

The first 24-hour preschool destination available on TV, on demand mobile and online

launched 2005

about SproutSM

Available in over **55 million** homes around the U.S.



Sprout Original Series

The Chica Show

Pajanimals

Noodle and Doodle

Astroblast (2014)

Ruff Ruff, Tweet & Dave (2015)

Other Popular Programs include:

Gold Standard Series:

Caillou, Sesame Street, Barney & Friends, Super Why, Thomas & Friends

Exclusive U.S. Series:

Tree Fu Tom, LazyTown, Poppy Cat, Zou

NEW Sprout Original Series

Astroblast (July, 2014) - Hilarious adventures of a crew of space animals who run the Astroblast Space Station – the coolest hangout in the galaxy.

Ruff-Ruff, Tweet & Dave (2015)

Ruff-Ruff, Tweet & Dave (February, 2015) - The first ever pre-school game show where kids can play along on a smartphone or tablet. Each episode takes place in a new land as new questions to the audience help move the action along.

Other New Series to Debut in 2014:

Zerby Derby (March)

Edison The Invention Detective, Appisode (May)

Driftwood Bay (May), Boj (September)

Earth to Luna (September)

2015: *Clangers, Flogals, Nina's World*

The only preschool network with hosted blocks, including a live daily morning show.

The Sunny Side Up Show (9am-12pm) is a live, hosted, high energy programming block to help preschoolers prepare for the day. Children, parents and caregivers share birthday wishes, crafts, games, and interact live with the hosts and Chica, Sprout's beloved chicken.

The Good Night Show (6-9pm) helps kids wind down and prepare for bed with songs, stretches, storytelling and more with host Nina and her friend Star.

The Sunny Side Up Show reached **13.4 million viewers** this fall and reported its **highest household quarterly** in delivery since Sprout became a rated network in 2010.

The **Chica Show** premiered its second season in late July with a 38 percent increase (108k from 78k) with kids 2-5, from its program lead-in.

The first quarter of 2014 was the second best quarter for delivery among women 18-49 in Sprout's history. Sprout saw a 5 percent audience increase among kids 2-5 and a 3 percent gain in households compared to fourth quarter 2013. The growth was highlighted by the launch of its

Sarah & Duck debuted on Sprout in August, and averaged 94,000 viewers among kids 2-5, which was a 10% increase from the previous six week time period average.

Sprout extended television's **longest growth streak** of total day delivery among Women 18-49 with its record two full years of year-over-year gains

Kindness Counts

Sprout's prosocial initiative which aims to teach empathy and encourage kindness in preschoolers. Whether it's helping feed the family pet or making a new friend, we believe that small acts of kindness matter big!

There are four pillars of kindness:
Kind to Yourself (healthy initiative)
Be Kind to Others
Be Kind to the Earth
Be Kind to Animals

Our goal is to reach 1 million kind acts and we encourage viewers to add their kind act to the Kindness Counter
Learn more KindnessCounts.com

kindest Kid Contest

In 2013, the first search for Sprout's Kindest Kid was held. Four finalists were selected with kind acts ranging from community clean-ups to spending time with the elderly. The Kindness Countdown, an on-air special, featured the finalists' hometown videos and the winner, Emma, was named the Chief Kindness Officer. This contest will resume in 2014.

Viewer Profile

68% of adult viewers are **female**

Median Household Income **\$54,000**

| | Percent of Sprout Aud. | Index |
|-------------------------|------------------------|-------|
| Presence of Children <6 | 79% | 351 |
| HH Size 4+ | 68% | 149 |
| HOH Attended College | 66% | 99 |
| HOH Race – Black | 32% | 248 |
| County Size – A/B | 78% | 109 |

Nielsen Media Research, National MIT, NPower Ratings Analysis Time Period Report MS 6a-6a LSD Playback, 4Q2013 (9/30/2013-12/29/2013)

The #1 trusted TV brand for the second consecutive year and a top kids TV brand.

Harris Interactive, Inc. EquiTrend Study 2013-2014. Among 97 TV networks evaluated, ranked on Trust and among 12 Kids' TV networks, ranked on Positive Emotional Connection.

#1 kids' network in W18-49 audience composition in 2013.

Nielsen Media Research, National MIT, Live+Same Day playback; 2013 (12/31/12-12/29/13) vs. 2012 (12/26/11-12/30/12). Audience Comp % based on P2+ total day (M-Su 6a-6a). Kids' networks include Sprout, Nickelodeon, Nick Jr., Nicktoons, Disney Channel, Disney Jr, Disney XD, Cartoon Network and The Hub.

Three out of four viewers recommend Sprout, more than any other TV network.

Harris Interactive, Inc. EquiTrend Study 2013. Among 96 TV networks evaluated. Among nationally representative sample of A15+.

For the third consecutive year, Sprout has the highest percent of weekly viewers among women 18-49 with kids 2-5.

2013 GfK MRI Custom Cable Study, Base: Adults 18+; viewed past week.

Sprout is #1 across all networks among W18-49 in viewer satisfaction, with two-thirds of viewers saying they were "very satisfied" with Sprout.

Beta Research Corporation, Satellite Dish Subscriber Evaluation Study, 2013. Among W18-49 viewers of network. Based on percent very satisfied.

Top 10 network in households with kids under 6.

Nielsen Media Research, National MIT, November 2013 (10/28-11/23/2013). NPower Ratings Analysis Time Period Report MS 6a-6a Live+Same Day playback, HH Cov AA% among all 108 cable viewing sources w/in homes with Presence of Children <6=Any.

Sprout is a top cable network in primetime A18-49 commercial retention.

Nielsen Media Research; Lake 5; P18-49; M-Su 8P-11P; 7/1/2013 - 9/29/2013; Retention within 3 days; Strict daypart by half hour. Non commercial excluded.

Well over 1.6 billion VOD orders since launch.

Rentrak On Demand Essentials, April 2005-November 2013.

Sprout ranked in the top 5 networks in total VOD views in 2013.

Rentrak On Demand Essentials, January-December 2013.

Sprout has over 60K average monthly engaged users on Facebook.

Simply Measured using Facebook Insights data. January-December 2013 average.

Sprout's Facebook fanbase has grown 53% year-over-year (364k vs. 237k likes).

Simply Measured using Facebook Insights data. December 2013 vs. December 2012.

Over 3 million total app downloads to date.

iTunes Connect and Android Developer Console, January 2009 - December 2013: total downloads.

Sprout viewers are most likely to have high interest in emerging technologies and alternative forms of viewing TV.

Beta Research Cable Subscriber Study - Brand Identity of Basic Cable/Broadcast Networks (base: viewers of network), 2013. Sprout tied for first among viewers A18+ in Across all digital basic/mid-sized networks, Sprout ranks first on an index of viewing TV on smartphones/tablets (165), interest in VOD (133), VOD usage (tied for #1 at 140), and interest in DVRs (tied for #1 at 127).

Two-thirds of moms know Sprout.

Marketing Evaluations, Inc. Q-score Awareness among Moms of kids 2-5 (Fall 2013).

Sprout viewers net the highest index of app downloads and the second highest usage of apps.

2013 GfK MRI Custom Cable Study, Base: Adults 18+ (Among all adults have watched Sprout in last 7 days. Downloaded an application or "App" on cellular/mobile phones/smartphones: 141, used an application or "App" on cellular/mobile phones/smartphones: 152)