

New **24/7** Multiplatform Services

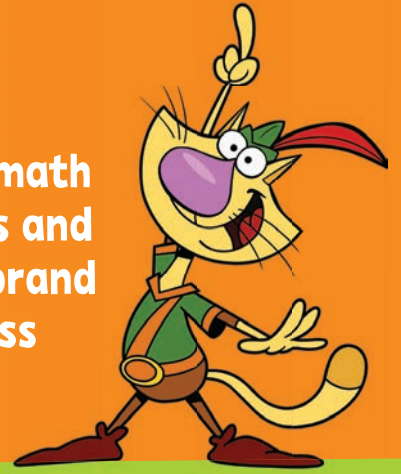


Join us as PBS KIDS expands to educate and entertain 24/7 by offering multiplatform services that will reach all children with award-winning content via TV, streaming video, and games. This triple play will offer the very best child and parent experience, especially for those who need it the most.



WHY PBS KIDS?

Research confirms that PBS KIDS can help narrow the math achievement gap for children from low-income families and better prepare them for kindergarten.¹ As the media brand most trusted by parents, PBS KIDS offers content across multiple platforms, serving all of America's families.



ACCESS

PBS stations reach more kids age 2 to 5, more parents with children under 6 years old, and more children from low-income families than any other kids TV network.²



PBS KIDS is the leader in streaming video³

Interactive educational games will align with the learning goals of each TV series, deepening children's involvement and supporting learning.



54%

of all children nationwide do not attend preschool.⁴

Access to our free 24/7 PBS KIDS channel and services will help level the playing field.

EDUCATION & IMPACT

PBS KIDS is committed to using the power of media to help all children reach their potential. Increased access to our media helps children develop **literacy, math, and social-emotional skills.**



Independent research demonstrates that PBS KIDS content such as *Super WHY!*, *Peg + Cat*, and *Odd Squad*, helps children from low-income families build critical early literacy and math skills and close the achievement gap with their peers.

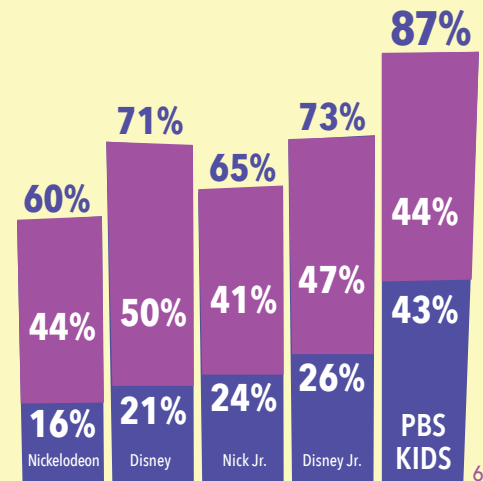


PBS KIDS Helps Children Realize their Potential

Please indicate how strongly you agree or disagree with the statement that ___ helps children realize their potential.

Do you agree strongly, agree somewhat, disagree somewhat or disagree strongly?

■ Agree strongly ■ Agree somewhat



After using PBS KIDS content, children from low-income families matched children from higher-income families in their understanding of math.⁵

A recent national survey found that **PBS KIDS outperformed Disney, Disney Jr., Nickelodeon, and Nick Jr.** when it came to helping prepare children for success in school, modeling positive social and emotional behaviors for children, encouraging innovative thinking, and more.⁶



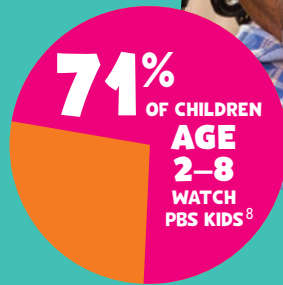
The 24/7 PBS KIDS multiplatform services have the power to take learning engagement to a new level.

TRUST PBS KIDS 24/7

TELEVISION continues to be the most widely used platform for children's educational content, especially among low-income families with children up to age 8.



74% of parents say their child exhibits more positive behavior after engaging with PBS KIDS.⁷

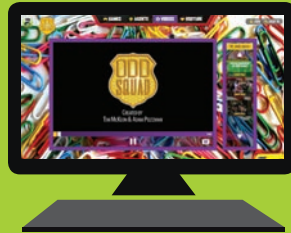


The **FREE** multiplatform 24/7 PBS KIDS services will reach all children with high-quality learning content via

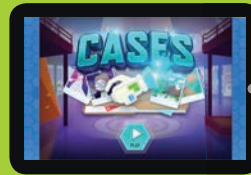
24/7 TV CHANNEL



24/7 LOCALIZED STREAMING VIDEO



INTERACTIVE EDUCATIONAL GAMES



Please join us in helping all kids reach their full potential. To learn more about the 24/7 PBS KIDS channel and services, and to get involved, contact Karen Avery at the PBS Foundation.

keavery@pbs.org • 703-739-5435

1. Learning with PBS KIDS: A Study of Family Engagement and Early Mathematics Achievement, WestEd, 2015
2. Nielsen NPM, NPOWER, 9/22/2014-9/20/2015, Live+7, M-Su 6A-6A time period reach. US K2-5, LOH w/C<6, K2-11 in HH w/Inc<\$20K. PBS affiliates, DISNEY, NICK, Disney Junior, Nick Jr., Sprout, TOON & Discovery Family.
3. comScore Jan '15 - Dec '15.
4. The Annie E. Casey Foundation, 2014 Kids Count Data Book.
5. PBS KIDS Mathematics Transmedia Suites in Preschool Families and Communities, WestEd, 2013.
6. Survey Sampling International (SSI), January 2016
7. Understanding School Preparedness, Smarty Pants, 2014.
8. Nielsen NPower, 9/22/2014-9/20/2015.

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