



# FOCUS ON CENTRAL & EASTERN EUROPE

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.



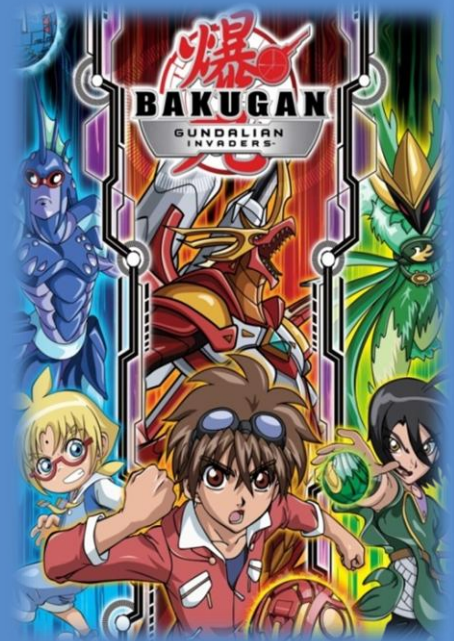
# CARTOON NETWORK...

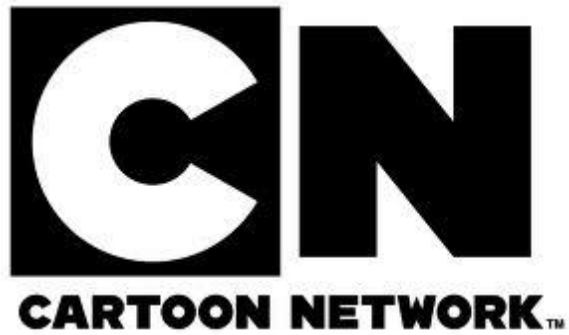
- is one of the strongest TV brands
- is a leader amongst Kids TV channels on the market
- is a richest cartoons library, a wide source of funny stories and a full-time animated films. Each year brings new shows to the schedule and new episodes of well known cartoon series
- provides high efficiency in regular spot campaigns.



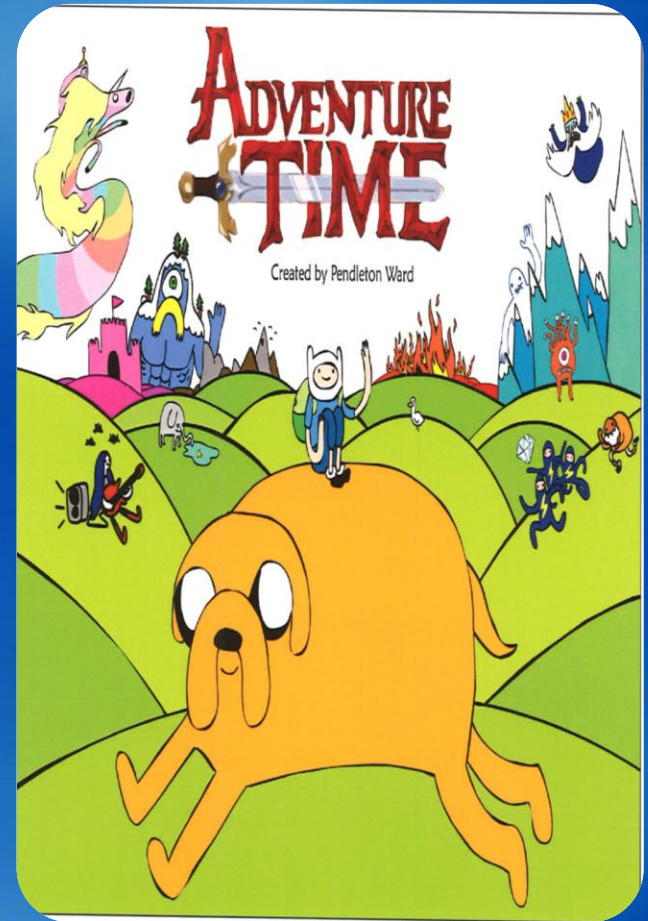
# KIDS HABITS

- 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.





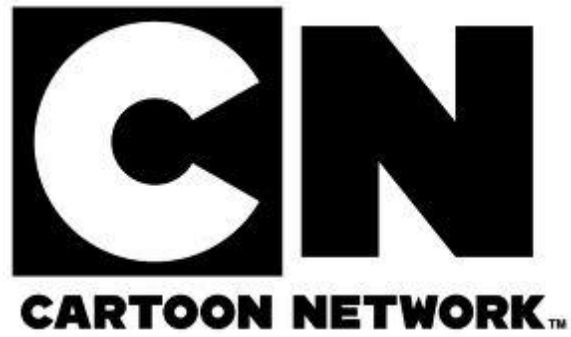
## ADVERTISING OPORTUNITIES



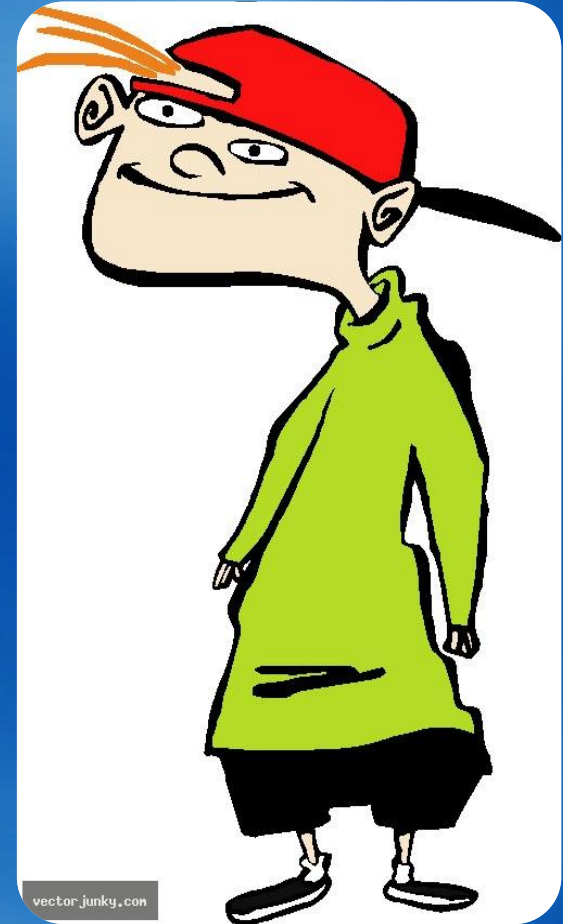
# ADVERTISING OPORTUNITIES

- Classic spot campaigns
- Package deals
- Brand Partnership (special projects):
  - Channel Sponsorship
  - Program sponsorship
  - Online Competitions([www.cartoonnetwork.ro](http://www.cartoonnetwork.ro))





**RESEARCH**



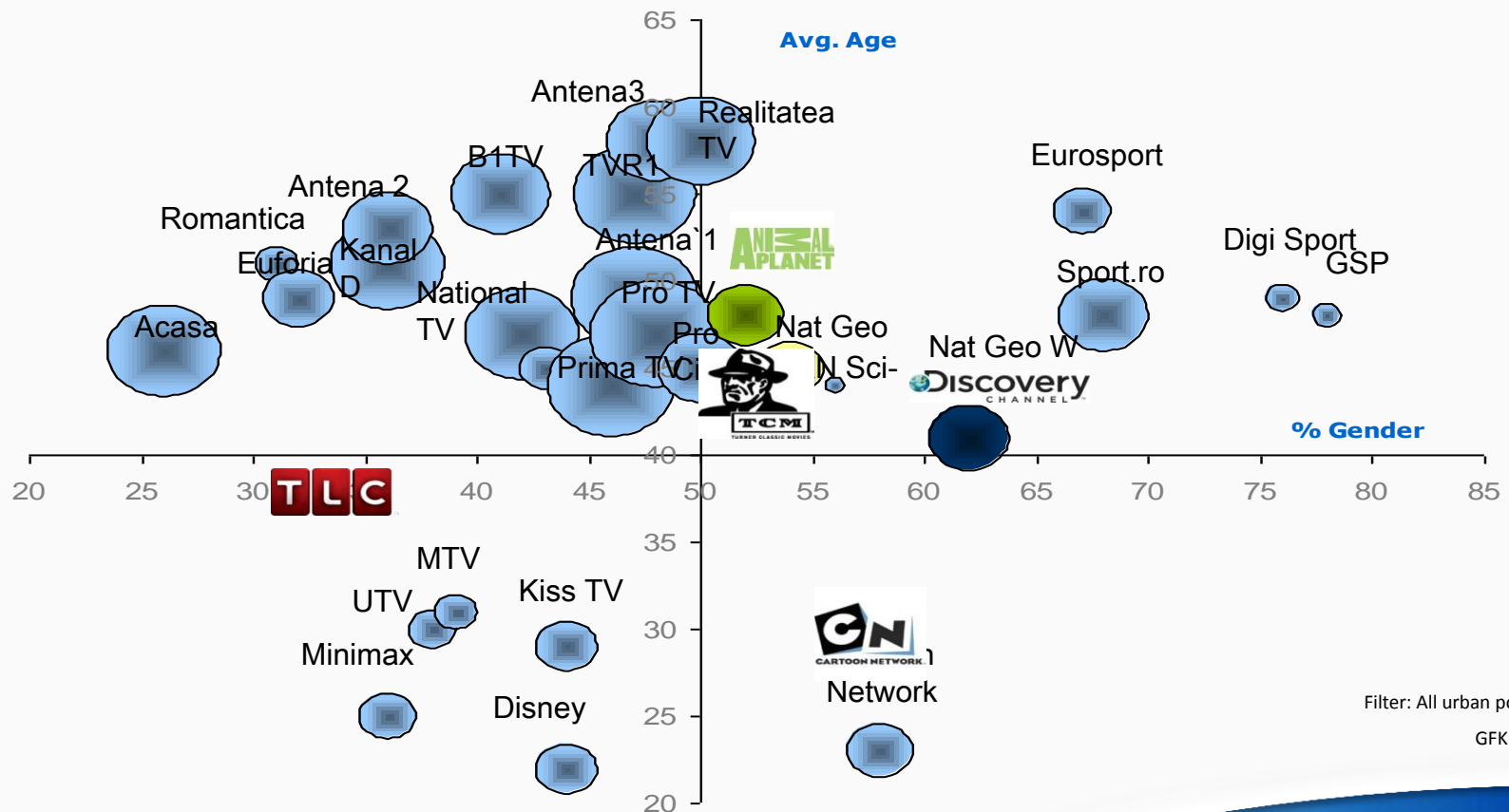
vector.junky.com

# TARGET AUDIENCE

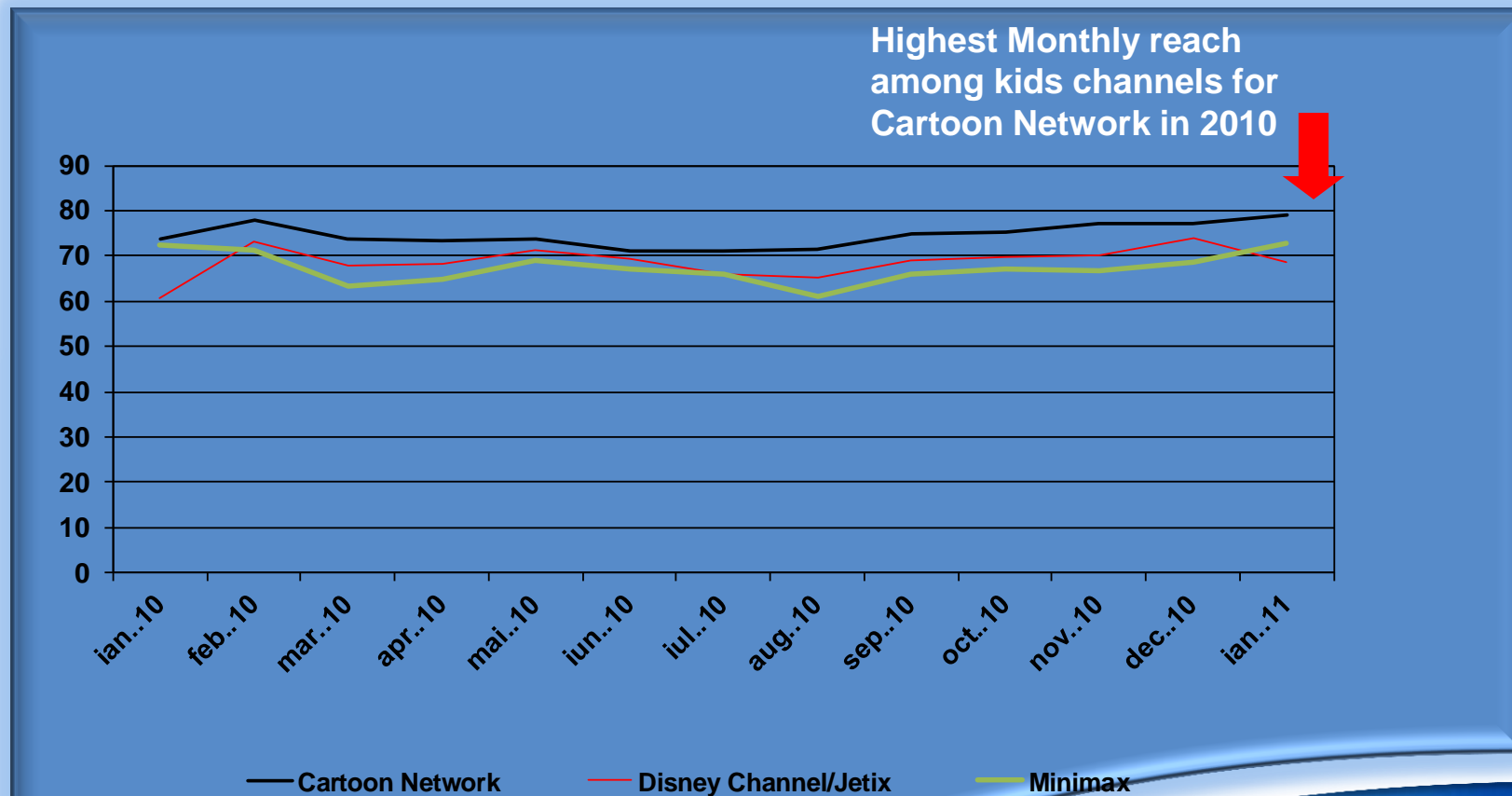
- Cartoon Network's core target is kids 6-12
- Some "older" shows like Star Wars: the Clone Wars allow extension of the target up to 15
- Cartoon Network is also viewed by young adults – first generations growing up with local versions of the channel.



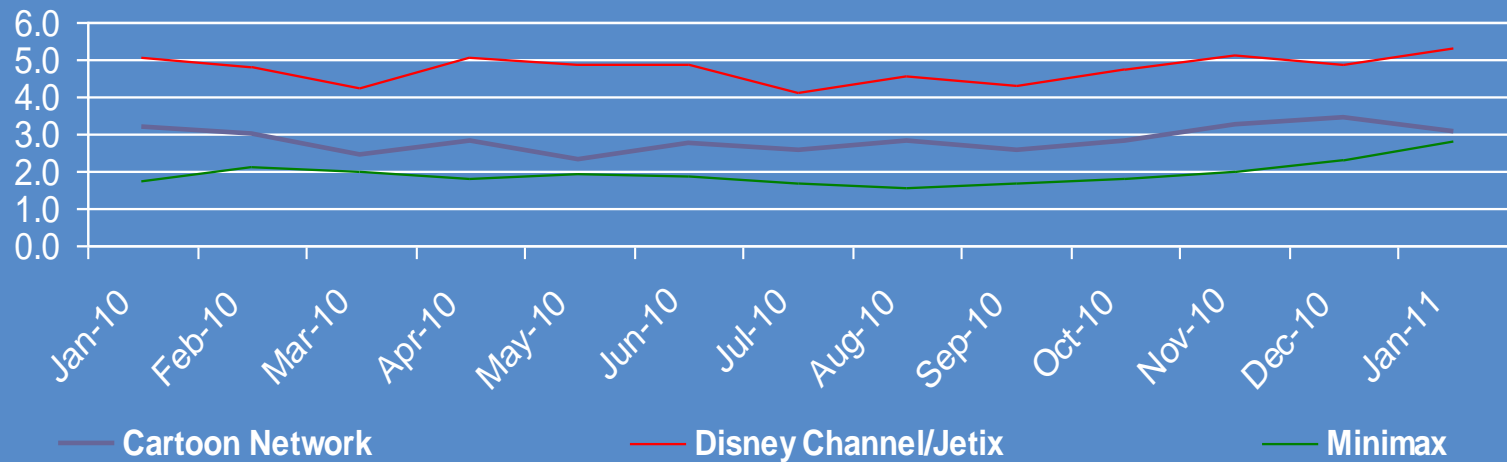
# AUDIENCE PROFILE MAP – Q4'10



# MONTHLY REACH (%)

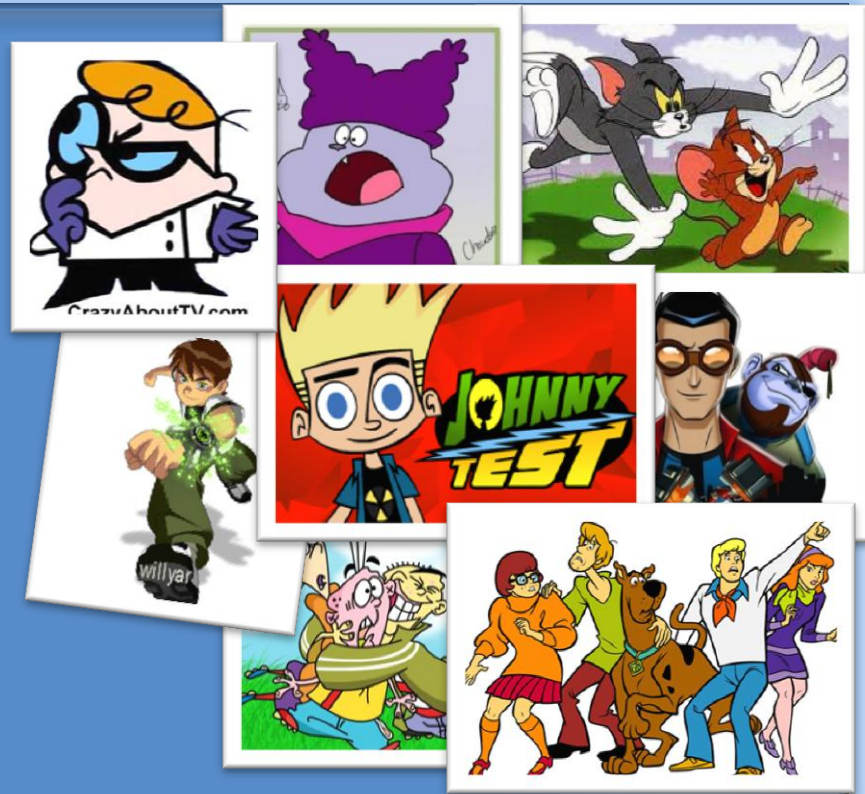


## AVG. MONTHLY TVR



# CARTOON NETWORK PROGRAMS

- 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 Gundalian Invaders





THANK YOU!



[www.discoverymedia.ro](http://www.discoverymedia.ro)