

Today's PBS

America's Largest Classroom
The Nation's Largest Stage
A Trusted Window To The World

JULY 2015



77%
of all kids age
2-8 watch
PBS

86%
of all
U.S. TV
households
watch PBS

Americans
watched
407 million

PBS videos on web
& mobile platforms
in June

Be more.



PBS.

pbs.org



Strong On-Air Reach Across America

Every day, PBS and more than 350 member stations fulfill our essential mission to the American public, providing trusted programming that is uniquely different from commercial broadcasting, treating audiences as citizens, not simply consumers. In fact, PBS has been rated as the most trustworthy institution among nationally known organizations for 12 consecutive years.

- Over the course of a year, **86% of all U.S. television households** - and **211 million people** - watch PBS. The demographic breakdown of PBS' full-day audience reflects the overall U.S. population with respect to race/ethnicity, education and income.

(Nielsen NPower, 9/23/2013-9/21/2014)

- In a typical month, nearly **100 million people** watch their local PBS stations.

(Nielsen NPower, October 2014)

- Through July for the current 2014-'15 season, PBS' primetime household audience is significantly larger than many commercial channels, including Bravo (**PBS' audience is 129% larger**), A&E (**+117%**), TLC (**+113%**), HBO (**+77%**), HGTV (**+49%**) and Discovery Channel (**+47%**). In addition, PBS' primetime rating for news and public affairs programming is **110% higher than CNN's** primetime audience.

(Nielsen NPower, 9/22/2014-7/26/2015)

- 77% of all kids age two to eight** watched PBS during the 2013-'14 season.

(Nielsen NPower, 9/23/2013 - 9/21/2014)

- PBS had **six of the top 10 programs** among mothers of young children in June 2015, with the top three spots going to PBS KIDS series.

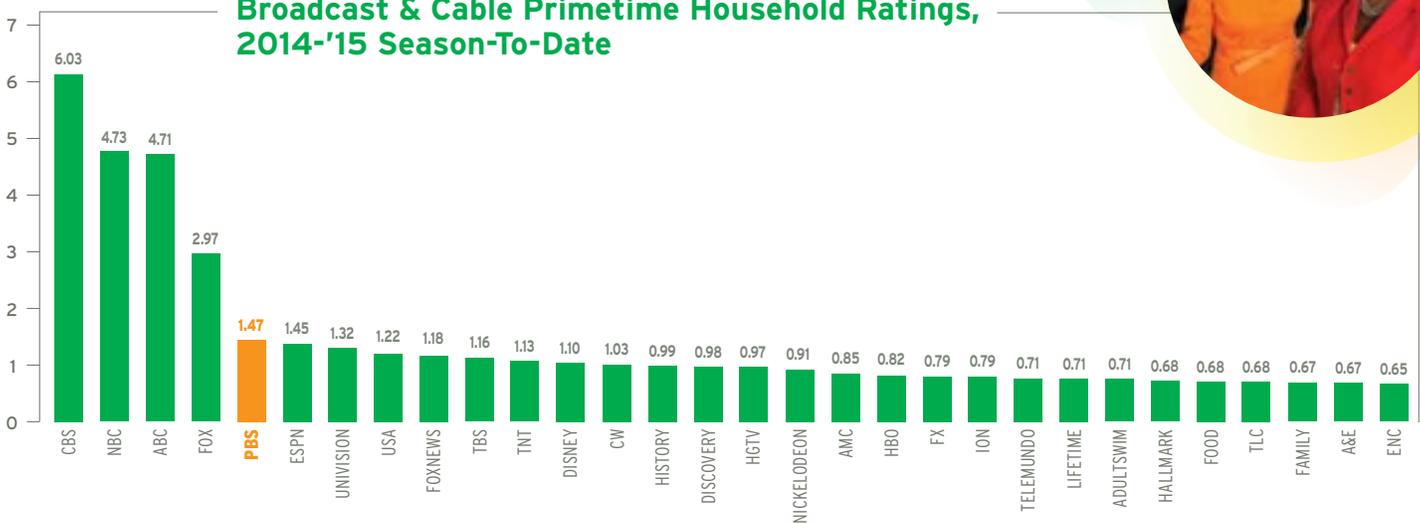
(Nielsen National Toolbox, 6/1/2015 - 6/28/2015)

- Through July of the current season, PBS has a **1.47 national primetime household rating**.

(Nielsen NPower, 9/22/2014-7/26/2015)

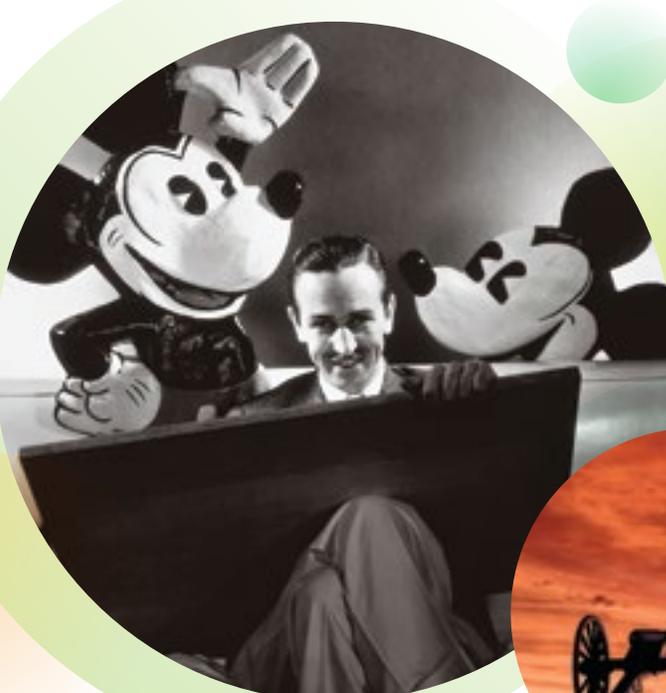


Broadcast & Cable Primetime Household Ratings, 2014-'15 Season-To-Date



Innovation and Growth on Digital Platforms

- Americans watched **407 million videos** across all of PBS' web, mobile and connected device platforms in June 2015; **over four-fifths (82%)** of these streams were delivered on a mobile platform.
(Google Analytics, 6/2015)
- Americans viewed more than **4.5 billion videos** across all PBS digital platforms in 2014 - a new record for PBS.
(Google Analytics, 1/2014-12/2014)
- Combined, PBS had over **28 million unique visitors** to its sites in June.
(Google Analytics, 6/2015)
- In June, streaming on PBSKIDS.org accounted for **42% of all time spent** watching kids videos online. Additionally, **more minutes were spent viewing video on PBSKIDS.org** than on any other site in the kids category.
(comScore Video Metrix, 6/2015)
- In total, PBS' general audience and kids mobile apps have been **downloaded 23.4 million times**.
(AppFigures)
- **More than 322 million streams** were delivered on the PBS KIDS Video app in June.
(Google Analytics, 6/2015)
- PBS has **14.8 million combined followers** across 10 different social networks, Facebook, Google+, Tumblr, Twitter and YouTube.
(7/1/2015)



Coming Up on PBS

PBS in Primetime

PBS' fall 2015 primetime schedule offers delights in all genres, from drama to the performing arts to sumptuous nature and science programs. Drama—with a comedy nightcap—rules Sunday nights, including **"Indian Summers"** from **MASTERPIECE**, featuring acclaimed actress Julie Walters; **THE WIDOWER**, based on the true story of the charming killer Malcolm Webster; and season two of the comedy **VICIOUS**.

Fall weeknights start with the **AMERICAN EXPERIENCE** profile of **"Walt Disney,"** as well as the rebroadcast of Ken Burns's **THE CIVIL WAR**, marking the film's 25th anniversary with a newly restored high-definition version. PBS' ongoing commitment to independent film continues with provocative and moving stories from **INDEPENDENT LENS** and new films from **POV**. Treasures also keep coming with new episodes of **ANTIQUES ROADSHOW**.

Tuesdays bring new perspectives on America's music, its first settlers and its current events with **AMERICAN EPIC**, **"The Pilgrims"** on **AMERICAN EXPERIENCE** and the latest in America's war on drugs, immigration reform and more from **FRONTLINE**.

"Think Wednesday" is home to extraordinary science and nature programming on PBS, including **THE BRAIN WITH DAVID EAGLEMAN**, **EARTH'S NATURAL WONDERS** and new episodes of science-grounded series **NATURE** and **NOVA**.

Arts anchor primetime Fridays with the fifth **PBS ARTS FALL FESTIVAL**. Hosted by international music superstar Gloria Estefan, the festival showcases such titles as **UNITY - THE LATIN TRIBUTE TO MICHAEL JACKSON**, **LIVE FROM LINCOLN CENTER "Kern & Hammerstein's Show Boat"** starring Vanessa Williams, **GREAT PERFORMANCES "Chita Rivera: A Lot of Livin' to Do"** and **FIRST YOU DREAM - THE MUSIC OF KANDER & EBB**. PBS' acclaimed public affairs shows **WASHINGTON WEEK WITH GWEN IFILL** and **CHARLIE ROSE - THE WEEK** kick off the weekend and the arts presentations on Friday nights. Monday through Friday, the **PBS NEWSHOUR** continues to offer in-depth stories on the top news events.



PBS KIDS

This fall, PBS KIDS premieres new episodes and specials from favorite series, as well as a brand new show: **NATURE CAT**.

NATURE CAT, a new animated series designed to encourage kids ages 3-8 to explore and develop connections with the natural world, will premiere Wednesday, November 25 on PBS KIDS (check local listings). Digital content related to the series, including games, apps, streaming video, hands-on activities and parent resources, will also be available in the fall. **NATURE CAT** is voiced by an all-star line-up of comedic actors, including *Saturday Night Live* stars Taran Killam (Nature Cat), Kate McKinnon (Squeeks), Bobby Moynihan (Hal) and Kenan Thompson (Ronald); and Kate Micucci (*Scrubs*, *The Big Bang Theory*) as Daisy.

PBS KIDS hit series **DANIEL TIGER'S NEIGHBORHOOD**, **PEG + CAT**, **ODD SQUAD** and **SUPER WHY!** all debut new episodes this fall, include Halloween-focused programming in October. And in November, PBS KIDS premieres a one-hour holiday special: **WILD KRATTS CREATURE CHRISTMAS**. Holiday-themed specials and episodes from other PBS KIDS favorites will also air this winter. New PBS KIDS digital content, including apps and games, will also launch in the coming months.

