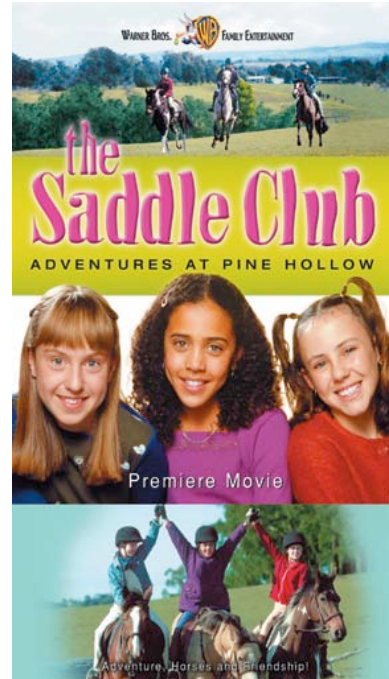


## LIVE ACTION TV HITS THE 6-10 YEAR OLD MARKET

*Hannah Montana, High School Musical: What's Next?*

*Saddle Club... of course*

Today many broadcasters, led by Disney, are opting to put live action shows on their blocks for 6-10 year olds. This is in direct opposition to the long-standing practice of only slotting animation in these blocks. Take for example, the highly successful show *Hannah Montana*. An Emmy Award-nominated television series, *Hannah Montana* has been an enormous success since its 2004 debut. Not only has the show brought in tremendous revenue and sky-high ratings, but it appears that Disney is starting to tap into a brand new demographic. One college junior, Eye, was quoted as saying, "I enjoy *Hannah Montana*. I think her show has helped me reshape my identity. I started to enjoy Disney more when I stopped caring how mature I was perceived as." This notion could help set a precedent for up and coming live action shows, particularly, *The Saddle Club*.



### **Hannah Montana Statistics:**

- On June, 24 2007, *Hannah Montana* helped Disney get the highest prime-time ratings over all other cable channels that week with 7.38 million viewers.
- 3.4 million of those viewers were in the 'tween' demographic, (ages 9-14).
- In Aug. '07, *Hannah Montana* averaged 10.7 million viewers, making that the highest ratings for a regular series in the history of basic cable.

Another live-action Disney success is *High School Musical*. An Emmy Award-winning American television film, HSM has been the most successful Disney Channel Original Movie ever, since its release in the winter of 2006. A sequel was released in the summer of 2007 and the third installment is planned for the fall of 2008.

### High School Musical Statistics:

- The film soundtrack was the best-selling album in the United States for 2006.
- High School Musical 2 became basic cable's highest-rated movie ever.
- HSM 2 set the record for the most-watched telecast of all time for kids in the 6-11 and 9-14 age groups.
- Was Disney's greatest success at the time, with 7.7 mil viewers.
- First ever Disney Channel Original Movie to be broadcast on BBC.
- Has generated \$1 bil in operating profits to Disney over the past 2 years.
- High School Musical memorabilia accounts for 40% of total Disney sales.

Like *Hannah Montana* and *High School Musical*, *The Saddle Club* is another example of a live action show that is sure to tap into the Hannah and High School Musical craze. Originating in Australia in 2001, the show's major theme is that of horses, which is something that is both universal and relatable. Girls love horses and will always love them. The show is able to reach a female demographic that can span anywhere from loyalists (who own, ride and care for the horses) to casual admirers (who read, watch and wear horse-related products). Another very useful component to *The Saddle Club* is the fact that the theme of horses is always in style. This is not like some passing fad or quirk that people jump to and then drop without a word of notice. Horses are a wide-spanning passion and have been for centuries, making them a reliable foundation for television and merchandise success.

*The Saddle Club* franchise is founded on books, (over 16 million of which have been sold!), which makes it one of Random House Publishing's best selling series of fiction to date. *The Saddle Club* show premiered on Discovery Kids in 2002, and appears daily on Public Television Stations. There are over 300 stations delivering 2000+ broadcasts per month. The show remains Discovery Kid's most long running and popular series to date. Along with *Hannah Montana* and *High School Musical*, *The Saddle Club* is a safe bet in a segment that is red hot at the moment.

Leading the way in merchandise we have Breyer Toy, who are planning to launch over 20 new products throughout this year. They are considered the premier manufacturer and marketer of model horses and accessories for almost 60 years and are considered Hollywood's "go-to" company for horse products. The fact this company is so well established and has such a long running reputation of credibility will greatly help get *The Saddle Club* name out to the public more so than it already is.

Coupled with the fact that *The Saddle Club* is already a proven success and has such reputable names on its side, (i.e., Random House Publishing, Breyer Toys, Discovery Kids), being a live action show will only further help launch the show into an even wider demographic, reaching a territory of 'tweens in a way that Disney has with its recent hit shows.