

The EyeView Global TV Series

Children's and Young Adults Programming at it's best

PURPOSE: To bring children and young adults of the global community closer together by encouraging dialogue aimed at social, political and environmental concerns.

NEED: All commercial TV stations need 3 hours of educational programming per week, according to the 2003 FCC ruling. There are very few *educational* programs for our youth that are still on the air. Fewer, still, that are as entertaining as they are educational.

The EyeView series goes beyond being simply educational/informational and endeavors to dissolve the illusion of borders between countries. Young viewers will glean an expanded sense of belonging to a global community.

TARGET MARKET: North American children ages 9-12 and young adults ages 13-15. The corporate tie-ins include all companies wanting/needing to profile themselves as being more environmentally pro-active.

COMPETITORS: For *a Kid's EyeView*: Sesame Street, Mister Rogers, Where in the world is Carmen Sandiego, Reading Rainbow, Bill Nye the Science Guy, School House Rock, The Electric Company.
For *a Teen's EyeView*: Animal Planet, Planet Green, Deglassi: The Next Generation

COMPETITIVE ADVANTAGE: The EyeView series not only familiarizes its viewers with geography, like the formerly popular 'Carmen Sandiego', but children of the respective countries introduce their culture to North American children. With casual interviews, foreign children and young adults speak not only about their country but about their social, political and environmental concerns. Unique in concept, and brilliantly conceived in maximizing the most entertainment value for the production expense, the EyeView series travels the world with the most compact production crew possible to bring unsurpassed production quality to a young North American TV audience.

REVENUES v EXPENSE: With every show costing \$10,000. in a projected 13 episode series, revenues are realized quickly, when ancillary Internet and spin-off revenues are compounded.

CREATOR:
Michael Mish
Emmy Award Winning
Kid's Show Host

MISSION:
To deliver children's TV programming that entertains and educates .

DEMOGRAPHIC:
a Kid's EyeView
Children ages 8-11

A Teen's EyeView
Young Adults ages 13-15

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FINANCIAL INFORMATION

Funding Stage: Project in development
Capital Seeking: \$135,000.
Investors: Family & Friends