

KUAC PBS KIDS 24/7 SERVICES

OVERVIEW

PBS has launched new free 24/7 multiplatform children's services. Provided by local stations, the free services include a new TV channel, a live stream on digital platforms and an interactive gaming feature, which will debut later in 2017. Together, these new services support KUAC's mission to reach all children with high-quality educational content.

- These new services offer the very best child and parent experience, increasing access to award-winning PBS KIDS content, especially for those who need it the most, when it is most convenient.
- Starting June 5, 2017 KUAC will broadcast PBS KIDS shows 24 hours a day on KUAC 9.5 and offer a live stream, making it easy for children to watch their favorite series during primetime and other after-school hours when viewing among children is high.
- Viewers can watch the station-branded live stream through pbskids.org and on the [PBS KIDS Video App](#), which is available on a variety of mobile devices and tablets.
- On-demand clips and full episodes continue to be available for free on the [PBS KIDS Video App](#) and pbskids.org. Streaming on pbskids.org accounts for over a third of all time spent watching kids videos online and the site is #1 in the kids' category for total views and minutes spent.ⁱ Across digital platforms, PBS KIDS averages 363.2 million streams per month.ⁱⁱ
- Later this year, the live stream experience will expand to offer an integrated games feature, enabling children to toggle between a PBS KIDS show and an activity that extends learning – all in one seamless digital experience.
- The live stream and games feature is grounded in research demonstrating that measurable gains in learning are achieved when children engage with both PBS KIDS video and games. The games will align with the learning goals of each TV series, deepening children's involvement and supporting learning.

BENEFITS OF EDUCATIONAL PROGRAMMING

As the media brand ranked by parents as the most trusted and relied upon for school readiness, offering content across multiple digital platforms is an important way to serve all of America's families. Research confirms that PBS KIDS educational programming helps children build critical skills that enable them to find success in school and life.

- According to Nielsen, PBS stations reach more kids aged 2-5, more moms with children under 6 years old and more children from low-income families than any other kids TV network.ⁱⁱⁱ PBS KIDS is the leader in desktop streaming video, with pbskids.org placing first in the kids' category for total video views and minutes spent.^{iv}

i comScore Video Metrix October '16.

ii Google Analytics Nov'15 – Oct '16.

iii Nielsen NPOWER L+7 9/21/2015-9/18/2016 M-Su 6A-6A TP reach, 50% unif., 6+ min. K2-5, LOH 18-49w/C<6, K2-11 in HH w/Inc<\$20K.

iv comScore Jan'15 – Dec'15.

- The American Academy of Pediatrics (AAP) [recently released new guidelines](#) to help families balance media and everyday life, placing greater emphasis on the quality of the media kids interact with, rather than the quantity, and pointing to PBS KIDS as a leading resource for educational programming.
- In a recent survey, PBS KIDS led all networks in improving kids' behavior, with 66% of parents saying their child exhibits more positive behavior after engaging with PBS KIDS.
- A recent study conducted by WestEd found that PBS KIDS resources can help narrow the math achievement gap for children from low-income families and better prepare them for kindergarten. The study demonstrated the positive impact of using videos, online games and hands-on activities from CURIOUS GEORGE, PEG + CAT and THE CAT IN THE HAT KNOWS A LOT ABOUT THAT!
- After using PBS KIDS resources, math knowledge increased significantly for children from both low-income and higher-income families. What's more, parents' awareness of their children's math learning increased significantly, as did their use of strategies to support their children's learning.
 - Children who used PEG + CAT media content across platforms, including videos, online games, a tablet-based app and print activities, showed significant improvement in critical math areas of ordinal numbers, spatial relationships and 3-D shapes.
 - Children who engaged with ODD SQUAD multiplatform content, such as videos, games and hands-on activities, exhibited significant increases in overall math knowledge, including an average gain of 14% in number operations and algebraic thinking.
- Early exposure to age-appropriate programs designed around an educational curriculum is associated with cognitive and academic enhancement, whereas exposure to pure entertainment, and violent content in particular, is associated with poorer cognitive development and lower academic achievement.

LOW-INCOME FAMILIES

This free 24/7 channel and live stream ensures that PBS KIDS educational media is available to all families, all the time and via a platform that works for them. Given that 54% of all children nationwide do not have the opportunity to attend preschool, providing access is a critical element of our public service mission.

- PBS serves all children and attracts a higher proportion of viewers from Hispanic and low-income households, compared to their representation in the U.S. population.

- Although most low- and moderate-income families have some form of Internet connection, many are under-connected, with mobile-only access and inconsistent connectivity. A free 24/7 PBS KIDS TV channel helps to level the playing field.
 - Nearly one quarter (23%) of families below the median income level and one third (33%) of those below the poverty level rely on mobile-only Internet access. In a mobile-only environment, Internet service is more likely to be interrupted, and access to digital devices can become constrained.
 - For resource-constrained families, it can be difficult to afford a home computer or home Internet access: four in 10 parents without a home computer (40%) or home Internet access (42%) report these items are too expensive.
- By the end of 2017, through participating local stations, the PBS KIDS channel will be available to 90% of U.S. television households, including:
 - Over 90% of African American children
 - Nearly 90% of Hispanic children
 - More than 3 of 4 homes in rural areas (County sizes C and D)

TELEVISION VIEWING

Nielsen data demonstrates that TV is the dominant way children access video, with most viewing taking place on weeknights and weekend afternoons and evenings. Through the 24/7 channel and live stream, PBS KIDS educational programming is available to children at peak viewing times.

- This trend toward watching TV is true for all children, but especially for those in low-income families who make up a significant percentage of PBS' audience.
- Children 2-8 in over-the-air homes represent 13% of the population, yet these children watch nearly three times as much PBS and their viewing makes up 37% of weekday viewing of PBS stations.
- Most children's viewing takes place between 6 and 10 pm on weeknights and on weekend afternoons and evenings.
- Children watch twice as much TV in the evening than in the morning.
- Television continues to be the most widely used platform for children's educational content, especially among low-income families with children up to age 8.
- Live TV is by far the most popular way to view content for children ages 2-11. According to Nielsen, 67% of weekly TV viewing takes place via live TV, compared to 10% on a gaming console, 8% on a DVR, 5% on a DVD/Blu-Ray, 8% via a multi-media device and 1% via the Internet on a PC. *(NOTE: This excludes radio and smartphone usage – Nielsen does not measure either of these among kids 2-11.)*

LIVE STREAMING

Expanding PBS KIDS high quality educational programming to include a live stream that can be accessed nearly everywhere ensures that our programming is available to families wherever they have an Internet connection.

- Kids are early adopters, and consistently show they are able to easily adapt to new technology. Adding live streaming as an additional service we offer to parents and children ensures our top-notch educational programming is available regardless of the technology being used to view content.
 - Over the past year, kids' consumption of video on OTT platforms has nearly doubled.
 - Tablets are among the top digital devices owned by children in the U.S., with most U.S. children receiving their first tablet between the ages 4 and 11. Three-quarters of kids (ages 0-8) have access to a smart mobile device at home.
- PBS KIDS digital streaming on OTT platforms (AppleTV, Roku, etc.) is on the rise, increasing 48% over last year.
- PBS KIDS reaches diverse audiences on digital platforms. Low-income users (\$25-\$39.9K) are 21% more likely than the general population to use the PBS KIDS Video App and African-American users are 4% more likely than the general population to view video through the PBS KIDS Video App. In addition, pbskids.org attracts a higher proportion of web users of Asian and African-American descent compared to their representation in the average U.S. web audience.

GAMING

Combining the live stream with interactive gaming will take learning to a new level and is grounded in research that demonstrates that engagement on multiple platforms leads to learning gains.

- Our experience with pbskids.org underscores that kids like to play games connected to their favorite shows and characters. Our online games get more than twice as many page views as videos and 2.6 million more unique users.

SERVICE DETAILS

The 24/7 PBS KIDS offering is an integral part of our long-term vision for our children's service. In the coming year, PBS and member stations will roll out a variety of additional initiatives designed to meet the needs of today's children.

- The 24/7 linear schedule of PBS KIDS programs includes popular favorites, such as DANIEL TIGER'S NEIGHBORHOOD, ODD SQUAD, WILD KRATTS and DINOSAUR TRAIN.
- Programming includes PBS KIDS' newest series [NATURE CAT](#), [READY JET GO!](#) and [SPLASH AND BUBBLES](#).
- Our station provides the PBS KIDS 24/7 channel in addition to our current primary channel, which continues to feature a PBS KIDS day part.

- The schedule of children's programming on our primary PBS channel is different from the 24/7 channel, offering families a variety of options.

Does your station offer these new PBS KIDS 24/7 services?

Yes, KUAC will begin offering the new PBS KIDS 24/7 programming June 5, 2017. We are excited about adding these services to our many offerings to families, increasing round-the-clock access to award-winning PBS KIDS content, especially for those who need it the most.

Why are you creating these new services?

Together, these experiences will offer the very best child and parent experience, increasing round-the-clock access to award-winning PBS KIDS content, especially for those who need it the most.

Nielsen data demonstrates that TV is the dominant way children access video, with most viewing taking place on weeknights and weekend afternoons and evenings. Through the 24/7 channel, PBS KIDS educational programming is available to children at peak viewing times. Kids in low-income families rely especially heavily on live TV as their primary way to access video and make up a significant percentage of our audience. Children 2-8 in over-the-air homes represent 13% of the population, yet these children watch three times as much PBS and their viewing makes up 37% of weekday viewing of PBS stations.

The live stream can be accessed nearly everywhere and ensures that our programming is available to families wherever they have an Internet connection.

Later this year, the live stream experience will expand to offer an integrated games feature, enabling children to toggle between a PBS KIDS show and an activity that extends learning.

The live stream and games feature is grounded in research demonstrating that measurable gains in learning are achieved when children engage with both PBS KIDS video and games. The games will align with the learning goals of each TV series, deepening children's involvement and supporting learning.

Isn't this something all the other channels are doing? Why did this take so long?

Media is increasingly moving to a two-tier system of premium versus broadly available content. Given our public service mission we believe the new co-branded television channel and live stream offered by member stations will ensure that our educational children's content receives the widest possible distribution.

Will the content offered on these services also be available on-demand?

These new services are linear, meaning that programs are put in a specific order and broadcast or streamed in that order.

The live stream complements on-demand clips and full episodes, which continue to be available for free on the PBS KIDS Video App and streaming via pbskids.org. Streaming on pbskids.org accounts for over a third of all time spent watching kids' videos online and the site is #1 in the kids' category for total views and minutes spent. Across digital platforms, PBS KIDS averages 363.2 million streams per

month.

Does this have anything to do with the Sesame Street deal with HBO? Is that why you are launching these services?

No. Our plans have been well underway for some time. We feel these new 24/7 PBS KIDS services align well with our mission, current media usage trends and the needs of today's families.

Does SESAME STREET air on this channel?

Yes, SESAME STREET airs on the channel.

What happened to your deal with Sprout? Why wasn't PBS successful with that model?

PBS' licensing agreement with Sprout ended in 2013. The arrangement, which lasted for 8 years, was successful for PBS and local stations.

If it was successful, why not stay with Sprout? Why are you launching something that's similar?

A great deal has changed in the media landscape since PBS first entered the Sprout partnership in 2005, including the merger of Comcast and NBCUniversal and the sale of HIT Entertainment to Mattel, Inc. These and other developments in the media landscape resulted in the original Sprout partners having different goals.

We feel these new 24/7 PBS KIDS services align well with our mission, current media usage trends and the needs of today's families.

Don't kids today already spend too much time with screens? Isn't this just encouraging more screen time?

It's important for families to determine the media diet that works best for them, balancing screen time with other activities. Accessing video content and gaming are common activities for many families.

The American Academy of Pediatrics (AAP) [recently released new guidelines](#) to help families balance media and everyday life, placing greater emphasis on the quality of the media kids interact with, rather than the quantity, and pointing to PBS KIDS as a leading resource for educational programming.

Our goal is to leverage the time children are spending with media for learning. We offer all families high-quality, educational content that is engaging, developmentally appropriate and meets the needs of today's children. We have a whole-child approach, working with experts in education and child development to create and distribute media that helps prepare children for success in school and in life.

How will the interactivity feature work?

Later this year, the live stream experience will offer an integrated games feature, enabling children to toggle between a PBS KIDS show and an activity that extends learning – all in one digital experience. With a tap or click, kids will be able to move from video to games or other interactive features while they are watching the live feed. By offering games that support the same curricular goals as each TV series, this innovation will give kids a new way to watch their favorite shows and play games featuring characters they love, deepening their engagement and supporting learning.

Will the interactivity work on OTT platforms?

Not at this time. OTT technologies do not currently support this type of integration. As these technologies evolve, we will explore making this experience available.

What is a linear service?

A linear service is one that is scheduled, meaning that programs are put in a specific order and broadcast or streamed in that order.

What is multicasting?

Multicasting is the broadcasting of more than one channel of programming.

When the country transitioned from analog to digital television in 2009, television stations gained the capability of sending out more than one stream of programming. This means that instead of receiving just channel 12, a viewer might receive channels 12.1, 12.2, 12.3 and 12.4.

Examples of multicast channels aired by public television stations include World Channel and Create, which features “how-to” series (cooking, home improvement, crafts and more).

When will these services launch?

The official launch date for the channel and live stream is June 5 for KUAC.

Will the live stream launch at the same time on all digital platforms?

On January 16, 2017, the PBS KIDS 24/7 live stream launched nationwide on pbskids.org and on the free [PBS KIDS Video App](#) for mobile and tablet devices. Later this year, the integrated games feature will launch on the live stream on pbskids.org and the PBS KIDS Video App. The live stream will roll out on over-the-top platforms, such as Apple TV, later this year.

Does the web-based live stream on pbskids.org work on any browser?

Users can stream the PBS KIDS 24/7 channel online at pbskids.org using any web browser. Some users of Internet Explorer 11 on Windows 7 or Windows 10 may experience technical issues. In those cases, we recommend using Firefox, Chrome or Safari instead.

What shows are included? Are all PBS KIDS shows part of the new 24/7 services?

The PBS KIDS 24/7 channel currently includes these 21 series:

ARTHUR
BOB THE BUILDER
CAILLOU
THE CAT IN THE HAT KNOWS A LOT ABOUT THAT!
CLIFFORD THE BIG RED DOG
CYBERCHASE
DANIEL TIGER'S NEIGHBORHOOD
DINOSAUR TRAIN
FETCH! WITH RUFF RUFFMAN
NATURE CAT
ODD SQUAD

PEG + CAT
READY JET GO!
SESAME STREET
SID THE SCIENCE KID
SPLASH AND BUBBLES
SUPER WHY!
THOMAS & FRIENDS
WILD KRATTS
WORDGIRL
WORDWORLD

What is PBS KIDS Family Night?

The PBS KIDS 24/7 channel hosts “PBS KIDS Family Night,” weekly family viewing events featuring movie specials or themed programming every Friday from 7 to 9 p.m., and repeating on Saturday and Sunday evenings. Family Night will feature popular movie favorites such as ODD SQUAD: THE MOVIE, SPLASH AND BUBBLES: ONE BIG OCEAN and SESAME STREET: THE COOKIE THIEF, and will include world premiere movie events such as DANIEL TIGER’S NEIGHBORHOOD: TIGER FAMILY TRIP, WILD ALASKA LIVE, READY JET GO!: RETURN TO BORTRON 7 and ARTHUR AND THE HAUNTED TREEHOUSE.

Will content premiere on the new PBS KIDS 24/7 services at the same time it premieres on the primary PBS station? Or will there be a lag?

As PBS KIDS airs new programming, it will be made available on all of PBS KIDS’ platforms, including the 24/7 services.

The PBS KIDS 24/7 services have a different schedule than our primary channel, offering families a variety of options.

Will the channel be available via satellite providers like DirecTV and Dish?

We are currently working with satellite providers to determine availability of the channel.

Are there ads on these services?

There will be sponsorship recognition between programs, but no advertising spots.

What are the costs associated for local stations?

PBS is delivering the services to stations for free.

Do you expect the services to be accessed more via streaming devices or stations?

We expect families will take advantage of both the broadcast and digital options.

Are there going to be new shows?

As PBS KIDS airs new programming, it will be made available on all of PBS KIDS’ platforms, including the 24/7 services.

Are you going to have programs for older kids on this channel?

PBS KIDS content is designed for children ages 2-8; the same target audience applies to the PBS KIDS 24/7 services.

Does the live stream require email sign-up/authentication?

No, there is no sign-up or authentication required for the live stream.

Is the live stream cobranded?

Yes, both the multicast and live stream include station branding.

Do these new services mean stations will no longer carry PBS KIDS programming on their primary channel?

The 7-hour minimum requirement is part of the station member agreement; the new services do not replace this requirement.

Will there be a time when PBS KIDS changes the 7-hour minimum?

We expect that adoption of these services for the system will occur over a period of time, so there would not be full coverage with the PBS KIDS 24/7 services immediately. Over time, if viewer and user patterns change, then PBS would review policies as appropriate.

Are all of the shows on the new PBS KIDS 24/7 services available in SAP and closed captioned?

All content is closed-captioned. Programs are available in SAP as it is made available by our series producers, which is our current practice for our primary channel.

Will there be pledge drives on the TV channel and online?

PBS is in the process of developing policies for the new services and will be seeking input from stations as part of that effort.

III. ADDITIONAL INFORMATION

If you have further questions, contact KIDS_24-7@pbs.org.

comScore Video Metrix October '16.

Google Analytics Nov'15 – Oct '16.

Nielsen NPOWER L+7 9/21/2015-9/18/2016 M-Su 6A-6A TP reach, 50% unif., 6+ min. K2-5, LOH 18-49w/C<6, K2-11 in HH w/Inc<\$20K.

comScore Jan'15 – Dec'15.

Survey of 1,004 parents of children ages 2-6; conducted November 30 - December 15, 2016 by Maru/Matchbox.

Learning with PBS KIDS: A Study of Family Engagement and Early Mathematics Achievement, WestEd, 2015.

Learning with PBS KIDS: A Study of Family Engagement and Early Mathematics Achievement, WestEd, 2015.

Supporting Parent-Child Experiences with PEG+CAT Early Math Concepts, EDC/SRI, 2015.

Odd Squad: Learning Math with PBS KIDS Transmedia Content at School and at Home, WestEd, 2015.

"Media and Young Children's Learning" *Children and Electronic Media* Volume 18, Number 1, Spring 2008,

Heather L. Kirkorian, Ellen Wartella, Daniel R. Anderson.

The Annie E. Casey Foundation, 2014 Kids Count Data Book.

Nielsen NPOWER L+7 9/21/2015-9/18/2016, PBS stations M-F 7A-6P, K2-8 AA vs. UE, Hispanic Origin, HH Inc <\$20K.

Opportunity for all? Technology and learning in lower-income families. A report of the Families and Media Project, The Joan Ganz Cooney Center at Sesame Workshop, 2016.

Carriage of PBS KIDS channels based on Nielsen 2016-2017 DMA Universe Estimates.

Nielsen NPOWER Live PUT, 9/21/2015-9/18/2016, K2-11 M-F 6-10P, M-F 6A-12N, K2-11 in HH w/Inc<\$20K.

Nielsen NPOWER L+7 9/21/2015-9/18/2016, PBS stations M-F 7A-6P, K2-8 in Broadcast Only HH AA vs. Total US.

Nielsen NPOWER Live PUT, 9/21/2015-9/18/2016, K2-11 select dayparts.

Nielsen NPOWER Live PUT, 9/28/2015-12/27/2015, K2-11 M-F 6-10P, M-F 6A-12N.

Zero to Eight: Children's Media Use in America 2013, Common Sense Media.

Nielsen Total Audience Report 2Q2016

Nielsen NPOWER, Live, 9/21/2015-9/18/2016 vs. 9/24/2014-9/20/2015, K2-8 M-Su6A-6A TP AA, Internet Connected Devices +86%.

US Children's Digital Device Ownership Starts with Tablets, eMarketer, 2015.

Zero to Eight: Children's Media Use in America 2013, Common Sense Media.

Google Analytics – Jan – Oct 2015, Jan – Oct 2016.

comScore MobileMetrix December 2016

comScore PlanMetrix, May 2016

Google Analytics – Aug 8, 2016 – Oct 31, 2016.

comScore VideoMetrix Oct 2016.

Google Analytics Nov'15 – Oct '16.