

Brandon Burgess  
Chief Executive Officer

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August 25, 2006

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Federal Communications Commission  
Office of Secretary

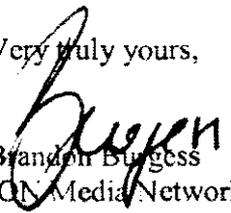
Ms. Marlene Dortch  
Secretary  
Federal Communications Commission  
445 12<sup>th</sup> Street, SW  
Washington, DC 20554

Ex Parte Filing  
CS Docket No. 98-120

Dear Ms. Dortch:

Pursuant to Section 1.1206 of the FCC's Rules, this letter is submitted, in duplicate, to advise you that on August 24, 2006, the undersigned met with Commissioner Michael J. Copps and Jessica Rosenworcel, Senior Legal Advisor, to discuss a number of matters relating to children's programming initiatives, including the launch by ION Media and its partners of Qubo, a multi-platform network of children's programming. We also discussed the pending children's television settlement and the need for all of this free-over-the-air television programming to be carried through to all cable subscribers. During the course of those discussions, the attached materials were distributed.

Very truly yours,

  
Brandon Burgess  
ION Media Networks

Enclosures

cc: (w/enclosures): Jessica Rosenworcel, Esq.

## **“CARRY KIDS”**

### **FORGING A CONSENSUS ON CHILDREN’S AND EDUCATIONAL ANTI-STRIPPING**

- **Initiative follows up on calls for increases in public interest programming and recent offers to facilitate FCC action on industry, consumer, and children’s issues and proposes collaboration among interested stakeholders aimed at securing FCC adoption of an anti-stripping requirement for children’s and educational programming.**
  - Approach would meet concerns that an anti-stripping mandate should only be adopted if accompanied by public interest requirements.
  - At the same time, limitation of an anti-stripping requirement to children’s and educational programming would meet other parties’ reservations about the judicial sustainability of an anti-stripping mandate tied in any way to content requirements.
  - Finally, coupling Congressional interest in fostering provision of children’s and educational programming with an anti-stripping requirement would add a second level of statutory justification for anti-stripping.
- **First, adoption of a children’s and educational anti-stripping requirement ensures that the mandate goes hand-in-glove with other public interest advances.**
  - Among the principal reasons given for opposition to a DTV anti-stripping requirement has been an espoused need to ensure that adoption of such a mandate is accompanied by, if not first preceded by, adoption of other DTV public interest requirements, a “chicken-and-egg” dilemma. *See, e.g.,* Statements of Michael J. Copps and Jonathan S. Adelstein, *Second Report and Order and First Order on Reconsideration (CS Docket No. 98-120)*, 20 FCC Rcd 4516, 4547-49, 4551-59 (2005).
  - At the same time, these proponents have endorsed the “Joint Proposal of Industry and Advocates on Reconsideration of Children’s Television Rules,” *attached to Second Further Notice of Proposed Rulemaking (MB Docket No. 00-167)*, FCC 06-33, released Mar. 24, 2006 (“2d FNPRM”). *See, e.g.,* Statements of Commissioners Michael J. Copps and Jonathan S. Adelstein, *2d FNPRM* at 12-13.
  - Harmonizing children’s and educational programming obligations and anti-stripping initiatives will surmount the “chicken-and-egg” objections and move all parties forward in the delivery of more programming intended and designed to meet the interests and educational needs of children.

➤ **Second, an anti-stripping mandate for children’s and educational programming is judicially sustainable.**

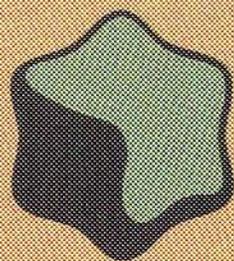
- The Children’s Television Act of 1990 (“CTA”) provides statutory support for Commission action requiring an anti-stripping mandate for programming dedicated to serving the interests and educational needs of children.
  - The CTA affirmatively requires the Commission to ensure that the interests and educational needs of children are met. *See* H.R. Rep. No. 101-385 (“House Report”) at 10-11, *as reprinted in* 1990 U.S.C.C.A.N. 1605, 1615.
  - The CTA rejects the notion that market forces will ensure sufficient programming that serves the interests and educational needs of children. *See id.* at 6. Thus, the Commission should not rely solely on market-based retransmission consent agreements to meet children’s interests and educational needs in the roll-out of DTV.
  - Assurances of cable carriage for children’s channels will encourage more broadcasters to serve the interests and educational needs of children, in turn helping all parties meet their obligations under the CTA.
- Regulation that promotes the welfare of children repeatedly has survived First Amendment attack.
  - In both *FCC v. Pacifica Foundation*, 438 U.S. 726, 749-50 (1978), and *Ginsberg v. New York*, 390 U.S. 629, 638 (1968), the Supreme Court stated that the government’s interest in protecting children amply justifies regulation of otherwise protected expression.
  - “Indeed, it is difficult to think of an interest more substantial than the promotion of the welfare of children.” House Report at 11, *as reprinted in* 1990 U.S.C.C.A.N. at 1616.

➤ **Third, an anti-stripping requirement focused on children’s programming compounds the statutory justification available for such a requirement.**

- ION Media Networks and many other parties have never doubted that a DTV anti-stripping requirement is clearly compelled by the 1992 Cable Act. *See* Paxson Communications Corporation, *Petition for Reconsideration in CS Docket No. 98-120*, Apr. 21, 2005; Nat’l Ass’n of Broadcasters & Ass’n for Maximum Service Television, *Petition for Reconsideration in CS Docket No. 98-120*, Apr. 21, 2005, at 3-9; Lowell W. Paxson, *Ex Parte Communication in CS Docket No. 98-120*, Jan. 28, 2004.
- Despite this clear weight of authority, others have chosen a different view. *See, e.g.,* Edie Herman & Josh Wein, *McDowell May Be Rescued from AT&T-Bell South Merger Vote*, COMM. DAILY, Aug. 9, 2006, at 2 (reporting on comments by Commissioner McDowell seeking Congressional direction prior to adoption of an anti-stripping requirement).

- Given the additional statutory support derived from the CTA, any uncertainty about the statutory basis for a DTV anti-stripping requirement would be conclusively resolved by a mandate intended to ensure the availability of multiple streams of children's and educational programming.
- **Delaying adoption of a DTV anti-stripping requirement focused on children's and educational programming disserves the public interest and carries the very real potential that children will not receive the maximum benefit possible from the DTV transition.**
  - Adoption of such a requirement would ensure the timely development of multiple streams of children's and educational programming not only during the DTV transition but would ensure the availability of a multiplicity of such streams to all households post-transition.
  - Delay in adoption of a children's anti-stripping requirement clearly decreases the amount of children's and educational programming available in the short-term during the DTV transition.
  - Delay in adoption of such a requirement also raises the strong possibility that, once the DTV transition is completed, only the bare minimum requirements for the provision of children's programming will be met.
- **Requiring DTV anti-stripping for children's and educational programming strikes a reasoned balance among numerous competing concerns and stakeholders and safeguards the interests of children. It makes consensus achievable.**

the shape of  
quality kids programming to come



qubo™

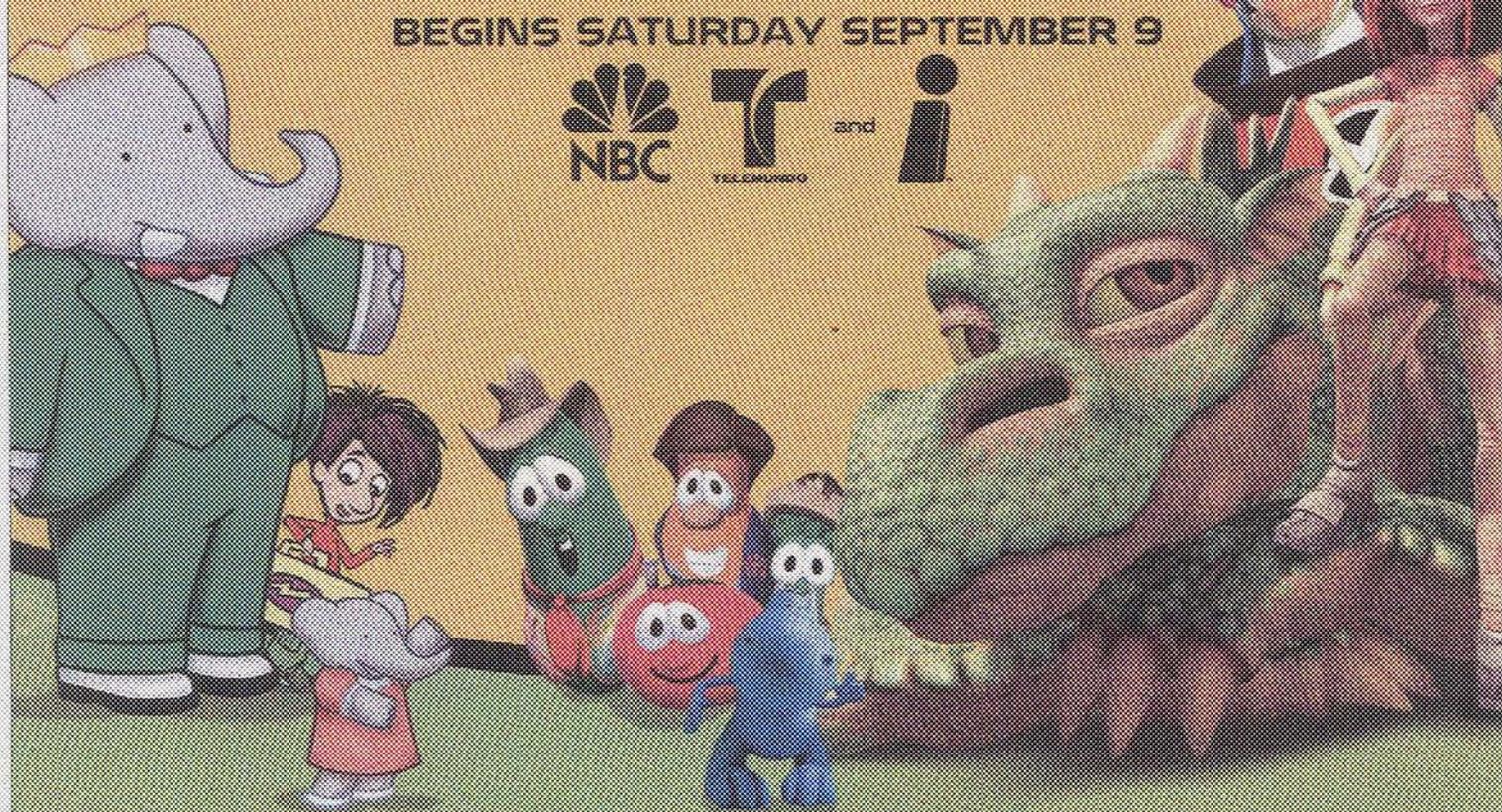
Five leading entertainment companies have joined together to offer  
a multi-platform programming experience for kids  
emphasizing literacy and values.

A fantastic new playground of entertainment that celebrates and  
inspires the unlimited possibilities of a child's imagination.

**BEGINS SATURDAY SEPTEMBER 9**



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You're invited to explore this exciting new marketing opportunity. For inquiries, please call 561-682-4247 or email: [sales@qubo.tv](mailto:sales@qubo.tv)



qubo on NBC, i Network and Telemundo

**Scheduling Block**



**Saturday Morning (Premieres September 9, 2006 from 10:00 a.m. - 1:00 p.m.)**

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10:00 a.m. VeggieTales  
10:30 a.m. Dragon  
11:00 a.m. VeggieTales Presents: 3-2-1 Penguins! and LarryBoy Stories (alternating stories)  
11:30 a.m. Babar  
12:00 p.m. Jane and the Dragon  
12:30 p.m. Jacob Two-Two



**Friday Afternoon (Premieres September 15, 2006 from 3:00 p.m. - 6:00 p.m.)**

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3:00 p.m. VeggieTales  
3:30 p.m. Dragon  
4:00 p.m. VeggieTales Presents: 3-2-1 Penguins! and LarryBoy Stories (alternating stories)  
4:30 p.m. Babar  
5:00 p.m. Jane and the Dragon  
5:30 p.m. Jacob Two-Two



**Saturday Morning (Premieres September 9, 2006 from 8:00 a.m. - 9:30 a.m.)**

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8:00 a.m. VeggieTales  
8:30 a.m. Dragon  
9:00 a.m. VeggieTales Presents: 3-2-1 Penguins! and LarryBoy Stories (alternating stories)



**Sunday Morning (Premieres September 10, 2006 from 8:00 a.m. - 9:30 a.m.)**

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8:00 a.m. Babar  
8:30 a.m. Jane and the Dragon  
9:00 a.m. Jacob Two-Two



**qubo on NBC, i Network and Telemundo**

### **Show Descriptions**

**JANE AND THE DRAGON** is an animated comedy-adventure series, co-produced by Nelvana and developed by the leading design team from Weta Workshop ("Lord of the Rings," "King Kong"), which follows the comedic exploits of a 13-year-old girl in medieval times. "Jane and the Dragon" is based on the popular book series by Martin Banyton and makes its U.S. broadcast premiere on **qubo**.

As an only child, Jane was raised to be a Lady-in-Waiting, but through her determination and a stroke of luck, she ends up being trained as a Knight in the King's Guard instead. Accompanied by her best friend, a giant green 300-year-old Dragon who lives in her backyard, Jane experiences a series of adventures that test her character and skills as a young knight in a castle full of friends and foes. Entrenched in each episode are social-emotional messages that hinge on the universal themes of courage, kindness, honesty and friendship.

"Jane and the Dragon" is produced using a combination of animation techniques, including key-frame, puppeteering and motion-capture technology, a process in which live actors' movements are captured on computer and then used to make the animated characters' movements more realistic. This is the same innovative technology that the Weta team used to develop the "Lord of the Rings" 3-D character Gollum.

*"Jane and the Dragon" ©2005-2006 Weta Productions Ltd/Nelvana Limited. All Rights Reserved.*

**BABAR** is an animated series based on the classic books by Jean and Laurent de Brunhoff. The heartwarming stories and artwork have gained worldwide popularity and have been beloved by fans for 75 years.

"Babar" is about a young orphaned elephant who goes to live in the big city and learn about the ways of people. He finds the strength to rise above numerous challenges and returns to the jungle where he builds the city of Celesteville and is crowned king of the elephants. A dedicated ruler and father, Babar and his family experience many challenges as they journey through life and learn to rise above them through vigor and optimism. Each episode of the show communicates social-emotional messages that draw upon the bond of family and combine traditional values with a modern lifestyle.

*"Babar" Characters (tm) & © Laurent de Brunhoff; "Babar" Series © 1989-1990 Nelvana Limited, In Trust*

**JACOB TWO-TWO** is an animated program based on the multi-award winning book series by the late renowned Canadian author Mordecai Richler.

"Jacob Two-Two" is about a very little boy with a very big heart. As the youngest member of a large family, Jacob has to say things twice to be heard. He looks up to his siblings, but tends to be ignored or bullied by them when he tries to partake in their activities. Still, there are those who notice him when he inadvertently lands himself in adventures that involve mysterious neighbors, international spies, and villains that come in all shapes and sizes. Often accompanied by his closest pals, Buford and Renee, Jacob Two-Two finds innovative ways to get himself and others out of hot water as he tumbles through a series of exciting adventures with honesty, integrity, and a whole lot of determination.

*"Jacob Two-Two" ©2004 Nelvana Limited. All Rights Reserved.*

**DRAGON** is based on the books by best-selling children's author Dav Pilkey (author of the popular "Captain Underpants" series) and makes its U.S. broadcast premiere on **qubo**.

"Dragon" is a stop-motion series for preschoolers about a kindhearted blue dragon named Dragon. Dragon is friendly and helpful, but tends to see things from a much different perspective than most of us--and that's when the fun begins. Set in a colorful world populated by a menagerie of animal pals, the series playfully explores themes that are universally identifiable to children: wanting a friend, being afraid of the dark, and trying new things.

Voice-over narration underscores the educational purpose of the story by asking questions and reinforcing the problem-solving strategies that Dragon incorporates as he playfully skips through his day.

*"Dragon" is presented by Scholastic.*

**VEGGIETALES** is the award-winning 3-D animated series that teaches values like honesty, kindness and forgiveness in a delightfully wacky way. "VeggieTales" got its start in July 1993 when college buddies Phil Vischer and Mike Nawrock set out with no money and no connections to create values-based family show. Working with two young art school grads and friends volunteering on weekends, the team created the first ever "VeggieTales" half-hour episode, which was released in December 1993. It was the nation's FIRST-EVER entirely computer animated video.

The series follows the hilarious adventures of Bob the Tomato, Larry the Cucumber and a bushel full of their vegetable friends as they learn important life lessons. Each episode includes infectious "Silly Songs," usually sung by Larry the Cucumber, that help reinforce the values-based message. Since then, over 50 million DVD/VHS units have been sold, along with 7 million audio CD's and 10 million books.

*"VeggieTales" is produced by Big Idea, Inc.*

### **VEGGIETALES PRESENTS: 3-2-1 PENGUINS! AND LARRYBOY STORIES**

"VeggieTales Presents: 3-2-1 Penguins! and LarryBoy Stories," are two fun-filled animated adventures from the producers of the award-winning VeggieTales series. 3-2-1 Penguins! tells the story of two young kids (Jason and Michelle) and four out-of-this-world penguins, as they explore the galaxy -- and learn important lessons and values along the way. The second story, LarryBoy, follows the caped cucumber and his alter-ego Larry as he defends decency and guards goodness everywhere.

*"VeggieTales Presents: 3-2-1 Penguins! And LarryBoy Stories" is produced by Big Idea, Inc.*

PRESS RELEASE



**QUBO TO LAUNCH ON NBC, TELEMUNDO AND THE i NETWORK  
THIS SEPTEMBER**

**NEW CHILDREN'S PROGRAMMING VENTURE FROM ION MEDIA  
NETWORKS, NBC UNIVERSAL, SCHOLASTIC, CLASSIC MEDIA/BIG IDEA  
AND CORUS ENTERTAINMENT'S NELVANA**

**Multi-platform QUBO Network Will Evolve To Include a 24/7 Digital  
Broadcast Kids Channel, Video on Demand and a Branded Website**

**Programming Line-Up Includes VeggieTales, VeggieTales Presents: 3-2-1  
Penguins! and LarryBoy Adventures, Babar, Jane And The Dragon, Jacob  
Two-Two and Dragon**

*(Burbank, New York, Toronto, West Palm Beach – August 23, 2006) – Qubo, a groundbreaking new multi-platform television network for children that champions literacy and positive values through entertainment, will launch its first platform, the **qubo** programming block, this September. Broadcasting in both English and Spanish, the block will premiere on NBC and Telemundo on Saturday morning (September 9), Telemundo on Sunday morning (September 10) and ION Media Networks' i network on Friday afternoon (September 15).*

Representing an alliance of leading distribution and content providers in children's television, **qubo** was created when NBC Universal, Scholastic, Corus Entertainment and Classic Media/Big Idea joined forces in May, 2006 with the national TV distribution systems of ION Media Networks, NBC and Telemundo.

**Qubo** will focus on inspiring young viewers to realize their full potential, and will simultaneously promote literacy and positive values through entertainment. The new E/I (educational and informational)-compliant **qubo** broadcast schedule has been developed for kids ages four to eight and encourages problem-solving on issues such as getting along with friends and family, overcoming fears and mastering new ideas and challenges. Future **qubo** multi-platform offerings will include a dedicated 24/7 digital television kids network that will launch across ION Media Networks' nationwide television station group, a branded website ([www.qubotv.com](http://www.qubotv.com)) and VOD services.

The **qubo** schedule on NBC, the i network and Telemundo includes four U.S. broadcast premieres, DRAGON (Scholastic), JANE AND THE DRAGON (Nelvana), VEGGIETALES (Classic/Big Idea) and VEGGIETALES PRESENTS: 3-2-1 PENGUINS! AND LARRYBOY ADVENTURES (Classic/Big Idea),



alongside much-loved programs BABAR (Nelvana) and JACOB TWO-TWO (Nelvana).

Throughout the programming block, there will be positive messages reinforcing early literacy through interstitial content provided by Scholastic. These READING... EVERYBODY'S DOING IT!™ spots celebrate the joys of reading and literacy, as well as the essential role books play in preparing children for success in school and in life.

The **qubo** programming block schedule is as follows:

NBC Saturday Morning (premieres September 9, 2006 from 10 a.m. – 1 p.m.)

10:00 a.m. VeggieTales  
10:30 a.m. Dragon  
11:00 a.m. VeggieTales Presents: 3-2-1 Penguins! and LarryBoy Adventures  
(alternating stories)  
11:30 a.m. Babar  
12:00 p.m. Jane and the Dragon  
12:30 p.m. Jacob Two-Two

i Network Friday Afternoon (premieres September 15, 2006 from 3–6 p.m.)

3:00 p.m. VeggieTales  
3:30 p.m. Dragon  
4:00 p.m. VeggieTales Presents: 3-2-1 Penguins! and LarryBoy Adventures  
(alternating stories)  
4:30 p.m. Babar  
5:00 p.m. Jane and the Dragon  
5:30 p.m. Jacob Two-Two

Telemundo Saturday (premieres September 9, 2006 from 8-9:30 a.m.)

8:00 a.m. VeggieTales  
8:30 a.m. Dragon  
9:00 a.m. VeggieTales Presents: 3-2-1 Penguins! and LarryBoy Adventures  
(alternating stories)

Telemundo Sunday (starts September 10, 2006 from 8-9:30 a.m.)

8:00 a.m. Babar  
8:30 a.m. Jane and the Dragon  
9:00 a.m. Jacob Two-Two

“**Qubo** is pioneering, not only in its multi-platform structure but also because of its collaborative partnership between established media networks and respected companies in the children’s entertainment and education businesses,” said Marc Graboff, President, NBC Universal Television West Coast. “This unique partnership draws on the capabilities of each of these distribution and content



providers to benefit children and parents. Through **qubo**, NBC Universal has strengthened our commitment as a supplier of children's programming and ensured that the NBC and Telemundo E/I children's programming blocks are populated with the highest quality educational and informative shows."

"We are thrilled to introduce parents and children to **qubo's** new brand of educational and values-oriented content," said Brandon Burgess, CEO of ION Media Networks, Inc. "These programming blocks are the first phase of **qubo's** multi-platform rollout, which will include ION's own launch of a fully dedicated digital broadcast network later this year. With the help of our exceptional slate of partners, we are committed to increasing the quality and quantity of programming available to all children in the digital age."

"**Qubo's** unique and innovative approach to quality children's programming builds upon the core values of reading and literacy for all children that Scholastic has championed for 85 years," said Deborah Forte, president of Scholastic Media, a division of Scholastic. "We are delighted to join our partners in providing a fun-filled bilingual media experience for children that reinforces their learning and development."

"This is a milestone for kids and families on commercial television," said Eric Ellenbogen, CEO of Classic Media. "**Qubo** will deliver Big Idea's hilarious brand of values-based entertainment that teaches timeless lessons like self-esteem and sharing, along with Classic's trusted library of beloved animation and live-action favorites."

"We are confident that this partnership will deliver a programming service that will delight kids and provide comfort to parents across multiple platforms," said John Cassaday, President and CEO of Corus Entertainment Inc., parent company of Nelvana.

**Qubo** will draw upon the expertise and resources from each of the partner organizations to launch the network. Classic Media/Big Idea, Scholastic Media, Corus Entertainment's subsidiary Nelvana and NBC Universal will together contribute more than 1,000 half-hours of children's programming. The arrangement provides that in addition to the library of existing content made available to the network, each partner will also produce one original series per year. Details of future programming and platform launches will follow.

#### **About NBC Universal**

NBC Television Network and Telemundo are units of NBC Universal, one of the world's leading media and entertainment companies in the development, production and marketing of entertainment, news, and information to a global audience. Formed in May 2004 through the combining of NBC and Vivendi Universal Entertainment, NBC Universal owns and operates a valuable portfolio



of news and entertainment networks, a premier motion picture company, significant television production operations, a leading television stations group and world-renowned theme parks. NBC Universal is 80%-owned by General Electric and 20%-owned by Vivendi Universal.

#### **About ION Media Networks**

ION Media Networks, Inc. (AMEX: ION) owns and operates the nation's largest broadcast television station group and the i network, reaching approximately 92 million U.S. television households via its nationwide broadcast television, cable and satellite distribution systems. For more information, please visit [www.ionmedia.tv](http://www.ionmedia.tv).

#### **About Scholastic**

Scholastic Corporation (NASDAQ: SCHL) is the world's largest publisher and distributor of children's books and a leader in educational technology and children's media. Scholastic creates quality educational and entertaining materials and products for use in school and at home, including children's books, magazines, technology-based products, teacher materials and toys. Scholastic Media, a division of Scholastic Inc., is a leading producer of quality, family-oriented feature films, television programming, videos, interactive media and web sites and is a major developer and marketer of children's brands worldwide. The Company distributes its products and services through a variety of channels, including proprietary school-based book clubs, school-based book fairs and school-based and direct-to-home continuity programs; retail stores, schools, libraries and television networks; and the Company's Internet site, [www.scholastic.com](http://www.scholastic.com).

#### **About Classic Media/Big Idea**

Classic Media is America's largest private owner of kids and family entertainment. Classic's library includes more than 4,000 popular and award-winning movie, TV, book and comic titles. The company's rich content library includes some of the world's most trusted names in literary and values-based entertainment, including *Golden Books (The Poky Little Puppy, pat the bunny)*, *Dr. Seuss' Gerald McBoing Boing* (currently airing on the Cartoon Network), *Little Lulu* (HBO Family), *Lassie* (Discovery Networks) and Big Idea's *VeggieTales*, among many others. Classic's Big Idea division is recognized as the leading producer and creator of values-based family product. Best known for its award-winning *VeggieTales* animated series, which has sold more than 50 million videos since 1993, Big Idea is committed to providing entertaining stories that help families teach children important life lessons in a delightfully wacky way. For more information, please visit us at [www.bigidea.com](http://www.bigidea.com).

#### **About Corus Entertainment Inc.**

Corus Entertainment is a Canadian-based media and entertainment company. Corus is a market leader in specialty television and radio with additional assets in



pay television, advertising and digital audio services, television broadcasting, children's book publishing and children's animation. The company's multimedia entertainment brands include YTV, Treehouse, W Network, Movie Central, Nelvana, Kids Can Press and radio stations including CKNW, CKOI and Q107. Corus creates engaging branded entertainment experiences for its audiences across multiple platforms. A publicly traded company, Corus is listed on the Toronto (CJR.B) and New York (CJR) exchanges. Experience Corus on the web at [www.corusent.com](http://www.corusent.com).

### **About Telemundo**

Telemundo, a U.S. Spanish-language television network, is the essential entertainment, news and sports source for Hispanics. Broadcasting unique national and local programming for the fastest-growing segment of the U.S. population, Telemundo reaches 93% of U.S. Hispanic households in 142 markets through its 16 owned-and-operated stations, 36 broadcast affiliates and nearly 684 cable affiliates. Telemundo is wholly owned by NBC Universal, one of the world's leading media and entertainment companies.

## **SHOW SUMMARIES**

**DRAGON**, based on the books by best-selling children's author Dav Pilkey, is a stop-motion series for preschoolers about a kindhearted blue dragon named Dragon. Dragon is friendly and helpful, but tends to see things from a much different perspective than most of us--and that's when the fun begins. Set in a colorful world populated by a menagerie of animal pals, the series playfully explores themes that are universally identifiable to children: wanting a friend, being afraid of the dark, and trying new things.

**JANE AND THE DRAGON** is a coming of age story about a middle-class, medieval girl who lives in the Royal Court with her family. As an only child, Jane is raised to be a Lady-in-Waiting but through her determination and a stroke of luck, she ends up being trained as a Knight in the King's Guard instead. Accompanied by her best friend, a giant green Dragon who lives in her backyard, Jane experiences a series of adventures that test her character and her skills as a young knight in a castle full of friends and foes. Each episode in the show takes us through the problems and challenges Jane encounters and the process she goes through to find the solutions for them.

**BABAR** is a young elephant who returns to the jungle where he builds the city of Celesteville and is crowned king of the elephants. A dedicated ruler and father, Babar and his family experience many challenges as they journey through life, and they learn to rise above them through strength and optimism.

**JACOB TWO-TWO** is a very little boy with a very big heart. As the youngest member of a large family, Jacob has to say things twice so he can be heard. He



looks up to his siblings, but tends to be ignored or bullied by them when he tries to participate in their activities. Still, there are those who notice him when he inadvertently lands himself in adventures that involve mysterious neighbors, international spies, and villains that come in all shapes and sizes. Often accompanied by his closest pals, Buford and Renee, Jacob Two-Two finds innovative ways to get himself and others out of hot water as he tumbles through a series of exciting adventures with honesty, integrity, and a whole lot of determination.

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VEGGIETALES PRESENTS: 3-2-1 PENGUINS! AND LARRYBOY ADVENTURES are two fun-filled animated adventures from the producers of the award-winning VeggieTales series. 3-2-1 Penguins! tells the story of two young kids (Jason and Michelle) and four out-of-this-world penguins, as they explore the galaxy -- and learn important lessons and values along the way. The second story, LarryBoy, follows the caped cucumber and his alter-ego Larry as he defends decency and guards goodness everywhere.

**FOR PHOTOGRAPHY AND LOGOS PLEASE VISIT [WWW.NBCUMV.COM](http://WWW.NBCUMV.COM)**

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PRESS RELEASE



## ION MEDIA NETWORKS CELEBRATES THE LAUNCH OF 'QUBO'

**New Children's Programming Venture from ION Media Networks, NBC Universal, Scholastic, Classic Media/Big Idea and Corus Entertainment's Nelvana Begins Multi-Platform Rollout**

**ION is 51% Owner of New Network Which Debuts with Analog Programming Blocks in September and Will Include 24/7 Digital Broadcast Kids Channel Later This Year**

*(West Palm Beach, FL – August 23, 2006)* – ION Media Networks, Inc. (AMEX: ION) today welcomed the launch of **qubo**, the groundbreaking new multi-platform television network devoted to children. **Qubo** is the result of an unprecedented alliance formed by ION Media Networks, 51% owner of the new network, together with several leading content and distribution players in children's television, including Scholastic, Corus Entertainment, Classic Media/Big Idea and NBC Universal.

Championing literacy and values through entertainment, **qubo's** multi-platform offerings will include **qubo** programming blocks premiering across ION's flagship *i* network, NBC and Telemundo in September, a dedicated 24/7 digital broadcast kids network launching later this year across ION's nationwide television station group, a branded website ([www.qubotv.com](http://www.qubotv.com)) and VOD services.

"We are pleased to have successfully formed this unique partnership that combines the reach and accessibility of our nationwide broadcast footprint with the content portfolios of some of the leading players in the children's category," said Brandon Burgess, CEO of ION Media Networks. "Children are a concern for all Americans, and the new network is an important step in ION's multicast business strategy of identifying and launching valuable programming services that meet the needs and interests of all communities."

ION will debut **qubo** as a three-hour programming block, which will be broadcast in both English and Spanish, on its flagship *i* network on Friday, September 15th. Developed for children ages four to eight, the E/I-compliant programs will encourage problem-solving on issues such as getting along with friends and family, overcoming fears and mastering new ideas and challenges. The **qubo** blocks will also run on NBC and Telemundo beginning Saturday, September 9th.



The **qubo** block schedule on the i network is as follows:

**Friday Afternoons Starting September 15th from 3 p.m. to 6 p.m. ET/PT**

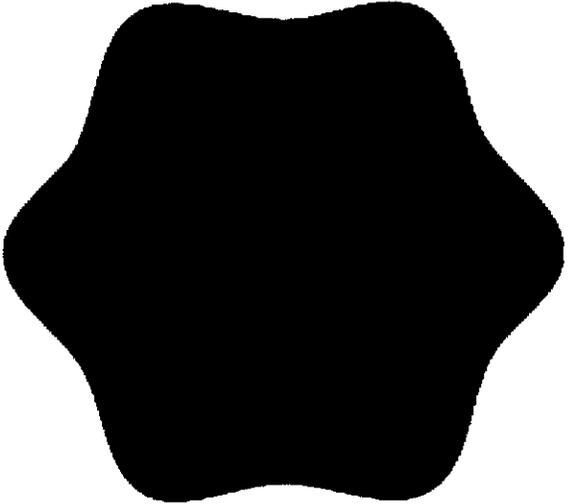
- 3:00 p.m. VeggieTales (Classic/Big Idea)
- 3:30 p.m. Dragon (Scholastic)
- 4:00 p.m. VeggieTales Presents: 3-2-1 Penguins! and LarryBoy Adventures (Classic/Big Idea)
- 4:30 p.m. Babar (Nelvana)
- 5:00 p.m. Jane and the Dragon (Nelvana)
- 5:30 p.m. Jacob Two-Two (Nelvana)

**About ION Media Networks**

ION Media Networks, Inc. (AMEX: ION) owns and operates the nation's largest broadcast television station group and the i network, reaching approximately 92 million U.S. television households via its nationwide broadcast television, cable and satellite distribution systems. For more information, please visit [www.ionmedia.tv](http://www.ionmedia.tv).

###

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qurp



Five extraordinary partners



Creating a new television  
destination for children and  
families

With a focus on literacy, values  
and inspiring personal possibility





### *ION Media Networks*

- Nation's largest broadcast television station group
- Reaches 91 million households



### *NBC Universal*

- Leading media and entertainment company
- Own film, television, production and theme park operations



### *Scholastic Corporation*

- Largest publisher & distributor of children's books
- Leader in educational technology in homes & schools



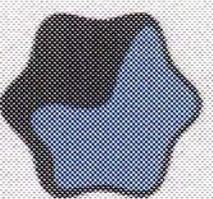
### *Classic Media*

- Largest private owner of kids and family entertainment
- Leading produce of family values-based product



### *Corus Entertainment*

- Canadian market leader in TV & radio
- Owns Nelvana Limited, international children's programming producer & distributor



# Competitive Landscape



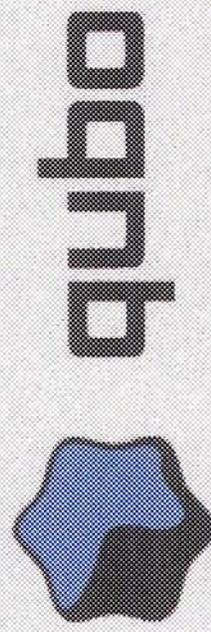


# qubo

is a place where you can...

- Talk to children with their parents
- Talk to parents with their children
- Where parents and children can spend quality time with you
- Where everyone is...**HAPPY TOGETHER**





- Target: kids age 3–12
- Focus on literacy, education & values
- Inspiring personal possibilities, exploration and growth
- Entertaining & informative programming
- Targeting English and Spanish-speaking households
- Co-viewing





## qubo Logo

- Amorphous cube that can take different form, representing the basic building blocks
- Pliable nature of cube demonstrates the endless possibilities in a child's imagination
- Changing shapes will always resolve in the six sided cube that is the logo
- Color palettes & flexibility of logo allows expansion of the brand to a larger age range
- Easily translatable from English to Spanish



# Applications

On-air Menus



Mobile



Website

