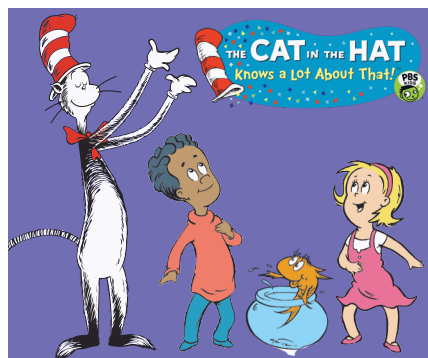
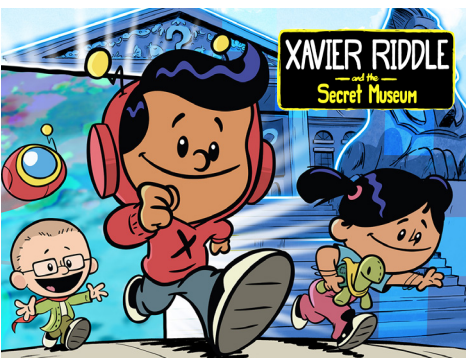
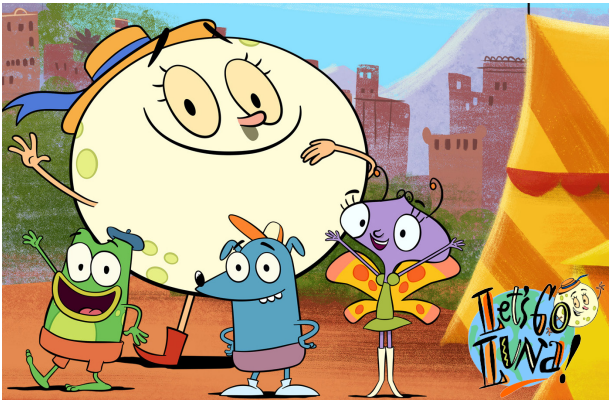




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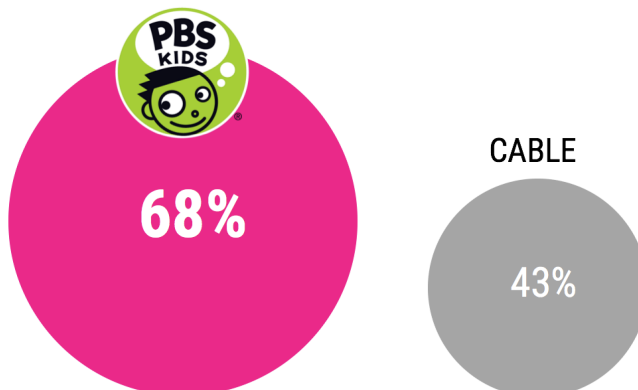
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The Leader in Children's Media

- **Trusted** by parents as a safe place for kids
- **Education-focused** and mission-driven
- **Best-in-class**, award-winning content
- **Break-free, uninterrupted** content
- **Uniquely uncluttered** sponsor environment

PBS KIDS Impact your Bottom Line

Parents are **more likely to purchase products from PBS KIDS' sponsors** than from advertisers on commercial cable.



How to read: 68% of parents prefer to buy a product or service from sponsor of PBS KIDS vs. 43% who would prefer to buy from an advertiser on a commercial kids cable network.

Source: Lightspeed Research/SGPTV Viewer Attitudes & Behavior Study, March 2018 n=950

The Sponsorship Group for Public Television offers content from PBS that is the **gold standard** in drama, investigative journalism, science & discovery, children's programming and news & information. Contact us now to learn more about PBS, and how we can build a custom sponsorship for your brand that will **make an impression**.



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ARTHUR®

Airs: Monday–Friday

Daily

Arthur has consistently ranked as one of the most popular kids shows on any network. Based on the beloved books by Marc Brown, this fun, animated series centers on 8-year-old Arthur, his kid sister, D.W., and their friends. With an underlying commitment to literacy, *Arthur* uses engaging characters and amusing story lines to illustrate how kids from diverse backgrounds can learn to get along with one another and develop positive social skills.



Current corporate sponsor:

ABCmouse.com, Ikea



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DEMOS	RATINGS	AVG. IMPRESSIONS (000)
HH	0.2	259
Kids 2-5	0.6	92
Kids 2-11	0.4	171
Kids 4-8	0.5	99
Kids 6-11	0.3	79
W18-49 w/K<3	0.3	31
W18-49 w/K<12	0.2	60

US TV HH Coverage: 97%
Total Weekly Viewers P2+ (000): 2,037

Source: NTI Live+7 Nielsen National NPOWER, Oct 2017-Sep 2018 | TRAC Media Services, Jan 2018 - Sept 2018

CURIOUS GEORGE®

Airs: Monday–Friday

Daily

Curious George is a sensational hit and is television's top-rated children's series among kids and moms.* *Curious George* follows the adventures of everybody's favorite little monkey, while also introducing kids to science, math and engineering concepts. Each episode includes two animated stories and live-action pieces, where real kids investigate the ideas that George introduces in his stories.



Current corporate sponsors:

ABCmouse.com, Kiddie Academy

*Kids= 2–5 | Moms=W18-49 w Kids <12



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DEMOS	RATINGS	AVG. IMPRESSIONS (000)
HH	0.4	485
Kids 2-5	1.3	212
Kids 2-11	0.7	290
Kids 4-8	0.8	150
W18-49 w/K<3	0.7	72
W18-49 w/K2-5	0.6	74

US TV HH Coverage: 98%
Total Weekly Viewers P2+ (000): 3,803

Source: NTI Live+7 Nielsen National NPOWER, Oct 2017-Sep 2018 | TRAC Media Services, Oct 2017-Sep 2018

DINOSAUR TRAIN™

Airs: Monday–Friday

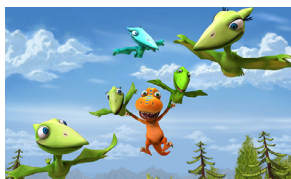
Daily

From the legendary Jim Henson Company comes *Dinosaur Train*, an animated series for 3–6 year olds that embraces kids' fascination for both dinosaurs and trains. Each half hour episode encourages basic scientific thinking skills as kids learn about science, natural history and paleontology.



Current corporate sponsors:

Kiddie Academy



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DEMOS	RATINGS	AVG. IMPRESSIONS (000)
HH	0.2	268
Kids 2-5	0.7	112
Kids 2-11	0.4	148
Kids 4-8	0.3	66
W18-49 w/K<3	0.4	47
W18-49 w/K2-5	0.3	42

US TV HH Coverage: 97%
Total Weekly Viewers P2+ (000): 1,442

Source: NTI Live+7 Nielsen National NPOWER, Oct 2017-Sep 2018 | TRAC Media Services, Oct 2017-Sep 2018

*See last page for trademark and copyright information

LET'S GO LUNA!

NEW

Airs: Monday–Friday

Daily

Let's Go Luna!'s whimsical and humorous stories celebrate and inspire global curiosity. Luna, the moon, guides three friends as they explore the world. The trio's hilarious adventures introduce kids 4-7 to local language, music and daily life across continents, emphasizing connections with communities beyond their own neighborhood.



Current corporate sponsors:

Homer



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DEMOS	RATINGS	AVG. IMPRESSIONS (000)
HH	0.4	424
Kids 2-5	1.2	192
Kids 2-11	0.7	261
Kids 4-8	0.7	131
Kids 6-11	0.3	69
W18-49 w/K<12	0.3	101
W18-49 w/K<3	0.6	66
W18-49 w/K2-5	0.5	63

Source: NTI LIVE+7 NIELSEN NATIONAL NPOWER, BASED ON SIMILAR PROGRAMMING, OCT '17-SEPT '18

MOLLY OF DENALI

NEW

Airs: Monday–Friday premiering July 15, 2019

Meet Molly, a 10-year old charming and resourceful girl from the Denali region of Alaska. Whether it's using a map to navigate a dog sled delivery under the aurora borealis, or navigating through fog-shrouded islands in search of puffins, this new PBS KIDS series follows Molly on exciting adventures, teaching kids how to solve problems using informational text.

Molly of Denali Weekly Podcast Premiering Thursday, May 30, 2019



Current corporate sponsors:

Homer



Courtesy of © WGBH 2017

DEMOS	RATINGS	AVG. IMPRESSIONS (000)
HH	0.4	424
Kids 2-5	1.2	192
Kids 2-11	0.7	261
Kids 4-8	0.7	131
Kids 6-11	0.3	69
W18-49 w/K<12	0.3	101
W18-49 w/K<3	0.6	66
W18-49 w/K2-5	0.5	63

Source: NTI Live+7 Nielsen National NPOWER, projected based on similar programming Oct 2017-Sep 2018

PINKALICIOUS & PETERIFIC

NEW

Airs: Monday—Friday

Daily

Join the fun as Pinkalicious and her brother Peter look for ways to turn the everyday ho-hum into something extraordinary! With a focus on social and emotional learning (SEL), and drawing upon the National Core Arts Standards, this new PBS KIDS series encourages creativity and celebrates the arts across all artist disciplines.



Current corporate sponsors:

Kiddie Academy, Homer



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DEMOS	RATINGS	AVG. IMPRESSIONS (000)
HH	0.4	424
Kids 2-5	1.2	192
Kids 2-11	0.7	261
W18-49 w/K<3	0.6	66
W18-49 w/K2-5	0.5	63

US TV HH Coverage: 97%

Source: NTI Live+7 Nielsen National NPOWER Oct 2017-Sep 2018, TRAC Media Services, Oct 2017 - Sept 2018

*See last page for trademark and copyright information

PLUM LANDING

A PBS KIDS Web Exclusive Series

Plum Landing is a web-original adventure encouraging 6- to 9-year olds to get outdoors and interact with nature. Animated videos tell the story of Plum, a video game designer from the desolate Planet Blorb, who zooms to Earth longing to experience nature. There, she befriends five eager kids and launches them on fun, nature-based missions. *Plum Landing* also features live-action videos, games, hands-on activities and a mobile app!



| MONTHLY ENGAGEMENT |

Page Views: 1.1M
Users: 154K
Sessions: 257K
Time Spent: 6:13

Source: Google Analytics Oct 2017-Sept 2018 Avg

READY JET GO!

Airs: Monday-Friday

Daily

PBS KIDS soars into outer space with *Ready Jet Go!* Curiosity about space starts early, as soon as kids are old enough to look up at the sky and wonder: What's up there? *Ready Jet Go!* introduces children to astronomy, earth science and technology in a fun and engaging way, through the adventures of an animated alien boy named Jet Propulsion!



DEMOS	RATINGS	AVG. IMPRESSIONS (000)
HH	0.2	231
Kids 2-5	0.5	75
Kids 2-11	0.3	133
Kids 4-8	0.4	78
Kids 6-11	0.2	58
W18-49 w/K<3	0.2	23
W18-49 w/K2-5	0.2	28

US TV HH Coverage: 97%
Total Weekly Viewers P2+ (000): 2,069

Source: NTI Live+7 Nielsen National NPOWER, Oct 2017-Sep 2018 | TRAC Media Services, Jan 2018-Sep 2018

Current corporate sponsors:

ABCmouse.com, Kumon

THE RUFF RUFFMAN SHOW

All-new short-form animated digital science series

Canine host extraordinaire, Ruff Ruffman, returns to PBS KIDS in an all-new animated digital science series. *The Ruff Ruffman Show* is a collection of 20 physical science themed videos designed to help kids ages 4-8 think, talk, act and feel like scientists.



| MONTHLY ENGAGEMENT |

Video streams: 855K
Users: 295K
Page Views: 2.6M
Sessions: 600K
Time Spent: 6:07

Source: Google Analytics Oct 2017 - Sept 2018 Avg

*See last page for trademark and copyright information

SPLASH AND BUBBLES

NEW

Airs: Monday–Friday

Daily

Emmy nominated children’s series *Splash and Bubbles* follows the adventures of Splash, Bubbles, Dunk, and Ripple as they dive into the incredible world of marine biology and oceanography. Together, these aquatic friends explore themes such as interconnectedness, diversity, individuality, and the importance of taking care of the ocean we all share.



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DEMOS	RATINGS	AVG. IMPRESSIONS (000)
HH	0.4	432
Kids 2-5	1.1	178
Kids 2-11	0.6	227
Kids 4-8	0.5	98
Kids 6-11	0.2	49
W18-49 w K<12	0.4	105
W18-49 w K<3	0.7	75
W18-49 w K2-5	0.5	63

Source: NTI Live +7 Nielsen National NPOWER, 10/17–9/18

THE CAT IN THE HAT KNOWS A LOT ABOUT THAT!

Airs: Monday–Friday

Daily

The Cat in the Hat Knows A Lot About That! is designed to spark a love of learning and an interest in science in preschoolers. Based on the best-selling books from Random House, the series follows the Dr. Seuss character and his friends as they embark on fun, scientific adventures such as shrinking to bee-size to explore a hive or flying with birds to discover how they migrate.



TM & © Dr. Seuss Enterprises

DEMOS	RATINGS	AVG. IMPRESSIONS (000)
HH	0.2	187
Kids 2-5	0.5	83
Kids 2-11	0.3	108
Kids 4-8	0.3	62
Kids 6-11	0.2	38
W18-49 w/K<3	0.2	23
W18-49 w/K2-5	0.2	23

US TV HH Coverage: 97%
Total Weekly Viewers P2+ (000): 1,100

Source: NTI Live+7 Nielsen National NPOWER Oct 2017-Sep 2018 | NPOWER Sept 2018 | TRAC Media Services, Oct 2017-Sep 2018

WILD KRATTS

Airs: Monday–Friday

Daily

Wild Kratts is an animated animal adventure full of laugh-out-loud comedy that takes kids around the world to meet all sorts of animals— from the cute and cuddly to the awesome and bizarre. Featuring the animated versions of popular zoologists and children’s entertainers Chris and Martin Kratt, *Wild Kratts* is a science show that families are enjoying together.



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DEMOS	RATINGS	AVG. IMPRESSIONS (000)
HH	0.6	690
Kids 2-5	1.6	250
Kids 2-11	1.2	464
Kids 4-8	1.4	275
Kids 6-11	0.9	214
W18-49 w/K<3	0.7	69
W18-49 w/K2-5	0.7	90

US TV HH Coverage: 97%
Total Weekly Viewers P2+ (000): 4,428

Source: NTI Live+7 Nielsen National NPOWER, Oct 2017-Sep 2018 | TRAC Media Services, Oct 2017-Sep 2018

Current corporate sponsor:
ABCmouse.com, Ikea

*See last page for trademark and copyright information

XAVIER RIDDLE AND THE SECRET MUSEUM NEW

Airs: Monday–Friday premiering November 11, 2019

This exciting new series teaches kids that everyone can do remarkable things! Follow the adventures of three children as they enter a “secret museum” and travel back in time to meet real life heroes from the past, when the heroes were kids. In each episode, Xavier, Yadina, and Brad learn about the challenges these inspirational figures faced and the path they took to achieve greatness, showing the kids that they, too, can be heroes.

DEMOS	RATINGS	AVG. IMPRESSIONS (000)
Kids 2-5	1.2	192
Kids 2-11	0.7	261
Kids 4-8	0.7	131
W18-49 w K<12	0.3	101

Source: Projections based on Nielsen NTI Live+7 10/17–9/18 program averages for similar PBS KIDS programs



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