

MOMS RULE!

And PBS KIDS is the place to find them!



KIDS

For more information on reaching moms and families through PBS KIDS sponsorships and cause partnerships contact Jennifer English, Sr. Director, PBS National Sponsorship, (703) 739-8675, jenglish@pbs.org. Online at www.sponsorship.pbs.org.

MOMS RULE!

Sponsorship of PBS KIDS programming will help you reach millions of decision making moms each week!

• *These moms have told us that PBS KIDS sponsorship influences their purchase decisions:*

- **85%** of mothers would purchase products & services from a company that sponsors PBS KIDS programming, all other things being equal.*
- **31%** of mothers have purchased a company's products or services because they sponsored PBS KIDS programs.**

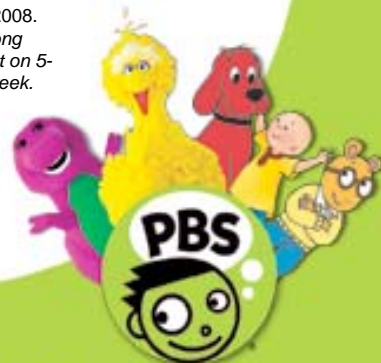
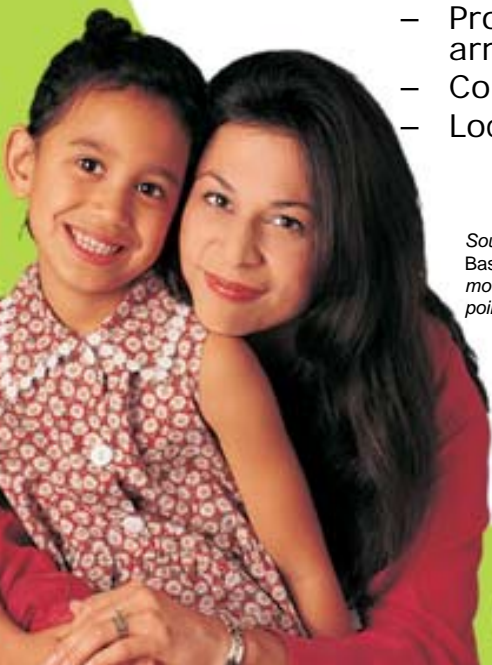
• *PBS KIDS inspires co-viewing.*

- **76%** of parents watch PBS KIDS programming with their children.***
- **66%** of parents talk about PBS KIDS programs and characters with their children.**

• *PBS KIDS Sponsorships can include:*

- Daily, on-air credits,
- Online credit placements and enhanced digital opportunities,
- Promotional and cause licensing arrangements,
- Consumer product tie-ins,
- Localized events, and more...

Source: Source: GfK Custom Research, Omnitel, November 21-23, 2008. Based on a total of 1,000 interviews with adults 18+. Responses among mothers with children under 6. *Yes response **Top 2 box agreement on 5-point scale. *** Viewed at least some programming during a typical week.

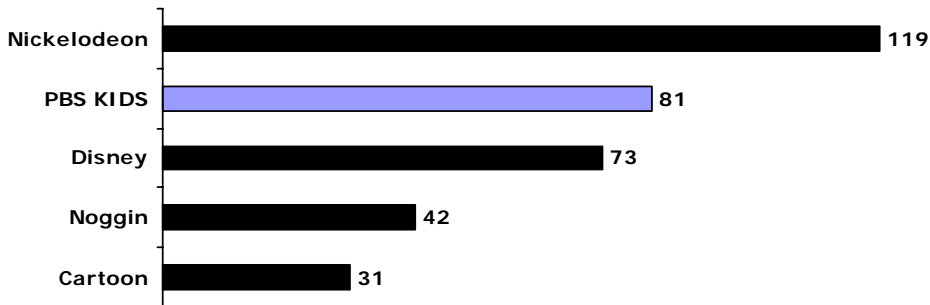


Connect with moms. Connect with kids. KIDS

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Women with young children watch PBS KIDS shows:

AA (000s), Ladies of the Household, 18-49 with Children under 3

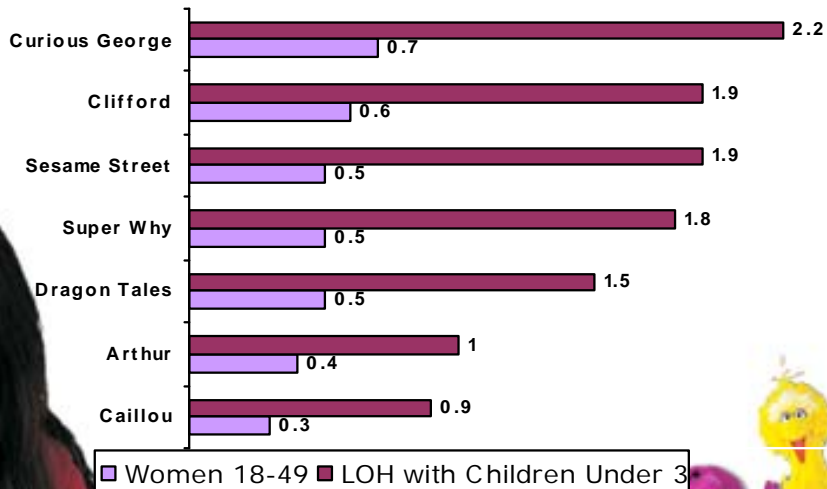


Source: NTI Galaxy Explorer and PBS Pocketpiece, Monday – Friday 7am – 12pm (Sept 2007 – Sept 2008)

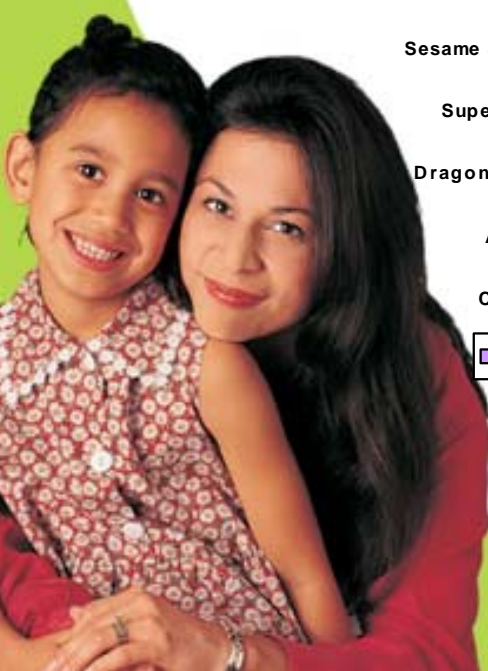
What are Women with Children Watching?

Take a look at some of the leading daily programs for this demo:

AA Ratings, Women 18-49



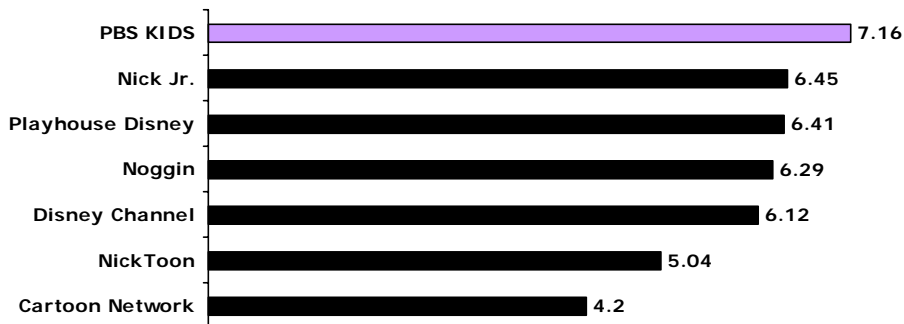
Source: NTI PBS Pocketpiece, October 2007 – July 2008



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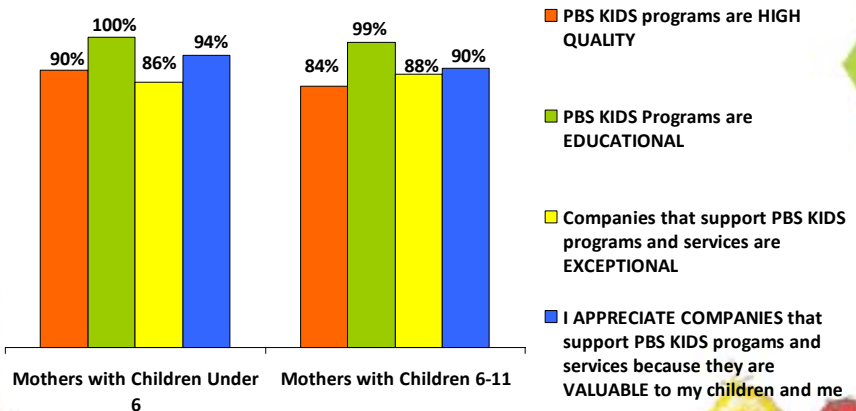
PBS KIDS Has Exceptional Equity Among Parents:



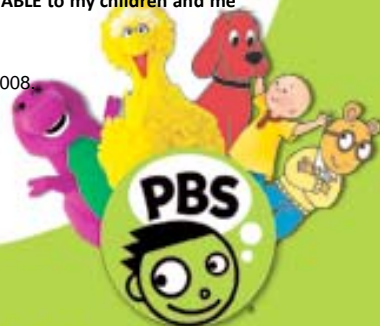
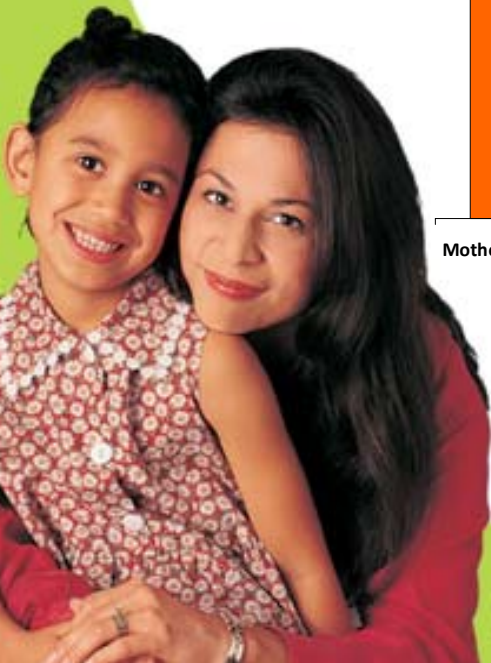
Source: PBS KIDS Image Tracking Survey, Harris Interactive Market Research, Winter 2008, among parents with children ages 2-11. Average rating on an 11-point scale where 10 = outstanding/extraordinary, 5 = quite acceptable, and 0 = poor/unacceptable.

Moms Value PBS and PBS KIDS Sponsors:

The Brand Equity of PBS KIDS is shared by PBS KIDS Sponsors.



Source: GfK Custom Research, Omnitel, November 21 - 23, 2008. Based on a total of 1,000 interviews with adults 18+.



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