

DANIEL TIGER'S NEIGHBORHOOD®



BRAND UPDATE - SUMMER 2026

Fred
Rogers
PRODUCTIONS



9 STORY™
BRANDS

Explore the Neighborhood

Daniel Tiger's Neighborhood features Daniel, a shy but brave tiger who lives in the Neighborhood of Make-Believe. With the help of his neighbors, family and friends – O the Owl, Prince Wednesday, Katerina Kittycat, Miss Elaina and Jodi Platypus – Daniel has fun while learning the key skills necessary for school and life.

Children Ages 2-4:

Daniel Tiger's Neighborhood speaks directly to and supports preschoolers ages 2-4, as they explore, experience and express childhood “firsts.”

Parental Figures & Caregivers

Parents, grandparents and caregivers see *Daniel Tiger's Neighborhood* as a quality, trusted resource for supporting and preparing their preschoolers for all of life's experiences and adventures through gentle parenting techniques.



Over 10 Grr-ific Years!

- *Daniel Tiger's Neighborhood* premiered on PBS KIDS in September 2012, celebrating over 10 years on air!
- A total of 7 seasons have gone on to air since, consisting of a total of 306 x 11 minute episodes!
- Season 8 set to premiere in summer 2026, featuring 16 x 11 minute episodes and 2 x 22 minute specials!

Legacy & Mission



Fred Rogers dedicated his life to helping children grow, emphasizing social-emotional learning through media.

His legacy lives on through *Mister Rogers' Neighborhood* and continues to inspire families and professionals. Today, Fred Rogers Productions upholds his values with a continued focus on innovation – both in learning and communication – staying at the forefront of what's new in shows, games and apps that help kids explore in age-appropriate ways.

The mission of Fred Rogers Productions is to build on the legacy of Fred Rogers by creating quality children's media that models an enthusiasm for learning, earning the trust of parents and caregivers.



Growing Up with Daniel Tiger

Over the years, Daniel Tiger's Neighborhood has helped guide preschoolers through their milestone first experiences with engaging songs, heartfelt storytelling and practical life lessons.

Everyday Routines & Self-Care

- Personal Hygiene
- Dressing & Independence
- Household Responsibilities

Social & Emotional Development

- Friendship & Social Skills
- Managing Emotions
- Family & Relationships

Outings & New Adventures

- Outdoor & Travel Experiences
- Community & Cultural Experiences
- Special Occasions & Holidays

Health & Well Being

- Doctor & Medical Visits
- Healthy Habits
- Physical Development & Motor Skills

School & Learning

- Early Learning Skills
- Classroom Behavior & Participation
- Creative Expression

...and so much more!



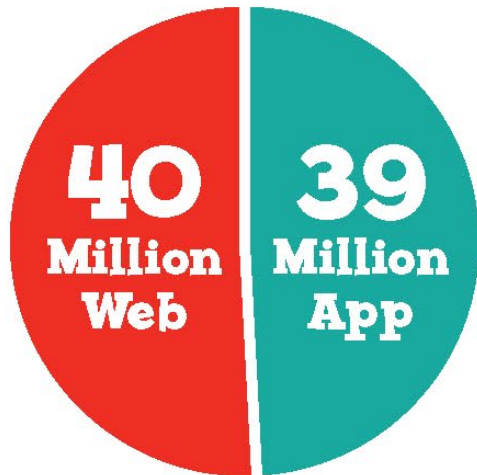


The Power of PBS KIDS

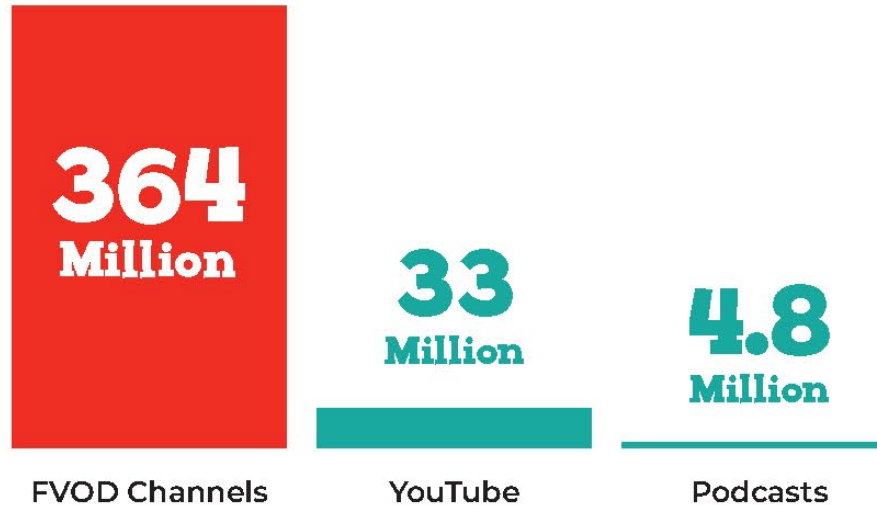


Daniel Tiger's Neighborhood debuted on PBS KIDS in September 2012 and has thrived on the platform for over 12 years. As the #1 educational media brand for kids, PBS KIDS has been the series' foundation, providing a trusted platform for its continued success.

Average PBS KIDS Monthly Gameplays



Average PBS KIDS Monthly Streams



PBS KIDS engages 10 million children ages 2-11 and 7.4 million children ages 2-8 annually.



A Beloved Brand Across Generations



Linear and Streaming

- In 2025, *Daniel Tiger's Neighborhood* averaged **38.5M** streams on PBS FVOD, which is **483% above** the platform 's average.
- The series has had over **284 million streams** across PBS FVOD channels year-to-date.
- Available on the PBS KIDS Video App, PBS KIDS YouTube channel, PBS KIDS brand page and most recently on the new Amazon FAST channel.
 - **Ranked #6** among top-performing kids' shows on Prime Video
- YouTube – In 2025 alone, *Daniel Tiger's Neighborhood* received a total of **600 million** views and had the **top 5** videos on the PBS KIDS YouTube channel.
 - During the PBS Kids YouTube channel lifetime, *Daniel Tiger's Neighborhood* has consistently performed, holding a **38% share** of the top 500 videos. With over **1.4 billion views** and **73 million hours** of watch time (a 49% increase).



Accolades

- Named a Top Brand of the Decade in 2020 by License Global!
- Recognized as one of the best kids' TV shows of the decade by Common Sense Media.
- Additional awards include Best Animated Series: Preschool at the Kidscreen Awards, the Shaw Rocket Prize, Parents' Choice Awards and the Television Critics Association Award for Outstanding Achievement in Youth Programming.

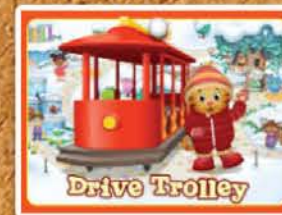
Since premiering in 2012, Daniel Tiger has won multiple awards, including an Emmy® Award!



Digital Games

**200M+
Lifetime
Games App
plays!**

- Daniel Tiger's interactive games averaging at **6 million monthly plays** on PBS KIDS website, outperforming benchmarks by **348%**.
- **118M gameplays** in 2025 alone
- A series of game updates coming in 2026!
 - **Tea Party game** – Seasonal theme updates and addition of accessibility features and Spanish language support!
 - **Bathrooms game** – addition of Mom tiger!
- **At the Dentist game** – Addition of PBS accessibility panel, along with Spanish language and keyboard support.
- **My Bedtime game** – Addition of PBS accessibility panel.
- 10 new songs will be added to the PBS Parent's App – working with PBS's updated video CMS.
- 6 Apps available with over **4.6 million lifetime downloads!**





Location-Based Events



Demand for the Daniel Tiger brand continues to grow locally and nationally.

- **Traveling Zoo Experience** – Kicks off with Daniel Tiger's Neighborhood at the Bronx Zoo from May 22 to September 7! Families will receive an exclusive zoo activity book featuring activities with Daniel Tiger and friends to guide their day at the zoo. Join Daniel Tiger and Katerina Kittycat for daily live performances and photo ops!
- **"Daniel Tiger's Neighborhood: A Grr-ific Exhibit"** – Daniel Tiger's traveling museum exhibit, which began in 2016, will continue touring into 2027/2028. With visits to 24 cities and over 1.3 million visitors—and counting—it remains a fan-favorite experience!
- **"It's a Beautiful Day to Be You" Traveling Museum Experience** – Visitors explore beloved locations from Daniel Tiger's Neighborhood and Donkey Hodie connecting with the timeless lessons of Mister Rogers. Launching at the Children's Museum of Pittsburgh in this summer with exhibits across the US planned through 2029.
- **Herschend Parks** – Daniel Tiger and friends are now at six Herschend parks nationwide, with live shows, special events and fun meet-and-greets!
 - New live stage show with Dutch Wonderland launched Summer 2025.
- **Major League Baseball Activations** – Following the success of "a Beautiful Night in the Neighborhood" with the Pittsburgh Pirates in June 2025, Daniel Tiger's Neighborhood Days return to Major League Baseball stadiums this summer! Giveaways and ticket add-ons of Tiger Ear Headbands and exclusive plush will take place with the Atlanta Braves (July 20th), Pittsburgh Pirates (July 26th) and Seattle Mariners (August 9th)

Bronx Zoo
Travelling Zoo
Experience
debuting on
May 22nd



Over
50k
people attend
"Be My Neighbor"
Days annually!





Daniel Tiger in the News!



Daniel Tiger continues to garner attention across top media outlets and blogs.



LICENSE GLOBAL
THE LITERATURE INDUSTRY'S PREMIER LEADER
Fred Rogers Productions, 9 Story Brands Expand 'Daniel Tiger's Neighborhood' Licensing Program
Wide range of offerings from partners, including Jakks Pacific and Simon & Schuster, span multiple categories.



2.4+ BILLION press impressions in 2025!



New research shows the lasting impact of "Daniel Tiger's Neighborhood" on teens who watched as preschoolers
March 23, 2025 • Kidsburgh



Daniel Tiger inspires new experiences at Palace Entertainment's US parks
US theme park operator partners with Fred Rogers Productions



DTN social media hit 13.9+ Million impressions in 2025



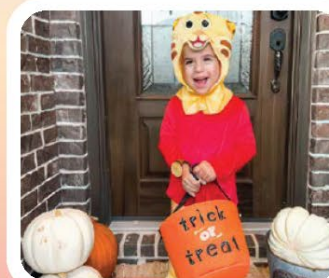
Holiday 2025 Gift Guides reached 221+ Million unique visitors monthly!



Featured products on the Daniel Tiger social channels are strategically programmed to maximize impact. In 2024, Daniel Tiger socials had a total of over 5.4M impressions!

Multiple Exclusive Yearly Giveaways!

Giveaway



Leveraging engaging user-generated content to showcase products

Happy First Day of Spring!

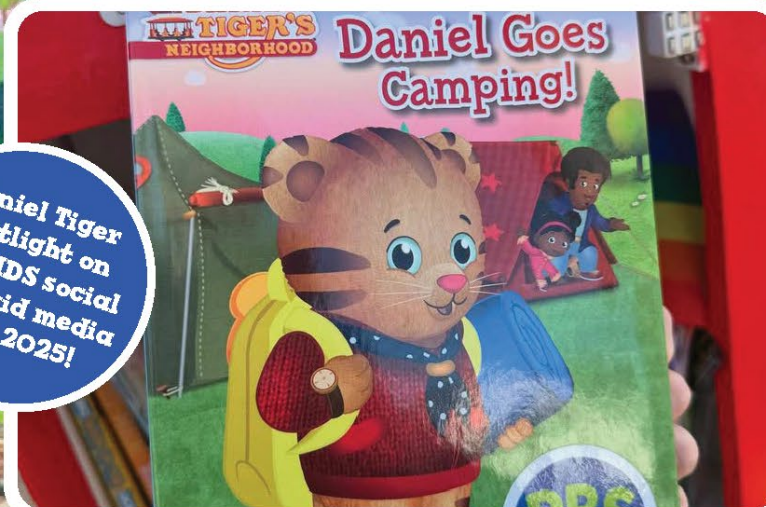


Winter is becoming spring!



Daniel Tiger spotlight on PBS KIDS social and paid media June 2025!

Daniel Goes Camping!



@WorldOfSkylar

More Daniel Tiger, More Fun!

Season 7 brought about new friends, new locations and fresh new perspectives to the Neighborhood of Make-Believe.

- **Season 7** premiered on PBS August 12, 2024, with episodes releasing throughout 2025.
- **Season 8** is set to premiere Summer 2026 and will contain 16 x 11 minute episodes and 2 x 22 minute specials!
- **Donkey Hodie Crossover** - Daniel Tiger visits Donkey Hodie and friends in the land of Someplace Else! This 30-minute was released August 11, 2025.
- Debuted a new approach to episodic storytelling!
 - **Storyline A** - Story from Daniel's perspective
 - **Storyline B** - New story from a friend's perspective
- **Season 8 Specials:** Daniel spends time with his cousin Kira and celebrates New Years Eve with the Tiger Family.



The Daniel Tiger's Neighborhood CP Program launched in 2013 and continues to expand into new categories, engaging kids and parents alike!

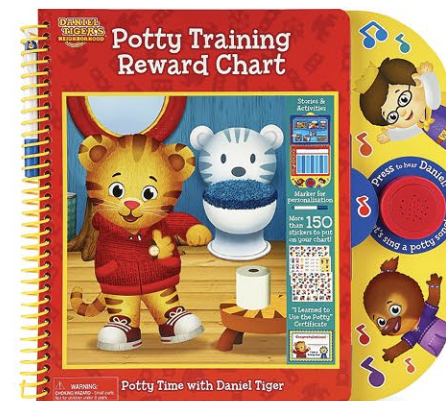
**Creativity
for Kids**
FABER-CASTELL

**Daniel Tiger's
Neighborhood
Sensory Bin**
from Faber-Castell,
coming this Fall!



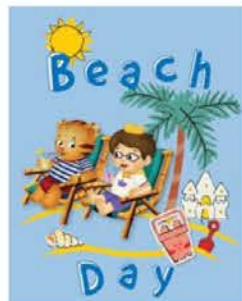
Estimated **\$222M** in retail sales to date through **Q4 2025!**

- **50+** current licensees in North America
- Expanded core style guide available now, featuring all new badges, icons, patterns and design compositions.
- Over **75 brand-new SKUs** set to launch in 2026
- Amazon Brand Store launched Q4 2023! 57% of 2025 sales came from products featured on the homepage!



Continually introducing seasonal and core style guides to refresh product design with new patterns, badges and compositions

Spring/Summer 2025 Safe Splashin' Style Guide

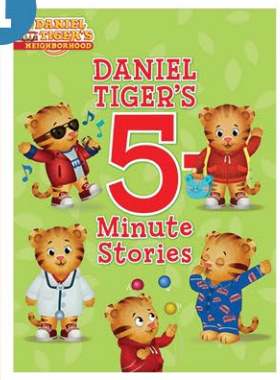


2026 Core Style Guide Refresh

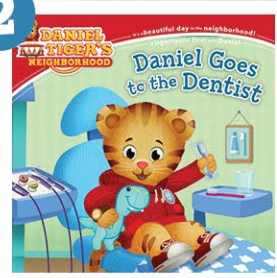


TOP 3 TITLES OF 2025

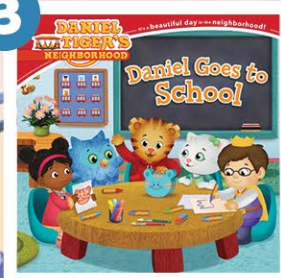
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2



3



**Simon & Schuster has
over 15.6 MILLION
Daniel Tiger books in print!**

- Over **190+** titles released to date
- Top brand with continued support from every retail market including mass market, retail channels, book clubs and online.
- Over **490,000 copies** shipped to date of the top title *5-Minute Stories*.
- New titles for 2025 and 2026 centered on in-demand early-childhood developmental skills, first experiences, and novelty formats



10+ years on shelf with continued strong performance!



New in 2026!



◀ Dress Up Trunk

▼ Cutie Plush Toys



◀ Swim Time Friends Figure Pack

2025 Top Performing Items



▲ Daniel Tiger
10th Anniversary
Plush



◀ Deluxe Electronic
Trolley + 3 Figures



▲ Daniel Tiger
Mini Plush





New Licensee Spotlight: Hanna Andersson



Daniel Tiger launched collab with popular children's apparel brand Hanna Andersson on January 13th, 2026.



Hanna Andersson

A smash hit with the Hannah Rewards community, with new styles selling out days after launch!

New launches in development for Back to School and Holiday 2026 - as well Valentine's Day and Spring 2027.



Daniel Tiger's Neighborhood's resonant stories and catchy strategy songs excel in audio-based products!

yoto

Sold over 47,000 units of Sleepy Stories card and launched 5 Minute Stories in all Target Stores in 2025



Daniel Tiger Tiger's Musical Toothbrush Timer launched for the holidays pending update

tonies

The Daniel Tiger Tonie is an all-time best-seller with placement at Target and Macy's/Toys R Us



Storypod

Daniel Tiger is one of the top-performing brands on Storypod, driving strong sales and repeat engagement.



Families consistently praise the content for its educational value, emotional intelligence, and everyday-life relevance.



Daniel Tiger helped launch the all-new Luna Storytime projector. In store placement in 220 Target stores and at Meijer will begin Q3 2026.

Potty Sound Book is the top-selling Daniel Tiger book of all time!



Products are featured across owned channels and supported by thematic tie-ins & PR efforts, enhancing licensee visibility and driving consumer discoverability.

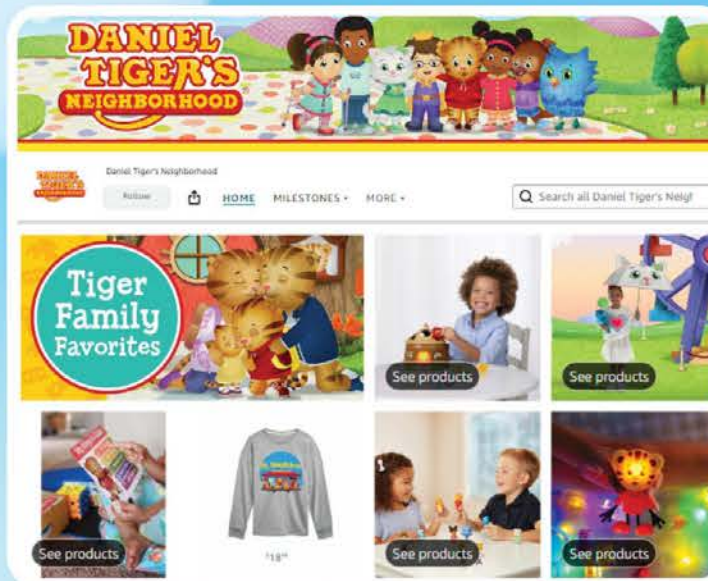
Amazon Brand Store

- New products featured on store homepage
- Targeted paid media campaigns via Amazon Marketing Services (AMS) – Over **570k impressions** and over **34k orders** in 2025.

Featured in several gift guides annually!

PBS KIDS Shop

- New licensed product opportunities with the Daniel Tiger PBS KIDS Shop!
- Storefront refreshed in 2024 with new print-on-demand designs, licensed products and books
- Y-o-Y sales increased by **177%**!
- Expanding presence in Toys & Gaming to establish category dominance



Toys and Games

- **Ballard Pacific***, Wheeled Goods
- **CreateOn**, Magnetic Tiles
- **Glo Pals**, Sensory Toys
- **HGP Group**, Outdoor and Sports
- **Jakks Pacific**, Master Toy
- **Storypod**, Audio Storyteller
- **ToniesUSA**, Audio Storyteller
- **University Games**, Games and Puzzles
- **Yoto**, Audio Storyteller
- **WhaZoodle/Playaway***, Audio Storyteller

Home:

- **Cat's Meow**, Home Decor
- **M&M Sales**, Swings and Tents
- **Pitch a Fete**, Play Tents
- **PV Textiles**, Bedding
- **SCS Direct**, Mealtime
- **Simple Modern**, Mealtime
- **Skip Hop**, Mealtime, Toys, Accessories
- **Springs Creative**, Textiles

Packaged Goods and Health/Beauty Aids

- **DBM Sales**, Baby Wipes, Pull-ups
- **Kinder Cloth**, Cloth Diapers
- **KeepGoing First Aid**, Medical Kits, Bandages
- **StickyJ**, Medical Accessory
- **Toothbrush Toys**, Toothbrush Timer/Figure

Activity and Party:

- **Faber-Castell**, Sensory Bin
- **Meemzy Magic**, Sensory Bin
- **Mighty Mojo**, Party and Plush
- **Treasures Gifted**, Party
- **Mighty Mojo Toys**, Party, Plush
- **Orchard Crown**, Foil Balloons, Bubbles

Publishing

- **Andrews McMeel**, Cook Books
- **Cottage Door Press**, Sound and Activity Books
- **Simon & Schuster**, Master Publishing
- **PAPP International**, Activity Books



Apparel & Accessories

- **ACI International**, Footwear
- **Berkshire**, Hats, Socks, Cold Weather
- **Carter Joey**, Outdoor Accessories
- **Children's Apparel Network**, Daywear
- **Frogglez**, Goggles
- **Handcraft**, Underwear
- **Hanna Andersson**, Daywear, Sleepwear
- **Hybrid Apparel**, Print-on-Demand Apparel
- **KIDS Licensing/Intimo**, Backpacks, Meal Products
- **Little Bird Bamboo**, Daywear
- **Komar Kids**, Sleepwear
- **Skip Hop**, Backpacks
- **Sun-Staches**, Sunglasses
- **Weatherman Umbrella**, Umbrellas

Retail & Location-based Entertainment

- **Impact Merchandise**, Plush, A&A
- **JK2 Apparel**, Daywear
- **Kalan**, Accessory
- **KIDS Licensing**, Dollar Tree DTR
- **Merchmake**, PBSkids.org DTR
- **MVSport**, Apparel
- **Souvenir Source**, Puzzles
- **Whirley-Drinkworks**, Drinkware
- **The Frosted Baker***, Sugar Cookies
- **Light Up Toys**, Bubbles

**deal in progress*

Contact Information

For licensing opportunities, please reach out to:
consumerproducts@9story.com

