Research

- 92% of parents were excited about a brand that inspires their children find their own potential.

- 74% of parents said they would be excited about a children's brand that was about possibilities.

- *What's the best thing a children's brand can do?*
  - 40% of parents said teach life lessons
  - 17% of parents said help their children feel good about themselves
  - 15% of parents said teach their children character

Market testing

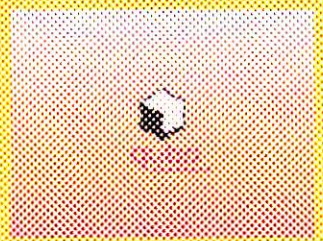
Overall, kids and parents liked QUBO, believed it had strong moral values and was FUN

"This one is fun. I like that the characters are playing together and each one is always different." - Jenna, 7

"When it is fun like this, kids will watch and pay attention. They can learn without even realizing they are learning." - Mother

The different color palettes appeal to different ages.

"I like all the colors. I think it shows kids diversity and could teach them to understand there are different types of people in the world." - Mother



The iterations of QUBO were all seen as working together, not as separate offerings.

"I think Qubozone is probably a time of day, like Disney Kids. Qubo would be more like Disney." - Heather, 12

Taglines concepts that focused on inspiration and potential were the clear favorites: Build Your Dreams, Build Your Mind

"I like the idea of 'build your mind' more, but I think they'd like the idea of 'build your dreams' more." - Mother

"Build Your Dreams is cool." - Brendan, 12

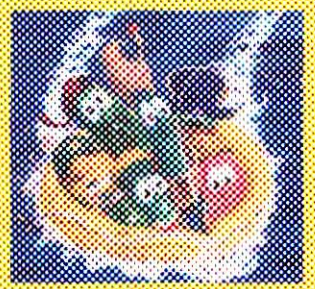
"I like Build Your Dreams." - Phoma, 11

"These are more about being smart." - Mother

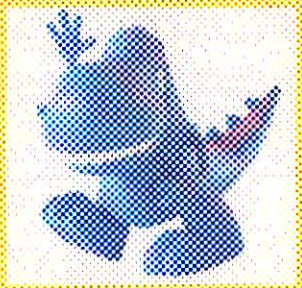
Launch Strategy

- 2006 Programming
- Analog Platform & Schedule
- Website
- Digital Channel Launch
- Promotional Assets

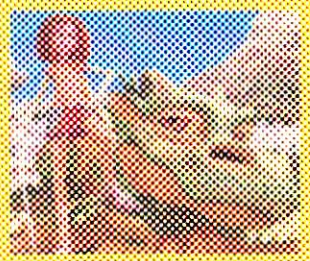
2006 Programming



VeggieTales - Teaches timeless values like honesty, kindness, and forgiveness in a delightfully wacky way! Hosted by Bob the Tomato and Larry the Cucumber, show in the series teaches a life lesson. These hilarious stories feature top-quality computer animation, infectious songs, and lovable characters.

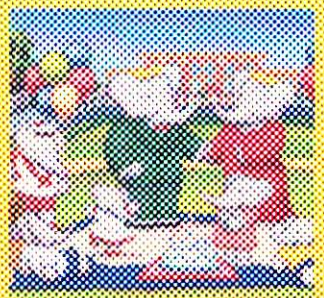


Dragon - Based on the books by best-selling author Dave Pilkey, DRAGON is a stop-motion series about an endearing blue dragon who views life from a slightly different- and incredibly humorous- angle. Set in a colorful world, each episode follows Dragon and his menagerie of animal pals as they explore themes identifiable to all children: friendship, being afraid and trying new things

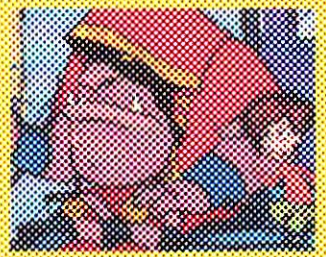


Jane and The Dragon - While entertaining and engaging young viewers, "Jane and the Dragon" also fosters the development of executive function skills – promoting problem-solving abilities, language mastery and the formation of healthy peer relationships.

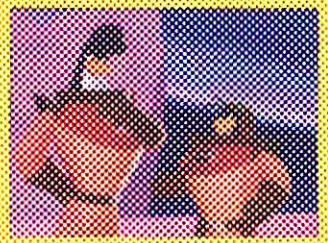
2006 Programming



Babar - Through the example of the great Elephant King, young viewers learn the importance of social leadership in problem solving, as well as proper interpersonal relationships and how positive treatment of others leads to good teamwork. Thus, "Babar" nurtures both cognitive and emotional growth in children.



Jacob Two-Two - is a stylish animated adventure series featuring globetrotting, freewheeling international spies, mysterious neighbors, revolting cafeteria food, treacherous teachers and one very spinted boy. The youngest of five children, Jacob is nicknamed Two-Two because he sometimes has to say things twice just to be heard!



3-2-1 Penguins!/LarryBoy Stories - are two fun-filled, animated shows from the producers of the VeggieTales series. 3-2-1 Penguins tells the story of two young kids and four out-of-this-world penguins, as they explore the galaxy -- and learn important lessons and values along the way. The LarryBoy Adventures follow the caped cucumber as he defends decency and guards goodness everywhere.

Schedule

Analog Block Schedules – Fall 2006

NBC - Saturday Morning	
10:00 AM	Veggie Tales
10:30 AM	Dragon
11:00 AM	3-2-1 Penguins!/LarryBoy Stories
11:30 AM	Babar
12:00 PM	Jane and The Dragon
12:30 PM	Jacob Two-Two

I - Friday Afternoon	
3:00 PM	Veggie Tales
3:30 PM	Dragon
4:00 PM	3-2-1 Penguins!/LarryBoy Stories
4:30 PM	Babar
5:00 PM	Jane and The Dragon
5:30 PM	Jacob Two-Two

TLMD- Saturday Morning	
8:00 AM	Veggie Tales
8:30 AM	Dragon
9:00 AM	3-2-1 Penguins!/LarryBoy Stories

TLMD- SundayMorning	
8:00 AM	Babar
8:30 AM	Jane & the Dragon
9:00 AM	Jacob Two-Two

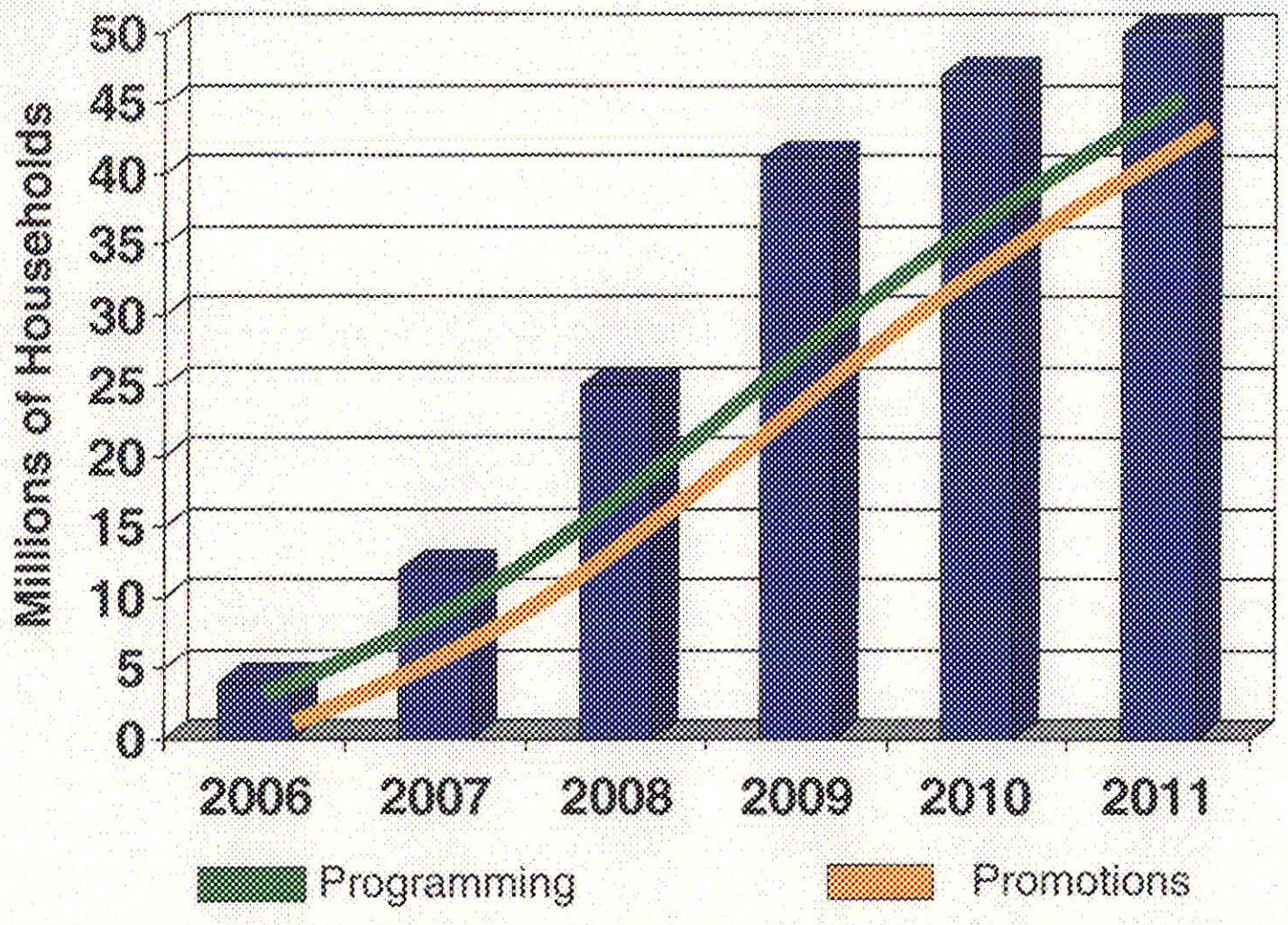
Website

- URL's: qubo.com, qubotv.com, qubokids.com, qubokids.org, qubokids.tv, & qubo.tv
- Show information, schedules, educational resources, interactive games, screen savers, coloring & activity pages
- Contests allowing for cross platform marketing
- Featured links from all partner's respective websites
- Allows for viewer feedback and parents section

Digital Channel

- Launch: Fall 2006 with a 6 hour programming wheel
- Increase programming to reach a full schedule by year 3
- 24/7 children's network with mission-focused programming
- Limited commercial inventory / exclusivity for advertisers
- Significant increase in digital household reach annually
- All programming broadcast with Spanish track
- Digital channel will be promoted on the analog blocks

Digital Distribution



Promotional Assets

On-Air

Online

In-School Reach & Publishing

Merchandising

Home Entertainment

Theme Parks and Features

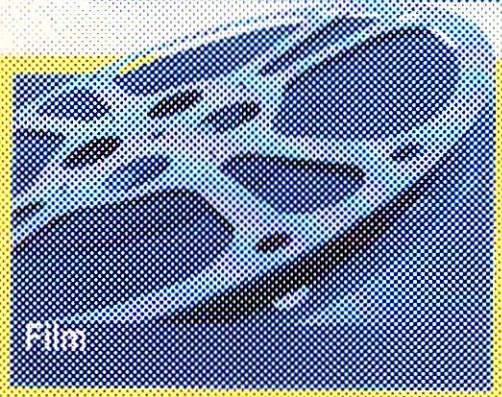
What does **qubo** offer advertisers?

- Fresh and distinctive new kids destination
- Association with values and positive brands
- Align with major media & programming companies
- Exclusive sponsorships and advertising opportunities
- Appeal to both English and Spanish households

Partner Summaries

NBC UNIVERSAL

Television / Digital Media

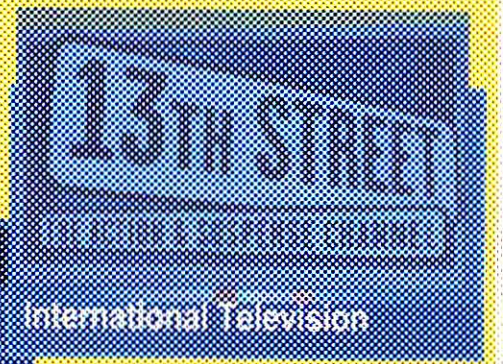

Film

NBC UNIVERSAL

Digital

Production / Distribution

Brand Experience

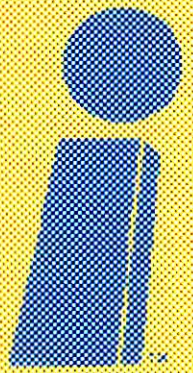


International Television

ion MEDIA NETWORKS

Network Penetration	US TV HH*	HH
Discovery	93000	81%
CNN	89000	81%
A&E	89000	81%
Nick	88900	81%
MTV	88500	80%
TLC	88500	80%
ABC Family	88300	80%
TNT	88158	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	69000	62%
Speed	68000	62%
We	55000	50%
Oxygen	54000	49%
Biography	30000	27%

i's Broadcast Network Distribution Tops Leading Cable Networks



US TV HH*	HH Penetration
91100	84%

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

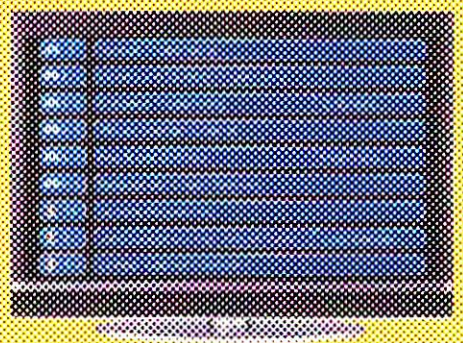
ion MEDIA NETWORKS

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

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.

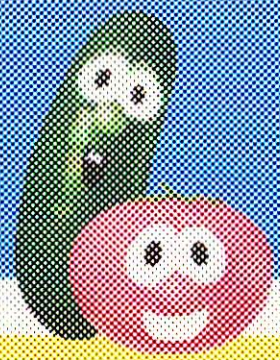
SCHOLASTIC

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 IDEAS 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.

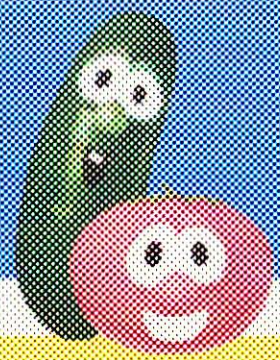
- Since 1993, VeggieTales has forged a unique connection with its audience, resulting in a grass roots success story measured by sales of 50 million videos, 10 million books and 7 million audio products.

- 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

VeggieTales



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

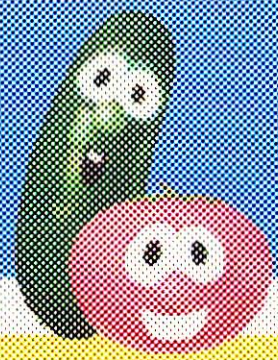
- Fans meet Bob & Larry and experience VeggieTales at several theme & water parks, including Dollywood, Silver Dollar City, Celebration City and Hawaiian Falls.

- 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.

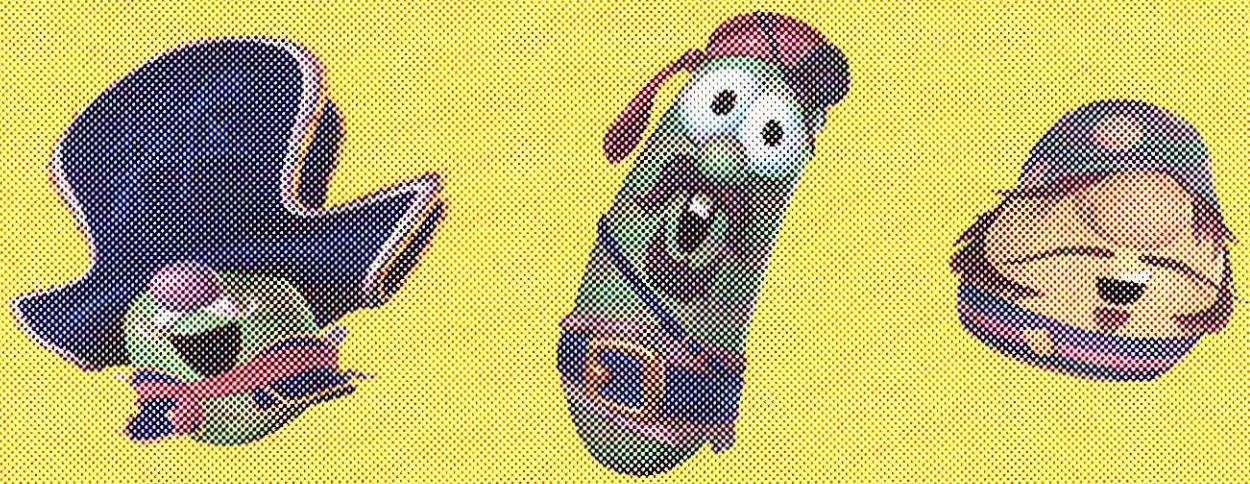
- VeggieTales attracts a wide variety of high-profile, family-friendly promotional partners, including AppleBee's, Auntie Anne's, Chick-fil-A, Chuck E Cheese, Del Monte, Eurofresh, Golden Corral, Langers Juice, Tyson and others.

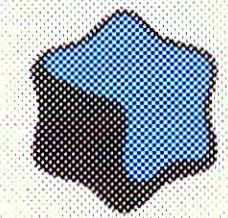
ClassicMedia

VeggieTales

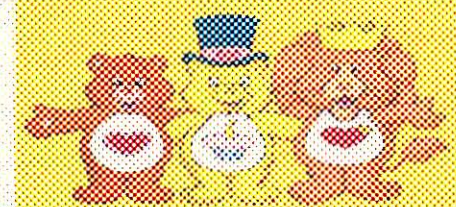


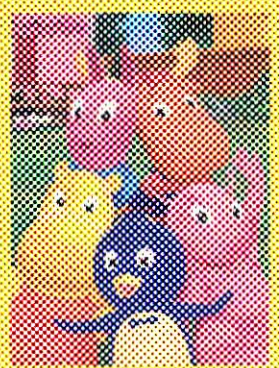
- It's back to Hollywood in Spring 2008 as Universal Pictures and VeggieTales bring *The Pirates Who Don't Do Anything* to the big screen - a new, animated family adventure full of fun and music.

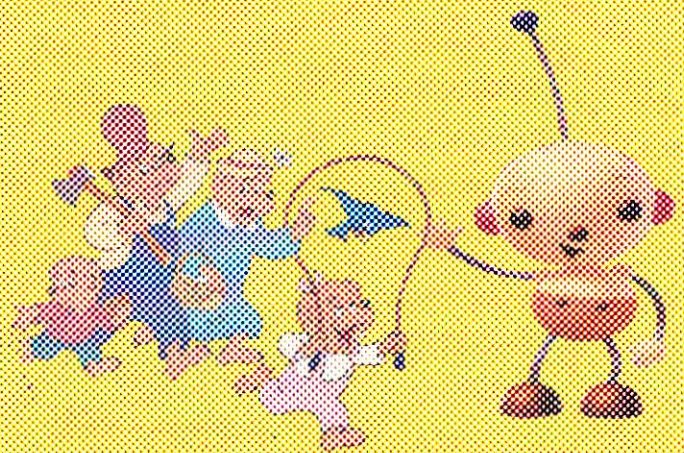


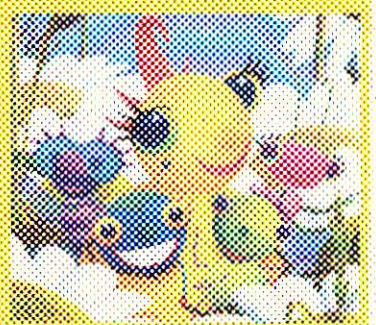


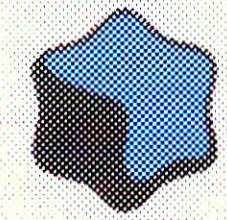
NELVANA ... WE MAKE GREAT FRIENDS!

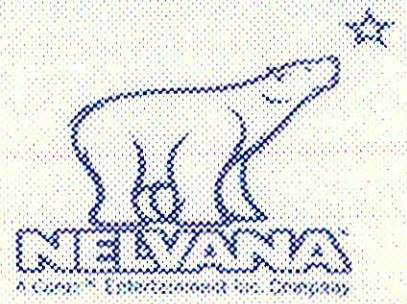


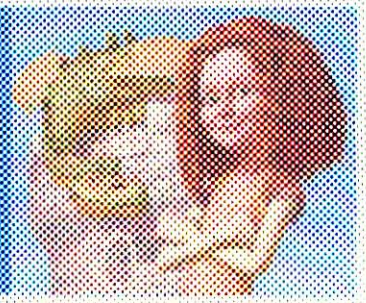










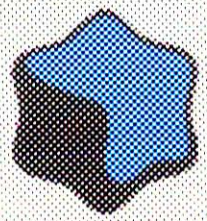


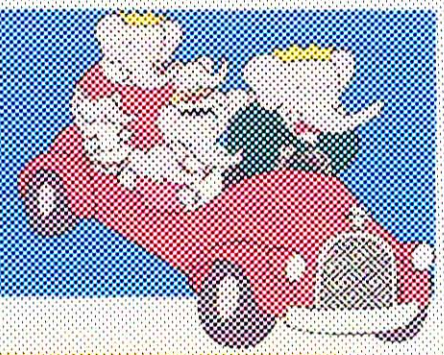
Nelvana is Canada's largest animation studio. Its long and celebrated history in the business brings over 35 years of children's programming expertise.

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 CD Roms