



Opening Worlds of **Possibilities**  
for America's Children





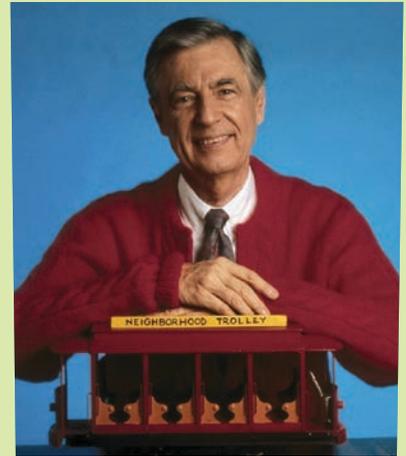
## Serving America's Children for More Than 40 Years

More than 40 years ago, PBS launched a revolution in children's media, providing families from all walks of life with **high-quality, educational, commercial-free content**, aimed at making a powerful difference in the lives of America's children. Today, the number-one children's educational media brand continues to push boundaries on innovation in teaching and learning across all platforms, offering children content that prepares them for success in school and in life.

PBS KIDS® has an unwavering vision of a world where children are empowered for success, and a commitment to supporting the promise of all children. PBS KIDS' work is designed to light a spark, to inspire

exploration and to help all kids reach their potential, so that every child can discover a world of unlimited possibilities.

Parents confirm that PBS KIDS is delivering on its mission. A recent survey found that **PBS KIDS is their most trusted media brand** and the brand that parents are most likely to turn to in order to prepare their children for school.<sup>1</sup>



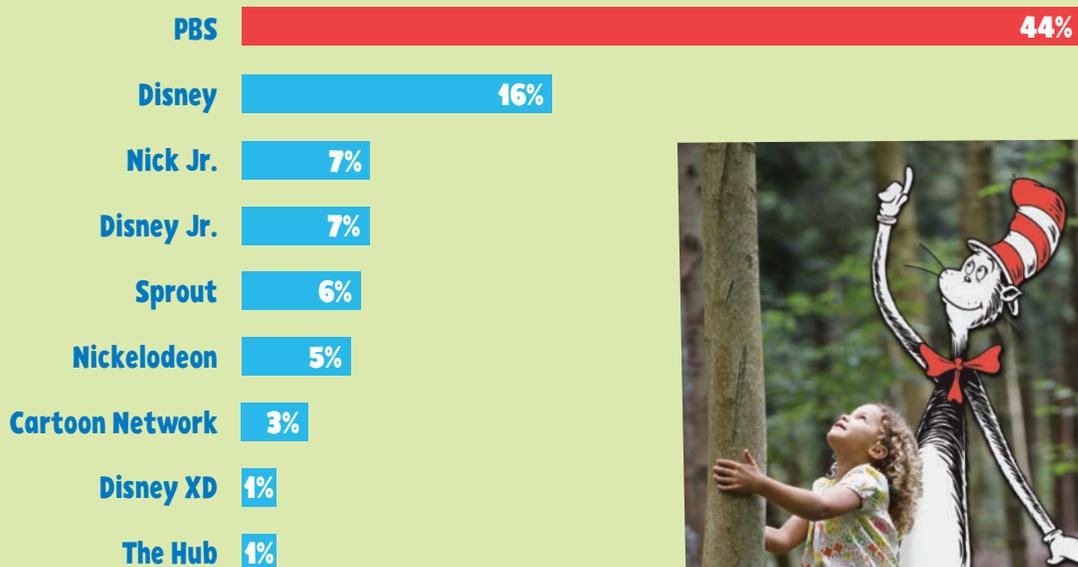
This report presents the results of a national survey conducted by ORC International's DualFrame CARAVAN in January 2013. The ORC International study included 1,014 adults, 18 years of age and older, who participated by phone January 10-14, 2013. Results were weighted to be statistically representative of the adult US population.

1. Survey conducted January 11-25, 2014, by Smarty Pants. More than 1,000 parents with children age 2-6 completed the online survey. All respondents were aware of PBS KIDS and the survey base is representative of TV-viewing households with young children with regard to household income and ethnicity. Any statistical differences are at a 90% or higher confidence level.

## PBS KIDS is the #1 Educational Media Brand

Which of the following TV/media brands do you believe is the “most educational” for children?

Percent saying each brand/company is “most educational” for children.

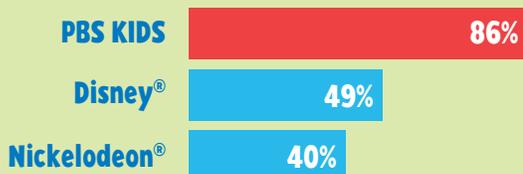


Source: CARAVAN ORC International, January 2014

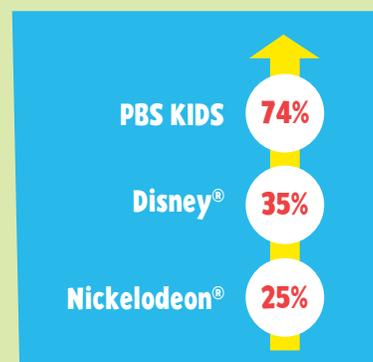


### How Well Networks Prepare Children for School

Percent helps a lot or helps somewhat.



### Child Exhibits More Positive Behavior After Engaging with the Network



Source: Survey conducted January 11-25, 2014, by Smarty Pants. More than 1,000 parents with children age 2-6 completed the online survey. All respondents were aware of PBS KIDS and the survey base is representative of TV-viewing households with young children with regard to household income and ethnicity. Any statistical differences are at a 90% or higher confidence level.



## Providing **Trusted Children's Media** to Families Across the U.S.

**PBS KIDS' work is especially critical in America's neediest communities, where the most under-served children lack access to high-quality educational experiences, especially in the preschool years. More than half of American kids ages 3-4 do not attend preschool.<sup>2</sup> A recent survey found that families with a lower household income report having fewer resources for school preparedness and are less likely to use technology or formal education to prepare kids for school.<sup>3</sup> PBS KIDS' essential content reaches nearly 99% of TV homes in the U.S., filling a critical void.<sup>4</sup>**

**Nearly two-thirds (63%) of low-income families report that PBS KIDS "helps a lot" to prepare kids for school.<sup>5</sup>**



Source: Nielsen NPower, 9/24/2012-9/22/2013



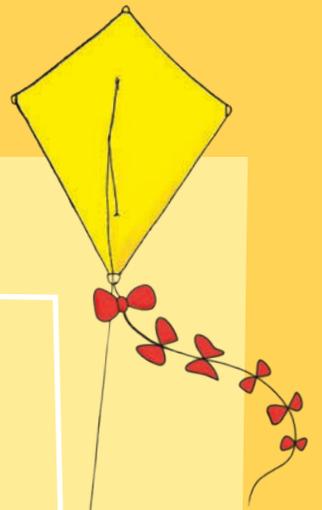
**PBS KIDS reaches more kids 2-8 and more moms with kids under 12 than any other kids TV network.<sup>6</sup>**

2. The Annie E. Casey Foundation, 2013 Kids Count Data Book.

4. PBS Stations list and Nielsen Universe Estimates, 2012-2013 season.

3. & 5. Survey conducted January 11-25, 2014, by Smarty Pants. More than 1,000 parents with children age 2-6 completed the online survey. All respondents were aware of PBS KIDS and the survey base is representative of TV-viewing households with young children with regard to household income and ethnicity. Any statistical differences are at a 90% or higher confidence level.

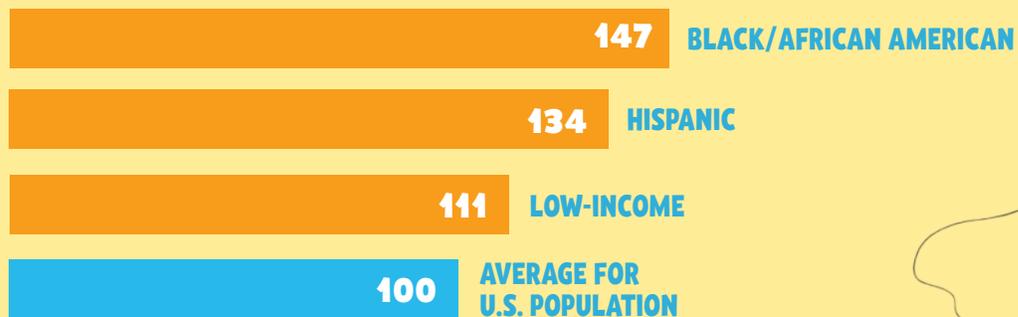
6. NTI NPower Live+7 Reach % for All PBS Stations and all Child TV Networks, 12/31/2012 - 12/29/2013, 6 minute qualifier and 50% Unification.



## PBS KIDS Serves All Children **On TV**

**PBS KIDS attracts a higher proportion of viewers from Hispanic, African American and low-income homes compared to their representation in the U.S. population.**

PBS KIDS program audience (orange) indexed to total U.S. population (blue).



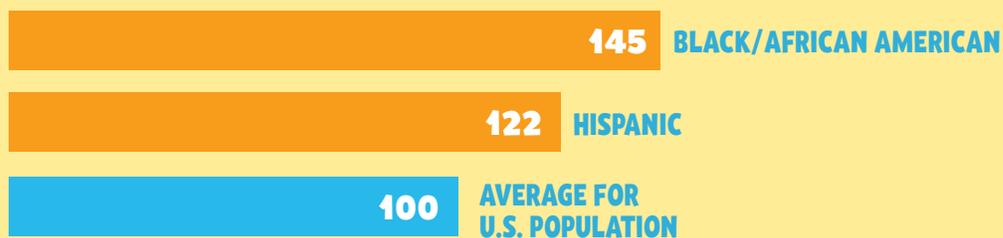
Source: Nielsen NPower, all PBS KIDS programs, 4th quarter cume 2013



## PBS KIDS Serves All Children **Online**

**PBSKIDS.org attracts a higher proportion of web users of Hispanic and African American descent compared to their representation in the average U.S. web audience.**

PBSKIDS.org ethnicity demographics (orange) versus total U.S. web audience (blue).



Source: comScore PlanMetrix, November 2013



## Preparing Kids for **Success** in School and in Life

PBS KIDS is uniquely positioned to reach children everywhere with content that is rooted in academic frameworks based on research and carefully developed with experts to prepare young children for school. PBS KIDS content is designed to address the whole child, supporting the development of important **school-readiness skills** such as critical thinking, creativity, communication, collaboration and perseverance.

Research shows that **children who utilize PBS KIDS multi-media materials are better prepared for kindergarten than those who do not**, and that this improvement is especially pronounced for kids from low-income homes.

### Research shows that PBS KIDS content enhances kids' early literacy skills:

In a 2009 study, after using a media-rich PBS KIDS literacy program for 10 weeks, the students in the literacy group significantly outscored the comparison group on measures of their ability to match letters to sounds, name letters and understand concepts of story and print (percent differences below).<sup>7</sup>

#### LETTER SOUNDS

37%

#### NAMING LETTERS

21%

#### UNDERSTANDING STORIES AND PRINT

12%

Kids who played the **MARTHA SPEAKS Dog Party** mobile app for two weeks had up to a **31% gain** in vocabulary tested.

Source: Chiong, C. & Carly S. (2010). "Learning: is there an app for that?" New York, NY: Joan Ganz Cooney Center.



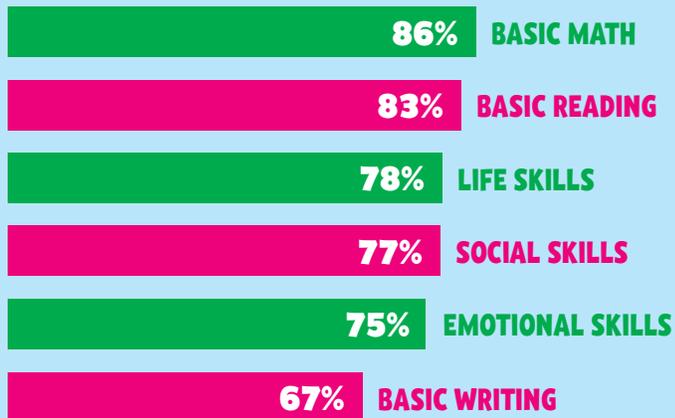
In a recent study, children who used PBS KIDS content connected across platforms **improved significantly** in their understanding of early mathematics skills compared to those who did not use the content.<sup>8</sup>

7. Penuel, W.R., Pasnik, S., Bates, L., Townsend, E., Gallagher, L.P., Llorente, C., and Hupert, N. (2009). Preschool teachers can use a media-rich curriculum to prepare low income children for school success: Results of a randomized controlled trial. A report prepared for the Corporation for Public Broadcasting. New York and Menlo Park, CA: Educational Development Center, Inc., and SRI International.

8. Pasnik, S., & Llorente, C. (2013). Preschool Teachers Can Use a PBS KIDS Transmedia Curriculum Supplement to Support Young Children's Mathematics Learning: Results of a Randomized Controlled Trial. A report to the CPB-PBS Ready To Learn Initiative. Waltham, MA, and Menlo Park, CA.

## Parents Rank PBS KIDS as the Most Trusted Media Brand for **School Readiness**<sup>9</sup>

Parents rank PBS KIDS 1<sup>st</sup> on every skill for school readiness.



The newest addition to PBS KIDS' lineup, **ODD SQUAD** is a live-action series that helps kids 5-8 build problem-solving, collaboration and math skills.

## PBS KIDS Curriculum Provides Content That Addresses **Essential Skills**

### STEM

(Science, Technology, Engineering & Math)

-  CAT IN THE HAT
-  CURIOUS GEORGE
-  DINOSAUR TRAIN
-  SESAME STREET
-  SID THE SCIENCE KID
-  ODD SQUAD
-  PEG + CAT
-  WILD KRATTS

### LITERACY

-  MARTHA SPEAKS
-  SUPER WHY!
-  SESAME STREET
-  THE ELECTRIC CO.
-  WORDGIRL

### SOCIAL & EMOTIONAL DEVELOPMENT

-  ARTHUR
-  CAILLOU
-  CLIFFORD THE BIG RED DOG
-  DANIEL TIGER'S NEIGHBORHOOD
-  SESAME STREET
-  THOMAS & FRIENDS™

9. Survey conducted January 11-25, 2014, by Smarty Pants. More than 1,000 parents with children age 2-6 completed the online survey. All respondents were aware of PBS KIDS and the survey base is representative of TV-viewing households with young children with regard to household income and ethnicity. Any statistical differences are at a 90% or higher confidence level.



## Innovating with **Educational Media** Across Platforms

Taking a holistic approach, PBS KIDS producers harness the power of multiple platforms and new technologies to surround children with opportunities to learn and grow in fun and developmentally appropriate ways. At the same time, **PBS KIDS is building groundbreaking digital tools** to support teachers, caregivers and parents and to enable them to track children's progress across platforms.

Last year, more minutes were spent viewing kids video on **pbskids.org** than any other kids' site.

Source: comScore VideoMetrix, January – November 2013



**pbskids.org** was the **#1 kids entertainment site for free video streams online 8 out of 12 months in 2013.**

Source: comScore VideoMetrix, January - December 2013

**pbskids.org** averages more than **12 million unique visitors per month.**

Source: Google Analytics, Q1 2014

## PBS KIDS is #1 in Innovation

How much do you agree with the statement that \_\_\_ is the innovator in children's educational media?

Percent saying "agree strongly/agree somewhat" (on a 4-point scale: agree strongly, agree somewhat, disagree somewhat, disagree strongly).



Source: CARAVAN ORC International, January 2014



**PBS KIDS offers  
30+ educational apps**





## Connecting with Local Communities

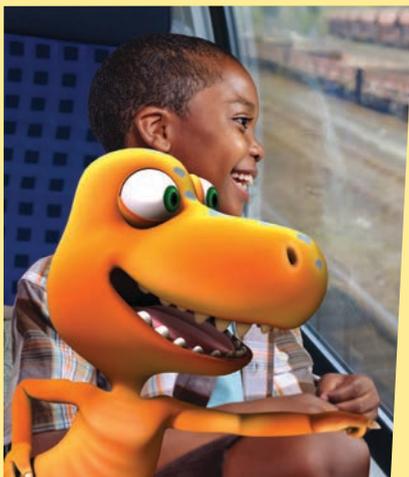
With more than 350 local stations supporting communities across the U.S., **PBS is uniquely positioned to reach kids anytime and everywhere** with meaningful learning opportunities. Strategic partnerships between stations, after-school organizations, social service agencies, civic institutions, local businesses and Title I schools leverage PBS KIDS content to address authentic community needs and lead to powerful outcomes for children and families.



## Paving the Way for a Brighter Future

PBS KIDS' spirit of innovation extends not just to platforms and technologies, but to content, outreach efforts and community engagement strategies as well. Looking forward, PBS KIDS will engage in initiatives that will help to **bridge the gap between home and school**, support parents and caregivers, infuse all programming with characters who model the learning and innovation skills that will set young children on pathways to success and **launch transformative new media experiences** that will prepare this digital generation to achieve amazing things in school and in life.

Like the days when *Sesame Street* and *Mister Rogers' Neighborhood* debuted on PBS, PBS KIDS is on the brink of the next major breakthrough in teaching and learning through children's media. With its pioneering history, documented successes, research-backed methodology, forward-thinking approach and dedicated team of children's media experts, **PBS KIDS will continue to lead the way** in using the power of media to provide a bright future for America's children.



**Join PBS KIDS** in opening worlds of possibilities for all of America's children.

For more information on specific PBS KIDS content supporting literacy, science, math and more, visit **[pbskids.org](https://pbskids.org)**.



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