

# TVOKIDS

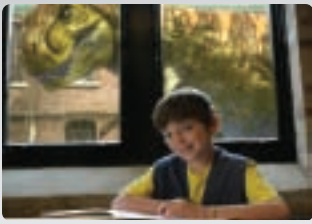
Aligning Values with  
Media and Content



makes you think



[tvokids.com](http://tvokids.com)



DINO DAN  
PRESCHOOL PROGRAM



WORD WORLD  
SCHOOL AGE PROGRAM



TUMBLETOWN MATHLETICS  
SCHOOL AGE GAME



makes you think

## A MESSAGE FROM THE HEAD OF CHILDREN'S PROGRAMMING

"TVOKids exists to make Ontario's kids the smartest in the world."

That's a bold statement, but it's one that we back up with a rigorous content development and quality assurance process that allows TVOKids' content to rise above the rest.

Our approach is not simply to program a TV station or a website – I see our role as building an on air and online curriculum. Everything we do at TVOKids supports the Ontario school curriculum and is tested in schools with kids and teachers. No other Canadian broadcaster makes this same commitment to quality and to the success of kids in school and in life. We work with some of the best education specialists in the world to create content that addresses all aspects of the Ontario school curriculum.

We call this process the TVOKids Educational Blueprint. It's a roadmap for how we create content and it is the foundation of our commitment to quality for Ontario's kids and parents. And it's why, in an Ipsos Reid survey, Ontarians rated TVO the "most trusted" and "most educational" media brand when it comes to delivering content to kids.

Since 2005 we've been working with Dr. Janette Pelletier, a leading early childhood education researcher at the Ontario Institute for Studies in Education (OISE) at the University of Toronto, to test the effectiveness of our kids content. OISE's research has shown that kids who have engaged with our educational content, whether it be on air, online or through a mobile app, show

significantly greater gains than their peers who have not. In other words, TVOKids provides an educational experience that works.

I wish I had a place like TVOKids to turn to when I was growing up.

A place that could have helped me understand the importance of literacy and where it could lead me. A place that would teach me not to be afraid to speak out, and most importantly a place that would make me laugh. TVOKids is a true Canadian success story and I'm so proud to be part of this tradition.

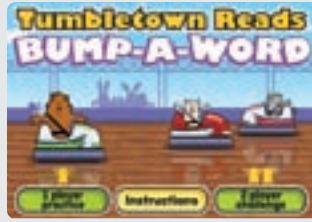
Our digital toolkit allows kids to have a quality educational experience that sets them up for success in school and in life. Generations of Ontarians have grown up with TVOKids – with your help we'll be able to nurture the next generation of young learners.



**Pat Ellingson**  
Head of Children's Programming



GISELE'S BOOK CLUB  
PRESCHOOL PROGRAM



TUMBLETOWN READS BUMP-A-WORD  
PRESCHOOL GAME



SID THE SCIENCE KID  
SCHOOL AGE PROGRAM



THE JUNGLE ROOM  
SCHOOL AGE PROGRAM

## SUPPORT EDUCATIONAL PROGRAMMING FOR CHILDREN

# 349,000

KIDS 2-11 AVERAGE WEEKLY REACH,  
WINTER 2011

# 762,938

KIDS 2-11 AVERAGE MONTHLY VIDEO VIEWS,  
WINTER 2011

# 577,785

KIDS 2-11 AVERAGE MONTHLY UNIQUE WEB VISITORS,  
TVOKIDS.COM

### MOST EDUCATIONAL BRAND

- TVOKids is the leader with more Ontarians than all other competitors combined, choosing TVO as the most educational media brand.
- Nine out of ten Ontarians choose TVO as the most trusted media brand for delivering content to children.
- According to Ontarians with kids under 13 in the household:
  - 94% agree that TVOKids is a trusted and safe place for children to watch television
  - 90% agree that TVOKids.com is a trusted and safe place for children to visit online
  - 84% agree that TVOKids helps to prepare children for success in school and life
  - 82% agree TVOKids equips kids for success in the classroom

IPSOS REID 2011 IMPACT SURVEY

### RECOGNIZING CORPORATE PARTNER SUPPORT

We have a number of unique opportunities to recognize our sponsors and philanthropic supporters. Let us customize the approach that is best for you.

#### On TVO

- Brand Commercial Messages, 30 seconds, 9 pm to 6 am only

#### On TVOKids and TVOKids.com

- 5 second sponsorship billboards:
  - Recognition of support with V/O and Brand display at top and tail of program (no product display)
- Incidental Brand exposure:
  - Inclusion of Brand within program title
  - Brand inclusion within contesting and product giveaways
- Events:
  - Product sampling and giveaways

### LET TVO HELP YOU CREATE CUSTOMIZED BRAND MESSAGING

"Ultimately, the relationship between the viewer, the brand and the program is crucial and the sponsorship bumper is the key component in facilitating the relationship between the facets. When these elements harmonize, the impact on the brand can be significant." - thinkbox UK



MARK'S MOMENTS  
SCHOOL AGE PROGRAM



WILD KRATTS  
SCHOOL AGE PROGRAM



SCI SQUAD  
SCHOOL AGE PROGRAM



makes you think

## TVOKIDS INTERACTIVE

### GAMES



TVOKids games are built with educational expectations at their core. TVOKids.com is home to over 170 educational and interactive games that make learning fun. Each game is classroom-tested, supports a learning objective from the Ontario school curriculum and builds important digital literacy skills.

### MOBILE APPS



TVO has developed more educational apps for kids on smartphones and tablets than any other Canadian broadcaster. Each game is classroom-tested, supports a learning objective from the Ontario school curriculum and builds important digital literacy skills. Tablet apps include information for parents on how the apps support the curriculum, how to maximize educational outcomes and "at home activities" to engage their child in learning.

### TVOKIDS HOMEWORK ZONE



The TVOKids *Homework Zone* is a resource that aggregates TVOKids' extensive inventory of curriculum-linked videos, games and activities into an easy-to-navigate environment where kids can get support for three core areas of the Ontario curriculum - math, science and literacy. It includes TVOKids programs, web games, teacher "how to" videos, printable worksheets, interactive practice tools and study tips.

## TVO is Ontario's non-profit public educational media organization.

TVO is Ontario's public educational media organization and a trusted source of interactive educational content that informs, inspires and stimulates curiosity and thought. Our vision is to empower people to be engaged citizens of Ontario through educational media.



makes you think



### GISÈLE'S BIG BACKYARD

*Gisèle's Big Backyard* is TVOKids' early learning program block for children ages 2 to 5. It offers educational programming that helps to develop children's literacy, numeracy and social skills, and prepare early learners for school. Gisèle also travels across the province, encouraging children to read through the *Big Backyard Book Club* and the *Read with Gisèle* tour.



### THE SPACE

*The Space* is Canada's only live and interactive after-school children's TV block. It connects school-aged kids across the province with TVOKids hosts through TV, phone, and online via [tvokids.com](http://tvokids.com). From their lively headquarters, TVOKids hosts provide a safe and welcoming environment where learning is not only easy but fun.



### TVOKIDS.COM

TVOKids.com is an award-winning website that is leading the way in interactive learning for kids. Home to over 170 educational games, over 4,500 videos and the *TVOKids Homework Zone*, [tvokids.com](http://tvokids.com) offers kids an immersive experience that makes learning fun and is a popular destination for parents, teachers and kids seeking content that helps to bring classroom lessons to life.



### TVOPARENTS.COM

TVOParents.com is an online community that offers advice, news, interactive tools, and the latest educational research. It's all designed to help you help your kids succeed in learning, and in life. TVOParents.com was awarded Best Parenting Blog at the 2011 World Media Awards.



## Helping Kids and Parents Learn

It's no surprise that Ontarians have rated TVO the most trusted and most educational Canadian media brand for children. Kids' educational programming is such a key priority for TVO that it represents 70% of our broadcast day. When we're putting together our kids' programs and web games, we don't think of it as building a schedule, but as building an on-air and online curriculum that helps give kids a head start both in school and in life.

### Building Children's Literacy

Your support helps us develop programs like *Literacy Fun for Families*, which teaches parents how to help their children learn to read and write. The *Ontario Institute for Studies in Education* has researched its effectiveness and found that kids who used TVOKids' resources made significantly greater gains in reading, writing and phonological awareness than those who did not. This is a testament to the outstanding quality of our educational content.

### Teaching Kids Empathy and Compassion

When you support TVO you're helping kids learn respect and empathy. The Gemini Award-winning *Mark's Moments* profiles amazing Ontario kids overcoming challenges like vision and hearing loss, epilepsy, Down Syndrome, amputation and cerebral palsy.

### Helping Kids Succeed in School

Supporting kids learning at home so they can succeed in school is the rationale behind the *TVOKids Homework Zone* at [tvokids.com](http://tvokids.com). It presents TVO's extensive inventory of curriculum-linked resources in an easy-to-navigate environment so kids can get extra help where they need it most: math, science and literacy. Whether perimeter or patterns, the animal kingdom or outer space, spelling or grammar, the *Homework Zone* gives families a "secret weapon" at homework time.

### Strengthening Social and Emotional Development For Kids

In addition to academic support, kids often need help dealing with difficult issues that arise at school or at home. Through our partnership with *Kids Help Phone*, we've developed the *TVOKids Help Zone* - a live phone-in program that connects kids with a *Kids Help Phone* counsellor to talk through issues like bullying, racism, mental health and body image.

## CONTACT TVO SPONSORSHIP

For more information about sponsorship, media opportunities and audience information contact:

### AMIT KUMARIA

416-484-2600 x2765 • [akumaria@tvo.org](mailto:akumaria@tvo.org)

## WHERE TO FIND TVO

### On Air

Cable ch. 2 (may vary in some areas) • Bell TV ch. 209  
Bell TV TVO HD ch. 1209 • Rogers TVO HD ch. 580  
Rogers Anyplace TV ch. 100 • Shaw Direct ch. 353

### Websites

[tvo.org](http://tvo.org) • [tvokids.com](http://tvokids.com) • [tvoparents.com](http://tvoparents.com)

### Online

Yahoo! • YouTube • Rogers-On-Demand-Online • iTunes

### Connect

Facebook • Twitter

TVO is a registered charitable organization #85985 0232 RR0001 in Canada.  
TVO is a tax exempt entity under section: 501(c)3: Tax ID 75-185-0754 in the United States.  
All financial contributions are tax-deductible as allowed by law.

Printed July 2012.



makes you think