



WILD KRATTS ONE-SHEET

WILD KRATTS BROADCAST OVERVIEW

- Wild Kratts is one of the Top 3 series on PBS Kids
- Consistently rated among the Top 15 of all US Kids Shows* (*2-8)
- 12.7 million kids watch Wild Kratts on-air in one year
- Season 5 now in production!
- 2 Hour-long Movie Special Events in production – *Wild Kratts Creepy Creatures!* and *Wild Kratts Alaska: Hero's Journey!*

A GLOBAL BRAND

- Airing in 180 countries and counting!
- All new hour-long Halloween special will join hit Christmas special

AN INTERACTIVE HIT

- Wild Kratts was the #1 show site on pbskids.org
- Wild Kratts has an average of 7 million visits to the website every month
- Wild Kratts is the #1 streaming site on pbskids.org
- Average streams per month: 27, 458,983
- In production on an all new app for late 2017

WILD KRATTS ON 2 NATION-WIDE CHANNELS

- PBS launches new 24/7 PBS Kids Digital Channel across US
- Wild Kratts snags most -viewed prime-time programming slot, with back-to-back episodes from 7pm-8pm

UPDATES AND NEW PARTNERSHIPS

- 25 quality partnerships to date
- Long term broadcaster commitment
- New products rolling out in 2017, including grocery, books and more!
- Wicked Cool Toys to release 4 new skus in Fall 2017 and expands program with Amazon
- New Toy Licensee to compliment toy program with educational products
- Random House has over 500,000 Wild Kratts books in print and expands book deal with new formats in 2017
- New Licensee Topix Media Lab launches bookazines and other formats in news stands, books stores and supermarkets across North America
- Apparel and Sleepwear from Isaac Morris and AME
- New Licensee Doodle Pants offers hoodies, joggers and leggings to specialty vendors
- Whole Foods line continues rapid expansion with successful sales
- InCharacter releases new purple Cheetah costume for Halloween 2017
- Wild Kratts products continue to expand for 2017 on PBS Shop and TV's Toy Box
- Wild Kratts DVDs soon to launch in Canada
- Two more exciting new partnerships to be announced soon!

WILD KRATTS LIVE!

- Average attendance increases every year (2016: 3,600 people per venue)
- Most venues sold out within weeks and on average 90% SOLD OUT!
- 52 venues booked for the 2017-2018 season and counting!



PBSKIDS.ORG/WILDKRATTS

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