# "M" is for Mobile!

## Sesame Street Educational Mobile Initiatives

Anita Stewart, SVP Strategic Partnerships and Development, Sesame Workshop

Connected Living Asia Summit
mEducation session

June 25, 2013

# Single largest informal educator of children in the world

# Achieving Maximum Reach and Impact

PR & Advocacy

On-Product Messaging

Radio

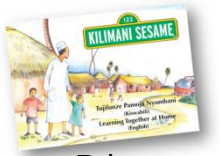
TV

Alternative Broadcast (EDUSAT)

Web

Reach

Technology



Print

Training & Child Care Center Initiatives

Alternative Visual Media

Community Viewing

Mobile Initiatives

# Sesame Educational Mobile Initiatives

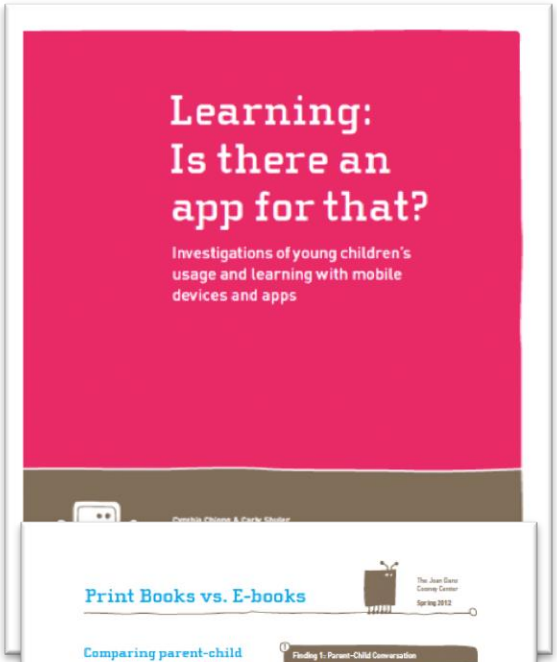
Mobile Research

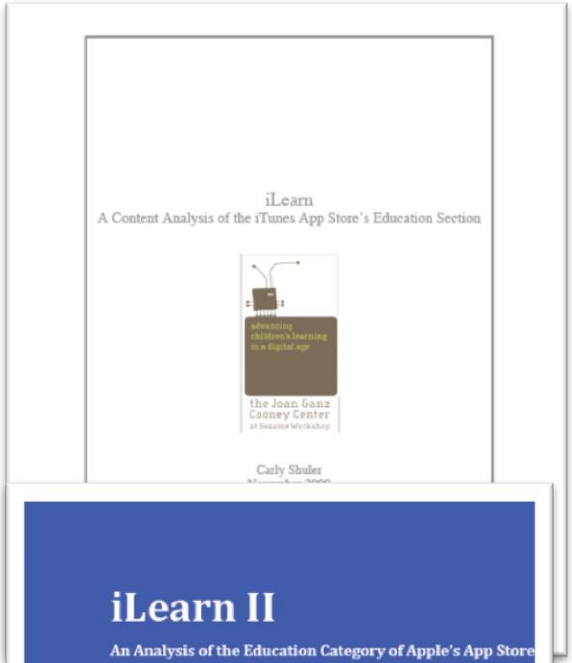
Educational Apps (U.S.)

Qualcomm Partnership (U.S., India, China)

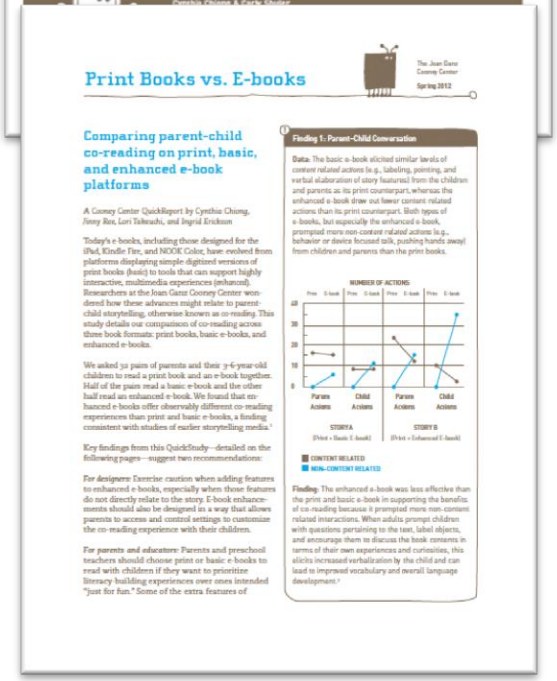
Future Plans

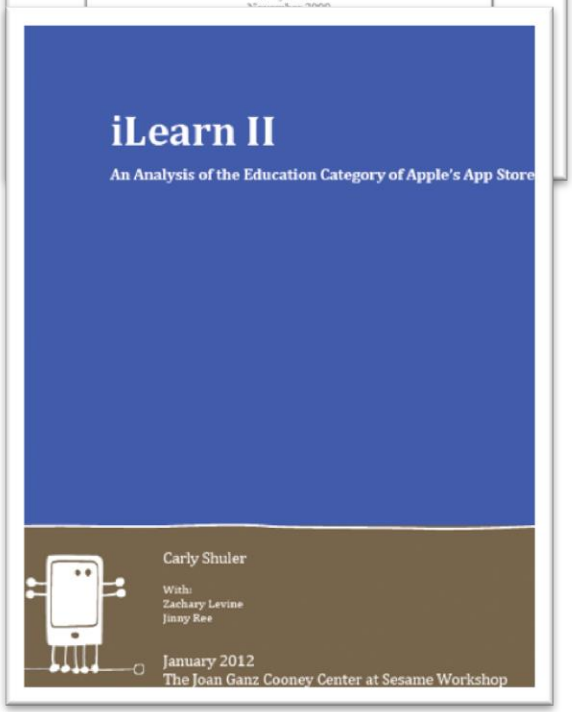
# Joan Ganz Cooney Center Research





# Sesame Digital Content and Research

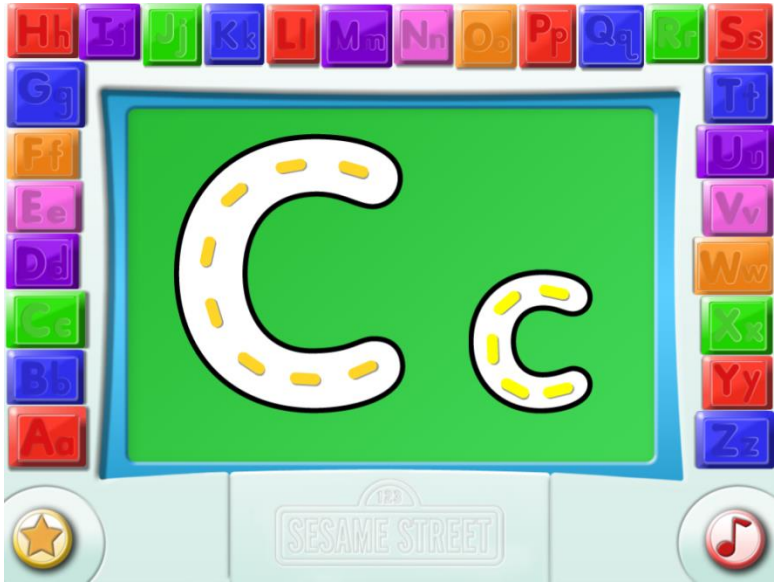
- Research informs development of all Sesame digital content:
  - Reach **16.5 million kids** and parents across digital platforms every quarter
  - Currently **60 live apps** (iOS, Android, Chrome, Symbian, and Windows 7)
  - **Foreign language apps** (Dutch, German, Spanish, Hindi, and Mandarin)

- Conducted **over 70 studies** on touch devices in various locations around the United States.

- Formative research informs best practice guidelines: ever-adapting and evolving process


http://www.sesameworkshop.org/assets/1191/src/Best%20Practices%20Document%2011-26-12.pdf

# Educational & Engaging: ABCs and 123s




## Elmo Loves ABCs

### Educational Goals

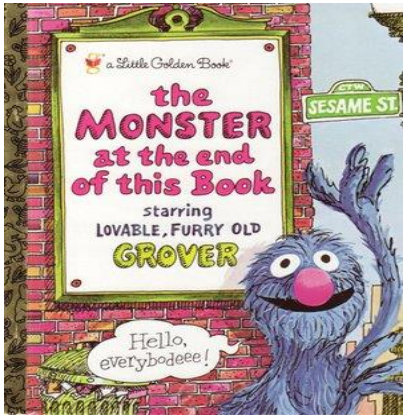
- Letter identification (upper and lowercase)
- Letter sounds
- Letter tracing
- Art and creativity
- Music appreciation

## Elmo Loves 123s

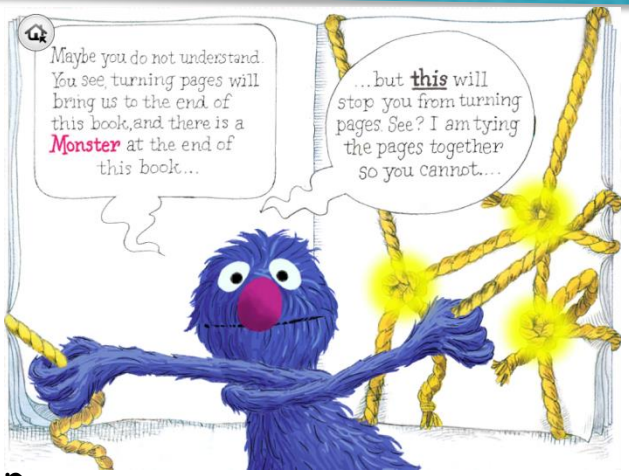
### Educational Goals

- Number identification
- Number tracing
- Counting groups of objects
- Addition and Subtraction
- Problem Solving
- Art and creativity

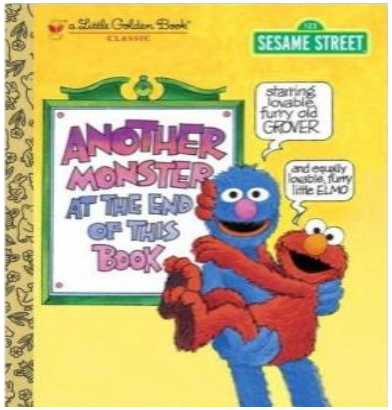
# More Than Letters and Numbers



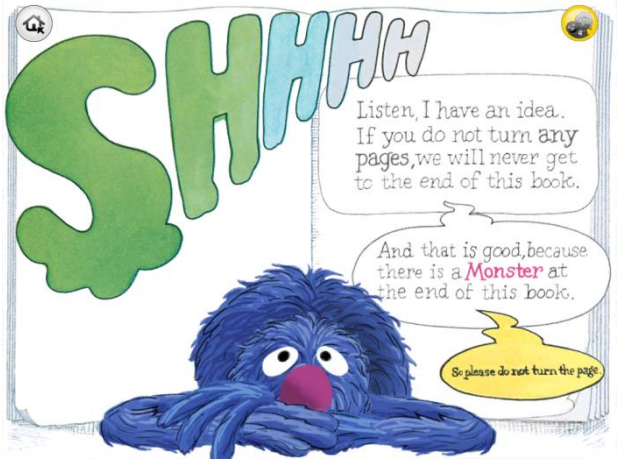

1971 book




2010 app




1996 book



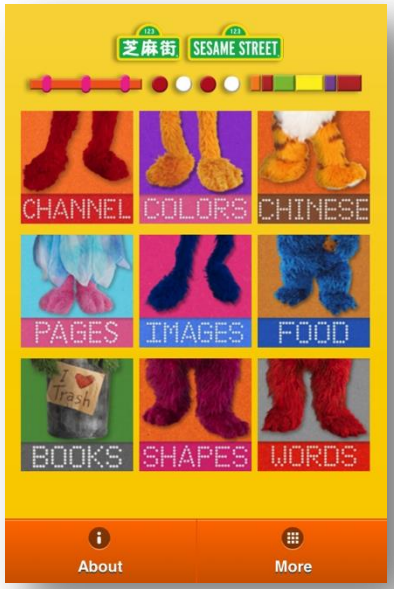

2011 app

- Addressing social-emotional goals, facing fears, through digital (and print) experiences
- Both have been number 1 in books in app store and winners of multiple awards (Parents' Choice Gold, Cynopsis Kids Imagination, Appy)

# New Sesame Digital Platform

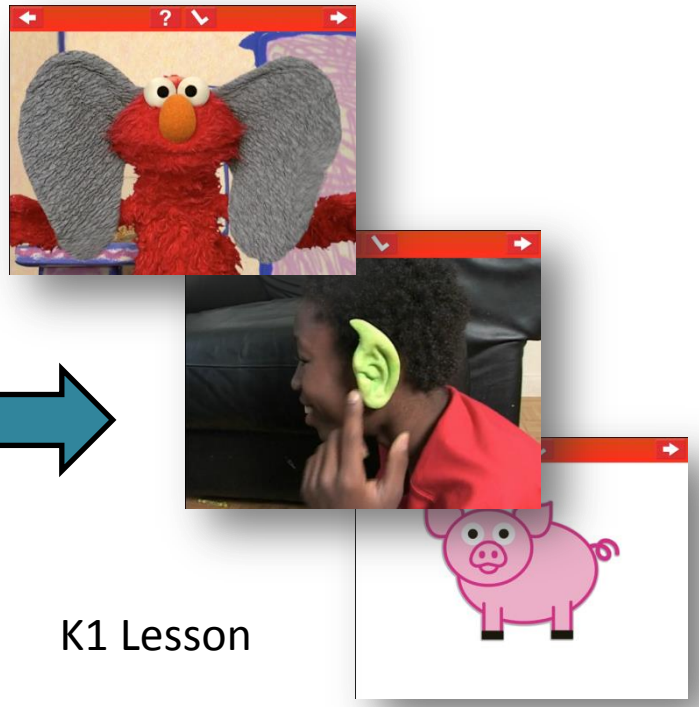
- Developing digital platform and portal for mobile, tablet, PC and other connected devices
- Comes with games, videos, printables, and can expand to include other materials and activities
- Includes eLearning modules that can be used in schools and homes or anywhere in between
- Deploying in China, Latin America, South Africa, and GCC

## Homepage mock-up




## eLearning Module Sample


Pick level and lesson



K1 Lesson

# New Technologies with Qualcomm (U.S)

## Big Bird's Words: Augmented Reality Text Recognition

- Using tech to help kids search for and find words in their environment
- Helps children develop deeper understanding of words around them
- Assists with vocabulary acquisition
- Part of broader educational mobile R&D relationship


# Qualcomm Partnership: India

## Phase 1: Healthy habits resources to families in migrant communities

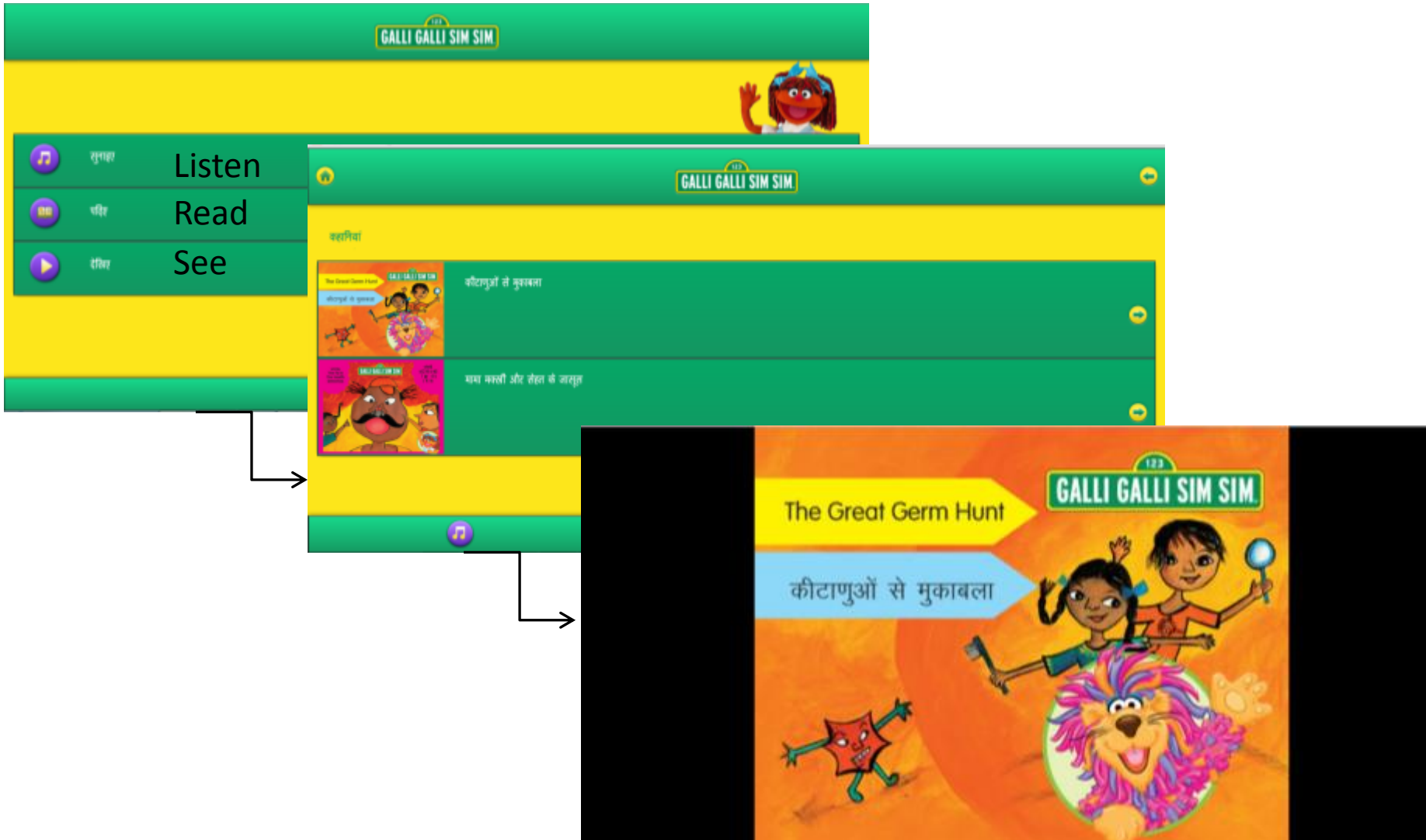
- HTML5 web-based app with songs, episodes, and storybooks
- Access to streaming community radio episodes
- Phones provided to 10 families in Gurgaon - mothers share with children

## Phase 2 (In progress): Literacy/math content for underserved families and classrooms

- Android and HTML5 games for 40 families and 10 classrooms in Delhi on phones and tablets
- Also deploying in All Children Read classroom project in Bihar, reaching 900 children
- Games also accessible on Google Play and on Galli Galli Sim Sim mobile website

Wireless Reach™ from Qualcomm

# Qualcomm India Phase One Content



# Qualcomm India Phase Two Content

## Math and literacy games for Android phones and GGSS mobile website



# Educational Impact: Qualcomm India Phase One

- **Positive impact on:**
  - Understanding healthy routines
  - Hygiene behaviors
  - Pro-social behavior

Purple Audacity, 2012. *Qualitative Study on GGSS Radio Intervention,* New Delhi.

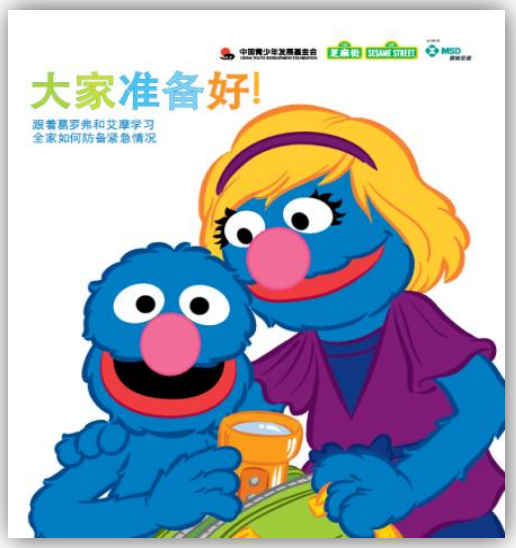
# Let’s Get Ready! Qualcomm Partnership: China

## The Need:

- Natural disasters impact millions in China each year, yet limited resources exist to help families prepare for potential emergencies

## What It Is:

- Mobile extension of community outreach program to help families with young children prepare for an emergency, with Qualcomm Wireless Reach, China Telecom, and CYDF
- Launching in Beijing this week!






Wireless Reach™ from Qualcomm

# Going Forward: Global Mobile Programs

- Exploring new and innovative uses of mobile technology globally
- *Sesame Street Global Health Initiative:* mobile key platform

# THANK YOU!

123 SESAME STREET