

For Immediate Release: December 15, 2005

| | | | |
|-----------|---|---|---------------------------------------|
| Contacts: | Ronald Pineda Children Now 510-763-2444 | Dan Martinsen Nickelodeon Networks 212-846-8116 | Shannon Jacobs CBS 212-975-3161 |
| | Julie Hoover Disney/ABC 212-456-6641 | | |

Children's Advocates Reach Agreement With Broadcast And Cable Industry Over Kids' Digital TV Rules

Washington, DC---The Children's Media Policy Coalition and representatives of the broadcast and cable industry have reached an agreement that the FCC's Children's Television Rules should be modified. The parties, listed below, recommended the proposed modifications to the FCC today and have further agreed that if the FCC adopts these modifications, they will withdraw their respective legal challenges to the FCC rules.

The agreement achieves one of the Coalition's central goals, that is, to ensure that digital broadcasters meet their public interest obligations to children by providing them with additional educational programming. The agreement leaves in place the FCC's multicasting guideline as originally written; to meet the guideline, broadcasters must air three hours a week of children's educational programming per channel that they air.

Children's advocates and media industry representatives also reached agreement on the advertising rules in the FCC's order. Industry members agreed not to challenge limits on the display of commercial websites during a children's program. The parties also proposed a modification to the prohibition against the use of children's television characters to sell products to kids -- otherwise known as "host-selling" -- that will limit this practice to certain portions of websites if website addresses are displayed during shows that include those characters.

Further, while the industry will be able to air program promotions during children's shows without those promotions themselves counting against the numerical limits on paid advertising, the industry has agreed to limit promotions for programming not appropriate for children.

Finally, the agreed upon terms would impose no specific numerical limit on the ability of broadcasters to sometimes preempt and reschedule children's programming in order to bring viewers other programming of particular interest to their community, such as live sports programming from another time zone.

To ensure that children will soon receive the benefits of the additional educational programming and advertising safeguards, the industry parties have agreed to voluntarily comply with these proposals starting March 1, 2006, if the FCC has not acted by that date.

-more-

The Children's Media Policy Coalition is a broad group of public health, child advocacy and education organizations including: Children Now, American Academy of Pediatrics ("AAP"), American Psychological Association ("APA"), the National Parent Teacher Association ("National PTA"), Office of Communication of the United Church of Christ ("UCC") and Action Coalition for Media Education ("ACME").

The media companies involved in this agreement are: Viacom, Inc., The Walt Disney Company, Fox Entertainment Group, Inc., NBC Universal, Time Warner, Inc., 4Kids Entertainment, Inc., Association of National Advertisers, Inc. ("ANA"), and Discovery Communications, Inc.

###