

Z-tv

entertainment

Presents

A New Approach To Travel Marketing



Television's Premier
Travel Show



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Specifications are subject to change at Producers' discretion.

Z-TV entertainment

PROFILE

WELCOME to Z-TV Entertainment! Z-TV Entertainment, Inc. has created a revolutionary approach to the production, financing and marketing of its television programming. Our unique style of television shows create advertising that pays for itself. We offer cruise lines, tour operators, resorts, car rentals, hotel chains and other travel-related services the ability to use their unsold inventory (vacancies) to create and finance a program of international media exposure. Our programs focus on the right places... **Your Places.**

In the current worldwide economic climate, creativity must come into play to ensure your survival. With our programs, marketing your property is not only affordable but it also leaves valuable impressions that are uniquely delivered and are instantly effective. Z-TV offers you national television advertising that is affordable and accountable.

Welcome to *Destination...Paradise™!*





- An open doorway to worldwide travel ◀
- Uncommon opportunity for the travel industry ◀

The Market & the Opportunity

- \$2.75 Trillion spent on tourism worldwide
- \$652 Billion spent by U.S. citizens - Tourism is now the largest export category in the U.S.
- 60% of all adults prefer to spend money on travel, rather than any other material need
- 89% of all television viewers say they are interested in seeing more about travel on T.V.

Tourism is now the world's largest industry!

The Solution

Long-form Television Presentations

- Each day adults average 4 hours and 9 minutes of television viewing.
- Each day the total of television home use averages 8 hours and 29 minutes.
- Fully 11% of the U.S. public earning over \$40,000 have made purchases through program-length presentations.
- Fully 12% of all Americans between the ages of 35-49 (the primary age group for travel) have made purchases through long-form television presentations.
- Each week, over twenty-five million households view long-form television presentations.



The ultimate travel bargains will be offered
in limited numbers bringing the most
affordable dream vacations directly into your
home.

Destination... Paradise™ vacation buyers
receive the utmost in service, value and price,
tied in with...

*Location,
Location,
Location!!!*

*Destination... Paradise™ will not let you
down...*

We will arrange the most affordable, headache-
free get-aways you've ever experienced. So sit
back, relax and reserve some piece of mind "On
the Air" right from your living room.



RATE CARD

Destination... Paradise™

This Package is inclusive of Production and Media.

We challenge our host properties to thrill our *Vacation Reviewers* with the ultimate unforgettable vacation experience.

Primary Package Broadcast Schedule

Television

25 of the Top 75 Markets

Broadcast a Minimum of Two Separate Times

Our Primary Broadcast & Production Package Price is U.S. \$150,000 NET in Trade

Includes:

In *Destination... Paradise™* – a 30 minute direct-response program – you participate as one of the Hotel package components in one approximately 22 minute segment that focuses on the appeal of your vacation destination, specifically highlighting one travel destination to be aired a minimum of two times. Each segment has our Vacation Reviewers living through a customized value-added vacation package — the same one being offered to viewers. *Destination... Paradise™* is a broadcast television program*, aired either Saturday or Sunday each weekend.

Additional airings above and beyond two are at Z-TV's sole discretion.

*All room, food, beverage, laundry, incoming fax, tip, tax and ground transportation on prep, shoot, rain, arrival and departure days for our crew are the responsibility of the host property.

* With Additional Broadcasts planned via satellite and/or cable throughout Europe

Rate Cards are subject to change at Producer's discretion.

Our Proof is in the Numbers

Cost of Room	x % Cost to Turn Room	= Cost to Turn Room
\$80	x 12%	= \$9.60
\$	x %	= \$

Total Hotel Rooms	x Days	= Total Room Nights Available
500	x 365	= 182,500
	x 365	=

Total Room Nights	x Average Occupancy Rate	= Room Nights You Fill
182,500	x 66%	= 120,450
	x %	=

Total Room Nights	- Room Nights You Fill	= Vacant Room Nights
182,500	- 120,450	= 62,050
		=

Vacant Room Nights	- Z-TV Room Nights	= Total Vacant Room Nights Left
62,050	- 1875	= 60,175
		=

Primary Package Trade Cost	x Cost to Turn Room	= Approximate Cash Cost to You
\$150,000	x 12%	= \$18,000
\$	x %	= \$

Primary Package Trade Cost	÷ Cost of Room	= Package Room Nights
\$150,000	÷ \$80	= 1875
\$	÷ \$	=

408 Individual Package Purchasers Generated			
Available Room Nights	# of 7-Night Packages	# of 4-Night Packages	# of 3-Night Packages
1875	134	115	159
100%	50%	25%	25%

Z-TV only uses 3% of your unoccupied rooms!

Z-TV only uses 1% of your total room nights!

Value Comparison Chart

How Z-TV Entertainment is saving you money

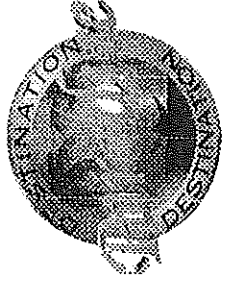
Factors to Compare:	# of airings (Minimum)	Average length of segment / spot	Households per airing*	Adult impressions	CPM (Adults)	# of 30 second spots	Advertiser / Sponsor value	Editorial Versus Advertisement Value Multiple (2 to 1)
Destination... Paradise SM - One show	2	22 min	1,192,341	2,813,925	\$3.10	44	\$162,635	\$325,270
Total Production Value (see "What You Would Have Spent on Production")							\$130,333	\$130,333
Total Value for Host Property (Media and Production)							\$292,968	\$455,603

*Based on a 3 rating. Ratio of Adults to Households is 1.18 to 1

- 66% Average Occupancy Rate
- \$80 Average Cost of Room Night
- 12% Average Cost of Room Turn (% of Average Cost of Room Night)
- \$3675 Approx. Average Cost of 30 second National (Network Cable)
- \$750 Approx. Average Cost of 30 second Spot (Top 10 ADI)
- \$6,250 Approx. Average Cost of 30 second National (Syndication)
- \$7,500 Approx. Average Cost of 30 second National (Network TV)
- \$14,000 Approx. Average Cost of Media/30 min. Infomercial Spot (Top 10 ADI)
- NA Average Cost of Media/30 min. Infomercial Syndication (National)
- NA Average Cost of Media/30 min. Infomercial Network TV (National)
- \$14,000 Approx. Average Cost of Media/30 min. Infomercial Network Cable (National)
- \$10,000 Average Cost of Celebrity Talent (per talent per day)
- \$133,000 Average Cost to Produce a 30 second Agency-quality commercial
- \$150,000 Average Cost to Produce a 30 minute Infomercial w/out Talent
- \$25,000 Average Cost to fulfill an Infomercial (25%) based on \$100,000 in sales
- Credit Cards (2%) Phone (4%) Bad Credit/Debt (4%) Fulfillment (2%) Returns (7%)
- Producer Royalty (1%) Customer Service (3%) Talent Royalty (2%)

Lead Generation
National Exposure
Add to your Database
Direct Response Sales
Additional Promotional Value
International Exposure (Optional)
Lobby Poster ("As Featured On")

Media costs are based on similar time periods





WHAT YOU WOULD HAVE SPENT FOR PRODUCTION

A B C

Cost	Infomercial Production	Industrial Video / Promotional Show	Cost	Advertiser
\$150,000	Production	22 minute Production	\$88,000	30 second Commercial Production w/Talent
\$10,000	Celebrity Talent + % of Profits	Celebrity Talent	\$10,000	
Totals				
\$160,000			\$98,000	\$133,000

The Average Production Cost is \$130,333!

Downfalls

Clearance Times Pre-emptions Fulfillment Cost (25% of Sales)	Clearance Times Quality/Style Network Acceptance	Advertisement Versus Editorial No Direct Response Element Too Short To Sell
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RATE CARD
RESTAURANT/NIGHT CLUB/SHOPPE

Destination... Paradise™

Cost: U.S. \$18,500 Trade

Each City will have a maximum of 4 restaurants, 2 night clubs/restaurants and 1 shoppe featured

YOU RECEIVE:

- Description of 'all Show participants in our pre-vacation mailer accompanying our ticket delivery
- A one-page listing plus review, picture and menu sample in our *Destination... Paradise Guide to the World's Best Restaurants & Resorts*
- A chance to enroll in *The Best of Destination... Paradise Award Show* (yearly) in categories like "Most Romantic," "Best Service," "Best View," etc.
- A frame-able poster "As Featured on *Destination... Paradise*"
- Participation within our Restaurant & Nightlife Segment "on-air" (approximately 10 seconds; shooting schedule: signage, restaurant walk-through, dish or dishes, chef & owner or staff)
- One VHS copy (not for broadcast) of the television show on which your restaurant was featured

\$18,500	Trade
x 35%	National Avg. Food Cost
= \$6,475	Your Hard Cost
	(excluding fixed expenses)

Per Plate Charge	x # of People per visit	= \$ Spent per Meal
\$50	x 2.2	= \$110
\$	x	= \$

Z-TV Cost	+ \$ Spent per Meal	= Z-TV Table Turns Used
\$18,500	+ \$110	= 168
\$	÷ \$	=

Rate Cards are subject to change at Producer's discretion.



Show Style

Destination... Paradise™ offers vacationers the unique opportunity to experience a taste of the most beautiful and exotic resorts around the world from the comfort of their own living room. The show depicts travel packages to beautiful and exciting destinations worldwide presented by our celebrity host Morgan Brittany and our on-site, on-camera Vacation Reviewers who inform the viewers (our potential vacation travelers) of the tremendous savings available to them. Each 30 minute show will include one of the world's top vacation destinations visited by our Vacation Reviewer who lives through dream vacations on-camera. Each segment will be followed by a direct-response element. We offer a complete vacation package including airfare, accommodations, car rental, travel club membership, dining and attractions and more. This direct response approach linked with an on-screen 800 number is used so viewers can interact immediately, buying travel packages right off the air. All the while, viewers will be at home in a familiar surrounding watching scenes of breathtaking destinations from world class resort packages that are available to them at substantial savings.

VIEW • BUY • FLY

Where To Air

Market Rank	Market	TV House-hold's (HH)	% OF HH'S
1	NEW YORK	6,692,370	7.106
2	LOS ANGELES	5,006,380	5.316
3	CHICAGO	3,070,830	3.261
4	PHILADELPHIA	2,661,360	2.826
5	SAN FRANCISCO	2,253,220	2.393
6	BOSTON	2,104,900	2.235
7	WASHINGTON	1,855,440	1.970
8	DALLAS	1,816,700	1.929
9	DETROIT	1,736,340	1.843
10	HOUSTON	1,510,580	1.804
11	ATLANTA	1,610,340	1.604
12	CLEVELAND	1,446,970	1.536
13	SEATTLE	1,427,750	1.516
14	MINNEAPOLIS		
15	TAMPA	1,384,150	1.470
16	MIAMI	1,296,800	1.377
17	PITTSBURGH	1,141,830	1.212
18	ST. LOUIS		
19	SACRAMENTO		
20	PHOENIX		
21	DENVER	1,090,970	1.158
22	BALTIMORE	970,303	1.030
23	ORLANDO	967,360	1.027
24	SAN DIEGO		
25	HARTFORD		
26	INDIANAPOLIS	912,190	0.969
27	PORTLAND		
28	MILWAUKEE		
29	CHARLOTTE	774,780	0.823
30	CINCINNATI		
31	KANSAS CITY		
32	RALEIGH	753,570	0.800
33	NASHVILLE	737,810	0.783
34	COLUMBUS		
35	GREENVILLE		
36	GRAND RAPIDS		
37	BUFFALO		
38	SALT LAKE CITY		
39	NORFOLK	612,880	0.661
40	SAN ANTONIO	610,660	0.648
41	NEW ORLEANS	616,720	0.647
42	MEMPHIS	612,880	0.632
43	OKLAHOMA CITY	572,300	0.608
44	HARRISBURG	569,920	0.605
45	W. PALM BEACH	586,140	0.601
46	PROVIDENCE	565,460	0.600
47	WILKES BARRE	549,770	0.584
48	GREENSBORO-H.PT	538,090	0.571
49	LOUISVILLE	533,170	0.566
50	ALBUQUERQUE	530,040	0.563

50,120,973 53.274

1,503,629 =3 Rating

35 Markets

September 1993 Market Ranking

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NATPE '94



Photo by Tim Zabar

The NATPE convention in Miami saw more deal making than at previous meets.

They came to buy

Syndication sales red hot at record-sized meet

By THOMAS TYRER
Los Angeles bureau chief

MIAMI—Last week's National Association of Television Program Executives convention will likely wind up as not only the most-attended meet but also the busiest in the 31-year history of the exhibition.

The convention was the first under NATPE President and Chief Operating Officer Bruce Johnson, who called last

More NATPE '94 coverage, Page 4.

"most significant conference in our history."

The meet was marked by an almost frenetic pace, as the "tire kicking" typical of most programing bazaars gave way to firm deals.

"The economy is better, meaning station business is better, and that makes for less tire kicking and more deal making," Cannell Distribution President Pat Kenney said last week.

More first-run series get early green light

By THOMAS TYRER
Los Angeles bureau chief

Los Angeles—While many clearances won't be set until after the February sweeps, at least 30 new first-run series already have production commitments one month after a record National Association of Television Program Executives convention.

The once-significant "firm go" has eroded into a mere slogan the past few years, but more distributors—and stations—are paying closer attention to early production commitments such as these.

That's because, with so many series coming out of NATPE with roughly 50 to 65 percent national coverage, the time period availability that would allow a few shows to generate

community have to be concerned not to fall into the trap of believing, just because they see a (national coverage) percentage, that show is going to have the potential audience delivery base to go forward."

says Ken Solomon, Twentieth Domestic Television executive vice president and general sales manager.

"If that percentage includes a lion's share of time periods that can't deliver a number—even in success—then unless you're dealing with a company that's willing to lose a lot of money—even in success—you're running a real risk."

There was never much doubt Warner Bros. Domestic Television Distribution would commit to producing its \$73 million half-hour strip "Entertainment News

success with its all-barter late-night strip "Last Call," which got a production commitment last week.

Also getting production commitments from MCA last week were the new animated barter strip "ExoSquad" and animated barter weekly "Monster Force."

Multimedia Entertainment and Rysher Entertainment last week reported production commitments on their top new fall series, too.

Multimedia's new half-hour barter strip "The Susan Power Show" received a production commitment after clearing 90 markets and 70 percent national coverage.

Meanwhile, Rysher's new weekly barter hour for next fall, "Lonesome Dove," is the top-selling series of the new

Syndication clearance update

First-run show with production commitment

First-run half-hour titles	NATPE clearance (stations/clearance)	Current clearances (stations/clearance)
Boogie's Diner	TM 92/61%	95/64%
Dennis Payer	Multimedia N/A	38/40%
ENI	Warner Bros. 77/67%	77/67%
Heart and Soul Tonight/Today	Grove Television 37/42%	37/42%
Here Comes the Bride	Promark N/A/48%	41/33%
I Accuse	Viacom N/A/46%	45/58%
Jones & Jury	Group W N/A/45%	62/73%
Last Call	MCA TV N/A/45%	50/57%
Living Well	Grove Television 47/45%	47/45%
The News	Columbia 40/50%	65/60%
The Price Is Right	Paramount 78/50%	88/55%
Susan Power Show	Multimedia N/A	90/70%
Trivial Pursuit	MTM 78/52%	80/54%
Truth or Taldid	Group W N/A/70%	40/70%
First-run hour titles		
Baywatch	All-American 50/60%	42/52%
Can We Snop?	Triune 128/93%	123/93%
Gordon Elliott	Twentieth 61/64%	67/66%
Judge & Jury	Buena Vista 65/60%	85/70%
Rolonda	King World N/A/80%	100/82%
Shirley	DIT Entertainment N/A	71/21%
Suzanne Somers Show	MCA TV N/A/40%	23/34%
First-run weekly half-hours		
Adriana D'Amico	New Line N/A	N/A
Destination Paradise	Litton 32/22%	40/35%
Helen	Saban 48/55%	68/70%
Incredible Mail	Grove 48/45%	48/45%
Parade	Cannell N/A	N/A
Sweet Valley	Saban 48/50%	55/69%
Tough Target	Grove Television 67/50%	58/54%
Trauma	Twentieth 55/51%	62/56%

Major NATPA clearances

First-run weeklies half-hour		Clearance
Adheres Outside the Lines	New Line	N/A
Destination Paradise	Litton	32/22%
Haven	Saban	48/55%
Peepers	Cannell	N/A
Sweet Valley	Saban	48/50%
Tough Target	Grove Television	61/50%
Trauma	Twentieth	55/51%