

# POINTERS FOR PARENTS

## Stay Tuned In To What Your Kids Are Watching

(NAPSA)—Though your children may be the only ones who know how to operate the remote, you may still want to stay tuned in to what they're watching. TV has never been racier and parents have never been more confused and frustrated by how to control the content of what their children watch. So pervasive is the problem that the TV industry is launching a \$300 million multimedia campaign to remind parents that they have the power to keep unwanted programming out of their homes.

Now the same company that pioneered viewer-controlled television, TiVo, is once again out front, empowering parents to do just that, by exercising choice and control with its latest service feature, KidZone. This feature lets parents choose from menus of shows recommended by a variety of family organizations and set automatic recordings based on those recommended menus. It also lets parents opt in or opt out of any show not on the recommended list. Other features include:

- **The power to choose—**Parents love the fact that TiVo KidZone, which works with live and recorded programming, enables them to choose from entire menus of age-appropriate shows recommended by a variety of family organizations and set automatic recordings based on those recommended menus.

- **The power to learn—**This feature makes it easy for parents to discover high-quality kids' TV shows recommended by TiVo KidZone, partners with Common Sense Media, a national organization dedicated to improving the media and entertainment lives of kids and families, and Parents Television Council, a leading non-



**VIEW FROM THE LIVING ROOM—**A new service feature lets parents exercise choice and control over what their kids watch.

profit organization dedicated to educating parents about television content.

- **The power to modify—**Parents also have the ability to override broadcast ratings and restrict specific channels to decide which programs to allow and hide in KidZone.

- **The power to selectively censor—**This means parents can lock out all programming or channels that are not specified for KidZone from access by children, while making channels readily available when adults want to watch television.

- **The power of a password—**The feature is password protected and after four hours of inactivity, the TiVo box will automatically default to KidZone.

This latest service feature provides parents with full and total control of what their kids can and cannot watch.

"As a father of two teenagers, I understand that parents are the first line of defense. I commend TiVo for providing parents such a valuable and easy-to-use resource to determine what programming is best for their kids," said U.S. Representative Fred Upton (R-MI).

To learn more, visit [www.tivo.com](http://www.tivo.com).