



**platonictv**  
Forward-thinking Television Production and Placement

A team of video production professionals specializing in providing travel programming for TV, the Web, mobile phones and retail outlets.

**Complete television production company**

**Story Development** – creative news and feature stories

**Shoot Coordination** – permits, paperwork, protocol

**Field Production** – interviews, b-roll, video team management

**Script Writing** – information and entertainment

**Design and Editing** – full post-production and graphics

**Programming Placement** – what airs where, mobile viewing

**Company Background**

**Platonic TV** was founded by Patty Zubov as Platonic Productions in **New York City** in 1987. There, Patty took on the most challenging productions: **LIVE** think-on-your-feet TV specials.

**Productions in NYC include:**

The rainforest conservation concert

**DON'T BUNGLE THE JUNGLE** with Madonna, Sandra Bernhard, the B-52s and others;

Televised live concerts from **CENTRAL PARK**;

The Emmy-winning CBS presentations of the 1987 and 1988 **TONY AWARDS**.

After five years in New York City, given the opportunity to work and live anywhere doing anything, Patty chose to return to **San Francisco** and mesh TV production with travel.

In 1991, Patty joined the largest producer of travel programming, **News Travel Network / Preview Media**, later split and renamed CNX Media and Preview Travel (which merged with Travelocity).

**NEWS TRAVEL NETWORK & CNX MEDIA productions include:**

- Award-winning 90-second news segments **CONSUMER TRAVEL REPORTS** aired daily during newscasts on ABC, CBS, NBC and Fox network affiliate stations nationwide.
- Various 30-minute programs (such as the travel magazine series **TRAVEL UPDATE**) aired on ABC, CBS, NBC and Fox network affiliate stations, NY1 and The Travel Channel.

From 1991 to 2001, Patty Zubov was Segment Producer and Field Producer for various locations around the USA and in such international destinations as Vietnam, Hong Kong, China, Russia, Sweden, Germany, France, Tahiti, Australia, Panama, Cuba.

When CNX Media dissolved in 2001, Platonic Productions was revived as **Platonic TV** ([www.platonic.tv](http://www.platonic.tv)), customizing productions for travel contacts, in Hi-Def.

**Recent Platonic TV collaborations include:**

Four Seasons Resorts & Hotels Thailand, Tourism New Zealand, Punta Mita Mexico, Radisson / Regent Seven Seas Cruises, British Airways, Malaysia Airlines, Shanghai World Expo 2010.

**Airing** on national and international cable networks, PBS, and on ABC, CBS, NBC and Fox affiliate stations in: New York, San Francisco, Dallas, Atlanta, Seattle, Miami, Phoenix, Orlando.