

Transcript - KindaTV

1. Please tell us about KindaTV.

KindaTV is the most subscribed YouTube channel in Canada catering to female-skewing millennials and Gen-Z that identify with the LGBTQ+ community, as members and allies.

2. What kind of content do you look for to feature on KindaTV?

We look for web series content with high production values that appeal to under-represented communities that often do not see themselves reflected in mainstream content.

Given the success of our female/femme-driven, LGBTQ+ content (as seen with Carmilla, Barbelle, Gay Mean Girls, and Slo Pitch), we prioritize any female-skewing series that has an underlying theme of positivity and are active with that community (i.e. mental health in Ghost BFF).

This year, we are pushing to expand our licensed programming to include more global series.

3. Can you describe how KindaTV is different from other more traditional broadcasters and streamers?

We view KindaTV as an indie channel serving an underrepresented audience that does not typically see themselves on screen on traditional broadcasters and streamers.

Similar to a larger broadcaster/streaming services, we both co-produce and fund some of the shows featured on the channel (i.e. Barbelle, Slo Pitch, Ghost BFF).

The immediacy of YouTube also offers us insight into our audience, by way of comments and analytics. This means that we are able to tailor our output towards what the community wants and to be in constant dialogue with them. We have the opportunity to push out content that speaks to niche audiences.

4. Can you tell us a bit about Barbelle, Slo Pitch, Ghost BFF and Gay Mean Girls?

Barbelle was the first project we worked on with the Boss & Co creators – their creative vision is in line with the values inherent to KindaTV. Plus, we love their sense of humour and authenticity. We later worked with them on Slo Pitch, which we think is the best web series of 2020.

Ghost BFF is an important project for KindaTV, working with the talented filmmakers at Babe Nation. We're proud of how it created a discussion surrounding some pretty difficult mental health topics and has been well received by fans.

Gay Mean Girls is a fun show that highlights the trials and tribulations of high school. It's a fan favourite and we can't wait for KindaTV fans to see Season 2, which the creators are in the process of developing.

5. Can you speak to how Shaftesbury works with 3rd party producers in terms of streaming and co-producing content?

KindaTV is a CAVCO-approved platform and is backed by a robust digital marketing team.

KindaTV works with 3rd party producers in two ways:

- #1: Independent Canadian creators pitch their creative to the Shaftesbury development team. If the creative is aligned with the KindaTV brand and values, Shaftesbury will offer various forms of support to help creators secure funding. This could be a distribution deal (where they can then access the CAVCO tax credits, if applicable), and/or a co-production agreement where Shaftesbury will play a role in the creation of the content itself.
- #2: Licensing content from Independent creators. When applicable, KindaTV will enter into a licensing agreement with Canadian or International producers.

In both cases, producers work alongside the KindaTV digital marketing team to launch and promote the content both on the YouTube channel, as well as the KindaTV social channels.

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The channel launched in 2014 under the name VervegirlTV. In 2016, the channel rebranded to KindaTV and launched the first season of the hit web series, *Carmilla*. The channel became a hub for fun, high quality, female-fronted and LGBTQ+ content. We launched KindaTV to be an incubator for discovering and fostering new Canadian content creators, both in front of and behind the camera. This has given us the opportunity to work with a number of new and emerging creators, including Gwenlyn Cumyn, Karen Knox from *Slo Pitch*, Katie Bird Nolan and Lindsay Tapscott at Babe Nation, and many more.

7. Why is it so important to provide a space for positive representation for young people today and specifically within the LGBTQ+ community?

Media shapes and reflects society and viewers look to the media to better understand the world they live in. But what often happens is that reflection is flawed or filled with inaccurate portrayals, and in some cases, groups of people are omitted altogether. This is the problem that KindaTV works towards solving. The goal is to provide the LGBTQ+ community with the representation it both needs and deserves.

“LGBTQ+ viewers long to see their own happy endings reflected back to them. Underrepresented groups — from people of color to people with disabilities to LGBTQ+ people — who are denied that kind of positive representation in our shared culture naturally have a harder time imagining it for their own lives. When death, sadness and despair are the predominant stories we're told, particularly for younger viewers, it can seem like a self-fulfilling prophecy.” - Hollywood Reporter, March 21, 2016

8. Can you speak to the importance of working with emerging creators on series like *Slo Pitch*, *Gay Mean Girls*, *Ghost BFF*?



KindaTV strives to push boundaries in media and shine a spotlight on emerging content creators who have important stories to tell. We are committed to creating a platform that reflects diversity and inclusion both in Canada and Internationally.