



# 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)



# OVER 90 MILLION

PEOPLE WATCH PBS EACH MONTH (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)



## EACH MONTH, AMERICANS WATCH OVER 260 MILLION VIDEOS

ACROSS ALL OF PBS' WEB, MOBILE AND CONNECTED DEVICE PLATFORMS

(Google Analytics, 1/2017-12/2017)



## 80% OF U.S. TV HOUSEHOLDS WATCH PBS

(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, L+7 M-Su 6A-6A TP reach, 50% unif., 6+min., LOH18-49w/C6, Hispanic Origin. All PBS Stations, DSNY, NICK, DSNYJr, NICKJr., SPRT, TOON & DISCFam)



## 64% OF KIDS AGE 2-8 WATCH PBS

(Nielsen NPower, 9/19/2016 - 9/24/2017, All PBS Stations, L+7 M-Su 6A-6A TP reach, 50% unif., 6+min.)

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%

### ON AVERAGE, STUDENTS OUTPERFORMED NATIONAL ASSESSMENT NORMS BY 10%

(2015 PBS LearningMedia Impact Study, conducted by Education Development Center's Center for Children and Technology)

PARENTS NAME PBS KIDS THE MOST EDUCATIONAL MEDIA BRAND FOR CHILDREN



(Marketing & Research Resources, Inc., 1/2018)

## 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](http://PBS.ORG/VALUE)