**Lifetime Looks to Younger Stars to Boost Ratings**

Lifetime, in a move to break from the network's "women in peril" image, is shifting its focus to heroine and anti-heroine plot lines that star young stars such as Selena Gomez and Ronda Rousey. Lifetime's executive vice president, Liz Gateley, noted that today's viewers "want characters who exhibit those things that they don't feel the giddy-up to do every day."

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