

# CONFIDENTIAL

A Narrative Summary for a new Internet Web Site devoted to  
Meritorious TV Programming

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(Draft)

## Summary & Overview of

TV Previews Today.com or  
TV KEY.com

A new Internet Web site  
devoted to Authoritative Previews of  
Meritorious Television Programs.

This is a a brief narrative outlining the potential of a new and much needed new Web site, which will be a constantly updated information resource distributed over the Internet.

This innovative service will concentrate on providing insightful, valuable daily Television Previews of fifteen to twenty of the most interesting and meritorious programs seen on broadcast, cable and satellite services. These trustworthy television Previews will be written and created by a staff of experienced critics, covering a wide range of disciplines.

In 1987 Henry Holt and Company published a book I conceived and edited entitled "The Complete Guide to Videocassette Movies". The book consisted of more than five thousand reviews of the best movies then available in videocassette form or that were available on television itself.

In the preface I quoted a remark of Alfred H. Barr the founding director of the Museum of Modern Art in New York City. Barr once defined his task as "the conscientious, continuous, resolute distinction of quality from mediocrity". That definition is the precise task of this pioneering internet resource covering American television.

The editorial staff will be based largely in New York and Los Angeles. There will be a small office in the San Diego area for staff concerned both with editorial content and support services for the web site.

Preview screenings and video cassettes will be provided to staff members and free lance critics. One of the most valuable and innovative parts of this service will be the ability to viewers users of the site a short fifteen or thirty second clip/segment from one of the top shows that is being recommended. This ability to actually see a few seconds of a show being touted by the reviewer will be helpful, and perhaps garner considerable press attention. The latest telecommunications technologies will be utilized. Use will be made of "streaming video" for a contemplated index of the vast array of programs that are increasingly available over the Internet, but are, for now, delivered to the user direct to their computer, not their television set. The editorial staff will also utilize, when necessary, new time saving technologies such as Clip Mail, which does not require special delivery via messengers, or receiving video cassette tapes of selected shows. Clip Mail and other such companies are now able to "download" video programming directly to specific users/customers anywhere in the country.

Registration for the web sites named

TVPREVIEWS TODAY.com &  
TV KEY.com have been completed.  
BesTV.com is also an option.

In addition to offering a far broader range of authoritative TV PREVIEWS of regularly scheduled tv programs than has ever been available before, this pioneering internet resource will also offer urgent and timely programming news, that is impossible to deliver via traditional print media. There are early indications that many millions of potential users of this site would respond enthusiastically to vital timely information about certain news and interview shows, that would enhance the value of this entire service. This content driven service will focus to a large degree on upscale demographic households, families that have more education and larger discretionary incomes than the typical internet user. This profile is an enormously valuable target audience as far as many advertisers are concerned, especially

those selling luxury goods and services, while appealing to a better informed audience.

A few examples in this category will suffice. In addition to providing far more trustworthy and comprehensive coverage of prime time programming than is presently available anywhere, we believe there is a significant need for reliable information about, among other categories, late evening programming options

The award winning ABC news program "Nightline" hosted by Ted Koppel, consistently offers well produced programs dealing with a single subject. This Monday-Friday series offered the best and most innovative coverage of the recent NATO conflict with Serbia of any American TV news organization. It is now very difficult for interested viewers to learn what the subject matter is for NIGHTLINE on any given night, and who the guests are.

The Charlie Rose Show seen at eleven p.m. on most public television stations, is arguably the best TV interview program found anywhere on American television. It is virtually impossible to learn about the guests on the program, and the subject matter to be discussed on that evening's program. TV PREVIEWS TODAY.com will provide just such information. A New York based staff member would attend the early evening taping of the Charlie Rose Show in New York City, thereby enabling this new service to recommend particularly lively or stimulating interviews, in addition to providing information about the backgrounds of the guests.

One of the most consistently funny and innovative shows on American tv is The Daily Show, broadcast twice each night on the Comedy Central cable Network. In many markets The Daily Show is repeated at 11:00 p.m. enabling our reviewers to recommend the show and highlight some of the special features each day. The Daily Show graciously reminds us, on each broadcast, that it is "The most important television show EVER".

It is likely that our critics in New York and Hollywood would be able to attend the tapings in the late afternoon of the Tonight Show on NBC starring Jay Leno, and the competition on CBS starring David Letterman. The tv studios for Jay Leno and David Letterman are

located in Burbank, California and New York City respectively. Staffers will be able to comment on which of the two shows is especially amusing on any given evening.

On ABC, "Politically Incorrect" starring host Bill Maher, has been renewed for a second year, and is increasing it's audience share at that hour. Here too, a staff member would be able to offer pertinent information on who the guests are, what the subject matter is, and whether or not it is worth watching or taping. The site will also identify the more interesting or entertaining episodes of the talk shows hosted by Craig Kilborn on CBS and Conan O'Brien on NBC.

At the end of the section dealing with late night programming, this site will also offer the latest available information about guests and subject matter for the major morning news shows airing a few hours later including NBC's Today Show, Good Morning America on ABC, and CBS's revised entry in the early morning fray hosted by Brian Gumbel.

For the three major network evening news shows -ABC, CBS & NBC- this service will be able to offer unique information not found anywhere else. At this writing all three shows are telecast Monday-Friday- in New York City, and some other East coast cities- at 6:30 EST. Then they are rebroadcast two and three hours later in the Rocky Mountain and Pacific Time Zones two and three hours later respectively.

There are only a few times a year when a news story of sufficient importance breaks that obliges one or more of the three commercial networks to revise the lineup of the program that was broadcast on the east coast and the midwest, so that it incorporates the breaking story when shown in the Rocky Mountain and Pacific time zones.

For these two time zones, this preview service will be able to offer meaningful previews of each of the three network broadcasts for that particular evening. Viewers of our site, or those choosing to receive the information via Fax or E-mail, would be able to determine what subjects each of the three shows covered, and in what order. We would also be able to note a particularly good segment, or a rewarding sequence of investigative journalism. This would help viewers determine what news shows were of most interest to them on any

given midweek evening. This editorial feature was enthusiastically welcomed by the small number of people who have been told about it.

We will also cover extensively the various newsmagazine shows on the three commercial networks. The first, and still the best, of this genre is 60 Minutes on CBS. Now 60 Minutes II, telecast on Tuesday evenings, has compiled an excellent record to date with new correspondents. But each of the main newsmagazines programs such as Dateline on NBC, and 20/20 on ABC often have rewarding segments and features. But these programs are seldom covered by print media, and are generally overlooked by the new electronic media. This is yet another opportunity for TV PREVIEWS TODAY.com to provide unique, informative editorial content, of interest to millions of upscale households. It is also anticipated that a reliable timely preview of the PBS Newshour hosted by Jim Lehrer would be offered each weekday evening, identifying what subjects will be dealt with during the course of the longer segments on this award winning news program.

At the first opportune time, the daily TV KEY preview service will be expanded to cover the vast range of programming now available on various satellite services such as DirecTV. It is worth noting that The New York Times, on the front page of it's Money & Business Section recently showed a small picture of a satellite TV receiver captioned Direct Broadcast Satellite Television. The text underneath this headline said simply "Within a year, the first TV's with built -in satellite receivers will be on sale. The prestigious newspaper the Financial Times also observed that "in little over a year most new television sets will also carry the internet."

It is a certainty that when many millions of TV households suddenly have easy access to many dozens, or perhaps even hundreds of additional programming options, via cable, satellite television, the forthcoming digital channels, and the growing number of additional programming options delivered, via the computer, by such services as Broadcast.com they will have an even greater need for a reliable source of authoritative programming previews and commentary.

The recent arrival in the market place of two competing technology companies, TiVo and Replay , will also be advantageous to this enterprise. They are "personal video recorders, or PVRS, which make it far easier to tape record in advance programs of interest to any user.

The recent decision by the SONY corporation to license and market TIVO under their own familiar Sony brand, will greatly increase the acceptance of this new technology in the domestic and international markets.

Viewers in The United States and Europe will welcome a trustworthy information source that will give them far better and easily accessible program guidance than they have ever had before.

In addition to insightful previews of a series or an individual episode or program, we will also offer a heady dose of honest, informative well written profiles and feature stories, about personalities associated with a particular program or feature film."Salon", the Internet magazine primarily devoted to literature, arts and politics, recently stated the case for better feature writing quite succinctly when they launched a new feature of their own "Living Obituaries".

"Profiles are a dying form.Celebrity mugs stare out from the cover of every commercial magazine, but all too often the stories that accompany those shiny photographs are little more than gussied-up press releases, filled with information about such eye-opening matters as the subject's feelings toward the director of his latest screen commodity, the formulaic lessons she learned from her last romantic breakup, and a canned quote, handed out on her press junket like stale candy, about her "offbeat" philosophy of life. The worst, of course,are pieces on movie stars, but the prevailing sycophancy and superficiality infect even stories on more substantive figures. Thomas Carlyle once said', "A well-written Life is almost as rare as a well-spent one"-and the notoriously dyspeptic Scot never read People'."

We agree! The feature stories written by staff members related to TV programs being covered will be mercifully free of the seemingly obligatory nonsense about ratings and the latest "instant star". Most of our newspaper features about television, and a dismayingly large

percentage of tv interviews found on E!TV, and elsewhere on TV screens across the country is just such coverage.

We are surely not suggesting here that there are no skilled TV newspaper critics in America. There are indeed.

Tom Shales of the Washington Post, Diane Werts of Newsday, Howard Rosenberg of the Los Angeles Times, Marvin Kitman of Newsday, and David Bianculli of the New York Daily News are five stellar practitioners of their craft. And there are several others. But their copy is primarily available to subscribers in their circulation area, and each of these outstanding critics can only attempt to watch a small fraction of the meritorious programs that are daily.

It is anticipated that this new editorial resource will form a mutually rewarding relationship with the Television Critics Association, whose membership includes almost all newspaper critics, and some magazine and print journalists covering TV.

This anticipated new alliance will provide increased editorial content more inexpensively than it would be if all copy were created by regular staffers or free lance personnel. This will also offer welcome regional input from the best newspaper critics. We will also seek to obtaining certain distribution rights to some of the most thoughtful reviewing or TV commentary now found occasionally on a few different web sites.

This new service will be owned by a company that is now being created to control the rights and revenues from this new electronic service. This enterprise will focus on the extraordinary sales and marketing opportunities by providing reliable comprehensive information about meritorious television programs seen throughout the nation. There are perhaps twenty five or 30 million college educated households who have no way whatever, at the present time, of learning about the finest television offerings of that day. This service will also offer, every day, previews for that evening, as well as previews for the next several days. This will allow the users of this service to intelligently plan ahead, with regard to watching or tape recording those TV programs that might interest them.

For advertisers this is a highly desirable demographically upscale market. The millions of people who fit this profile now have satisfactory ways of making informed judgements about other leisure and cultural activities. They are able to make considered choices regarding what books they want to buy and read, what theatrical plays they want to see, what musical records or disks to purchase, or what movies to go to that day or week. These same families have no way whatever of making a thoughtful choice about the daily television programs they or their family might be interested in watching.

Due to a number of insurmountable problems that are inherent in print media, daily newspaper and magazines are no longer able to provide this information to their readers. The salient problems include limitations of space in both newspapers and magazines, inadequate staff time and expertise, and the unavoidable time delays in getting papers and magazines to their readers.

There are many auspicious omens concerning the long term profitability of this unique editorial service.

The following are a just a few of the most promising options.

Advertisers on the internet and cyberspace are particularly anxious to have their ads seen by an economically upscale audience. These internet users have more leisure and discretionary income than the bulk of the population. Advertisers will be anxious to sell their products on the main windows or screens of this site. Luxury products including automobiles, airlines, hotels, resorts, luxury cruises, high priced electronic consumer goods and possibly residential homes are potential advertisers on such a site.

Management also intends to have some pivotal market research completed at the earliest opportunity. Just a few of the questions that will be examined include the likely demographic profile of our target audience, and the best, most efficient ways to advertise and promote this product to this nationwide audience.

What cable channels, lend themselves particularly well to extensive editorial coverage that would attract advertisers trying to reach those sizable niche audiences that can be efficiently reached via some of the many highly targeted cable and satellite services, several of which are

noted below? The owners of these cable and satellite services would cooperate with any effort to provide more meaningful program information about their own shows found on these increasingly popular cable channels.

TVPREVIEWS TODAY.com will also have special links to provide extensive information and reviews to the huge audiences that are interested in niche programming now found in such abundance on cable television. Some of these narrowly focused channels reach tens of millions of people who have great interest in the subject matter of that channel, whether it is Bravo, A & E, Home & Garden TV, Travel Channel, CNBC, Univision, The Discovery Channels, C-Span, The Food Network, Black Entertainment Television, The Disney Channel, The Nashville Network, The History Channel, Court TV and many more. Marketing studies have documented the fact that Americans who enjoy gardening and horticulture for example spend in excess of twenty billion dollars annually pursuing their hobbies and interests.

Expert coverage of the programming on the Home & Garden TV cable channel might well be an attractive targeted site for various companies trying to sell their products to viewers of this channel. There is virtually no programming information in American print media about the offerings on most of the cable channels. Companies who advertise on these "niche" channels are likely supporters of these specialized program links that will be offered by TVPREVIEWS TODAY.com.

There are revenue streams that can be developed over and above advertising income. At the outset all the editorial content will be free to viewers of the site. But after launch we will examine carefully the option to create several special editorial packages for which a modest monthly charge would be levied. There are presently numerous examples of web site operators who charge a monthly fee, or an annual subscription for access to their information. In a recent article in the New York Times the respected expert Denise Caruso made the following remarks in her column Digital Commerce. "Everybody in this medium is moving away from the ad-supported model and toward the transaction model" says Mark Anderson, the president and editor of

the Strategic News Service Online Newsletter, which forecasts trends in technology and business. "People are using the Internet for transactions-all kinds of transactions. Add to this mix a growing consumer perception that "you get what you pay for" and the free-content argument looks increasingly threadbare."

Elsewhere in the same article Miss Caruso noted that "The Wall Street Journal Interactive Edition" has about 300,000 subscribers who pay an annual fee of \$59.00. Consumer Reports Magazine has a similar number of online subscribers who pay \$24.00 annually."

There is reason to believe that this proposed new service would be of considerable interest to the tens of millions of households who are already paying substantial monthly fees for their cable or satellite services. Many millions of cable homes already pay ten dollars a month, or substantially more, for HBO for example, or a package of other premium movie services. The more than twelve million subscribers to satellite services such as DirecTV have made a substantial investment in the purchase of the equipment, and pay an additional monthly fee for programming, starting at the lowest monthly level of \$20.00

There are at least two different editorial packages that would seem to have the ability to attract large numbers of paying customers. They are, very briefly described

As noted before, the primary information resource offering reliable previews of several dozen programs per day, with additional information provided as needed, will be free for the foreseeable future.

After the preview service is an established and potent force in the market place, we will examine whether there is an opportunity to charge satisfied users one dollar per week, or perhaps twenty five cents per day, to get the information they have come to rely on that enables them to manage their own and their childrens tv viewing time more effectively.

1) A major opportunity is likely to be an age specific editorial resource about childrens programming of value. Some meaningful share of approximately thirty five million households with young children might be interested in such a service that would provide

anxious parents both comfort and reliable information. There has been an increasingly heated debate in this country over the past decade about the complex problem of "media violence". This sometimes acrimonious debate has become more intense over the past year, partially as the result of the appalling carnage at various high schools, where gun toting students, some as young as thirteen, willfully slaughtered their classmates and teachers. The senseless carnage at the Columbine high school in Littleton Colorado in the spring of 1999 has created a rising tide of public opinion frightened of and worried by so much media violence, and looking for both scapegoats and easy panaceas. We believe this is a propitious time to provide guidance for those who seek it, about both deserving childrens programming, and non violent TV fare for older teenagers and concerned adults.

In late July of 1999 numerous religious leaders joined politicians and entertainers and issued a public appeal to Hollywood TV & movie executives to tone down violent and sexual content in the entertainment industry. Called " An Appeal To Hollywood", the statement was signed by a bipartisan coalition of U.S. Senators, and a distinguished roster of notable figures including Presidents Carter & Ford, Nobel Peace Prize winner Elie Wiesel, former Gov. Mario Cuomo, & Gen. Colin Powell. While acknowledging the need for parents to help in this task by taking responsibility for shielding their own children, the statement asks industry executives to "embrace a new social compact. Allowing children unsupervised access to today's media is the moral equivalent of letting them go play on the freeway. But today even the most conscientious parent cries out for help from an industry that too often abdicates its responsibility for its powerful impact on the young".

The much publicized but ineffectual tv ratings system, and the new tv sets with a built in V-Chip (V for violence) have predictably had no discernible impact on tv industry programming, and are virtually no help whatever for caring parents. This is a most propitious time to be launching a web site which will include commentary on meritorious pro-social, non violent programming.

A front page story in the The New York Times on Aug 4, 1999 was headlined "Pediatricians Urge Limiting TV Watching: Say Influence of Media is Public Health Issue". The findings were taken from the August issue of Pediatrics Magazine. The American Academy of Pediatrics again suggested that children not watch more than one to two hours of "quality" television a day". Suffice it to say that very few parents have the time or the expertise to determine what are "quality" television shows for their children. Our experts in childrens media will solve this problem for many millions of understandably concerned parents.

TV Previews Today.com will heed the cries for help from millions of parents throughout the land, by enabling them to prevent their children "from playing on the freeway".

The management of this company will actively seek the guidance and cooperation of the numerous organizations that are concerned with one or more aspects of childrens tv programming. A brief list of possible partners for this area of coverage includes KIDSNET; The Center For Media Education; Parents Guide to Children's Media; Media Studies Center; the national P.T.A.'s; Center For Media Literacy etc. The INET Library offers more than 60,000 links for students, parents, and educators.

On Tuesday September 28 1999, the FRONTLINE series on PBS broadcast a remarkable illuminating two and one half hour documentary entitled "John Paul 11: The Millennial Pope". This thoughtful superbly balanced film about the life and legacy of Karol Wojtyla was largely ignored by American newspapers. PBS ONLINE had a splendid variety of teaching available on their site that were underused, because the program received such little notice prior to broadcast. This extraordinary film by Helen Whitney was another egregious example of programming that should and could have been used as a valuable teaching resource for high school and college students, and adults of all backgrounds and interests.

2) There are several thousand different movies telecast every week to American homes. There is no reliable comprehensive information

available anywhere, in either print media or on the Internet, describing the best films available in this vast ever changing visual library. Many millions of Americans consider themselves to be movie fans, or cinema buffs etc. Yet selecting the best films, or their personal favorites, is impossible at this juncture. Maybe these households who **Already** pay every month for premium movie channels like HBO, Cinemax, Showtime and others would be interested in paying a modest fee that would provide not only reviews of outstanding films, but also relevant feature articles about the directors, actors and other artists involved in this impenetrable film forest. The July 19th issue of Electronic Media had a page one story entitled "The next big thing: Videos on Demand". The article quoted from a new study prepared by the influential research firm Paul Kagan Associates. The study said "video on demand will help drive a ninefold increase in pay-per-view revenue for the cable industry over the next ten years. The study projects that the average subscriber will spend \$7.26 each month for PPV in 2008, up from about 80 cents last year". By advising pay-per-view users what films are good, poor or violent, this pioneering web site will save them time and money.

This part of this service dealing with movies, can be customized taking into account the particular needs and interests of each subscriber that wants such a service. This material can also be faxed to those who prefer to have the authoritative movie material available without bothering to turn on their computer and log on to the internet etc.

E- Commerce. There is a remarkable opportunity to develop a substantial revenue stream by selling books, videos and other products related to current and future tv shows. More detailed information about this potential from E-Commerce for this site is available upon request.

It is worth emphasizing once again that there is no meaningful competition anywhere on the Internet for the wide ranging service being contemplated by TVPREVIEWSTODAY .com

There are several elaborate electronic TV program listing services, but virtually no qualitative comments are being offered by any of these

programming grid services. (With the exception of an occasional comment about previously released motion pictures showing on TV). This roster includes:

YAHOO and AMERICA ONLINE both offer a program listing service, as does a syndicated service created by the Chicago Tribune newspaper. These offerings essentially enable the user to discover the title of the program that will be shown on channel 39 or 164 in their viewing area at four a.m. the following day etc.

There are also several different web sites which purport to deal with previewing television programs. In fact, these services consist primarily of abbreviated or just clumsily rewritten press releases. The only regular "reviews" offered by these various misleading entries consist, for the most part of reviews of past movies, which the web sites have purchased from various sources or existing print reference books such as BIG Star, or Findavideo etc.

This is a very brief comment on some of the sites that purport to offer tv program information.

1) TV GUIDE Online. Like the magazine, itself it is overwhelmingly "downscale", catering to a different audience. The press releases selected for brief mention are of little use, and are profoundly misleading for educated readers with diverse tastes and interests.

2) TVNOW's TV PICK for the Day. A typical practice of this site is to prepare a press release based on the handout from the broadcast or cable channel and actually credit the information as an "OVERVIEW from A & E." This occurred recently as it often does, when their site suggested one of the best shows of the day was a new version of The Scarlet Pimpernel, telecast that evening on the A & E cable service.

2) UltimateTV- What's On Tonight.

On July 20, 1999 UltimateTV offered 15 pages of very skimpy press releases, some of them only two lines long, listing one hundred and thirty different programs being aired that evening on both broadcast and cable. July 20th 1999 marked the 30th anniversary of the American astronauts landing on the moon. ABC's "Nightline"

show featured an enlightening and poignant interview with Buzz Aldrin, one of the two astronauts who walked on the moon. Ultimate TV made no mention of Nightline at 11:35 but did see fit to list a rebroadcast of the now tired Zorro, and a line about Summer X Games Road Rash on ESPN2.

3) TONIGHT'S BEST TV prepared by ENTERTAINMENT WEEKLY ONLINE.

This material from the Time-Warner company, occasionally does actually offer a genuine preview of a forthcoming program. But they often say a given program is "Best Of The Day" ,and proceed to trash the program in the actual preview. Both irritating and wrong.

4) GIST.

A woefully inept attempt to persuade visitors to the site that they are being offered the "GIST" of that evenings offerings. GIST often credits the distributing company for the information provided.

All four entries listed above are markedly downscale, often citing professional wrestling telecasts while seldom covering deserving programs on ABC, NBC, CBS public television, Bravo, Discovery Channel etc.

It is worth noting in this connection that Media Matrix recently listed the 500 internet sites that received the most usage for the month of August 1999. Only one television site, TV GUIDE ONLINE, was

Listed in the top 500 sites, and it presently offers no competition whatever for the kind of discriminating program service envisioned in this memo.

Preliminary discussions are presently being conducted with senior management from public stations in New York and Washington, in addition to conversations with KPBS, the leading public tv station in the San Diego area. It is anticipated that the management of TVPREVIEWS TODAY.com can work together with Public Television, to organize a prototype web site devoted to the editorial content discussed elsewhere in this memorandum. While the initial focus of the planned web site will concern itself primarily with programming on public television, many of the editorial and organizational challenges necessary for a more extensive web site will be encountered in a site

dealing, at first, with public television. It is anticipated that a mutually rewarding partnership can be concluded with public television. Public Radio- NPR-may well be involved when the sites launches. We anticipate that the experience of the Corporation For Public Broadcasting and the Public Broadcasting Service, both based in Washington D.C, can be utilized to bring this commercial venture to fruition at the earliest possible time.

Steven H.Scheuer, who first developed the technique of previewing network television progams for a daily syndicated newspaper column in the 1950's, will concentrate on the editorial content of this forthcoming service. His colleague James Stafford, a computer expert and a consultant on web site development, will concern himself with the best communications technologies for this new service, including how to quickly incorporate fast breaking news and programming developments into the web content.

Every effort will be made to create a web site that is extremely "user friendly". Many different technologies will be utilized to distribute the information involved. During the planning and pre-launch phase we shall examine the best ways to do this.

Market research will also be conducted concerning such questions as the nature and size of the potential audience, the revenue potential from various cable television channels and advertisers on their programming , selecting the best advertising agency and the finest outside internet ad sales organizations. Some people will want to get the information via e-mail, others via Fax, audiotext, or logging on to the web site and downloading or printing out they information they desire. All new and emerging forms of telecommunicatins technology suitable for the tv preview site will be examined during the planning stages.

There are numerous other auspicious developments in this rapidly changing media world.

There is a great likelihood that this basic preview service could be modified and adapted to serve the needs of various overseas markets. There is an opportunity for this service in Western Europe, particularly in England where there is rapid growth in the cable market. The

B-SKY-B satellite service, created by Rupert Murdoch, now offers over 200 channels to British subscribers.

After the various components of TELEVISION PREVIEWS TODAY.com are established in the market, management will consider another promising, related opportunity. The annual domestic and international sales volume for Home Video material of all kinds is now estimated to be over \$35 billion annually. Yet there is no satisfactory way for purchasers of video material to learn what is available among the approximately 250,000 titles that glut the market. There is no rational way for the consumer to make a judgement about whether or not the videos in question are good or poor. This is particularly true in the categories dealing with programming other than the more familiar theatrical motion pictures. This would include such classifications as childrens programming, science material, music of all kinds etc. Management believes there is a large worldwide potential via e-commerce to capture a meaningful share of this \$35 billion market which is growing rapidly throughout the world.

American television is now plays a dominant role dominant role in shaping our social, cultural and political agendas. But there is no information resource at the end of this millennium, that provides thoughtful comprehensive reporting on American television programming, and its many fine programs available each and every day, on broadcast channels, cable tv, and satellite services. For reasons already enumerated these meritorious offerings, covering a truly staggering range of subjects, remain unknown and therefore underutilized by millions of would be discerning , well educated viewers.

TVPREVIEWSTODAY.com will be welcomed by a huge national audience after the much publicized and heavily promoted debut of this unique internet service.

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