



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)



93 MILLION

NEARLY
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)

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 EDUCATORS OVER

100,000 DIGITAL RESOURCES

1.3 MILLION EDUCATORS HAVE REGISTERED ACCESS TO THE SERVICE

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., 1/2017)

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