

### Bird has flown

*Sesame Street*, the classic children's television programme, has found a new home on HBO, the network behind *The Sopranos* and *Game of Thrones*, bolstering its kids' programming at a time when young viewers are abandoning traditional TV for digital alternatives.

The deal is a boon to the non-profit Sesame Workshop, giving it access to HBO's deep pockets and allowing it to produce more new episodes of *Sesame Street*.



PBS, the public broadcaster that has been the home of *Sesame Street* for 45 years, will continue to air the programme, with new episodes appearing after HBO's nine-month exclusive window.

*Sesame Street* and the broader world of children's programming has taken an economic hit from the rise of streaming video options on smartphones, tablets and internet-connected televisions. Children and teenagers are showing increasing preference for on-demand viewing, and many parents prefer the advertising-free environs of subscription services, such as HBO.

PBS has contributed less than 10 per cent of the show's production costs, meaning Sesame Workshop has been reliant on DVD sales and licensing to cover the rest.

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