



## **We tv Adds News Web Series, Channels**

### **Part of an extensive redesign effort**

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-By Mike Shields

Women's-aimed cable network We tv is ramping up its Web strategy with the coming launch of several new original video series and a slew of new channels on Wetcv.com, which unveiled an extensive redesign today (May 27).

The site is looking to create appointment viewing during the workday starting this July with Hot Coffee Break, a daily mid-day series of vignettes aimed at overworked cubicle dwellers looking for a slice of male beefcake. Also on horizon is a shopping game show series She Got Game, which invites unsuspecting women to compete to win free apparel while out shopping in real stores, and Puppy Weddings, which yes, is about dogs getting married.

Besides video, Wetcv.com is planning to several new service oriented, lifestyle-centric channels aimed at singles (WE are Single), the engaged (WE go Bridal), soon to be moms (WE are Expecting) and mothers (WE are Moms).

The site has tapped several expert bloggers to contribute to the new channels, which also feature several custom tools (such as We go Bridal's budget manager) and outlets for more user-generated content.