

PBS KIDS SPROUT

ABOUT: PBS KIDS Sprout is a new multi-platform destination devoted to preschool children and their parents and caregivers. As a 24/7 preschool network, complementary video-on-demand service and website, PBS KIDS Sprout is the perfect place for parents and their little ones to enjoy the wonders of early childhood – anytime, anywhere. The network is a partnership between Comcast, the country’s leading cable operator; PBS, the most trusted provider of award-winning children’s programming; and HIT Entertainment and Sesame Workshop, two of the leading providers of quality entertainment for young children.

PROGRAMS PBS KIDS Sprout features an extraordinary line-up of children’s favorite shows including, among others:

- *Angelina Ballerina*™
- *Barney & Friends*™
- *Bob the Builder*™
- *Caillou*®
- *Dragon Tales*™
- *Jay Jay the Jet Plane*™
- *Noddy*™
- *Sesame Street*™
- *Teletubbies*™
- *Thomas & Friends*™

FEATURES

- Thematic programming blocks are uniquely scheduled to follow the day of a preschooler from breakfast through bedtime.
- Hosts Kevin and Melanie, the first members of the PBS KIDS Sprout on-air family, appear in original segments throughout the day leading fun and engaging activities that encourage interactivity and learning.
- Kevin, the Birthday Host, shares viewer submitted birthday greetings and celebrations, while Bedtime Host, Melanie, plays games, does arts and crafts and tells stories.

VIDEO-ON-DEMAND (VOD)

- 24/7 access to quality preschool programming kids love and parents trust.
- 50 hours of preschoolers’ favorite shows, updated regularly so there is always something new to watch, with new shows available every two weeks.
- Spanish-language programming such as *Barney & Friends*, *Angelina Ballerina* and *Bob the Builder* as well as *Plaza Sésamo*, the Spanish-language adaptation of *Sesame Street*.

ONLINE

- www.sproutletsgrow.com is a fun, safe, user-friendly online environment for preschoolers and their parents and caregivers.
- The website features original games, arts and crafts, a special birthday section, programming schedule and VOD lineup. The site also offers preschoolers the opportunity to play games and interact with their favorite characters.