



# Victoria

## New PBS Drama Series from MASTERPIECE

Sundays in Primetime, Premiering January 15

**“Downton Abbey has proved that millions of viewers will turn up year after year for a beautifully crafted period drama. Victoria has it all: a riveting script, brilliant cast, and spectacular locations.”**

– Rebecca Eaton, MASTERPIECE Executive Producer

*Victoria*, the highly anticipated new drama series about the epic life of Queen Victoria, will air on MASTERPIECE on PBS starting January 15, 2017. The drama will air in the Sunday night time slot which *Downton Abbey* has occupied for six years. The eight-part drama follows Victoria from the time she becomes Queen in 1837 at the age of 18 through her relationship with Lord Melbourne, her first prime minister and intimate friend, and her courtship and marriage to Prince Albert.

ITV, Britain’s biggest commercial broadcaster, ordered a second season of the hit period drama. Season one averaged an audience of 7.7 million viewers in the U.K., which, according to *Victoria* scriptwriter Daisy Goodwin, includes the royal family.

### Broadcast Highlights

- Airs in the Sunday primetime lineup, starting January 15 at 9PM EST\*
- PBS on air programming reaches nearly 100 million monthly viewers

### Digital Highlights

- Aggregate *Victoria* hub at PBS.org features video content on demand
- Promotion across PBS channels and paid media campaign
- PBS reaches 24 million unique monthly users across sites

### Delivering the PBS Audience On Air & Online

- 70% of PBS viewers buy products based on quality over price
- 49% of PBS viewers prefer products that offer the latest in new technology
- PBS.org users are 49% more likely to spend \$500-\$999 on entertainment tickets online

### Sponsorship Package

- Customize your creative and messaging based on selected markets:
  - ✓ :15 second spots at the open and close of each local broadcast
  - ✓ :30 or :15 pre- or mid-roll in the PBS.org video hub
- 300x250 and 728x90 banners across PBS.org content, targeted by genre
- Opportunity to promote sponsorship in sponsor’s social media

**“The royal successor to Downton Abbey.”**

– Cultress

**“Terrific pace and fizzing exuberance.”**

– The Telegraph (U.K.)

[Click to preview Victoria](#)

Photos courtesy of ITV Plc for MASTERPIECE.

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

For more information about *Victoria* sponsorship opportunities, contact Brendan Reilly at [breilly@nationalpublicmedia.com](mailto:breilly@nationalpublicmedia.com)