



## **HARMONY CHANNEL<sup>SM</sup>**

### **Briefing for Publishers, Producers, Artists and Distributors**

#### **Company Overview**

Harmony Channel is a digital media business with multiple distribution channels including an On Demand television network now in 9 million homes on Comcast Digital Cable. The network seeks to deliver positive, mood-elevating programming with consistent quality and style to a mass audience including the growing “lifestyles of health and sustainability” (LOHAS) market. From its initial launch as an On Demand service and e-commerce business, the network is envisioned to grow into a global enterprise delivering a variety of programming – from handheld video to high-definition and beyond – via cable television, narrowcast digital signage, broadband web, HD/DVD, mobile video, health spas, fulldome theatres, hotel networks, and other international digital distribution channels. All media programming is designed to promote global harmony.

Harmony was founded as a “conscious business,” offering media that uplifts the human spirit and honors viewer’s piece of mind. In addition to profit, sustainability and shareholder value, Harmony also provides a harmonious work environment that values creative expression, diversity, integrity, environmental stewardship and quality of life.

#### **Programming**

Harmony Channel is an experience-based, viewer-centered network designed to showcase and promote the growing “visual music” category with long-form programming collected into seven MoodZones™ based not on musical genre, but on how the music makes one feel. Moods include romantic (Love Zone), energizing (Energy Zone), playful (Play Zone), beautiful (Harmony Zone), artistic (Chill Zone), ambient (Dream Zone) and uplifting (Spirit Zone). Comcast began rolling out MoodZones on June 12th starting with Play, Harmony and Spirit Zones. As the channel develops, full-length cinematic features and mini-documentaries may be phased in under separate Harmony brand names.

Harmony programming is approximately 80% instrumental music, and 20% positive lyrical or poetic content with strong musical accompaniment. Harmony programming must leave our multi-cultural viewer’s feeling positive and be free of negative emotional triggers such as politics, religious dogma, violence, obscenity and profanity. We also seek visuals that are beautiful, theatrical or compelling. Concert performances are generally not accepted unless the visuals are particularly compelling or intercut with visuals. We prefer programming that is viewer-centric, not artist-centric. Harmony is seeking a wide variety of genres, including classical, jazz, R&B, soul, adult contemporary, world beat, instrumental rock, new age, acoustica, electronica, Latin dance, etc. The network will provide a venue for genres that otherwise find themselves out on the “long tail” of music that is currently underserved and underrepresented by television.

Sample programming may be submitted as DVDs for review by the Harmony Creative Evaluation Circle. Please send DVDs to:

Harmony Channel  
1290 Baltimore Pike, Suite 111  
Chadds Ford, PA 19317  
Tel: +1.610.590.4271 Attn: Susan Moser

Titles will be screened, then rated according zone. License agreements are then issued for any selected titles. Ideally, we prefer 3 promotional titles from each DVD product that we promote. The titles will be rotated on-air after the DVDs have been secured by our fulfillment house for retail sale. Our retail sale of the DVDs (and related CDs or other merchandise) is a separate operation, and we simply procure wholesale product from your authorized distributor.

## Value Proposition

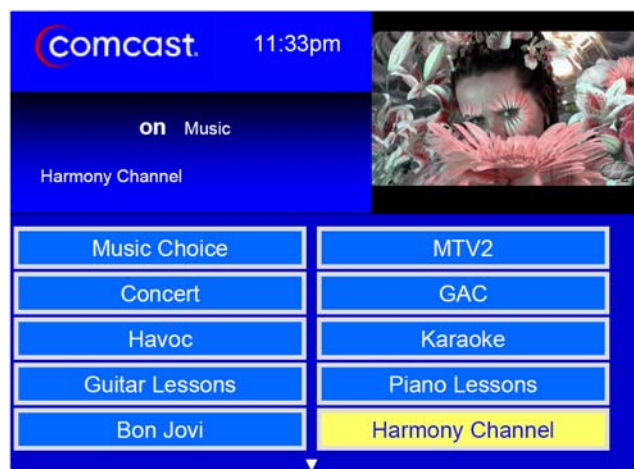
Harmony's business model is similar to FM radio, where content is showcased and used to drive CD sales. Harmony pays a small broadcast fee to cover content exchange, and showcases the piece across a variety of digital media including 9 million Comcast households under the Harmony Channel brand. The network intentionally uses the exposure to drive retail DVD, CD and related merchandise sales on our e-commerce website. This merchandising piece is a simple retail operation, allowing us to partner with record companies, content providers and distributors to mutually benefit from our ability to showcase and market content. We will also have a monthly "featured artist" series introducing a visual or musical artist on our home page, with direct links to their related merchandise.

Because it is increasingly a digital world, we also seek the option to release titles on a compilation DVD, HD-DVD or BluRay DVD, provide digital downloads from our website, and stream through services such as mobile video to provide additional showcasing for our artists and labels. We intend to be good stewards of our content library, working within the protection of walled gardens (such as Comcast.net) or appropriate digital rights technologies. Harmony Channel can be thought of as a global lifestyle "visual music" radio station with a broad horizontal reach cutting across a variety of digital platforms. Ancillary markets include hotels, airlines, café's and health spas. For each distribution medium that Harmony is able to open, we pledge a royalty rate that is in keeping with industry standards (or better). Should an acceptable rate not be negotiable, then there is no obligation to grant distribution for a new medium.

The Harmony license agreement is currently a 2-year term and is renewable by Harmony every 2 years (for an additional fee), and can be cancelled on renewal anniversaries. We seek additional rights beyond broadcast allowing us to leverage the Harmony library and brand to provide additional revenue streams for publishers and artists. Allowing Harmony to fully represent your content across a variety of platforms worldwide is key to providing us with the collective power to overcome market entry barriers and forge a visual music brand.

## Video on Demand

Video-on-demand is an entirely new way of viewing television programming. In November, Harmony will appear is THE CUTTING EDGE category on Comcast's On Demand service. This is a basic-tier, free service for Comcast Digital subscribers. Portions of our programming will also be available on Comcast.net, a "walled garden" service that is only available to Comcast Broadband subscribers, and can also be accessed on HarmonyChannel.com.










Harmony's Comcast rollout follows a "soft launch" model. Initially, three MoodZones (Play, Harmony and Spirit) launched June 12<sup>th</sup> on Comcast with each zone including 5 individual music videos averaging 5-6 minutes each, plus a 27 minute "playlist" that incorporates all the videos into an un-interrupted viewing experience. Viewer feedback from individual titles are being used to craft the final program mix. Individual

titles are credited and separately “clickable.” When viewers hit “play” on individual titles or the playlist, there is a 15 second “MoodZone ID” followed by a 15 second “Sponsor Slide” that we produce for the sponsor (thereby controlling the “look and feel”), followed by the title. Upon the piece ending, there is a repeat of the Sponsor Slide followed by a 10-second “call to action” to drive viewers to the HarmonyChannel.com website.

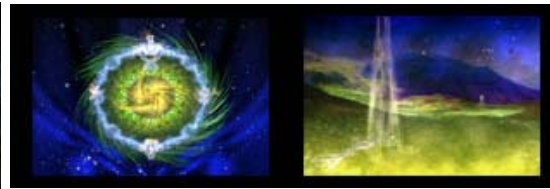
Harmony is included in Comcast’s “Select on Demand” family of networks ([www.selectondemand.com](http://www.selectondemand.com)). These networks are being aggressively marketed within Comcast’s system, and also to other cable systems including Cox, Charter and Time-Warner. This will increase Harmony’s distribution well beyond our initial 9-million household launch. Harmony is expected to roll out onto Cox early next year bringing our distribution to 11.5 million households.

### MoodZones™

Harmony Channel’s initial programming is called MoodZones, and represents a showcase of various visual music styles organized into seven descriptive mood-based zones. Production guidelines for each MoodZone assure consistent quality productions and brand integrity. Color palettes, primary visuals and musical styles are only suggestive and will largely be applied to MoodZone ID’s and in-house productions. Please consult the Harmony Channel Producer’s Guide for further information.

Zone	Alternate Tags	Primary Color	Primary Visuals	Demographic	Music	Other Characteristics
Love 	Romance, passion	Red	Lit candles, <b>silk, roses</b> , strawberries, wine, pillows, feathers	Age 25-54 40%M, 60%F	Classical, jazz, romantic, belly dance, flamenco	Soft, slow, sensual, low light levels, enchantment
Energy 	Power, dance	Orange	Fire, lava, <b>sun rise</b>	Age 35-64 40%M, 60%F	Salsa, folk, world beat, electronica, percussive	Hot, sweaty, bright, textured, perky, brisk, lifeforce, intense
Play 	Fun, variety, party	Yellow	<b>Hula-hoop</b> , dancers, super ball, origami	Age 25-44 60%M, 40%F	World beat, techno, psytrance, avant-garde, whimsical	Dynamic, surprising, playful, bright, alive, edgy, entertaining
Harmony 	Nature, healing	Green	<b>Leaves</b> , flowers, nature, forest, waterfalls	Age 35-64 35%M, 65%F	Classical, light jazz, new age, ambient, acoustica	Alert yet calm, flowing, in-synch, balanced, content, friendship
Chill 	Unwind, relax, enjoy	Blue	<b>Snow flakes, ice</b> , water, synthetic art	Age 25-44 50%M, 50%F	Downtempo, lounge, trip hop, ambient, modern jazz	Artsy, a little edgy, computer graphics, trendy, aesthetic
Dream 	Vision, meditation	Indigo	<b>Clouds</b> , space, dreamy abstract art	Age 35-54 50%M, 50%F	Electronic space, meditative, ambient	Trance, very calm, dreamy, floating, vision, hypnotic
Spirit 	Essence, inspiration	Violet	<b>Beams of light</b> , sparkle, moon rays, glows	Age 35-64 35%M, 65%F	Chants, OM, gospel, inspirational, modern, songs from all faiths	Solemn, prayerful, joyous, contemplative, Soul, sense of unity, cosmic

Below is a sample of acquired programming initially planned for Harmony Channel:

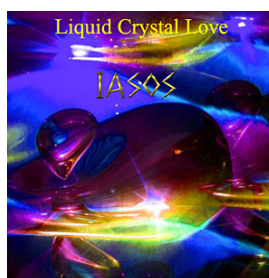


**John Banks** is best known for his Illuminated Manuscripts video that combines his original photography of sacred sites with visionary art and animation – this and more recent standard definition works will be available on Harmony as well as commissioned HDTV material.

**David Fortney** is an Emmy award-winning cinematographer specializing in stunning nature films set to instrumental music. Several of his works are available for broadcast in standard and high definition.



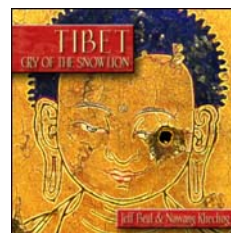
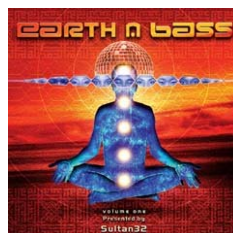
**lasos** is one of the founders of the new age music genre. For the past 2 years, lasos has been developing his animation and video editing skills for the purpose of visualizing his music. lasos will debut his new DVD on Harmony Channel, and will be one of our long-term contributors of HD programming.



# karuna

Journey, explore and transcend with the best in chant and trance.  
Krishna Das, Celeste Alayne, Spirit Nation and more.

**Triloka Records** and **Karuna Records**, now owned by Artemis Records, have made their collections available for licensing to Harmony Channel by special arrangement. Musical styles range from world beat to inspirational chants.



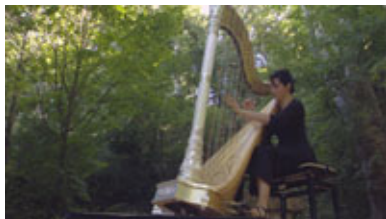
Ignite your spirit with the best in world beat.  
Jai Uttal, Walela, Tarika and more.



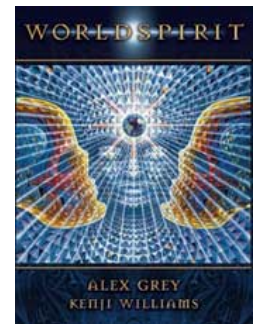


In addition to their mood-elevating videos, **EverSound** provides a full range of uplifting music.

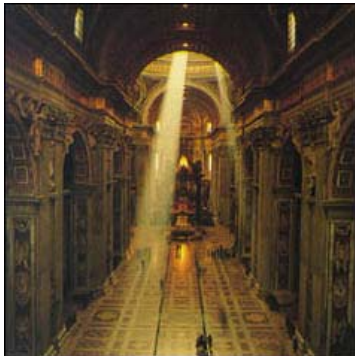
Renowned new age composer **Kitaro** uses the rhythms of nature and the spirituality of humanity to make his uplifting, inspirational music.



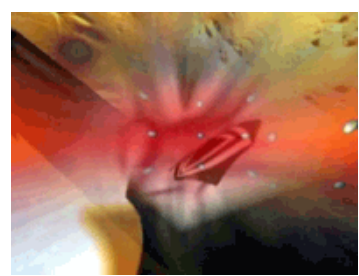
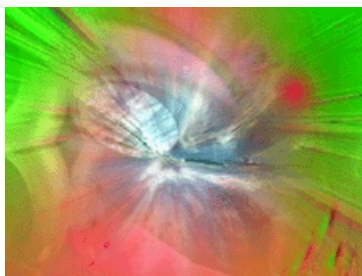
**CineMuse** offers North America's largest library of cultural HDTV programming



**Kenji Williams** is a composer, violinist, artist and videographer on the cutting edge of new media.



**Large-Format Film** extended visual music trailers, such as Ron Fricke's **Chronos**, featuring the music of Michael Stearns, will be broadcast on Harmony Channel. The feature length DVDs, HD-DVDs, and BluRay DVDs will be available on Harmony Channel's e-commerce website.



**Liquid Music** produces dreamy abstract images to relaxing music. Says creator ILYA NIKKOLAI, "I feel as if I have landed on a new and unexplored Continent full of exciting possibilities. The Continent is within. The language is not of The Word and Ideas and Beliefs, but that of Light, Colour and the Eternal Movement of Creation. A language that leads us to the membrane between the manifest world and that which manifests it."

## **FINAL DELIVERY OF MASTERS**

The following specification applies to final content delivery (not initial demo DVD submission) and is provided for reference purposes only.

### **Produced material may be delivered in several formats:**

#### **1) HDTV Videotape**

- First Choice : HD-CAM tape, 1080i/59.94
- Second Choice: DVCPRO-100, 1080i/59.94 or 720p

#### **2) Standard Definition Videotape (NTSC)**

- First Choice: Standard definition Digibeta
- Second Choice: DVCPRO-50
- Third Choice: Beta SP

#### **3) Digital Files – Delivered on Firewire/USB 2.0 Drive (>4.7GB files) or single DVD-ROM +/-R disc (<4.7GB files), minimum 720x486 pixels, 1.2 pixel aspect (D1 NTSC)**

- First Choice: Uncompressed Quicktime format with stereo mix
- Second choice: Uncompressed AVI format with stereo mix
- Third Choice: Sequential TARGA files with lossless RLE compression
  - Audio on WAV or AIFF format (non-drop frame)
  - Include reference AV file (QT or AVI)

## **CREDITS AND TITLES**

Standard Harmony formatted credits will be applied to each title by Harmony per Producer's specification. Content should be delivered without credits, titles, overlays, bugs, or other identifying or informational content aside from artistic content.

## **PREFERRED LABEL/SLATE INFORMATION**

- Preferred information
  - Show title
  - Harmony log number(s) (see Schedule B)
  - Media format (frame rate, aspect ratio, etc.)
  - Total running time
  - Program audio mix
  - Date
  - Name and phone number of production house

## **TECHNICAL REQUIREMENTS**

- Stereo mix is required (audio channels 1 & 2). Additional 5.1 mix optional.
- SMPTE color bar video information (minimum 30 seconds) shall be accompanied by 1 kilohertz audio tone at -20dB for all digital audio tracks, +0dBm for analog

recordings. During the color black portions of the tape all audio tracks shall be silent.

- Both color and monochrome programs shall meet SMPTE 259M standards for levels and timing of signal components.
- For tape formats, SMPTE standard 80-bit, longitudinal drop frame time code shall be recorded on the time code track. It shall be recorded continuously from the beginning of the reel to the end, with 1;00;00;00 appearing at the first frame of the program preferably.
- Digital black shall be recorded at 0 IRE as specified in SMPTE 259M. When transferring NTSC material to digital format videotape, VTR black level should be set to record at 0 IRE (see SMPTE 259M-C). Composite recording black level should remain at 7.5 IRE. The minimum unweighted signal to noise ratio shall be 50 dB.
- Graphic Overlays should not exceed 100 IRE over the program video of 100 IRE.

## **DELIVERY REQUIREMENTS**

Masters shall be delivered to:

Susan Moser  
Harmony Channel  
1290 Baltimore Pike, Suite 111  
Chadds Ford, PA 19317  
610.590.4271