



Has the world changed since you were young? Of course it has. Do you remember running off to the corner store to buy a chocolate bar for ten cents? Of course you do. Please ask yourself this question: would any sane guardian let their child walk down any street alone these days? Of course not. Children are no longer free to revel in the spirit of their youth. There is one safe place though, and that's in front of the Television set, within the shelter of the home. Television is a key part of a young person's life, there's no doubt about it. From a business perspective, we speak of ratings and purchasing power. On a human level, it is our duty to fill the gap which exists in the lives of our young viewers. It is our duty to convey a sense of freedom, as we strive to entertain them to the best of our ability.

BBS Master Control is a magical place. It is both electronic and charming in it's appearance. To enter, one must hit the secret access code beside the door, and only one person knows that code, it's our best friend (host) Jenn Beech. As we watch Jenn enter, it becomes preeminently clear that BBS Master Control is a force to be reckoned with. Picture the "ultimate control panel" coupled with the "ultimate TV". Rows upon rows of buttons access every conceivable interest a young person has. Picture buttons for jokes, clouds, animals, toys, puzzles, books, video games, excuses, daydreams, sports, crafts, and many more. Picture a button, that when pressed, will actually do your homework, and another that will actually clean your room! Please envision Jenn, having the time of her life WITH OUR VIEWERS. Also, please be aware of the "BBS Control Cam" - it's our camera, it visits our playgrounds and schools, it invites all of our friends to simply "say hi back". In another interactive stance, we hit the address button, inviting our friends to write to us, to send their creations to the "Your Stuff Board".

The Control Panel also facilitates our need to watch the best Saturday and Sunday morning cartoons. We're talking about some extremely popular Disney shows: Gargoyles, The Lion King's Timon and Pumbaa, Goof Troop, and Disney's Aladdin, to name a few. Imagine if you can, the ability to stop a show, rewind it, and play your favourite part back again. Or, Jenn could always choose to hit the 'contest' button, and voila, all the details on how to win a trip to Disneyland automatically appear on our Ultimate TV. Or, Jenn could decide to push the Disney button to get information on the latest video releases, the theme parks, or our favourite Disney characters.

Off in the corner of BBS Master Control is another force to be reckoned with. Jenn calls it the "Sliding Door". When you least expect it a flurry of activity takes place around the Sliding Door. Flashing lights and an all round commotion, indicate that something, or someone, is about to enter BBS Master Control via the secret and unknown passage-way.

A smaller version of the Sliding Door exists on the Control Panel. Jenn calls it the "Sliding Panel". It's commotion is a little more tame than the Sliding Door. However, the Sliding Panel is more likely to cause a stir on a more frequent basis. Jenn continues to push the Snack button, not knowing for sure when the Sliding Panel will actually provide her with her favourite chocolate bar to nibble on.

This is a small sample of what BBS Master Control is capable of. It's essence is friendship, fun, and entertainment. It is interactive. BBS Master Control is about placing control in the hands of our best friend, and in doing so, placing that freedom right back in the hands of our viewers. BBS Master Control is the ultimate place to watch the best in Disney cartoons. It is the ultimate place to snoop in on the world. It is the ultimate hang-out for Canada's children - - IT EXISTS FOR THEM.

~ Sia Petropoulos, Producer

BBS MASTER CONTROL

Box 9, Station 'O' Toronto, Ontario, Canada M4A 2M9 Telephone (416) 299-2000 Fax (416) 299-2062 © BBS Productions

BBS MC —

ORIGINAL STRATEGY NOTES —

"Q" — Host — | 5 years here —
From Ntw → Ntw —
→ Start w "Where is she?" —

Hook To → BBS

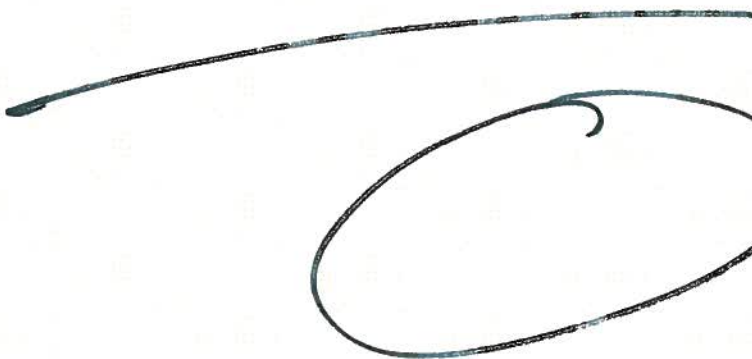
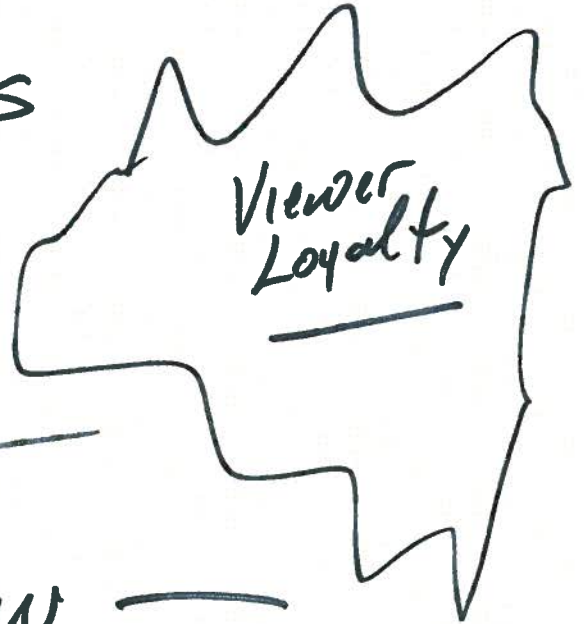


$\frac{1}{2}$ Launch

= RevNion —

= New Ntwk —

Boom — Access Code
2 In



Completes
the
Circle

facsimile
TRANSMITTAL



BATON BROADCAST SYSTEM

to: Suzanne Steeves, BBS Productions, Toronto, Ontario
fax #: 299-2067
re: Highest Share for Master Control
date: June 25, 1996
pages: 3, including cover sheet.

Re: Highest Saturday Shares for Master Control:

I've outlined the weeks and demos (attached). Saturday highest children's share was June '96 (Saturday of telethon) with a **38%** share in Toronto. For Teens, we have two weeks to date which did a **32%** share, one is 3rd week on-air (Sept. 23/95), the other was Dec. 9/95. Highest 2+ Saturday share = **19%**, also Saturday June 1/96.

Sundays - Highest kids share = **44%** on Sunday Dec. 3/95. Strangely enough, for Teens, the highest share is a whopping **57%** in the very first week of broadcast, Sept. 10/95! There was another **56%** share achieved on Sunday May 5/96. Highest 2+ share of viewing was **25%**, also Sun. Dec. 3/95.

Regards,
Jim.

Copy to Lou:

*I am pitching Bruce Rydell "The Road Crew"
and thought I some background on our success
with BBS MC and specifically Jan
would be great hype... he probably
won't believe these shares!*

From the desk of...

JIM S. SNIDER
MANAGER, RESEARCH SERVICES
BATON BROADCASTING INC.
RESEARCH DEPARTMENT
2 BLOOR STREET WEST, SUITE 400
TORONTO, ONTARIO
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BBS Master Control - Highest Audience Share for Saturdays

Electronic Book
04/09/95 - 22/10/95

Toronto/Hamilton CMA Share (%)

Station	Start Date	Days	Time	Program	Total Total 2-11 Share	Total Total 12-17 Share	Total Total 18+ Share	Total Total 18+ Share
CFTO	09/09/95S.	08:30:00	CFTO 1.....S. 08:30 - 11:00 (A)	11	7	7	6
CFTO	16/09/95S.	08:30:00	CFTO 1.....S. 08:30 - 11:00 (A)	18	5	8	3
CFTO	23/09/95S.	08:30:00	CFTO 1.....S. 08:30 - 11:00 (A)	16	31	10	4
CFTO	30/09/95S.	08:30:00	CFTO 1.....S. 08:30 - 11:00 (A)	13	19	9	7
CFTO	07/10/95S.	08:30:00	CFTO 1.....S. 08:30 - 11:00 (A)	13	9	9	4
CFTO	14/10/95S.	08:30:00	CFTO 1.....S. 08:30 - 11:00 (A)	12	10	7	3
CFTO	21/10/95S.	08:30:00	CFTO 1.....S. 08:30 - 11:00 (A)	19	9	11	6
CFTO	28/10/95S.	08:00:00	CFTO 1.....S. 08:00 - 11:00 (A)	12	3	3	4
CFTO	04/11/95S.	08:00:00	CFTO 1.....S. 08:00 - 11:00 (A)	28	17	14	7
CFTO	11/11/95S.	08:00:00	CFTO 1.....S. 08:00 - 11:00 (A)	11	11	3	6
CFTO	18/11/95S.	08:00:00	CFTO 1.....S. 08:00 - 11:00 (A)	19	8	12	9
CFTO	25/11/95S.	09:00:00	CFTO 1.....S. 08:00 - 11:00 (A)	12	6	4	5
CFTO	02/12/95S.	09:00:00	CFTO 1.....S. 08:00 - 11:00 (A)	26	6	13	7
CFTO	09/12/95S.	09:00:00	CFTO 1.....S. 08:00 - 11:00 (A)	20	32	12	6
CFTO	16/12/95S.	08:00:00	CFTO 1.....S. 08:00 - 11:00 (A)	17	7	12	10
CFTO	23/12/95S.	08:00:00	CFTO 1.....S. 08:00 - 11:00 (A)	11	13	11	10
CFTO	30/12/95S.	08:00:00	CFTO 1.....S. 08:00 - 11:00 (A)	30	6	14	3
CFTO	06/01/96S.	08:00:00	CFTO 1.....S. 08:00 - 11:00 (A)	15	1	3	3
CFTO	13/01/96S.	08:00:00	CFTO 1.....S. 08:00 - 11:00 (A)	22	5	12	-
CFTO	20/01/96S.	08:00:00	CFTO 1.....S. 08:00 - 11:00 (A)	25	3	14	3
CFTO	27/01/96S.	09:00:00	CFTO 1.....S. 08:00 - 11:00 (A)	15	5	3	5
CFTO	03/02/96S.	08:00:00	CFTO 1.....S. 08:00 - 11:00 (A)	15	2	12	3
CFTO	10/02/96S.	08:00:00	CFTO 1.....S. 08:00 - 11:00 (A)	24	19	14	10
CFTO	17/02/96S.	08:00:00	CFTO 1.....S. 08:00 - 11:00 (A)	15	16	9	5
CFTO	24/02/96S.	08:00:00	CFTO 1.....S. 08:00 - 11:00 (A)	25	11	15	10
CFTO	02/03/96S.	08:00:00	CFTO 1.....S. 08:00 - 11:00 (A)	24	5	15	10
CFTO	09/03/96S.	09:00:00	CFTO 1.....S. 08:00 - 11:00 (A)	17	10	11	7
CFTO	16/03/96S.	09:00:00	CFTO 1.....S. 08:00 - 11:00 (A)	14	20	10	3
CFTO	23/03/96S.	09:00:00	CFTO 1.....S. 08:00 - 11:00 (A)	10	11	2	2
CFTO	30/03/96S.	09:00:00	CFTO 1.....S. 08:00 - 11:00 (A)	10	10	3	5
CFTO	06/04/96S.	08:00:00	CFTO 1.....S. 08:00 - 11:00 (A)	11	7	3	7
CFTO	13/04/96S.	08:00:00	CFTO 1.....S. 08:00 - 11:00 (A)	9	16	1	7
CFTO	20/04/96S.	09:00:00	CFTO 1.....S. 08:00 - 11:00 (A)	5	9	-	-
CFTO	27/04/96S.	09:00:00	CFTO 1.....S. 08:00 - 11:00 (A)	27	5	9	2
CFTO	04/05/96S.	08:00:00	CFTO 1.....S. 08:00 - 11:00 (A)	21	4	10	2
CFTO	11/05/96S.	08:00:00	CFTO 1.....S. 08:00 - 11:00 (A)	7	5	6	2
CFTO	18/05/96S.	08:00:00	CFTO 1.....S. 08:00 - 11:00 (A)	23	13	12	3
CFTO	25/05/96S.	08:00:00	CFTO 1.....S. 08:00 - 11:00 (A)	15	17	13	11
CFTO	01/06/96S.	08:00:00	CFTO 1.....S. 08:00 - 11:00 (A)	23	1	19	7
CFTO	08/06/96S.	08:00:00	CFTO 1.....S. 08:00 - 11:00 (A)	25	6	15	11

• Densely saturated Saturday morning
• I wonder if I could track a cleaner copy of this info down —
our Entire Season of advertising sold out on the ONE PAGER —
Before we even hit the air waves

SHARES

BBS Master Control - Highest Audience Share for Sundays

Electronic Book
04/09/95 - 22/10/95

Toronto/Hamilton DMA Share (%)

Station	Start Date	Days	Time	Program	Total Total 2-11 Share	Total Total 12-17 Share	Total Total 2+ Share	Total Total 18+ Share
CFTO	10/09/95S	07:00:00	CFTO 1.....S 07:00 - 09:30 (A)	23	57	15	6
CFTO	17/09/95S	07:00:00	CFTO 1.....S 07:00 - 09:30 (A)	7	1FR	5	3
CFTO	24/09/95S	07:00:00	CFTO 1.....S 07:00 - 09:30 (A)	10	22	9	2
CFTO	01/10/95S	07:00:00	CFTO 1.....S 07:00 - 09:30 (A)	13	20	7	1
CFTO	08/10/95S	07:00:00	CFTO 1.....S 07:00 - 09:30 (A)	1	23	3	4
CFTO	15/10/95S	07:00:00	CFTO 1.....S 07:00 - 09:30 (A)	19	1FR	9	4
CFTO	22/10/95S	07:00:00	CFTO 1.....S 07:00 - 09:30 (A)	22	11	13	7
CFTO	29/10/95S	07:30:00	CFTO 1.....S 07:30 - 09:30 (A)	7	24	5	3
CFTO	05/11/95S	07:30:00	CFTO 1.....S 07:30 - 09:30 (A)	8	16	10	11
CFTO	12/11/95S	07:30:00	CFTO 1.....S 07:30 - 09:30 (A)	15	1FR	8	4
CFTO	19/11/95S	07:30:00	CFTO 1.....S 07:30 - 09:30 (A)	4	9	5	5
CFTO	26/11/95S	07:30:00	CFTO 1.....S 07:30 - 09:30 (A)	13	19	8	4
CFTO	03/12/95S	07:30:00	CFTO 1.....S 07:30 - 09:30 (A)	44	1FR	25	13
CFTO	10/12/95S	07:30:00	CFTO 1.....S 07:30 - 09:30 (A)	13	1FR	14	15
CFTO	17/12/95S	07:30:00	CFTO 1.....S 07:30 - 09:30 (A)	11	12	6	4
CFTO	24/12/95S	07:30:00	CFTO 1.....S 07:30 - 09:30 (A)	10	30	7	4
CFTO	31/12/95S	07:30:00	CFTO 1.....S 07:30 - 09:30 (A)	3	14	3	3
CFTO	07/01/96S	07:30:00	CFTO 1.....S 07:30 - 09:30 (A)	14	9	8	4
CFTO	14/01/96S	07:30:00	CFTO 1.....S 07:30 - 09:30 (A)	7	26	4	2
CFTO	21/01/96S	07:30:00	CFTO 1.....S 07:30 - 09:30 (A)	27	1FR	14	8
CFTO	28/01/96S	07:30:00	CFTO 1.....S 07:30 - 09:30 (A)	37	1FR	22	14
CFTO	04/02/96S	07:30:00	CFTO 1.....S 07:30 - 09:30 (A)	23	28	13	7
CFTO	11/02/96S	07:30:00	CFTO 1.....S 07:30 - 09:30 (A)	27	1FR	10	4
CFTO	18/02/96S	07:30:00	CFTO 1.....S 07:30 - 09:30 (A)	31	20	15	10
CFTO	25/02/96S	07:30:00	CFTO 1.....S 07:30 - 09:30 (A)	22	21	14	8
CFTO	03/03/96S	07:30:00	CFTO 1.....S 07:30 - 09:30 (A)	25	60	17	8
CFTO	10/03/96S	07:30:00	CFTO 1.....S 07:30 - 09:30 (A)	15	23	9	5
CFTO	17/03/96S	07:30:00	CFTO 1.....S 07:30 - 09:30 (A)	14	10	7	3
CFTO	24/03/96S	07:30:00	CFTO 1.....S 07:30 - 09:30 (A)	5	9	5	5
CFTO	31/03/96S	07:30:00	CFTO 1.....S 07:30 - 09:30 (A)	11	25	5	5
CFTO	07/04/96S	07:30:00	CFTO 1.....S 07:30 - 09:30 (A)	11	24	5	1
CFTO	14/04/96S	07:30:00	CFTO 1.....S 07:30 - 09:30 (A)	19	12	12	8
CFTO	21/04/96S	07:30:00	CFTO 1.....S 07:30 - 09:30 (A)	13	7	6	2
CFTO	28/04/96S	07:30:00	CFTO 1.....S 07:30 - 09:30 (A)	30	10	21	15
CFTO	05/05/96S	07:30:00	CFTO 1.....S 07:30 - 09:30 (A)	11	56	19	5
CFTO	12/05/96S	07:30:00	CFTO 1.....S 07:30 - 09:30 (A)	19	21	11	6
CFTO	19/05/96S	07:30:00	CFTO 1.....S 07:30 - 09:30 (A)	29	5	13	3
CFTO	26/05/96S	07:30:00	CFTO 1.....S 07:30 - 09:30 (A)	31	20	18	9
CFTO	02/06/96S	07:30:00	CFTO 1.....S 07:30 - 09:30 (A)	9	1FR	6	5
CFTO	09/06/96S	07:30:00	CFTO 1.....S 07:30 - 09:30 (A)	4	8	4	3

BBS Master Control