

Cynopsis



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Kids 6/22/06

CYNTHIA TURNER'S *Cynopsis: Kids!* 06/22/06

Good morning. It's **Thursday, June 22, 2006** and this is your first early morning ***Kids!*** briefing.

At the top of the year **CBS** and **DIC Entertainment** inked a 5-yr pact for DIC to produce CBS' Saturday Morning Secret Slumber Party, a new kid's Saturday morning 3-hr programming block launching this fall. Those plans altered slightly yesterday as **DIC and KOL**, AOL's online service for kids, unveiled their new **partnership to co-produce** the Saturday morning block, which is now titled, **KOL's Saturday Morning Secret Slumber Party on CBS**. DIC and KOL will also develop a corresponding website, content as well as programming for the block, both of which will launch simultaneously on September 16, 2006. KOL and DIC will co-produce the previously announced series **Dance Revolution**, a dance competition based on

Konami's video game franchise Dance Dance Revolution. Dance Revolution will be hosted by Radio KOL DJ Rick Adams, who will continue to host his KOL radio show. Online programming for the KOL's Saturday Morning Secret Slumber Party on CBS site will include games, program clips, behind-the-scenes features, and KOL will create PSAs focusing on healthy eating and featuring its animated character Princess Natasha, to run online and on-air.

MySpace.com introduced its **new safety and security features** yesterday. The security measures come on the heels of a lawsuit filed by a 14 yr-old girl who says she was assaulted by a 19 yr-old that she met while on MySpace. MySpace's safety and security policies are being overseen by its newly appointed Chief Security Officer, Hemanshu Nigam, a former Federal prosecutor against Internet child exploitation for the US Department of Justice.

- Heightened security for the site's 14 & 15 yr-old members, protecting them from contact from strangers who are 18+. This feature requires that the 18+ members know either the email address or first and last name of the members under 16-yrs in order to connect.
- All members (any age) will have full privacy settings that allow them to set their profile to private and allow only friends within their private area to view detailed information (e.g. personal interests, friends). Members also have the option to restrict contact to other members within their own age group.
- MySpace also said it is working to protect younger members by using targeted online ad placement based on age appropriateness.

Cox Communications unveiled its plan to offer a **new parental control function**, it says makes it easy to monitor kid's online activity via daily web surfing reports. The web history logs show domains or websites that kids have visited or tried to access while at home and which sites were allowed and/or blocked based on the filtering levels. The logs also flag websites the parents have deemed inappropriate through a customizable filter settings. The web history reports can be created for multiple kids and sent via a daily email to one or both parents' cox.net account, listing sites each child has tried to access, and which were allowed and/or blocked based on the filtering levels. This new feature will be available to all Cox High Speed Internet customers this summer. Other safeguards available to parents via Cox include customizable filtering levels for all kids in a home, available since 2004, and the ability to limit the amount of time and time of day their kid(s) can be online. The Cox parental control software, which is free, can be found at www.safeisbeautiful.com, which will also lead parents to other related information.

At a press conference on Capitol Hill yesterday, video game retailers and the **Entertainment Software Rating Board (ESRB)**, the industry trade association, announced a new "**Commitment to Parents.**" The effort aims to enhance compliance with store enforcement policies in terms of the sale of Mature-rated video games among other things. Also in attendance and supporting the initiative were Senators Rick Santorum (R-PA), George Allen (R-VA) and Mark Pryor (D-AR), ESRB President Patricia Vance, National PTA Deputy Executive Director Kimberly Barnes-O'Connor, Entertainment Merchants Association President Bo Andersen and Entertainment Software Association (ESA) president Doug Lowenstein. In addition to enforcing store policies and implementing ratings education programs and in-store signage, ESRB Retail Council (ERC) has agreed to:

- participate in two annual "mystery shopper" audits to measure and track the level of sales policy enforcement;
- train store employees about ESRB ratings and game sales policies/procedures;
- provide ESRB ratings in circulars and on websites; provide parents with the option to return or exchange games sold to their kids that don't comply with sales procedures/policies;
- share best practices with its other members.

MORE KIDS STUFF

The third Potter movie from **Warner Bros.**, **Harry Potter and the Order of the Phoenix**, will be released simultaneously in regular movie theaters and **Imax** theaters on July 13, 2007. Based on J.K. Rowling's fifth book in the Harry Potter series, Imax Corporation is also considering converting portions of the movie into Imax 3D. The previous Potter picture, Harry Potter and the Goblet of Fire which opened on November 18, 2005, grossed \$20+ million in Imax theatres worldwide.

Animax Asia has inked a new output deal with Japanese animation studio **Gonzo**. Under the long term agreement Animax will bring Gonzo's new animated programs to its youth and young adult target audience in Asia shortly after they have aired in Japan. Among the first titles to rollout as part of the deal is the new animated series, *Trinity Blood*, airing Thursdays at 10p. The series made its exclusive premiere in Hong Kong earlier this month. Gonzo's 2D and 3D CG animated titles include *Samurai 7*, *The Count of Monte Cristo*, and *Hellsing*. Gonzo is owned by GDH K.K.

Nickelodeon has picked up a **third season** (an additional 20 episodes) of its animated comedy, **Avatar: The Last Airbender**, which will debut in 2007. The network will premiere **The Fury of Aang**, a 1-hr animated movie on Friday, July 14 at 8p. Created and executive produced by Michael DiMartino and Bryan Konietzko, the new episode order brings the total number of Avatar episodes to sixty. *Avatar: The Last Airbender* is produced at the Nicktoons Studios in California.

Nerd Corps Entertainment followed up its first broadcast sale to Canada's YTV with a slew of deals for its original 3D animated series **Storm Hawks** (52 x 30 min). The comedy/action adventure series will launch this fall on **Cartoon Network** in the UK, France, Latin America and the US. **MGM Consumer Products** will act as the North American licensing agent for the property. MGM also took the global TV distribution rights to the series, excluding Western Europe and North America, while Spin Master Toys will be the international master toy licensee. Targeted to Boys 6-11 the series features five teens who find the wreckage of legendary squadron The Storm Hawks and join the fight against villains on their transforming flying motorcycles.

Icon Animation has completed deals for **Vitaminix**, its 2D flash animated short form nutrition/edutainment focused series, with Free TV broadcasters Vive TV (Venezuela) and EBS (Korea). Vive TV has also picked up the family targeted series *The Nimbos* (26 x 6 min). Additionally, Icon has finalized a deal with Company of

Kids for online, VOD and the DVD rights to all 10 episodes of Vitaminix for the Benelux countries following a broadcast deal with Nickelodeon in the region. Icon is also currently developing mobile content based on the series. In Latin America, Mexico-based video publisher and distributor Tycoon Entertainment Group has picked up video rights for Mexico, Puerto Rico, Central America, the Caribbean, Chile, Brazil and Peru, while South Korea's INFINISS has picked up video and publishing rights for the property and will also act as agent for the merchandising rights of Vitaminix in South Korea.

Electronic Arts Inc. has inked a deal to **acquire Mythic Entertainment**, a studio that develops Massively Multiplayer Online Role-Playing Games (MMORPGs). Upon completion of the acquisition deal, which is expected next year, Mythic Entertainment will officially change its name to **EA Mythic**. Additionally, **Mark Jacobs**, President/CEO/Co-founder Mythic, will become VP/GM, EA Mythic, and **Rob Denton**, VP/COO/Co-founder, Mythic will take the role of VP/COO, EA Mythic. Mythic's 175-person development team will remain in tact in its Fairfax, Virginia HQ. Financial terms of the transaction were not disclosed. Mythic Entertainment's most popular MMORPGs titles include DarkAge of Camelot, and it is currently developing Warhammer Online: Age of Reckoning under a license deal with Games Workshop.

MARKETING/LICENSING 2006 INTERNATIONAL:

Sony Pictures Consumer Products and **Jakks Pacific, Inc.** have completed a new licensing deal to produce and distribute toys and leisure products based on **Sony Pictures Animation** second animated feature film, **Surf's Up**. Under the agreement Surf's Up products will be available at retail stores in the US and Canada for spring 2007 in a range of categories including plushes, playsets, role play games, remote control vehicles, kites and water toys. **Columbia Pictures** has slated Surf's Up for release on June 8, 2007. Directed by Ash Brannon (Toy Story 2) and Chris Buck (Tarzan) Surf's Up revolves around the world of competitive penguin surfing and Cody Maverick (voiced by Shia LaBeouf), an up-and-coming surfer, as he enters his first pro competition. Also lending their voices to characters in the movie are Jeff Bridges, Zooey Deschanel, James Woods, Jon Heder, Diedrich Bader and Mario Cantone.

Disney Consumer Products is launching a multi-million dollar marketing effort and consumer products program for three **Playhouse Disney** preschool series, each of which focuses on different areas of childhood development and focus on the "whole" child.

- **Mickey Mouse Clubhouse** toys are set to launch in fall 2006, followed by other product categories in 2007. The toy line from licensee, **Character Direct**, will feature interactive products and gadgets from the series. Name That Song Mickey is a key item in the line; it is a wireless piano and a Mickey plush and is designed to help teach kids music through numbers.
- **Little Einsteins**, which focuses on creativity through music and art, most recently began airing in Australia and New Zealand and is set to launch in France, India and Taiwan. DCP will launch a broad cross-category assortment of product in spring 2007.
- The upcoming series **My Friends Tigger and Pooh**, a 3D CG animated series that conveys life lessons (e.g. friendship) and early earth science, slated to

premiere in spring 2007. In the series Tigger and Pooh are 'Super Sleuths' and ask the at home audience to help them solve mysteries. A licensing program is currently in development for mass and mid-tier retail distribution for spring 2008.

Sesame Street's Elmo, Grover and Cookie Monster helped to herald the new **Del Monte Foods** and **Sesame Workshop** partnership and their new line of Del Monte products yesterday at the Licensing Show. Beginning September 2006 Del Monte vegetables featuring Elmo (green beans), Grover (sweet peas) and Cookie Monster (corn) on packaging, along with on-pack activities, will be available at grocery stores (four-packs) and club retailers (eight-packs). The new Del Monte products support Sesame Workshop's Healthy Habits for Life initiative, which aims to help kids/families lead healthier lives through better nutrition, physical activity, and hygiene.

STONE SOUP

The **Los Angeles Public Library** and manga publisher **Tokyopop** have introduced **Manga Madness Summer Reading Club**, a new joint initiative designed to encourage kids 11-18 to read. The LA Public Library's central Library or each of its 72 local branches will host special scheduled teen programs as part of the effort. Each teen that joins the Manga Madness Summer Reading Club will receive a free folder, book bag, reading log, and bookmarks and a certificate at the end of the summer reading program.

Transformers fans take note: **Sony BMG Music Entertainment** is asking for your input on the **Transformers: The Movie 20th Anniversary Special Edition DVD**, set to be released in November 2006 in North America. Fans are invited to log onto the official website (www.transformersthemovieDVD.com) and submit their own Transformers movie related facts and/or trivia for possible inclusion on the DVD release, the site has all of the details.

HarperCollins Children's Books launches the **Narnia ... Beyond the Wardrobe Educator Sweepstakes** this week for educators in the US (excluding Alaska, Hawaii and US territories and possessions). To enter the sweepstakes, educators simply complete a short Narnia Educators Questionnaire online (www.harpercollinschildrens.com/narniasweeps) and follow the instructions to register for the HarperCollins Teachers and Librarians Newsletter. Entries (for people 18+ yrs) will be accepted now through January 31, 2007. The winner will get to visit the set and get a behind-the-scenes look at the making of the next blockbuster film in the Narnia franchise, *The Chronicles of Narnia: Prince Caspian* from Disney Pictures and Walden Media. *The Chronicles of Narnia: Prince Caspian* is slated for theatrical release in summer 2008.

EXECUTIVE MOVES

FremantleMedia has made several new appointments in its **North American division** (FMNA).

- **Julie Uribe** becomes **SVP/Development**, FMNA. She will oversee all

unscripted and reality programs developed for the North American market and will now manage all pilot production. Uribe will report to Chief Creative Officer, Eugene Young. Uribe has been FMNA's VP/Development. Previously she was EVP/Development, Arden Entertainment, Director/Development, Filmgardent Entertainment and was a producer on Better Homes And Gardens and has produced programming for National Geographic and Discovery Channel.

- **James Sunderland** joins FMNA later this month as an **Executive Producer** overseeing a number of non-scripted projects as well as developing his own shows. Sunderland is currently Executive Producer/Entertainment, Granada (UK). He most recently he served as Executive Producer Ant & Dec's Gameshow Marathon and Dancing on Ice. Previously he produced programs including Ant & Dec's Saturday Night Takeaway (series 2-4) and The Royal Variety Performance 2005, You've Been Framed, and Stars In Their Eyes.

Lee Blevins has been named **Director/Community Relations, Cartoon Network**. Blevins will oversee the network's community outreach initiatives. He will also develop multi-cultural strategies including helping to market programs to reach young Hispanic and African-American demographics. Additionally, Blevins will identify new opportunities such as strategic prospects to build positive perceptions of the channel with government influencers and advocacy groups and will work with Time Warner lobbyists and legal staff on best practices. Based in Atlanta, Blevins will report to Tom Alexander, VP/Trade Marketing, Cartoon Network US. Most recently Blevins toiled for Turner south as its Director/Marketing, and prior to that as Sr. Marketing Manager, Turner Sports and Marketing Manager, TBS Superstation and Turner South.

Namco Networks has appointed **Jason Ford** as **VP/Strategy and Planning**. Ford will be responsible for implementing strategic planning related to future products, technologies and distribution channels in existing and new markets. Previously, Ford served as GM/Games, Sprint Nextel, responsible for strategic planning, marketing and management of wireless games.

RATINGS

Live + Same Day Ratings Kids Cable Network Averages (000) for Tuesday, June 20, 2006, 6am-11pm, ranked by K2-11:

NICKELODEON: K2-11 1348; K6-11 755; TWEENS 9-14 574
DISNEY CHANNEL: K2-11 984; K6-11 590; TWEENS 9-14 497
CARTOON NETWORK: K2-11 721; K6-11 522; TWEENS 9-14 409
TOON DISNEY: K2-11 174; K6-11 101; TWEENS 9-14 66

Source: MTVN Research from Nielsen Media Research Data

Answer to Yesterday's trivia question: What cartoon's main character, who by the way was an insect, would rub his antennas together to gain his power? **ATOM ANT** Kudos to: Sherrie Brooks-Cartoon Network/Atlanta; Ken Litwin-ABC TV Network/NY; Peggy Beane-Campbell/Nickelodeon Magazine Group/NY; Hank Bordowitz-The Bordowitz Media Werx/Suffern NY; Scott Scornavacco-Spiffy

Pictures/Chicago; Caroline Vein-The Gotham Group/LA

Today's Trivia Question: What were the kids singing about when they were letting us know that they were stuck on something because that something was stuck on them?([click here](#) with your answer and be sure to include your name, company, city and time zone. Unofficial rules: Only the second four correct answers from each time zone will be mentioned; and once you've been mentioned in any of the Cynopsis editions, you can't be mentioned again that calendar week.)

Later -- Gwen

Gwen Billings for Cynthia Turner's Cynopsis Kids!

06.22.06

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