



children's stories



2007

SESAME WORKSHOP ANNUAL REPORT



What began as an American phenomenon in the late '60s is still going strong in the U.S., as well as in Egypt, India, South Africa, Kosovo and more than 120 other countries around the world.

The Sesame Workshop story is a **CHILDREN'S STORY**, played out millions of times a day the world over.

Dear Friend,

At the Workshop, we tell stories to help children learn – learn about faraway places, about how to treat one another with empathy and respect, about how to stay healthy and strong, and of course, about letters and numbers.

This book is a new collection of stories – not the ones we tell, but the ones children tell us.

This collection is about the ways in which our work affects the life chances, experiences and opportunities – the life stories – of the children we reach.

We talk – and listen – to children all the time; in fact, we’re constantly using their feedback to make our work more effective. But this is different. Research results, of necessity, focus not on outcomes for any one child, but rather on hundreds, typically thousands of children. And more, we often don’t have first-person accounts of impact until long after the fact – something I was reminded of recently when I learned that *Sesame Street* had had an influence on one of the top mathematicians in the world, Terence Tao, winner of the Fields Medal (the “Nobel” of mathematics) and a MacArthur “Genius Award” Fellowship.

So for this year’s report, we set out to learn about impact on a micro level – from an individual child, real-time perspective. Along the way, we met incredible children and families who generously shared their

stories with us. Families like Ntlabi’s and Tamryn’s in the Limpopo and Free State provinces of South Africa, where the *Sesame Street* coproduction, *Takalani Sesame*, is reducing the fear and stigma associated with HIV/AIDS. Families like the Lopezes: Army Staff Sergeant Ernesto Lopez is in Iraq on his third tour of duty and our *Sesame Street* outreach initiative is helping his and other families cope with the challenges of military deployment. We spoke with Aman who lives in a slum on the outskirts of Delhi, who finds joy and learning in the Indian version of *Sesame Street*, *Galli Galli Sim Sim*. And finally, there’s 7-year-old Fatma in Cairo, the only daughter of a doorman, whose determination to become a lawyer has been inspired, in part, by the Egyptian *Sesame Street*’s emphasis on girls’ education.

The issues these real kids confront – gender inequity, military deployment, HIV/AIDS, uneven access to pre-school education – are not the typical topics of children’s television. But from its inception, *Sesame Street* has recognized and honored the way children experience their environments by taking on new issues as new needs arise in new ways children can understand.

This unique authenticity extends to finding these remarkable children as well. In fact, the way we set about writing this report is consistent with the way in which we work around the world – through local, in-country partnerships that address children’s needs in culturally relevant contexts.

The big idea that launched
SESAME WORKSHOP has never changed.
What has changed is the scope of our efforts.
Today, more children in more countries across
more cultures benefit from *Sesame Street*
than ever before.

A MESSAGE FROM THE PRESIDENT

What have we learned from this effort? That our work makes a difference. That no matter their circumstance, their culture, their country, children are filled with a sense of hope – hope for a better future, an innate and universal desire to help, a love of learning, of connecting to others, of making their world even just a little better.

I'm struck that this is what we're after too – and have been for the better part of four decades. And while the world has changed in ways unimaginable since our founding, we are more convinced than ever that education is the best way to a brighter future – that empowering children through education, as demonstrated throughout the pages of this book, makes a difference in “children’s stories.”

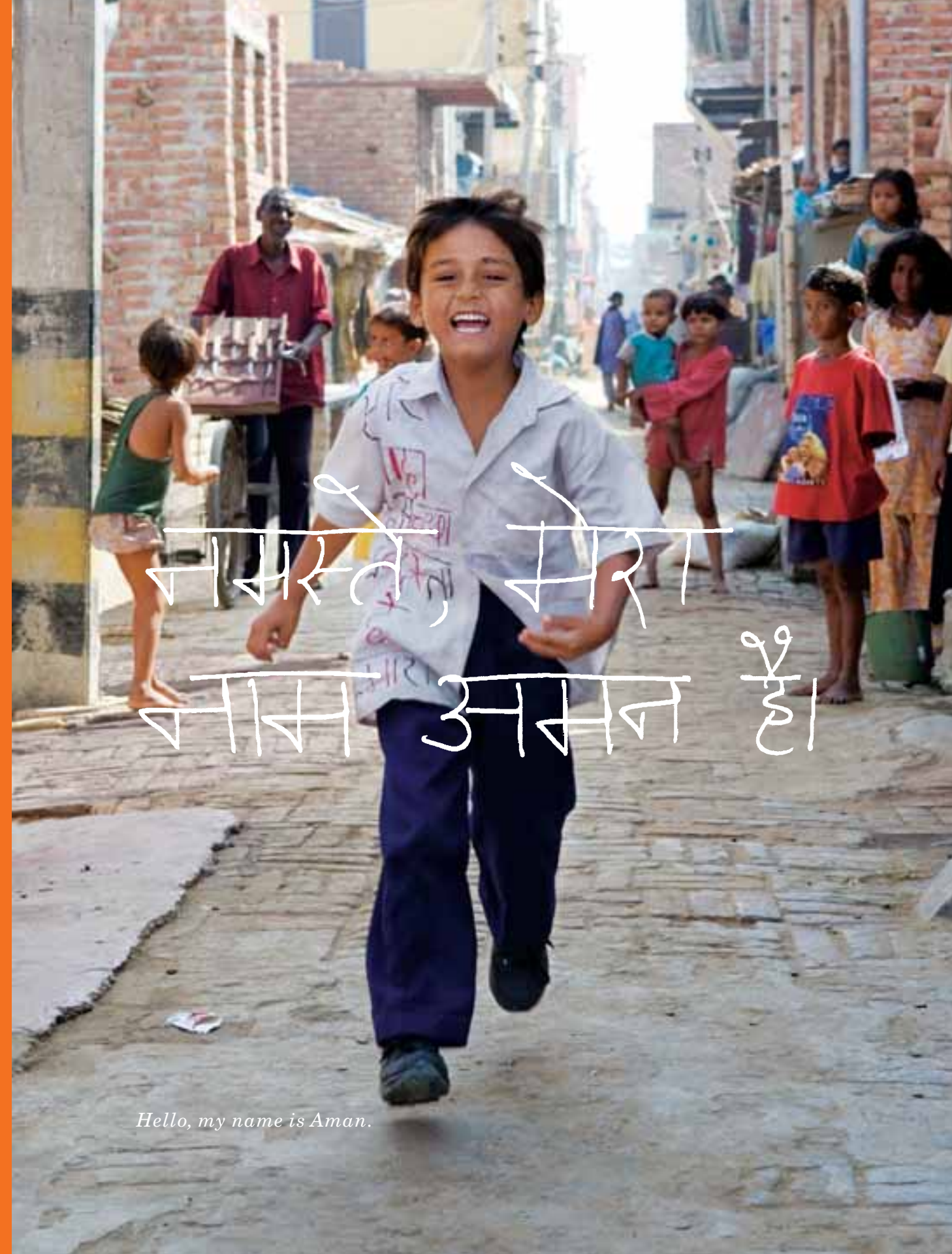


A handwritten signature in black ink, appearing to read "G. Knell".

Gary E. Knell, President and Chief Executive Officer

Aman lives in a temporary shelter
in the slums outside of Delhi.

Bawana, India –



नमस्ते, मेरा
नाम अमन है।

Hello, my name is Aman.



The numbers alone make the potential for positive change enormous: one out of six children in the world lives in India.



“Chamki helps me learn and have fun.”

AMAN

Aman lives in a temporary shelter in the slums outside of Delhi, a vast landscape of makeshift structures with mud floors and community toilets. Only 4-years-old, he has full responsibility for buying vegetables that his mother cooks on a kerosene stove for the six members of his family who live together in one room.

But Aman is one of the lucky ones. Five days a week he attends a child-care center run by the Navjyoti India Foundation, a preschool that integrates *Galli Galli Sim Sim* into every aspect of its curriculum.

This is the promise of *Galli Galli Sim Sim* – that one early childhood education initiative can make a difference on a scale unique to mass media and reach out to those most in need.

Here, amidst concrete walls covered with paintings and posters of the characters, *Galli Galli Sim Sim* helps Aman learn Hindi akshars (letters of the alphabet), shapes and numbers. Here too, his favorite *Galli Galli Sim Sim* Muppet, Chamki, full of life and forever curious, introduces him to thinking in a whole new way – about the world beyond his own, about, as he says, “taking turns” with children of all kinds, and about how to stay healthy and strong – newfound wisdom he was especially eager to share. “If you cover your mouth when you sneeze like Chamki’s friend, Aanchoo,” he says, “then no one will get sick.”



AMAN

This is the promise of *Galli Galli Sim Sim* – that one early childhood education initiative can make a difference on a scale unique to mass media and, in a nation as complex and diverse as India, reach out to those most in need.

The numbers alone make the potential for positive change enormous: one out of six children in the world lives in India; 128 million of them between the ages of 2 and 6 – a staggering two out of three of whom lack access to formal early childhood care and education.

Galli Galli Sim Sim is focusing special attention on these marginalized children – among the poorest in the world – establishing Sesame Workshop India, the first local subsidiary of Sesame Workshop, to direct efforts on the ground.

This nongovernmental organization is literally taking the series “to the streets,” using repurposed vegetable carts equipped with a television and DVD player to bring *Galli Galli Sim Sim* episodes and related print materials to children and caregivers in urban slums and soon, remote rural areas. To date, over 3,000 screenings have reached more than 55,000 children and 19,000 caregivers, with plans in place to double that before the end of the year. Sesame Workshop India is also developing themed outreach kits and training teachers to use them in 347 “balwaadis” (preschool child-care centers) reaching 13,000 children – which is where we brought Chamki to visit Aman.

To this 4-year-old, Chamki isn’t an inanimate character suddenly come to life from the small screen. Chamki is his friend. A friend, he tells us, who “drives a train on TV” and who “helps him learn and have fun.” A friend he wholeheartedly believes when she whispers before leaving, “Stay in school, study, work hard; there isn’t anything you can’t do.”


INDIA Chamki



Galli Galli Sim Sim Matters

Launched simultaneously on public and cable channels in August 2006, this *Sesame Street* coproduction is helping India’s youngest citizens appreciate cultural diversity, as well as develop reading, math and life skills. Central to the effort is a long-term, locally organized outreach program for children most in need.

Preliminary research indicates this early childhood education initiative is:

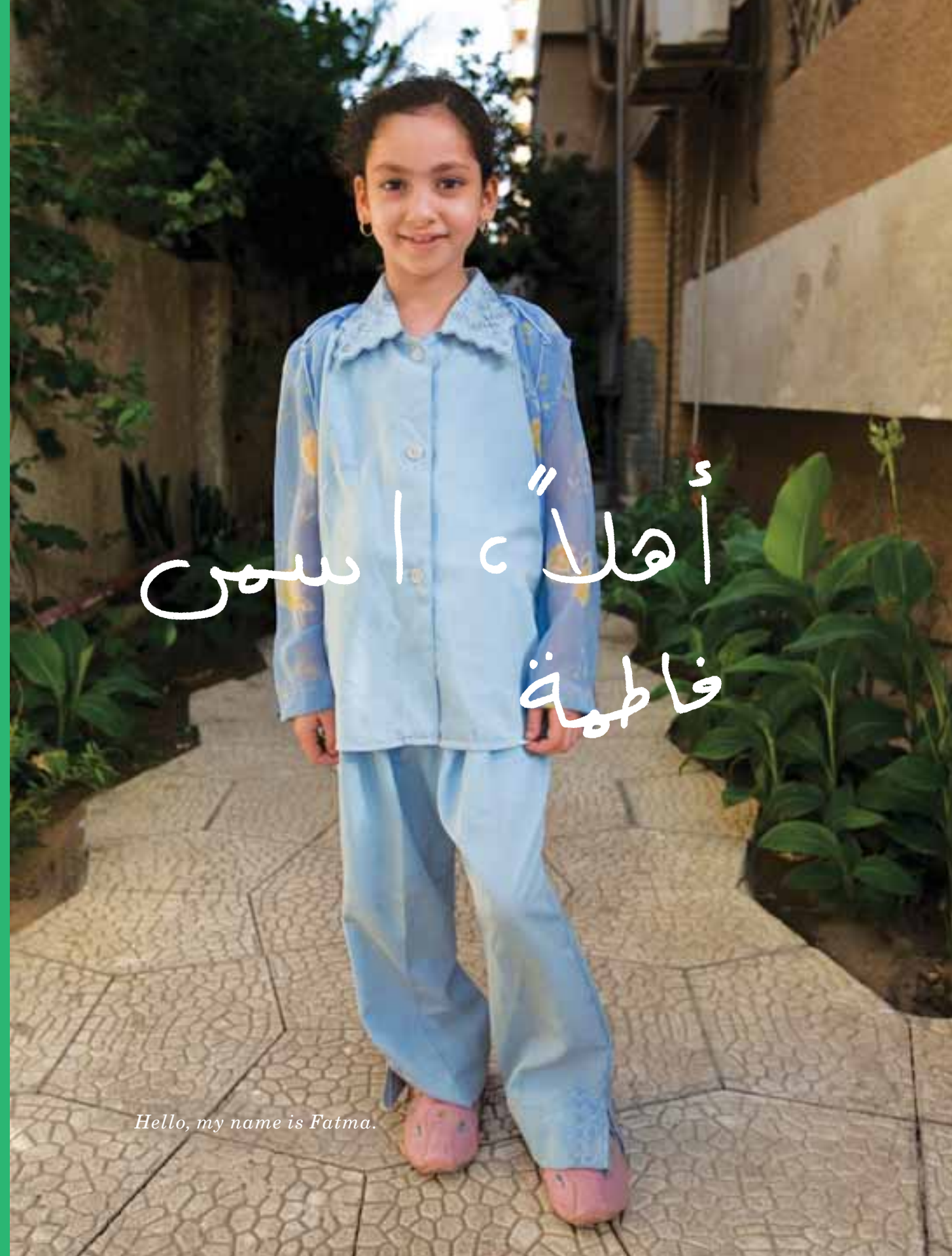
- ★ **among the top five “regularly watched” children’s shows in India (from a field of 90 as reported by caregivers); and**¹
- ★ **surpassing outreach targets to underresourced and low-literacy populations through innovations like mobile community viewings and specially designed materials for community child-care centers.**²

¹ Sesame Workshop (21 August 07). *Galli Galli Sim Sim Study of Reach – Wave 2*. Internal Document

² Sesame Workshop (12 July 07) *Galli Galli Sim Sim – Project Update*. Internal Document

Fatma lives in one room
with her parents and two of her three
older brothers in the heart of Cairo.

Cairo, Egypt –



أهلاً أسرتي
فاطمة

Hello, my name is Fatma.



Newly 7 and in the first grade, Fatma already knows she wants to be a lawyer. Where did she get such an idea? From Khokha on *Alam Simsim*.



FATMA

The daughter of a doorman, Fatma lives in one room with her parents and two of her three older brothers in the heart of Cairo.

Newly 7 and in the first grade, Fatma already knows she wants to be a lawyer. Where did she get such an idea? She heard “Khokha [the exuberant female Muppet on *Alam Simsim*, *Sesame Street* in Egypt], talking about all the things she wants to be when she grows up, one of which is a lawyer.” Her 12-year-old brother, Mostapha, thinks she should be a doctor, but Fatma holds firm. Asked if she knows what’s involved in becoming a lawyer, Fatma replies with confidence that she’ll “figure it out,” but continuing in school and going to college is a big part of it. Again, her inspiration

“Khokha always talks about going to school and about how great it is.”

is this uniquely Egyptian *Sesame Street*. “Khokha always talks about going to school and about how great it is.” And why is Khokha such a powerful influence for Fatma; why does she like her so much? Because (isn’t it obvious?) “she’s a girl like me.”

Such is the remarkable power of media. Designed to help Egyptian preschoolers develop basic literacy and mathematics skills, *Alam Simsim* places special emphasis on educating girls – an effort central to Egypt’s commitment to lifting the status of women. In a nation where illiteracy rates are disproportionately higher among girls, positive on-screen images of girls involved



FATMA

in academic pursuits and imagining a world of possibilities helps girls – and just as importantly boys – broaden their sense of what constitutes a woman’s role in society.

These effects are being experienced nationwide. *Alam Simsim* is the top-ranked television program in the country among children under 8, and has been since shortly after its debut seven years ago. Most important, it’s making a difference – exposure to the series produces significant gains in math ability and literacy skills, as well as in nutrition, health and hygiene – and, as Fatma

Why does Fatma like Khokha so much? Because (isn’t it obvious?) “she’s a girl like me.”

and her brother make clear, moves the needle on gender-equity attitudes, which are notoriously difficult to change.

Fatma told us that between school, her parents and *Alam Simsim*, she’s learned her letters and numbers too – taking the opportunity to recite the Egyptian alphabet and count to 200, even counting off one to ten in English. But perhaps the greatest accomplishment? The encouragement she’s received to believe in herself and all she can achieve.

Khokha would be proud.



EGYPT Khokha



Alam Simsim Matters

Airing daily on Egyptian television since 2000 and throughout North Africa and the Middle East via satellite since 2003, this Egyptian adaptation of *Sesame Street* mobilizes media in the service of children with a particular emphasis on educating girls.

- ★ **Children who view *Alam Simsim* demonstrate higher achievement in literacy and math, and exhibit more gender-equitable attitudes.¹**
- ★ **On average, a year of education is gained by watching *Alam Simsim*: 4-year-olds with high exposure to the series perform at roughly the same level on math and literacy tests as their 5-year-old peers with little or no exposure – even when factors like family income and parent education are considered.²**
- ★ ***Alam Simsim* changes attitudes about early childhood; it provides caregivers with a positive model of how to communicate with young children, leading to shifts in parent-child interactions.³**

¹ Rimal, R.N., Figueroa, M.E. & Federowicz, M. 2006. *Impact of Alam Simsim among 4- to 6-year-olds in Egypt: Effects on math ability, literacy skills, and gender attitudes*. Baltimore, MD: Johns Hopkins Center for Communication Programs.

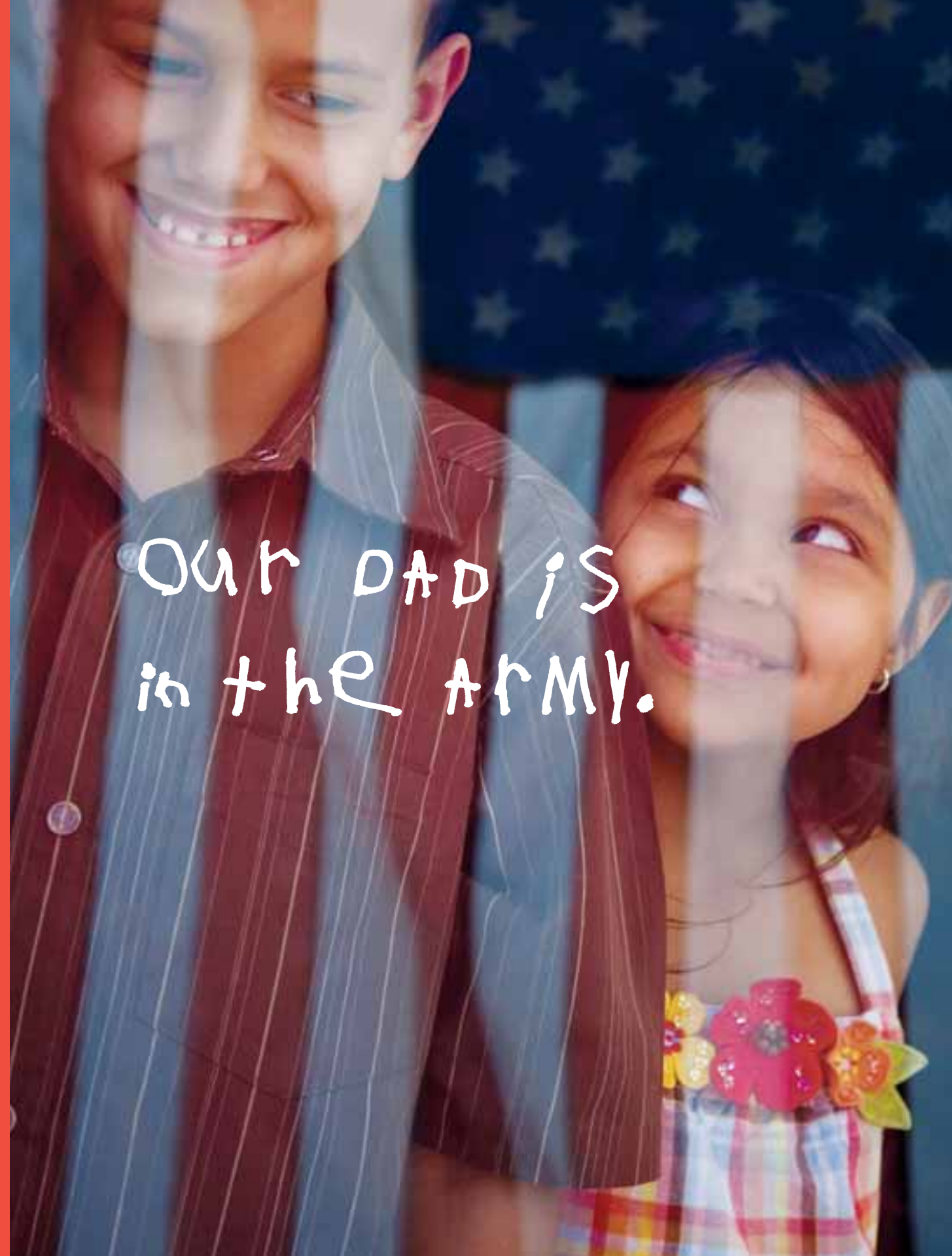
² Ibid.

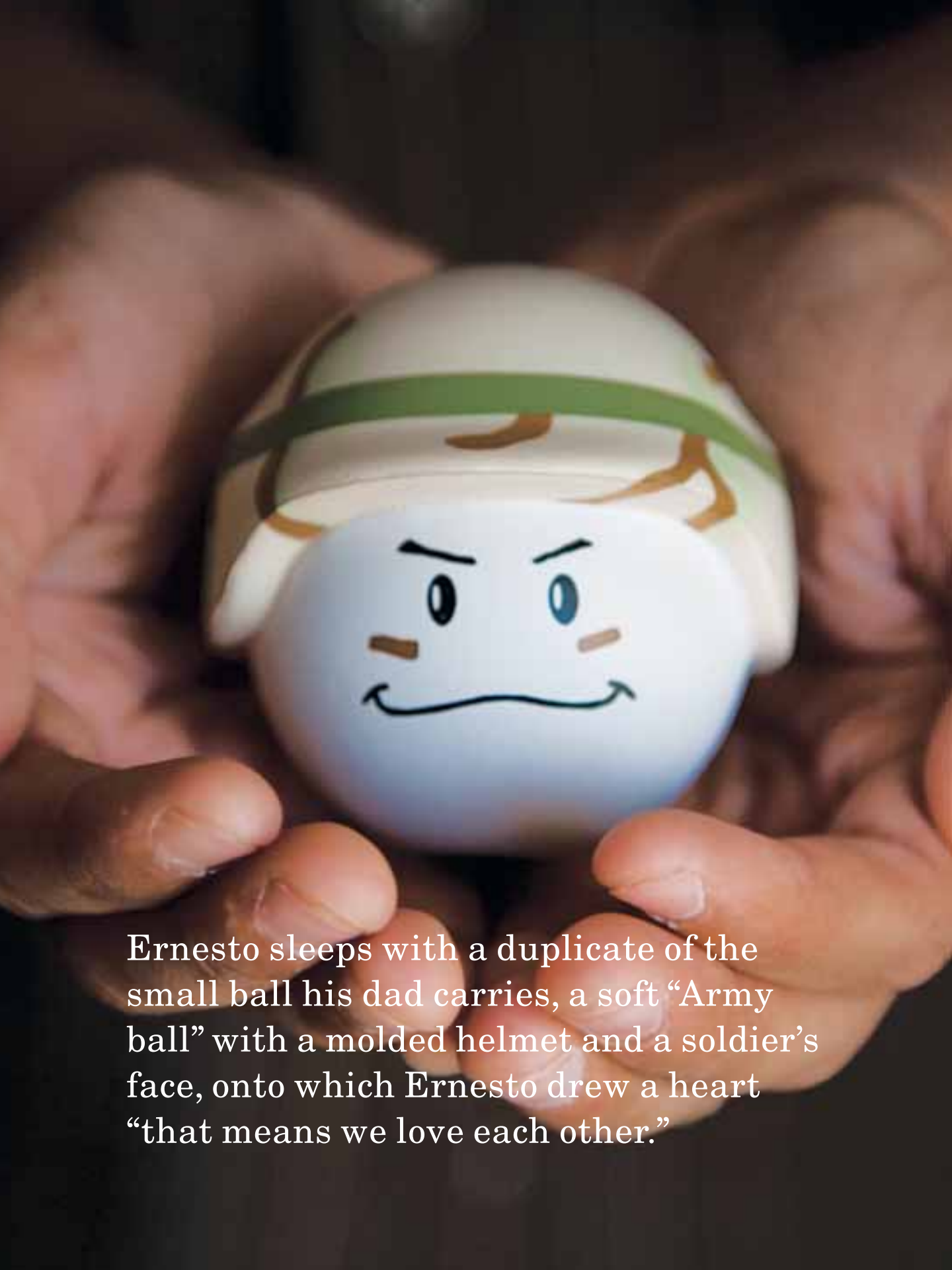
³ Social Planning, Analysis and Administration Consultants (SPAAC), 2005. *The Cultural Impact of Alam Simsim – An Egyptian Adaptation of Sesame Street*.

Ernesto and Jennifer's father is in Iraq
on his third tour of duty.

Our dad is
in the Army.

Fort Bragg, North Carolina, USA –





Ernesto sleeps with a duplicate of the small ball his dad carries, a soft “Army ball” with a molded helmet and a soldier’s face, onto which Ernesto drew a heart “that means we love each other.”





THE LOPEZ FAMILY

Ten-year-old Ernesto and 6-year-old Jennifer live with their mother and baby brother on Fort Bragg in North Carolina, home of the Airborne and Special Operations Forces and one of the largest military bases in the world. Their father, Staff Sergeant Ernesto Lopez, is in Iraq on his third tour of duty.

“My mom never told me,” is how Ernesto remembers the last time his father was deployed. It was hard; “he was home one day and gone the next.”

Mrs. Lopez wanted to do things differently this time.

Because of *Sesame Street*, the Lopez family prepared for deployment in ways that continue today to build emotional strength and resilience for all of them.

This time, as a result of participating in, learning from and wanting to help others through *Sesame Street*’s outreach initiative, *Talk, Listen, Connect*, the Lopezes talked with their children and prepared for deployment in ways that continue today to build emotional strength and resilience – for all of them.

Inspired by strategies suggested in the *Talk, Listen, Connect* materials, Jennifer keeps a special calendar in her room to mark the days until her dad comes home. Ernesto sleeps with a duplicate of the small ball his father carries, a soft “Army ball”



THE LOPEZ FAMILY

with a molded helmet and a soldier's face, onto which Ernesto drew a heart "that means we love each other." Even baby Elan, born two days before his father was deployed, has a soft-sided photo album filled with pictures of his dad that his mother hopes will ease recognition when he returns. Mrs. Lopez makes sure to keep her husband an active part of her children's daily lives and all of them were eager to show us pictures of the time they spent together as a family before his third deployment.

These and other ideas for keeping the lines of communication open, listening to children's concerns, and staying connected during periods of separation are making a difference for the Lopez family and the many like them in this country. In fact, this *Sesame Street* outreach initiative is proving to boost parents' morale, give them tools to help their children, and improve the overall family dynamic during the ups and downs of predeployment, deployment and homecoming.

Almost 1.1 million children under age 10 in this country have a parent or parents on active military duty or in the reserves – more than at any other time since World War II. And as Ernesto, Jennifer, Elan and Mrs. Lopez know well, "when a parent is deployed, the entire family is deployed."



USA Elmo and His Dad



Talk, Listen, Connect Matters

This bilingual (English/Spanish) *Sesame Street* outreach initiative provides parents and other caregivers with practical strategies to help preschoolers cope with the challenges of military deployment. Since its launch in August 2006, 400,000 multimedia kits have been distributed free of charge to military families by the Department of Defense through Military OneSource and other organizations serving the needs of military families. All project components are also available online at sesameworkshop.org/tlc.

Parents report that *Sesame Street's Talk, Listen, Connect* produces:

- ★ a decline in their feelings of depression and hopelessness;¹
- ★ fewer incidences of negative behaviors among their preschoolers;²
- ★ increased comfort helping their children cope with current deployment; and³
- ★ a new confidence that their children will be better able to handle future deployment.⁴

1-4 Russell Research, Inc. *Findings from the Talk, Listen, Connect Kit Evaluation*, 2006. Conducted in collaboration with the Military Family Research Institute at Purdue University.

Ntlabi lives in South Africa's northernmost province, Limpopo. Her mother helps people with HIV and AIDS.

Polokwane, Limpopo Province, South Africa –



Thobela, Leina
laka ke Ntlabi.

Hello, my name is Ntlabi.



“It wasn’t until they saw Kami on-screen that their attitudes changed.”

THE MABOTJA FAMILY

Maria, mother of four and longtime AIDS educator in South Africa’s northernmost province, Limpopo, says Kami, the Muppet with HIV on *Takalani Sesame*, “came to my rescue.”

Although she’s long taught her children that having HIV and AIDS “doesn’t mean the person is dying or will infect you,” it wasn’t until they saw Kami on-screen that their attitudes changed. As Maria explains, “Kami told them if a person who is HIV-positive is sitting on the sofa, y’know what? It’s not a problem. You can still sit there.”

“Now when people come to my mother for help with HIV and AIDS,” says Ntlabi, “I greet them and hold their hands, unlike before.”

Her youngest son, Phuthi, age 10, and her only daughter, Ntlabi, age 7, agree. Now when people come to their mother for HIV and AIDS counseling, Ntlabi, says proudly, “I greet them and hold their hands, unlike before when I used to hide in the bedroom.” And more, explains Maria, “when I’m not around, [the children] themselves will prepare something for the person. Really! They are different.”



Tamryn lives with her mother and little brother in Free State, the rural province at South Africa's center.

Warden, Free State, South Africa –



I Live in South Africa.
I Talk With My Mom
About HIV and AIDS.



Tamryn gives special consideration to how Kami says that “sometimes when you’re ill, you mustn’t keep it a secret, you must tell people,” and “if someone is sad, you must cheer them up.”

TAMRYN

Kami is proving equally important in 9-year-old Tamryn’s life.

Strawberry blond, freckle-faced and full of life, Tamryn lives with her mother and little brother, Chad, in Free State, the rural province at South Africa’s center. Both her parents have AIDS. “It’s not always great to have a sickness like that,” she says without skipping a beat, “because sometimes it can cause a bad illness and because it can kill you. But my mom and dad have said that if they pass away, Kaylie [her 18-year-old sister] will take us, or my mom’s mom or my mom’s sister will...”

“I learned about HIV/AIDS from my parents; I learned it from *Takalani Sesame*; I learned it from Kami.”

Tamryn speaks so easily about HIV/AIDS, so comfortably, without fear or a sense of stigma. Where does that come from? “I learned it,” she explains, “from my parents; I learned it from *Takalani Sesame*; I learned it from Kami.”

Kami is Tamryn’s “favorite, favorite, favorite” who “teaches me quite a lot.” Running through a long list, she gives special consideration to how Kami says that “sometimes when you’re ill, you mustn’t keep it a secret, you must tell people,” and “if someone is sad, you must cheer them up.” Something we’re happy to report is Tamryn’s specialty.



TAMRYN

Research makes clear that these two families aren't the only ones benefiting from Kami and the world's first early childhood HIV/AIDS curriculum for children's television. *Takalani Sesame* reaches almost 70 percent of children in urban areas and just under 50 percent in rural ones; children exposed to the series show substantial gains in HIV/AIDS knowledge and attitudes, and communication between caregivers and children about the disease – itself an essential component of prevention – is significantly improved.

Kami helps break the culture of silence that prevents so many in South Africa from seeking and receiving care.

These findings give voice to the power of the South African *Sesame Street*, like its counterparts around the world, to take on complicated issues in ways children can understand. Tamryn, Phuthi and Ntlabi's experience, together with the research, not only dispels concerns about targeting young children with educational messages about HIV/AIDS, it helps break the culture of silence that prevents so many from seeking and receiving care, and in so doing, holds promise for change in the right direction.

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TAKALANI SESAME
SOUTH AFRICA Kami





Takalani Sesame Matters

Through television, radio and community outreach, the South African adaptation of *Sesame Street* develops preschoolers' literacy, numeracy and life skills. The project's HIV/AIDS component is part of a broader educational framework that includes a range of goals. Kami, the world's first Muppet with HIV, is also a UNICEF "Champion for Children," advocating internationally for children infected and affected by HIV/AIDS.

- ★ Children exposed to *Takalani Sesame* showed measurable growth in HIV/AIDS knowledge and attitudes, including basic knowledge of the disease, blood safety, destigmatization and coping with illness.¹
- ★ Parents and caregivers who viewed *Takalani Sesame's* companion television special, *Talk to Me*, were two times more likely to talk with their children about HIV than those who had not watched.²
- ★ A national survey of HIV prevalence, incidence, behavior and communication commissioned by the Nelson Mandela Foundation concluded that "although *Takalani Sesame* is primarily a children's programme, it achieves high awareness across all age groups."³

¹ Khulisa Management Services, 2005. *Impact Assessment of Takalani Sesame Season II Programme*, Johannesburg, South Africa.

² Health and Development Africa, 2005. *Impact Assessment of a New Programming Component on HIV/AIDS for Takalani Sesame*, Johannesburg, South Africa.

³ Human Sciences Research Council Press, 2005. *South Africa National HIV Prevalence, HIV Incidence, Behavior and Communication Survey*, 2005. Nelson Mandela Foundation: Cape Town, South Africa.

Motivated by children's needs and moved by their stories – the ones in the preceding pages and so many others – we're hard at work on a number of new fronts around the world.

Indonesia, Brazil, Northern Ireland, United States –





Some estimate that only 8 percent of Indonesia's 26.1 million children under age 6 are enrolled in some form of early childhood education.

LOOKING AHEAD

Motivated by children's needs and moved by their stories – the ones in the preceding pages and so many others – we're hard at work on a number of new fronts around the world.

INDONESIA

In Indonesia, where early childhood education remains out of reach for most children (some put the enrollment rate for Indonesia's 26.1 million children under age 6 as low as 8 percent), the new coproduction is poised to make a difference. In partnership with Creative Indigo Production, *Jalan Sesama* will help preschoolers develop basic literacy and math skills, at the same time it increases environmental awareness and appreciation for the rich diversity of the archipelago.

And it's not just children who benefit in this most populous Muslim-majority country in the world. As the picture on the following page can only hint, the capacity building that takes place with all our coproductions – the Writers' Workshop, the Educational Content Seminar, and the overall transfer of technology necessary to produce quality educational television for children – was in full force in April, when Marty Robinson, *Sesame Street* puppeteer and senior trainer for *Jalan Sesama*, traveled to Jakarta to begin Muppet training. In a scene reminiscent of *Indonesian Idol* auditions, more than 300 puppeteers showed up on the first day.

BRAZIL

We're excited too about the potential for *Vila Sésamo* to help lay the foundation for school readiness in Brazil. Although the nation has invested considerable resources to increase access to primary education, only about a third of children under age 6 currently attend preschool. Returning to Brazil in October 2007,

LOOKING AHEAD



Sesame Street builds capacity around the world. Indonesian puppeteers audition for *Jalan Sesama*, the upcoming Indonesian coproduction of *Sesame Street*.

more than 35 years after its original broadcast (*Vila Sésamo* was on the air from 1972 to 1977), the new series coproduced by TV Cultura will highlight literacy, math, respect for diversity and environmental awareness – and help a new generation prepare for school and life.

NORTHERN IRELAND

In Northern Ireland, we and our coproducing partners are making great strides with *Sesame Tree*. Scheduled to air in Spring 2008, this newest version of *Sesame Street* will articulate a strong prosocial curriculum for children centered on respect and tolerance for cultural diversity. With local broadcaster BBC-Northern Ireland and local producer SixteenSouth, the new series will encourage children ages 3 to 6 to develop self-esteem and a love of learning, as well as an openness to and curiosity about others as a bridge to peace and stability.

LOOKING AHEAD

Helping children develop the skills to challenge ignorance, dispel stereotypes and champion diversity has always been at the heart of *Sesame Street* – and, in fact, has provided rare common ground in areas of longtime conflict. In 2003, for example, Jordanian television producers matched the work done by our Israeli and Palestinian partners to help children understand cultural diversities within their own countries, as well as the world around them. And the following year, *Rruga Sesam* and *Ulica Sezam*, the *Sesame Street* adaptation in the Albanian and Serbian languages, began helping children from different backgrounds in Kosovo learn about one another.

UNITED STATES

Research has consistently shown that vocabulary knowledge is critical to success in school and in life. On the domestic front, we’re addressing this by launching “What’s the Word on the Street,”



Sesame Street has launched an early literacy campaign, “What’s the Word on the Street,” to help children build vocabulary.

LOOKING AHEAD

a ground-breaking literacy campaign to help children build vocabulary through multiple exposures to new words.

On *Sesame Street*, Murray the Muppet takes to New York City streets asking people (and pets) of all ages to help him define the “word of the day.” That word then shows up at selected times throughout the broadcast. To extend and deepen the learning, we’ve also created “Word on the Street” podcasts, which surpassed even our expectations by becoming the most requested on iTunes only two weeks after their launch in September. Free to download, the podcasts are five-minute, mini-videos that bring one word to life through animation, live action and celebrity cameos. The learning continues with community outreach materials to help launch children into the world of words.

We’re also working to promote literacy learning for older children ages 6 to 9 through the new, multimedia *The Electric Company*, a fresh take on the popular 1970’s series of the same name, and the new Joan Ganz Cooney Center, an independent, nonprofit research institute at the Workshop, dedicated to exploring the ways in which new media can be used to accelerate learning.

And finally, because our *Sesame Street* outreach initiative *Talk, Listen, Connect* has been so instrumental in helping families cope with the challenges of military deployment, we’ve begun work on a second such initiative. The new effort will focus on changes to a parent who returns home with an injury, as well as other often confusing and difficult issues associated with deployment and homecoming.

Experience teaches us that “good” media – educational, entertaining, compelling media – make a difference in children’s lives. And while it’s only one factor in a child’s experience, we’re encouraged by the evidence to keep going.

PROGRAMS AND INITIATIVES

ALAM SIMSIM (EGYPT)

This Egyptian coproduction of *Sesame Street* helps preschoolers develop basic literacy and math skills, with a particular emphasis on educating girls. An extensive outreach program deepens and extends the on-air messages, with recent research documenting gains in the areas of health, hygiene, and nutrition among children, parents, caregivers, and families.

Broadcast Partner:
Egyptian Television

Project Partners:
AlKarma Edutainment
Egyptian Ministry of Education

Funding Partner:
United States Agency for International Development (USAID)



ALAM SIMSIM (FOR THE ARAB WORLD)

Alam Simsim (for the Arab World) celebrates the rich cultural diversity within the region and is broadcast by satellite across 22 Arabic-speaking nations, reaching millions of pre-school children. The series' content prepares children for school and fosters respect for differences.

Broadcast Partner:
Future Television

Project Partner:
AlKarma Edutainment

Funding Partner:
The Mosaic Foundation



GALLI GALLI SIM SIM (INDIA)

Launched originally in 2006, the second season of this new *Sesame Street* coproduction continues to help India's youngest citizens develop reading, math and life skills. Central to the effort is a long-term outreach program, organized by our local NGO, Sesame Workshop India, to reach children and families with limited access to television.

Broadcast Partners:
Cartoon Network
Doordarshan
Pogo

Project Partners:
Turner Entertainment Networks Asia
Sesame Workshop India

Production Partner:
Miditech Pvt. Ltd.

Funding Partners:
Michael and Susan Dell Foundation

Turner Entertainment Networks Asia

(Development Funding)
ICICI Bank Limited
United States Agency for International Development (USAID)

HIKAYAT SIMSIM (JORDAN)

Following the success of the *Sesame Stories* program launched in Jordan in 2003, a new season of *Hikayat Simsim* premiered on Jordanian Television in May 2007. The television series, along with an educational outreach initiative for young children and their caregivers, focuses on Jordanian culture and school readiness.

Broadcast Partner:
Jordan Television

Project Partners:
Jordanian Ministry of Education
Jordan Pioneers

Funding Partner:
United States Agency for International Development (USAID)



JALAN SESAMA (INDONESIA)

Sesame Workshop is partnering with Creative Indigo Production and Indonesian educational experts to produce the first season of *Jalan Sesama*, the Indonesian version of *Sesame Street*. This television and outreach program, set to debut in Fall 2007, will promote educational goals such as respect for diversity, environmental awareness, literacy, and character building. The show will reflect the vibrant diversity of Indonesia's vast archipelago, an area rich in culture, tradition, language and art.

PROGRAMS AND INITIATIVES

Project Partner:
Creative Indigo Production

Funding Partner:
United States Agency for International Development (USAID)



PLAZA SÉSAMO (MEXICO/LATIN AMERICA/ UNITED STATES)

This Spanish-language coproduction of *Sesame Street* is broadcast throughout the Americas and promotes school readiness while showcasing cultural diversity from Latin America and around the world. In 2006, we partnered with Qualtia Alimentos and Tetra Pak to deliver important health messages to Mexican children and families. In the same year, in partnership with the World Heart Federation, we also began developing an outreach initiative for Colombian children and caregivers promoting nutrition, physical activity and heart health.

Broadcast Partners:
Televisa
Discovery Kids Latin America
Telefutura
PBS
PBS Kids Sprout
V-Me

Project Partner:
World Heart Federation (Colombia)

Funding Partners:
Mr. and Mrs. Julio Mario and Beatrice Santo Domingo (Colombia)

Qualtia Alimentos (Mexico)
Tetra Pak (Mexico)

RECHOV SUMSUM (ISRAEL)

Rechov Sumsum builds on more than two decades of *Sesame Street* programming in Israel. This new series presents a *rechov*, or street, where Israelis of different ethnic and religious backgrounds live together in mutual respect and understanding. A multimedia outreach initiative, including the world's first educational online material in both Hebrew and Arabic, extends the project's messages to children, parents and educators.

Broadcast Partner:
Channel Hop!

Project Partner:
Gold Zebra Communications, Ltd. (Channel Hop!)

Funding Partners:
The Gruss Lipper Family Foundation
Charles H. Revson Foundation
Joseph and Harvey Meyerhoff Family Charitable Funds
Fohs Foundation
Foreign Affairs and International Trade Canada
Morris Family Foundation
Cheryl and Fred Halpern
The Double H Foundation
L.A.W. Foundation
Silverweed Foundation
Alan B. Slifka Foundation
Phil Schlein
Laura and Adrian Weller

RRUGA SESAM/ ULICA SEZAM (KOSOVO)

This *Sesame Street* coproduction — *Rruga Sesam* in Albanian and *Ulica Sezam* in Serbian — provides children in Kosovo with critical early education skills. At the same time, it promotes awareness and understanding of Kosovo's multiethnic society. Debuting in November 2004, Season Two of this groundbreaking television and outreach program launched in October 2006.

Broadcast Partners:
Radio Television of Kosovo (RTK)
TV Hero
TV Most
TV Puls

Project Partners:
CMB Productions
UNICEF

Funding Partners:
Canadian International Development Agency (CIDA)
The German Institute for Foreign Cultural Relations (ifa)
Netherlands Ministry of Foreign Affairs
Organization for Security and Cooperation in Europe (OSCE)
Swedish International Development Cooperation Agency (SIDA)
UNICEF
United States Agency for International Development (USAID)

5, RUE SÉSAME (FRANCE)

Created by French educators and artists for French children, *5, Rue Sésame*, coproduced with public broadcaster France 5 and production company Expand-Drama & Breakout Films, emphasizes learning across social, emotional, cognitive, and physical domains.

Broadcast Partner:
France 5

Project Partner:
Expand-Drama & Breakout Films



SESAME STREET (JAPAN)

Japanese children and families, who had long benefited from the American version of *Sesame Street*, celebrated the launch of their own entirely original coproduction in 2004. Focusing on the socioemotional development of young children, the series helps Japanese children use their imagination, think independently, appreciate diversity, and learn simple English phrases.

Broadcast Partner:
TV TOKYO Corporation

Project Partners:
ASATSU-DK, Inc.
Kyodo Television, Ltd.
Nikkeisha, Inc.
Odyssey Communications, Inc.
Sesame Street Partners Japan
Television Tokyo Broadband Entertainment, Inc.
We've, Inc.

SESAME STREET (UNITED STATES)

Now in its 38th consecutive season, *Sesame Street* continues to set the gold standard for excellence in educational media. The new season will have a special emphasis on early literacy featuring “What’s the Word on the Street.” The series helps children in the United States develop the cognitive, emotional, physical, and social skills essential for today’s world.

Broadcast Partners:
PBS
PBS Kids Sprout
Noggin

Funding Partners:
AstraZeneca, LLP
Hain Celestial Group, Inc.
McDonald’s Corporation
New Balance Athletic Shoe, Inc.
Unique Vacations, Inc.,
worldwide representatives
for Beaches Resorts

SESAME TREE (NORTHERN IRELAND)

Set to debut in 2008, this *Sesame Street* coproduction will present engaging educational messages through stories and characters keyed to the new Northern Ireland National Curriculum. The series will help to develop children’s self-esteem, love of learning, openness, and curiosity about others to better prepare them for a brighter future.

Broadcast Partner:
BBC-Northern Ireland

Project Partner:
SixteenSouth

Funding Partners:
The International Fund for Ireland
The American Ireland Fund
Northern Ireland Fund
for Reconciliation
Northern Ireland Screen

SESAMSTRAAT (THE NETHERLANDS)

Sesamstraat launched its 31st season in 2007. The Dutch coproduction of *Sesame Street*, which in season 30 was expanded from 15 minutes to 25 minutes, focuses on children’s socioemotional development with an emphasis on music and the arts, closing every evening broadcast with a signature bedtime story.

Broadcast Partners:
Nederlandse Programma Stichting (NPS)
Nederlandse Omroep Stichting (NOS)
Zeppelin

Project Partner:
Nederlandse Programma Stichting (NPS)

SESAMSTRASSE (GERMANY)

The German adaptation of *Sesame Street* is among the Workshop’s earliest international coproductions. Most recently, the program has included a special focus on helping children develop awareness of and respect for Germany’s increasingly diverse population.

Broadcast Partners:
Norddeutscher Rundfunk (NDR)
KiKa (Der Kinderkanal)
Arbeitsgemeinschaft der öffentlichrechtlichen Rundfunkanstalten Deutschlands (ARD)
SWR
HR

Project Partner:
Norddeutscher Rundfunk (NDR)/
Studio Hamburg

SHARA’A SIMSIM (PALESTINIAN PROJECT)

Shara’a Simsim debuted on the Ma’an network in May 2007 and reaches young viewers across the West Bank and Gaza. The series builds on the success of the *Sesame Stories* project launched in 2003 and the original *Shara’a Simsim* project from 1998. This new *Shara’a Simsim* television and outreach initiative highlights basic educational needs and emphasizes pride in Palestinian culture and identity.

Broadcast Partner:
Ma’an Television

Project Partner:
Al Quds University, Institute of Modern Media

Funding Partners:
Al Habtoor Engineering
Al Hikma Pharmaceuticals
Foreign Affairs and International Trade Canada
Netherlands Ministry of Foreign Affairs
The Ford Foundation
UNESCO

SISIMPUR (BANGLADESH)

Launched in April 2005, this *Sesame Street* coproduction provides access to educational opportunities for all Bangladeshi children. A comprehensive outreach component ensures the program’s educational messages are delivered to those without television. Now in its third season, the show has been selected as a finalist for the Japan Prize and was featured in the documentary film *The World According to Sesame Street*, which premiered at the 2006 Sundance Film Festival. A new *Sisimpur*-themed Web site, aimed at children and their caregivers, launched in July 2007.

Broadcast Partner:
Bangladesh Television (BTV)

Project Partner:
Nayantara Communications

Outreach Partners:
Save the Children
bracNet

Funding Partners:
Unilever Bangladesh Ltd
United States Agency for International Development (USAID)



TAKALANI SESAME (SOUTH AFRICA)

Through television, radio, and community outreach programs, this South African coproduction helps preschoolers develop basic literacy and numeracy skills. In a country where the devastation of HIV/AIDS impacts so many children’s lives, Kami, a young and vibrant Muppet who is HIV-positive, conveys age-appropriate messages designed to reduce the fear and stigma associated with the disease. A new season was launched in August 2007, with a broadcast commitment that will ensure *Takalani Sesame* educates and entertains children for many years to come.

Broadcast Partner:
South African Broadcasting Corporation (SABC)

Project Partners:
KWK Kwasukasukela
South African National Department of Education

Funding Partners:
SANLAM Life Insurance Limited
United States Agency for International Development (USAID)
The Mai Family Foundation

PROGRAMS AND INITIATIVES

ULITSA SEZAM (RUSSIA)

First broadcast in 1996, *Ulitsa Sezam* focuses on helping Russia's youngest citizens develop the skills to thrive in an open society, maintain a healthy lifestyle, and gain an awareness of and appreciation for diversity. In 2006, the series celebrated its tenth anniversary with a children's art exhibition at the State Tretyakov Gallery in Moscow.

Broadcast Partner:
CTC

Project Partners:
Ministry of Education and Science of the Russian Federation
Ritm TV, a subsidiary of DIXI-TV Productions

Funding Partner:
Nestlé Food LLC

VILA SÉSAMO (BRAZIL)

Originally airing in Brazil from 1972 to 1977 as *Sesame Street's* first international coproduction, *Vila Sésamo* returned to Brazil in October 2007 with a brand-new preschool programming block comprised of original live-action films, *Sesame Street* content, and two original Brazilian Muppets. The series will be coproduced and broadcast by TV Cultura, and will highlight messages of literacy, math, and cognitive skills, as well as respect for diversity and environmental awareness.

Project Partner:
TV Cultura



THE ADVENTURES OF BERT AND ERNIE

The Adventures of Bert and Ernie uses the imaginative possibilities of clay animation to open new avenues of adventure and comedy for our classic duo. Each episode finds them on a new adventure, often in different guises such as cavemen, deep-sea divers and secret agents. The series focuses on critical thinking, friendship and acceptance of differing perspectives.

Project Partner:
Misseri Studio, Italy

Broadcast Partners:
Germany: Norddeutscher Rundfunk (NDR)

United Kingdom: Channel 5 Broadcasting Limited (Five)

DRAGON TALES

Consistently one of the top-rated preschool series,* *Dragon Tales* helps children in the United States and around the world with the "three Rs" of early childhood education: resilience, relationships, and readiness. The program uses folk stories, music, and street games to highlight the heritage and customs of children and families with Spanish-speaking backgrounds.

Broadcast Partners:
PBS
PBS Kids Sprout

Project Partner:
Sony Pictures Television

Funding Partners:
American Greetings Corporation for Public Broadcasting
Kellogg USA, Inc.
United States Department of Education (Ready-to-Learn)

THE ELECTRIC COMPANY

Currently in development is *The Electric Company*, a multimedia literacy campaign utilizing the latest pop culture and media trends, designed specifically for struggling readers in grades 1 to 3, with a particular focus on 2nd graders. In addition to a national broadcast and a richly interactive online environment, this fresh take on the highly successful 1970s program integrates community-based outreach activities throughout select cities in the United States.

Broadcast Partner:
PBS

Funding Partners:
Corporation for Public Broadcasting

United States Department of Education (Ready-to-Learn)

EVERY DAY IS A READING AND WRITING DAY

This multimedia educational outreach program is designed for preschool children and adults residing in rural communities of Mississippi to support early literacy skills. The kit gives early childhood care and education providers and parents easy-to-use information on early literacy development that can be part of everyday routines.

PROGRAMS AND INITIATIVES

LET'S GET READY! PREPARING FAMILIES FOR EMERGENCIES

Let's Get Ready! is an educational outreach program designed to help children ages 2 to 5 and their families prepare for the challenges of today's complex world. The bilingual English/Spanish kit will offer tips on how families can physically and emotionally prepare their children for an emergency in age-appropriate ways.

Project Partner:
Department of Pediatrics of Weill Cornell Medical College

Funding Partners:
The Bear Stearns Charitable Foundation
The Blanche & Irving Laurie Foundation

ONE WORLD, ONE SKY: BIG BIRD'S ADVENTURE

This innovative planetarium program will introduce young children in the United States and China to the wonders of astronomy. Featuring the beloved characters of *Sesame Street* and of its Chinese version, *Zhima Jie*, the project will provide an opportunity to teach children in each nation about their counterpart's similarities and differences through our shared universe.

Project Partners:
Adler Planetarium and Astronomy Museum
Beijing Planetarium
The Liberty Science Center
Yunnan Observatory

Funding Partners:
National Science Foundation
W.L.S. Spencer Foundation

Project Partner:
Mississippi State University, Rural Early Childhood Learning Initiatives, Early Childhood Institute

Funding Partner:
United States Department of Education

HAPPY, HEALTHY, READY FOR SCHOOL: "LEARNING IS EVERYWHERE"

PNC Grow Up Great is the most comprehensive corporate-based school readiness program in the country. This multiyear, bilingual outreach initiative includes a new *Sesame Street* DVD, and print and online resources designed to improve school readiness and to encourage parents and children to embrace the everyday learning opportunities that surround them.

Project Partner:
The PNC Financial Services Group, Inc.

Funding Partner:
The PNC Financial Services Group, Inc.

HEALTHY HABITS FOR LIFE RESOURCE KIT

The *Healthy Habits for Life* bilingual resource kit offers child-care providers, parents, and young children, especially those from underserved communities and most at risk for obesity, innovative print activities and an original *Sesame Street* DVD that integrates healthy eating and physical activity into the existing routines of child-care programs.

Project Partner:
KidsHealth and Nemours Health and Prevention Services

Funding Partner:
KidsHealth and Nemours Health and Prevention Services

Distribution Partner:
California First Five

PANWAPA: WHERE KIDS SHAPE THE WORLD

Sesame Workshop and the Merrill Lynch Foundation have partnered to create a *Worldwide Kids* initiative that promotes global citizenship in 4- to 7-year-olds. This multiplatform program, *Panwapa*, immerses children in a unique exploration of self, community, and cultures from around the world. *Panwapa* will be available online in Arabic, English, Japanese, Mandarin, and Spanish and will be distributed throughout the world in cooperation with organizations like UNICEF, the Asia Society and iEARN.

Project Partner:
Merrill Lynch Foundation

Funding Partner:
Merrill Lynch Foundation



PINKY DINKY DOO

This animated series encourages literacy in 4- to 7-year-olds through the power of storytelling, which introduces children to the building blocks of narrative, expands their vocabularies, and helps them make the critical transition from "learning to read" to "reading to learn."

Broadcast Partners:
Noggin
Canadian Broadcasting Corporation (CBC)
British Broadcasting Corporation (BBC/CBeebies)

* Source: Nielsen, PBS PP, Live AA% K2-5, Oct 99-Sept 00, Oct 00-Sept 01, Oct 01-Sept 02, Oct 02-Sept 03, Oct 03-Sept 04, Oct 04-Sept 05, Live + 7 AA% K2-5 Oct 05-Jun 06. Ratings may include viewing to more than one telecast per program per day. Galaxy Explorer/PNF, Live AA% K2-5, total U.S. coverage, 9/27/99-10/1/00, 10/2/00-9/30/01, 10/1/01-9/29/02, 9/30/02-9/28/03, 9/29/03-9/26/04, 9/27/04-9/25/05, Live + 7 AA% K2-5 9/26/06-6/25/06. 6AM-6PM; *Dragon Tales* versus all regularly scheduled children's programs 6AM-6PM, 120+ episodes M-F.

PROGRAMS AND INITIATIVES

Discovery Kids Latin America
Australian Broadcasting Corporation (ABC)
Univision

Project Partner:
Cartoon Pizza, Inc.

PLAY WITH ME SESAME

Broadcast throughout Europe, Canada, Asia, the Middle East, Australia, and the Caribbean, as well as on Armed Forces Radio and Television Services, *Play with Me Sesame* fosters individual creative expression through social interaction. The series invites children to get up out of their chairs and play along with their favorite *Sesame Street* friends — Bert and Ernie, Grover, and Prairie Dawn — and encourages them to reach for a bigger world.

Broadcast Partner:
Noggin

SESAME STREET PRESENTS: THE BODY

Part of the *Healthy Habits for Life* initiative, this traveling museum exhibition was created in response to the growing crisis of childhood obesity. Set in the familiar and reassuring world of *Sesame Street*, the exhibit teaches children the importance of establishing an early foundation of healthy habits through active participation and self-discovery.

Project Partner:
Thinkwell Design and Production

Funding Partner:
New Balance Athletic Shoe, Inc.

TALK, LISTEN, CONNECT

Talk, Listen, Connect: Helping Families During Military Deployment is a bilingual, multimedia outreach kit that provides tools to parents and caregivers on how to help young children cope and build resiliency during times of separation and change. The PBS prime-time special, *When Parents Are Deployed*, features military families sharing how they cope with the daily stress when a loved one is called to duty. The special received a prime-time Emmy nomination and was adapted for V-Me, the first Spanish network developed in partnership with public television. Currently in development is Phase II of the initiative: *Talk, Listen, Connect: Deployments, Homecomings, Changes*. This bilingual project will help children within military families who are experiencing deployment, homecomings associated with multiple deployments, and changes related to a parent who returns home with an injury.

Project Partners:
Wal-Mart Stores, Inc.
Corporation for Public Broadcasting
New York State Office of Mental Health
Military Child Education Coalition
Military OneSource
The Department of Defense Military Community and Family Policy Program Support Group
PBS
V-Me

THE UPSIDE DOWN SHOW

This innovative new series starring the Umbilical Brothers encourages preschoolers to explore and interact creatively with the world around them. With the

overall theme that imagination can take you anywhere, this half-hour show builds critical-thinking skills, language, and self-confidence through pretend play.

Broadcast Partners:
Noggin/Nick Jr.

Nick U.K.
Nick Asia
Nick Australia

Project Partner:
Blink Films



THE WORD ON THE STREET

An extension of *Sesame Street*'s 38th season, "What's the Word on the Street" adds vocabulary to the show's educational mix. New show segments, word cards, event suggestions, podcasts and customizable outreach materials are part of a literacy curriculum based on the idea that exposure to a word in multiple contexts ensures the word becomes part of a child's vocabulary.

Distribution Partners:
Children & Families Commission of Orange County
PBS Ready-to-Learn Coordinators
Apple iTunes

MAJOR SUPPORTERS

Sesame Workshop gratefully acknowledges the generous support of our partners and donors around the world. Your commitment enables us to harness the educational power of media to bring learning and life skills to millions of children in more than 120 countries every day. Thank you.

\$1,000,000+

American Greetings
The American Ireland Fund
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Joan Ganz Cooney and Peter G. Peterson
Corporation for Public Broadcasting
Michael and Susan Dell Foundation
Genius Products, LLC
The Gruss Lipper Family Foundation
Kellogg USA, Inc.
McDonald's Corporation
Merrill Lynch Foundation
National Science Foundation
Nestlé Food LLC
New Balance Athletic Shoe, Inc.
PBS
The PNC Financial Services Group, Inc.
SANLAM Life Insurance Limited
Julio Mario and Beatrice Santo Domingo
South African Broadcasting Corporation (SABC)
Unique Vacations, Inc., worldwide representatives for Beaches Resorts
United States Agency for International Development (USAID)
United States Department of Education
Wal-Mart Stores, Inc.
World Heart Federation

\$500,000-\$999,999

The Bear Stearns Charitable Foundation
Hain Celestial Group, Inc.
The International Fund for Ireland
KidsHealth and Nemours Health and Prevention Services
The Mai Family Foundation
The Mosaic Foundation
\$250,000-\$499,999
The Ford Foundation
Netherlands Ministry of Foreign Affairs
Stavros S. Niarchos Foundation
Qualtia Alimentos
Charles H. Revson Foundation
Swedish International Development Cooperation Agency (SIDA)

\$100,000-\$249,999

Joseph and Harvey Meyerhoff Family Charitable Funds
NAMM, The International Music Products Association
New York State Office of Mental Health
Northern Ireland Fund for Reconciliation
Organization for Security and Cooperation in Europe (OSCE)
Tetra Pak
UNICEF
W.L.S. Spencer Foundation

\$50,000-\$99,999

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Unilever Bangladesh Ltd
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Connie and Bob Lurie
McKinsey & Company

MAJOR SUPPORTERS

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Silverweed Foundation
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MAJOR SUPPORTERS

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This listing includes those individuals and organizations that made a gift or pledge or funded a project that was ongoing between July 1, 2006 and June 30, 2007.

MANAGEMENT DISCUSSION AND ANALYSIS

The following pages provide an overview of Sesame Workshop's financial performance for the year ending June 30, 2007. The financial statements on pages 64 to 66 are an extract of Sesame Workshop's audited financial statements, which are available upon request.

SOURCES OF FUNDING

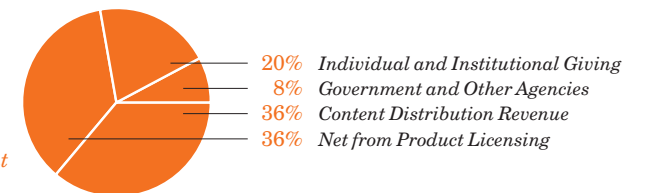
Sesame Workshop's long-term success has been predicated on forming strategic partnerships with corporations, foundations and government agencies to address critical educational needs around the world. For example, initial funding partners for *Sesame Street*, the Workshop's flagship preschool series, included the U.S. Office of Education, the Corporation for Public Broadcasting, the Carnegie Corporation of New York, and the Ford Foundation. This combination of public and private financing is categorized as "Program Support" in the Consolidated Statement of Activities on page 64. Recent examples of these partnerships include a program to help families cope with military deployment funded by Wal-Mart Stores, Inc. and the NY State Office of Mental Health, a school readiness initiative in the United States funded by PNC Bank, a global citizenship initiative funded by Merrill Lynch, and a program to help children prepare for emergencies funded by Bear Stearns. *Sesame Street* in the United States, now in its 38th season on PBS, receives significant financial

support from its corporate sponsors, including Beaches Resorts, McDonald's, AstraZeneca, Hain Celestial and New Balance. In addition, Sesame Workshop has received long-term funding from the United States Agency for International Development (USAID) to create sustainable, educational media programs in countries including Egypt, South Africa, Jordan, Kosovo, India, Bangladesh, and Indonesia. Sesame Workshop's future financial strength depends on continued success in working with corporations, foundations, government agencies, as well as individuals, compelled to champion our mission.

Sesame Workshop's second revenue source is from the distribution of educational content across all media channels. The organization has successfully undertaken a range of activities that generate revenue while delivering educational content through multiple forms of distribution. These activities include the domestic and foreign distribution of local-language television programs, overseas syndication of our domestic television series, production and distribution of DVDs and home videos, publication of books and magazines, and distribution of video and gaming across digital platforms. Sesame Workshop works with distribution partners such as PBS, Turner Entertainment, Verizon Wireless, Busch Entertainment, VEE Corporation, Genius Products, Random House and The Parenting Group.

REVENUE

Revenues earned from product licensing, net of the related expenses, account for 36 percent of Sesame Workshop's operating revenues. The remaining 64 percent comes from institutional and individual giving, distribution fees and royalties, and government and other agencies.



Sesame Workshop also relies on royalty income from the sales of licensed products to fund its educational programs. We partner with best-in-class licensees that believe in our brands and share our vision, including Mattel, American Greetings, Procter & Gamble, Children's Apparel Network, Sunkist and Del Monte Foods.

In addition to the revenue earned to support the creation and distribution of educational content, the Workshop, similar to other nonprofit educational institutions, maintains an investment portfolio to ensure long-term financial viability, allow for investments in research and development and provide financing for educational activities that are otherwise difficult to fund.

FISCAL YEAR 2007 OPERATIONS AND FINANCIAL POSITION

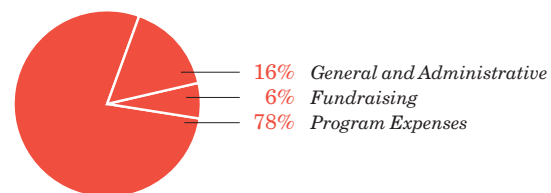
Fiscal year 2007 was a year of significant growth and expansion for Sesame Workshop. Revenues increased 26.8% in fiscal year 2007 leading to net income from operations of \$5.1 million. This increase in revenue allowed us to increase our programmatic expenditures by \$17.4 million, an increase of 21.2% over fiscal year 2006. In addition, our investment portfolio grew by \$22.7 million, reflecting strong market performance.

Sesame Workshop experienced growth in each of its revenue categories in fiscal year 2007. Program Support revenue grew by 48.7% in fiscal year 2007 due to expanded production and outreach activities including new projects in Jordan, Kosovo, Russia, Palestine and India and an initiative in the United States to help children dealing with the military deployment of a parent or caregiver. In addition, Program Support revenues have increased due to grants received to establish The Joan Ganz Cooney Center, which will focus on how interactive media can accelerate children's literacy learning. Distribution Fees and Royalties increased 33.5% over fiscal year 2006, reflecting the full year impact of our home video distribution business which began in January 2006. Licensing revenues increased by 11.6% in fiscal year 2007, primarily due to the success of the 10th anniversary edition of Tickle Me Elmo and the positive impact it had on the *Sesame Street* brand across all product categories.

Total operating expenses increased by 18.9% in fiscal year 2007 to \$124.1 million. In fiscal year 2007, Fundraising and General and Administrative expenses comprised 19.8% of total Operating Expenses, as compared to 21.4% in fiscal year 2006. Total Program Expenses increased by \$17.4 million, or 21.2%, reflecting the growth in

EXPENSES

78 cents of every dollar spent goes directly to funding the Workshop's programmatic activities.



production and outreach activities. This increase impacted various program expenses line items on the consolidated statement of activities including Education, Research and Outreach, Production and Development and Global Project Management. In addition, Content Distribution expenses increased by \$9.9 million, reflecting the full year impact of our home video distribution business which began in January 2006 as well as our initial investment in a redesigned and upgraded Website, which will allow us to deliver "on demand" educational content directly to our constituents.

Total Assets increased by \$24.0 million in fiscal year 2007. The combined increase in Cash and Investments from fiscal year 2006 to fiscal year 2007 was \$30.4 million. This increase is due primarily to \$22.7 million in investment income and positive cash flow from Operations.

Total Liabilities were reduced by \$2.9 million primarily due to a decrease in deferred revenues and accrued expenses.

SIGNIFICANT STRATEGIC TRANSACTIONS

In December 2000, the Workshop acquired the *Sesame Street* Muppet characters from the Jim Henson Company, a subsidiary of EM.TV & Merchandising AG. Full ownership of the *Sesame*

Street Muppets allows for greater creative freedom, control of content, and enhanced revenue opportunities. In fiscal year 2006, Sesame Workshop used the proceeds from the sale of a portion of its marketable securities to pay down all but \$1.0 million of the outstanding debt incurred in fiscal year 2001 to acquire the characters.

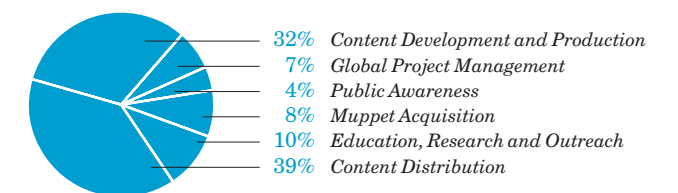
In September 2002, the Workshop sold its 50 percent ownership interest in the Noggin joint venture to its partner, MTV Networks/Viacom. This sale provided capital to expand our mission internationally, remain strong in a highly competitive domestic marketplace, and retire a portion of existing debt.

In September 2004, the Workshop entered into a partnership with Comcast, PBS, and HIT Entertainment to establish and operate a digital cable and video-on-demand service to distribute educational programming to preschool-aged children and their families. The channel, named PBS Kids Sprout, premiered first on VOD in April 2005. As of October 2007, the channel reached more than 34 million households.

The following statements are an extract of Sesame Workshop's audited financial statements for the fiscal years 2007 and 2006.

PROGRAM EXPENSES

This further breakdown of program expenses show that Sesame Workshop is dependent on growing its public support in order to expand its programmatic activity around the world.



CONSOLIDATED STATEMENT OF ACTIVITIES
For the years ended June 30, (000's omitted)

| | <u>'07</u> | <u>'06</u> |
|------------------------------------------|------------------|-----------------|
| REVENUES | | |
| Program Support | \$ 33,554 | \$ 22,580 |
| Distribution Fees and Royalties | 43,332 | 32,466 |
| Product Licensing | 52,349 | 46,891 |
| Total Operating Revenues | <u>129,235</u> | <u>101,937</u> |
| EXPENSES | | |
| Program Expenses | | |
| Education, Research, and Outreach | 9,396 | 6,813 |
| Content Distribution | 35,444 | 25,570 |
| Production and Development | 28,885 | 24,664 |
| Global Product Licensing | 9,409 | 9,856 |
| Global Project Management | 6,078 | 4,880 |
| Public Awareness | 3,362 | 3,361 |
| Muppet Acquisition | 6,945 | 6,945 |
| Total Program Expenses | <u>99,519</u> | <u>82,089</u> |
| Support Expenses | | |
| Fundraising | 6,644 | 5,280 |
| General and Administrative Expenses | 17,957 | 17,022 |
| Total Support Expenses | <u>24,601</u> | <u>22,302</u> |
| Total Operating Expenses | <u>124,120</u> | <u>104,391</u> |
| Operating Income (Loss) | <u>5,115</u> | <u>(2,454)</u> |
| Net Investment Income | 22,721 | 12,189 |
| Interest Expense | (308) | (2,105) |
| Provision for Income Taxes | (277) | - |
| Increase (Decrease) in Net Assets | <u>\$ 27,251</u> | <u>\$ 7,630</u> |

CONSOLIDATED STATEMENT OF FINANCIAL POSITION
As of June 30, (000's omitted)

| | <u>'07</u> | <u>'06</u> |
|--------------------------------------------------------------------------------------------------------------|------------------|------------------|
| ASSETS | | |
| Cash and Short-Term Investments | \$ 18,394 | \$15,816 |
| Receivables | | |
| Program and product licenses and contracts in support of programs, net of allowance for doubtful accounts | 22,410 | 22,328 |
| Grants | 8,836 | 7,289 |
| Total Receivables | <u>31,246</u> | <u>29,617</u> |
| Inventory | 1,328 | 826 |
| Programs in Process | 12,538 | 13,527 |
| Investments | 145,235 | 117,388 |
| Intangible Assets | 92,752 | 99,696 |
| Fixed Assets | 8,282 | 8,132 |
| Other Assets | 3,856 | 4,285 |
| Total Assets | <u>\$313,631</u> | <u>\$289,287</u> |
| LIABILITIES AND NET ASSETS | | |
| Accounts Payable and Accrued Expenses | \$ 23,326 | \$ 23,241 |
| Deferred Revenues | 23,973 | 26,579 |
| Deferred Rent Payable | 3,924 | 4,310 |
| Debt Payable | 1,000 | 1,000 |
| Total Liabilities | <u>52,223</u> | <u>55,130</u> |
| NET ASSETS | | |
| Unrestricted | 254,414 | 224,162 |
| Temporarily Restricted | 6,994 | 9,995 |
| Total Net Assets | <u>261,408</u> | <u>234,157</u> |
| Total Liabilities and Net Assets | <u>\$313,631</u> | <u>\$289,287</u> |

CONSOLIDATED STATEMENT OF CASH FLOWS
For the years ended June 30, (000's omitted)

| | <u>'07</u> | <u>'06</u> |
|----------------------------------------------------------------------------------------------|------------------|------------------|
| CASH FLOWS FROM OPERATING ACTIVITIES | | |
| Increase in net assets | \$ 27,251 | \$ 7,630 |
| Adjustments to reconcile increase in net assets to net cash provided by operating activities | | |
| Depreciation and amortization of property and equipment | 2,099 | 2,192 |
| Amortization of intangible assets | 6,944 | 6,945 |
| Amortization of debt issuance costs | 171 | 171 |
| Amortization of other assets | 369 | 1,034 |
| Amortization of programs in process | 22,853 | 15,365 |
| Decrease in deferred rent payable | (386) | (385) |
| Change in provision for uncollectible receivables | 1,922 | (211) |
| (Increase) in net unrealized appreciation on investments | (6,751) | (11,003) |
| (Gain) on sale of investments | (14,880) | (595) |
| Provision for inventory obsolescence | (338) | 633 |
| Decrease (increase) in receivables | (3,551) | 1,990 |
| (Increase) in inventories | (164) | (1,459) |
| (Increase) in programs in process | (21,864) | (20,627) |
| (Increase) in other assets | (111) | (1,068) |
| (Decrease) increase in accounts payable and accrued expenses | 85 | (2,693) |
| (Decrease) increase in program and product license revenues | (2,606) | 9,486 |
| Net cash provided by operating activities | 11,043 | 7,405 |
| CASH FLOWS FROM INVESTING ACTIVITIES | | |
| Additions to property and equipment | (2,249) | (1,275) |
| Purchases of marketable securities | (73,087) | (79,458) |
| Proceeds from the sale of investments | 66,871 | 113,625 |
| Net cash provided by investing activities | (8,465) | 32,892 |
| CASH FLOWS FROM FINANCING ACTIVITIES | | |
| Payments on note payable | – | (41,000) |
| Net cash used in financing activities | – | (41,000) |
| Net increase (decrease) in cash and short-term investments | 2,578 | (703) |
| Cash and Short-Term Investments, beginning of period | 15,816 | 16,519 |
| Cash and Short-Term Investments, end of period | \$ 18,394 | \$ 15,816 |

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** joined the Board of Trustees as of October 2007

As a nonprofit organization, Sesame Workshop relies not only on philanthropic support, but also on income from the sale of *Sesame Street* and other Workshop products to fund educational programs that help children everywhere learn and grow. We partner with best-in-class organizations that believe in our initiatives and share our vision. In addition to the many supporters listed throughout this year's report, we'd also like to recognize the following partners that help advance our educational work around the world:

- ★ American Greetings
- ★ Apple, Inc.
- ★ Apple & Eve
- ★ Bendon Publishing
- ★ Busch Entertainment Corporation (Sesame Place)
- ★ Children's Apparel Network
- ★ Del Monte Foods
- ★ Genius Products, LLC
- ★ Gund, Inc.
- ★ The Hain Celestial Group, Inc.
- ★ Learning Horizons
- ★ Mattel/Fisher-Price
- ★ The Parenting Group (*Sesame Street Magazine*)
- ★ Procter & Gamble
- ★ Publications International Ltd.
- ★ Random House
- ★ Sunkist
- ★ VEE Corporation (*Sesame Street Live*)
- ★ Verizon

For more information about how you can support Sesame Workshop, please visit www.sesameworkshop.org or contact:

Jaime Greenberg, Vice President, Philanthropic Development, 212.875.6451

Anita Stewart, Vice President, Corporate Sponsorship, 212.875.6889

Special thanks to our creative team for their support and in-kind contribution: design, SamataMason; photography, Ryan Heffernan; printing, Blanchette Press



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