Classic Toon Rewind Starting Library Requirements

Content Type	Quantity	Notes
<b>Shorts (5–8 min average)</b>		
Night Owl pool	36	Older, B&W, experimental
Wake-Up pool	54	Light, family-safe
Slapstick pool	36–54	Physical comedy
Heroes & Sci-Fi pool	36	Superhero, space, sci-fi
After-School pool	36	Kid-friendly mix
Character marathon pools	120	4 chars × 30 each
Deep Cuts pool	36–54	Niche, experimental
Saturday Morning pool	60	Nostalgic variety
Family Matinee shorts	30–40	Story-oriented
<b>Total Unique Shorts</b>	<b>220–260</b>	With overlap allowed
<b>Long-Form Content</b>		
Features / specials	8–12	60–80 min each
<b>Interstitials (30–60 sec)</b>		
“Did You Know?” trivia	20–30	
“Restoration Corner”	10–15	
Channel IDs / bumpers	15–20	

## 4.3 All-Ages Action Anime Content Requirements

### 4.3.1 Core Assumptions

- Series episode length: 22–24 minutes
- Movies/OVAs: 60–90 minutes
- Recap clips: 60–180 seconds
- Per linear hour: 2 full episodes or 1 episode + extras

### 4.3.2 Block-by-Block Recipes

Table 4.10: Anime Block Recipes

Block	Duration	Per Hour	Per Block Playlist
Overnight Arc Marathons	3h	2 eps + 1 recap	6 eps, 3 recaps
Late Night Mecha	3h	2 eps + 1 interstitial	6 eps, 3 interstitials
Morning Shonen	3h	1 ep + recap + spotlight	3 eps, 3 recaps, 3 spotlights
Training & Tournament	3h	2 eps + 1 breakdown	6 eps, 3 interstitials
Adventure Afternoons	3h	2 eps + optional lore	6 eps, 0–3 interstitials
After-School Double	3h	2 eps + 1 teaser	6 eps, 3 teasers
Shonen Showdown	3h	2 eps + 1–2 recaps	6 eps, 3–6 interstitials
Mecha / Darker Titles	3h	2 eps + 1 thematic	6 eps, 3 interstitials
Weekend Movie Night	3h	1 movie + 1–2 eps	1 movie, 2 eps, 2–3 interstitials

### 4.3.3 Anime Library Summary

Table 4.11: All-Ages Action Anime Starting Library Requirements

Content Type	Quantity	Notes
Series episodes (22–24 min)	150–200	Across 4–6 complete series
Movies / OVAs (60–90 min)	8–10	For Friday/Saturday prime
Recap / “Previously on” clips	30–40	Modular, reusable
Character/power profiles	30+	Motion graphic explainers
<b>Total Unique Hours</b>	<b>20–30</b>	

## 4.4 Kids & Family Co-Viewing Content Requirements

### 4.4.1 Core Assumptions

- Songs / nursery rhymes: 2–4 minutes
- Short narrative episodes: 7–12 minutes
- Features / story movies: 45–70 minutes
- Per hour: Mix of songs + story segments, skewed by block

#### 4.4.2 Block-by-Block Recipes

Table 4.12: Kids &amp; Family Block Recipes

<b>Block</b>	<b>Duration</b>	<b>Per Hour Content</b>
Gentle Night Loop	6h	6–8 calming songs + 1–2 gentle stories + ambient loops
Morning Nursery Rhymes	4h	10–12 songs + 2 mini-segments + 1–2 lyric clips
Story Time Toons	2h	3 story episodes + 2–3 songs + 1 moral recap
Learn & Play	3h	2 educational eps + 4–5 micro-learning + 2 songs
Homework Background	3h	3–4 calm episodes + 3 ambient loops
Family Dinner Hour	2h	2 longer story eps + 2–3 songs + 1 conversation starter
Bedtime Stories	4h	2 calm episodes + 4–5 lullabies + ambient loops
Big Family Morning	5h	3 story eps + 3–4 songs + 1 stretch break per hour
Family Movie Afternoon	3h	1 feature + 3–4 episodes + 4–6 songs

#### 4.4.3 Kids & Family Library Summary

Table 4.13: Kids &amp; Family Co-Viewing Starting Library Requirements

<b>Content Type</b>	<b>Quantity</b>	<b>Notes</b>
Songs / nursery rhymes (2–4 min)	250–300	Re-packageable into 30-min shows
Narrative episodes (7–12 min)	80–120	Story-based content
Features / story movies (45–70 min)	6–10	Weekend anchors
Micro-learning shorts (2–3 min)	40–60	Letters, shapes, colors
Stretch/movement clips (30–60 sec)	20–30	Interactive prompts
“Sing With Us” lyric videos	20–30	Participation encouragement
<b>Total Unique Hours</b>	<b>15–20</b>	

## 4.5 Indie & Festival Shorts Content Requirements

### 4.5.1 Core Assumptions

- Short films: 3–15 minutes (with some 20–25 minute titles)
- Making-of / behind-the-scenes: 3–10 minutes
- Per hour: Typically 4–8 shorts plus intros/outros

### 4.5.2 Block-by-Block Recipes

Table 4.14: Indie & Festival Block Recipes

Block	Duration	Per Hour Content
Experimental Midnights	2h	4 experimental shorts (8–12 min) + IDs
Silent / Ambient Loop	4h	3–4 visual shorts + 1 ambient loop per hour
Light & Whimsical	3h	5–6 shorts (5–8 min) + occasional “Tool of Day”
2D Showcase	3h	5 2D shorts + 1 “Behind the Rig” segment
3D & CG Showcase	3h	5 3D shorts + 1 technical segment
Student Spotlight	3h	4–5 student shorts + 1 school intro card per hour
Curated Program	3h	6–10 shorts per 90-min program + title cards
Directors’ Spotlight	3h	3–5 shorts from one director + director intro
Competition Block	3h	10–14 shorts + vote CTA interstitials

### 4.5.3 Indie & Festival Library Summary

Table 4.15: Indie & Festival Shorts Starting Library Requirements

Content Type	Quantity	Notes
Short films (3–15 min)	200–250	Mixed lengths and tones
Behind-the-scenes / making-of	40–60	Rigs, storyboards, animatics
Curated program definitions	30–40 playlists	Themed compilations
<b>Total Unique Hours</b>		<b>20–25</b>

## 4.6 Geek & Gaming Animation Content Requirements

### 4.6.1 Core Assumptions

- Lore / analysis shorts: 5–12 minutes
- Machinima / narrative episodes: 10–25 minutes
- Specials (history, retrospectives): 30–60 minutes
- Per hour: 2–4 pieces depending on length

### 4.6.2 Block-by-Block Recipes

Table 4.16: Geek & Gaming Block Recipes

Block	Duration	Per Hour Content
Late Night Glitch	2h	2 glitch/speedrun (10–15 min) + 1 tech (5–8 min) + bumper
Zone		
Ambient Game Worlds	4h	2 ambient fly-throughs (15–20 min) + 1 loop
Morning Retro Block	3h	2 retrospectives (10–15 min) + 1 lore (5–8 min) + fact card
Lore Lock-In	3h	3 lore explainers (8–12 min) + 1 spotlight (3–5 min)
Esports & Strategy	3h	2 strategy breakdowns (10–15 min) + 1 mechanics (5–8 min)
After-School Parody	3h	3–4 parody shorts (5–8 min) + 1 meme recap
8-Bit to 3D	3h	1 evolution special (20–30 min) + 1 support (10–15 min) + clip
Speedrun Showcase	3h	2 speedrun breakdowns (10–15 min) + 1 history (5–8 min)
Machinima Theater	4h	2 narrative machinima eps (12–20 min) per hour
Event Night	3h	1–2 specials (30–45 min) + 1–2 support shorts

### 4.6.3 Geek & Gaming Library Summary

Table 4.17: Geek & Gaming Animation Starting Library Requirements

Content Type	Quantity	Notes
Lore / analysis shorts (5–12 min)	120–150	Franchise overviews, character arcs
Machinima / narrative eps (10–25 min)	40–60	Story-driven content
Specials (30–60 min)	10–15	History, retrospectives
Micro bumpers (15–30 sec)	30–40	Achievement popups, patch notes
<b>Total Unique Hours</b>	<b>15–20</b>	

## 4.7 Animated Learning Content Requirements

### 4.7.1 Core Assumptions

- Core explainers: 5–12 minutes
- Course episodes: 10–20 minutes (organized as series)
- Micro shorts: 1–3 minutes
- Per hour: Typically 3–6 pieces depending on block

### 4.7.2 Block-by-Block Recipes

Table 4.18: Animated Learning Block Recipes

Block	Duration	Per Hour Content
Deep Dives (Long-Form)	3h	2 course eps (15–20 min) + 1 explainer (5–10 min)
Ambient Science & Space	3h	2 visual explainers (10–15 min) + 2 micro shorts
Breakfast Brain Boost	3h	3–4 short explainers (5–8 min) + 2–3 micros
School Support Block	3h	2 course eps (10–15 min) + 2 topical + 1 study tip
History & Humanities	3h	2 humanities eps (10–15 min) + 1–2 explainers
Homework Helper	3h	2 curriculum eps + 2 problem walkthroughs
Crash Course Prime	3h	2 course eps (10–15 min) + 1 supporting explainer
Mind-Blowing Science	3h	3 “big idea” explainers (7–10 min) + 1 thought experiment
Family STEM Mornings	4h	3–4 accessible explainers + 2 family demos
Topic Marathons	4h	4–6 single-theme explainers per hour
Exam Cram Weekend	4h	2 key-topic eps + 2–3 quick reviews per hour

### 4.7.3 Animated Learning Library Summary

Table 4.19: Animated Learning Starting Library Requirements

Content Type	Quantity	Notes
Core explainers (5–12 min)	250–300	Across subjects
Course episodes	120–180	10–15 series × 8–20 eps
Micro shorts (1–3 min)	80–100	“Brain Boost” transitions
<b>Total Unique Hours</b>	<b>25–30</b>	

# Chapter 5

## Metadata Schema and Asset Management

Effective FAST channel operations require rigorous asset metadata. This chapter defines the comprehensive metadata schema applicable across all channels, plus channel-specific extensions.

### 5.1 Base Metadata Schema

The following schema applies to all content assets across the bouquet. Additional channel-specific fields are defined in subsequent sections.

#### 5.1.1 Core Identification Fields

Table 5.1: Core Identification Metadata

Field	Type	Description
asset_id	UUID	Internal unique identifier
title	String	Display title of short/feature
series_title	String	Parent series name (if applicable)
episode_number	String	Episode code (S01E03 or sequence)
content_type	Enum	{short, feature, interstitial, bumper}
duration_seconds	Integer	Exact runtime in seconds
production_year	Integer	Original release year

### 5.1.2 Editorial and Programming Fields

Table 5.2: Editorial and Programming Metadata

Field	Type	Description
primary_genre	Enum	Main genre classification
secondary_genres	Array[String]	Additional genre tags
tone	Enum	{light, dark, experimental, kids, family}
character_tags	Array[String]	Key characters for marathon scheduling
block_fit	Array[String]	Suitable blocks (e.g., NightOwl, SaturdayMorning)
rating	String	Region-appropriate rating (TV-G, TV-PG, etc.)
content_flags	Array[Enum]	{mild_violence, smoking, stereotypes, flashing_lights}

### 5.1.3 Rights and Legal Fields

Table 5.3: Rights and Legal Metadata

Field	Type	Description
rights_status	Enum	{public_domain, licensed}
rights_basis	String	URL or notes for PD proof or license
rights_holder	String	Company or individual
license_contract_id	String	Internal contract reference
rights_start_date	Date	License validity start
rights_end_date	Date	License validity end
rights_type	Enum	{linear_FAST, AVOD, SVOD, TVOD}
territories	Array[String]	ISO country codes or “worldwide”
language_restrictions	String	Dub/sub restrictions

### 5.1.4 Audio and Language Fields

Table 5.4: Audio and Language Metadata

Field	Type	Description
original_language	String	ISO language code
available_audio_languages	Array[String]	Available audio tracks
audio_format	Enum	{mono, stereo, 5.1}
available_subtitles	Array[String]	Available subtitle languages

### 5.1.5 Technical Fields

Table 5.5: Technical Metadata

Field	Type	Description
master_file_name	String	File reference in storage
codec	String	Video codec (ProRes, H.264, etc.)
resolution	String	Dimensions (1920x1080, etc.)
aspect_ratio	String	4:3, 16:9, etc.
color_bw	Enum	{color, black_and_white}
audio_loudness_normalize	Boolean	Loudness compliance status

### 5.1.6 QC and Operations Fields

Table 5.6: QC and Operations Metadata

Field	Type	Description
qc_status	Enum	{not_checked, passed, failed}
qc_notes	String	Issues found (dropouts, pops, etc.)
closed_caption_verified	Boolean	CC verification status
last_qc_date	Date	Most recent QC check

### 5.1.7 Scheduling Helper Fields

Table 5.7: Scheduling Helper Metadata

Field	Type	Description
priority	Enum	{A, B, C} rotation priority
min_repetition_interval_hours	Integer	Minimum hours between plays
preferred_blocks	Array[String]	Target blocks for auto-scheduling

## 5.2 Channel-Specific Metadata Extensions

### 5.2.1 Classic Toon Rewind Extensions

Table 5.8: Classic Toon Rewind Metadata Extensions

Field	Type	Description
studio_era	String	Production studio and era
restoration_status	Enum	{original, restored, HD_remaster}
restoration_notes	String	Details on restoration work
nostalgia_decade	Enum	Primary nostalgia target (30s, 40s, etc.)

### 5.2.2 All-Ages Action Anime Extensions

Table 5.9: Anime Metadata Extensions

Field	Type	Description
series_type	Enum	{shonen, mecha, fantasy, sci_fi, slice_of_life}
arc_id	String	Story arc identifier
arc_name	String	Story arc display name
arc_episode_index	Integer	Position within arc
violence_level	Enum	{none, mild, moderate}
fan_service_flag	Boolean	Time-of-day placement flag
theme_tags	Array[Enum]	{tournament, training, beach_episode, war, etc.}
suitable_blocks	Array[String]	Specific block assignments

### 5.2.3 Kids & Family Co-Viewing Extensions

Table 5.10: Kids &amp; Family Metadata Extensions

Field	Type	Description
age_band	Enum	{2-4, 3-6, 6-9, family}
educational_focus	Enum	{literacy, numeracy, social_emotional, STEM, music, motor}
intensity_level	Enum	{calm, moderate, high_energy}
bedtime_safe	Boolean	Suitable for bedtime blocks
song_type	Enum	{nursery rhyme, original_song, instrumental}
lyrics_on_screen	Boolean	Sing-along capability
movement_prompt	Boolean	Contains movement/dance prompts

### 5.2.4 Indie & Festival Shorts Extensions

Table 5.11: Indie &amp; Festival Metadata Extensions

Field	Type	Description
animation_style	Enum	{2D, 3D, stop_motion, mixed_media, experimental}
festival_history	Text	Festivals, years, awards
school_or_studio	String	For Student Spotlight blocks
country_of_origin	String	ISO country code
theme_tags	Array[Enum]	{surreal, dark_comedy, family, sci_fi, drama, horror}
dialogue_density	Enum	{none, low, normal} for ambient blocks
competition_eligibility	Boolean	Eligible for viewer voting

### 5.2.5 Geek & Gaming Animation Extensions

Table 5.12: Geek &amp; Gaming Metadata Extensions

Field	Type	Description
game_title	String	Primary game or franchise
game_genre	Enum	{RPG, FPS, MOBA, fighting, platformer, etc.}
content_angle	Enum	{lore, strategy, history, parody, machinima, tech}
spoiler_level	Enum	{none, low, high}
skill_level_target	Enum	{casual, intermediate, hardcore}
visual_source	Enum	{in_engine_capture, original_animation, mixed}
esports_tiein	Boolean	Tournament/league connection
esports_reference	String	League/tournament name

### 5.2.6 Animated Learning Extensions

Table 5.13: Animated Learning Metadata Extensions

Field	Type	Description
subject	Enum	{math, physics, chemistry, biology, CS, history, economics, philosophy}
topic	String	Specific topic (derivatives, black holes, etc.)
difficulty_level	Enum	{intro, intermediate, advanced}
target_grade_band	Enum	{middle_school, high_school, college, adult}
course_id	String	Structured series identifier
course_episode_index	Integer	Order within course
prerequisites	Array[String]	Required prior topics/episodes
requires_handouts	Boolean	External materials available

# Chapter 6

## Content Acquisition Strategies

This chapter outlines practical strategies for building content libraries for each channel, including source identification, rights structures, and partnership models.

### 6.1 General Acquisition Principles

#### 6.1.1 Rights Structures for FAST

FAST channels require specific rights configurations:

- **Linear-Only Rights:** Distinguish from VOD/catch-up rights to minimize costs.
- **Ad-Supported Rights:** Ensure content is cleared for advertising insertion.
- **Territory Specificity:** Negotiate regional rights (US, Canada, UK) rather than global.
- **Exclusivity Tiers:** Non-exclusive linear rights are typically most cost-effective.

#### 6.1.2 Deal Structures

Table 6.1: Common FAST Content Deal Structures

Structure	Description
Flat Fee	One-time payment for defined term and territory
Revenue Share	Percentage of ad revenue, typically 40–60% to content owner
Hybrid	Minimum guarantee plus revenue share above threshold
Barter	Cross-promotion or audience value exchange

## 6.2 Channel-Specific Acquisition Strategies

### 6.2.1 Classic Toon Rewind

#### Public Domain Libraries

The foundation of this channel is public domain content, which requires no licensing fees:

- **Golden Age Shorts:** Fleischer Studios, Terrytoons, Van Beuren, early Warner Bros.
- **Yearly Additions:** Track annual public domain roll-ins (e.g., early Popeye and Tintin entered PD in 2025).
- **Quality Sources:** Partner with restoration archives and PD aggregators for high-quality masters.

#### Low-Cost Catalog Deals

For content beyond PD:

- Target underexposed 1960s–1980s series with dormant rights.
- Approach estates and small rights holders with flat-fee + revenue share models.
- Focus on content whose home video life has concluded.

#### Original Host Content

Low-cost original production adds premium feel:

- Green-screen or animated host intros and trivia segments.
- “Restoration Corner” educational content about preservation.
- Period-appropriate bumpers and interstitials.

### 6.2.2 All-Ages Action Anime

#### Major Licensor Relationships

Most anime in North America flows through a small number of licensors:

- **Primary Targets:** Crunchyroll/Sony, Sentai/Section23, Discotek, and similar catalog holders.
- **Focus:** Catalog titles (1980s–2000s) rather than current simulcast hits.
- **Rights Type:** FAST-only linear rights in specific territories.

## Content Selection Criteria

- Prioritize dubbed versions for broader audience reach.
- Select series with clear story arcs suitable for marathon programming.
- Ensure content meets “all-ages” standard (no excessive violence or fan service).
- Target series with existing brand recognition but limited current availability.

### 6.2.3 Kids & Family Co-Viewing

#### Preschool Brand Partnerships

- Partner with established edutainment producers (StoryZoo-style companies).
- Explore co-branded channel arrangements or regional spin-offs.
- Leverage existing FAST and YouTube presence of preschool brands.

#### YouTube-Origin Kids IP

Many successful kids’ channels originated on YouTube:

- Negotiate windowed FAST rights for portions of existing catalogs.
- Offer cross-promotion (YouTube to FAST and vice versa).
- Structure deals to not cannibalize YouTube ad revenue.

#### Safety and Compliance

Kids’ content requires enhanced vetting:

- Implement strict content review pipeline.
- Ensure COPPA and regional children’s advertising compliance.
- Maintain detailed content documentation for advertiser assurance.

### 6.2.4 Indie & Festival Shorts

#### Festival and School Partnerships

- Create “best of festival” blocks through festival licensing deals.
- Partner with animation schools for graduating class showcases.
- Offer branding and promotional value in exchange for non-exclusive linear rights.

## Distribution Platform Relationships

- Work with short-film distribution platforms and sales agents.
- Bundle shorts into festival-style packages.
- Respect post-festival windows to not undercut premium opportunities.

## Direct Creator Relationships

- Many independent animators seek additional exposure beyond festivals.
- Offer revenue share models for emerging filmmakers.
- Build reputation as a quality curator to attract submissions.

### 6.2.5 Geek & Gaming Animation

#### YouTube Creator Partnerships

- Identify animation and machinima creators with strong game-adjacent series.
- Offer FAST compilation deals: edit existing content into 30–60 minute blocks.
- Structure revenue shares that complement (not cannibalize) YouTube income.

#### Game Publisher Relationships

- Some publishers fund lore videos and animated promotional content.
- Propose co-branded blocks combining publisher content with creator content.
- Tie programming to game releases and esports events.

#### Original Production

- Commission inexpensive motion-graphics explainers for evergreen topics.
- Focus on educational content (“What is a roguelike?”, “How netcode works”).
- Build library of timeless reference content.

### 6.2.6 Animated Learning

#### Educational Creator Partnerships

Major educational animation channels have extensive libraries:

- **Target Creators:** MinutePhysics, 3Blue1Brown, Kurzgesagt, Crash Course, MinuteEarth.
- **Deal Structure:** FAST-curated compilations under linear-rights deals.

- **Value Proposition:** Additional exposure and revenue without impacting YouTube on-demand.

### Institutional Content

- Universities, museums, and NGOs often commission animated explainers.
- Offer evergreen slots for institutional content as public-service programming.
- Build relationships with educational foundations and science communication organizations.

### Original Bridging Content

- Light animated host introducing themes (“Math Monday,” “History Thursday”).
- Cross-promotion of featured creators.
- Study tips and learning strategy content.

# Appendix A

## Content Volume Summary

Table A.1: Complete Library Requirements by Channel

Channel	Shorts	Episodes	Features	Total Hours
Classic Toon Rewind	220–260	—	8–12	18–24
All-Ages Action	—	150–200	8–10	20–30
Anime				
Kids & Family	250–300	80–120	6–10	15–20
Co-Viewing	songs			
Indie & Festival	200–250	—	—	20–25
Shorts				
Geek & Gaming	120–150	40–60	10–15	15–20
Animation				
Animated Learning	250–300	120–180	—	25–30
<b>Portfolio Total</b>	<b>1,040–1,260</b>	<b>390–560</b>	<b>32–57</b>	<b>113–149</b>

## Appendix B

### Interstitial Requirements Summary

Table B.1: Interstitial Content Requirements by Channel

Channel	Interstitial Types and Quantities
Classic Toon Rewind	20–30 trivia cards, 10–15 restoration segments, 15–20 bumpers/IDs
All-Ages Action Anime	30–40 recap clips, 30+ character profiles, 20+ power breakdowns
Kids & Family	20–30 lyric videos, 20–30 stretch breaks, 20+ learning nuggets
Indie & Festival	30+ “Behind the Rig” segments, 20+ tool spotlights, 40+ title cards
Geek & Gaming	30–40 achievement bumpers, 20+ patch notes gags, 30+ loading tips
Animated Learning	80–100 micro shorts, 30+ study tips, 20+ subject bridges

# Appendix C

## Glossary of Terms

<b>Arc</b>	A multi-episode story sequence within an anime series.
<b>Block</b>	A contiguous programming segment (typically 1–4 hours) with consistent tone and content type.
<b>Bumper</b>	A short (5–15 second) branded segment used between programs or around ad breaks.
<b>Daypart</b>	A segment of the broadcast day defined by typical viewing patterns (e.g., prime time, overnight).
<b>FAST</b>	Free Ad-Supported Streaming Television; linear channels delivered via internet with advertising support.
<b>Interstitial</b>	Short-form content (15–90 seconds) used between programs for branding, education, or engagement.
<b>Loop</b>	The complete rotation of unique programming before content repeats.
<b>Machinima</b>	Animation created using real-time game engines and assets.
<b>Marathon</b>	Extended programming (3+ hours) focused on a single series, character, or theme.
<b>OVA</b>	Original Video Animation; anime released directly to home video rather than broadcast.
<b>Public Domain</b>	Creative works not protected by intellectual property rights, freely usable without licensing.
<b>Shonen</b>	A genre of anime/manga targeted at young male audiences, typically featuring action and adventure.

**Stunt Programming**

Special event programming tied to holidays, releases, or cultural moments.