



TODAY'S PBS
**TRUSTED
VALUED
ESSENTIAL**

2016

Think^{TV}



Working collaboratively with our 350 independently owned and operated local member stations, PBS provides the American public with top-quality content and educational services that reach people anywhere they are – meeting our mission to provide universal access in innovative ways that seize the opportunities made possible by digital technology.

Across genres and across platforms, PBS and local stations tell smart, engaging stories that invite people from every walk of life to explore new places, new ideas and new

experiences – all of which have inspired the American public to name PBS the country's most-trusted public institution and an excellent use of tax dollars, outranked only by military defense, for 13 consecutive years.

Public media is made possible through a singular public-private partnership that combines critical seed money from the federal government with funds from corporations, foundations and of course, viewers. Donations from viewers to their local stations are the single largest source of funding for our system.

For more information
about how PBS & local stations
deliver outstanding return on
investment to the nation, visit
valuepbs.org.





OVER THE COURSE OF 1 YEAR

82% OF ALL
U.S. TELEVISION
HOUSEHOLDS
WATCH PBS

Source: Nielsen NPower, 9/22/2014-9/20/2015

IN 2015 AMERICANS
VIEWED MORE THAN
5.1 BILLION
VIDEOS ACROSS ALL
PBS DIGITAL PLATFORMS
A NEW RECORD FOR PBS

Source: Google Analytics, January-December 2015



PBS



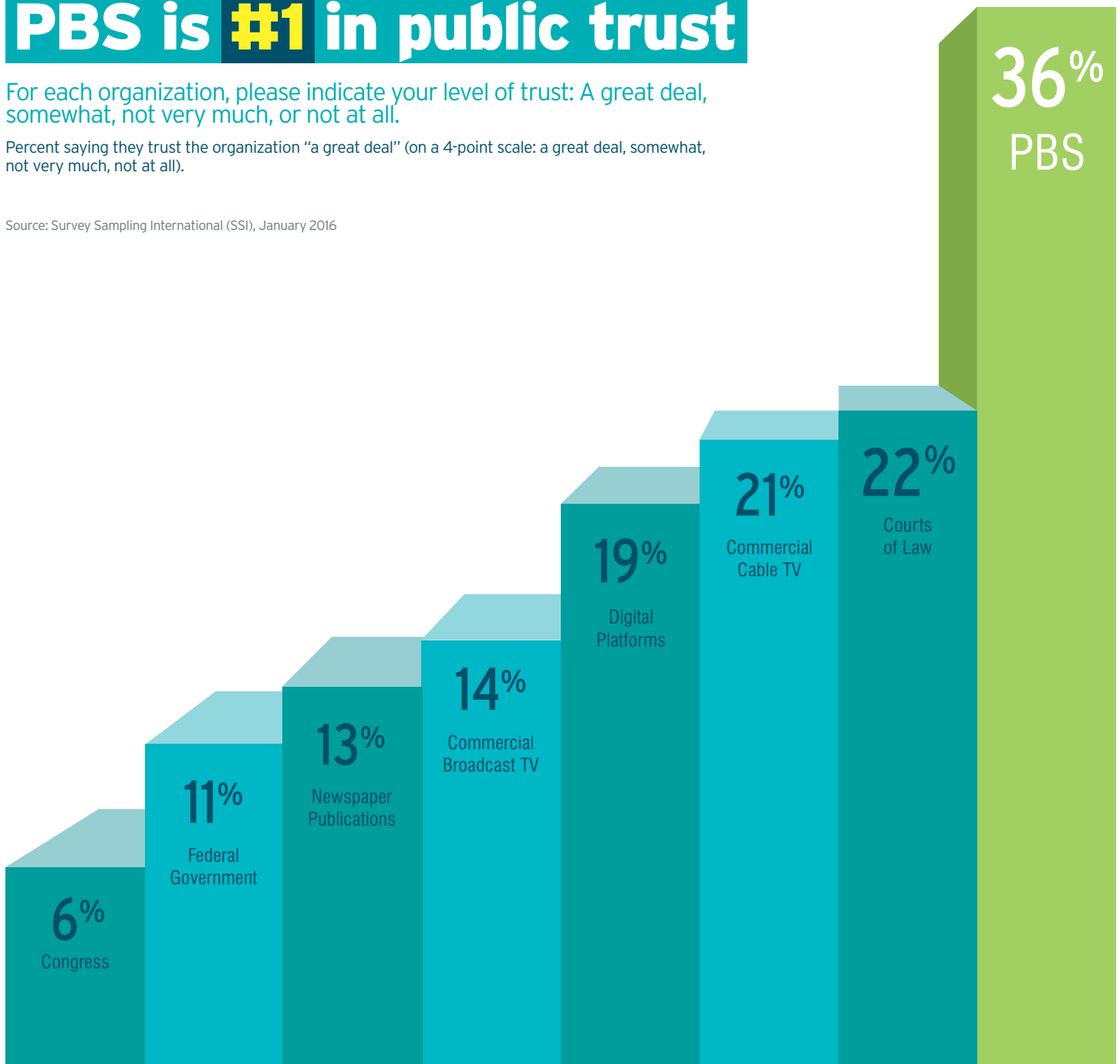
A TRUSTED & VALUED PUBLIC INSTITUTION

PBS is **#1** in public trust

For each organization, please indicate your level of trust: A great deal, somewhat, not very much, or not at all.

Percent saying they trust the organization "a great deal" (on a 4-point scale: a great deal, somewhat, not very much, not at all).

Source: Survey Sampling International (SSI), January 2016





IN 2015 MORE THAN
8.5 MILLION
 PBS VIEWERS WATCHED OVER
375 MILLION
 VIDEOS ON PBS OTT APPS

Source: Google Analytics, January - December 2015

PBS IS THE **5TH** MOST-WATCHED
 NETWORK AMONG ALL OF
 BROADCAST & CABLE

Source: Nielsen NPower, 9/22/14-9/20/15



PBS



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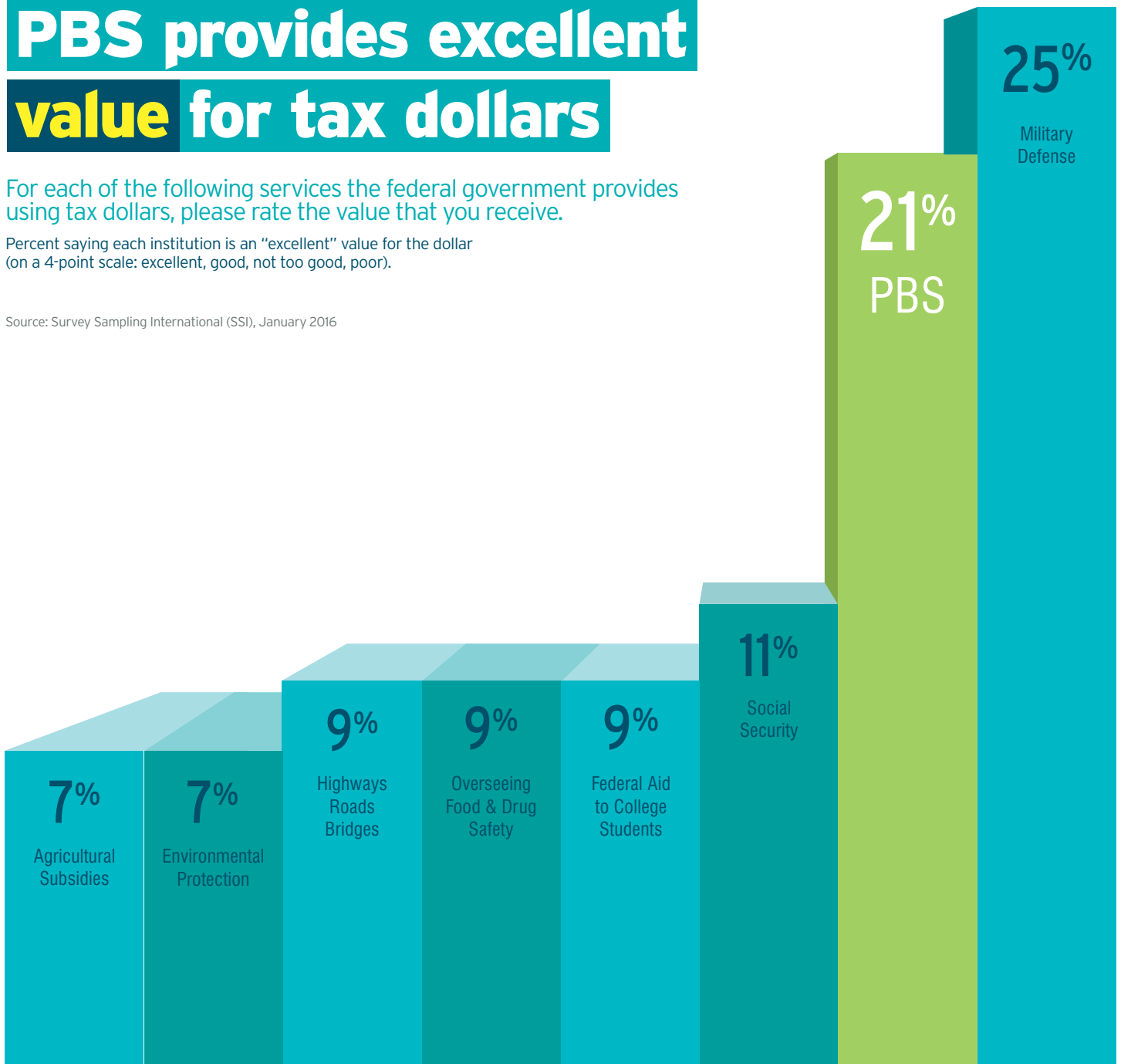
A TRUSTED & VALUED PUBLIC INSTITUTION

PBS provides excellent value for tax dollars

For each of the following services the federal government provides using tax dollars, please rate the value that you receive.

Percent saying each institution is an "excellent" value for the dollar (on a 4-point scale: excellent, good, not too good, poor).

Source: Survey Sampling International (SSI), January 2016





EACH MONTH NEARLY
100 MILLION
PEOPLE WATCH THEIR
LOCAL PBS STATIONS

Source: Nielsen NPower, 9/22/2014-9/20/2015



PBS

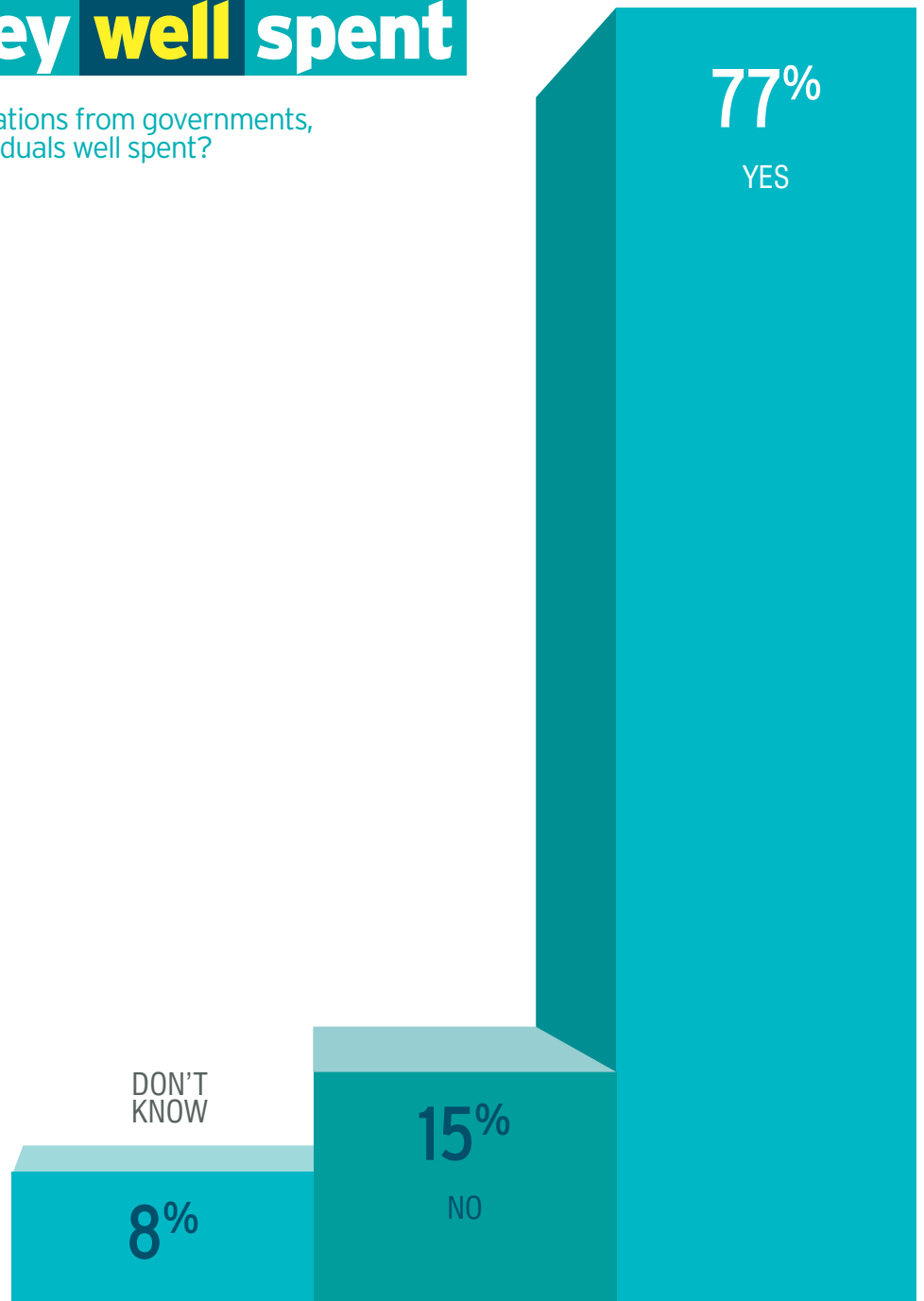


A TRUSTED & VALUED PUBLIC INSTITUTION

PBS is money **well** spent

Is the money that is given to PBS stations from governments, corporations, foundations and individuals well spent?

Source: Survey Sampling International (SSI), January 2016



EDUCATORS HAVE ACCESS
TO MORE THAN
100,000
CURRICULUM-ALIGNED
DIGITAL RESOURCES THAT INCLUDE
CONTENT ALIGNED TO NATIONAL &
COMMON CORE STATE STANDARDS

 **PBS LearningMedia™**
SERVES AN ESTIMATED
40 MILLION
STUDENTS NATIONWIDE

Source: PBS and Learning: 2015 Literature Review

MORE THAN
95% OF MEMBER
STATIONS ARE
ACTIVELY INVOLVED IN
EDUCATION THROUGH
LOCALIZED PBS
LEARNINGMEDIA SITES



PBS



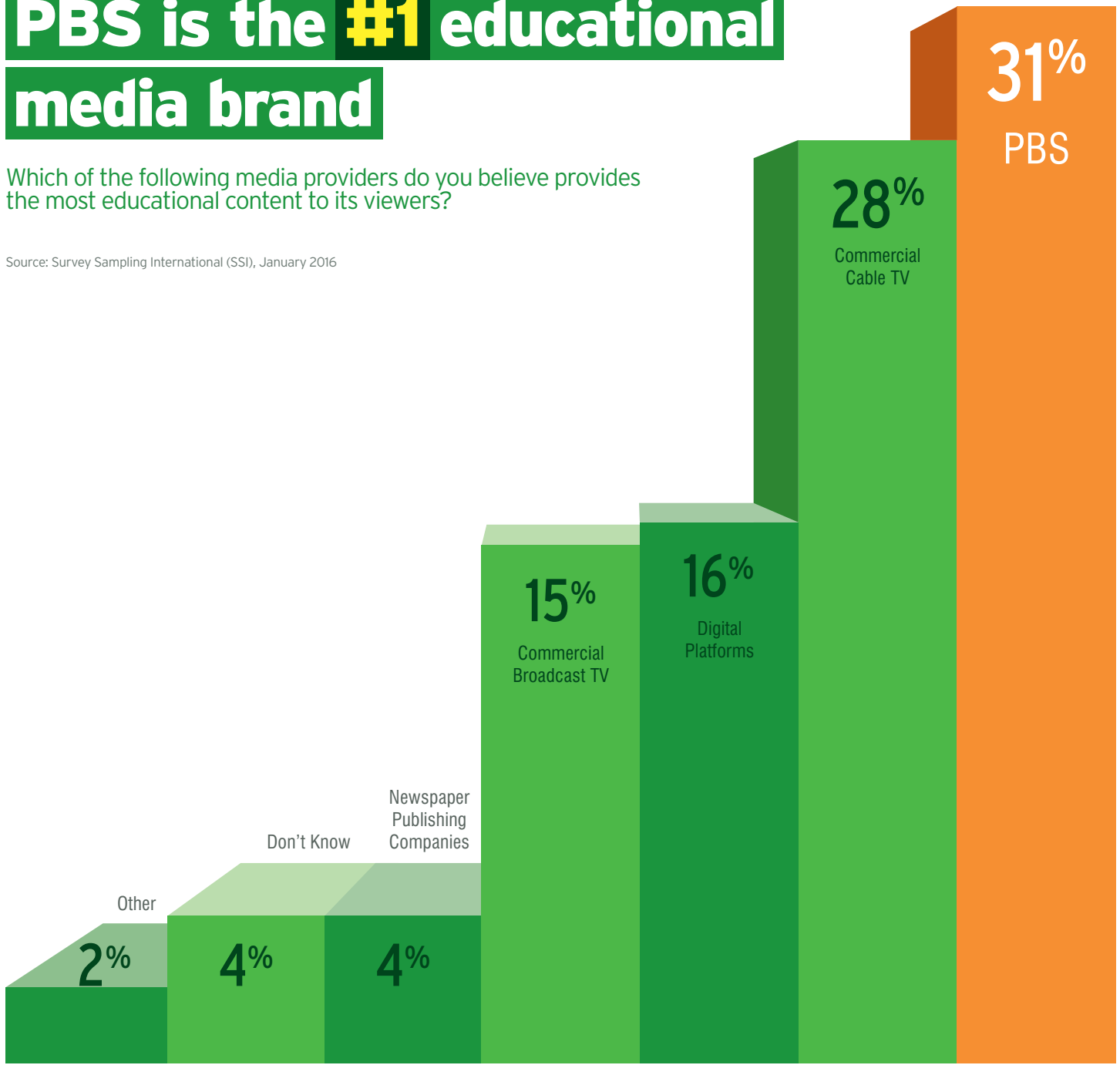
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AMERICA'S LARGEST CLASSROOM

PBS is the **#1** educational media brand

Which of the following media providers do you believe provides
the most educational content to its viewers?

Source: Survey Sampling International (SSI), January 2016





PARENTS OF YOUNG
CHILDREN RANK
PBSKIDS
AS THE MOST
TRUSTED & RELIED
UPON MEDIA BRAND
FOR SCHOOL READINESS

Source: Smarty Pants, 2014



PBS



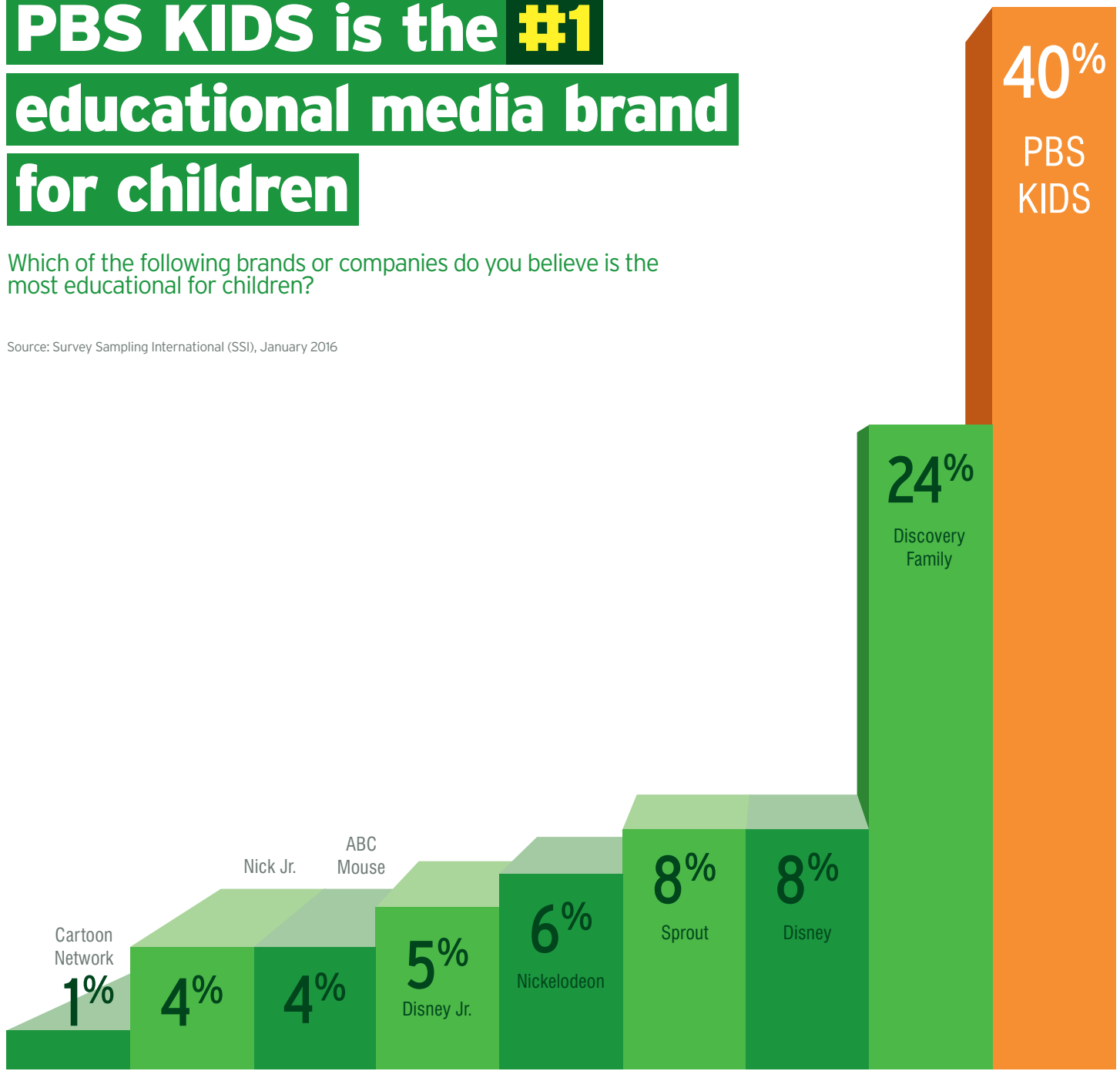
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AMERICA'S LARGEST CLASSROOM

PBS KIDS is the **#1** educational media brand for children

Which of the following brands or companies do you believe is the most educational for children?

Source: Survey Sampling International (SSI), January 2016





PBS STATIONS IN MORE THAN **30 STATES**
 PARTNERED WITH MORE THAN **1,400 COMMUNITY**
LEADERS, LOCAL ORGANIZATIONS & SCHOOLS
 TO HELP STUDENTS SUCCEED ON THE PATH FROM
 PRESCHOOL THROUGH HIGH SCHOOL GRADUATION

Source: Civic Enterprises Report: Building a Grad Nation, February 2013

PBS HAS MORE THAN
17.7 MILLION
 FOLLOWERS ACROSS 10 DIFFERENT
 SOCIAL NETWORKS INCLUDING
 FACEBOOK, GOOGLE+, TUMBLR,
 TWITTER & YOUTUBE



PBS



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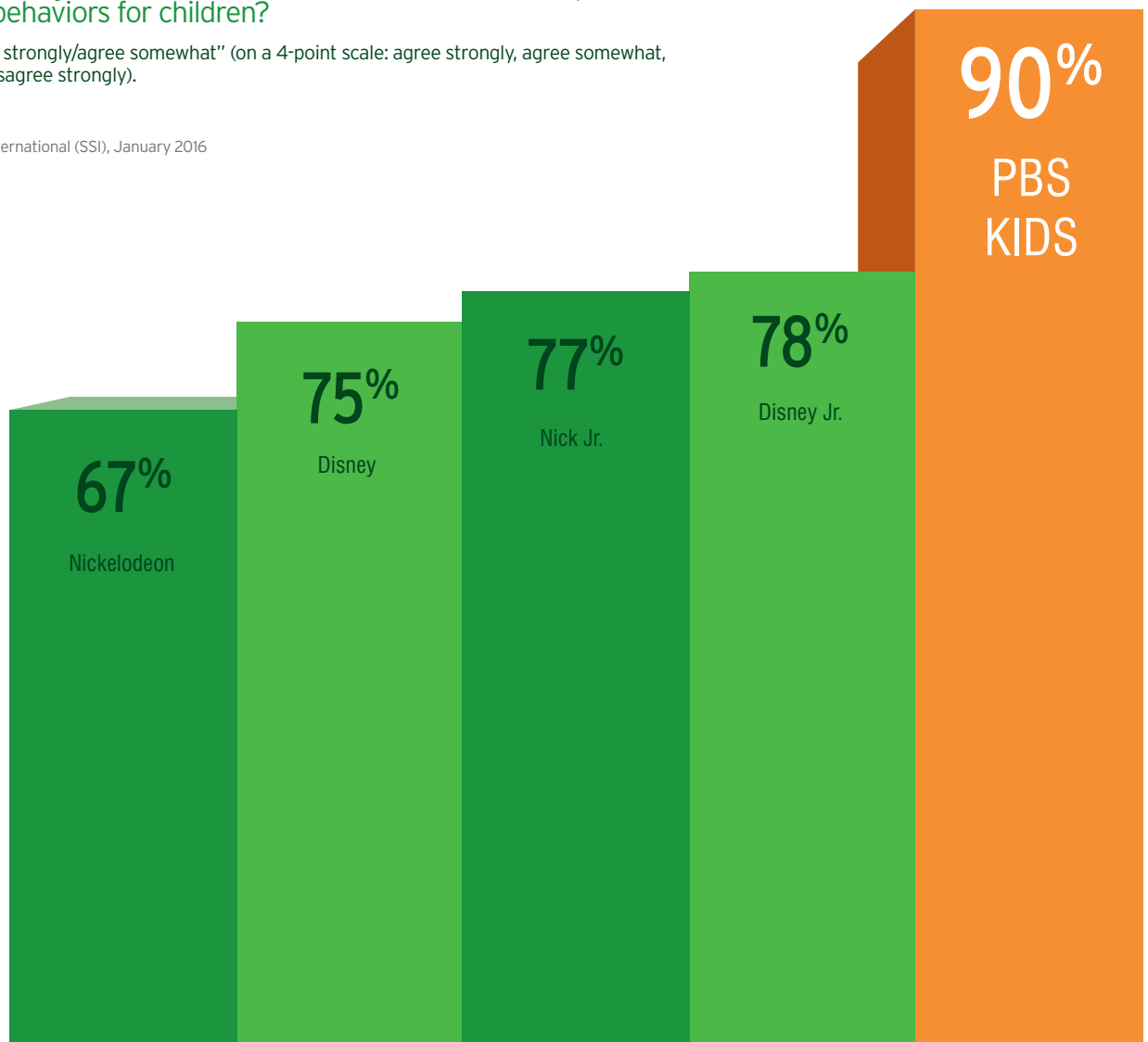
AMERICA'S LARGEST CLASSROOM

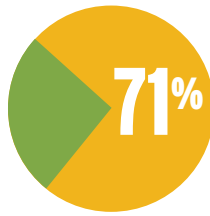
PBS models **positive** social & emotional behaviors for children

How much do you agree with the statement that _____ models positive social and emotional behaviors for children?

Percent saying "agree strongly/agree somewhat" (on a 4-point scale: agree strongly, agree somewhat, disagree somewhat, disagree strongly).

Source: Survey Sampling International (SSI), January 2016





OF ALL KIDS
AGES 2-8
WATCH PBS

Source: Nielsen NPower, 9/22/2014-9/20/2015

IN 2015
MORE MINUTES
WERE SPENT VIEWING VIDEO ON
pbskids.org
THAN ANY OTHER KIDS' SITE

Source: comScore VideoMetrix, January-December 2015



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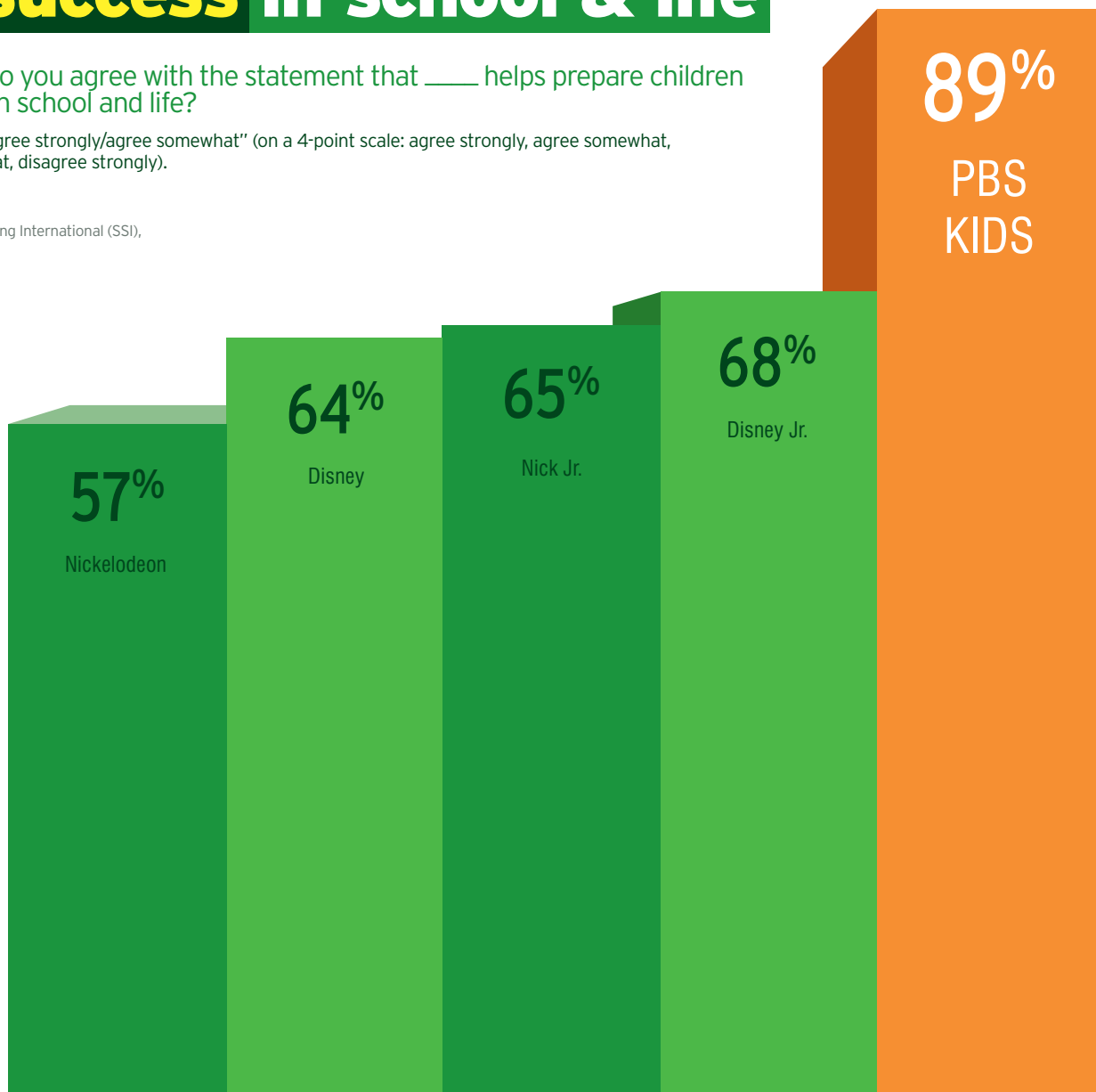
AMERICA'S LARGEST CLASSROOM

PBS helps prepare children for **success** in school & life

How much do you agree with the statement that ____ helps prepare children for success in school and life?

Percent saying "agree strongly/agree somewhat" (on a 4-point scale: agree strongly, agree somewhat, disagree somewhat, disagree strongly).

Source: Survey Sampling International (SSI),
January 2016





**PBS KIDS RESOURCES
CAN HELP CLOSE THE
MATH ACHIEVEMENT GAP
FOR CHILDREN FROM
LOW-INCOME FAMILIES &
BETTER PREPARE THEM
FOR KINDERGARTEN**

Source: Engaging Families in Early Mathematics Learning: A Study of a Preschool Family Engagement Model, WestEd, 2014



PBS



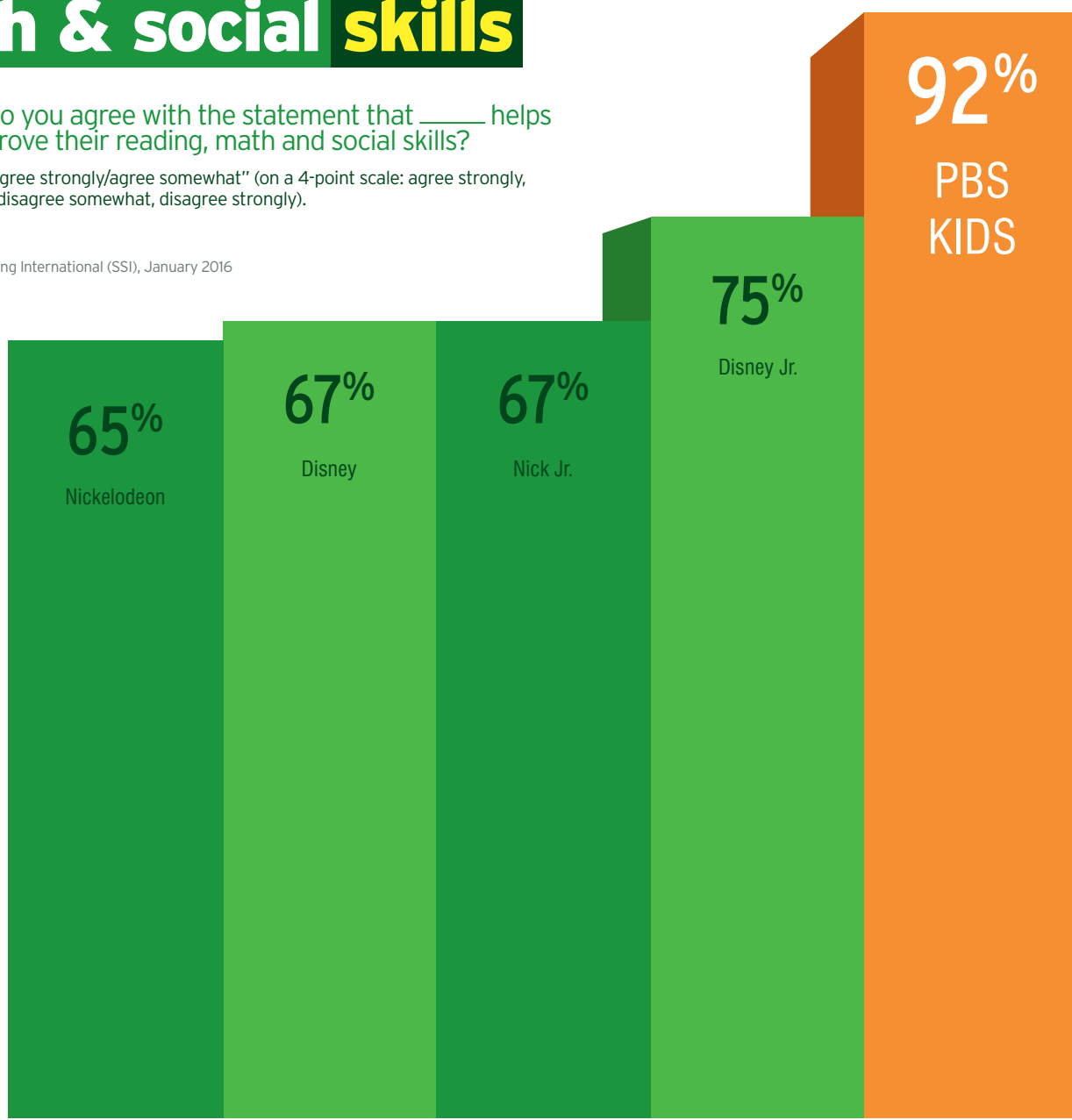
AMERICA'S LARGEST CLASSROOM

PBS helps children learn reading, math & social skills

How much do you agree with the statement that _____ helps children improve their reading, math and social skills?

Percent saying "agree strongly/agree somewhat" (on a 4-point scale: agree strongly, agree somewhat, disagree somewhat, disagree strongly).

Source: Survey Sampling International (SSI), January 2016





IN A RECENT STUDY, CHILDREN WHO USED MEDIA CONTENT FROM **PBS KIDS' SERIES PEG + CAT** SHOWED **IMPROVEMENT IN CRITICAL MATH AREAS** INVOLVING ORDINAL NUMBERS, SPATIAL RELATIONSHIPS & 3-D SHAPES

Source: Supporting Parent-Child Experiences with PEG+CAT Early Math Concepts: Report to the CPB-PBS Ready To Learn Initiative November 2015

PBS STATIONS REACH MORE **KIDS AGE 2-5** MORE MOMS WITH **YOUNG CHILDREN** AND MORE CHILDREN FROM **LOW-INCOME FAMILIES** THAN ANY OTHER KIDS TV NETWORK

Source: Nielsen NPower, 9/22/2014-9/20/2015



PBS



AMERICA'S LARGEST CLASSROOM

PBS KIDS curriculum provides content that addresses essential skills

STEM (Science, Technology, Engineering & Math)



LITERACY



SOCIAL & EMOTIONAL DEVELOPMENT





EACH MONTH, NEARLY
11 MILLION
PEOPLE VISIT
pbskids.org

Source: Google Analytics, January-December 2015



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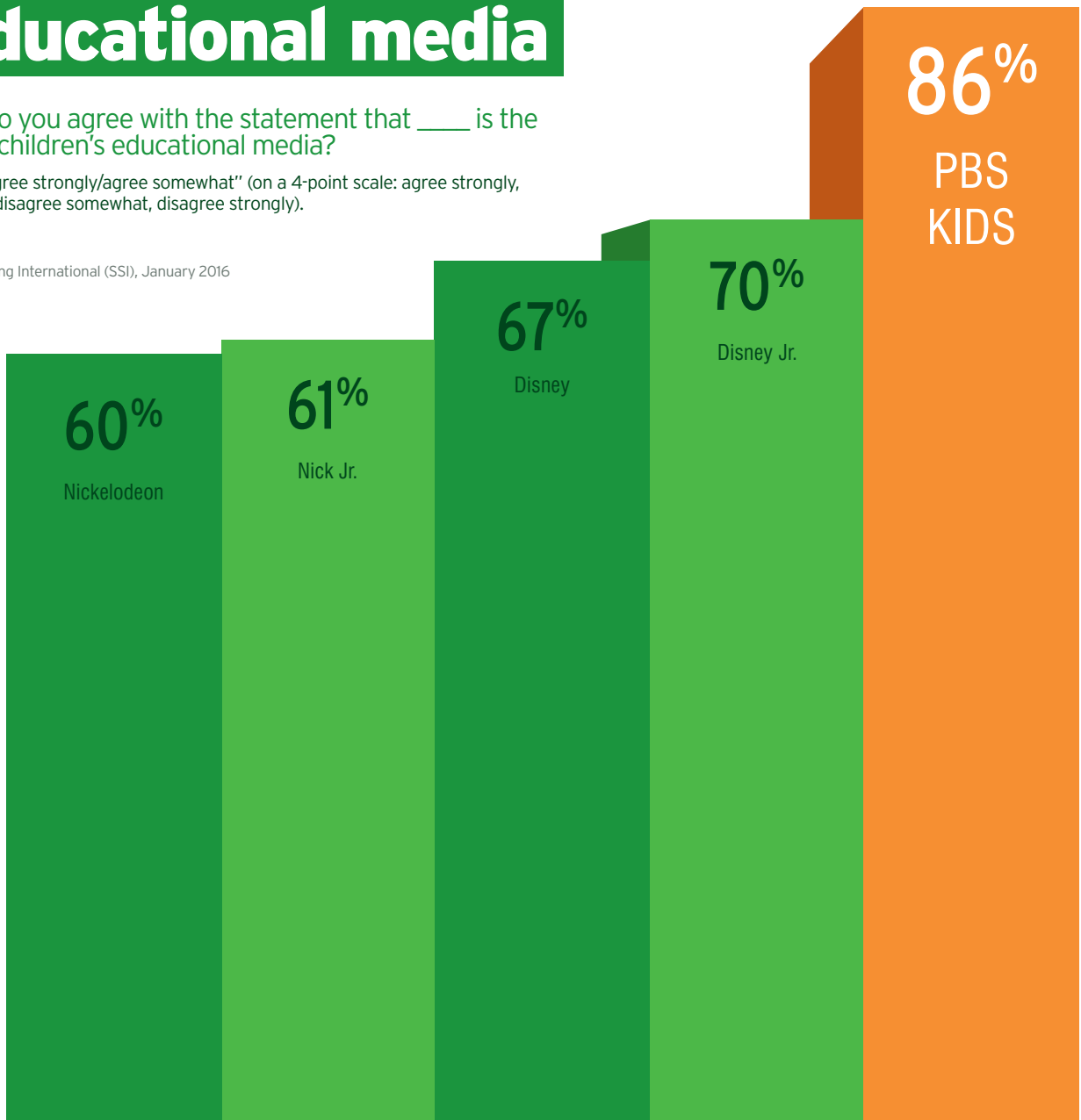
AMERICA'S LARGEST CLASSROOM

PBS KIDS is a leading **innovator** in educational media

How much do you agree with the statement that ____ is the innovator in children's educational media?

Percent saying "agree strongly/agree somewhat" (on a 4-point scale: agree strongly, agree somewhat, disagree somewhat, disagree strongly).

Source: Survey Sampling International (SSI), January 2016





IN 2015 PBS KIDS
OFFERED MORE THAN
4,400 HOURS
OF CHILDREN'S EDUCATIONAL
PROGRAMMING

IN 2015 PBSKIDS
PROGRAMMING
WON 10
DAYTIME EMMY
AWARDS



PBS



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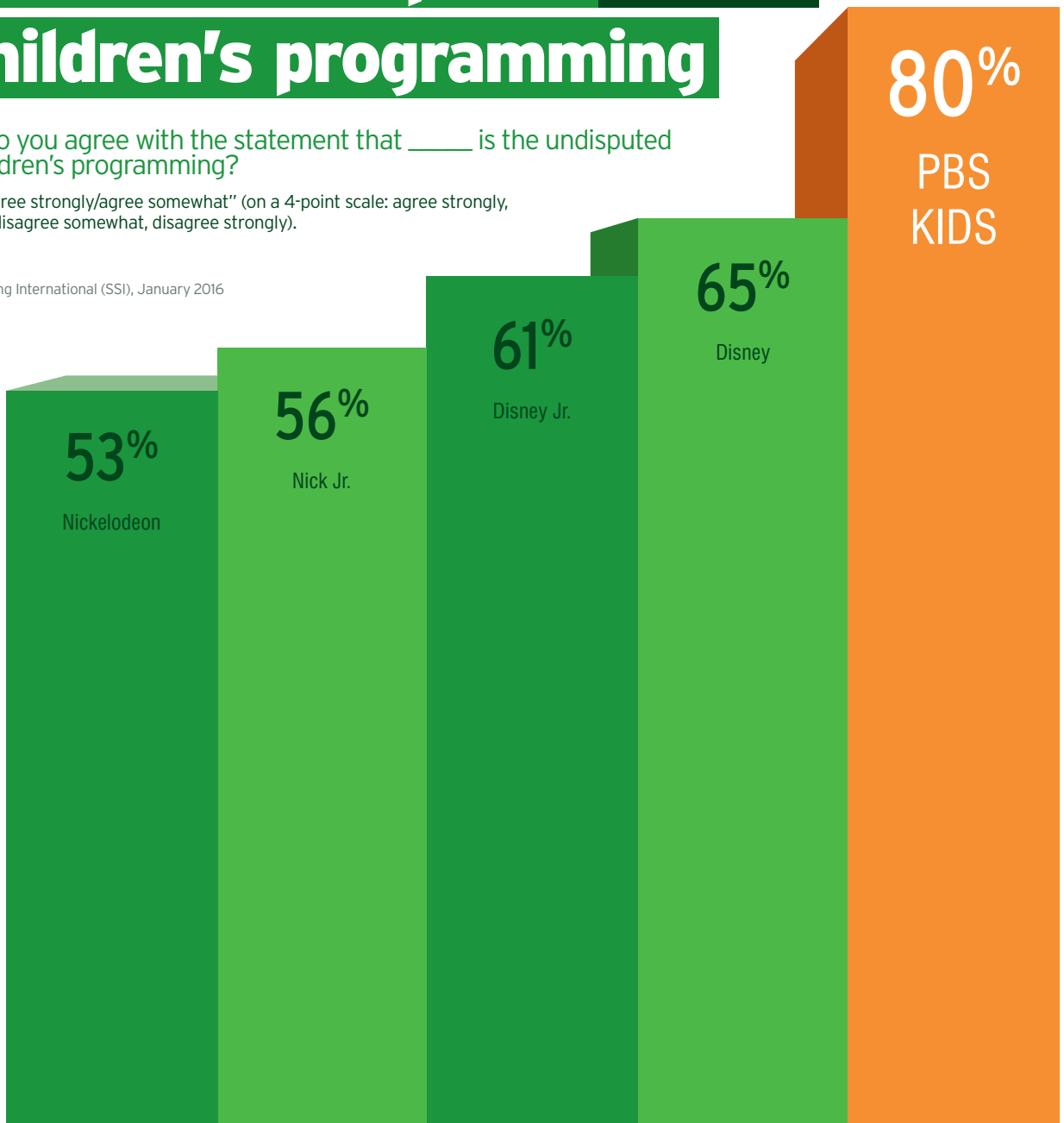
AMERICA'S LARGEST CLASSROOM

PBS is the undisputed leader in children's programming

How much do you agree with the statement that _____ is the undisputed leader in children's programming?

Percent saying "agree strongly/agree somewhat" (on a 4-point scale: agree strongly, agree somewhat, disagree somewhat, disagree strongly).

Source: Survey Sampling International (SSI), January 2016





IN 2015 PBS KIDS MOBILE
APPS AVERAGED MORE THAN
352 MILLION
VIDEO STREAMS PER MONTH

Source: Google Analytics January - December 2015



PBS



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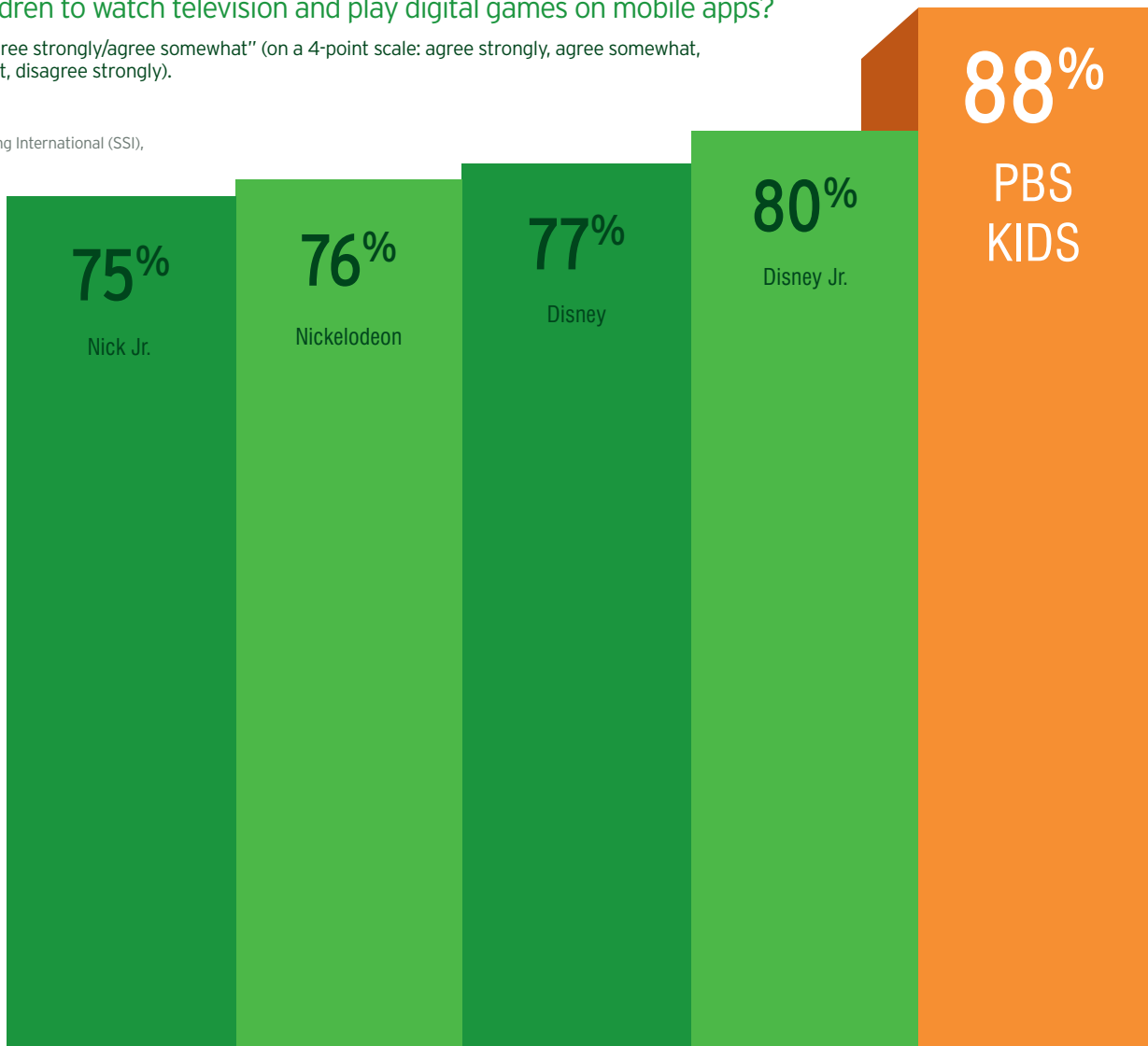
AMERICA'S LARGEST CLASSROOM

PBS is a **trusted & safe** place to watch television & visit digital platforms

How much do you agree with the statement that _____ is a trusted and safe place for children to watch television and play digital games on mobile apps?

Percent saying "agree strongly/agree somewhat" (on a 4-point scale: agree strongly, agree somewhat, disagree somewhat, disagree strongly).

Source: Survey Sampling International (SSI),
January 2016





**CHILDREN WHO ENGAGED WITH
PBS KIDS MATH CONTENT
SAW GREAT IMPROVEMENT ON
STANDARDIZED MATH ASSESSMENTS**

Source: Learning with PBS KIDS: A Study of Family Engagement and Early Mathematics Achievement



PBS



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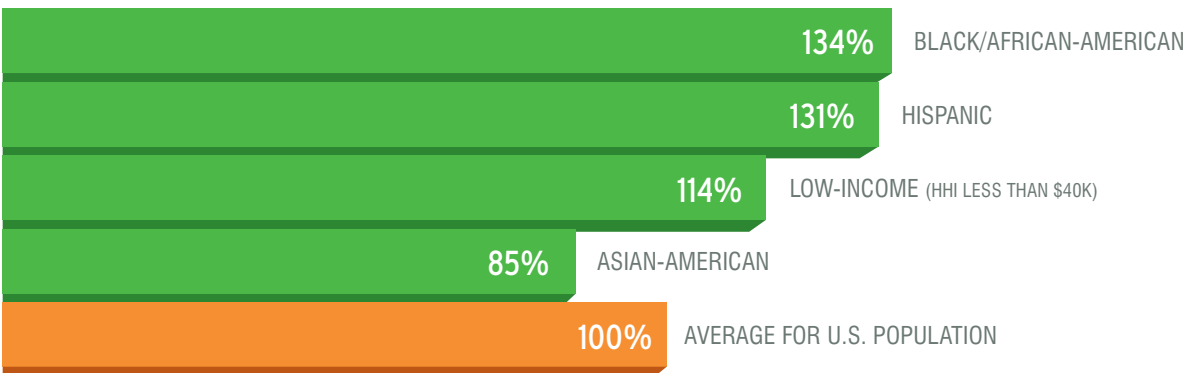
AMERICA'S LARGEST CLASSROOM

PBS serves **all children**

PBS KIDS attracts a higher proportion of viewers from African-American, Hispanic and low-income homes compared to their representation in the U.S. population.

PBS KIDS program audience (green) indexed to total U.S. population (orange).

Source: Nielsen NPower, 4th quarter cume 2015

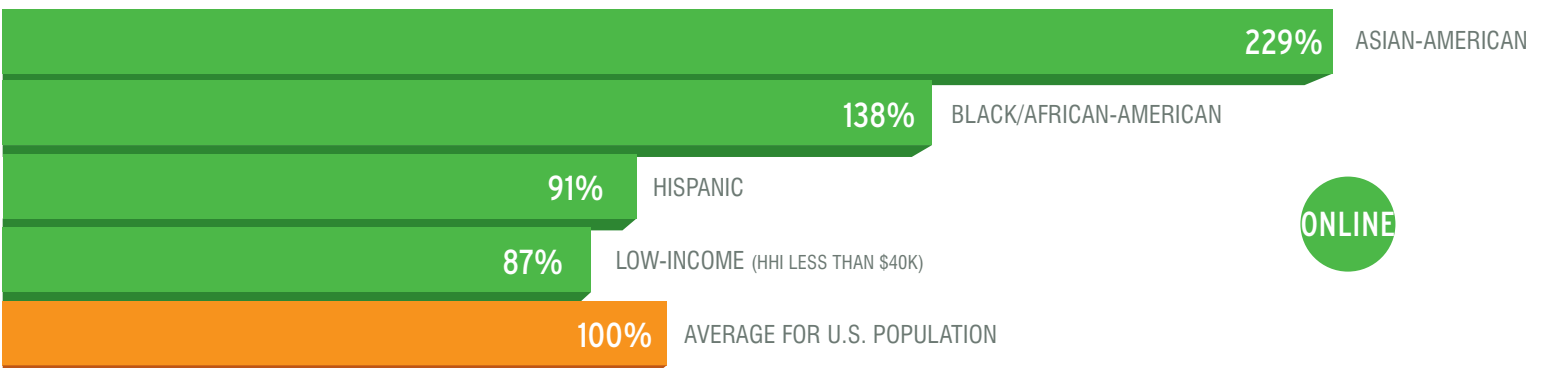


ON TV

PBSKIDS.org attracts a higher proportion of web users of Asian-American and African-American homes compared to their representation in the U.S. population.

PBS KIDS program audience (green) indexed to total U.S. population (orange).

Source: Nielsen NPower, 4th quarter cume 2015



ONLINE



#1

MORE VOTERS
TRUST PBS
THAN ANY OTHER
TELEVISION NEWS SOURCE

IN 2015 PBS WON
**17 NEWS &
DOCUMENTARY
EMMY
AWARDS**



Public Policy Polling, 1/30/2014



PBS



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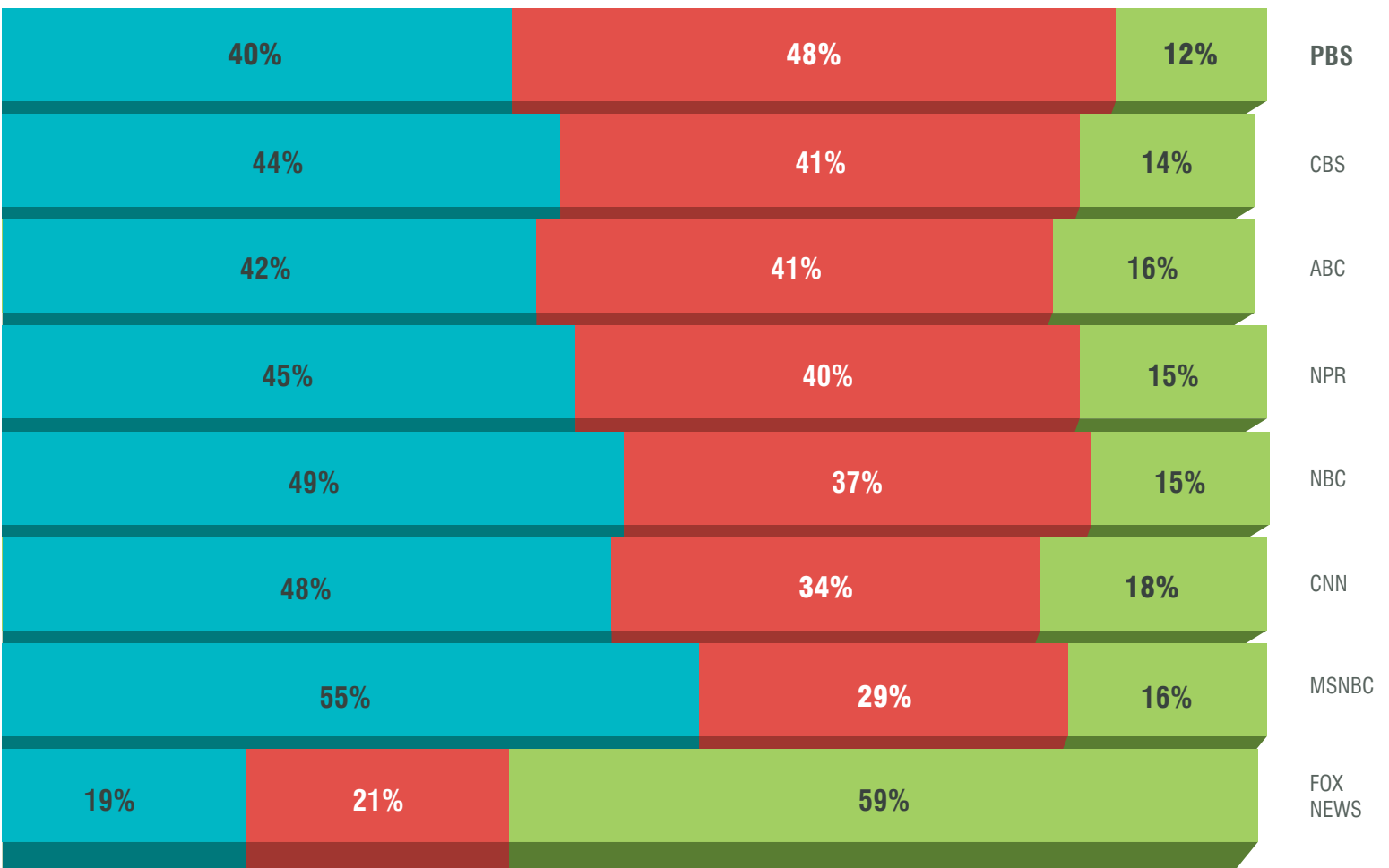
A TRUSTED WINDOW TO THE WORLD

PBS is the **most fair**

When it comes to news coverage, investigations and discussions of major issues on each of these networks, would you say the programs are strongly liberal, moderately liberal, moderately conservative, strongly conservative or are they mostly fair?

Source: Survey Sampling International (SSI), January 2016

Liberal Mostly Fair Conservative





IN TOTAL, PBS MOBILE APPS
HAVE BEEN DOWNLOADED
20.9 MILLION TIMES

Source: AppFigures, through December 2015

IN 2015 PBS
WAS HONORED WITH
**4 PEABODY
AWARDS**



PBS



ThinkTV

A TRUSTED WINDOW TO THE WORLD

PBS is a **leader** in addressing important issues

How well do PBS programs – for both children and adults – address these items?

Percent saying “addresses very well” (on a 4-point scale: very well, moderately well, not very well, not well at all).

Source: Survey Sampling International (SSI), January 2016





DURING THE 2014-15 SEASON
PBS OFFERED NEARLY
600 HOURS
OF ARTS & CULTURAL PROGRAMMING

Source: Nielsen NPower, 9/22/2014-9/20/2015

IN 2014-15 MORE THAN
113 MILLION
PEOPLE WATCHED PBS
ARTS & CULTURAL
PROGRAMMING



PBS



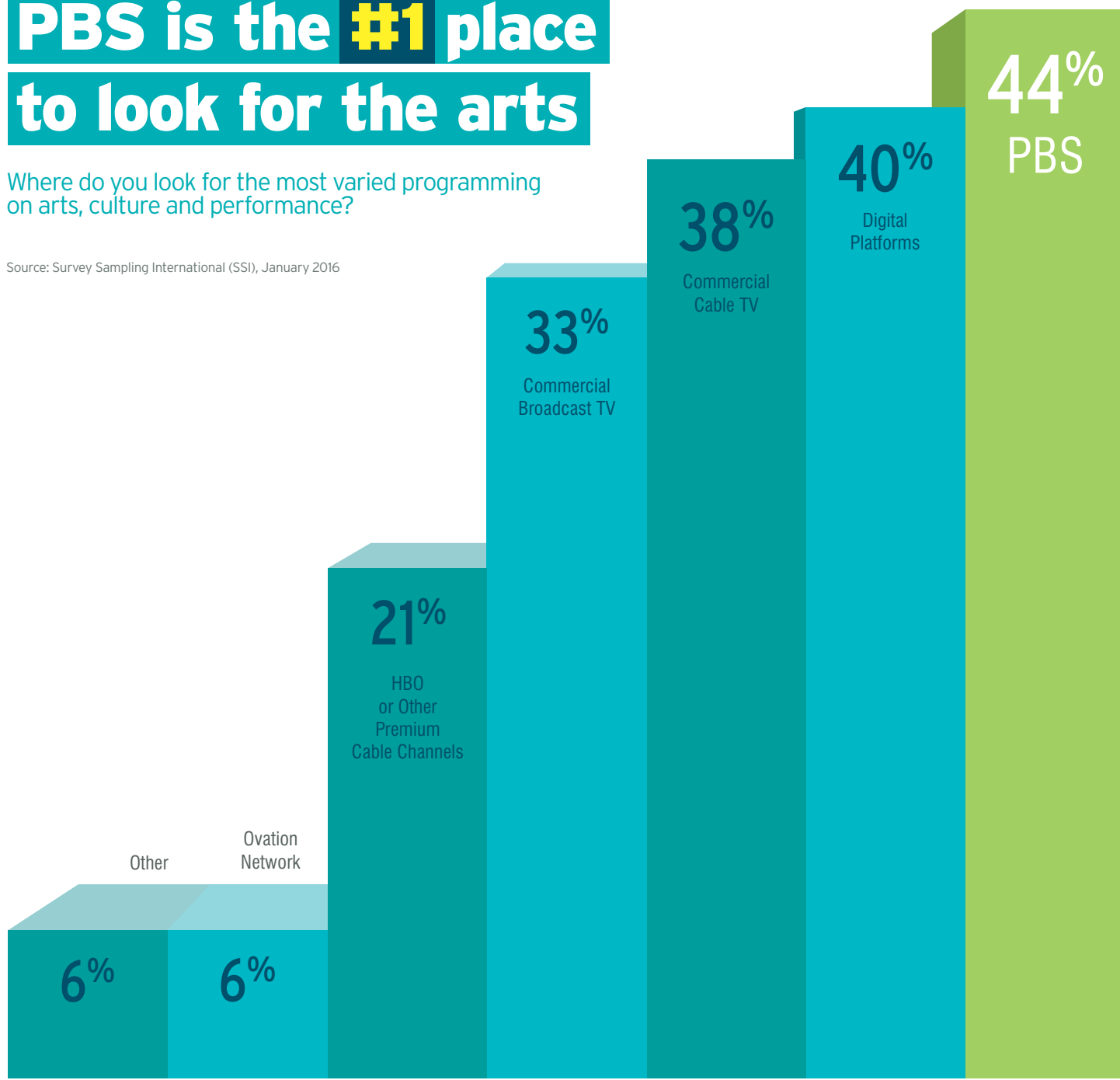
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A TRUSTED WINDOW TO THE WORLD

PBS is the **#1** place to look for the arts

Where do you look for the most varied programming
on arts, culture and performance?

Source: Survey Sampling International (SSI), January 2016





PBS

PBS, with 350 member stations, offers all Americans the opportunity to explore new ideas and new worlds through television and online content. Each month, PBS reaches nearly 100 million people through television and over 33 million people online, inviting them to experience the worlds of science, history, nature and public affairs; to hear diverse viewpoints; and to take front row seats to world-class drama and performances.

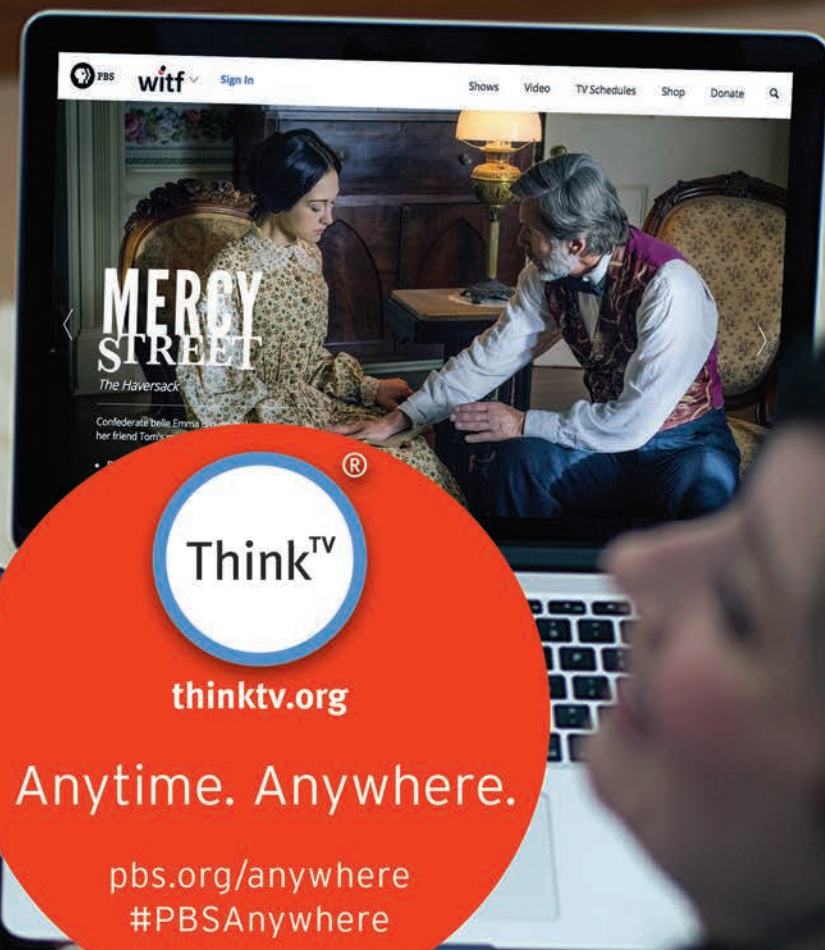
PBS' broad array of programs has been consistently honored by the industry's most coveted award competitions. Teachers of children from pre-K through 12th grade turn

to PBS for digital content and services that help bring classroom lessons to life. PBS' premier children's TV programming and its website, pbskids.org, are parents' and teachers' most trusted partners in inspiring and nurturing curiosity and love of learning in children.

More information about PBS is available at www.pbs.org, one of the leading dot-org websites on the Internet, or by following PBS on Twitter, Facebook or through our apps for mobile devices. Specific program information and updates for press are available at pbs.org/pressroom or by following PBS Pressroom on Twitter.

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Anytime. Anywhere.

pbs.org/anywhere
[#PBSAnywhere](https://twitter.com/PBSAnywhere)

Be more.



PBS