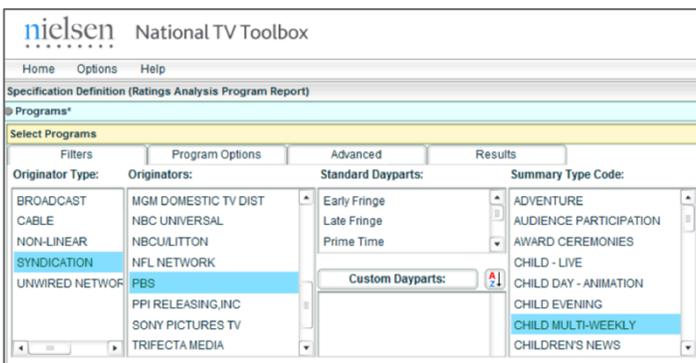


NIELSEN RATINGS FOR PBS KIDS

Like all programs delivered to local PBS stations as part of our National Program Service (NPS), PBS KIDS series are measured, and ratings for them can be accessed through NPower in the Nielsen National TV Toolbox.

However, unlike other PBS programs, kids' series are measured as a strip, much the way a syndicated daily series like *Ellen* or *Jeopardy* might be measured. A "strip" includes all telecasts of a program for one week. And because local PBS stations are free to air PBS KIDS programs according to their own schedule, and as often as they like on both primary and secondary channels, the number of telecasts add up. In the case of *Curious George*, for example, there were over 3000 telecasts on primary channels in a single week in April, and nearly 6000 telecasts on multicast and sub-channels for a total of over 9,000 plays of *Curious George* in that seven day period.

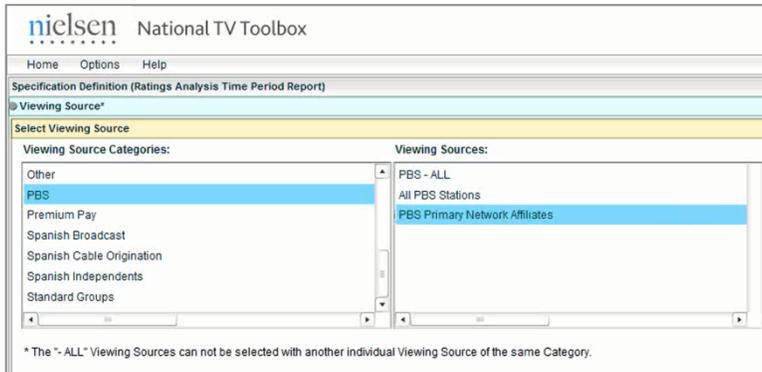
TO RUN A RATINGS ANALYSIS PROGRAM REPORT FOR PBS KIDS PROGRAMMING:



Originator Type:	Originators:	Standard Dayparts:	Summary Type Code:
BROADCAST	MGM DOMESTIC TV DIST	Early Fringe	ADVENTURE
CABLE	NBC UNIVERSAL	Late Fringe	AUDIENCE PARTICIPATION
NON-LINEAR	NBCU/LITTON	Prime Time	AWARD CEREMONIES
SYNDICATION	NFL NETWORK	Custom Dayparts:	CHILD - LIVE
UNWIRED NETWORK	PBS		CHILD DAY - ANIMATION
	PPI RELEASING, INC		CHILD EVENING
	SONY PICTURES TV		CHILD MULTI-WEEKLY
	TRIFECTA MEDIA		CHILDREN'S NEWS

When running a ratings analysis for a program or series, select "SYNDICATION" as "Originator Type," "PBS" as "Originator," and "CHILD MULTI-WEEKLY" under "Summary Type Code." All PBS KIDS on-going series, specials, tentpole events and series launch specials are under the "CHILD MULTI WEEKLY" Summary Type Code.

TO RUN A TIME PERIOD REPORT THAT INCLUDES PBS KIDS PROGRAMMING:



Select "PBS" from the list of "Viewing Source Categories." On the list of "Viewing Sources," selecting "PBS Primary Network Affiliates" generates time period ratings based on the primary PBS channel in each market. Selecting "All PBS Stations," generates time period ratings for all PBS channels (e.g., including sub-channels like Create and V-me).

SOME IMPORTANT THINGS TO KEEP IN MIND:

Impact of carriage and coverage during the day - Especially during the daytime, carriage and coverage for the PBS national feed vary greatly from hour to hour, so time period ratings are not necessarily the most accurate indication of an individual series' performance.

Program ratings prior to the 2013-2014 Season - From October 2010 to September 2013, PBS reported as a broadcast network. So, if you were looking for program ratings from this period, you would select "BROADCAST" as "Originator Type." Prior to October 2010, PBS reported as a "retro-coded" broadcast network, with program data provided weekly in a PBS PocketPiece report.