

Columbia TriStar Children's Programming

(a Sony Pictures Entertainment company)

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Since its formation in late 1995, the Children's Programming Division of Columbia TriStar Television (CTT) has become the single largest domestic supplier of independently distributed children's programming.

The Division has already produced seven television series and delivered over 150 half-hours of nationally syndicated and network television programming consisting of both live-action and animated fare. In development, are weekend and prime time specials and properties expressly designed for sale through the home video market.

Columbia TriStar Children's Programming has extended the brand equity of many of its sister company's theatrical motion picture blockbusters and is turning them into highly successful animated series, the most recent example of which is "Men in Black".

Management

The CTT Children's Programming Division has been in business only 24 months. The corporate goal was to become a significant player in the business of animation within two years; which they have. In the first year, CTT Children's Programming completed 52 half-hours of television programming. In the second year, the division nearly doubled its output to 102 half-hours.

The initial run of most series requires a production deficit. CTT Children's Programming is building a substantial library, a strategic asset which will become an integral part of Columbia TriStar's Core businesses well into the future.

Among the ways of achieving this goal is through the use of licensing agreements with television networks and national syndicators. The Division's plan, well under way, is to establish critical mass. Once having done so, positive cashflow will follow.