

It's a M.A.D riot of colours on Pogo this Holi!

Back-to-back telecast of the best episodes of M.A.D Series 1, 2 & 3

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This Holi, India's favourite kids' channel, POGO will paint the world of kids in the exclusive colours of M.A.D. with a back-to-back telecast of the best episodes of this award winning POGO original production from 6:00-7:30 pm on Saturday, March 3, 2007. Titled 'M.A.D. on Demand', this specially designed programming package will once again enthrall kids with its entertaining and enlightening art and craft tips, dolled out by the eclectic and popular host of M.A.D. - Rob.

Winner of the Best Kids' Programme at the sixth Indian Telly Awards in November 2006, M.A.D. is one of the highest rated shows on POGO. A consistent rater, M.A.D. continues to be the top rated show on POGO and features amongst the top fifty shows in the week ending February 17, 2007 (All kids audience, all India, all channels).

Monica Tata, Vice President, Advertising Sales and Networks, India & South Asia, Turner International India Pvt. Ltd. said, 'Holi is a joyful and fun-filled festival for all Indians, especially for kids who enjoy playing with colours on this wonderful day. As a channel that prides itself on being well integrated in the lives of our viewers, POGO is happy to extend the fun of Holi, till later in the evening by airing some of the choicest and most exclusive episodes of M.A.D. We hope that when kids are done 'playing' with colours, they would enjoy the evening with their families learning to 'create with colours' by watching M.A.D., India's first and only indigenous kids' show on music, art and dance.'

M.A.D., the third local production from POGO Original Productions is a reaffirmation of the responsiveness of POGO and recognition of its responsibility to provide young children entertainment that is high on learning and development. An acronym for Music, Art and Dance, M.A.D. is an off-the-wall, interactive journey for 8-12 year olds and their families and is filled with fun tabletop 'makes', dynamic performances, a bit of humour and some BIG art stunts in the studio and in a town near you. M.A.D. is a high-octane, witty show that blends fascinating information and interesting educational elements with some whacked-out entertainment.

POGO, a multi-genre channel created exclusively for kids in India, launched successfully on January 1 2004 and is distributed by Zee Turner Ltd. Broadcast via the PAS-10 satellite, POGO is available in over 17 million cable & satellite homes. Catering to kids and their families, POGO offers the best available programming from acclaimed production companies including Ragdoll Ltd., BBC and HIT Entertainment PLC, with such premium titles as: Harry Potter and the Chamber of Secrets™, Harry Potter and the Sorcerer's Stone™, Harry Potter and the Prisoner of Azkaban™, Barney & Friends, The Walking with Series and Takeshi's Castle. Recently, Cartoon Network Enterprises launched POGO merchandise in categories like apparel, innerwear, sleepwear, home entertainment, publishing and Do-it-yourself activity kits.

Turner Broadcasting System Inc., a Time Warner company, is a major producer of news and entertainment products around the world and the leading provider of programming for the basic cable industry.

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