



Litton Entertainment - Children's Television

April 30, 2018

Litton Programming:

- Litton Entertainment's pro-social programming targets teenaged children, who are at risk for making poor choices during this vulnerable time in their lives as they are faced with critical decisions during the transition to adulthood.
- Annually, Litton programming generates nearly 30 million 12-17 teen impressions per year, across four major broadcast networks.¹
- Targeting programming to vulnerable teens has the added advantage of encouraging viewing by teens and their parents ("co-viewing") which facilitates family discussions on topics critical to teens.
- Litton's E/I programming has earned 87 Parent's Choice awards (the nation's oldest non-profit guide to quality children's media) and 15 Daytime Emmy Awards.
- Litton has produced 3,600 E/I episodes since 1990. Litton has never had a regulation infraction.

Reaching an Underserved Audience:

- 60 million urban Americans do not have access or cannot afford broadband internet (or 23% of urban Americans). 28% of rural Americans simply cannot afford broadband.²
- Nielsen reports, 13% of US households are broadcast only. Broadcast only households are trending upward. In 2014, 10% of US households were broadcast only.³
 - Some reports suggest broadcast only homes could be as high as 17%.⁴
 - Percentage of total broadcast sets are most likely higher, as most homes have at least one set with an over-the-air antenna.
- In 2015 in the Los Angeles market alone, over 80% of the children's programming that aired on broadcast each week was targeting children under 12-years-old, and only 20% of the children's programming that aired each week was serving the 13-16 audience.⁵
- Litton programming highly over-indexes with underserved audiences:
 - Litton children & teen viewers are more likely to view over-the-air as compared to the rest of U.S. children & teens.
 - CBS Dream Team 2-17 year old viewers are 127% more likely to view over-the-air and over half (53%) are watching The CW Saturday morning block over-the-air only.⁶

- Nearly 2.5 million low income households with children & teens watch Litton programming each week, on average.⁷
- 615,000 C&D county, low income households with teens tune-in each week to NBC Saturday morning, on average.⁸

Sources:

¹Nielsen NPower (09/26/2016 - 09/24/2017), Live+7 Ratings and 000s

² Wireless Broadband Alliance and HIS Markit June 2017

³ Nielsen's Universe Estimates (Feb 2018)

⁴ GfK's 2016 Ownership and Trend Report from The Home Technology Monitor

⁵ Commercial TV-FCC database; Non-commercial TV- station websites

⁶ Nielsen, NPower 9/25/17- 3/18/18 L+SD

⁷ Nielsen NPower 9/25/17-3/18/18 L+SD

⁸ Nielsen NPower 10/3/16-9/24/17 L+7