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NBCU, Scholastic Launching Children's Programming Block

By Christopher Lisotta

NBC Universal plans a September launch for a children's weekend programming block, qubo, for its broadcast networks NBC and Telemundo that will also run on Ion Media Network's i Network Friday afternoons.

Broadcasting in both English and Spanish, the block will premiere on NBC and Telemundo on Saturday, Sept. 9, and on i Network on Friday, Sept. 15. Telemundo will split the block Saturdays and Sundays.

The new educational- and informational-compliant qubo broadcast schedule has been developed for kids ages 4 to 8. Future qubo multiplatform offerings will include a dedicated 24/7 digital kids network that will launch across Ion Media Networks' television station group, a branded Web site and video-on-demand services.

Qubo was created when NBC Universal and production companies Scholastic, Corus Entertainment and Classic Media/Big Idea joined forces in May to produce a children's programming service.

Classic Media/Big Idea, Scholastic Media, Corus Entertainment's subsidiary Nelvana and NBC Universal will together contribute more than 1,000 half-hours of children's programming. In, addition each partner will also produce one original series per year. Programming details will be announced later.

The qubo programming block schedule is as follows:

NBC Saturday Morning

10 a.m. (ET): "VeggieTales"

10:30 a.m.: "Dragon"

11a.m.: "VeggieTales Presents: 3-2-1 Penguins! and LarryBoy Adventures"

11:30 a.m.: "Babar"

Noon: "Jane and the Dragon"

12:30p.m.: "Jacob Two-Two"

I Network Friday Afternoon

3:00 p.m.: VeggieTales

3:30 p.m.: "Dragon"

4 p.m.: "VeggieTales Presents: 3-2-1 Penguins! and LarryBoy Adventures"

4:30 p.m.: "Babar"

5p.m.: "Jane and the Dragon"

5:30 p.m.: "Jacob Two-Two"

Telemundo Saturday

8 a.m.: "VeggieTales"

8:30 a.m.: "Dragon"

9 a.m.: "VeggieTales Presents: 3-2-1 Penguins! and LarryBoy Adventures"

Telemundo Sunday

8 a.m.: "Babar"

8:30 a.m.: "Jane and the Dragon"

9 a.m.: "Jacob Two-Two"