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High quality animation begins with well developed stories and well crafted scripts. A great deal of time and money is spent on nurturing characters and refining story lines. A wide net is cast on the water in terms of identifying various writing styles and forms of expression designed to create unique characters and situations. These are the foundations from which CTT Children's Programming will grow, expand and mature.

Equally essential is finding the best possible production team to create an outstanding property. The palette used for their productions consists of approximately 500 colours. All CTT animation is produced with animatics for each episode, edited digitally for quality control and scored with original music. CTT producers and writers are committed to the integrity of each story line and episode. CTT's studio-based resources allow it to back its commitment to create and produce first-quality animation.

The international co-production deals are part of the studio's long-range plans. Inasmuch as they require long lead times to integrate all the key elements and bring global partners together, CTT Children's Programming is actively exploring production in this area.

Distribution is also an integral part of the puzzle, and its importance cannot be overestimated. Viewership continues to expand worldwide and demand is high for animated programs. Highly effective distribution in foreign markets is a critical component in maximizing revenues internationally.

Technology
The value of technology is of particular significance to Columbia TriStar. Most projects involve the use of cutting-edge technology such as digital ink and paint and digital editing.

While CTT Children's Programming is barely two years old, it's on the way to realizing technology's full potential through new and innovative programming such as the real-time animated character "Cyber Lucy" on "Wheel of Fortune 2000".