Each month, Americans watch over 260 million videos across all of PBS’ web, mobile and connected device platforms (Google Analytics, 1/2017-12/2017).

America’s largest classroom
The nation’s largest stage
A trusted window to the world

Parents rank PBS Kids:
#1 in preparing children for school
#1 in developing the skills kids need to succeed
#1 in modeling positive behavior
(Maru/Matchbox, 2016)

80% of U.S. TV households watch PBS
(Nielsen NPower, 9/19/2016-9/24/2017)

PBS ranked #6 among all broadcast and cable networks last season
(Nielsen NPower, 9/19/2016-9/24/2017)

Compared to other kids TV networks, PBS reaches more:
Moms with young children
Children 2-8 & moms of young children in low-income homes
(Nielsen NPower, 9/19/2016-9/24/2017, All PBS Stations, L+7 M-Su 6A-6A TP reach, 50% unif., 6+min., LOM18-49w/C6, Hispanic Origin. All PBS Stations, Disney, Nick, Disney Jr, Nick Jr., Spree, Toon & DISC Fam)

Over 90 million people watch PBS each month (Nielsen NPower, 9/19/2016-9/24/2017)

Parents name PBS Kids the most educational media brand for children
(Marketing & Research Resources, Inc., 1/2018)

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PBS LearningMedia offers teachers access to more than 100,000 digital resources from over 200 trusted media partners

When PBS LearningMedia resources were integrated into existing curriculum, research findings showed:
Student performance on content assessments across subject areas increased 8%

Streaming on PBSKids.org accounts for 31% of all time spent watching kids videos online each month (comScore Video Metrix, 1/2017-11/2017)

Learn more at PBS.org/value