EACH MONTH, AMERICANS WATCH NEARLY 360 MILLION VIDEOS ACROSS ALL OF PBS’ WEB, MOBILE AND CONNECTED DEVICE PLATFORMS (Google Analytics, 1/2016-12/2016)

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

NEARLY 93 MILLION PEOPLE WATCH PBS EACH MONTH (Nielsen NPower, 10/2016-9/2017)

PBS RANKED #6 AMONG ALL BROADCAST AND CABLE NETWORKS LAST SEASON (Nielsen NPower, 9/19/2016-9/24/2017)

EACH MONTH, AMERICANS WATCH NEARLY 360 MILLION VIDEOS ACROSS ALL OF PBS’ WEB, MOBILE AND CONNECTED DEVICE PLATFORMS (Google Analytics, 1/2016-12/2016)

79% OF U.S. TV HOUSEHOLDS WATCH PBS (Nielsen NPower, 9/19/2016-9/24/2017)

PBS LEARNINGMEDIA OFFERS EDUCATORS OVER 100,000 DIGITAL RESOURCES

1.3 MILLION EDUCATORS HAVE REGISTERED ACCESS TO THE SERVICE

PARENTS NAME PBS KIDS THE MOST EDUCATIONAL MEDIA BRAND FOR CHILDREN (Marketing & Research Resources, Inc., 1/2017)

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)

64% OF KIDS AGE 2-8 WATCH PBS (Nielsen NPower, 9/19/2016 - 9/24/2017, All PBS Stations, L+7 M-Su 6-6 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%

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)

STREAMING ON PBSKIDS.ORG ACCOUNTS FOR 40% OF ALL TIME SPENT WATCHING KIDS VIDEOS ONLINE EACH MONTH (comScore Video Metrix, 1/2016-12/2016)

LEARN MORE AT PBS.ORG/VALUE