

# Sponsor PBS KIDS

An unprecedented opportunity with the most influential children's media brand in America



# The power of PBS KIDS

Introducing the opportunity



# PBS KIDS is looking for...

A **sponsor** to partner with PBS KIDS, the undisputed leader in children's programming, across all platforms toward our mission of engaging parents and empowering children in school and life.



# PBS KIDS delivers...

- The single **most trusted brand** in children's media\*
- Four of the **top five most-watched programs** reaching mothers of young children (including two tied at #1)\*\*
- The leading online destination for a **highly engaged audience** of more than 7 million\*\*
- A 360-degree **opportunity across platforms**, including TV, digital, and live events
- A real **impact on the lives of parents and kids** - at home, at play, and in classrooms across America
- **Webby-award winning content** in the "youth" category



For the 12th year in a row,  
PBS KIDS won **MORE**  
Emmy Awards for  
children's programs than any other  
media company.

\*Source: GfK Roper Public Affairs & Media, Dec 2009

\*\*Source: Nielsen NTI, February 2010, comScore, Plan Metrix, March 2010

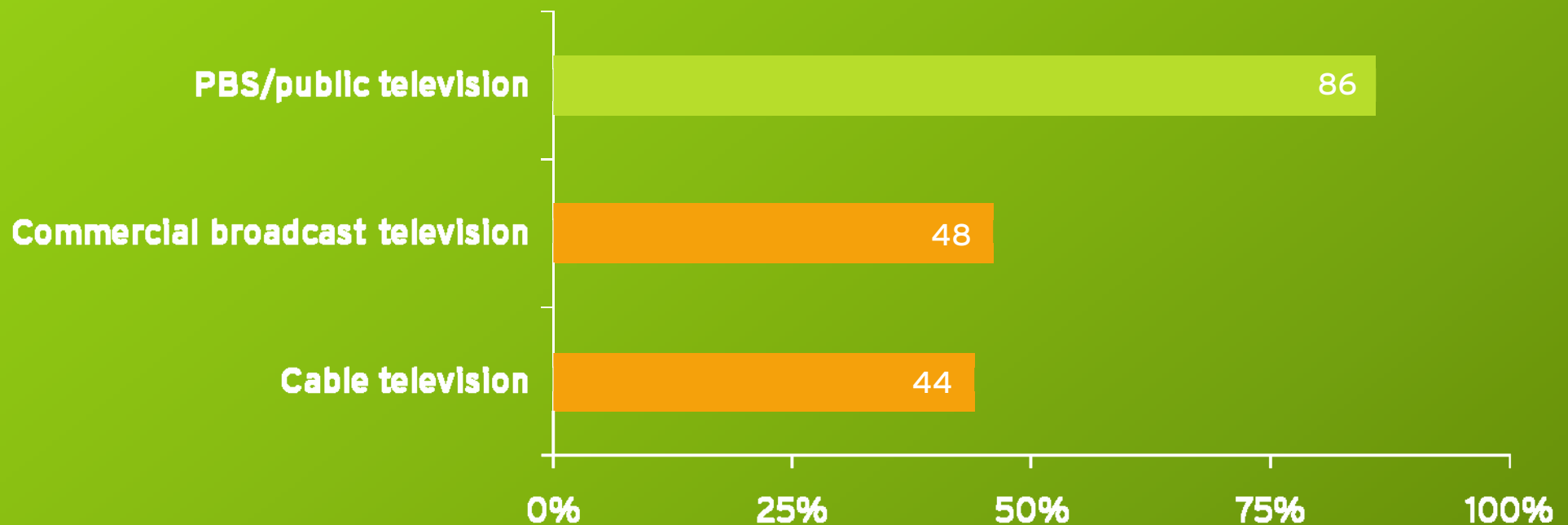


# An unparalleled brand

## Most trusted name in media for kids

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

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



Source: December 2009 GfK Roper Public Affairs & Media

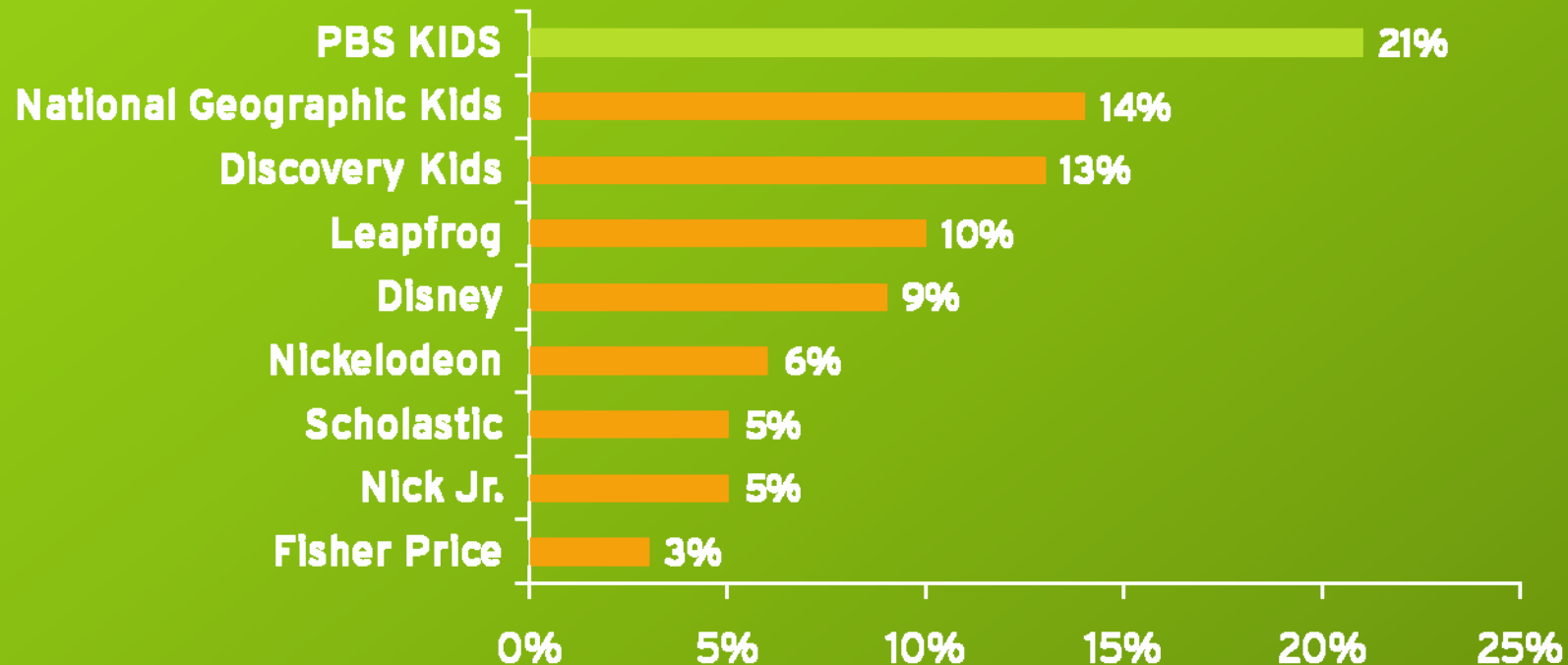


# Considers PBS KIDS to be #1

## Ahead of all educational media

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

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

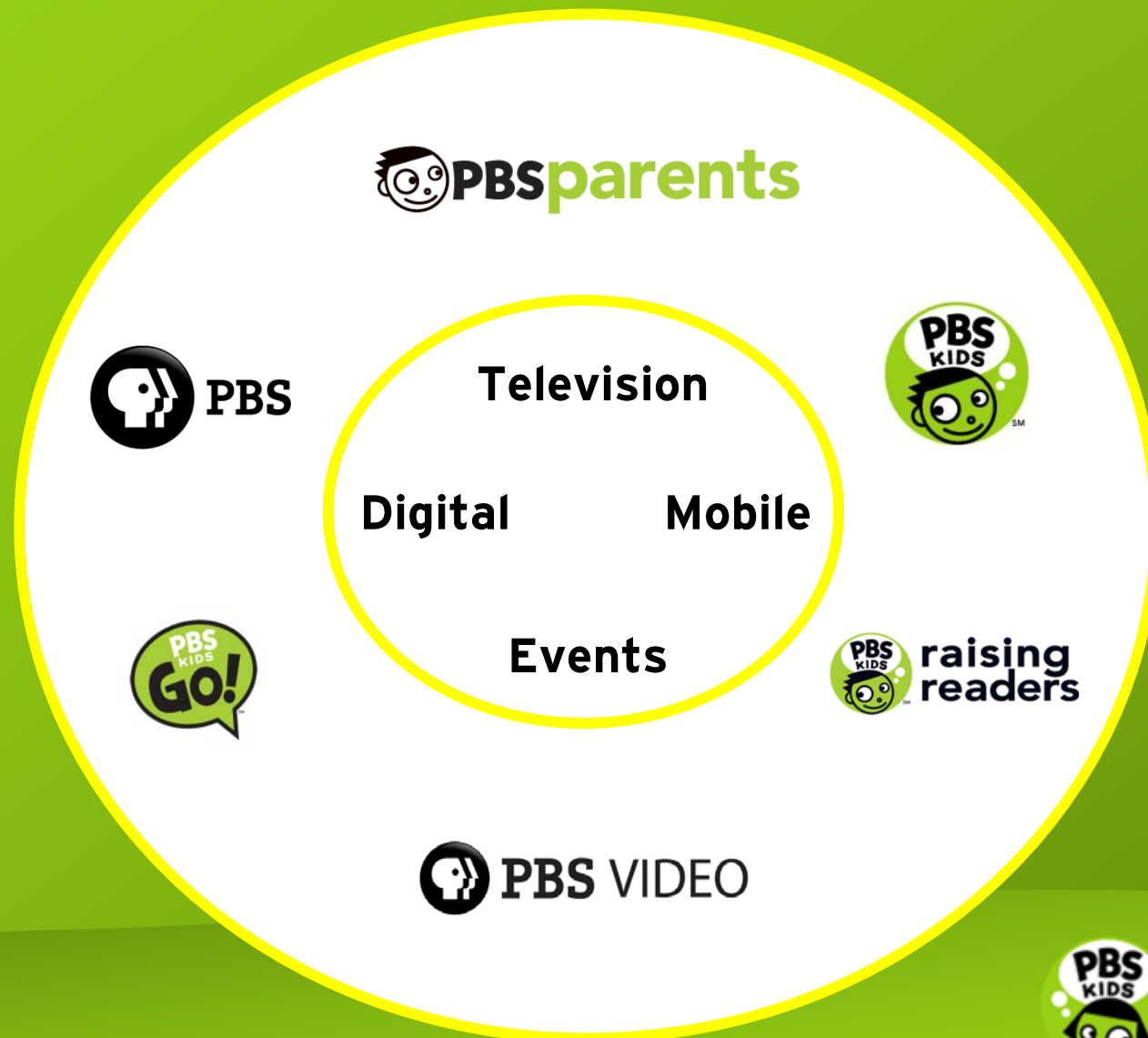


Source: December 2009 GfK Roper Public Affairs & Media



# An integrated offering

Across all brands & platforms



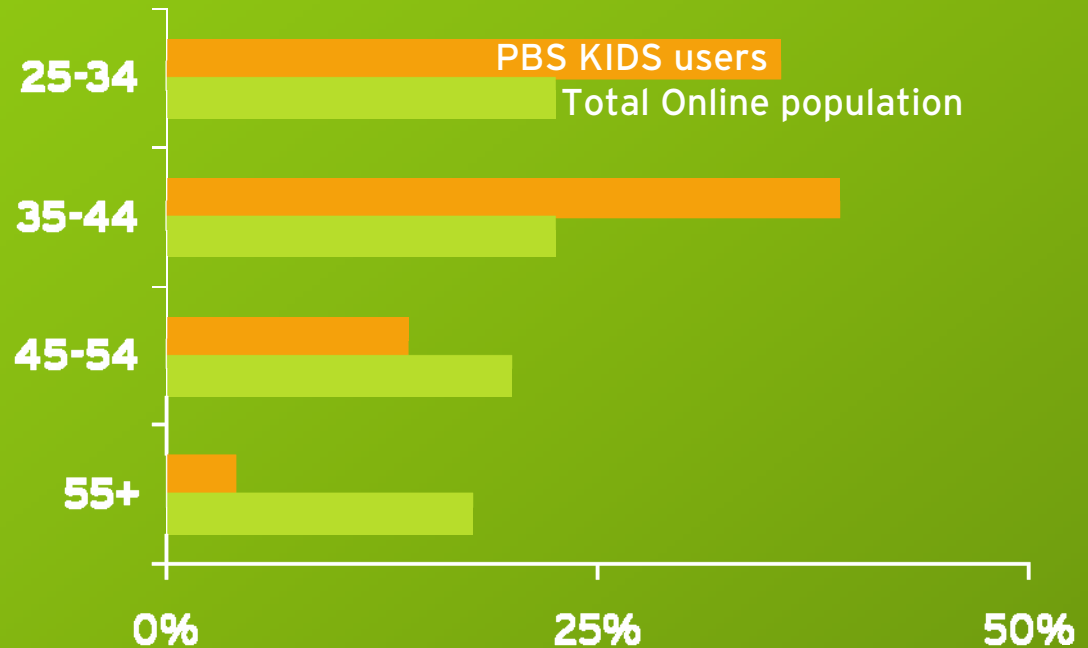
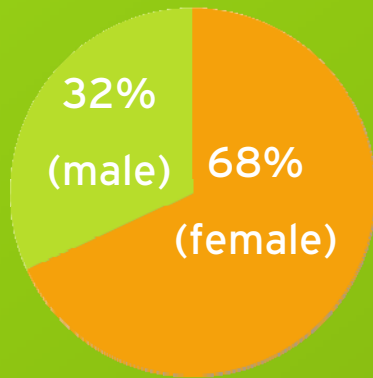
# The PBS KIDS Audience

Engaged and Influential



# The PBS KIDS audience

## PBS KIDS users are:



Monthly unique users:

7.3 million

Average time spent on site per person:

17.5 minutes

Source: comScore, Plan Metrix, January 2010



# An influential audience

## The PBS KIDS audience is...

### Educated

- 40% have a college or graduate degree
- 97% more likely to take adult education courses

### Influential

- 89% more likely to be a member of a charitable organization\*\*
- 66% participate in some political activity

### Power Moms

- PBS KIDS is their #1 online destination\*
- 63% more likely to spend a lot of time with their kids
- 78% consider themselves head of the household\*\*
- 56% research major purchases online\*\*
- 44% say other people often come to them for advice before making a purchase

Source: comScore, Plan Metrix, January 2010 \*Source: Nielsen VideoCensus, Feb 2009

\*\*Source: MRI Doublebase 2009



# An audience of "Power Moms"

## Decision makers and influencers

### Engaged with their kids

- More than 3 times as likely to have children ages 3-5
- 63% more likely to spend a lot of time with their kids
- 55% say their children have a significant say in brands they choose

### Engaged as consumers

- 78% consider themselves head of household
- 56% research major purchases online
- 44% say friends, family and colleagues often come to them for advice before making a purchase

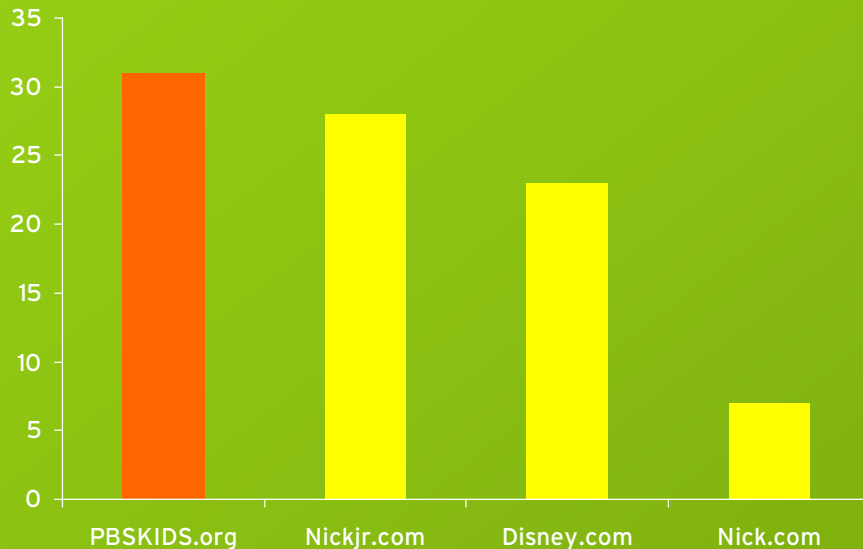


# Engaged and influenced parents

## Parents of kids 12 and under favor PBS

### Parents' first stop online

Percent of parents who visited more than one site saying "I turn to \_\_\_\_\_ first."



### Parents co-view

- 35% of parents supervise their kids the whole time they are on PBSKIDS.org

### Halo Effect: co-viewing translates to better corporate reputation and purchasing

- 76% of parents agree that companies that support PBS KIDS are trustworthy
- 77% of parents agree that companies that support PBS KIDS are good corporate citizens
- 80% of parents would choose to purchase a product from a company that supports PBS all things being equal
- 70% of parents agree that companies that support PBS KIDS have high quality products and services

Source: GfK Roper OmniTel, 7/23-25. 7/30-8/1. 2010; agree = agree somewhat, agree strongly



# A proven platform for sponsors

## The “halo effect” of PBS KIDS

### Viewers support PBS' corporate sponsors

- 50% have purchased a product or service from a company because they appreciated their involvement with the community or charitable affiliations

### Viewers buy from PBS corporate sponsors

- 85% would choose to purchase a product or service from a PBS KIDS sponsor, all other things being equal
- 31% have purchased a company's products or services because they sponsored PBS KIDS programs

\*Source: Omnitel, Nov 2008



# An exclusive partnership

Key platforms and opportunities



# Profiling the partnership

## Integrated, exclusive, unprecedented

PBS Platforms	Partnership Placements
<b>Online</b>	<ul style="list-style-type: none"><li>• Exclusive sponsorship of PBSKIDS.ORG, with additional recognition on PBSParents.org and PBS.org</li></ul>
<b>Mobile</b>	<ul style="list-style-type: none"><li>• Sponsorship of PBS Photo Factory App included on opening screen and About screen</li></ul>
<b>Television</b>	<ul style="list-style-type: none"><li>• Cross-promotion of the sponsorship in PBS KIDS national TV programs, with possibility of additional on-air sponsorship opportunities</li></ul>
<b>Live Events</b>	<ul style="list-style-type: none"><li>• Major live event sponsorship opportunities including the National Book Festival with the Library of Congress, among others</li></ul>
<b>Custom Opportunities</b>	<ul style="list-style-type: none"><li>• Other creative opportunities where sponsor and PBS missions and interests align</li></ul>



# Launch page sponsorship

## PBS KIDS & PBS KIDS GO!

### About the Launch page

- Most visited page of PBS KIDS
- Provides association with engaging content that attracts both children and parents

### Opportunity includes:

- Exclusive sponsorship of launch pages for PBS KIDS and PBS KIDS GO!



# Content Pages Sponsorship

## PBS KIDS & PBS KIDS GO!

### About the Content Pages

- These are the areas most visited by parents

### Opportunity includes:

- Exclusive sponsorship of interactive games pages, mobile pages, video player, & search pages

The screenshot displays the PBS Kids mobile app interface. At the top, it features the PBS Kids logo and the text "MOBILE DOWNLOADS". A "Sponsored by LEGO" badge is visible in the top right corner. Below this, there is a section for "IPHONE APPS" with a featured app titled "Mister Rogers' Make a Journal". The app description states: "The Neighborhood of Make-Believe's Daniel Striped Tiger invites children to make a journal to help reflect and express how they feel about every day experiences like school, playtime and friends. Proceeds support PBS KIDS." There are buttons for "WATCH DEMO" and "DOWNLOAD FROM ITUNES".

Below the app section, there is a "GAMES" section with a "Sponsored by LEGO" badge. It features a grid of game tiles: "Field Guide!", "Which Clifford?", "SUPER STUFF DESIGN CENTER", "Alphabet Soup", "THE NICK OF RHYME", and "BIG Picture".

At the bottom, there is a "GAMES" section with a row of character icons and a grid of game icons. Below this, there are sections for "FEATURED TOPIC" (SCIENCE) and "POPULAR TOPICS" (PUZZLES, GAY SPELLING).



# Video sponsorship

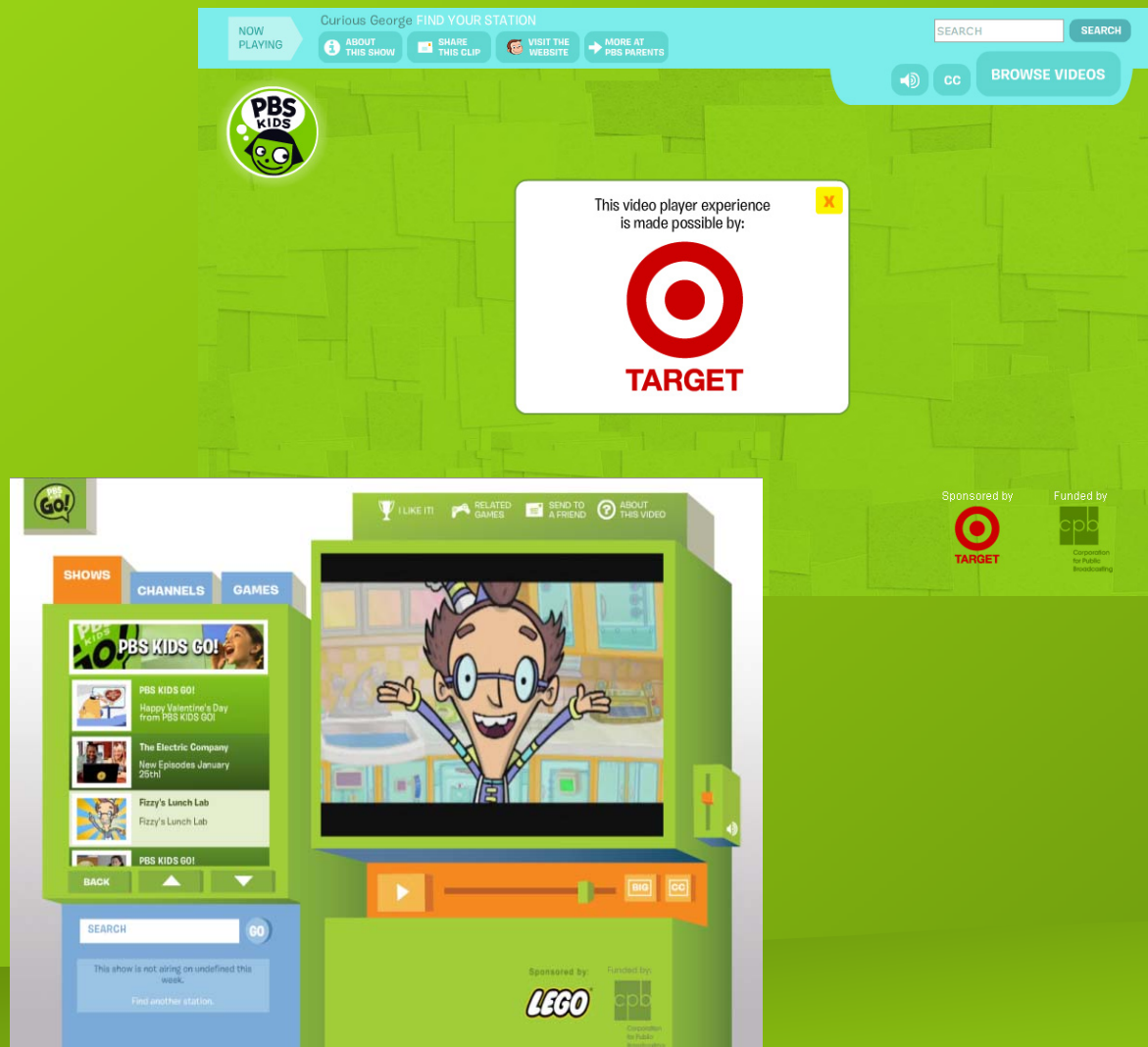
## PBS KIDS video player

### About the PBS KIDS video player:

- Averages 63 million streams per month\*
- Features hundreds of video clips and dozens of full-length episodes

### Opportunity includes:

- Exclusive sponsorship of PBS KIDS video player
- Custom video intro sequence featuring sponsor recognition



\*Source: The Platform, December 2009-March 2010



# Co-branded bridge page

## Sponsors stand out



### About the Bridge Page

- Prominent, high-impact placement following user experience with PBS KIDS

### Opportunity includes:

- Unique banner placement on bridge pages between PBS KIDS and sponsor's web sites
- Opportunity for sponsor's bold creative and clear call to action



# PBS KIDS Photo Factory App

On the iPhone & iPhone Touch



## About the App

- Kids can add PBS KIDS frames and their favorite characters to photos
- Opportunity includes:**
- Sponsorship recognition of PBS Photo Factory App included on opening screen and About screen



# PBS Parents site

## A complement to PBS KIDS

The screenshot shows the PBS Parents website with a blue header and navigation menu. The main content area features several articles and sections:

- philosophy: healthy is happy** - head-to-toe treats for the body including recipes for well-balanced living. 100% of philosophy's net proceeds from the sale of the recipe book support PBS KIDS and PBS. Learn more at shopPBS.org.
- PLAY!** - Start a new learning adventure today!
- Reading on a Shoestring** - Tough times may be causing your family to cut back, but children's books don't have to be dropped from your budget! Borrowing from the library is only one option. Learn more ways to save while [keeping your kids covered in books.](#)
- Lunch Lab Activities** - Make healthy eating fun with Fizzy's Lunch Lab. [More.](#)
- Dealing with Drama** - Find out what to do if your child is a drama queen. [More.](#)
- Wrist Wranglers** - Promote friendship with this portable craft. [More.](#)
- Search PBS Parents** - Search bar with a search button.
- Most Popular Content**
  1. [Curious George](#)
  2. [Dinosaur Train](#)
  3. [Teletubbies](#)
  4. [Between the Lions](#)
  5. [Fun and Games](#)
- Child Development Tracker**
- Activity Search**
- Bookfinder**
- For Your Kids**
  - Super iPhone Apps** - Turn your iPhone into an educational tool for your child with these engaging [apps from PBS KIDS.](#)
- QBlogs**
  - Supersisters** - My children love music. When Ethan was born, I used to play [Music and Kids](#)
  - Booklights** - Last week I shared some links from the [Literacy 'Lights from the Kidlitosphere: March 22](#)
  - Craft Apparent with Vickie Howell** - Spring has (almost) sprung which [Chiming In](#)

### About PBS Parents

- A leading source for parents and teachers of preschool children
- Over 500,000 uniques and 2 million page views per month\*

### Opportunity includes:

- Sponsorship within PBS Parents, partner site to PBS KIDS
- 728x90, 300x250 and 160x600 units, which provide more space for creative messaging and call to action directly to parents

\*Source: comScore, Plan Metrix, March 2010



# Contact us!

**For more information and custom opportunities, please contact:**

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