PBS KIDS MAKES AN IMPACT!

Parents rate the most educational media brand

#1

- Emotions & Self-Awareness
- Social Skills
- Character
- Literacy
- Math
- Science

Source: Marketing & Research Resources, Inc. (M&RR) January 2019
“PBS KIDS characters are curious about the world and genuinely excited about discovery new things. They are positive role models that ask questions, investigate, and experience the fun of learning something new.

Our stories engage kids with humor, surprise, and authentic situations that they find in their everyday lives. Interwoven are themes of inclusion, diversity, kindness, and exploration.”
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**

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* 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
Exploring Nature’s Ingenious Inventions

This funny and engaging show follows a curious bunny named Elinor as she asks the questions in every child’s mind and discovers the wonders of the world around her. Each episode encourages children to follow their curiosity about nature, to ask questions they don’t understand and to find answers using basic science practices.

Facts:
- 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.
- Elinor Wonders Why was the most-streamed series launch EVER on PBS KIDS!
- Producers: Pipeline Studios
- Broadcasters: PBS KIDS

Target Demo: 3 to 5
74 x 11’ (Delivered as 37 x 25’) + 1 x 55’ special
Animated Adventure Comedy!

Dive into the great outdoors with Molly of Denali! Molly, a feisty and resourceful 10-year-old Alaskan Native, her dog Suki, and her friends Tooey and Trini take advantage of their awe-inspiring surroundings with daily adventures. They also use resources like books, maps, field guides, and local experts to encourage curiosity and help in their community.

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 11' (Delivered as 38 x 25') + 1 x 60' special
Season 2 Coming Soon!
A Creative Playdate!

Based on the international bestselling children’s book series, *Pinkalicious & Peterrific* follows the adventures of Pinkalicious and her little brother Peter as they explore Pinkville and imagine creative possibilities everywhere they look. In each episode, Pinkalicious and her friends use creative thinking to approach problems and communicate through the arts.

**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

**Season 1**
- 76 x 11’ (delivered as 38x25’) + 1 x44’ special

**Season 2**
- 26 x 11’ (delivered 13x25’) + 1 x44’ special

**Season 3 – Coming 2021!**
- 20 x 11’ (delivered as 10x25’)

Screening Room
Longest Running Animated Sitcom for Kids!

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

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!

Target Demo: 4 to 8
428 x 12’ + 4 x 60’ specials
Season 25 in production!
A Beloved Classic

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’
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
120 x 10’
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.

Target Demo: 3 to 5
90 x 12’

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
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’
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 27’
“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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