

## ONE Pulse ODC — TV CHEAT SHEET

(For TV editors, on-air hosts, magazine producers, format developers)

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### TAGLINE

👉 One Country. One Week. One Rise.

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### WHAT IS IT ABOUT?

Each week, a prominent personality returns to the place of their cultural roots—accompanied by music, local people, an AI host, and a seven-day live cultural journey.

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### WHAT MAKES IT UNIQUE

- 7 days · 1 personality · 1 region
  - A real AI host (animated avatar “Radius”)
  - Emotional intensity measured through resonance
  - Music emerging directly from the region
  - **One Song of the Week** per episode
  - **300 songs · 300 regions · 300 stories**
  - Night-time moderation by AI (approx. 9 p.m.–midnight)
  - A global live archive created week by week
  - Developed in Germany, produced from the USA for a global audience
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### KEY VISUAL ELEMENTS

- Retro-style AI character **Radius** (on screen)
  - Real locations, real cultures
  - Emotion-driven experiences
  - Live music creation → *Song of the Week*
  - High-end AI visuals (heatmaps, resonance patterns)
  - Calm, curious, human-centered conversations
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## HOST TALKING POINTS (ON-AIR)

- “A global cultural archive—filmed live.”
  - “An AI host that doesn’t judge, but listens.”
  - “Every week: one song, one place, one story.”
  - “Radius is the world’s first empathetic AI host.”
  - “From Münster to the world—300 weeks of cultural stories.”
  - “Not scripted. Lived.”
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## BEST ONE-LINER

*(for lower thirds, clips, moderation)*

**“The personality leads the day. Radius leads the night.  
Together, they create a piece of origin—live.”**

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## KEYWORDS (FOR INTRODUCTIONS / VO)

- global
- empathetic
- documentary
- music-driven
- AI-hosted
- apolitical
- weekly
- authentic
- community-driven
- scalable