



**TOBY EMMERICH:**  
PRODUCTION CHIEF  
PICKS NEW LINE HITS



**WIRELESS IN CHINA:**  
WARNER BROS. ONLINE  
PARTNERS WITH TOM



**COMPANY MAN:**  
CARTOON NETWORK  
TICKLES TODDLERS

Time Warner

OCTOBER 2005

# keywords

## Time Warner's GOT GAME

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Beyond Good & Evil™

GAME VAULT

Turner Broadcasting's GameTap service, launching in October, enables players to choose from hundreds of games such as "Beyond Good & Evil"

# TOM Opens Door for Warner Bros. in China

By Eric Levin

A young woman in Beijing turns on her cell phone and on the screen sees the shyly flirtatious face of that international scamp, Pepé Le Pew. What is the world's most amorous cartoon skunk doing in the Chinese capital? He and Bugs Bunny and Batman and Harry Potter and all their Warner Bros. brethren are taking one small step for Time Warner, one giant leap for global wireless entertainment.

The woman can download Pepé Le Pew's image as a screensaver, thanks to a strategic partnership that Warner Bros. Online has forged with TOM Online, the leading wireless Internet company in China. She is one of more than 60 million young Chinese men and women who subscribe to TOM Online's wireless service, which enables them to receive images, games and information on their cell phones.

TOM Online also has a hugely popular online presence—[www.tom.com](http://www.tom.com)—that provides a gateway to a vast array of news, games and entertainment.

Internet users can click to the Warner Bros. site at [www.warnerbros.com.cn](http://www.warnerbros.com.cn). Once there, visitors are greeted by an image of the famous Warner Bros. Studios water tower

and a number of links to Warner Bros. content available in China—including the latest information on theatrical releases, DVDs, Looney Tunes interactive games,



Downloadable wallpaper now available in China

downloadable screensavers and wallpaper, and content for mobile phones.

"You can personalize your phone so it has, say, a Looney Tunes or a Batman look

and feel to it," says Jim Noonan, Senior Vice President and General Manager of Warner Bros. Online. "You can personalize it so it has, say, a Harry Potter look and feel to it." Also downloadable are Warner Bros. ring tones, which Noonan has some personal experience with. "I put Daffy Duck quacking on my wife's cell phone," he admits. "When she gets phone calls in a business meeting, she has to explain about her annoying husband."

The partnership with TOM Online is also helping Warner Bros. fight video piracy. "Piracy in China is rampant," Noonan says. "We're promoting everything that Warner Home Video is offering on DVD in China, but we're trying to do it in a way that says, 'If you don't buy the real thing, you're not cool.' We also emphasize that the authentic DVD has additional scenes and other added content."

Ultimately, the Warner Bros./TOM alliance is about more than selling DVDs and screensavers. "We're not over there to sell product and run home," Noonan explains. "I think it's very important for Warner Bros. to be perceived by the government and people of China as a company that embraces their culture."

Noonan cites animation and graphic design as just two of many areas in which Chinese companies show tremendous creativity. "Being a true partner to a company like TOM is an avenue to the extraordinary talent pool in China," he says. "That's really the wealth of this relationship." ■

## Japan Says "Hai" to REAL SIMPLE By Justin Neely

Open a copy of *Real Simple Japan*, set to launch in Japan on October 20, and you may be surprised at how easily the magazine travels across cultures. Some tips might seem out of place in Des Moines, like using salt to clean your empty *mugicha* (barley tea) pot, but other features—like how to organize stray buttons using safety pins—will look perfectly familiar to longtime readers of the magazine.

Arriving at the right balance of stories for *Real Simple's* first internationally licensed edition requires an ongoing knowledge-sharing process between *Real Simple* and licensee Nikkei Business Publications (Nikkei BP), a large publisher of B2B and technology-focused magazines. Both sides are in daily contact to resolve such questions as how much English to use: Japanese readers are comfortable with, even demand, a certain amount—but no more. Sarah Humphreys, Special Projects Coordinator in the U.S. for *Real Simple*, says the look and feel of the magazine are "among the most challenging things to get right."

Kristin van Ogtrop, Managing Editor of *Real Simple*, believes one key to success in that collaboration is a shared commitment to researching and understanding why readers pick up the magazine. She finds that "women everywhere, whether they're in Tokyo or New York or anyplace in between, are struggling" with many of the same issues.

*Real Simple Japan* Publisher Masaaki Sato agrees. "I believe the *Real Simple* concept is universal" he says. Noting that there is no

other magazine in Japan "for working women with busy lives," he is confident this is the right time to introduce a new product to capture that market.

International licensing of titles has worked well for Time Inc.—for example, *In Style* appears in eight localized versions in places as diverse as Brazil, Korea and Greece—and *Real Simple Japan* perfectly illustrates the benefits of sharing risks and rewards in such a venture. Nikkei BP gains an opportunity to switch focus to ads for consumer goods in the women's lifestyle market. For Time Inc., according to Jim Jacovides, head of the company's Licensing and Syndication Group, the partnership creates a licensed business in Japan, which is the world's second largest advertising market but has high barriers to entry. Sato sums up the mutual benefits simply: "Our success depends on the success of *Real Simple*."

Says van Ogtrop on the eve of *Real Simple Japan's* launch: "It looks like it's going to be a beautiful translation of this very successful American brand." ■



*Real Simple Japan's* premiere issue offers tips to simplify women's lives