

## ONE Pulse ODC - Executive Summary

ONE Pulse ODC is a global live format built around origin, music, movement, and real human connection.

Each week, a prominent personality returns to their own U.S. state — back to the places, people, and everyday environments that shaped who they are. The journey unfolds live and unscripted.

At the center is one guiding question:

**How does a person reconnect today with the place they come from?**

Across the week, the guest moves through a series of real, hands-on experiences. They meet locals, cook together, train and compete, take part in community rituals, step into nightlife, and share unfiltered moments in everyday settings — from sports halls to karaoke bars.

The guest is not observing.  
They are participating.

The journey is guided, but never staged. Nothing is rehearsed.

Viewers follow the week live and become part of the experience through interaction — contributing questions, impulses, and collective mood signals that influence moments along the way.

Each week culminates in a shared cultural moment and leaves behind one lasting artifact: **the Song of the Week**, created directly from the place, the people, and the lived experience.

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### The Live Format

ONE Pulse ODC unfolds as a continuous live system, operating 24/7 across locations, cultures, and time zones.

It brings together live travel, original music, and real people — anchored by U.S. personalities and guided by an integrated AI layer that provides context, orientation, and continuity throughout the experience.

This is not a series.

It is a permanent global stage, designed to be followed live — moment by moment — as it happens.

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## Heartbeat USA

**Heartbeat USA** brings this format to life across **50 states, 50 weeks, 50 songs, and 50 personalities**, forming a living portrait of contemporary America.

Each week focuses on one state, one personality, and one cultural environment. Together, these weeks create a rhythmic, evolving narrative that reflects the diversity, contrasts, and shared threads of American life — without competition, elimination, or scripted outcomes.

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## Participation & Presence

ONE Pulse ODC is not built around performance, but presence.

Audiences are not passive viewers. They engage with the live journey through interaction, questions, and collective impulses that subtly shape the unfolding experience. What emerges is not a spectacle to be judged, but a shared moment to be lived.

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## Music as Cultural Artifact

Music is not a soundtrack — it is a result.

Each week's **Song of the Week** emerges directly from the lived experience of the place: its people, its rhythms, its moods. The song remains as a cultural artifact, carrying the emotional residue of the week beyond the live moment.

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## Why the United States?

The United States forms the starting point for ONE Pulse ODC due to its unique density of regional identities, cultural diversity, and personal origin stories.

Many personalities maintain strong emotional ties to their home states, making Heartbeat USA a natural proof of concept for the format's core idea: reconnection through presence.

Once established, the same live structure can be extended to additional regions — following the same weekly rhythm.

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## What ONE Pulse ODC Is Not

ONE Pulse ODC is not a competition.  
It is not a reality format.

It is not episodic television.

It is not about winning.

It is about immersion, presence, and what happens when someone truly steps back into where they belong — live.