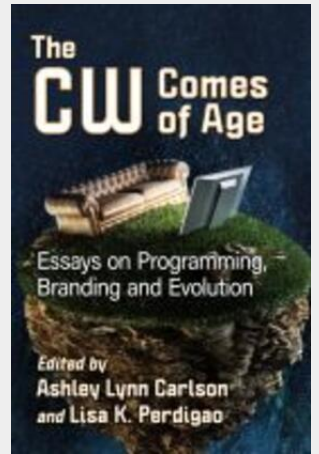


Carlson / Perdigao

The CW Comes of Age

Essays on Programming, Branding and Evolution

Often overlooked in the history of broadcast television, The CW became a top-rated cable network in primetime during the mid-2000s, at a moment when many critics predicted the death of the medium. Launched as a joint venture and successor to The WB and UPN, The CW focused programming on an 18 to 34-year-old, predominantly female audience and soon won over viewers with shows like Gossip Girl, Jane the Virgin and the DC Arrowverse franchise. Nimbly adapting to the streaming services era, the network has strengthened new series development and its innovative distribution system. This collection of new essays examines The CW's business model, marketing strategies and most popular series.



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