

KPIX



MindScoop

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CBS Bay Area x Academy of Art University

Target Audience: Gen Alpha

Phone Addicts

AI Integrated life Trend Fatigue Twitch

Gamification **Most connected** Indoors

Youtube Craves Authenticity Roblox **Gaming**

AR / VR **Short Form Videos** Misinformation Screen Time

Short Attention Span **Born 2010-2025** Isolated

Tiktok High Screen Time Instagram Reels

Parasocial **Socially Aware** Netflix

Go Getter **Tablet** Unattentive



Target Audience

- We chose Gen Alpha because they are the future of broadcast; plus they are similarly apathetic to TV as Gen Z.
- We want to create a pipeline for the next generation of broadcast talent, and a pipeline to get them eventually interested in the “adult” CBS programs.
- Currently aged 0-15 (born 2010-2025), estimated at 2bn, largest gen yet.
- Most connected and adaptable generation yet, used to picking up new tech like AR/VR/AI.
- Short attention spans, thrives off of gamification.
- Struggles with media literacy; they get news from quick clips despite concern about misinfo online, they have a media literacy crisis.
- This generation grew up on camera and their dream is to be an influencer, but they don't know how to actually make money off of being on camera.

Big Idea: Make Smart Fun Again

Gen Alpha needs their own show built for the modern day. We're treating this generation's media literacy crisis in a way that makes learning fun again, using CBS's exclusive AR set.

"If you teach facts, they only know the facts.

If you teach them how to learn, and they can learn for a lifetime."

MindScoop - 3:30 to 4:00pm



MindScoop The Show

- MindScoop is a new after-school TV show (3:30–4:00 pm) that uses an AR set to do things a normal set could never do.
- The prerecorded show reinvents after-school programming for Gen Alpha (ages 10–15) by making learning feel fun, modern, and relevant.
- With AR, we can run wild science experiments and demonstrations with zero physical supplies, and design sets that actually appeal to Gen Alpha.
- The show focuses on media literacy, led by three kid hosts of different ages who guide viewers through everything.

MindScoop - 3:30 to 4:00pm

Mark - Age 17



June - Age 14



Abigail - Age 11



The Hosts

- We want to inspire Gen Alpha to be the next generation of broadcasters by putting kids around their age on screen.
- Our examples are Mark, age 17, June, age 14, and Abigail, age 11.
- Mark guides the show and keeps it moving.
- June plays the part of a skeptic.
- Abigail asks a lot of questions and keeps the energy of the show high.
- In each season we will bring a new set of hosts to keep it interesting:
- There would always be one in the 17 to 19 age range, one 14 to 16, and one 10 to 12.
- By speaking to Gen Alpha on their level, we gain their trust, making it easier to eventually transition them to the main CBS shows.
- We want to give the impression we are by Gen Alpha for Gen Alpha

Segment 1: Debunk Den



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- This segment focuses on debunking myths and misinformation that spread widely online in a fun, immersive way using the AR set.
- It begins in an AR lab where the misinformation is introduced, then transitions into a full AR simulation showing what the world would look like if the myth were true.
- Example: If the Earth were flat, gravity wouldn't work properly, the atmosphere would leak into space, and life (air, weather, oceans, plants, animals) wouldn't exist.
- The AR set visualizes the world if the misinformation was true, and when the simulation doesn't match reality, it shows the audience it's false. (Dead forest visual.)
- After the AR set demonstration, we return to the lab setting where the host does a science experiment related to the myth.

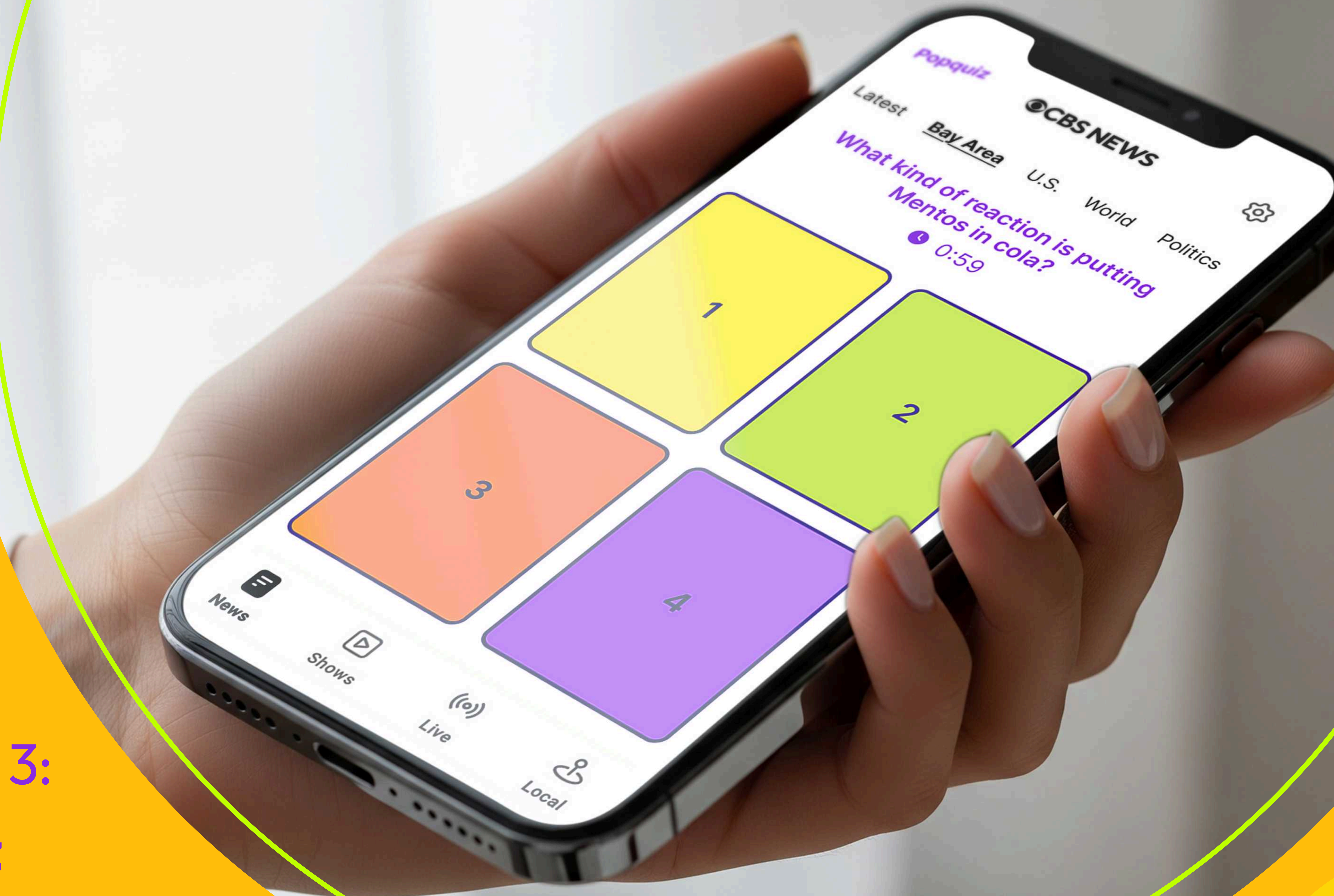


Segment 2: Debate Duel

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- We asked ourselves how Gen Alpha would gamify the debate format, then did exactly that.
- Two teens face off in a medieval-style AR arena, with a new debate topic each episode.
- Like a video game, each debater has a health bar. As facts are presented on screen, they transform into spells that lower the opponent's health upon a successful hit, while timely rebuttals create shields that block the incoming spell.
- The debate ends when a player's health hits zero, teaching Gen Alpha the debate structure and the importance of backing your points with real facts.

Segment 3: Pop Quiz





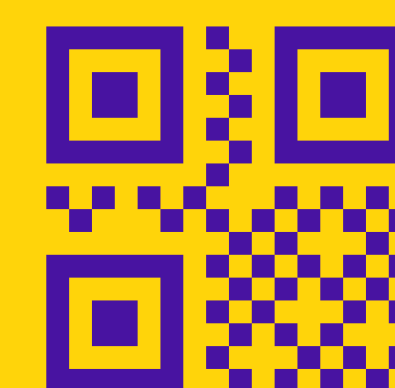
Pop Quiz: What kind of reaction is putting Mentos in cola?

1. Chemical

2. Physical

3. Combustion

4. Oxidation



App Integration: Pop Quiz



- Throughout each episode, 3-4 trivia questions pop up in the lower-thirds.
- Viewers scan the QR code, which takes them to the CBS app to answer.
- Similar to the format of Kahoot, where points are awarded based on speed and accuracy of answer.
- At the end of each episode, the current leaderboard standings are revealed.
- Each Friday, the overall #1 player for the week is revealed.
- The #1 weekly player wins exclusive merch.

Experiential Activations



**What is
Roblox?**



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What is Roblox?

- Roblox isn't actually a single game—it's a platform that gives players tools to create their own games, called "experiences." Then, it also acts as a browser, where other players can browse and choose from "experiences" to join.
- It is massively popular with Gen Alpha because there are infinite ways to play, and it works on any device (phones, tablets, computers, VR headsets, etc.).
- The platform has 111.8M daily users, with about 56% under age 16, and roughly half of all U.S. kids under 16 using it monthly.
- Its cultural impact is undeniable—even brands jump in. Example: Chipotle made a "Roll a Burrito" experience where players roll a burrito in Roblox, then could exchange it for a real burrito in-store.
- Chipotle trended on TikTok for days after as a result.

Experience 1: Debate Duel in Roblox

- Branded collaboration between CBS/ MindScoop and Roblox.
- With Roblox's tools, we can create a playable game version of Debate Duel.
- Players join the game and see debate stations scattered around the area.
- Players pair up at them, then debate an assigned topic.
- Each station has buttons to choose an opening argument, trigger facts and rebuttals, and pick a closing argument.
- Like in MindScoop, facts turn into spells, rebuttals become shields, and each player has a health bar.
- Meets Gen Alpha where they're at: on their most popular game, at home. Teaches the debate structure and importance of supporting claims with facts.



Experience 2: MindScoop Bootcamp

- Trailer full of equipment that doubles as an AR green screen room.
- Meeting the next generation where they're at: school.
- Half-day long event that rotates children through different stations, teaching aspects of broadcasting.
- At the end, kids record a short segment in front of the green screen to take home as a souvenir, after being placed in the AR set.
- Doubles as an easy way to find new talent and hosts for MindScoop.
- Inspired by Storyteller Bootcamp.



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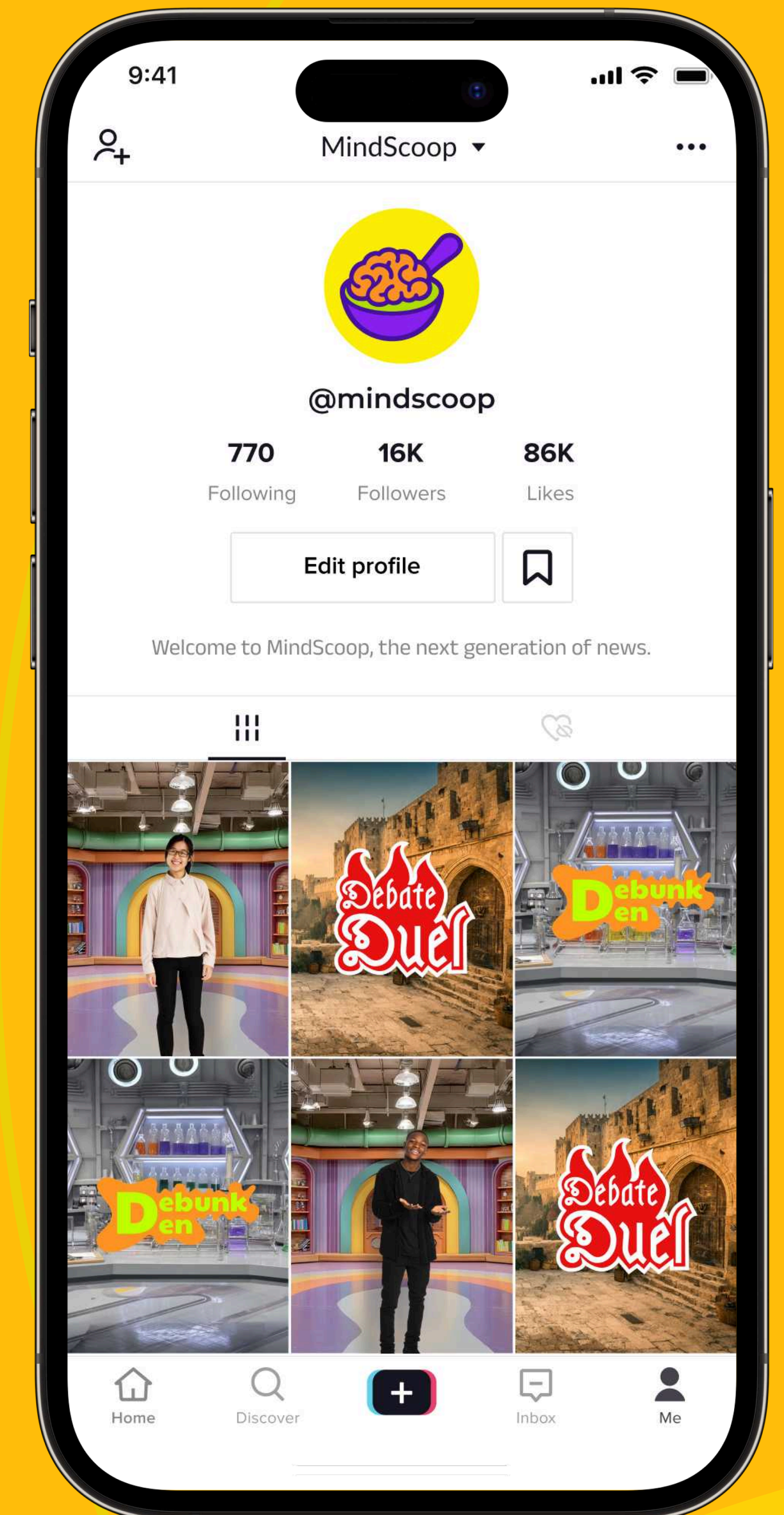


MindScoop TikTok Prototype



Developing MindScoop into a full TV show will take at least two years, so we're starting with a TikTok prototype that uses the same AR sets and introduces segments like Debunk Den and Debate Duel as standalone mini-series.

Our hosts will be young, up-and-coming Gen Alpha broadcasters, giving the next generation a real platform to grow their media skills. This approach acts as a proof of concept, builds an early Gen Alpha audience, and makes the jump from phone to TV feel natural and attainable for them.



Video



Luis Ocampo

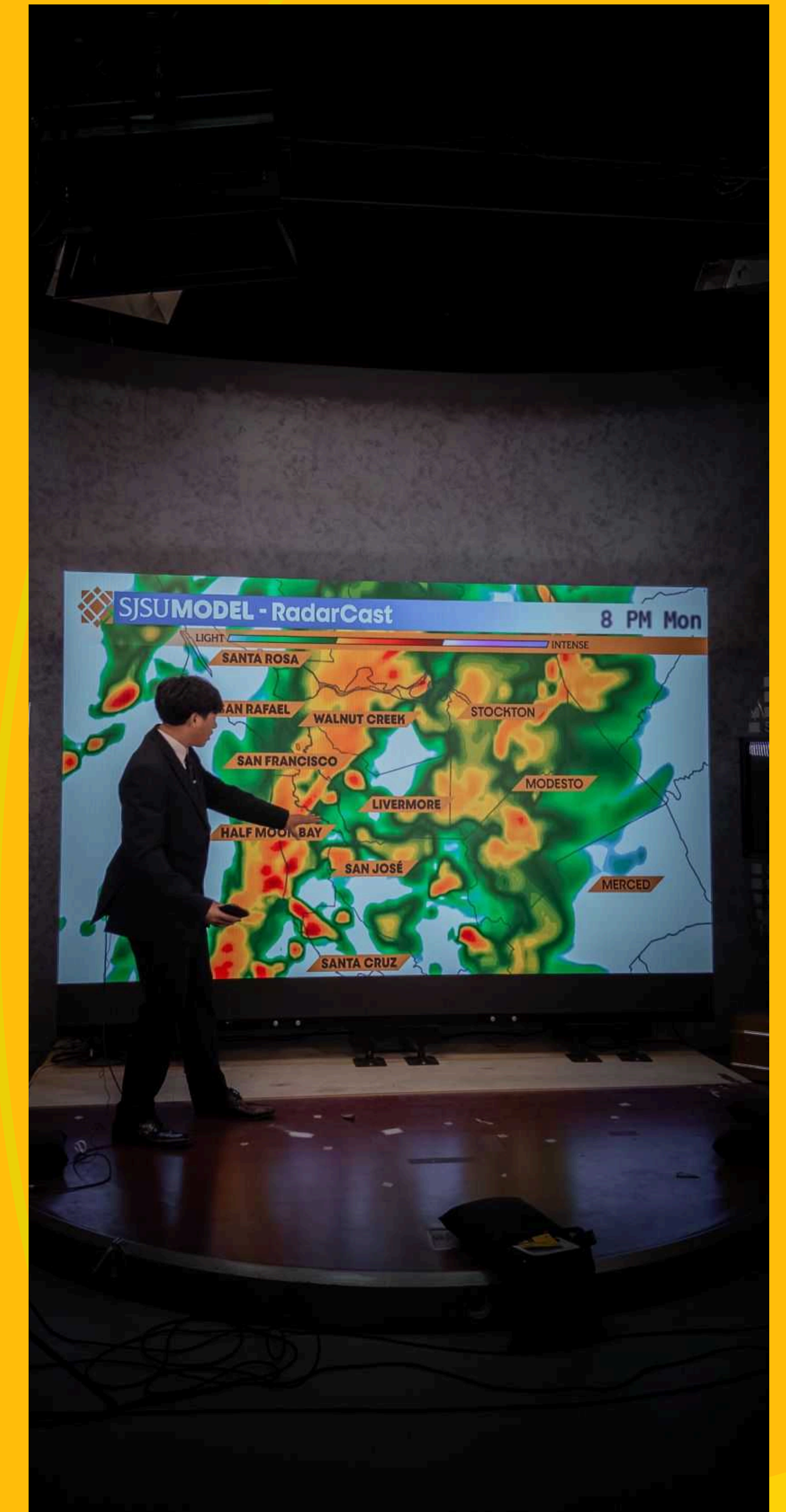


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