

The Media Landscape for Infants, Toddlers & Preschoolers

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Sesame Workshop

Overview

- The number of “educational” media offerings has increased dramatically
- Children spend time with a range of media platforms (TV, interactive DVDs, CD-ROMs, websites, interactive books, screen-based learning systems, cell phones, iPods)
- A significant increase in the number of media offerings for babies and toddlers

Overall Media Use of Children 6 months - 6 years

In a *typical day*, percent of children who:



	<u>0-3</u>	<u>4-6</u>
Read/are read to:	76%	83%
Listen to music:	81%	75%
Watch TV:	69%	78%
Watch Videos/DVDs:	48%	44%
Use a computer:	10%	27%
Play computer games	9%	21%
Play video games:	4%	16%
Use any screen media:	78%	88%

Overall Media Use of Children 6 months - 6 years

Amount of time children spend a day on average with media and other activities



	<u>0-3</u>	<u>4-6</u>
Read/are read to:	0:37	0:41
Listen to music:	1:08	0:49
Watch TV:	1:01	1:10
Watch Videos/DVDs:	0:41	0:36
Use a computer:	0:05	0:16
Play video games:	0:01	0:10
Use any screen media:	1:47	2:10

The Changing Distribution Landscape

1990



Today





PBS M-F Programs



1990-1994

- Mr. Rogers
- Reading Rainbow
- Sesame Street
- Square One
- 3-2-1 Contact

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1995-1996

- Barney
- Bill Nye
- Carmen SanDiego
- Kratts' Creatures
- Lamb Chop
- Mr. Rogers
- Puzzle Place
- Reading Rainbow
- Sesame Street
- Shining Time Station
- Storytime
- Wishbone

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2000-2001

- Arthur
- Barney
- Between the Lions
- Caillou
- Clifford
- Dragon Tales
- Mr. Rogers
- Noddy
- Reading Rainbow
- Sesame Street
- Teletubbies
- Wishbone
- Zoboomafoo
- Zoom

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2004-2005

- Arthur
- Barney
- Berenstain Bears
- Between the Lions
- Boohbah
- Caillou
- Clifford the Big Red Dog
- Clifford's Puppy Days
- Cyberchase
- Dragon Tales
- George Shrinks
- Maya & Miguel
- Mr. Rogers
- Postcards from Buster
- Reading Rainbow
- Sesame Street
- Teletubbies
- Zoom

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2005-2006

- Arthur
- Barney
- Berenstain Bears
- Between the Lions
- Boohbah
- Caillou
- Clifford the Big Red Dog
- Clifford's Puppy Days
- Cyberchase
- Dragon Tales
- George Shrinks
- It's a Big Big World
- Jakers!
- Maya & Miguel
- Mr. Rogers
- Postcards from Buster
- Reading Rainbow
- Sesame Street
- Teletubbies
- Zoom

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"Educational" Preschool Shows on Networks other than PBS



Nickelodeon

Backyardigans
Blues Clues
Dora the Explorer
Go, Diego, Go
Lazytown
Little Bill
Miss Spider's Sunny Patch

Disney

Adventures of Winnie the Pooh
Breakfast with Bear
Charlie & Lola
Doodlebops
Higglytown Heroes
Jojos Circuls
The Koala Brothers
Little Einsteins
Rolie Polie Olie
Stanley
The Wiggles

Noggin

64 Zoo Lane
Connie the Cow
Franklin
Jack's Big Music Show
Little Bear
Maggie & Ferocious Beast
Maisy
Max & Ruby
Miffy & Friends
Oobi
Play with me Sesame
Tiny Planets

Discovery Kids

Animal Jam
Balamory
Brum
High-5
Magic School Bus
Peep
Save-ums
Todd World

Cartoon Network

Baby Looney Tunes
Gerald McBoing Boing
Harry & His Bucketful of Dinosaurs
Krypto the Superdog
Little Robots
Pepa Pig/ Yoko Jakamoko Toto
Pup Named Scooby Doo
Tom and Jerry
Tom and Jerry Kids
What's New Scooby Doo

Popular Websites

- Mattel.com (Barbie & Bratz)
- Nickjr.com
- Noggin.com
- PBSkids.org
- PlayhouseDisney.com
- SanRemo.com (Hello Kitty)
- SesameStreet.com

Popular CD-Roms

- Adventure Workshop Tots
- Blue Takes You to School
- The Boohbah Zone
- Calliou Magical Adventure
- Disney Learning Toddler
- I Spy Junior
- Jumpstart" Advanced Toddler
- Sesame Street Toddler & Preschool
- Zooboomafoo Animal Alphabet

Interactive Learning Systems (involving "screens")



Company

Toddler

Preschool

Fisher Price

Interac TV (DVD)

Power Touch (book)

Read with Me (DVD)

Leap Frog

Little Touch Leap Pad
(Leap Frog Baby)

Leap Pad

Leapster (handheld)

V-Tech

V.Smile Baby

V.Smile (plug & play)

V.Smile (handheld)

Interactive Learning Systems

Company

Toddler

Preschool

Jakks Pacific



Plug & Play TV screen games(custom designed controller)

OnScreen cartridge based Plug & Play Story Book

Hasbro

ION (Eye-Toy)

Techno Source

Handhelds



Toddler



Preschool



Kindergarden

Interactive Learning Systems

Company

Publications International
Limited

Toddler

My First Story Reader

Preschool

Story Reader with
cartridge (base unit)

My First Story Reader

Story Reader Video
Plus

Active Minds
interactive DVD with
Remote (book & DVD
w/games)

Active Pad
(similar to Leap pad)

Interactive Learning Systems

Company

Readers Digest

Toddler

Flash Cards & DVD
(streaming video &
slide show)

Preschool

Flap Book & DVD
(streaming video)

Music Player Storybook

My Pod (Storybook &
personal movie player)

Storybook & movie
projector

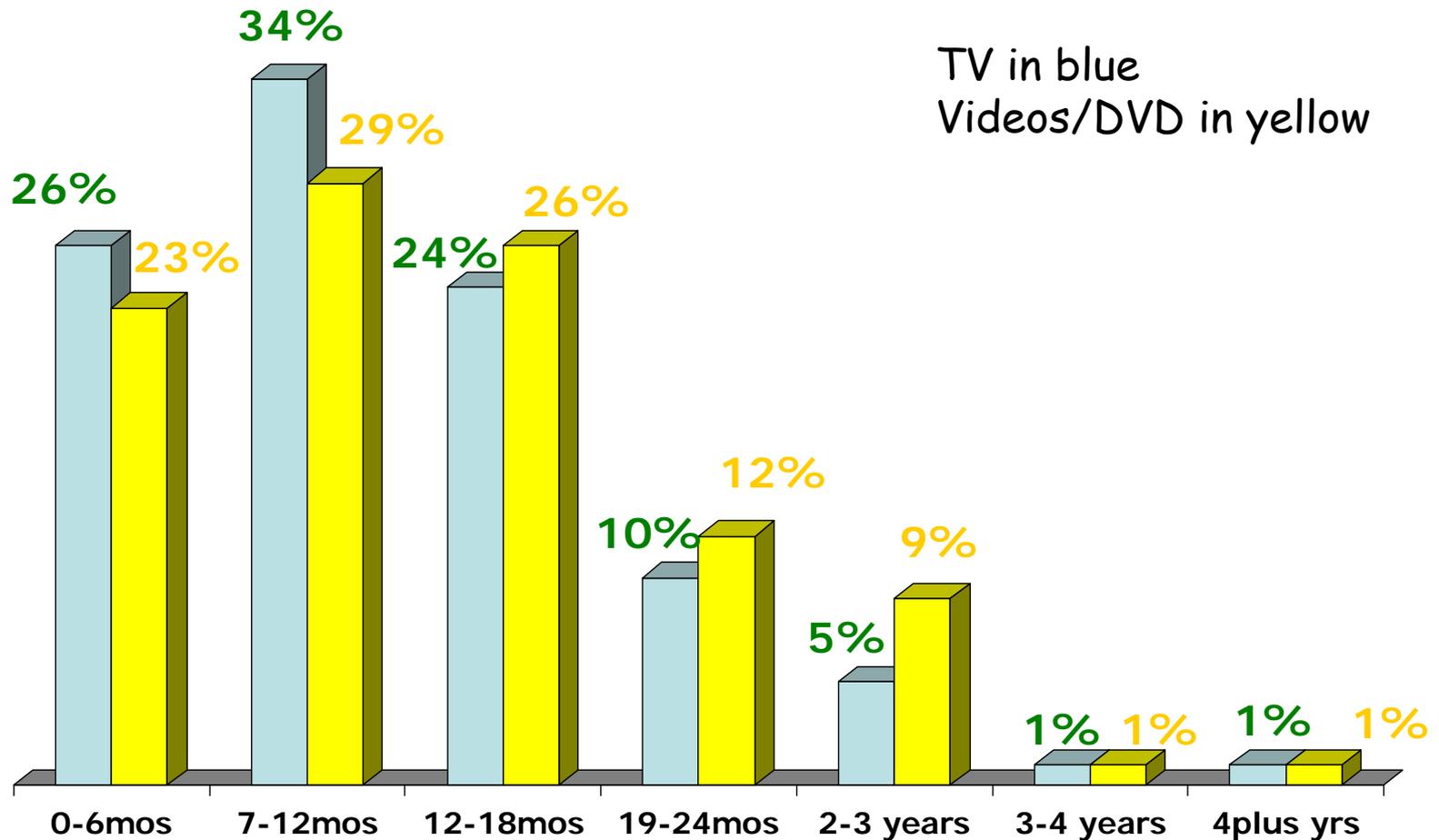
Infant & Toddler (under 2) Media Use on Typical Day



	<u>Use</u>	<u>Average Amount</u>
Read/are read to:	71%	0:51
Listen to music:	81%	1:35
Watch TV:	59%	1:22
Watch Videos/DVDs:	42%	1:26
Use a computer:	5%	----
Play video games:	3%	----
Use any screen media:	68%	2:05

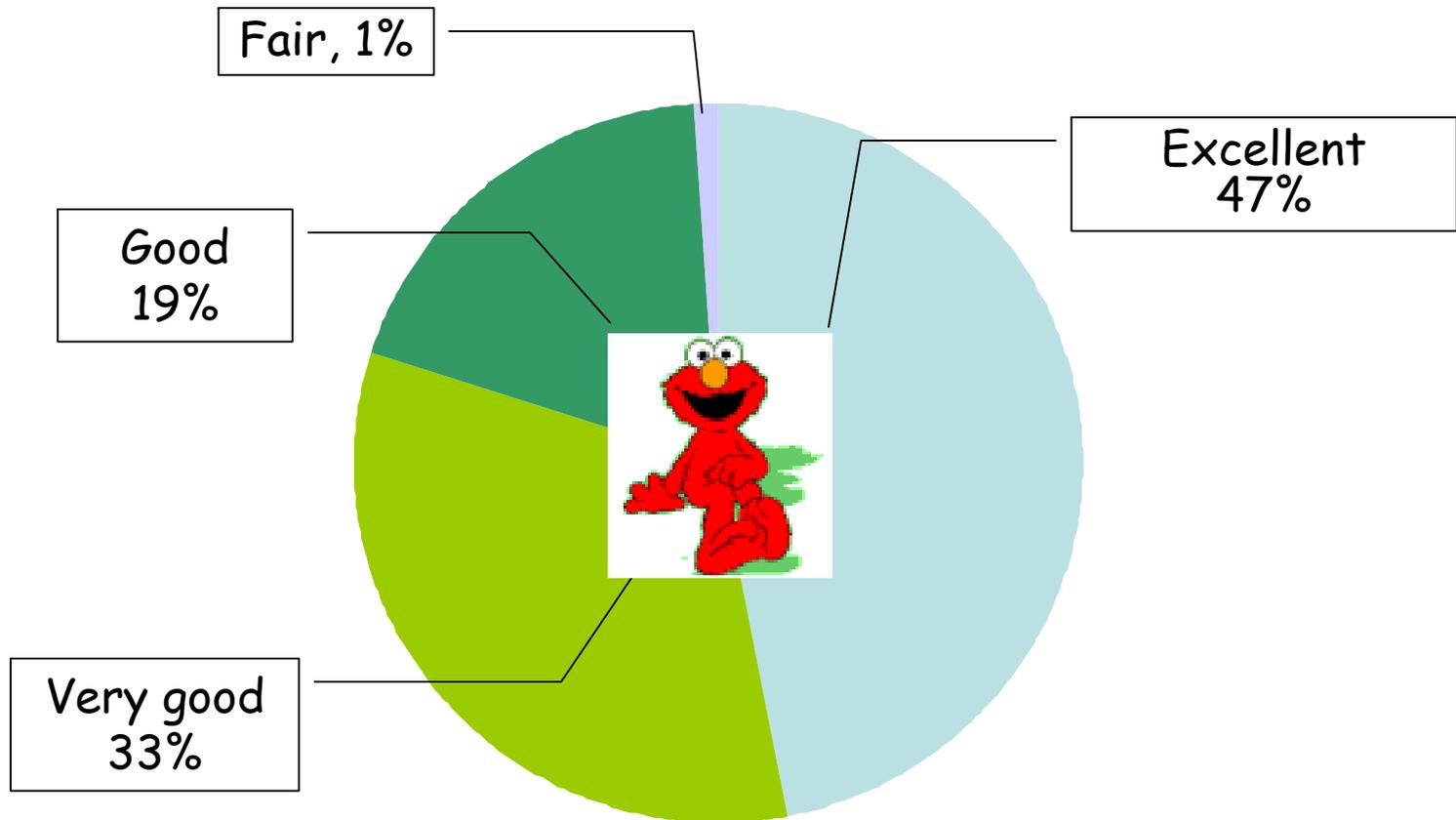
Note: The sample of children under two who spent time with a computer or video game system is too small to reliably compute an average of total time spent in an average day

At what age did your child start watching television and videos/DVDs?



Evaluation Of Elmo's World

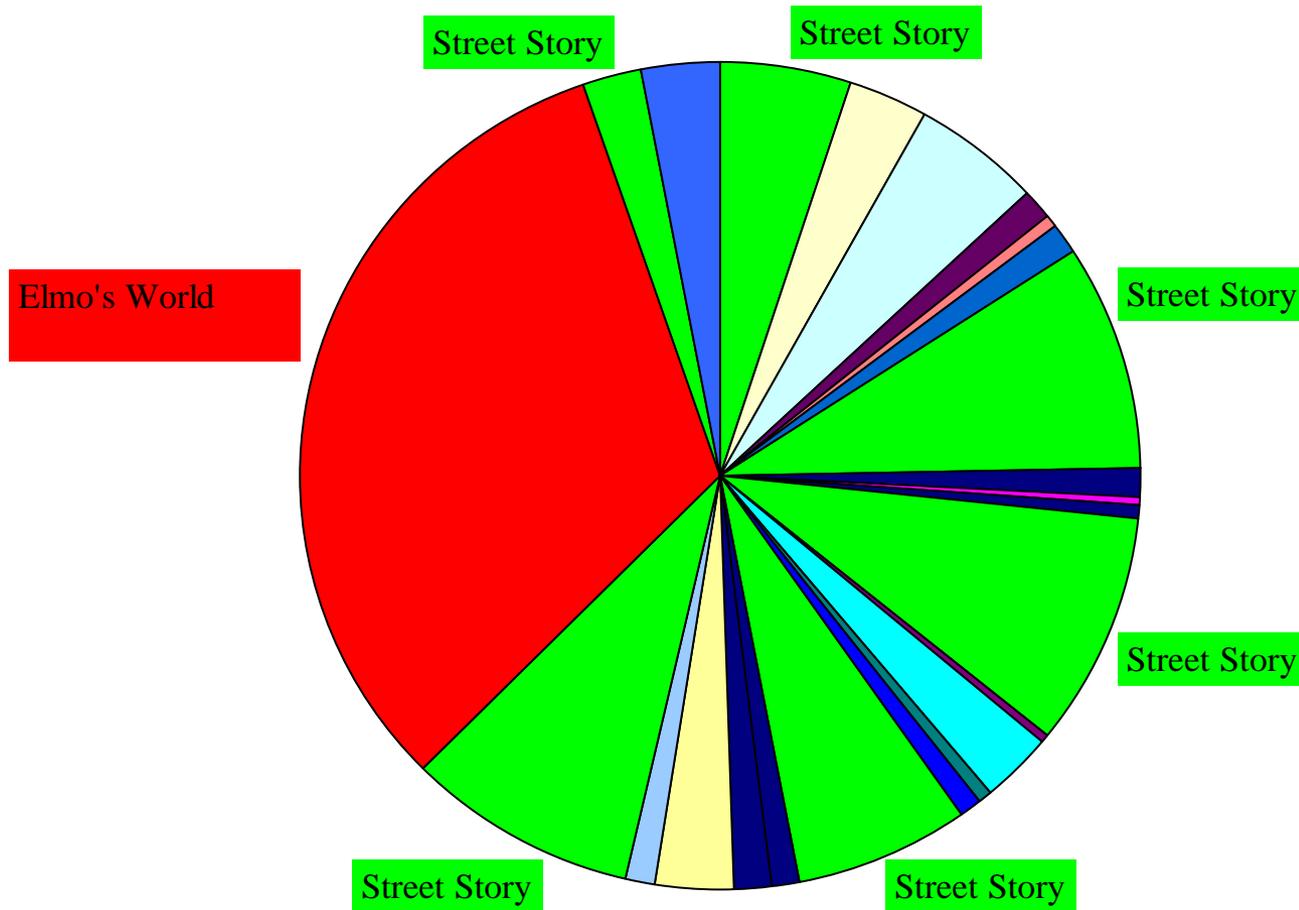
Base: Mothers of toddlers who watch Sesame Street at least occasionally and who are aware of Elmo's World (N=183)



Q.37 Overall, how would you, as a parent, rate the segment Elmo's World? Would you say it is ___ ?

Sesame Workshop Brand Tracking June 2004

Pre Re-invention of Sesame Street



Sesame Street Reinvention: Why Change?

Research with preschoolers found:

- Preschoolers enjoy a narrative story
- Preschoolers enjoy being actively engaged with the viewing experience
- The Sesame Street audience is skewing younger; therefore, it is important to structure the show to help them navigate through the hour
- Extend learning beyond rote -- address the meaningfulness of letters and numbers

Sesame Street Reinvention: Why Change?

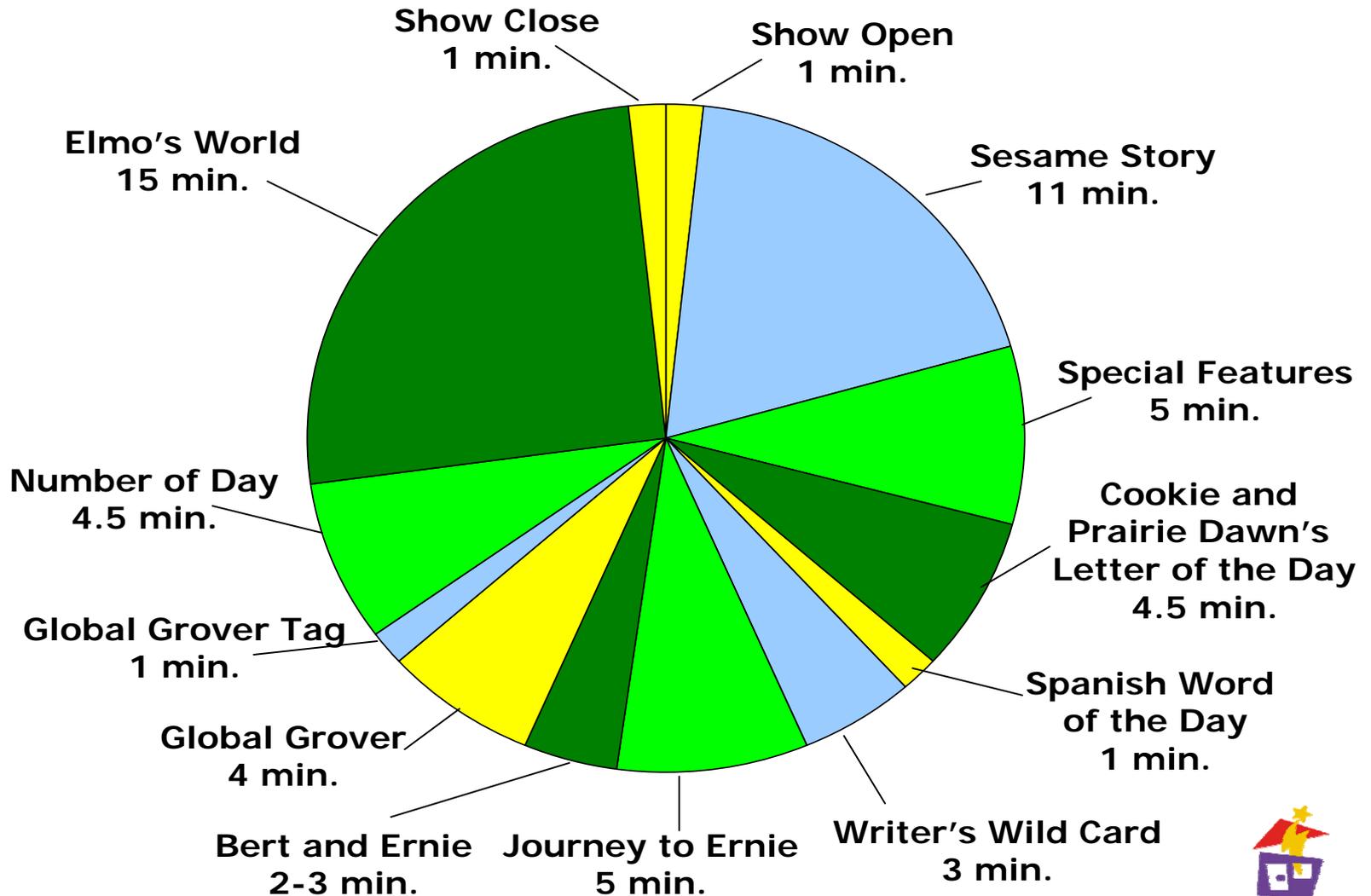
Research with mothers found:

- A preoccupation for school readiness
- A sophistication about the educational needs of children
- A concern that the child doesn't fall behind
- A level of excitement regarding programs with active viewership and interaction
- A belief that children should have fun while learning

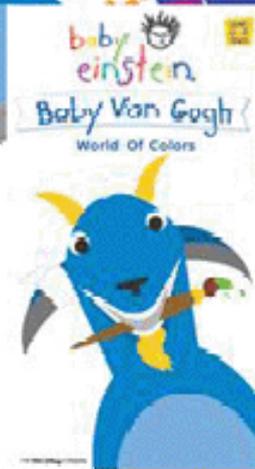
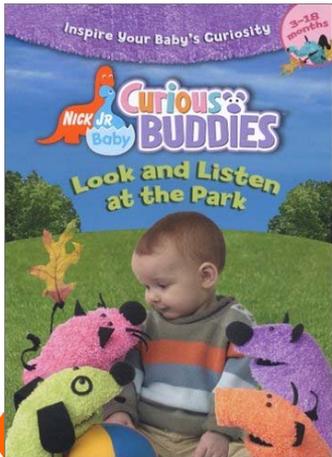
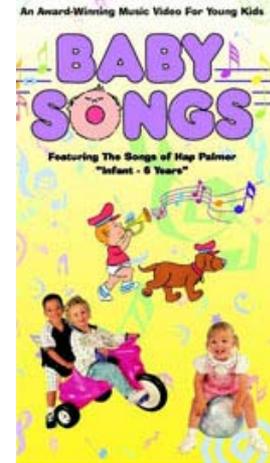
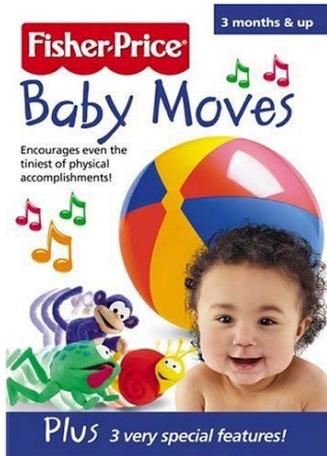
A Re-formatted Sesame Street

- Lead younger viewers through the hour
- Appropriately predictable with the element of surprise
- Smooth transitions
- More engaging and interactive
- Exciting new modules
- Focus on the classic Muppets characters

Reinvention of Sesame Street Hour 2002



The Infant/Toddler Video Market



Welcome to Baby Genius®
We Make Products Which Enhance Learning Through Music



Our Latest
Video & DVD Releases



Infant Video Market

- The best-known line of videos for children under 2, the "Baby Einstein" series, has more than 20 titles (e.g. Baby Mozart, Baby Shakespeare, Baby Van Gogh)
- Other titles are primarily produced, and sometimes distributed, by smaller independent companies
 - Low production values
- Many include generic content backed by various infant development experts
- Very few have been based on existing brands
 - Those that have had limited success (Fisher-Price, Nick Jr. Curious Buddies)
- Sesame Workshop's Sesame Beginnings launched 4/4/06

Sesame Beginnings

- In response to research that shows millions of children under the age of two are watching TV and videos, including *Sesame Street*, Sesame Workshop felt a responsibility to better serve the families of children under two and
 - create programming that is designed to be developmentally appropriate and
 - model interaction between caregiver and child.
- *Sesame Beginnings* was an outgrowth of an educational outreach initiative to enhance adult-child communication to foster language and literacy skills.
- *Sesame Beginnings* content was developed in collaboration with an advisory board of child development and media experts and ZERO TO THREE.

Sesame Beginnings



Conclusions

- Media platforms for young children will continue to grow and move from a “mass media” market to a “customized market” (e.g. video on demand, mobile phones, cable subscription based services)
- Parents of today’s children are comfortable with media and choose to expose infants and toddlers to electronic media
- Many media products make educational claims without any scientifically-based research
- More research is needed, but the focus must be place on context and content and not total amount of time using media
- Most importantly, as a scientific community, we must be responsible in how we communicate messages about research findings and claims to the public.