



BEA Broadcast Program

Show Run
19 to 21 May 2006

SEG NO.	SEGMENT DETAILS	DUR.	Media	On Screen / Description
1	BOOKSHORTS ID	0:00:20		Animated BSI opening
2	TELL	0:00:10	text on screen	Moving pictures deliver impact – sight, sound, emotion – in 3 minutes of exclusive viewer attention.
3	BSI PROGRAM DESCRIPTION	0:02:00	video clip	What is a BookShort (From What Casanova Told Me)
4	DIRECTION TO BOOTH	0:00:05	text on screen	Visit BookShorts at AECB Booth 3619
5	INSPIRE	0:00:10	text on screen	Literacy motivates people to celebrate their collective stories.
6	IROBOT DOC	0:02:00	Video	Making of i-ROBOT
7	IROBOT FILM	0:03:00	video (animated)	i-Robot Poetry (film)
8	DIRECTION TO BOOTH	0:00:05	text on screen	VISIT EDGE Science Fiction and Fantasy Publishing Booth 732
9	SOCIALIZE	0:00:10	text on screen	Audiences are culture seekers, avid consumers of analog, digital, live entertainment – music, films, TV <i>and</i> books.
10	HEART DOC	0:01:00	video	Interview with Author Scott Griffin
11	My Heart is Africa FILM	0:01:30	video	My Heart is Africa FILM
12	A QUIET COURAGE	0:04:36	video	Behind the Scenes

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13	A QUIET COURAGE - film	0:04:41	video	A QUIET COURAGE - film
14	DIRECTION TO BOOTH	0:00:05	text on screen	Visit Thomas Allen Publishers at AECB Booth 3619
15	STRATEGIZE	0:00:10	Text on screen	Empowered by technology, audiences otherwise filter out "straight" advertising in always-on media.
16	ARCHETYPES	0:01:00	video (animated)	Animation "Beastie Dad"
17	ARCHETYPES	0:01:00	video (animated)	Animation "The Moodie"
18	DIRECTION TO BOOTH	0:00:05	text on screen	Visit McClelland & Stewart at AECB Booth 3619
19	CONNECT		Text on screen	Computer, television, mobile, email – screens are the source for discovery and a powerfully viral tool.
20	THIS HOUR HAS SEVEN DECADES - Film	0:05:35	video	This Hour Has Seven Decades Film
21	This BookShort Took Seven Decades - DOC	0:02:40	video	This BookShort Took Seven Decades
25	ICE DOC - BEHIND THE ICE	0:01:00	video - slide show	Behind the Ice
22	ICE FILM	0:02:34	video	ICE Film (English)
23	ZeD	0:00:30	video	ZED INTERSTITIAL
24	ICE DOC - INTERVIEW W/ PAULINE	0:03:19	video (animated)	Pauline Couture ZeD Interview
26	DIRECTION TO BOOTH	0:00:05	Text on screen	McArthur & Company at AECB Booth 3619
27	MOVE	0:00:10	Text on screen	Cost-effective – make it once, use it a lot – a hard-working dynamic tool extends marketing lifespan.
28	THE FIGHTER TRAILER	0:00:05	text + graphic on screen	The Fighter from Penguin Group (Canada) Coming Soon
29	CONFESSIONS OF A PILGRIM	0:05:00	video	Confessions of a Pilgrim Film

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30	DIRECTION TO BOOTH	0:00:05	Text on screen	Visit White Knight Books at AECB Booth 3619
31	ADAPT	0:00:10	text on screen	Any genre -- fiction, memoir, humour, travel, romance, music, sports - makes great entertainment.
32	SECRET PROMO	0:00:15	video (animated)	The Secret Mountain Intro Animation
33	SECRET INTER 1	0:00:30	video (animated)	A Duck In New York City
34	SECRET INTER 2	0:00:30	video (animated)	A Poodle In Paris
35	A TREASURE IN MY GARDEN	0:03:00	Music Video (animated)	BOXES from A Treasure in my Garden
36	SECRET INTER 4	0:00:15	video (animated)	Lullaby Berceuse
37	SECRET INTER 5	0:00:15	video (animated)	Dream Songs Night Songs
38	SECRET INTER 3	0:00:15	video (animated)	The Fabulous Song
39	DIRECTION TO BOOTH	0:00:05	text on screen	Visit The Secret Mountain Booth 2714
41	ENGAGE	0:00:10	text on screen	Strategically timed delivery through many channels guarantees unprecedented exposure.
42	CASANOVA Behind the Scenes	0:02:02	video	Our Fascination with Casanova
43	CASANOVA FILM	0:02:30	video	What Casanova Told Me (2005 Version)
44	JPOD PROMO	0:00:30	video	JPOD Advance Trailer
45	DIRECTION TO BOOTH	0:00:05	text on screen	Random House of Canada with Bloomsbury US Booth 2221

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46	CHANNEL	0:00:10	Text on Screen	Web Content, Mobile Wireless, Kiosk, Film Festival, Reading Series, Book Club, DVD, TV Broadcast
47	HOLD'EM - ANGEL APPEARANCE	0:00:03	Text + Graphic	Angel Largay In Booth 2155 Sat. May 20
48	HOLD'EM POKER TRAILER	0:01:00	video	Advance Trailer A Complete Course in No-Limit Texas Hold'em
49	DIRECTION TO BOOTH	0:00:05	text on screen	Visit ECW Press at IPG Booth 2155
50	USE	0:00:10	text on screen	Pre-Sales, Foreign Rights, Publicity, Promotion, Retail, Virtual Touring
51	GILLER ID	0:00:10	Broadcast Graphic	Promotional Opening
52	MORDECAI RICHLER	0:03:09	video	(Reel 1997) Barney's Version
53	DIRECTION TO PUBLISHER	0:00:03	TEXT ONLY	In print with Washington Square Press / S&S Booth 2838
54	CAROL SHIELDS (Reel 2002)	0:03:08	video	Unless (Reel 2002)
55	DIRECTION TO PUBLISHER	0:00:03	TEXT ONLY	In print with Harper Perennial Booth 2538
56	PAUL QUARRINGTON (Reel 2004)	0:03:00	video	Galveston - 2004 Tape
57	DIRECTION TO PUBLISHER	0:00:03	TEXT ONLY	In print with St. Martin's Press Booth 2242
58	PARTNERS	0:01:30	GRAPHICS ON SCREEN	ROLL LOGOS THROUGH THE BOOKSHORTS TV SCREEN

For more information on production and / or distribution:

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www.BookShorts.com