

Be more.



PBS.

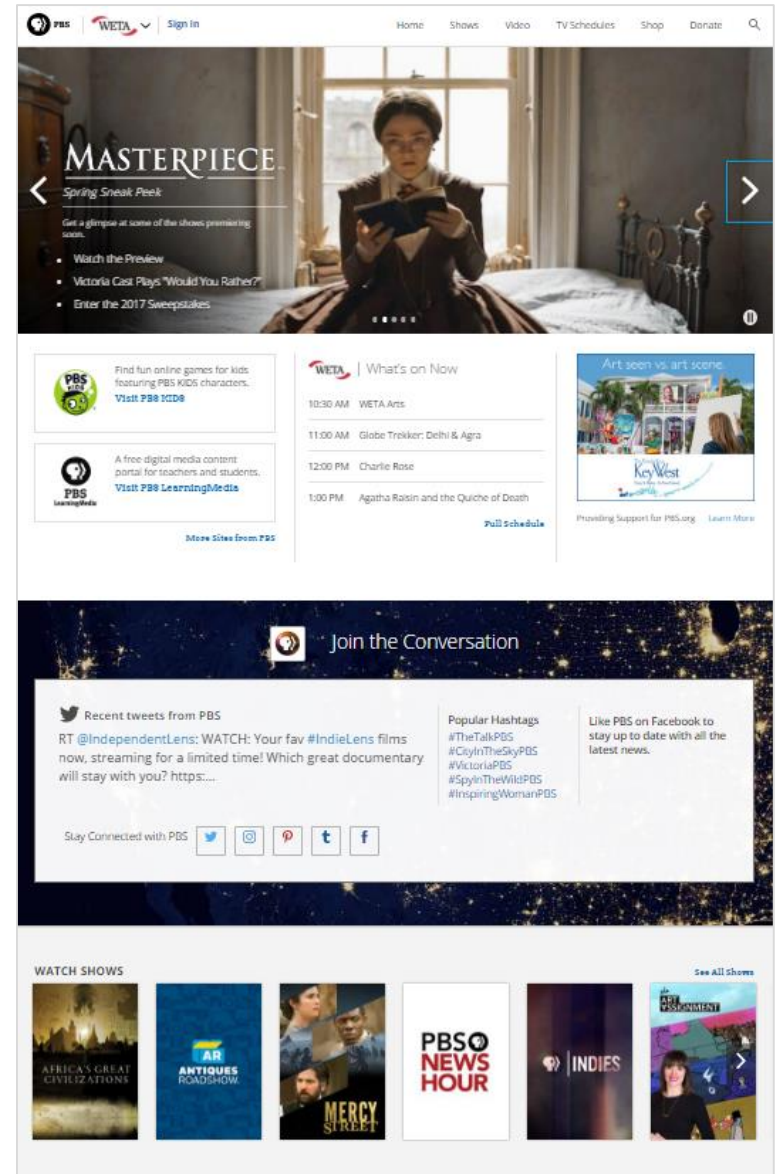


The Power of PBS: Destination for Influential Explorers

A Destination for Discovery

PBS.org Features:

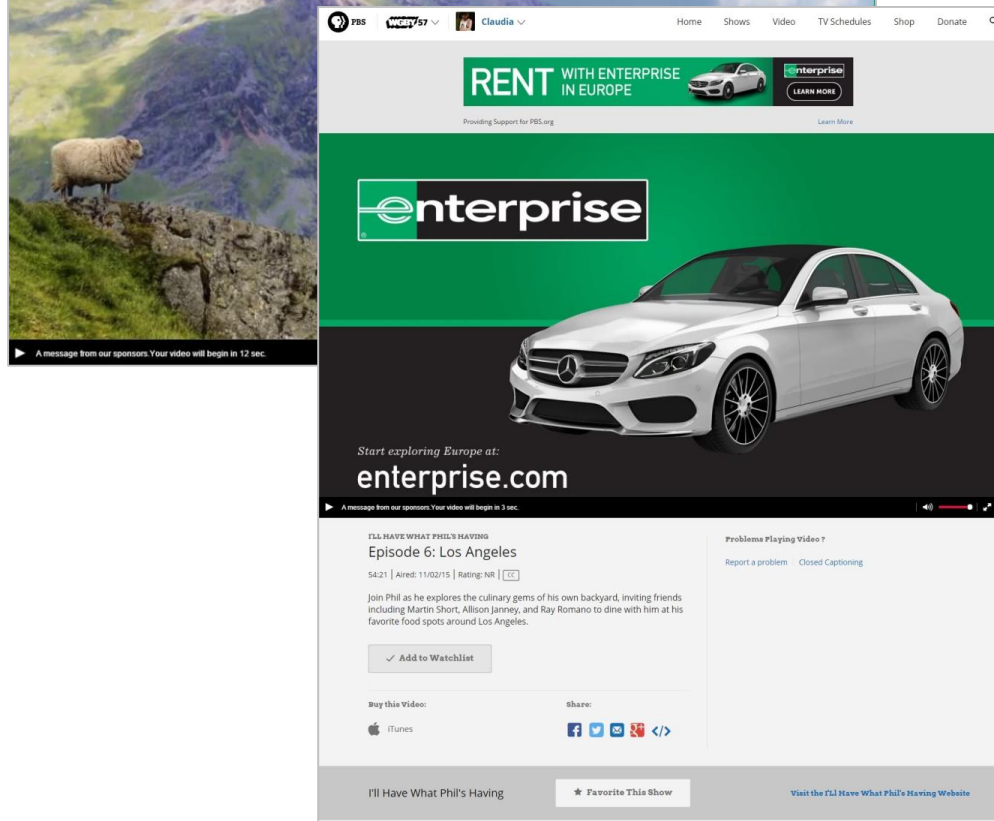
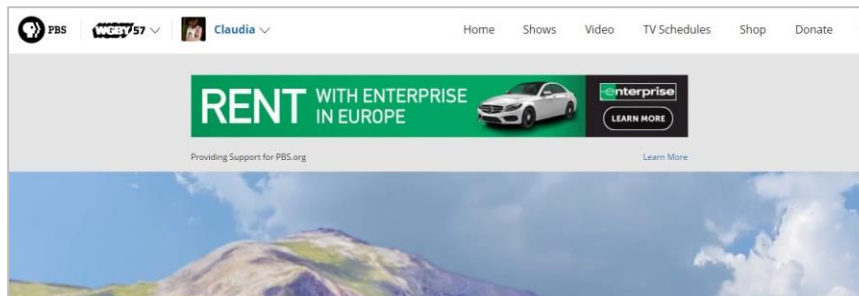
- Thousands of hours of video and a wealth of original content
- Key topics in News & Public Affairs, Arts & Entertainment and Science & Nature
- 18.2 million monthly unique users¹
- 12.2 million monthly video streams across platforms^{1*}
- Honored with numerous Webby and EPPY Awards



A Video Showcase

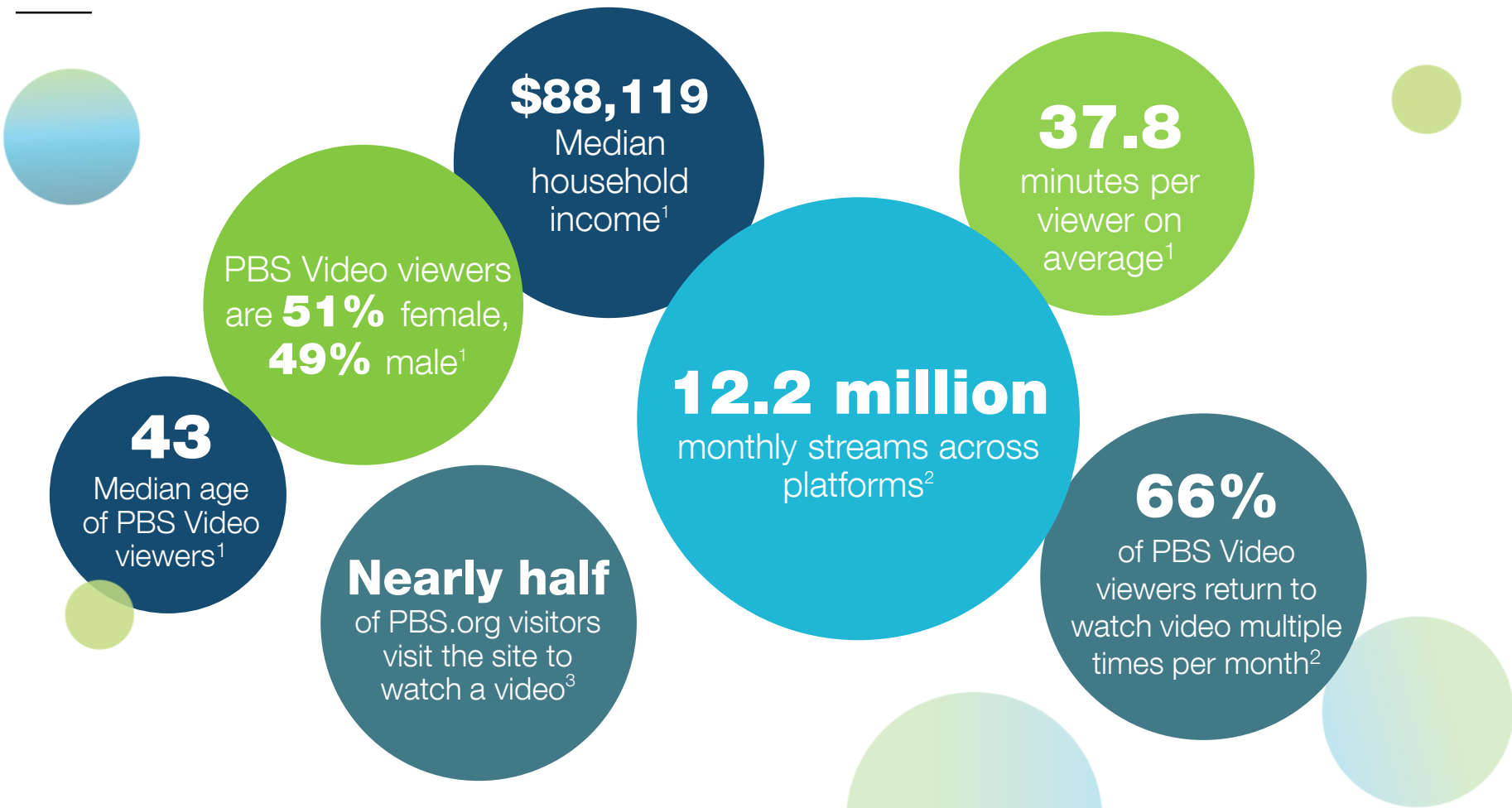
Dynamic Content, Dynamic Creative

- 12.2 million monthly video streams across platforms¹
- Committed Viewers: 37.8 minutes per viewer per month²
- Full-episode viewing of thousands of programs
- Aligns sponsor with PBS' Emmy-award winning, long-form programming
- Sponsorship features :30 or :15 pre- or mid-roll with 728x90 companion unit
- Extend sponsorship through PBS mobile and over-the-top platforms



A Vibrant, Engaged Audience

Viewer Demographics and Engagement



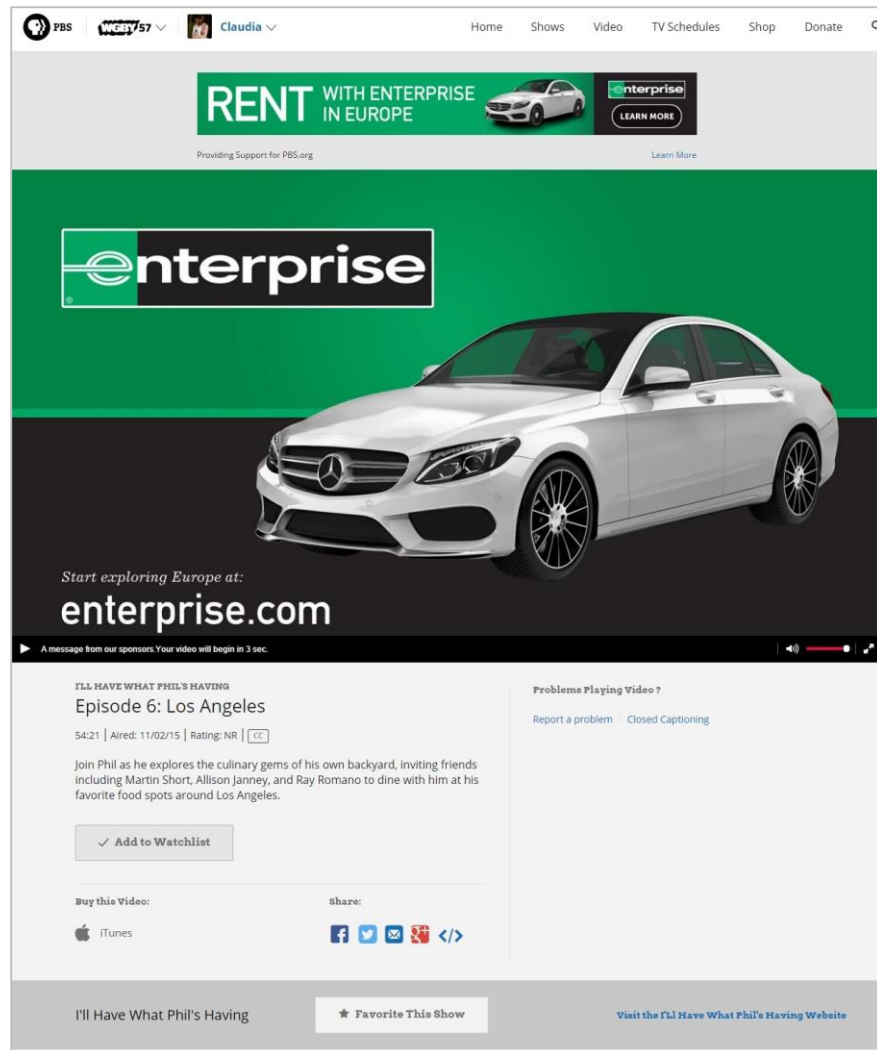
PBS.org Video Sponsorship

Performing for Sponsors

“Performance on videos on PBS.org was fantastic”

—PBS Video sponsor

- PBS Video sponsors have the opportunity to be featured across platforms, including desktop, mobile, tablet and OTT devices
- Sponsor creative generates high click through rates on PBS.org, with average CTR of 6.5% for video



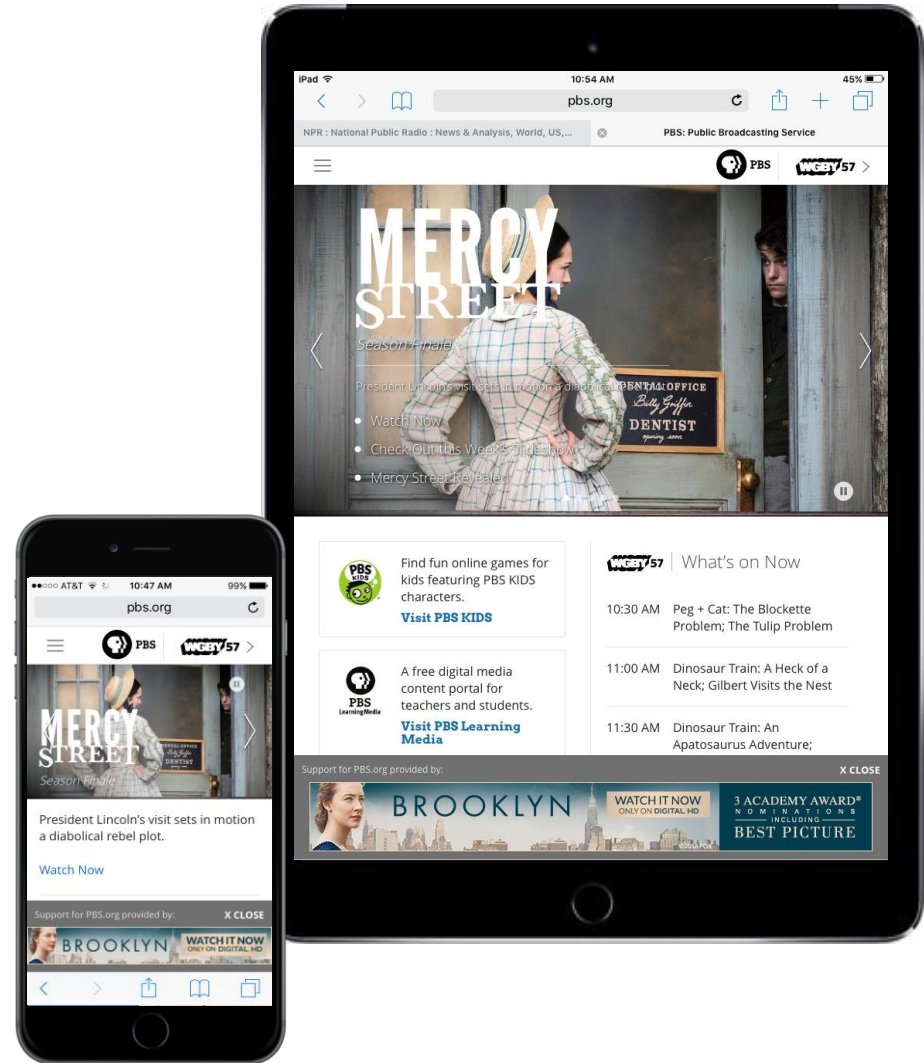
Delivering PBS to Users On-the-go

PBS Mobile Platforms

- The redesigned PBS.org is responsive across desktop, smartphones and tablets
- Users also access PBS Video content through apps for iPhone and iPad
- 10 million monthly unique visitors access PBS across mobile devices¹

Sponsorship Opportunities

- :30 or :15 pre- and mid-roll on smartphones and tablets, including PBS apps and mobile web
- 320x50 adhesion unit on phones, and 768x90 or 728x90 adhesion unit on tablets stays visible as users scroll through content on PBS.org
- Opportunity to feature units that expand on-click to full screen creative



Delivering Video On Demand

PBS Over-the-Top (OTT) Video

- Users can stream PBS programming from the Internet to their TV through apps for Roku, Apple TV, Xbox and Chromecast
- Viewers can enjoy favorite national and local PBS programming on demand, including American Experience, Antiques Roadshow, Masterpiece and NOVA
- Viewers can also access web-original video from PBS Digital Studios, winner of 7 Webby Awards since 2013
- PBS' OTT viewers generate more than 6.5 million monthly streams¹
- Sponsorship features :15 or :30 pre-roll on videos in the PBS OTT platforms



A Who's Who of National Brands

PBS Digital Sponsors



Click [here](#) to view sample video creative from PBS Digital Sponsors

A Halo Effect for PBS Sponsors

Captivating & Dependable

76%

of PBS viewers agree that sponsors are committed to quality and excellence

81%

of PBS viewers agree that PBS is selective about the businesses and products that can advertise on PBS

68%

of PBS viewers agree sponsors create compelling advertising that is better than advertisements on other networks

For more information about sponsorship opportunities on PBS Video and across PBS.org, please contact your National Public Media sales representative or email sponsorship@nationalpublicmedia.com
