



# Today's PBS

## America's Largest Classroom

## The Nation's Largest Stage

## A Trusted Window To The World

October 2015

Every day, PBS and more than 350 member stations fulfill our essential mission to the American public, providing trusted programming that is uniquely different from commercial broadcasting, treating audiences as citizens, not simply consumers. In fact, PBS has been rated as the most trustworthy institution among nationally known organizations for 12 consecutive years.

### Primetime Audience Growth & Children's Content

- Over the course of a year, **86%** of all U.S. television households - and **211 million** people - watch PBS. The demographic breakdown of PBS' full-day audience reflects the overall U.S. population with respect to race/ethnicity, education and income. (Nielsen NPower, 9/23/2013-9/21/2014)

- In a typical month, nearly **100 million** people watch their local PBS stations. (Nielsen NPower, October 2014)

- Through July for the current 2014-'15 season, PBS has a **1.47** national primetime household rating. (Nielsen NPower, 9/22/2014-7/26/2015)

- Through July for the current 2014-'15 season, PBS' primetime household audience is **significantly larger** than many commercial channels, including Bravo (PBS' audience is 129% larger), A&E (+117%), TLC (+113%), HBO (+77%), HGTV (+49%) and Discovery Channel (+47%). (Nielsen NPower, 9/22/2014-7/26/2015)

- 77% of all kids** age 2-8 watched PBS during the 2013-'14 season. (Nielsen NPower, 9/23/2013-9/21/2014)

- PBS stations reach **more kids** age 2-5, **more moms** with children under 6 and **more children** from low-income families than any other kids TV network. (NPM, NPOWER, 9/22/2014-8/30/2015, Live+7, M-Su 6A-6A time period reach. K2-5, LOHw/C<6, K2-11 in HHw/Inc<\$20K. PBS affiliates, DISNEY, NICK, Disney Junior, Nick Jr., Sprout, TOON & Discovery Family)

- At a time when most children's networks are experiencing ratings declines, PBS stations are **posting gains** among key children's targets. PBS weekday ratings are up 9% among kids 2-5 and up 8% among kids 2-8 this season-to-date. (NPM, NPOWER, 9/22/2014-8/30/2015 vs. 9/23/2013-8/31/2014, Live+7, M-F 7A-6P time period ratings. PBS affiliates, DISNEY, NICK, Disney Junior, Nick Jr., Sprout, TOON & Discovery Family, PUTs)

- PBS and member stations are helping to keep the arts alive today and for generations to come. During the 2013-'14 season, PBS offered nearly **550 hours** of arts and cultural programming, seen by over **110 million** people. (Nielsen Nielsen NPower, 9/23/2013-9/21/2014)

- Across the seven nights of the series, THE ROOSEVELTS: AN INTIMATE HISTORY reached more than **33.3 million** viewers and had an average rating of **6.1** for all episodes, making it the **top-rated primetime program** on PBS during the 2013-'14 season. (Nielsen Live +7 household data)

- "Downton Abbey" is the top PBS drama of all time and the most popular series in MASTERPIECE's 44-year history. Season 5 was seen by **25.5 million** people and drew a weekly average audience of **12.9 million** viewers. (Nielsen Live +7 data)

- PBS' primetime rating for news and public affairs programming is **110%** higher than CNN's primetime audience. (Nielsen NPower, 9/22/2014-7/26/2015)

- PBS has been named the **most trusted** television news source by voters. (Public Policy Polling, 1/30/2014)



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## Innovation & Growth on Digital Platforms

• Americans watched **422 million** videos across all of PBS' web, mobile and connected device platforms in August 2015; over **four-fifths** (83%) of these streams were delivered on a mobile platform. (Google Analytics, 8/2015)

• Combined, PBS had **23.3 million** unique visitors to its sites in August. (Google Analytics, 8/2015)

• In August, streaming on PBSKIDS.org accounted for **two-thirds** (60%) of all time spent watching kids videos online. Additionally, **more minutes** were spent viewing video on PBSKIDS.org than on any other site in the kids category. (comScore Video Metrix, 8/2015)

• In total, PBS' general audience and kids mobile apps have been downloaded **25 million** times. (AppFigures)

• Over **339 million** streams were delivered on the PBS KIDS Video apps in August. (Google Analytics, 8/2015)

• PBS has **15 million** combined followers across 10 different social networks, including Facebook, Google+, Tumblr, Twitter and YouTube. (9/1/2015)

## Helping to Close the Achievement Gap

• PBS KIDS is the **#1** educational media brand, the undisputed leader in children's programming and **#1** in innovation. (CARAVAN ORC International, January 2015)

• In a recent survey, parents ranked PBS KIDS as the **most trusted and relied upon** media brand for school readiness, ranking first in delivering on every measured skill – math, reading, social, emotional and beyond. (Smarty Pants, 2014)

• **PBS LearningMedia**, a partnership of PBS and WGBH Educational Foundation, is a free media-on-demand service offering educators access to the best of public media and delivers research-based, classroom-ready digital learning experiences to engage students in exploring curriculum concepts that align with National and Common Core State Standards.

- Teachers have access to more than **100,000** curriculum-aligned digital resources from over 205 trusted media partners bringing learning to life for students.

- **Over 1.6 million** educators and users have registered access to PBS LearningMedia.

- An estimated **30 million** students nationwide are impacted by PBS LearningMedia.

Front: The PBS logo is a registered mark of PBS and is used with permission. (top): MASTERPIECE "Indian Summers," (left to right) Amber Rose Revah as Leena Prasad, Henry Lloyd-Hughes as Ralph Whelan, Julie Walters as Cynthia Coffin, Nikesh Patel as Aafin Dalal, and Jemima West as Alice Whelan (credit: courtesy of New Pictures/Channel 4 for MASTERPIECE in association with All3Media International); GORONGOSA PARK: REBIRTH OF PARADISE, years of extreme ivory poaching has left a large portion of Gorongosa's elephants tuskless (credit: courtesy of Joyce Poole / Off the Fence B.V.); (bottom): I'LL HAVE WHAT PHIL'S HAVING "Italy," host Phil Rosenthal visits Umbria alongside chef and author Nancy Silverton and the world-famous Italian butcher Dario Cecchini (credit: courtesy of WGBH); ODD SQUAD, Agent Otto (Filip Geljo) and Agent Olive (Daila Bela) (credit: courtesy of ODD SQUAD (C) 2014 The Fred Rogers Company); UNITY - THE LATIN TRIBUTE TO MICHAEL JACKSON, Shelia E. (credit: courtesy of Ciprian Lacob). Back: (top): NATURE "Pets: Wild at Heart," Southern France's Camargue horses galloping (credit: courtesy of Philip Dalton/© John Downer Productions); POV "Ai Weiwei: The Fake Case" (credit: courtesy of Andreas Johnsen); FRONTLINE "My Brother's Bomber," filmmaker Ken Dornstein searches for the men who blew up Pan Am Flight 103 over Lockerbie, Scotland — a terrorist act that killed 270 people, including his older brother David (credit: courtesy of FRONTLINE); WILD KRATTS "Lemur Stink Fight" (credit: courtesy of ©2015 Kratt Brothers Company. All Rights Reserved.); LIVE FROM LINCOLN CENTER "Danny Elfman's Music from the Films of Tim Burton" (credit: courtesy of Stephanie Berger). (bottom): THE BRAIN WITH DAVID EAGLEMAN, David Eagleman at the Blue Brain project in Lausanne, Switzerland (credit: courtesy of Blink Films).



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