

SESAME PARTNERS



Sesame Street: A SMART INVESTMENT

OUR WEB AUDIENCE: The Street Moms Seek Out

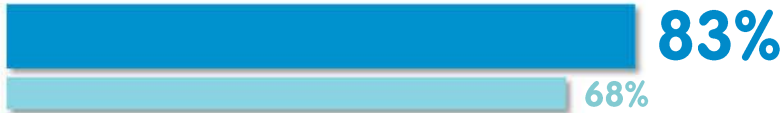
OUR TV AUDIENCE: The Street Parents Love



Lifting attitudes...

Moms feel that companies that partner with Sesame Street...

HAVE A COMMITMENT
TO EARLY CHILDHOOD EDUCATION



HAVE A COMMITMENT TO QUALITY
AND EXCELLENCE



ARE GOOD
CORPORATE CITIZENS



■ SESAME PARENTS
■ NON SESAME PARENTS



Sesame Workshop Web Sponsorship Study – November 2010. Opinions of parents with a child 2-8 who visit the sesame site with their child versus those that do not. Q 7C - And, how much do you agree with the following statements about companies/brands that partner with Sesame Street in general by using the characters (Elmo, Cookie Monster, etc.) on packaging and products for diapers, food, personal care items, toys or books?

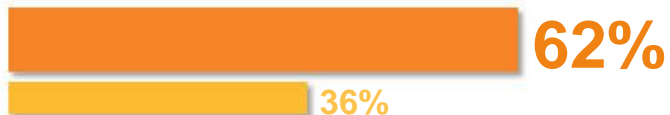
...and bottom lines

And moms would be more likely to...

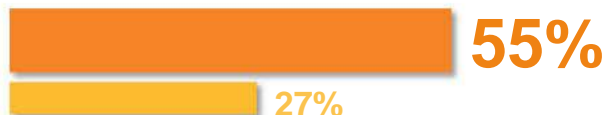
RECOMMEND
PARTNER BRANDS



PURCHASE
PARTNER BRANDS



BE LOYAL TO
PARTNER BRANDS



■ SESAME PARENTS

■ NON SESAME PARENTS



Sesame Workshop Web Sponsorship Study – November 2010. Opinions of parents of a child 2-8 who visit the sesame site with their child versus those that do not. Q 7B -Now thinking about companies/brands that partner with Sesame Street in general—such as those that use the characters (Elmo, Cookie Monster, etc.) on products like diapers, food, personal care items, toys and books—how likely are you to do each of the following, all else being equal?



Parents rate us #1!

96% of co-viewers give
Sesame Street a high rating
vs **76%** for competitor average*

86% of the total audience gives
Sesame Street a high rating
vs **73%** for competitor average*



Source: Sesame Street Sponsorship Study May 2011. Aware of Show (Varies by TV Show) (Total – 600; Co-Viewers – 251)

Q. E3: Considering everything you know about these TV shows, what is your overall opinion of each one? % Excellent/Very Good

Competitive Average includes: Curious George, Mickey Mouse Clubhouse, Dora the Explorer, Go, Diego, Go!, Handy Manny and The Backyardigans

Attracting a more involved audience...

Sesame Parents are more engaged and watch more of the show than the average parent

INTERACT WITH THEIR CHILD
WHILE WATCHING



WATCH THE ENTIRE SHOW



 **SESAME PARENTS**
 **TOTAL AUDIENCE**



Sesame Street Sponsorship Study May 2011. Base: Total Respondents (Total – 600; Co-Viewers – 251)

Q. 11a: Which of the following describes how much of a typical children's show you watch with your child/children?

Q. 11b: And, thinking specifically about Sesame Street, how much of a typical episode do you watch with your child/children?

Partnering with Sesame Street has a positive impact on YOUR brand!

Moms say that companies that partner with us...

HAVE A COMMITMENT TO EARLY CHILDHOOD EDUCATION



ARE GOOD CORPORATE CITIZENS



ARE BRANDS THAT I TRUST



■ SESAME STREET CO-VIEWERS
■ TOTAL NON-CO-VIEWERS

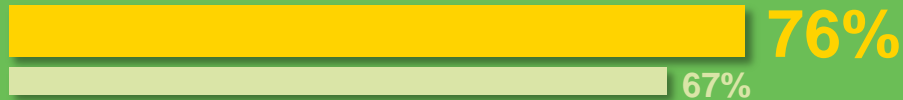


Source: Sesame Street Sponsorship Study May 2011. Indicates significantly greater than comparative subgroups at the 90% confidence level. Base: Total Respondents (Total – 600; Co-Viewers – 251; Non-Co-Viewers - 349) Q. 7: And, how much do you agree with the following statements about companies that sponsor Sesame Street? %Agree Completely/Somewhat

Partnering with Sesame Street has a positive impact on YOUR brand!

Moms say that companies that partner with us...

HAVE A COMMITMENT TO QUALITY AND EXCELLENCE



ARE FUN BRANDS



ARE INNOVATIVE BRANDS



■ SESAME STREET CO-VIEWERS
■ TOTAL NON CO-VIEWERS

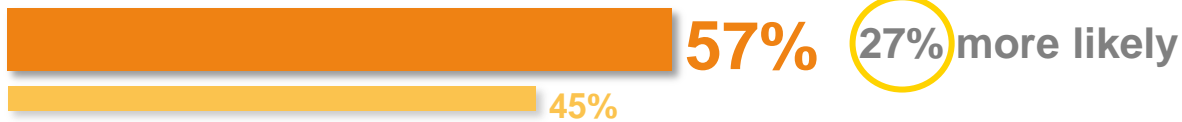


Source: Sesame Street Sponsorship Study May 2011. Indicates significantly greater than comparative subgroups at the 90% confidence level. Base: Total Respondents (Total – 600; Co-Viewers – 251; Non-Co-Viewers - 349) Q. 7: And, how much do you agree with the following statements about companies that sponsor Sesame Street? %Agree Completely/Somewhat

Sesame Street offers partner brands a boost!

Parents would be more likely to...

PURCHASE FROM



RECOMMEND



BE MORE LOYAL TO



- SESAME PARENTS
- NON CO-VIEWERS



Source: Sesame Street Sponsorship Study May 2011. Impact represents the difference between co-viewers and non-co-viewers/non-watchers divided by non-co-viewers/non-watchers. Base: Total Respondents (Total – 600; Co-Viewers – 251) Q. 6: Thinking about companies that sponsor Sesame Street, how likely are you to do each of the following, all else being equal? % Extremely/Very Likely



Thank
You!