

Chera TV Redefines Mobile Storytelling with Ethical, Cinematic Streaming Platform Launching in 2026

Female-founded entertainment company brings vertical, creator-first storytelling to the forefront of the digital era



Los Angeles, California Oct 24, 2025 ([IssueWire.com](https://www.issuewire.com)) - As the entertainment industry evolves at lightning speed, Chera TV, a Los Angeles-based media company, is poised to transform the way audiences experience storytelling. Launching in 2026, the female-founded platform merges cinematic production values with a mobile-first vertical format, delivering a streaming experience designed specifically for how audiences consume content today.

Chera TV is a creator-focused ecosystem that prioritizes fair pay, ethical production practices, and

innovative approaches to content creation. Every original series is crafted for immersive mobile viewing, offering the polish of traditional television while meeting the accessibility needs of a mobile-first audience. By designing programming specifically for vertical screens, Chera TV ensures viewers enjoy a seamless and engaging experience tailored to modern consumption habits.

“We’re not just building another streaming app – we’re creating a new creative ecosystem where every voice matters, every story has a home, and every creator is protected and respected,” said Kylie Karson, Co-Founder and Vice President of Production and Development, Chera TV. “Chera TV exists because the current system isn’t working for the people who actually make the content.”

The company’s first original series begins filming in December 2025, marking the start of an ambitious rollout of exclusive programming ahead of its 2026 launch. Each project will spotlight diverse creators and underrepresented voices, reflecting Chera TV’s ongoing commitment to inclusion and representation. By providing a platform for stories that may otherwise go unheard, the company is setting a new standard for creative equity in the digital entertainment landscape.

“Many productions in the vertical space focus on quantity and monetization while creators get overlooked or undervalued,” said Karson. “We’re building a platform where quality, creativity, and safety come first.”

Vertical video may not be new, but Chera TV’s cinematic approach distinguishes it from other platforms. Its tagline, “The shows you’ve been scrolling for,” captures the company’s mission to combine high-quality storytelling with the immediacy and shareability of vertical content. Every series is designed to resonate emotionally and visually, providing audiences with a unique viewing experience that feels as immersive as traditional streaming formats but is optimized for modern mobile consumption.

At its core, Chera TV is focused on building a community where creators, viewers, and brands can connect meaningfully. By fostering a culture that celebrates creativity rather than competition, the platform encourages collaboration, experimentation, and innovation. Its creator-first model ensures that artists receive proper credit, fair compensation, and a safe, respectful environment in which to bring their stories to life. This approach reflects a thoughtful balance between artistry and accountability—two values that are often in tension in today’s fast-paced content economy.

Chera TV’s programming philosophy emphasizes authenticity, inclusivity, and creative freedom. Each series empowers storytellers, giving them the resources and respect they need to thrive. By merging high-quality production standards with mobile-native innovation, the platform represents a bold step forward in the evolution of streaming, aligning with audience expectations for content that is visually dynamic, engaging, and accessible on any device.

Learn more or join the waitlist at www.cheratv.com.

About Chera TV:

Chera TV is a female-founded streaming platform based in Los Angeles, California. Focused on ethical storytelling and creator-first production, the company produces cinematic-quality series optimized for vertical viewing. Chera TV’s mission is to empower diverse voices and redefine digital entertainment for the mobile generation, offering a platform where every creator’s vision can thrive.



**WE'RE
RETHINKING
HOW
CONTENT
GETS MADE.**

**UNSAFE SETS,
UNDERPAID LABOR,
AND INEQUITY ARE
THE NORM.**

**CHERA IS
CHANGING THAT
WITH FAIR PAY,
SAFETY
STANDARDS, AND
CREATOR-FIRST
POLICIES.**

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