



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



**2016**



# Inspiring Lifelong Learners

**PBS KIDS has an unwavering vision of a world where all children can reach their potential, and is committed to using the power of media to work towards that goal.**

**PBS KIDS views all children as citizens, not consumers, and offers media that empowers them to be curious, resilient and empathetic. PBS KIDS develops connected learning experiences designed to inspire exploration across platforms – on TV, on digital devices and away from the screen – so that every child can discover a world of unlimited possibilities. Through positive role models and engaging stories, PBS KIDS inspires today’s kids to be lifelong learners – sparking their curiosity and encouraging the excitement of discovery.**



**Parents and teachers consistently rank PBS KIDS as their most trusted and relied upon brand for supporting children’s learning and development. Through support materials for caregivers and educators, PBS KIDS ensures that tools are available to help children build key skills and reinforce learning from the early years and beyond.**

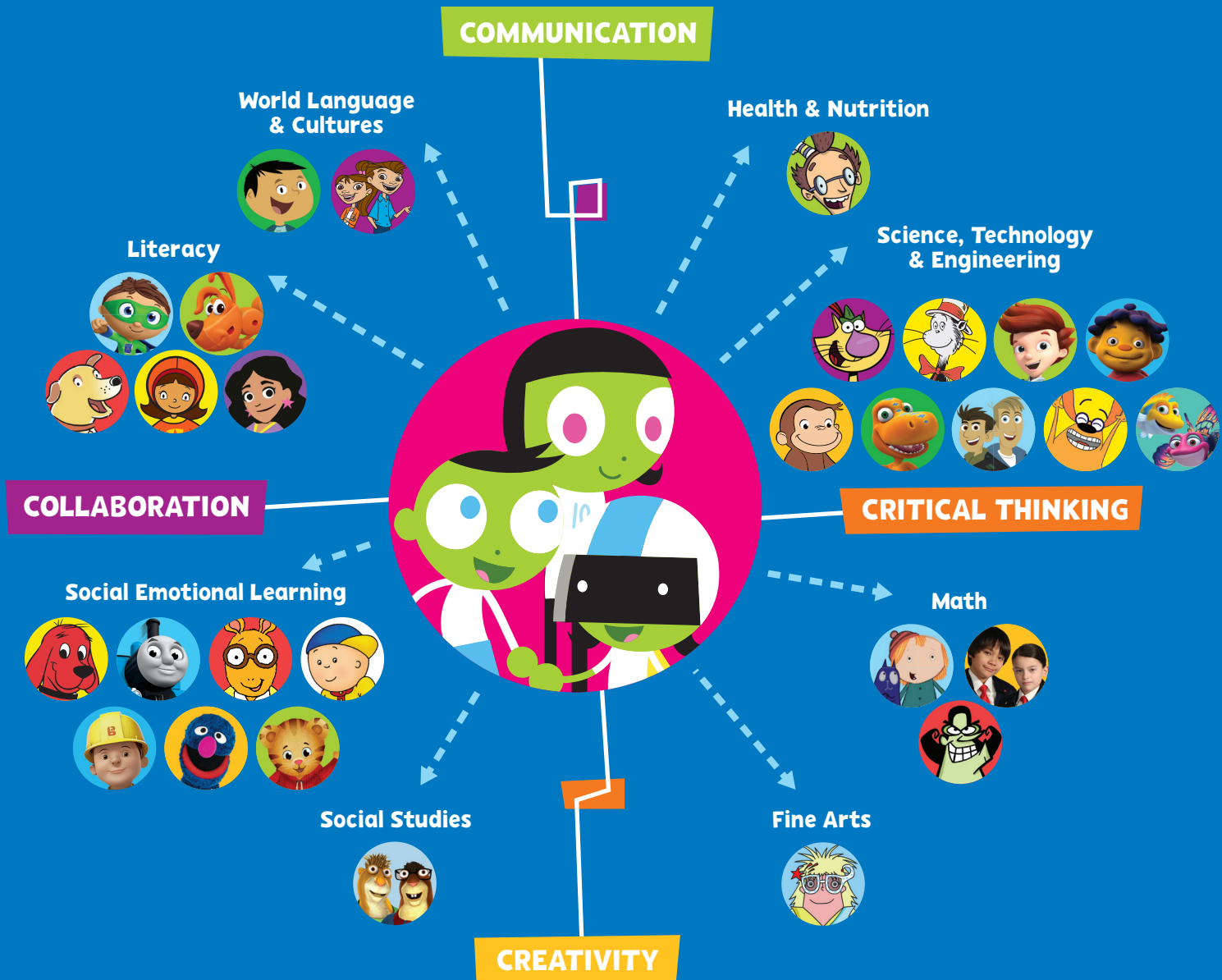
**The American public values PBS KIDS and confirms that it is delivering on its mission. A recent poll found that PBS KIDS is the number-one educational media brand, helps prepare children for success in school and helps all children reach their potential.**



# Nurturing the Whole Child

PBS KIDS has a whole-child approach to learning, offering media content that supports all of the key developmental areas a child needs to be successful in life – from communication and critical thinking skills, to literacy and science. PBS KIDS starts with the needs of today's children, working with advisors and award-winning producers to develop content that meets those needs. Throughout the process, PBS KIDS conducts extensive research to ensure that its programming, games and activities are developmentally appropriate and that they are moving the needle in helping kids learn.

## The Whole Child



# Leading the Way in Children's Media

## PBS KIDS is the **#1** educational media brand for children

Which of the following brands or companies do you believe is the most educational for children?

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



Source: Survey Sampling International (SSI), January 2016

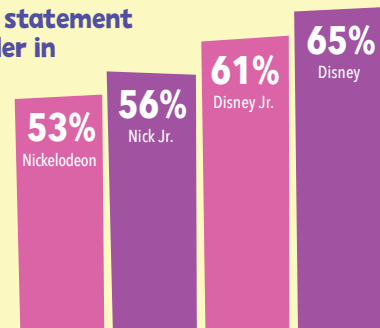


In 2015, PBS KIDS won **10** Emmy awards.

## PBS KIDS is the undisputed leader in children's programming

How much do you agree with the statement that \_\_\_\_ is the undisputed leader in children's programming?

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

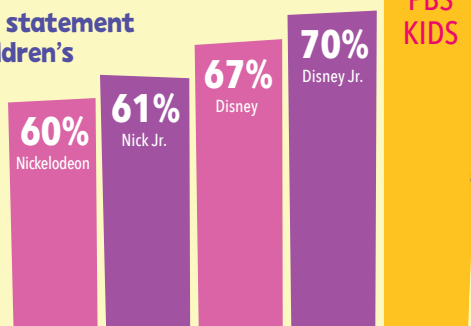


Source: Survey Sampling International (SSI), January 2016

## PBS KIDS is a leading innovator in educational media

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: Survey Sampling International (SSI), January 2016





# Offering Trusted and Safe Connected Learning Experiences



**Parents of young children rank PBS KIDS as the most trusted and relied upon media brand for school readiness.**

Source: "Understanding School Preparedness," Smarty Pants, 2014

## PBS KIDS is a trusted and safe place to watch television

How much do you agree with the statement that \_\_\_\_ is a trusted and safe place for children to watch television?

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

75%  
Nick Jr.

76%  
Nickelodeon

77%  
Disney

80%  
Disney Jr.

**88%**  
**PBS KIDS**

Source: Survey Sampling International (SSI), January 2016



## PBS KIDS models positive social and emotional behaviors for children

How much do you agree with the statement that \_\_\_\_ models positive social and emotional behaviors for children?

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

67%  
Nickelodeon

75%  
Disney

77%  
Nick Jr.

78%  
Disney Jr.

**90%**  
**PBS KIDS**

Source: Survey Sampling International (SSI), January 2016



# Reaching All Children



**PBS KIDS reaches more children ages 2-5 across the country, and in low-income homes, than any other media organization.**

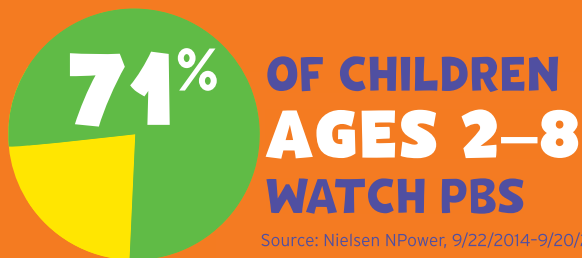
Source: Nielsen NPOWER, 14-15 season, M-F 7A-6P time period AA%; PBS stations, all broadcast nets and cable nets; composite and Inc<\$20K

**Each month, nearly 11 million people visit pbskids.org.**

Source: Google Analytics, January–December 2015

**PBS KIDS is #1 in streaming video for minutes spent per viewer in multiplatform.**

Source: comScore, Video Metrix Multi-platform, 7/2015-2/2016



Source: Nielsen NPower, 9/22/2014-9/20/2015

**In 2015, more minutes were spent viewing video on pbskids.org than any other kids' site.**

Source: comScore VideoMetrix, January–December 2015





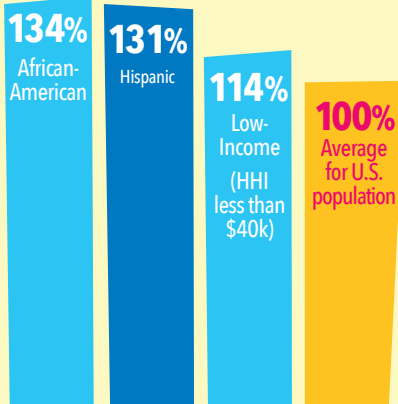
# n Across Platforms



## PBS KIDS Serves All Children

### ON TV

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



Source: Nielsen NPower; 4th quarter cume 2015



### ONLINE

229%  
Asian-American

**pbskids.org** attracts a higher proportion of web users from Asian-American and African-American homes compared to their representation in the U.S. population.

138%  
African-American

100%  
Average for U.S. population

Source: Nielsen NPower; 4th quarter cume 2015

# Giving Kids the Tools to Succeed

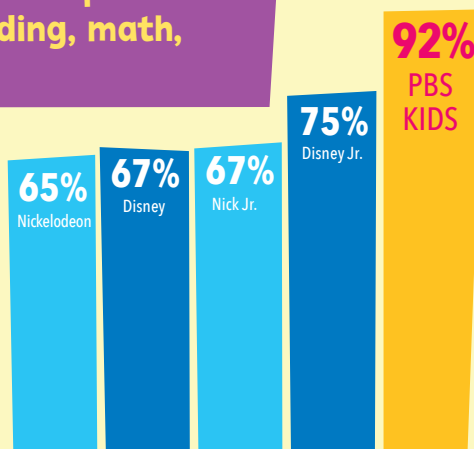
PBS provides curriculum-aligned content and tools that help deepen children's engagement in school and make it easier for teachers to work smarter and more effectively.



**PBS KIDS prepares children for success in school and in life, helping them improve essential skills, including reading, math, social and emotional.**

How much do you agree with the statement that \_\_\_\_\_ helps children improve their reading, math and social skills?

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



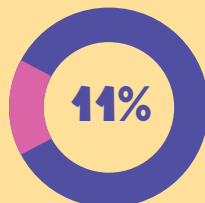
Source: Survey Sampling International (SSI), January 2016

Nationwide, over **1.8 million** users have registered access to digital resources available through PBS LearningMedia. This digital service provides PreK-12 teachers, students, parents and homeschooling families with instant access to research-based content and productivity tools designed to personalize learning inside the classroom and ignite students' curiosity in the world around them.

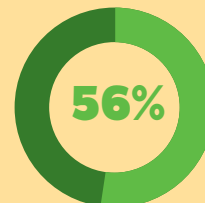
PBS LearningMedia content has a positive impact on student outcomes when integrated into an existing curriculum. A study conducted by the Education Development Center examined the impact of PBS Learning Media content on student performance in four core subject areas – science, math, English language arts and social studies. Key findings included:



On average, students outperformed national assessment norms by **10 percentage points** overall.



Students outperformed state assessment norms by an average of **11 percentage points** overall.



More than half (**56%**) of students showed an increase in critical thinking skills.

Source: PBS: Learn More Report; 2015 (pbslearningmedia.org/research)



# Moving the Needle in Early Learning

Research shows that PBS KIDS cross-platform content helps increase children's math and literacy scores, improves their school readiness and fosters an interest in learning. PBS KIDS also increases parent and teacher engagement in supporting children's learning.



In a recent study, children who used media content from PBS KIDS' series PEG + CAT showed improvement in critical math areas involving ordinal numbers, spatial relationships and 3-D shapes.

Source: Supporting Parent-Child Experiences with PEG+CAT Early Math Concepts: Report to the CPB-PBS Ready to Learn Initiative November 2015

The mathematical knowledge of children from low-income families rose to the pre-test level of children from higher-income families after using PBS KIDS content.

Source: PBS Kids Mathematics Transmedia Suites in Preschool Families and Communities, WestEd, 2013

Test scores of children who interacted with Odd Squad content increased 14% from their pre-test average score on measures of knowledge of algebraic thinking and numbers and operations.



Source: Odd Squad: Learning Math with PBS KIDS Transmedia Content at School and at Home, WestEd, 2015

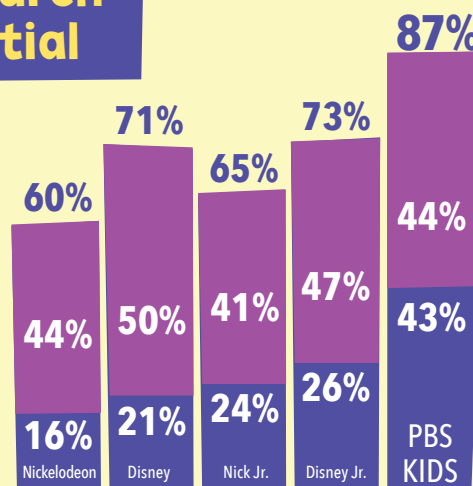
After using PBS KIDS content, parents' confidence in supporting their children's learning and use of activities and strategies to support learning at home increased.

Source: Supporting Parent-Child Experiences with Peg+Cat Early Math Concepts, EDC & SRI International, 2015

## 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



Source: Survey Sampling International (SSI), January 2016

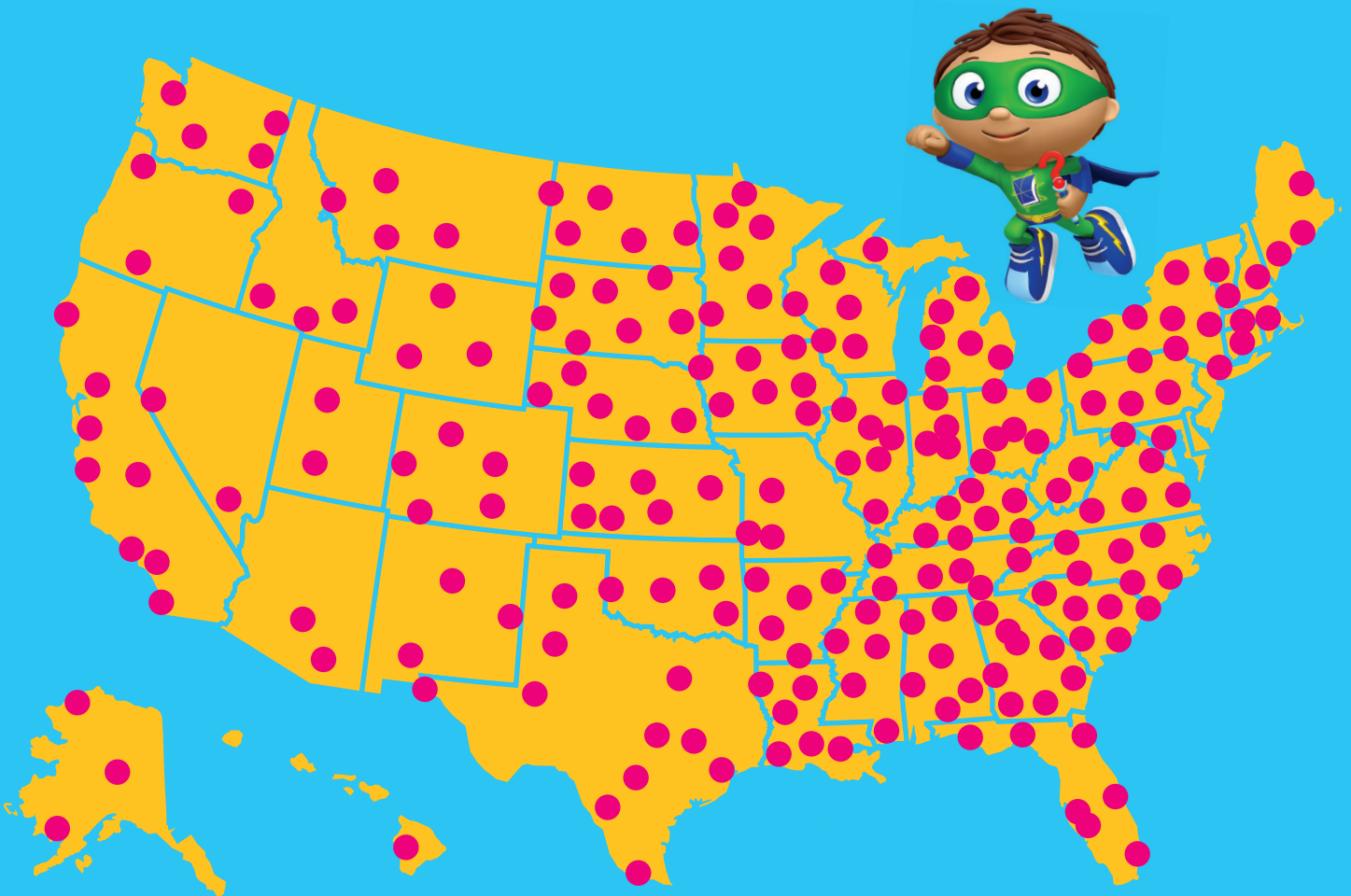
Teachers' confidence in their math knowledge and understanding of individual students' learning and mathematical development improved after using PBS KIDS resources.

Source: Preschool Teachers Can Use a PBS KIDS Transmedia Curriculum Supplement to Support Young Children's Mathematics Learning: Results of a Randomized Controlled Trial, ED & SRI International, 2013

# Impacting Kids, Parents and Teachers in Local Communities



Through PBS' 350+ member stations, PBS KIDS is positioned to reach kids anytime and anywhere with engaging learning opportunities. PBS stations partner with local schools and a variety of community-based organizations to bring PBS KIDS content to life, sparking kids' curiosity and encouraging them to explore their interests. Through community outreach activities that engage educators, parents and caregivers, stations make a critical difference in the lives of America's children – especially for those in low-income families.



Nearly **100%** of member stations are actively involved in classroom education through localized PBS LearningMedia sites. Educators have access to more than **100,000** curriculum-aligned digital resources that include content aligned to national and state standards.

# PBS KIDS: The Next Chapter

PBS KIDS nurtures the whole child, has proven impact and has significant reach across the U.S. and in local communities. PBS KIDS and PBS stations offer a service that parents and teachers trust, kids love and the American public values. Through multiplatform media that reaches kids and gets them excited about exploring, PBS KIDS is leading the way in inspiring the next generation of lifelong learners and leaders.

Looking ahead, PBS KIDS will soon build on its mission of reaching all children with high-quality educational content with the launch of new, free multiplatform 24/7 services. Provided by local stations, the free services will include a new TV channel and live stream on digital platforms. PBS stations across the nation will be able to broadcast PBS KIDS shows 24 hours a day on an additional television channel and offer a live stream, making it easy for children to watch their favorite series during primetime and other after-school hours when viewing among families is high, especially among children in low-income homes. Viewers will be able to watch the live stream through [pbskids.org](http://pbskids.org) and on the free PBS KIDS Video App, which is available on a variety of mobile devices, tablets and over-the-top platforms.



Join PBS KIDS in opening worlds of possibilities for all of America's children. Explore more at [pbskids.org](http://pbskids.org)



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