



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 **95 MILLION**
PEOPLE WATCH PBS EACH MONTH (Nielsen NPower, 10/2015-9/2016)

**PBS RANKED
#6 AMONG ALL**
BROADCAST AND CABLE
NETWORKS LAST SEASON

(Nielsen NPower, 9/21/2015-9/18/2016)



EACH MONTH,
AMERICANS WATCH NEARLY
360 MILLION
VIDEOS

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

(Google Analytics, 1/2016-12/2016)



82% OF U.S.
TV HOUSEHOLDS
WATCH PBS

(Nielsen NPower, 9/21/2015-9/18/2016)

COMPARED TO OTHER
KIDS TV NETWORKS,
PBS REACHES MORE:

KIDS AGE 2-5

**MOMS WITH
YOUNG CHILDREN**

**CHILDREN FROM
LOW-INCOME
FAMILIES**

(Nielsen NPower, 9/21/2015-9/18/2016, L+7 M-Su 6A-6A TP reach, K2-5, LOHW/C<6, K2-11w/Incl<\$20K, PBS, DSNY, NICK, DSNYJr, NICKJr., SPRT, TOON & DISCFam)



68%
OF KIDS AGE 2-8
WATCH PBS

(Nielsen NPower, 9/21/2015-9/18/2016, L+7 M-Su 6A-6A TP reach, 50% unif., 6+ min.)

PBS LEARNINGMEDIA
OFFERS EDUCATORS OVER

100,000
DIGITAL
RESOURCES

AND MORE THAN

1.8 MILLION
EDUCATORS &
USERS

HAVE REGISTERED ACCESS

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