AMERICA'S LARGEST CLASSROOM
THE NATION'S LARGEST STAGE
A TRUSTED WINDOW TO THE WORLD

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)

COMPARSED 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, DSNY Jr, NICK Jr., 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.)

WHEN PBS LEARNINGMEDIA RESOURCES WERE INTEGRATED INTO EXISTING CURRICULUM, RESEARCH FINDINGS SHOWED:
STUDENT PERFORMANCE ON CONTENT ASSESSMENTS ACROSS SUBJECT AREAS INCREASED 8%
(2015 PBS LearningMedia Impact Study, conducted by Education Development Center's Center for Children and Technology)

STREAMING ON PBSKIDS.ORG ACCOUNTS FOR 31% OF ALL TIME SPENT WATCHING KIDS VIDEOS ONLINE EACH MONTH
(comScore Video Metrix, 1/2017-12/2017)

LEARN MORE AT PBS.ORG/VALUE