



PBS IS

#1 IN
PUBLIC TRUST

PBS reaches
94%
of all US
households



47 YEARS IN
BUSINESS
AND WE'RE STILL
RELEVANT

WE HAVE HEART & A MISSION



**EDUCATE
INSPIRE
INFORM**

THIS IS LARGER THAN US



PBS makes
WORLDS WIDER
&
LIVES RICHER

WE HAVE FCC GUIDELINES



AND THAT'S A
GOOD THING.
OUR AUDIENCE
EXPECTS US TO
**LOOK & SOUND
BETTER & DIFFERENT**

**PBS
DELIVERS
TARGET
AUDIENCES**



EDUCATED
AFFLUENT
DIVERSE
MOMS

OUR VIEWERS ARE SOCIAL



2.8MM+
Likes



2.23MM+
Followers



454K+
Subscribers



111K+
Followers

PBS VIEWERS ACTUALLY WATCH

51%



of PBS viewers pay full
attention when watching
PBS vs 37% when watching
network TV