PBS KIDS Delivers!

Parents rate the most educational media brand

#1

Source: Marketing & Research Resources, Inc. (M&RR) January 2019
averages 260 million monthly streams across digital platforms *

Seven in ten children ages 2-8 watch PBS in the U.S. – that’s 19 million children†

Research shows that PBS KIDS makes an impact on early childhood learning**

* Source: Nielsen NPower, 1/1/2018--12/30/2018, L+7 M-Su 6A-6A TP reach, 50% unif., 1-min; LOH18-49w/c<6, LOH18-49w/C<6 Hispanic Origin. All PBS Stations, children’s cable TV networks
† Source: Marketing & Research Resources, Inc. (M&RR), January 2019
Alaska Native Molly Mabray, a feisty and resourceful 10-year-old girl who loves vlogging. Together with her dog Suki and friends Tooey and Trini, they seek out real life adventures in beautiful Denali National Park.

Facts:
• Contemporary rural life
• Intergenerational relationships
• Respect for elders
• Set against a backdrop of Native America culture and traditions
• Producers: Atomic Cartoons and WGBH KIDS
• Broadcaster: PBS KIDS

Target Demo: 4 to 8
76 x 12’ stories + 1 x 60’ special
Longest Running Animated Sitcom for Kids!

Imaginations run wild as Arthur and his friends solve childhood crises like homework, teacher relationships, losing baby teeth, and bullies. All done with kindness, honesty, empathy, determination and a lot of humor!

Facts:
- Working together
- Positive social skills
- Broadcast in over 90 countries
- Based on the internationally acclaimed book series by Marc Brown
- Over 52 million books sold worldwide
- 5 Emmy Awards, BAFTA, CINE Golden Eagle, Peabody Award
- Produced by WGBH
- Broadcasters: PBS KIDS, TVO and others worldwide

Target Demo: 4 to 8
426 x 12’ stories + 5 x 60’ specials
Pinkalicious imagines creative possibilities everywhere she looks. She knows what she likes and is not afraid to express herself, though sometimes she needs help from her brother, Peter, and her neighborhood friends. Together, they turn everyday experiences into unforgettable adventures.

Facts:
• Models creative expression through art, music, dance, and theater
• Based on international best-selling book series by Victoria Kahn.
• Over 23 million copies sold worldwide
• Producers: WGBH KIDS & Sixteen South
• Broadcaster: PBS KIDS

Target Demo: 4 to 8
76 x 11’ stories + 1 x 44’ special
History Was Never so Real!

Joe, Sam, and Fred teleport back in time for incredible adventures with historical legends like Blackbeard the pirate, Amelia Earhart, and Leonardo da Vinci.

Facts:
- Historical context
- Based on the book series from best-selling author Jon Scieszka
- Producers: Soup2Nuts & WGBH
- Broadcasters: PBS KIDS, Discovery Kids, TVO

Target Demo: 6 to 11
26 x 23’ stories
Mister Rogers makes children feel good about who they are, with all their strengths and challenges. With a focus on community, love, empowerment, relationships, diversity, self-confidence and much more, *Mister Rogers' Neighborhood* is an evergreen classic.

**Facts:**

- Social and emotional development
- Having difficult conversations
- 4 Emmy Awards
- Peabody Award Winner
- CINE Golden Eagle Winner
- Producers: WQED and Fred Rogers Media Company
- Broadcasters: PBS KIDS and more around the world

**Target Demo:** 2 to 5

100 x 29’ stories
A Curious and Charming Trio Investigating the World!

Peep just hatched! Now he’s out to explore the world with his friends Chirp and Quack—to discover shadows, investigate mysterious tracks, and learn about gravity the hard way!

Facts:
• Curiosity and exploration
• Groundbreaking science show for preschoolers
• Broadcast in over 30 countries
• Producers: WGBH and 9 Story Entertainment
• Broadcasters: PBS KIDS, TVO, Discovery Kids

Target Demo: 3 to 5
68 x 10’ stories
Words come alive, save the day, and become a child’s best friend when it comes to making English language learning connections! Come along for an adventurous romp into a colorful, vibrant world of words with Duck and his lovable animal friends.

**Facts:**
- Building future readers
- 3 Emmy Awards
- 3 Parents' Choice Awards
- Groundbreaking preschool series for English language learners
- Producers: The Learning Box and WTTW-TV
- Broadcasters: PBS KIDS, Disney Japan, and others

**Target Demo:** 3 to 5
90 x 12’ stories
A Smart and Surprising Reality Show: 
Real Kids, Real Challenges…
One Unreal Host

Facts:
- Healthy competition
- Animated/live action mix
- Teamwork
- Emmy Award
- 2 Parents’ Choice Awards
- Voiced by Jim Conroy, whose credits include Ice Age, Rio 2, and Kenny the Shark.
- Producer: WGBH
- Broadcaster: PBS KIDS

Part game show, part reality TV, part spoof, FETCH! Features real kids, real science, real challenges, and an unreal host named Ruff Ruffman. True to the reality of reality TV, the kids have NO idea what they’re getting into until they’re off! FETCH! is spontaneous, unscripted and full of twists!

Target Demo: 6 to 10
75 x 27’ stories
Globe Trotting with Buster!

Spinning off of the successes of Arthur, Postcards from Buster takes kids on a cultural immersion around the globe. When Buster’s dad decides to bring him travelling, Buster stays in touch with Arthur and friends via video postcards. China, Italy, and Egypt are just some of the places Buster goes! The series blends animation and live action into a fun and inspiring travel show for kids!

Facts:

- Cultural awareness and understanding
- Animation/live action mix
- Spinoff from multi-award winning series Arthur
- Buster is the most popular character from the Arthur series
- Producers: Marc Brown Studios and WGBH
- Broadcasters: PBS KIDS

Target Demo: 4 to 8
8 x 30’ stories
Exploring Nature’s Ingenious Inventions

Elinor has amazing powers of observation and a willingness to ask questions and to investigate. Together with her friends Elinor explores Animal Town and meets all kinds of interesting, funny, and quirky characters. When she encounters something she doesn’t understand, she has to figures it out. And in discovering the answers, Elinor often learns something about nature’s ingenious inventions and how they can connect to ideas in our designed world.

Facts:
- COMING FALL 2020
- Scientific inquiry
- Co-created by Jorge Cham and Daniel Whiteson, authors of We Have No Idea: A Guide to the Unknown Universe and creators of the podcast Daniel & Jorge Explain the Universe.
- Producers: Pipeline Studios
- Broadcasters: PBS KIDS

Target Demo: 3 to 5
80 x 12’ stories
“Children's play is not just kids' stuff. Children's play is rather the stuff of most future inventions.”

— Fred Rogers
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