Well established presence in CEE:

- strong brands and content
- expertise in managing channels from various genres like news, movies, general entertainment and kids
- good relationship with platforms allowing to leverage value from increasing levels of multi channel penetration
- operational focus shifting to the east
- increased activity in the CEE (new feeds, languages and channels)
- newly established offices in Warsaw, Moscow, Budapest and Bucharest and distribution consultants in Bulgaria, Serbia, Ukraine.
• is one of the strongest TV brands

• is a leader amongst Kids TV channels on the market

• is a richest cartoons library, a wide source of funny stories and a full-time animated films. Each year brings new shows to the schedule and new episodes of well known cartoon series

• provides high efficiency in regular spot campaigns.
• Kids love watching TV
• Watching TV is the #1 leisure activity for kids in all markets
• Kids rely on TV to obtain the latest information
• TV is the prime source for toys
• Kids are equipped with the latest technology High usage of mobile phone, computer, video game console, hand-held game, console, MP3 player/iPod
• The internet is gaining importance in Kids’ world.
ADVERTISING OPPORTUNITIES

- Classic spot campaigns
- Package deals
- Brand Partnership (special projects):
  - Channel Sponsorship
  - Program sponsorship
  - Online Competitions
    (www.cartoonnetwork.ro)
• Cartoon Network’s core target is kids 6-12

• Some “older” shows like Star Wars: the Clone Wars allow extension of the target up to 15

• Cartoon Network is also viewed by young adults – first generations growing up with local versions of the channel.
AudiencE profile map – Q4’10

Filter: All urban population
GFK Romania
MONTHLY REACH (%)

Highest Monthly reach among kids channels for Cartoon Network in 2010

Source: GFK Romania, Aged 4-14, 07:00-21:59, urban
• Tom and Jerry
• Ed, Edd and Eddy
• Chowder
• Ben 10
• Hero 108
• Generator Rex
• Ben 10 Alien Force
• Johnny Test
• Scooby Doo Where are You
• Batman the Brave and the Bold
• Dexter’s Laboratory
• Bakugan New Vestoria
• Bakugan Gundalians Invaders