

MUSIC OPEN - SLOW OPENING TO FAST PACED PIECE -
ANNOUNCE MATCHES WORD FRAMES

DISNEY

NOT JUST A NAME

A TRADITION

UNSURPASSED EXCELLENCE

UNEQUALED QUALITY

UNCOMPROMISING VALUES

A TRADITION

THAT

CONTINUES

TODAY

MUSIC CHANGE - ANNOUNCE MATCHES WORD FRAMES - MONTAGE

THE DISNEY CHANNEL

**THE ONLY DISNEY-BRANDED
TELEVISION NETWORK**

**MORE ORIGINAL PROGRAMMING
THAN ANY OTHER
PREMIUM SERVICE**

**THE FASTEST GROWING
PREMIUM SERVICE IN AMERICA**

**A HIGHLY DESIRABLE
FAMILY
AUDIENCE**

**AND
A UNIQUE
OPPORTUNITY FOR YOU**

(FADE TO BLACK)

ANNOUNCE:

"FOR NEARLY FOUR DECADES, SUNDAY NIGHTS MARKED THE TIME WHEN FAMILIES GATHERED IN LIVING ROOMS ALL ACROSS AMERICA TO ENJOY GREAT DISNEY ENTERTAINMENT.

IT CREATED A TRADITION THAT THE DISNEY CHANNEL CONTINUES TODAY WITH THE MAGICAL WORLD OF DISNEY.

AND NOW FOR THE FIRST TIME, THE DISNEY CHANNEL INVITES YOU TO BE OUR PARTNER IN ONE OF THE MOST VALUED AND LASTING LEGACIES IN ENTERTAINMENT.

WE START ON MAGICAL WORLD OF DISNEY OPEN W/CONTINUING MUSIC.

MAIN ANNOUNCE:

"AS MAGICAL WORLD OF DISNEY PARTNERS, YOU WILL RECEIVE A BILLBOARD ANNOUNCEMENT POSITIONED WITHIN THE MAGICAL WORLD OF DISNEY OPENING TITLE."

ANNOUNCE (2):

**"THE AMERICAN CORPORATION PRESENTS
THE MAGICAL
WORLD OF DISNEY.
THE AMERICAN CORPORATION
CARES ABOUT PEOPLE."**

EXAMPLE OF INSTITUTIONAL ADVERTISING PLAYS HERE (CELEBRATE ME HOME FOOTAGE) WITH DIFFERENT MUSIC THEME).

MAIN ANNOUNCE:

"ADDITIONALLY, OUR PACKAGE WOULD INCLUDE THIRTY SECOND INSTITUTIONAL SPOTS BEFORE AND AFTER EACH PROGRAM ON THE MAGICAL WORLD OF DISNEY."

ANNOUNCE (2):

(START BG UNDER SPOT)

**WE AT THE AMERICAN CORPORATION ARE COMMITTED TO PROVIDING PEOPLE WITH WHAT THEY VALUE MOST -- FAMILY, FRIENDS AND THE SUPPORT OF THEIR COMMUNITY. TOGETHER WE CAN MAKE A BETTER PLACE IN WHICH TO LIVE, FOR ALL OF US. IT'S A GOAL WE INTEND TO ACHIEVE.
"THE AMERICAN CORPORATION. A COMPANY THAT CARES"**

ILLUSTRATION OF A PROMOTIONAL PIECE FOLLOWS.

MAN ANNOUNCE:

"YOUR ON-AIR PRESENCE WOULD ALSO BE INCLUDED IN PROMOTIONAL SPOTS FOR THE MAGICAL WORLD OF DISNEY THAT AIR THROUGHOUT THE WEEK.

ANNOUNCE (2):

"...WHEN THE AMERICAN CORPORATION PRESENTS THE MAGICAL WORLD OF DISNEY, SUNDAY AT 7"

MAIN ANNOUNCE:

**"PLUS, THERE WOULD BE
JOINT PROMOTIONAL OPPORTUNITIES INCLUDING:
SWEEPSTAKES,
RETAIL TIE-INS,
CREDIT IN DISNEY CHANNEL MARKETING MATERIALS,
AND PROMINENT PLACEMENT IN THE DISNEY CHANNEL MAGAZINE."**

(MUSIC CHANGE) (ANNOUNCE TO MATCH WORD FRAMES)

ALL OF THESE

GREAT

PROMOTIONAL BENEFITS

CAN BE

YOURS.

IT'S

A

UNIQUE

NEW

OPPORTUNITY

TO SHARE

THE MAGIC

THE MOMENTS

THE TRADITION

(THE) DISNEY (CHANNEL)

(FADE TO BLACK)