Promotional Assets

- Licensing & Merchandising
  - Co-sponsorship opportunities

NBC UNIVERSAL

SCHOLASTIC

- Home Entertainment
  - Universal DVD's
  - Classic

NBC UNIVERSAL

ClassicMedia

- Theme Parks/Hotel
  - Universal/Rides

NBC UNIVERSAL

- New/Interactive Media
  - Downloads
  - Mobile

What does qubo offer advertisers?

- Limited sponsorships
- Ability to be associated with value orientated brand
- Reach across wide demographic of both English& Spanish dominant households

Partner Summaries

Network Penetration	US TV HH*	HH
Discovery	89800	81%
CNN	89000	81%
A&E	89000	81%
Nick	88900	81%
MTV	88500	80%
TLC	88500	80%
ABC Family	88300	80%
TNT	88188	80%
Lifetime	88000	80%
USA	88000	80%
Comedy	87300	79%
Animal Planet	86700	79%
AMC	86000	78%
E!	86000	78%
TV Land	85600	78%
SciFi	85400	77%
Disney	85000	77%
Food	85000	77%
Court	83000	75%
Bet	80000	73%
Bravo	77000	70%
TCM	71600	65%
Hallmark	68000	62%
Speed	68000	62%
We	55000	50%
Oxygen	54000	49%
Biography	30000	27%

/'s Broadcast Network Distribution Tops Leading Cable Networks

US TV HH*	HH Penetration
91100	84%

* Sources: Nielsen Media Research (/) and NCTA (others)

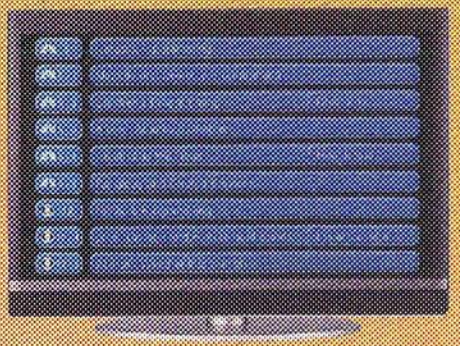
ION MEDIA NETWORKS

ION's Multicasting Strategy:

- 52 ION stations are multicasting 5 digital feeds
- Meeting the growing demand for digital multicast networks:
  - Movie-quality picture and CD-quality sound
  - Target specific audiences and content genres
  - Unlike cable, can be tailored to local communities
- Digital replaces analog TV signals on 2/17/09
- Growing number of receivers devices

Digital Converter Box

Digital TV with Built-In Tuner



Seen by Program Guides

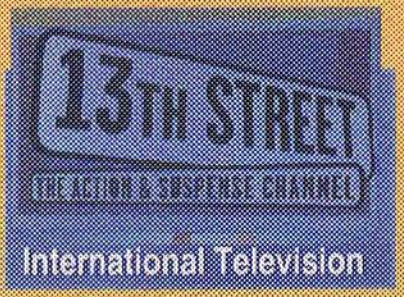
NBC UNIVERSAL

Television / Digital Media

Film

NBC UNIVERSAL

Digital



International Television

Production / Distribution

Brand Experience

SCHOLASTIC

Media, Licensing and Advertising

Production & Distribution	• Scholastic Media is a leading producer of quality, family-oriented television programming, feature films, videos and web sites, and a licensor and marketer of children's properties worldwide. • Scholastic Productions has produced award-winning television programs such as *Clifford The Big Dog*, *Maya & Miguel* and *The Magic School Bus* (PBS KIDS) as well as major motion pictures such as *The Indian in the Cupboard* (Paramount Pictures), *The Mighty* (New Line Cinema) and *Clifford's Really Big Movie* (Warner Brothers).
Brand Marketing & Consumer Products	• Scholastic Media creates global branding campaigns for Scholastic properties. The campaigns can include home entertainment, consumer products, TV tie-in books, interactive media and consumer promotions.
Consumer Software	• Scholastic distributes original and licensed consumer software, handheld and console products and accessories and DVDs for grades K-8.
Scholastic Marketing Partners	• Scholastic Marketing Partners specializes in the development and distribution of branded curriculum materials for corporations, government agencies and non profit organizations.
Advertising	• Scholastic Professional magazines including *Instructor*, *Early Childhood Today*, and *Scholastic Administrator* are directed to teachers and educational professionals. *Parent & Child Magazine* is geared for parents and distributed through schools, day care centers and physician's offices.

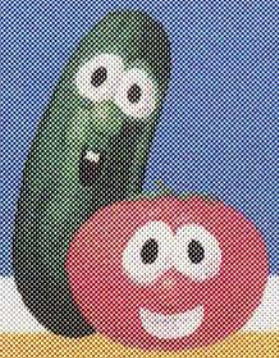
SCHOLASTIC

The Scholastic Point of Difference

- Scholastic is the ONLY company that makes the home-school connection.
- Scholastic plays an integral role in a child's daily life and this special relationship evolves as kids grow---whether it's through magazines, books, educational products or television programs.
- Scholastic maintains the highest level of editorial excellence informing, educating and entertaining kids globally about the topics that play an integral role in their daily lives.
- Behind each book, magazine or educational product lies a team of knowledgeable experts who are savvy, passionate and determined to spark interest in a child's mind.
- Scholastic is the ONLY company that has the approval of schools to distribute such a vast array of products directly into the classroom.

ClassicMedia

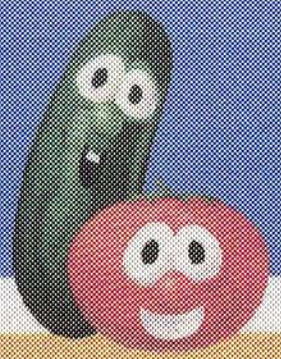
BIG IDEA'S VeggieTales



- VeggieTales combines hilarious story telling, crowd pleasing music and award wining animation while teaching timeless lessons like self-esteem, sharing and the importance of friendship.
- Since 1993, VeggieTales has forged a unique connection with its audience, resulting in a grass roots success story measured by sales of 50 million videos, 10 million books and 7 million audio products.
- VeggieTales is the best selling values-based children's video property in the U.S., with a release schedule of 3 new shows each year and a catalog of more than 30 titles.
- VeggieTales debuted on the big screen in 2002 with *Jonah - A VeggieTales Movie*, successfully grossing $26 million at the domestic box office.

ClassicMedia

BIG IDEA'S VeggieTales



- VeggieTales hits the road each year with "Rockin' Tour Live." This high-impact, entertaining show hit 70 top markets in 2006.

- Fans meet Bob & Larry and experience VeggieTales at several theme & water parks, including Dollywood, Silver Dollar City, Celebration City and Hawaiian Falls.

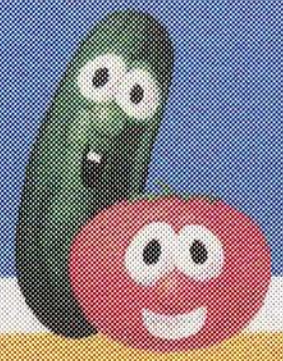
- Big Idea's VeggieTales has a wide array of consumer products produced by over 30 licensees including toys, apparel, plush, interactive, stationery, publishing, and mobile.

- VeggieTales attracts a wide variety of high-profile, family-friendly promotional partners, including AppleBee's, Auntie Anne's, Chick-fil-A, Chuck E Cheese, Del Monte, Eurofresh, Golden Corral, Langers Juice, Tyson and others.

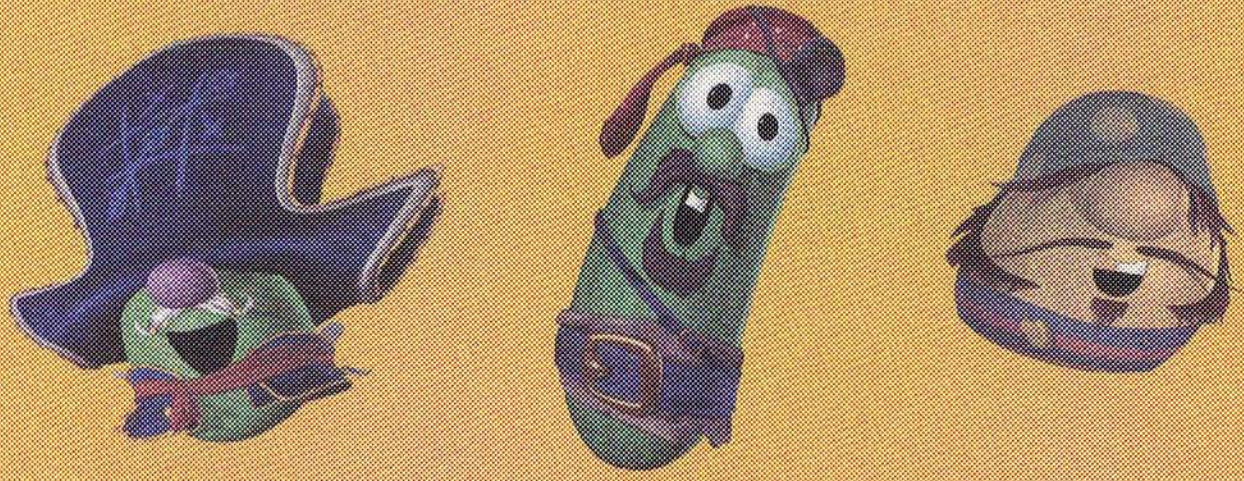
ClassicMedia

BIG IDEAS

VeggieTales



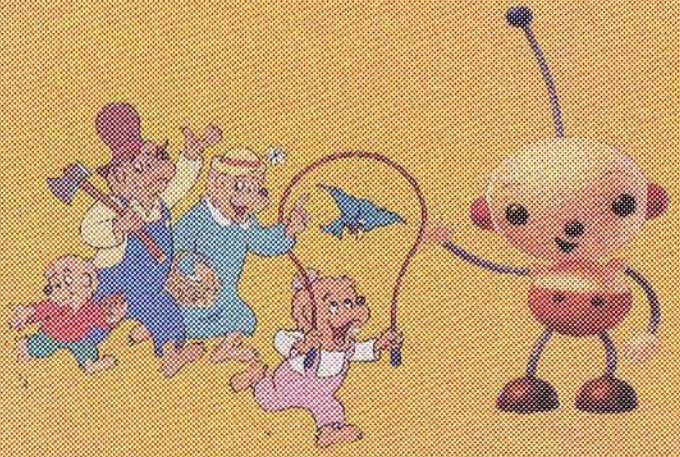
- It's back to Hollywood in Spring 2008 as Universal Pictures and VeggieTales bring *The Pirates Who Don't Do Anything* to the big screen – a new, animated family adventure full of fun and music.



Corus ENTERTAINMENT

NELVANA
A Corus™ Entertainment Inc. Company

NELVANA ··· WE MAKE GREAT FRIENDS!

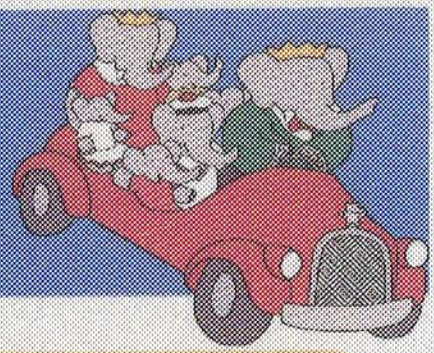


Nelvana is Canada's largest animation studio. Its long and celebrated history in the business brings over 35 years of children's programming expertise.

A global company headquartered in Toronto, with personnel in Los Angeles, London, Paris and Shannon, Ireland.

Programming airs in over 150 countries in over 50 languages. Nelvana's portfolio offers a balance among Preschool, 6-11 and Tween programming in a variety of animation styles.

Recognized for quality, Nelvana's properties have garnered such prestigious awards as Emmys, Gemini Awards, Parent Choice, and numerous international honors.



History of great properties includes Babar, The Berenstain Bears, Care Bears, Pippi Longstocking, Franklin, Rupert the Bear, and many many more!

One of the richest libraries of any independent studio. Includes over 100 series and 3,000 half hours. Our robust development slate and production commitments bring an additional 150 hours to the market each year.

Worldwide distribution capabilities for content across all media platforms.

A seamless network of professionals dedicated to bringing brands to life and creating the optimal consumer entertainment experience at all key 'consumer touch points'. Includes Production/Development, Global Broadcast Sales, Home Video, Online, Merchandising, Marketing.

DOCKET NO. 98-120

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2 CDs Ex Parte