



DIGITAL STUDIOS

PBS Digital Studios

Vibrant Content Delivering the Millennial Audience

Think You Know PBS? Think Again.

A Network of Web Originals from PBS

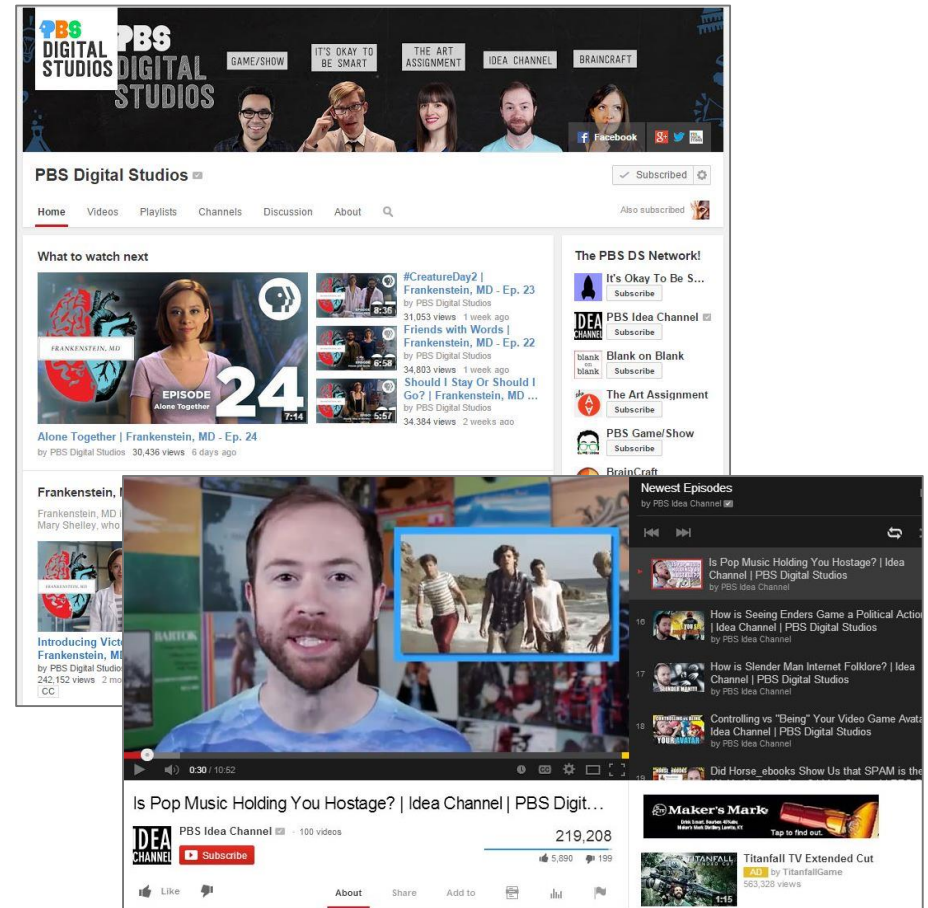


A Destination for Discovery and Innovation

PBS Digital Studios

- Presents web originals true to the educational mission and spirit of PBS – “it’s the PBS you know and love” – just younger
- Reaches 9.4 million YouTube subscribers with more than 800 million video views across 57 active original channels¹
- Hosted on YouTube and the PBS Video portal on the newly-designed PBS.org, PBS Digital Studios attracts a young, connected audience with 50% of users under 35²
- PBS Digital Studios is a unique platform for sponsors with a range of sponsorship opportunities, including themed content integration

PBS Digital Studios has won 18 Telly, 7 Webby and 2 Mashie Awards



Reaching A Younger, More Engaged Audience

Connect with the YouTube Audience

PBS Digital Studios users:

- 50% are under age 35 (index 186)
- 18% are under age 25 (index 156)
- 59% earn \$75k+ in household income (index 116)
- 64% have 3+ people in their households
- 30 million monthly views, with viewers spending an average who spend an average of 19.6 minutes per month watching video on PBS Digital Studios



Delivering Dynamic Online Content

PBS Digital Studios Original Web Programs

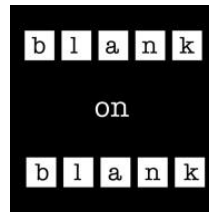
[PBS Digital Studios](#) features a wealth of original web content across 25+ production channels. The network has earned 9MM subscribers, 750MM lifetime views and generates 30MM average monthly views.



PBS Idea Channel



It's Okay To Be Smart



Blank on Blank



The Art Assignment



Space Time



Crash Course



Deep Look



Brain Craft



Physics Girl



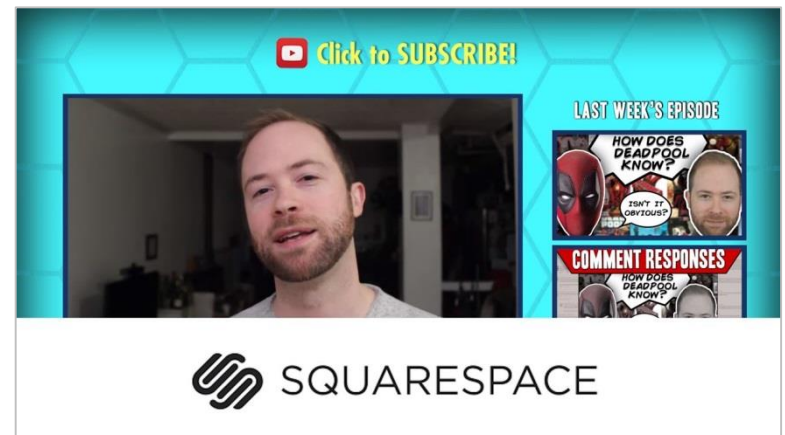
PBS Game/Show

Sponsor Creative on PBS Digital Studios

Align with Engaging Content on PBS Digital Studios



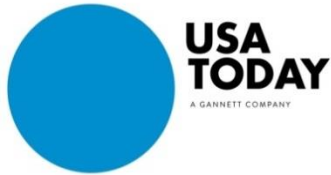
Click the video above to watch sample sponsor creative on PBS Digital Studios. In Idea Channel's "What is Aesthetic Experience?" episode, sponsor creative appears at :25 and 13:41.



The Word Is Out

PBS Digital Studios In The News

Major media coverage of PBS Digital Studios includes:



THE
HUFFINGTON
POST

FAST COMPANY



THE DAILY
BEAST



BuzzFeed

WIRED



Mashable

the Atlantic

Forbes



“Digital Studios has credibility with those looking to do something different.”
– Current

“The focus on education and intellectual exploration are definitely hallmarks of the [PBS] brand. They’re just adapted to the YouTube audience.”
– Forbes

Summary of PBS Digital Studios Sponsorship

PBS Digital Studios Platforms and Placements

	Sponsorship Elements
PBS Digital Studios	<ul style="list-style-type: none"> • Themed, integrated productions including sponsor recognition in-program • Pre-roll on YouTube • Promotion on PBS Digital Studios social media channels
PBS.org	<ul style="list-style-type: none"> • Homepage and run of site on PBS.org • Sizes include 300x600, 300x250, 728x90 and 160x600 • PBS.org can target placements by topic, user demographics and behavior to enhance reach to a sponsor's target audience
PBS Video	<ul style="list-style-type: none"> • :30 or :15 pre- or mid-roll with 728x90 companion unit • Potential to position banner placements in front of PBS Video audience across PBS.org through behavioral targeting
PBS Mobile	<ul style="list-style-type: none"> • :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 • Opportunity to feature units that expand on-click to full screen creative
OTT (Apple TV, Roku, Xbox)	<ul style="list-style-type: none"> • :15 or :30 pre-roll on videos in the PBS OTT platforms

A Halo Effect for PBS Sponsors

Captivating & Dependable



76%

The infographic consists of three overlapping circles of different shades of blue and teal. The leftmost circle is the largest and contains the 76% statistic. The middle circle is smaller and contains the 81% statistic. The rightmost circle is the smallest and contains the 68% statistic. There are several smaller, semi-transparent circles in the background, some in teal and some in light blue.

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 across PBS.org,
please contact your National Public Media sales representative or email
sponsorship@nationalpublicmedia.com**
