National Sales
PBS Continues to deliver thoughtful, intelligent programming
PBS at a Glance

7th Most Watched Network (HH Rtgs)

#1 in Public Trust for 17th year

Over 298 Million Videos Watched Each Month

Median Age: 66  Median HHI: 51.9k/yr

Median HH Net Worth: $321k (27% higher than US Avg)

Significantly less clutter than other networks

Award-Winning Content

Sources: MRI 2019 Doublebase, MMRI Trust Survey Jan 2020, Google Analytics, Nielsen Npower 18-19 Season,
In High Quality Environments, Like PBS, Brands are Perceived as...

74% More Likeable
30% More Memorable
20% More Engaging
Live TV is Still King

Sources as Share of TV Viewing, 2014 to 2019

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<thead>
<tr>
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<th>Q3 2014</th>
<th>Q3 2019</th>
<th>Q3 2014</th>
<th>Q3 2019</th>
<th>Q3 2014</th>
<th>Q3 2019</th>
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</thead>
<tbody>
<tr>
<td>All HHs</td>
<td>21%</td>
<td>21%</td>
<td>18%</td>
<td>27%</td>
<td>27%</td>
<td>44%</td>
</tr>
<tr>
<td>PBS Viewers</td>
<td>53%</td>
<td>43%</td>
<td>53%</td>
<td>47%</td>
<td>73%</td>
<td>56%</td>
</tr>
<tr>
<td>OTA HHs</td>
<td>26%</td>
<td>21%</td>
<td>28%</td>
<td>26%</td>
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Source: Nielsen NPOWER Live+7 HH AA%
PBS Content is Primarily Viewed on Linear TV

On average any given minute, over 75% of PBS’s audience comes from Live TV, 21% from DVR, 4% from Streaming

Average Minute Delivery (AMD) by Genre, 2018-19

![Average Minute Delivery Chart](chart.png)
#7 PBS Ranks in Households

And ranks high in other areas

<table>
<thead>
<tr>
<th>#7th</th>
<th>#7th</th>
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<tr>
<td>Homeownership (and 2nd Homes)</td>
<td>Most Educated</td>
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<table>
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<th>#10th</th>
<th>#11th</th>
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<tr>
<td>Household Income $100k+</td>
<td>Managerial Professions</td>
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Source: Nielsen NPOWER Live+7 HH AA%, 18-19 TV Season, includes all broadcast, cable and premium channels
145MM+
General Audience Video Streams
Across All Platforms

3.8MM+
Facebook Followers

2.2MM+
Twitter Followers

60MM+
OTT Streams

34MM+
Avg Monthly Unique Pageviews
DON'T LET YOUR MESSAGE GET BURIED!
WITH OVER 15 TIMES FEWER SPOTS THAN COMMERCIAL AND BROADCAST TV,
YOUR MESSAGE STANDS OUT ON PBS!

COMPARE NATURE ON PBS TO DRUGS INC. SAN FRANCISCO METH ZOMBIES ON
NATIONAL GEOGRAPHIC

10/21/2016 @ 8 PM PBS NATURAL
9/21/2016 @ 8 PM NATIONAL GEOGRAPHIC'S DRUGS INC. SAN FRANCISCO METH ZOMBIES
PBS Draws an Engaged Audience

49% of viewers do not multi-task with other devices while watching PBS
(compared to 13% market average)

July 2018 PBS Omnibus Viewer Panel, eMarketer 2017
**PBS Core Viewers** are curious and crave knowledge, striving to keep up to date. Well traveled and, environmentally conscious, they are active in the community.

- **Home Owner**
- **High Net Worth**
- **Post College Graduate**
- **Empty Nesters**
Align with Award Winning Content

16 Peabody Award Nominations and 10 Wins
5 Primetime Emmy Nominations
47 News & Documentary Emmy Nominations and 9 Wins
9 Webby Awards Nominations and 1 Wins
2 James Beard Foundation Awards
3 Academy Award Nominations
2 Writer’s Guild Awards & 1 Director’s Guild Nomination
2 Critics Choice Award nomination
1 MTV Movie & TV Nomination

2 Critics Choice Real TV Awards
4 TCA Nominations and 1 Win
2 Imagen Awards
1 NAACP Image Award nominations
7 Daytime Emmy Awards
6 Kidscreen Awards

And that’s just 2019....
PBS delivers trusted News & Public Affairs

#1 Ranked the most trusted institution for 17 consecutive years

Among Opinion Leaders:

#1 PBS NewsHour is rated the most ‘credible’ and ‘objective’

4 PBS airs four out of the top 10 most ‘credible’ television

#1 Washington Week is rated the most current and 4th most credible program

Sources: MMRI Trust Survey Jan 2020, Erdos & Morgan 2019 Opinion Leaders Survey
Drama delivers an educated, affluent audience

31% of all PBS primetime viewers watch Dramas

37% have 4+ years of college

23% have a household net worth over $750k

29% more likely to have taken a cruise in the last 3 years

Nielsen Npower 2018-19 TV Season, 50% unification, 1 min qualifier, 2019 MRI Doublebase
PBS is the go-to network for Storytelling

- Reaches over 26% of US viewers

- 49% of PBS primetime viewers watch Storytelling programs

- 60% more likely to enjoy books

- 64% more likely to have $1MM+ net worth

- 77% more likely to have a vacation home

Nielsen Npower 2018-19 TV Season, 50% unification, 1 min qualifier, 2019 MRI Doublebase
Science & Nature viewers are proactive

- Reaches 57MM US viewers
- 18% more likely to have a net worth $1MM+
- 29% more likely to pay for an environmentally safe product
- 22% more likely to be a community super-influential

Nielsen Npower 2018-2019 TV Season 50%Uni, 1 min qualifier, 2019 MRI Doublebase
PBS is home to the Arts

59MM
Reaches over 19% of US viewers

36%
Of PBS primetime viewers watch Arts & Culture

68%
More likely to have a Money Market Account

52%
More likely to have $1MM+ net worth

40%
More likely to own investment real estate
“Viva la Vida Dulce” with PBS Travel & Food

- 30% more likely to take 3+ vacations/yr
- 19% more likely to be a Travel Influential
- 34% more likely to take 2+ cruise in past 3 yrs
- 55% more likely to be a cooking super-influential

2019 MRI Doublebase
PBS Offers an Unduplicated Audience

Percent of PBS viewers that do not watch…

- Smithsonian Channel: 94%
- COOKING Channel: 87%
- SCI: 94%
- BBC AMERICA: 88%
- travel CHANNEL: 89%
- ANIMAL PLANET: 79%
- FOX NEWS Channel: 69%
- food network: 75%
- Discovery: 75%
- NATIONAL GEOGRAPHIC CHANNEL: 78%
- CNN: 69%
- HISTORY: 67%

2019 MRI Doublebase, watched past 7 days
Sponsorship Drives Results

1st
PBS viewers are most likely to purchase from sponsorship messages compared to other networks

61%
Say sponsor messages are different and better than other advertising

58%
Say PBS sponsors have a commitment to quality & excellence

57%
Have a more favorable view of a brand for sponsoring PBS

2019 PBS Commercialism Study, City Square Associates, January 2020
Known By the Company We Keep
Questions?

Contact:
Adam Gronski
adam@pbsnationalsales.org
P: 703.998.2644
C: 703.298.1881