

**Before the  
FEDERAL COMMUNICATIONS COMMISSION  
Washington, D.C. 20554**

<b>In the Matter of</b>	)	
	)	
<b>Empowering Parents and Protecting Children in an Evolving Media Landscape</b>	)	<b>MB Docket No. 09-194</b>

**REPLY COMMENTS OF THE INDEPENDENT FILM & TELEVISION ALLIANCE**

The Independent Film & Television Alliance (IFTA) is filing Reply Comments in response to the Federal Communications Commission’s Notice of Inquiry (NOI) in the matter of *Empowering Parents and Protecting Children in an Evolving Media Landscape*. The NOI seeks comment on the potential gains from children’s media use, such as educational benefits, practical workplace skills and new communication tools, and *invites commentators to raise issues that may not have been raised in the NOI with respect to children’s media consumption*.<sup>1</sup> IFTA takes this opportunity to emphasize that media consolidation has adversely affected the quality of children’s programming by diminishing source diversity among the producers and distributors of such programming.

Significant gains in children’s media options will only be realized if the content being delivered through the various digital media platforms comes from many diverse sources.<sup>2</sup>

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<sup>1</sup> See Notice of Inquiry, *Empowering Parents and Protecting Children in an Evolving Media Landscape*, FCC MB Docket No. 09-194 (adopted October 22, 2009), paras. 5, 23-25.

<sup>2</sup> See Professor Lili Levi of University of Miami School of Law’s Comments on other factors that likely impact the quality and availability of children’s programming and create disincentives for its production (by commercial broadcasters), such as “economic incentives, market developments, administrative enforcement limitations (including constitutional concerns), tension in regulatory goals, regulatory scarcity, and audience factors.” Professor Lili Levi

Therefore, as the Commission reviews policies related to media platforms and ways to maximize benefits to children from media consumption, it should adopt regulatory measures and incentives aimed directly at the financing, production and distribution of children's programming from sources independent of the major studio conglomerates.

IFTA is the trade association for the independent film and television industry worldwide. The nonprofit organization represents more than 150 member companies from around the globe and is comprised of independent production and distribution companies, sales agents and financial institutions which provide financing for independent programming.<sup>3</sup> Collectively, IFTA Members finance, produce and distribute about 500 feature films and countless hours of programming annually.<sup>4</sup> Since 1982, IFTA Members have been involved with the financing, development, production and distribution of 64% of the Academy Award Winning Best Pictures<sup>®</sup> including *The Hurt Locker*, *Slumdog Millionaire*, *No Country for Old Men*, *The Departed*, *Crash*, *Million Dollar Baby*, *Braveheart*, *Lord of the Rings*, *Dances with Wolves* and *Gandhi*. In the past year, IFTA Members films have also included *The Twilight Saga: New Moon*, *The Last Station*, *Inglorious Basterds* and *Tyler Perry's Madea Goes to Jail*, to name just a few.

Today in the United States, the public is left with limited sources of children's programming because major studio conglomerates control the primary distribution channels for

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Comments in *Empowering Parents and Protecting Children in an Evolving Media Landscape*, FCC MB Docket No. 09-194, filed January 12, 2009, at p.2.

<sup>3</sup> "Independent" producers and distributors are those companies and individuals apart from the major studios that assume the majority (more than 50%) of the financial risk for production of a film or television program and control its exploitation in the majority of the world.

<sup>4</sup> Based on IFTA 2008 Member Sales Survey as reported in IFTA's Export Trade Certificate of Review for period of April 10, 2008 through April 9, 2009. Over the last six years, independent production companies have produced nearly 80% of all U.S. feature films. Based on IFTA analysis of Weekly Production listings published in *The Hollywood Reporter* and *Daily Variety*.

children's programming, leaving children and their parents with limited perspectives and choices in programming. Four of the major channels for children's programming in the U.S. are owned by major media conglomerates, i.e., the Disney Channel and ABC Family are owned by The Walt Disney Company,<sup>5</sup> Cartoon Network is owned by Time Warner<sup>6</sup> and Nickelodeon is owned by Viacom.<sup>7</sup>

In the past, independent producers created a variety of family and child-friendly entertainment and educational programming that continue to shape American culture today, including *Sesame Street* and *The Muppets*. However, the vertical integration of major studios with the major national broadcast and cable television networks has severely limited the choices for children or family-friendly programming, especially on commercial broadcast networks.

The rapid acceleration of media consolidation, vertically integrating major studios with national broadcast networks and also with cable channels that might otherwise have been new distribution outlets, has eliminated the structural separation that guaranteed a certain level of competition in video programming distribution. Many of the major independent producers of children's programming have been bought out by major studios, e.g., Hanna Barbera by Warner Bros., The Jim Henson Company and Keystone by Disney, and Saban Entertainment, Inc., by Fox and then ABC Family. The major network and cable companies possess unlimited power in their selection of programming. These conglomerates prefer their own or affiliated programming to fuel merchandise, toys, theme parks and other products aimed at children because it is in their best interest to have the *least amount of competition* in video programming.

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<sup>5</sup> The Walt Disney Company media holdings information *available at* <http://www.cjr.org/resources/?c=disney>.

<sup>6</sup> Time Warner, Inc. media holdings information *available at* <http://www.cjr.org/resources/?c=timewarner>.

<sup>7</sup> Viacom, Inc. media holdings information *available at* <http://www.cjr.org/resources/?c=viacom>.

Today, five major conglomerates own the national broadcast networks and 24 out of 30 of the top cable channels that offer fictional programming, which are available to over 85% of U.S. cable households,<sup>8</sup> and the majority of children's programming has been relegated to cable television. Between 2002 and 2009, the average number of children's programming on all of the major broadcast networks combined was just nine (9) programs per year.<sup>9</sup> The children's programs included TV series, movies of the week and TV specials, and were broadcast on the following networks: ABC, CBS, Fox, NBC, WB, UPN and The CW. In contrast, in 1993-1994, there were forty-six (46) children's programs that ran on the then four (4) major broadcast networks.<sup>10</sup>

The largest distribution platforms for children's programming on television are four (4) cable networks- ABC Family, Cartoon Network, the Disney Channel, and Nickelodeon. Between 2002-2009, family programming by independent producers accounted for only 18% of the programming on the major cable networks for children's programming.<sup>11</sup> These networks rely almost entirely on programs that are self-produced and controlled, and they tend to develop "commercially oriented" programming that facilitate merchandising and for other ancillary

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<sup>8</sup> This is based on IFTA analysis of data provided by the National Cable and Telecommunications Association citing estimates from SNL Kagan reports (*available at <http://www.ncta.com/Stats/TopMSOs.aspx>*), programming information provided on individual MSO websites, and information on major media companies' holdings provided by *Columbia Journal Review* (*available at <http://www.cjr.org/resources>*). For more statistics and information on the lack of distribution opportunities today for independently created children's programming see IFTA Comments in *Annual Assessment of the Status of Competition in the Market for the Delivery of Video Programming*, FCC MB Docket No. 07-269, filed July 29, 2009.

<sup>9</sup> See **Appendix A: Data by Network- Children's Programming on U.S. Television: Independents v. Major Studios (2002-2009)**, IFTA analysis of data from Baseline Studio Systems & the Internet Movie database ([www.imdb.com](http://www.imdb.com)).

<sup>10</sup> *Id.*

<sup>11</sup> See **Appendix B: Basic Cable Children's Data- Children's Programming on U.S. Television: Independents v. Major Studios (2002-2009)**, IFTA analysis of data from Baseline Studio Systems & the Internet Movie database ([www.imdb.com](http://www.imdb.com)).

purposes, such as, *inter alia*, theme park attractions, personal appearances by cast, DVDs, video games, CDs, iTunes downloads, concerts, cereals, and lucrative fast food sponsorships or other promotional tie-ins.

This “commercially oriented” children’s programming is the opposite of the educationally oriented children’s programming airing on PBS and other local, independent stations and channels, such as the Discovery Channel and Animal Planet. As the Commission is aware, PBS is a consistent source of high quality educational children’s programming, such as *Sesame Street*, *Curious George*, and *Barney*.<sup>12</sup> Between 2002-2009, PBS averaged 15 children’s programs annually, 94% of which were independently produced programs.<sup>13</sup> PBS is doing a far better job of sourcing diverse programs for children than are the commercial media conglomerates.

The lack of competition for programming and distribution slots amongst the conglomerates and gatekeepers may quickly result in unequal access to Internet distribution for independent producers<sup>14</sup> and severely limit the types of children’s programming to which the public has access for the best viewing or downloading experience. For instance, “catch-up TV” websites such as Disney’s website only repeats what has already aired on the Disney Channel.<sup>15</sup> Therefore, if independently created children’s programming is shut out of network and cable television, it is automatically shut out of high-profile Internet distribution opportunities that

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<sup>12</sup> For general information on PBS visit [http://www.pbs.org/aboutpbs/aboutpbs\\_prog.html](http://www.pbs.org/aboutpbs/aboutpbs_prog.html); *Sesame Street* - <http://www.pbs.org/parents/tvprograms/program-sesame.html>; *Curious George*- <http://pbskids.org/curiousgeorge/>; and *Barney*- <http://pbskids.org/barney/>).

<sup>13</sup> See **Appendix C: Total Network Numbers-** Children’s Programming on U.S. Television: Independents v. Major Studios (2002-2009), IFTA analysis of data from Baseline Studio Systems & the Internet Movie database ([www.imdb.com](http://www.imdb.com)).

<sup>14</sup> See IFTA Comments in *Annual Assessment of the Status of Competition in the Market for the Delivery of Video Programming*, FCC MB Docket No. 07-269, filed July 29, 2009.

<sup>15</sup> See <http://disney.go.com/videos/#/videos/tvshows/>.

follow for already aired programming. Initiatives such as “TV Everywhere” do not address and indeed further exacerbate the problems of lack of access and competition in children’s programming since the programming offered on destination sites will be the same programming of the underlying cable service, e.g., *the Jonas Bros* and *Hanna Montana 24/7*. Similar to catch-up TV, these websites will only repeat the program that was chosen for a network or cable television slot, leaving parents and children with fewer choices in family-friendly programming and with the vast majority of program options “commercially oriented” to fuel other divisions of vertically integrated conglomerates.

It is not only the independent producers and distributors who suffer the consequences from the lack of competition and source diversity in children’s programming. Most importantly, it is America’s youth that is left without the diverse programming choices that have been an integral objective of our public policy since television was introduced in our homes. The public and independent companies deserve much greater representation and diversity on both major media and emerging new platforms, and the FCC must lead the way in that initiative. It is in the interest of the American public to have meaningful choice and access to a wide range of children’s programming produced by many sources including those sources *independent of and outside* the major conglomerates.

***Respectfully Submitted,***

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**Appendix A: Data by Network**

**Children's Programming on U.S. Network Television  
Independent v. Vertically Integrated Conglomerates\* & Non-Affiliated Majors\*\*  
2002/2003 to 2008/2009 Seasons**

**All Children's Programming**

	ABC					CBS					FOX					NBC					WB / UPN / THE					TOTAL				
	Indies	Major Conglom	Non-Affil Majors	Majors Sub-Total	Yearly Total	Indies	Major Congl	Non-Affil Majors	Majors Sub-Total	Yearly Total	Indies	Major Congl	Non-Affil Majors	Majors Sub-Total	Yearly Total	Indies	Major Conglom	Non-Affil Majors	Majors Sub-Total	Yearly Total	Indies	Major Conglom	Non-Affil Majors	Majors Sub-Total	Yearly Total	Indies	Major Conglom	Non-Affil Majors	Majors Sub-Total	Yearly Total
2008/09	0	0	0	0	0	1	0	0	0	1	1	0	0	0	1	0	0	2	2	2	0	0	2	2	2	2	0	4	4	6
2007/08	1	0	2	2	3	1	1	0	1	2	1	0	0	0	1	0	0	0	0	0	0	0	0	0	0	3	0	2	2	5
2006/07	2	1	1	2	4	1	1	1	2	3	1	0	0	0	1	0	0	0	0	0	1	0	0	0	1	5	1	1	2	7
2005/06	1	1	0	1	2	1	1	0	1	2	1	0	0	0	1	0	1	0	1	1	2	1	0	1	3	5	2	0	2	7
2004/05	1	1	0	1	2	0	0	0	0	0	2	0	0	0	2	1	2	0	2	3	2	3	0	3	5	6	4	0	4	10
2003/04	3	2	0	2	5	0	0	0	0	0	1	0	0	0	1	1	1	1	2	3	1	6	0	6	7	6	8	0	8	14
2002/03	4	4	1	5	9	0	0	0	0	0	0	1	1	2	2	0	1	1	2	2	1	5	1	6	7	5	8	2	10	15
7-yr Ave	2	1	1	2	4	1	0	0	1	1	1	0	0	0	1	0	1	1	1	2				3	4	5	3	1	5	9
1993/94	8	5	0	5	13	6	5	0	5	11	0	0	0	0	0	0	2	0	2	2	0	3	0	3	3	25	21	0	21	46

**All Children's Programming %**

	ABC					CBS					FOX					NBC					WB / UPN / THE					TOTAL				
	Indies	Major Conglom	Non-Affil Majors	Majors Sub-Total	Yearly Total	Indies	Major Congl	Non-Affil Majors	Majors Sub-Total	Yearly Total	Indies	Major Conglom	Non-Affil Majors	Majors Sub-Total	Yearly Total	Indies	Major Conglom	Non-Affil Majors	Majors Sub-Total	Yearly Total	Indies	Major Conglom	Non-Affil Majors	Majors Sub-Total	Yearly Total	Indies	Major Conglom	Non-Affil Majors	Majors Sub-Total	Yearly Total
2008/09	0%	0%	0%	0%	0%	100%	0%	0%	0%	100%	100%	0%	0%	0%	100%	0%	0%	100%	100%	100%	0%	0%	100%	100%	100%	33%	0%	67%	67%	100%
2007/08	33%	0%	67%	67%	100%	50%	50%	0%	50%	100%	100%	0%	0%	0%	100%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	60%	0%	40%	40%	100%
2006/07	50%	25%	25%	50%	100%	33%	33%	33%	67%	100%	100%	0%	0%	0%	100%	0%	0%	0%	0%	0%	100%	0%	0%	100%	71%	14%	14%	29%	100%	
2005/06	50%	50%	0%	50%	100%	50%	50%	0%	50%	100%	100%	0%	0%	0%	100%	0%	100%	0%	100%	100%	67%	33%	0%	33%	100%	71%	29%	0%	29%	100%
2004/05	50%	50%	0%	50%	100%	0%	0%	0%	0%	0%	100%	0%	0%	0%	100%	33%	67%	0%	67%	100%	40%	60%	0%	60%	100%	60%	40%	0%	40%	100%
2003/04	60%	40%	0%	40%	100%	0%	0%	0%	0%	0%	100%	0%	0%	0%	100%	33%	33%	33%	67%	100%	14%	86%	0%	86%	100%	43%	57%	0%	57%	100%
2002/03	44%	44%	11%	56%	100%	0%	0%	0%	0%	0%	0%	50%	50%	100%	100%	0%	50%	50%	100%	100%	14%	71%	14%	86%	100%	33%	53%	13%	67%	100%
7-yr Ave	41%	30%	15%	45%	86%	33%	19%	5%	24%	57%	86%	7%	7%	14%	100%	10%	36%	26%	62%	71%	34%	36%	16%	52%	86%	53%	28%	19%	47%	100%
1993/94	62%	38%	0%	38%	100%	55%	45%	0%	45%	100%	0%	0%	0%	0%	0%	0%	100%	0%	100%	100%	0%	100%	0%	100%	100%	54%	46%	0%	46%	100%

Source: IFTA analysis of data from Baseline Studio Systems and the Internet Movie Database.

\* "Vertically Integrated Corporate Majors" are corporations which own a major film studio, a U.S. national TV Network and cable TV channels. These are:

- New Corp. (Fox Broadcasting / 20th Century Fox)
- National Amusements (CBS/Viacom/Paramount)
- NBC Universal
- Time Warner (Warner Bros. / The CW / HBO)
- The Walt Disney Corporation (ABC)

\*\* "Non-Affiliated Majors are corporations which own major film studios but do not own either a U.S. national TV network or cable TV channels. These are:

- Dreamworks
- Dreamworks Animation
- MGM
- Sony Pictures (Columbia / Tristar)

\*\*\* The WB (Warner Bros., Tribune) and UPN (Viacom / Paramount, Chris Craft Industries) were national TV networks that broadcast January 1995 to September 2006. They were replaced by the The CW (Time Warner, Paramount / CBS) in September of 2006. Both UPN and The WB grew out of the Prime Time Entertainment Network (PTEN), a national programming block launched by Warner Bros. and Chris Craft in 1993.

**Appendix A: Data by Network**

**Children's Programming on U.S. Network Television  
Independent v. Vertically Integrated Conglomerates\* & Non-Affiliated Majors\*\***

*2002/2003 to 2008/2009 Seasons*

TV SERIES	ABC					CBS					FOX					NBC					WB / UPN / THE					TOTAL				
	Indies	Major Conglom	Non-Affil Majors	Majors Sub-Total	Yearly Total	Indies	Major Conglom	Non-Affil Majors	Majors Sub-Total	Yearly Total	Indies	Major Conglom	Non-Affil Majors	Majors Sub-Total	Yearly Total	Indies	Major Conglom	Non-Affil Majors	Majors Sub-Total	Yearly Total	Indies	Major Conglom	Non-Affil Majors	Majors Sub-Total	Yearly Total	Indies	Major Conglom	Non-Affil Majors	Majors Sub-Total	Yearly Total
2008/09	0	0	0	0	0	0	0	0	0	0	1	0	0	0	1	0	0	0	0	0	0	0	2	2	2	1	0	2	2	3
2007/08	0	0	0	0	0	0	1	0	1	1	1	0	0	0	1	0	0	0	0	0	0	0	0	0	1	0	0	0	1	
2006/07	0	0	0	0	0	0	1	1	2	2	1	0	0	0	1	0	0	0	0	0	1	0	0	1	2	0	0	0	2	
2005/06	0	0	0	0	0	0	1	0	1	1	1	0	0	0	1	0	1	0	1	1	1	1	2	2	2	1	0	1	3	
2004/05	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	2	0	2	2	0	2	0	2	2	0	2	0	2	2	
2003/04	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	1	2	2	0	3	0	3	3	0	3	0	3	3	
2002/03	0	1	0	1	1	0	0	0	0	0	0	1	1	2	2	0	1	1	2	2	1	3	1	4	5	1	3	1	4	5
7-yr Ave	0	0	0	0	0	0	0	0	1	1	1	0	0	0	1	0	1	0	1	1	0	2	2	2	1	1	0	2	3	

1993/94	8	5	0	5	13	6	5	0	5	11	0	0	0	0	0	2	0	2	2	0	3	0	3	3	14	15	0	15	29
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TV SERIES %	ABC					CBS					FOX					NBC					WB / UPN / THE					TOTAL				
	Indies	Major Conglom	Non-Affil Majors	Majors Sub-Total	Yearly Total	Indies	Major Conglom	Non-Affil Majors	Majors Sub-Total	Yearly Total	Indies	Major Conglom	Non-Affil Majors	Majors Sub-Total	Yearly Total	Indies	Major Conglom	Non-Affil Majors	Majors Sub-Total	Yearly Total	Indies	Major Conglom	Non-Affil Majors	Majors Sub-Total	Yearly Total	Indies	Major Conglom	Non-Affil Majors	Majors Sub-Total	Yearly Total
2008/09	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	100%	0%	0%	0%	100%	0%	0%	0%	0%	0%	0%	0%	100%	100%	100%	33%	0%	67%	67%	100%
2007/08	0%	0%	0%	0%	0%	100%	0%	100%	100%	100%	100%	0%	0%	0%	100%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	100%	0%	0%	0%	100%
2006/07	0%	0%	0%	0%	0%	50%	50%	100%	100%	100%	100%	0%	0%	0%	100%	0%	0%	0%	0%	0%	100%	0%	0%	100%	100%	0%	0%	0%	0%	100%
2005/06	0%	0%	0%	0%	0%	0%	100%	0%	100%	100%	100%	0%	0%	0%	100%	0%	100%	0%	100%	100%	50%	50%	0%	50%	100%	67%	33%	0%	33%	100%
2004/05	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	100%	0%	100%	100%	0%	100%	0%	100%	100%	0%	100%	0%	100%	100%	
2003/04	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	50%	50%	100%	100%	0%	100%	0%	100%	100%	0%	100%	0%	100%	100%	
2002/03	0%	100%	0%	100%	100%	0%	0%	0%	0%	0%	50%	50%	100%	100%	0%	50%	50%	100%	100%	20%	60%	20%	80%	100%	20%	60%	20%	80%	100%	
7-yr Ave	0%	14%	0%	14%	14%	0%	36%	7%	43%	43%	57%	7%	7%	14%	71%	0%	43%	14%	57%	57%	24%	44%	17%	61%	86%	46%	42%	12%	54%	100%

1993/94	62%	38%	0%	38%	100%	55%	45%	0%	45%	100%	0%	0%	0%	0%	0%	100%	0%	100%	100%	0%	100%	0%	100%	100%	48%	52%	0%	52%	100%
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Source: IFTA analysis of data from Baseline Studio Systems and the Internet Movie Database.

\* "Vertically Integrated Corporate Majors" are corporations which own a major film studio, a U.S. national TV Network and cable TV channels. These are:

- National Amusements (CBS/Viacom/Paramount)
- NBC Universal
- Time Warner (Warner Bros. / The CW / HBO)
- The Walt Disney Corporation (ABC)
- New Corp. (Fox Broadcasting / 20th Century Fox)

\*\* "Non-Affiliated Majors are corporations which own major film studios but do not own either a U.S. national TV network or cable TV channels. These are:

- Dreamworks
- Dreamworks Animation
- MGM
- Sony Pictures (Columbia / Tristar)

\*\*\* The WB (Warner Bros., Tribune) and UPN (Viacom / Paramount, Chris Craft Industries) were national TV networks that broadcast January 1995 to September 2006. They were replaced by the The CW (Time Warner, Paramount / CBS) in September of 2006. Both UPN and The WB grew out of the Prime Time Entertainment Network (PTEN), a national programming block launched by Warner Bros. and Chris Craft in 1993.

**Appendix A: Data by Network**

**Children's Programming on U.S. Network Television  
Independent v. Vertically Integrated Conglomerates\* & Non-Affiliated Majors\*\*  
2002/2003 to 2008/2009 Seasons**

MOW's

	ABC					CBS					FOX					NBC					WB / UPN / THE					TOTAL									
	Indies	Major Conglam	Non-Affil Majors	Majors Sub-Total	Yearly Total	Indies	Major Conglam	Non-Affil Majors	Majors Sub-Total	Yearly Total	Indies	Major Conglam	Non-Affil Majors	Majors Sub-Total	Yearly Total	Indies	Major Conglam	Non-Affil Majors	Majors Sub-Total	Yearly Total	Indies	Major Conglam	Non-Affil Majors	Majors Sub-Total	Yearly Total	Indies	Major Conglam	Non-Affil Majors	Majors Sub-Total	Yearly Total					
2008/09	0	0	0	0	0	1	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	1
2007/08	0	0	1	1	1	1	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	1	1	2
2006/07	0	0	1	1	1	1	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	1	1	2
2005/06	0	1	0	1	1	1	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	1	2	1	0	1	3				
2004/05	1	1	0	1	2	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	2	0	0	0	2	3	1	0	1	4				
2003/04	2	1	0	1	3	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	1	0	1	2	3	2	0	2	5				
2002/03	1	2	1	3	4	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	1	1	1	3	1	4	5				
7-yr Ave	1	1	0	1	2	1	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	1	2	1	0	1	3				

1993/94	2	0	0	0	2	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	1	1	0	0	0	0	0	0	2	1	0	1	3
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MOW's %

	ABC					CBS					FOX					NBC					WB / UPN / THE					TOTAL									
	Indies	Major Conglam	Non-Affil Majors	Majors Sub-Total	Yearly Total	Indies	Major Conglam	Non-Affil Majors	Majors Sub-Total	Yearly Total	Indies	Major Conglam	Non-Affil Majors	Majors Sub-Total	Yearly Total	Indies	Major Conglam	Non-Affil Majors	Majors Sub-Total	Yearly Total	Indies	Major Conglam	Non-Affil Majors	Majors Sub-Total	Yearly Total	Indies	Major Conglam	Non-Affil Majors	Majors Sub-Total	Yearly Total					
2008/09	0%	0%	0%	0%	0%	100%	0%	0%	0%	100%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	100%	0%	0%	0%	100%
2007/08	0%	0%	100%	100%	100%	100%	0%	0%	0%	100%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	50%	0%	50%	50%	100%
2006/07	0%	0%	100%	100%	100%	100%	0%	0%	0%	100%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	50%	0%	50%	50%	100%
2005/06	0%	100%	0%	100%	100%	100%	0%	0%	0%	100%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	100%	0%	0%	100%	67%	33%	0%	33%	100%					
2004/05	50%	50%	0%	50%	100%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	100%	0%	0%	100%	75%	25%	0%	25%	100%					
2003/04	67%	33%	0%	33%	100%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	50%	50%	0%	50%	100%	60%	40%	0%	40%	100%				
2002/03	25%	50%	25%	75%	100%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	100%	0%	100%	100%	20%	60%	20%	80%	100%				
7-yr Ave	20%	33%	32%	65%	86%	57%	0%	0%	0%	57%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	36%	21%	0%	21%	57%	60%	23%	17%	40%	100%				

1993/94	100%	0%	0%	0%	100%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	100%	0%	100%	100%	0%	0%	0%	0%	0%	67%	33%	0%	33%	100%
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Source: IFTA analysis of data from Baseline Studio Systems and the Internet Movie Database.

\* "Vertically Integrated Corporate Majors" are corporations which own a major film studio, a U.S. national TV Network and cable TV channels. These are:

- New Corp. (Fox Broadcasting / 20th Century Fox)
- National Amusements (CBS/Viacom/Paramount)
- NBC Universal
- Time Warner (Warner Bros. / The CW / HBO)
- The Walt Disney Corporation (ABC)

\*\* "Non-Affiliated Majors are corporations which own major film studios but do not own either a U.S. national TV network or cable TV channels. These are:

- Dreamworks
- Dreamworks Animation
- MGM
- Sony Pictures (Columbia / Tristar)

\*\*\* The WB (Warner Bros., Tribune) and UPN (Viacom / Paramount, Chris Craft Industries) were national TV networks that broadcast January 1995 to September 2006. They were replaced by the The CW (Time Warner, Paramount / CBS) in September of 2006. Both UPN and The WB grew out of the Prime Time Entertainment Network (PTEN), a national programming block launched by Warner Bros. and Chris Craft in 1993.

**Appendix A: Data by Network**

**Children's Programming on U.S. Network Television  
Independent v. Vertically Integrated Conglomerates\* & Non-Affiliated Majors\*\*  
2002/2003 to 2008/2009 Seasons**

TV SPECIAL	ABC					CBS					FOX					NBC					WB / UPN / THE					TOTAL									
	Indies	Major Conglom	Non-Affil Majors	Majors Sub-Total	Yearly Total	Indies	Major Conglom	Non-Affil Majors	Majors Sub-Total	Yearly Total	Indies	Major Conglom	Non-Affil Majors	Majors Sub-Total	Yearly Total	Indies	Major Conglom	Non-Affil Majors	Majors Sub-Total	Yearly Total	Indies	Major Conglom	Non-Affil Majors	Majors Sub-Total	Yearly Total	Indies	Major Conglom	Non-Affil Majors	Majors Sub-Total	Yearly Total					
2008/09	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	2	2	2	0	0	0	0	0	0	0	2	2	2	0	0	2	2	2
2007/08	1	0	1	1	2	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	1	1	2
2006/07	2	1	0	1	3	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	2	1	0	1	3			
2005/06	1	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	1			
2004/05	0	0	0	0	0	0	0	0	0	0	2	0	0	0	2	1	0	0	0	1	0	1	0	1	1	3	1	0	1	4					
2003/04	1	1	0	1	2	0	0	0	0	0	1	0	0	0	1	1	0	0	0	1	0	2	0	2	2	3	3	0	3	6					
2002/03	3	1	0	1	4	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	1	1	3	2	0	2	5					
7-yr Ave	1	0	0	1	2	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	1	0	1	1	2	1	0	1	3					
1993/94	4	4	0	4	8	2	1	0	1	3	0	0	0	0	0	3	0	0	0	3	0	0	0	0	0	9	5	0	5	14					

TV SPECIAL %	ABC					CBS					FOX					NBC					WB / UPN / THE					TOTAL					
	Indies	Major Conglom	Non-Affil Majors	Majors Sub-Total	Yearly Total	Indies	Major Conglom	Non-Affil Majors	Majors Sub-Total	Yearly Total	Indies	Major Conglom	Non-Affil Majors	Majors Sub-Total	Yearly Total	Indies	Major Conglom	Non-Affil Majors	Majors Sub-Total	Yearly Total	Indies	Major Conglom	Non-Affil Majors	Majors Sub-Total	Yearly Total	Indies	Major Conglom	Non-Affil Majors	Majors Sub-Total	Yearly Total	
2008/09	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	100%	100%	100%	0%	0%	0%	0%	0%	0%	0%	100%	0%	0%	100%
2007/08	50%	0%	50%	50%	100%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	50%	0%	50%	50%	100%	
2006/07	67%	33%	0%	33%	100%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	67%	33%	0%	33%	100%	
2005/06	100%	0%	0%	0%	100%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	100%	0%	0%	0%	100%	
2004/05	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	100%	0%	0%	0%	100%	100%	0%	0%	0%	100%	0%	100%	0%	100%	100%	75%	25%	0%	25%	100%	
2003/04	50%	50%	0%	50%	100%	0%	0%	0%	0%	0%	100%	0%	0%	0%	100%	100%	0%	0%	0%	100%	0%	100%	0%	100%	100%	50%	50%	0%	50%	100%	
2002/03	75%	25%	0%	25%	100%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	100%	0%	100%	100%	60%	40%	0%	40%	100%	
7-yr Ave	49%	15%	7%	23%	71%	0%	0%	0%	0%	0%	29%	0%	0%	0%	29%	29%	0%	14%	14%	43%	0%	43%	0%	43%	43%	57%	21%	21%	43%	100%	
1993/94	50%	50%	0%	50%	100%	67%	33%	0%	33%	100%	0%	0%	0%	0%	0%	100%	0%	0%	0%	100%	0%	0%	0%	0%	0%	64%	36%	0%	36%	100%	

Source: IFTA analysis of data from Baseline Studio Systems and the Internet Movie Database.

\* "Vertically Integrated Corporate Majors" are corporations which own a major film studio, a U.S. national TV Network and cable TV channels. These are:

- New Corp. (Fox Broadcasting / 20th Century Fox)
- National Amusements (CBS/Viacom/Paramount)
- NBC Universal
- Time Warner (Warner Bros. / The CW / HBO)
- The Walt Disney Corporation (ABC)

\*\* "Non-Affiliated Majors are corporations which own major film studios but do not own either a U.S. national TV network or cable TV channels. These are:

- Dreamworks
- Dreamworks Animation
- MGM
- Sony Pictures (Columbia / Tristar)

\*\*\* The WB (Warner Bros., Tribune) and UPN (Viacom / Paramount, Chris Craft Industries) were national TV networks that broadcast January 1995 to September 2006. They were replaced by the The CW (Time Warner, Paramount / CBS) in September of 2006. Both UPN and The WB grew out of the Prime Time Entertainment Network (PTEN), a national programming block launched by Warner Bros. and Chris Craft in 1993.

**Appendix B: Basic Cable Children's Data**

**Children's Programming on U.S. Basic Cable Television  
Independent v. Vertically Integrated Conglomerates\* & Non-Affiliated Majors\*\*  
2002/2003 to 2008/2009 Seasons**

**All Children's Programming**

	ABC Family				Cartoon Network				Disney Channel				Hallmark Channel			Nickelodeon				Total					
	Indies	Major Conglom	Majors Sub-Total	Yearly Total	Indies	Major Conglom	Majors Sub-Total	Yearly Total	Indies	Major Conglom	Majors Sub-Total	Yearly Total	Indies	Non-Affil Majors	Yearly Total	Indies	Major Conglom	Non-Affil Majors	Majors Sub-Total	Yearly Total	Indies	Major Conglom	Non-Affil Majors	Majors Sub-Total	Yearly Total
2008/09	4	5	5	9	0	9	9	9	2	8	8	10	1	0	1	0	12	1	13	13	7	34	1	35	42
2007/08	2	4	4	6	1	8	8	9	2	9	9	11	1	0	1	1	18	0	18	19	7	39	0	39	46
2006/07	2	3	3	5	0	5	5	5	3	8	8	11	0	0	0	0	16	0	16	16	5	32	0	32	37
2005/06	2	9	9	11	2	5	5	7	1	9	9	10	0	0	0	2	14	0	14	16	7	37	0	37	44
2004/05	2	1	1	3	4	8	8	12	4	11	11	15	0	0	0	2	18	0	18	20	12	38	0	38	50
2003/04	0	0	0	0	3	7	7	10	1	10	10	11	1	0	1	4	16	0	16	20	9	33	0	33	42
2002/03	2	0	0	2	1	7	7	8	0	11	11	11	0	0	0	4	12	0	12	16	7	30	0	30	37
7-yr AVG	2	3	3	5	2	7	7	9	2	9	9	11	0	0	0	2	15	0	15	17	8	35	0	35	43

1993/9 Data only Available for Nickelodeon***																3	3	0	3	6					
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**Percentage of All Family Programming**

	ABC Family				Cartoon Network				Disney Channel				Hallmark Channel			Nickelodeon				Total					
	Indies	Major Conglom	Majors Sub-Total	Yearly Total	Indies	Major Conglom	Majors Sub-Total	Yearly Total	Indies	Major Conglom	Majors Sub-Total	Yearly Total	Indies	Non-Affil Majors	Yearly Total	Indies	Major Conglom	Non-Affil Majors	Majors Sub-Total	Yearly Total	Indies	Major Conglom	Non-Affil Majors	Majors Sub-Total	Yearly Total
2008/09	44%	56%	56%	100%	0%	100%	100%	100%	20%	80%	80%	100%	0%	0%	0%	0%	92%	8%	100%	100%	17%	81%	2%	83%	100%
2007/08	33%	67%	67%	100%	11%	89%	89%	100%	18%	82%	82%	100%	0%	0%	0%	5%	95%	0%	95%	100%	15%	85%	0%	85%	100%
2006/07	40%	60%	60%	100%	0%	100%	100%	100%	27%	73%	73%	100%	0%	0%	0%	0%	100%	0%	100%	100%	14%	86%	0%	86%	100%
2005/06	18%	82%	82%	100%	29%	71%	71%	100%	10%	90%	90%	100%	0%	0%	0%	13%	88%	0%	88%	100%	16%	84%	0%	84%	100%
2004/05	0%	0%	0%	0%	33%	67%	67%	100%	27%	73%	73%	100%	0%	0%	0%	10%	90%	0%	90%	100%	24%	76%	0%	76%	100%
2003/04	0%	0%	0%	0%	30%	70%	70%	100%	9%	91%	91%	100%	0%	0%	0%	20%	80%	0%	80%	100%	21%	79%	0%	79%	100%
2002/03	100%	0%	0%	100%	13%	88%	88%	100%	0%	100%	100%	100%	0%	0%	0%	25%	75%	0%	75%	100%	19%	81%	0%	81%	100%
7-yr	34%	38%	38%	71%	17%	83%	83%	100%	16%	84%	84%	100%	0%	0%	0%	10%	89%	1%	90%	100%	18%	82%	0%	82%	100%

1993/9 Data only Available for Nickelodeon***																50%	50%	0%	50%	100%					
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Source: IFTA analysis of data from Baseline Studio Systems and the Internet Movie Database.

\* "Vertically Integrated Corporate Majors" are corporations which own a major film studio, a U.S. national TV Network and cable TV channels. These are:

- National Amusements (CBS/Viacom/Paramount)
- NBC Universal
- Time Warner (Warner Bros. / The CW / HBO)
- The Walt Disney Corporation (ABC)
- New Corp. (Fox Broadcasting / 20th Century Fox)

\*\*\* Data not available for channels other than Nickelodeon in 1993/1994 because:

ABC Family Channel was owned by Pat Robertson in 93/94 under the the name, "The Family Channel" and featured mainly religious programming. The Cartoon Network began operation in October 1992 showing cartoons from the Turner library. Many were pre-1948 MGM and Warner Bros. No programming for 93/94 is available for the Disney Channel. As descriptions of the programming for this era lists only Disney sourced product, the assumption is that it was 100% from Disney. No numbers are available. The Hallmark Channel was known as "The Faith & Values Channel" in 1993 /94 and featured religious programming. Crown Media acquired full ownership in the channel in 2000 and renamed it "The Hallmark Channel" in 2001.

\*\* "Non-Affiliated Majors" are corporations which own major film studios but do not own either a U.S. national TV network or cable TV channels. These are:

- Dreamworks
- Dreamworks Animation
- MGM
- Sony Pictures (Columbia / Tristar)

Note, there were no programs of "Non-Affiliated Majors" for ABC Family, Cartoon Network and The Disney Channel, and those columns have been removed for formatting purposes.

**Appendix B: Basic Cable Children's Data**

**Children's Programming on U.S. Basic Cable Television  
Independent v. Vertically Integrated Conglomerates\* & Non-Affiliated Majors\*\*  
2002/2003 to 2008/2009 Seasons**

**TV SERIES**

	ABC Family				Cartoon Network				Disney Channel				Hallmark Channel				Nickelodeon				Total				
	Indies	Major Conglom	Majors Sub-Total	Yearly Total	Indies	Major Conglom	Majors Sub-Total	Yearly Total	Indies	Major Conglom	Majors Sub-Total	Yearly Total	Indies	Non-Affil Majors	Yearly Total	Indies	Major Conglom	Non-Affil Majors	Majors Sub-Total	Yearly Total	Indies	Major Conglom	Non-Affil Majors	Majors Sub-Total	Yearly Total
2008/09	0	4	4	4	0	7	7	7	0	6	6	6	0	0	0	0	6	0	6	6	0	23	0	23	23
2007/08	0	1	1	1	1	6	6	7	1	6	6	7	0	0	0	1	6	0	6	7	3	19	0	19	22
2006/07	1	1	1	2	0	5	5	5	0	4	4	4	0	0	0	0	6	0	6	6	1	16	0	16	17
2005/06	2	1	1	3	0	3	3	3	1	3	3	4	0	0	0	2	10	0	10	12	5	17	0	17	22
2004/05	0	0	0	0	4	8	8	12	0	8	8	8	0	0	0	2	13	0	13	15	6	29	0	29	35
2003/04	0	0	0	0	3	6	6	9	0	5	5	5	0	0	0	3	12	0	12	15	6	23	0	23	29
2002/03	2	0	0	2	1	7	7	8	0	5	5	5	0	0	0	2	11	0	11	13	5	23	0	23	28
7-yr AVG	1	1	1	2	1	6	6	7	0	5	5	6	0	0	0	1	9	0	9	11	4	21	0	21	25

1993/94 Data only Available for Nickelodeon\*\*\*

	2	3	0	3	5
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**Percentage of TV Series**

	ABC Family				Cartoon Network				Disney Channel				Hallmark Channel				Nickelodeon				Total				
	Indies	Major Conglom	Majors Sub-Total	Yearly Total	Indies	Major Conglom	Majors Sub-Total	Yearly Total	Indies	Major Conglom	Majors Sub-Total	Yearly Total	Indies	Non-Affil Majors	Yearly Total	Indies	Major Conglom	Non-Affil Majors	Majors Sub-Total	Yearly Total	Indies	Major Conglom	Non-Affil Majors	Majors Sub-Total	Yearly Total
2008/09	0%	100%	100%	100%	0%	100%	100%	100%	0%	100%	100%	100%	0%	0%	0%	0%	100%	0%	100%	100%	0%	100%	0%	100%	100%
2007/08	0%	100%	100%	100%	14%	86%	86%	100%	14%	86%	86%	100%	0%	0%	0%	14%	86%	0%	86%	100%	14%	86%	0%	86%	100%
2006/07	50%	50%	50%	100%	0%	100%	100%	100%	0%	100%	100%	100%	0%	0%	0%	0%	100%	0%	100%	100%	6%	94%	0%	94%	100%
2005/06	67%	33%	33%	100%	0%	100%	100%	100%	25%	75%	75%	100%	0%	0%	0%	17%	83%	0%	83%	100%	23%	77%	0%	77%	100%
2004/05	0%	0%	0%	0%	33%	67%	67%	100%	0%	100%	100%	100%	0%	0%	0%	13%	87%	0%	87%	100%	17%	83%	0%	83%	100%
2003/04	0%	0%	0%	0%	33%	67%	67%	100%	0%	100%	100%	100%	0%	0%	0%	20%	80%	0%	80%	100%	21%	79%	0%	79%	100%
2002/03	100%	0%	0%	100%	13%	88%	88%	100%	0%	100%	100%	100%	0%	0%	0%	15%	85%	0%	85%	100%	18%	82%	0%	82%	100%
7-yr	31%	40%	40%	71%	13%	87%	87%	100%	6%	94%	94%	100%	0%	0%	0%	11%	89%	0%	89%	100%	14%	86%	0%	86%	100%

1993/94 Data only Available for Nickelodeon\*\*\*

	40%	60%	0%	60%	100%
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Source: IFTA analysis of data from Baseline Studio Systems and the Internet Movie Database.

\* "Vertically Integrated Corporate Majors" are corporations which own a major film studio, a U.S. national TV Network and cable TV channels. These are:

- National Amusements (CBS/Viacom/Paramount)
- NBC Universal
- Time Warner (Warner Bros. / The CW / HBO)
- The Walt Disney Corporation (ABC)
- New Corp. (Fox Broadcasting / 20th Century Fox)

\*\*\* Data not available for channels other than Nickelodeon in 93/1994 because:

ABC Family Channel was owned by Pat Robertson in 93/94 under the name, "The Family Channel" and featured mainly religious programming. The Cartoon Network began operation in October 1992 showing cartoons from the Turner library. Many were pre-1948 MGM and Warner Bros. No programming for 93/94 is available for the Disney Channel. As descriptions of the programming for this era lists only Disney sourced product, the assumption is that it was 100% from Disney. No numbers are available. The Hallmark Channel was known as "The Faith & Values Channel" in 1993/94 and featured religious programming. Crown Media acquired full ownership in the channel in 2000 and renamed it "The Hallmark Channel" in 2001.

\*\* "Non-Affiliated Majors are corporations which own major film studios but do not own either a U.S. national TV network or cable TV channels. These are:

- Dreamworks
- Dreamworks Animation
- MGM
- Sony Pictures (Columbia / Tristar)

Note, there were no programs of "Non-Affiliated Majors" for ABC Family, Cartoon Network and The Disney Channel, and those columns have been removed for formatting purposes.

**Appendix B: Basic Cable Children's Data**

**Children's Programming on U.S. Basic Cable Television  
Independent v. Vertically Integrated Conglomerates\* & Non-Affiliated Majors\*\*  
2002/2003 to 2008/2009 Seasons**

**MOW's**

	ABC Family				Cartoon Network				Disney Channel				Hallmark Channel				Nickelodeon				Total							
	Indies	Major Conglom	Majors Sub-Total	Yearly Total	Indies	Major Conglom	Majors Sub-Total	Yearly Total	Indies	Major Conglom	Majors Sub-Total	Yearly Total	Indies	Non-Affil Majors	Yearly Total	Indies	Major Conglom	Non-Affil Majors	Majors Sub-Total	Yearly Total	Indies	Major Conglom	Non-Affil Majors	Majors Sub-Total	Yearly Total			
2008/09	4	1	1	5	0	2	2	2	2	2	2	4	1	0	1	0	0	0	0	0	0	0	0	7	5	0	5	12
2007/08	2	3	3	5	0	2	2	2	1	3	3	4	1	0	1	0	2	0	2	2	2	2	4	10	0	0	10	14
2006/07	0	2	2	2	0	0	0	0	2	3	3	5	0	0	0	0	2	0	2	2	2	2	2	7	0	0	7	9
2005/06	0	7	7	7	1	1	1	2	0	6	6	6	0	0	0	0	0	0	0	0	0	0	0	1	14	0	14	15
2004/05	2	0	0	2	0	0	0	0	4	3	3	7	0	0	0	0	0	0	0	0	0	0	0	6	3	0	3	9
2003/04	0	0	0	0	0	0	0	0	1	4	4	5	1	0	1	1	0	0	0	0	1	3	4	0	0	0	4	7
2002/03	0	0	0	0	0	0	0	0	0	6	6	6	0	0	0	2	0	0	0	0	2	2	6	0	0	0	6	8
7-yr	1	2	2	3	0	1	1	1	1	4	4	5	0	0	0	0	1	0	1	1	1	4	7	0	0	0	7	11

1993/94	Data only Available for Nickelodeon***																			0	0	0	0	0
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**Percentage of MOWs**

	ABC Family				Cartoon Network				Disney Channel				Hallmark Channel				Nickelodeon				Total							
	Indies	Major Conglom	Majors Sub-Total	Yearly Total	Indies	Major Conglom	Majors Sub-Total	Yearly Total	Indies	Major Conglom	Majors Sub-Total	Yearly Total	Indies	Non-Affil Majors	Yearly Total	Indies	Major Conglom	Non-Affil Majors	Majors Sub-Total	Yearly Total	Indies	Major Conglom	Non-Affil Majors	Majors Sub-Total	Yearly Total			
2008/09	80%	20%	20%	100%	0%	100%	100%	100%	50%	50%	50%	100%	100%	0%	100%	0%	0%	0%	0%	0%	0%	0%	0%	58%	42%	0%	42%	100%
2007/08	40%	60%	60%	100%	0%	100%	100%	100%	25%	75%	75%	100%	100%	0%	100%	0%	100%	0%	100%	100%	100%	29%	71%	0%	0%	71%	100%	
2006/07	0%	100%	100%	100%	0%	0%	0%	0%	40%	60%	60%	100%	0%	0%	0%	0%	0%	0%	0%	0%	0%	22%	78%	0%	0%	78%	100%	
2005/06	0%	100%	100%	100%	50%	50%	50%	100%	0%	100%	100%	100%	0%	0%	0%	0%	0%	0%	0%	0%	0%	7%	93%	0%	0%	93%	100%	
2004/05	100%	0%	0%	100%	0%	0%	0%	0%	57%	43%	43%	100%	0%	0%	0%	0%	0%	0%	0%	0%	0%	67%	33%	0%	0%	33%	100%	
2003/04	0%	0%	0%	0%	0%	0%	0%	0%	20%	80%	80%	100%	100%	0%	100%	100%	0%	0%	0%	100%	43%	57%	0%	0%	0%	57%	100%	
2002/03	0%	0%	0%	0%	0%	0%	0%	0%	0%	100%	100%	100%	0%	0%	0%	0%	0%	0%	0%	0%	25%	75%	0%	0%	0%	75%	100%	
7-yr	31%	40%	40%	71%	7%	36%	36%	43%	27%	73%	73%	100%	43%	0%	43%	14%	14%	0%	14%	29%	36%	64%	0%	0%	0%	64%	100%	

1993/94	Data only Available for Nickelodeon***																			0%	0%	0%	0%	0%
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Source: IFTA analysis of data from Baseline Studio Systems and the Internet Movie Database.

\* "Vertically Integrated Corporate Majors" are corporations which own a major film studio, a U.S. national TV Network and cable TV channels. These are:

- National Amusements (CBS/Viacom/Paramount)
- NBC Universal
- Time Warner (Warner Bros. / The CW / HBO)
- The Walt Disney Corporation (ABC)
- New Corp. (Fox Broadcasting / 20th Century Fox)

\*\* "Non-Affiliated Majors" are corporations which own major film studios but do not own either a U.S. national TV network or cable TV channels. These are:

- Dreamworks
- Dreamworks Animation
- MGM
- Sony Pictures (Columbia / TriStar)

\*\*\* Data not available for channels other than Nickelodeon in 93/1994 because:

ABC Family Channel was owned by Pat Robertson in 93/94 under the name, "The Family Channel" and featured mainly religious programming. The Cartoon Network began operation in October 1992 showing cartoons from the Turner library. Many were pre-1948 MGM and Warner Bros. No programming for 93/94 is available for the Disney Channel. As descriptions of the programming for this era lists only Disney sourced product, the assumption is that it was 100% from Disney. No numbers are available. The Hallmark Channel was known as "The Faith & Values Channel" in 1993/94 and featured religious programming. Crown Media acquired full ownership in the channel in 2000 and renamed it "The Hallmark Channel" in 2001.

Note, there were no programs of "Non-Affiliated Majors" for ABC Family, Cartoon Network and The Disney Channel, and those columns have been removed for formatting purposes.

**Appendix B: Basic Cable Children's Data**

**Children's Programming on U.S. Basic Cable Television  
Independent v. Vertically Integrated Conglomerates\* & Non-Affiliated Majors\*\*  
2002/2003 to 2008/2009 Seasons**

**TV SPECIALS**

	ABC Family				Cartoon Network				Disney Channel				Hallmark Channel			Nickelodeon				Total					
	Indies	Major Conglom	Majors Sub-Total	Yearly Total	Indies	Major Conglom	Majors Sub-Total	Yearly Total	Indies	Major Conglom	Majors Sub-Total	Yearly Total	Indies	Non-Affil Majors	Yearly Total	Indies	Major Conglom	Non-Affil Majors	Majors Sub-Total	Yearly Total	Indies	Major Conglom	Non-Affil Majors	Majors Sub-Total	Yearly Total
2008/09	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	6	1	7	7	0	6	1	7	7
2007/08	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	10	0	10	10	0	10	0	10	10
2006/07	1	0	0	1	0	0	0	0	1	1	1	2	0	0	0	0	8	0	8	8	2	9	0	9	11
2005/06	0	1	1	1	1	1	1	2	0	0	0	0	0	0	0	0	4	0	4	4	1	6	0	6	7
2004/05	0	1	1	1	0	0	0	0	0	0	0	0	0	0	0	0	5	0	5	5	0	6	0	6	6
2003/04	0	0	0	0	0	1	1	1	0	1	1	1	0	0	0	0	4	0	4	4	0	6	0	6	6
2002/03	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	1	1	0	1	0	1	1
7-yr	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	5	0	6	6	0	6	0	6	7

1993/9 Data only Available for Nickelodeon\*\*\*

1	0	0	0	1
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**Percentage of TV Specials**

	ABC Family				Cartoon Network				Disney Channel				Hallmark Channel			Nickelodeon				Total					
	Indies	Major Conglom	Majors Sub-Total	Yearly Total	Indies	Major Conglom	Majors Sub-Total	Yearly Total	Indies	Major Conglom	Majors Sub-Total	Yearly Total	Indies	Non-Affil Majors	Yearly Total	Indies	Major Conglom	Non-Affil Majors	Majors Sub-Total	Yearly Total	Indies	Major Conglom	Non-Affil Majors	Majors Sub-Total	Yearly Total
2008/09	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	86%	14%	100%	100%	0%	86%	14%	100%	100%
2007/08	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	100%	0%	100%	100%	0%	100%	0%	100%	100%
2006/07	100%	0%	0%	100%	0%	0%	0%	0%	50%	50%	50%	100%	0%	0%	0%	0%	100%	0%	100%	100%	18%	82%	0%	82%	100%
2005/06	0%	100%	100%	100%	50%	50%	50%	100%	0%	0%	0%	0%	0%	0%	0%	0%	100%	0%	100%	100%	14%	86%	0%	86%	100%
2004/05	0%	100%	100%	100%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	100%	0%	100%	100%	0%	100%	0%	100%	100%
2003/04	0%	0%	0%	0%	0%	100%	100%	100%	0%	100%	100%	100%	0%	0%	0%	0%	100%	0%	100%	100%	0%	100%	0%	100%	100%
2002/03	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	100%	0%	100%	100%	0%	100%	0%	100%	100%
7-yr	14%	29%	29%	43%	7%	21%	21%	29%	7%	21%	21%	29%	0%	0%	0%	0%	98%	2%	100%	100%	5%	93%	2%	95%	100%

1993/9 Data only Available for Nickelodeon\*\*\*

100%	0%	0%	0%	100%
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Source: IFTA analysis of data from Baseline Studio Systems and the Internet Movie Database.

\* "Vertically Integrated Corporate Majors" are corporations which own a major film studio, a U.S. national TV Network and cable TV channels. These are:

- National Amusements (CBS/Viacom/Paramount)
- NBC Universal
- Time Warner (Warner Bros. / The CW / HBO)
- The Walt Disney Corporation (ABC)
- New Corp. (Fox Broadcasting / 20th Century Fox)

\*\* "Non-Affiliated Majors are corporations which own major film studios but do not own either a U.S. national TV network or cable TV channels. These are:

- Dreamworks
- Dreamworks Animation
- MGM
- Sony Pictures (Columbia / TriStar)

Note, there were no programs of "Non-Affiliated Majors" for ABC Family, Cartoon Network and The Disney Channel, and those columns have been removed for formatting purposes.

\*\*\* Data not available for channels other than Nickelodeon in 93/94 because:

ABC Family Channel was owned by Pat Robertson in 93/94 under the the name, "The Family Channel" and featured mainly religious programming. The Cartoon Network began operation in October 1992 showing cartoons from the Turner library. Many were pre-1948 MGM and Warner Bros. No programming for 93/94 is available for the Disney Channel. As descriptions of the programming for this era lists only Disney sourced product, the assumption is that it was 100% from Disney. No numbers are available. The Hallmark Channel was known as "The Faith & Values Channel" in 1993 /94 and featured religious programming. Crown Media acquired full ownership in the channel in 2000 and renamed it "The Hallmark Channel" in 2001.

**Appendix C: Total Network Numbers**

**Childrens Programming on U.S. Network Television: Summary Tables  
Independent v. Vertically Integrated Conglomerates\* & Non-Affiliated Majors\*\*  
2002/2003 to 2008/2009 Seasons**

**Network Programming \*\*\***

	TV SERIES					MOW's					TV SPECIAL					Network Totals					PBS Total^				
	Indies	Major Conglom	Non-Affil Majors	Majors Sub-Total	Yearly Total	Indies	Major Conglom	Non-Affil Majors	Majors Sub-Total	Yearly Total	Indies	Major Conglom	Non-Affil Majors	Majors Sub-Total	Yearly Total	Indies	Major Conglom	Non-Affil Majors	Majors Sub-Total	Yearly Total	Indies	Major Conglom	Non-Affil Majors	Majors Sub-Total	Yearly Total
2008/09	1	0	2	2	3	1	0	0	0	1	0	0	2	2	2	2	0	4	4	6	19	1	0	1	20
2007/08	1	0	0	0	1	1	0	1	1	2	1	0	1	1	2	3	0	2	2	5	16	1	0	1	17
2006/07	2	0	0	0	2	1	0	1	1	2	2	1	0	1	3	5	1	1	2	7	11	1	0	1	12
2005/06	2	1	0	1	3	2	1	0	1	3	1	0	0	0	1	5	2	0	2	7	12	0	0	0	12
2004/05	0	2	0	2	2	3	1	0	1	4	3	1	0	1	4	6	4	0	4	10	13	0	1	1	14
2003/04	0	3	0	3	3	3	2	0	2	5	3	3	0	3	6	6	8	0	8	14	13	0	1	1	14
2002/03	1	3	1	4	5	1	3	1	4	5	3	2	0	2	5	5	8	2	10	15	12	0	1	1	13
7-yr Ave	1	1	0	2	3	2	1	0	1	3	2	1	0	1	3	5	3	1	5	9	14	0	0	1	15
1993/94	14	15	0	15	29	2	1	0	1	3	9	5	0	5	14	25	21	0	21	46	10	1	0	1	11

**Network %**

	TV SERIES					MOW's					TV SPECIAL					Totals					PBS Total^				
	Indies	Major Conglom	Non-Affil Majors	Majors Sub-Total	Yearly Total	Indies	Major Conglom	Non-Affil Majors	Majors Sub-Total	Yearly Total	Indies	Major Conglom	Non-Affil Majors	Majors Sub-Total	Yearly Total	Indies	Major Conglom	Non-Affil Majors	Majors Sub-Total	Yearly Total	Indies	Major Conglom	Non-Affil Majors	Majors Sub-Total	Yearly Total
2008/09	33%	0%	67%	67%	100%	100%	0%	0%	0%	100%	0%	0%	100%	100%	100%	33%	0%	67%	67%	100%	95%	5%	0%	5%	100%
2007/08	100%	0%	0%	0%	100%	50%	0%	50%	50%	100%	50%	0%	50%	50%	100%	60%	0%	40%	40%	100%	94%	6%	0%	6%	100%
2006/07	100%	0%	0%	0%	100%	50%	0%	50%	50%	100%	67%	33%	0%	33%	100%	71%	14%	14%	29%	100%	92%	8%	0%	8%	100%
2005/06	67%	33%	0%	33%	100%	67%	33%	0%	33%	100%	100%	0%	0%	0%	100%	71%	29%	0%	29%	100%	100%	0%	0%	0%	100%
2004/05	0%	100%	0%	100%	100%	75%	25%	0%	25%	100%	75%	25%	0%	25%	100%	60%	40%	0%	40%	100%	93%	0%	7%	7%	100%
2003/04	0%	100%	0%	100%	100%	60%	40%	0%	40%	100%	50%	50%	0%	50%	100%	43%	57%	0%	57%	100%	93%	0%	7%	7%	100%
2002/03	20%	60%	20%	80%	100%	20%	60%	20%	80%	100%	60%	40%	0%	40%	100%	33%	53%	13%	67%	100%	92%	0%	8%	8%	100%
7-yr Ave	46%	42%	12%	54%	100%	60%	23%	17%	40%	100%	57%	21%	21%	43%	100%	53%	28%	19%	47%	100%	94%	3%	3%	6%	100%
1993/94	48%	52%	0%	52%	100%	67%	33%	0%	33%	100%	64%	36%	0%	36%	100%	54%	46%	0%	46%	100%	91%	9%	0%	9%	100%

Source: IFTA analysis of data from Baseline Studio Systems and the Internet Movie Database.

\* "Vertically Integrated Corporate Majors" are corporations which own a major film studio, a U.S. national TV Network and cable TV channels. These are:

- National Amusements (CBS/Viacom/Paramount)
- NBC Universal
- Time Warner (Warner Bros. / The CW / HBO)
- The Walt Disney Corporation (ABC)
- New Corp. (Fox Broadcasting / 20th Century Fox)

\*\* "Non-Affiliated Majors are corporations which own major film studios but do not own either a U.S. national TV network or cable TV channels. These are:

- Dreamworks
- Dreamworks Animation
- MGM
- Sony Pictures (Columbia / Tristar)

\*\*\*Networks include: ABC, CBS, Fox, NBC, UPN/WB/CW

^ PBS children's programming was made up of TV series only for the years listed.