

123

芝麻街

123

SESAME STREET

Sesame Street China

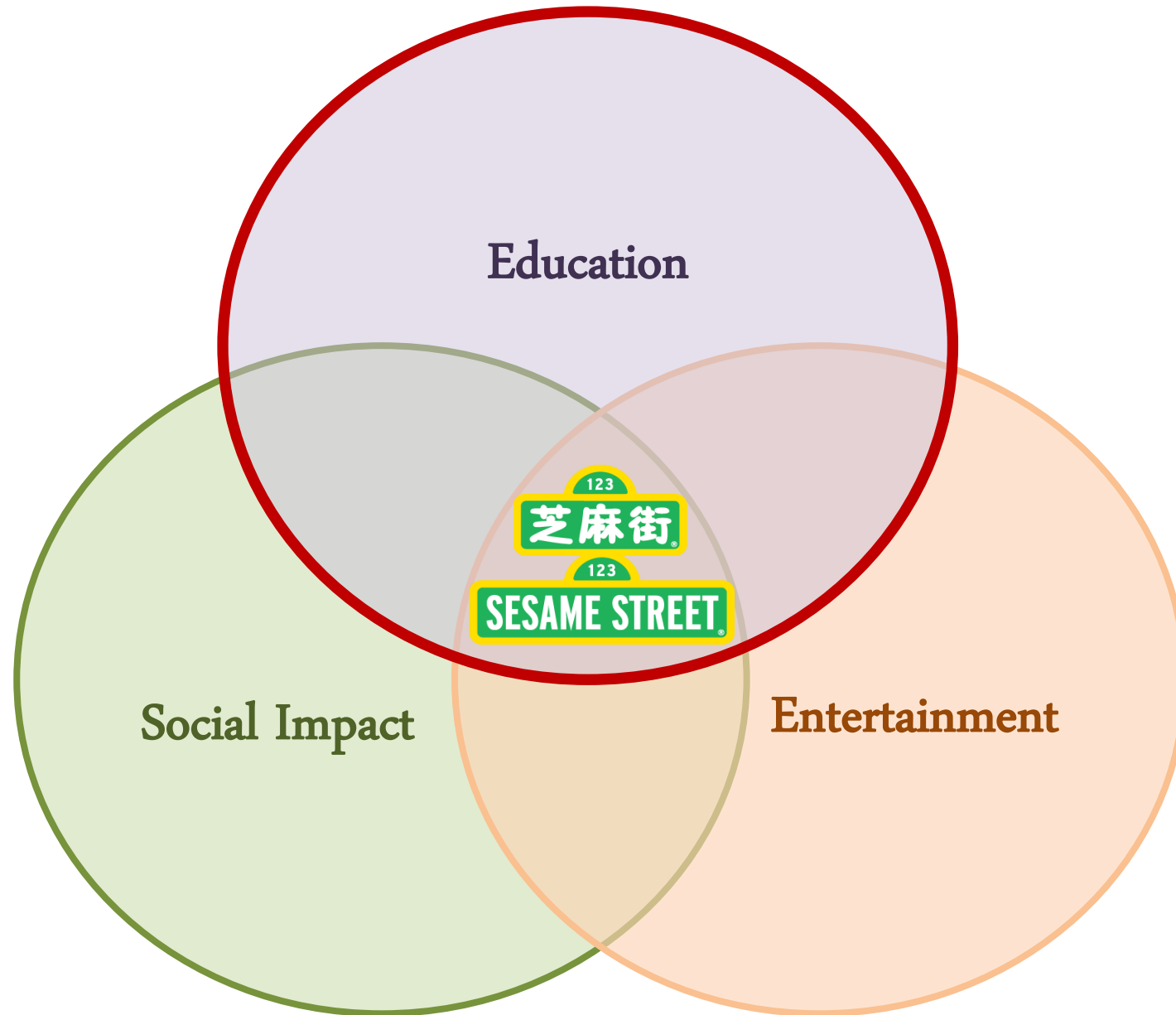


Introduction

- 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
 - We followed this with major TV co-productions including: “Zhima Jie” (1998), “I Love Science” (1998), “1-2-3-4-5” (1999) and “Big Bird Looks at the World” (2010) etc.
- 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

Reach

Traditional TV



Digital Media



Print



Mobile



Social Media



Engage

Location-based Entertainment



Community Engagement



Live Show



Products



Learn

Sesame Street English



Interactive Learning



Early Childhood Learning



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



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



- Based in Shanghai
- 300 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



四川电视台

Sichuan

City-level



Shanghai



少儿频道

Guangzhou



少儿频道

Shenzhen



Wuhan



Chengdu



少儿频道

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



- OTT service by Alibaba
- Connected to T-mall Store



- ~312 mm monthly viewers
- Youtube model
- Video connected with E-Commerce



- 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

WeChat



Sesame Street China



Sesame Street Family



Weekly Post



Weekly Post



Weibo



Sesame Street China



Daily Post



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

Education & Psychology 工作宝

与孩子一起阅读不仅从字面知识提高其理解力和想象力，更是能切实地提高其解决问题的能力。如何与宝宝共同阅读？我们一起来探索吧！

亲子共读，你不知道的“多一点”

亲子共读对孩子来说是一件开心的事情，但很多家长却不知道，与孩子共读时，应该注意哪些问题。一起来看看亲子共读时，应该注意哪些问题。

多一点耐心的时间

很多家长在孩子阅读时，总是急于求成，当孩子遇到困难时，总是急于去解答，这样反而会让孩子失去阅读的兴趣。家长应该给孩子留出足够的时间，让孩子自己去思考和探索。

多一点开放式的提问

在阅读过程中，家长应该多问一些开放式的提问，如“你觉得这个故事怎么样？”“如果你是故事里的主人公，你会怎么做？”等等。这样可以激发孩子的想象力和创造力。

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Education & Psychology 工作宝

学会有耐心

耐心是孩子成长过程中非常重要的品质。家长应该如何帮助孩子学会耐心呢？

耐心培养孩子的两个关键

从关注他的情绪开始

当孩子遇到困难时，家长应该先关注他的情绪，帮助他缓解焦虑和不安。当孩子情绪稳定后，再引导他思考解决问题的方法。

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Education & Psychology 工作宝

玩，也有学问！

玩耍是孩子学习和成长的重要途径。家长应该如何引导孩子玩耍呢？

玩耍对孩子的益处

玩耍可以培养孩子的创造力、想象力和解决问题的能力。同时，玩耍还可以帮助孩子建立自信和自尊。

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Education & Psychology 工作宝

帮宝宝处理好情绪，没有那么难

孩子的情绪波动是正常的，家长应该如何帮助孩子处理好情绪呢？

帮助孩子处理情绪的五个方法

1. 倾听孩子的感受：当孩子表达情绪时，家长应该耐心倾听，不要打断。

2. 帮助孩子命名情绪：帮助孩子说出自己的感受，如“你看起来很生气”。

3. 引导孩子表达情绪：鼓励孩子通过绘画、写作等方式表达自己的感受。

4. 帮助孩子寻找解决办法：引导孩子思考解决问题的方法。

5. 给予孩子支持和鼓励：在孩子遇到困难时，给予孩子支持和鼓励。

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5个方法，帮孩子学会缓解情绪

孩子的情绪波动是正常的，家长应该如何帮助孩子缓解情绪呢？

帮助孩子缓解情绪的五个方法

1. 引导孩子深呼吸：当孩子感到紧张或不安时，引导孩子进行深呼吸。

2. 引导孩子转移注意力：引导孩子去做一些自己喜欢的事情，如画画、听音乐等。

3. 引导孩子倾诉：鼓励孩子向家长或朋友倾诉自己的感受。

4. 引导孩子写日记：引导孩子将自己的感受和想法写下来。

5. 引导孩子运动：引导孩子进行户外运动，如跑步、打球等。

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4个方法帮助孩子学会交朋友

孩子学会交朋友是成长过程中非常重要的一步。家长应该如何帮助孩子学会交朋友呢？

帮助孩子学会交朋友的四个方法

1. 引导孩子主动打招呼：鼓励孩子主动向别人打招呼。

2. 引导孩子分享：引导孩子将自己的玩具或物品分享给别人。

3. 引导孩子合作：引导孩子与他人合作完成一项任务。

4. 引导孩子解决冲突：引导孩子学会解决与他人之间的冲突。

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fumubidu.com.cn 父母必读育儿网

Fumubidu

123 芝麻街 123 SESAME STREET

父母必读 Parenting Science

孕·0~6岁 专业养育支持

09/2013 第423期

龋齿报告 权威发布

入园不生病，哪招最管用？

新妈晋级 科学母乳喂养

产后瘦腰 有绝招

5 个案例育儿书

携手三大畅销育儿书的作者及心理学、人类学专家 追问

尹建莉：我的书不是经验之谈

池莉：在教育孩子之前，父母最好能够教育自己

蒋佩蓉：我的写作初衷就是要当隔壁的那个老太太

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Engage

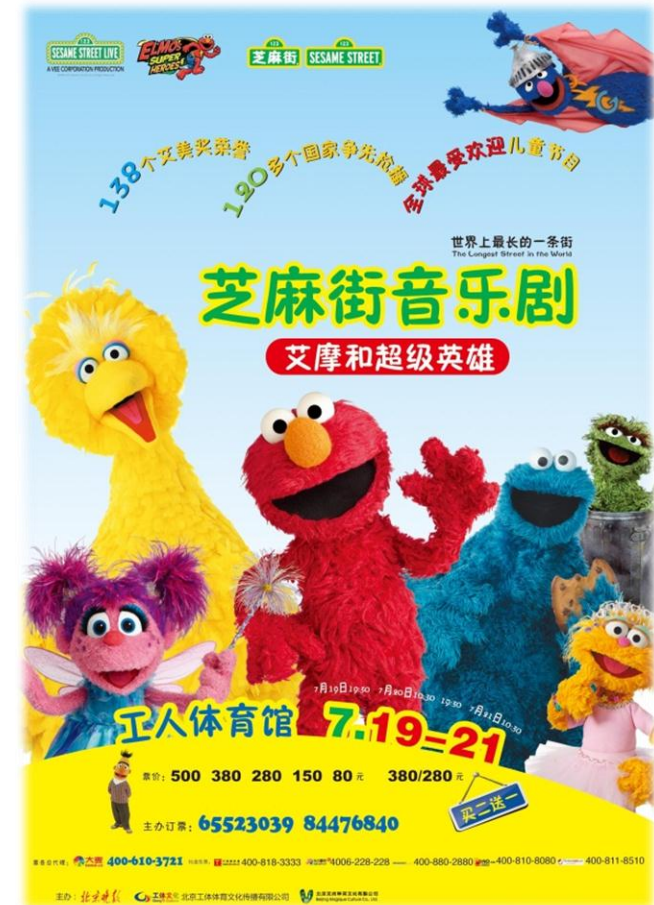
Our first themed shopping mall promotion in Beijing at Aegean Mall had tremendous success and paved the path for future expansion of our location-based entertainment business



Engage

The national live show tour will return to China in 2016

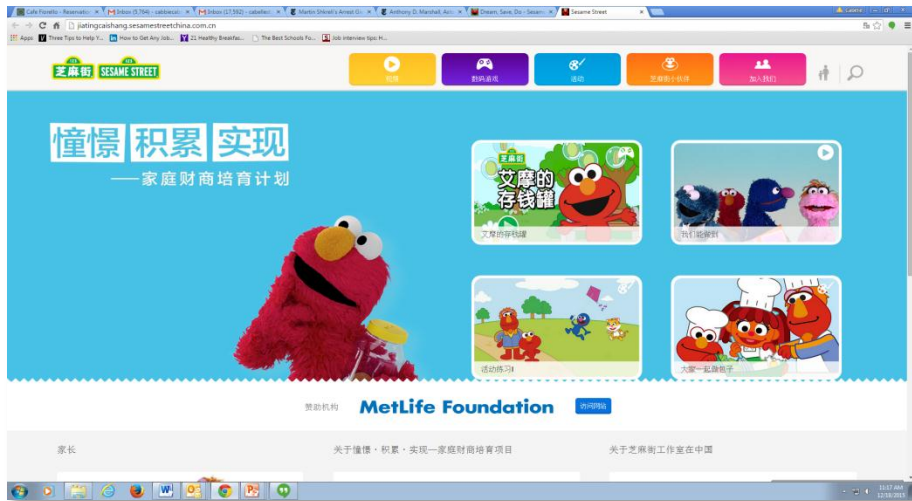
- “Elmo’s Green Thumb” tour during 2012
- “Elmo’s Super Hero” tour during 2013-14
- Reached major 1st and 2nd cities including: Beijing, Shanghai, Shenzhen, Xi’an, Chongqing and so on
- 2016 national tour in discussion



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



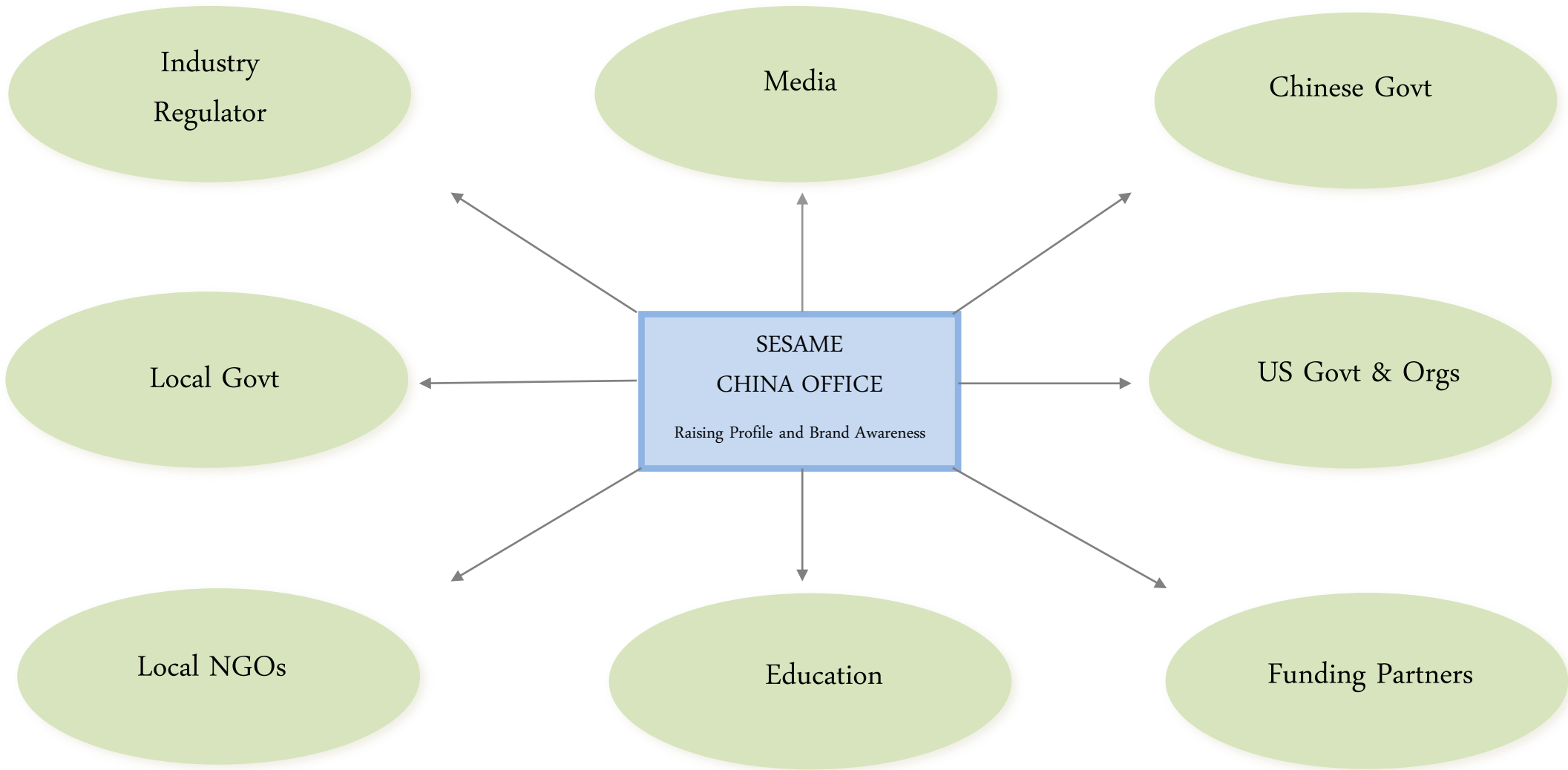
Learn

Sesame Street English centers 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!

