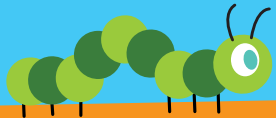


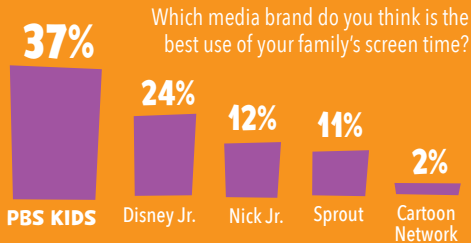


PBS KIDS is #1 in preparing kids for success in school and in life

Parents report that TV is one of the top ways they spend time together as a family¹



PBS KIDS is the best use of families' screen time¹

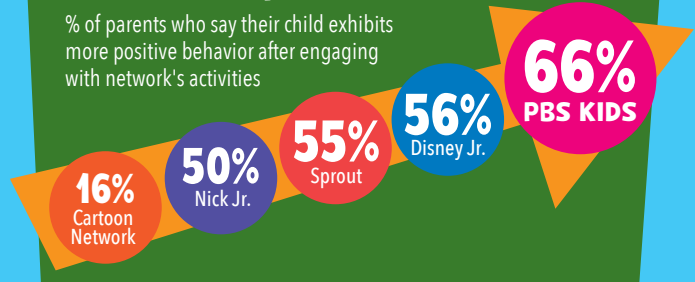


Parents – especially those in low-income homes – rank PBS KIDS as the most trusted and safe place for children to watch television¹



PBS KIDS improves children's behavior¹

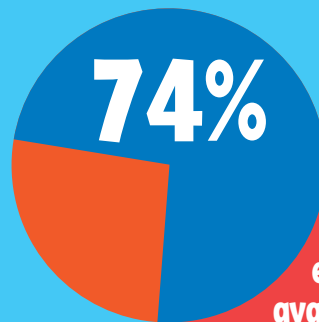
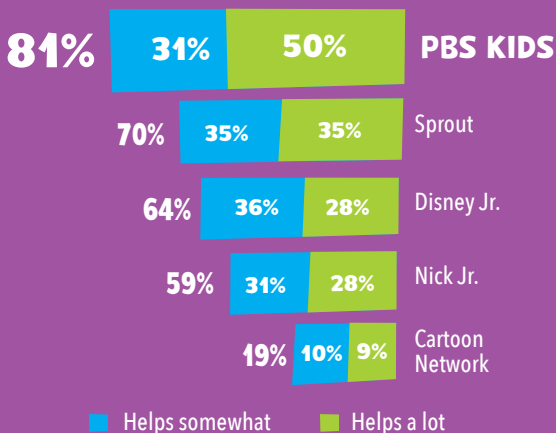
% of parents who say their child exhibits more positive behavior after engaging with network's activities



PBS KIDS #1 Children's Educational Media Brand²

PBS KIDS is #1 in school readiness¹

How well did/does each of these networks prepare your child for school?



74% of parents want high-quality educational content available to their children anywhere, anytime¹

PBS KIDS: now on TV and streaming 24/7



#pbskids247

1. Online survey of 1,004 parents of children ages 2-6. Maru/Matchbox, November 30 - December 15, 2016.
2. Survey of 1,002 adults, 18 years of age and older, who participated via phone. Marketing & Research Resources, Inc. (M&RR), January 3-10, 2017.