Sesame Street
China
Introduction

• Sesame has had a long history in the Chinese market
  • In 1983, we co-produced the seminal one-hour special “Big Bird Goes to China” with CCTV

• In 2013, we opened a local office in Shanghai with the goal of building a self-sustaining business
  • We believed that the major opportunity was in pre-school education
  • While TV would deliver reach and brand presence it would not be the key driver of the business
Education is our point of differentiation in China.
We are building an ecosystem with TV as a part of it, but not at the center.
The ecosystem falls into three categories

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Reach

We have successfully built relationships with the top national and regional broadcasters with greatest reach.

National

- *96% of the nation

Regional

- **金鹰卡通卫视**
  - Based in Hunan
  - 600 mm audience
  - > 160 cities

- **KAKU**
  - Based in Beijing
  - 600 mm audience
  - > 70 cities

- **炫动卡通**
  - Based in Shanghai
  - 600 mm audience
  - > 30 cities

- **优漫卡通**
  - Based in Jiangsu
  - 400 mm audience
  - > 160 cities

- **嘉佳卡通卫视**
  - Based in Guangdong
  - 300 mm audience
  - > 40 cities

Provincial-level

- Tianjin
- Fujian
- Shandong
- Sichuan

City-level

- Shanghai
- Guangzhou
- Shenzhen
- Wuhan
- Chengdu
- Hangzhou
Reach
We have also re-established our partnership with CCTV by co-producing two highly-rated Chinese New Year Specials (2014 & 2015).
Reach
We have also launched Sesame Street branded blocks with video content on China’s top digital platforms.

- Biggest by monthly viewers: ~315 mm
- Best pre-school online VOD
- ~312 mm monthly viewers
- Youtube model
- Video connected with E-Commerce
- OTT service by Alibaba
- Connected to T-mall Store
- China’s largest IPTV platform
- >20 mm households
- 18 provinces
- ~302 mm monthly views
- Largest internet service portal
- Also partnering with its Children’s Portal
- Strong user base for cross-promotions
- Strategic content portal by China Media Capital (CMC)
- Backed by Alibaba and Tencent
Reach

An active presence on China’s key social media sites drives viewership
Reach

We are partnering with China’s leading magazine for preschoolers with cutting-edge educational concepts
Engage

Our first themed shopping mall promotion in Beijing at Aegean Mall had tremendous success and paved the path for future expansion of our location-based entertainment business.
Engage

The national live show tour will return to China in 2016

- “Elmo’s Green Thumb” tour during 2012
- “Elmo’s Super Hero” tour during 2013-14
- Reached major 1\textsuperscript{st} and 2\textsuperscript{nd} cities including: Beijing, Shanghai, Shenzhen, Xi’an, Chongqing and so on
- 2016 national tour in discussion
**Engage**

The MetLife Foundation has funded “Dream, Save, Do”, a financial empowerment initiative

- Providing children and adults with language for financial literacy discussions along with effective strategies for spending, saving, sharing and donating.

  → **Awareness**: Use mass media to reach young children and families throughout China

  → **Engage**: Community activities in Shanghai, Beijing, Xi’An, Guiyang, Chengdu and Suzhou

  → **Change**: Classroom activities in community centers and kindergartens
Sesame Street English schools are expanding rapidly:

- 150 centers
- 67 cities throughout China with major focus on 1st and 2nd tier cities: Beijing, Shanghai, Guangzhou, Shenzhen, Tianjin, Hangzhou, Suzhou, Zhuhai, Chengdu, Wuhan, Xi’an, Hefei, and so on.
As a unique platform, Sesame connects with local stakeholders that have resources and access to support the growth of our business.
Thank You!