



Soundbreaking

Featuring Elton John, B.B. King, Adele, and more

New PBS Series, November 14-23

Soundbreaking, a new eight-part TV series, explores the art of music recording with an exclusive look at the birth of brand new sounds, from George Martin to Sly Stone to Adele. *Soundbreaking* combines unprecedented access to the most celebrated music artists, producers and innovators with 160+ original interviews, rare archival studio footage and an extensive music soundtrack. On air and online, *Soundbreaking* will delight music and documentary fans alike, and joins the ranks of dynamic music programming on PBS, like *Live at 9:30* and *Austin City Limits*.

Broadcast Highlights

- Airs in the PBS primetime lineup, November 14-23 at 10PM EST
- PBS on air programming reaches nearly 100 million monthly viewers

Digital Highlights

- Aggregate program hub on PBS.org features video content on demand
- Promotion across PBS.org and social channels
- PBS reaches 24 million unique monthly users across digital platforms

Delivering the PBS Audience On Air & Online

- PBS viewers are more likely to play musical instruments twice a week (index 130)
- PBS viewers are 33% more likely to attend music performances
- PBS viewers “have a great deal of knowledge/experience in music” (index 105)
- PBS.org users are more likely to download or listen to music online (index 122)
- PBS.org users are more likely to be influential music consumers (index 160)

Sponsorship Package

- Customize your creative and messaging nationally or based on selected markets:
 - ✓ :15 second spots at the open and close of each broadcast, national or local
 - ✓ :30 or :15 pre/mid-roll in the PBS.org video hub
- 300x250 and 728x90 banners across PBS.org content, targeted by genre

Featured Artists

Paul McCartney | Ringo Starr | Joni Mitchell | Elton John | Adele | Linda Perry | Barry Gibb | Roger Daltrey | Debbie Harry
| Quincy Jones | B.B. King | Annie Lennox | Mark Knopfler | Tom Petty | Willie Nelson | Bonnie Raitt | Lindsey
Buckingham | Rosanne Cash | Don Was | Steven Van Zandt | Sheila E | Questlove | Ben Harper | Billy Idol | Imogen Heap
| RZA | Bon Iver | Nile Rodgers | Nigel Godrich | Q-tip | Brian Eno | Mark Ronson | Roger Waters | Beck | and more

“*Soundbreaking* afforded me the opportunity to tell the story...of so many artists I have worked with throughout my life.” – George Martin

[Watch the trailer](#)

Sources: PBS.org: Google Analytics, 6-mo average, July-Dec '15; PBS Audience: GfK MRI Doublebase 2015. Audience: comScore Plan Metrix, 3-month average, April-June 2016, Composition Index, U.S.

Photos: Adele courtesy of Sony Music Archives. Sly Stone courtesy of Warren Paul Harris - Dallas, Texas. Tiesto courtesy of Jordan Loyd/2015.

For more information about *Soundbreaking* sponsorship opportunities, contact Brendan Reilly at breilly@nationalpublicmedia.com