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### *Animation Expo Slated*

The National Association of Television Programming Executives will host its first annual Animation and Special Effects Exposition May 8 to 11 at the Los Angeles Convention Center. The four-day event will offer exhibits from leading-edge animation, new technology, and special-effects companies from the U.S. and abroad. General sessions and workshops will feature industry leaders who will address development, production, and marketing.

"Animation and special effects have a significant impact on the television business, from programming and promotion to advertising and new media ventures," commented NATPE president and COO Bruce Johansen. "A number of our member companies have distinguished themselves in these areas, and we're very excited at the prospect of providing them with this new venue and the opportunity to form new alliances and business relationships."

"There is tremendous demand for this type of major exposition," noted Nick Orfanopoulos, NATPE's senior vice-president, conferences and special events. "NATPE's reputation as the leading association of its kind makes us ideally suited to produce this world-class event."

For information on the Animation and Special Effects Exposition, call the NATPE exhibition office at (310) 453-4440.

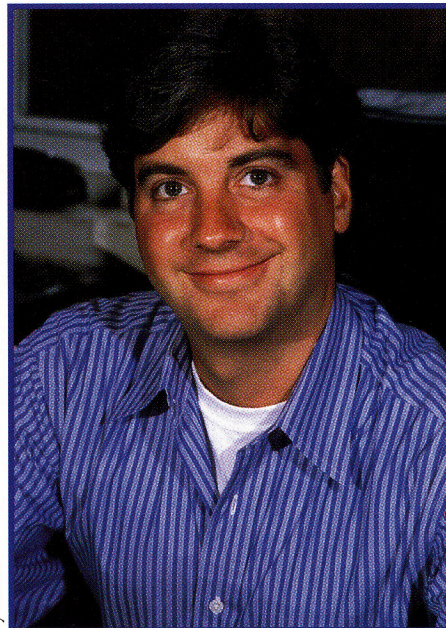
### *Get Web Smart*

*By Michael Bolanos*

Welcome to the days of what I like to call the wild, wild web. Though the online business is advancing rapidly, we are really only waking up to the dawn of the cyberspace era. And, as was true of the early days of television, organizations that endure and flourish in the cyberspace race will be those who not only recognize

but take advantage of the inherent strengths of the medium.

For the online business, those strengths, particularly in entertainment information, are



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community, adaptability, access to a wide variety of information, and the building of one-to-one relationships between fans and stars.

But these attributes cannot stand on their own. They must be enhanced and reinforced through close interaction between television and online media, which should be viewed as complementary, not competitive. Both entities are, after all, information providers and can work together as partners to advance each other's business agenda.

Think about it. Television programming supplies a wealth of material to the online user, who, as a result of his interest in that material, becomes more comfortable in cyberspace. As web surfers become further involved with their favorite stars or shows, the shows become more robust. Cyberspace is the ultimate word-of-

mouse mechanism.

Someday, with the increasing evolution of technology, viewers may also be able to turn to their computers to locate their favorite TV programming. For the foreseeable future, however, the only way to download *Seinfeld* (or any other title) is to turn on the TV. Cyberspace, meanwhile, provides an increasingly indispensable outlet to create a broader context for shows and personalities.

Cyberspace is growing at a much more rapid pace than did television in its early days, and because net surfers have the world — literally — to choose from, the attrition rate will be much greater. We at Entertainment Drive ([www.eDrive.com](http://www.eDrive.com)) believe that the greatest probability for success, ours or anyone's, lies in the exchange of ideas with one's on-air and online peers.

Sites that take advantage of television's brand-name fare and support material provide excellent entry points for the novice online user as well as popular destinations for the experienced web crawler. With Internet access expanding to a broader range of user types, opportunities for greater exposure will emerge. The wild, wild web will continue to flourish as more and more information providers optimistically beam aboard.

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*MICHAEL BOLANOS is president and CEO of Entertainment Drive.*

### *The CD-ROM Challenge*

*By Gregg Ackerman*

A script with more than 500 pages, a cast with fifty-seven principals, twenty sets, six screenwriters, one year in the making: an Arnold Schwarzenegger film? No, actually, it is *D.A. — Pursuit of Justice*, the second in a series