

Be more.



PBS.



The Power of PBS: Destination for Influential Explorers

Get Them While They're Thinking with PBS

More Trusted. More Independent.

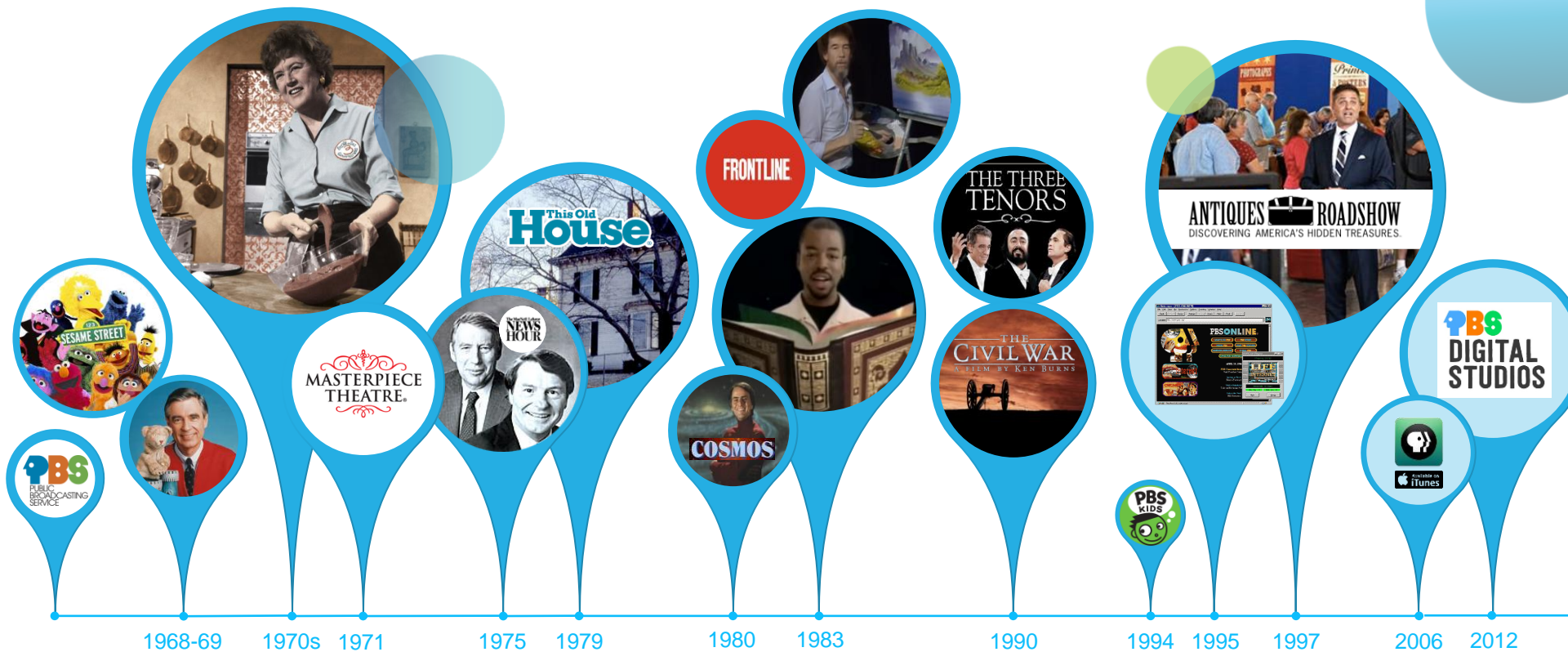


We want most of all to enrich man's spirit

That is the purpose of [PBS]. — President Lyndon B. Johnson

A Storied History

Legacy & Innovation



PBS Today

Award-winning and Engaging Content

As the #1 most trusted network in America, PBS continues to provide a thoughtful, brand safe, family friendly environment. One that is packed with high-quality, impactful content that has enabled us to grow and engage a diverse audience and set ourselves apart in today's ever-changing media landscape.



The power of PBS

Larger primetime audience than most commercial channels

Large, younger and engaged online audience

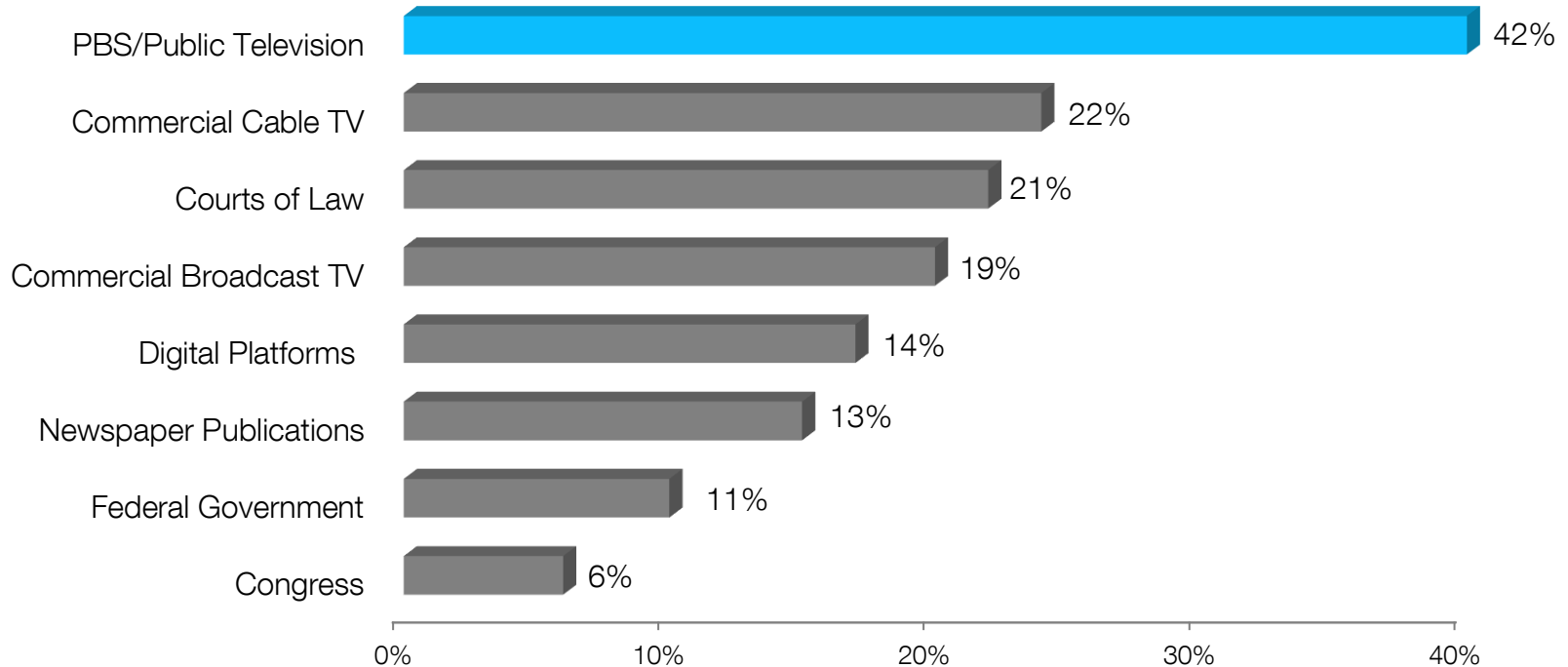
Award-winning programming

Unique sponsorship opportunities

Number One in Public Trust

Valued Above Commercial Media & Government

Percent saying they trust the organization “a great deal”
(on a four-point scale: a great deal, somewhat, not too much, not at all):



An Institution in America

Reach & Recognition

14 Emmy Awards won in 2016⁷

Ranked **#5** among all broadcast and cable networks⁴

Watched by **82%** of all U.S. television households⁴

354 stations across the country

12.2 million monthly streams across platforms¹

#1 most trusted media brand in America⁵

12 presidential debates moderated by *PBS NewsHour* talent

114 million monthly viewers²

10 million monthly unique PBS.org mobile users⁶

18.2 million unique monthly users to PBS.org³

Sources: 1: Google Analytics, 6-month average, July-December 2016. Includes desktop, tablet, smartphone, and OTT streams;

2: Nielsen NPower Reach & Frequency Analysis, Total Day M-Su 6a-6a, January 2016, 6-minute qualifier. Session length and Individual viewership for persons 2+; 3:

Google Analytics, 6-month average, July-December '16; 4: Nielsen NPower, 9/22/14 to 9/20/15; 5: Marketing & Research Resources, Inc. (M&RR), January 2017;

6: comScore Mobile Metrix, 3-month average, October-December 2016; 7: Combined Daytime, Primetime, News & Documentary Emmy Award wins in 2016

Leading Programs – On Air & Online

Informing & Inspiring

News & Information

PBS NewsHour, Frontline



Culture & Performance

*Mercy Street,
American Masters,
Great Performances*



Science & Discovery

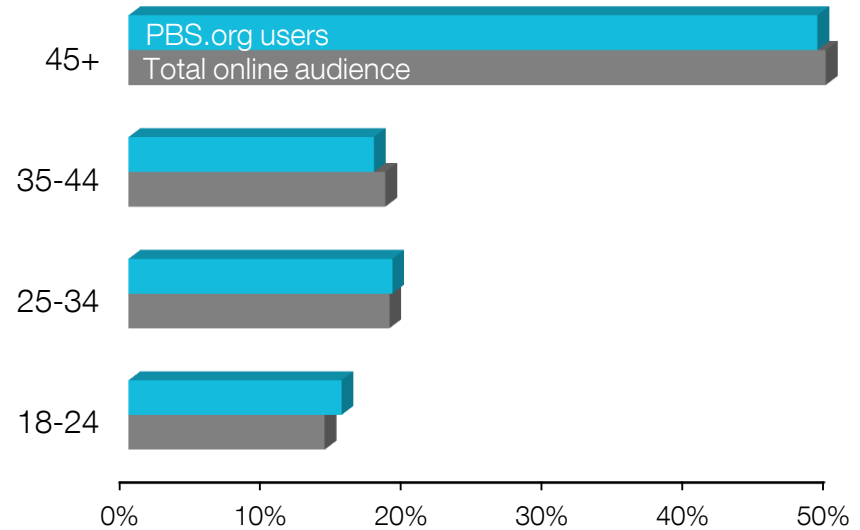
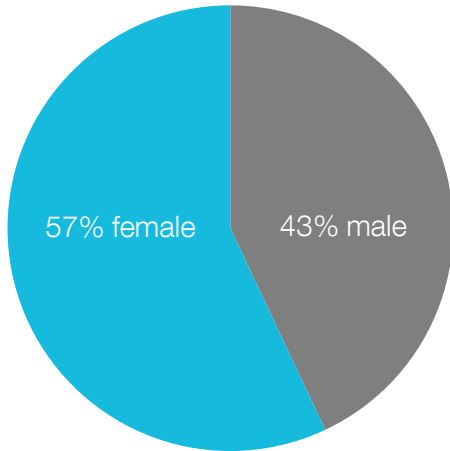
*Nature, NOVA,
Antiques Roadshow*



Across programs and platforms, PBS engages an audience of Influential Explorers.

A Balanced Audience

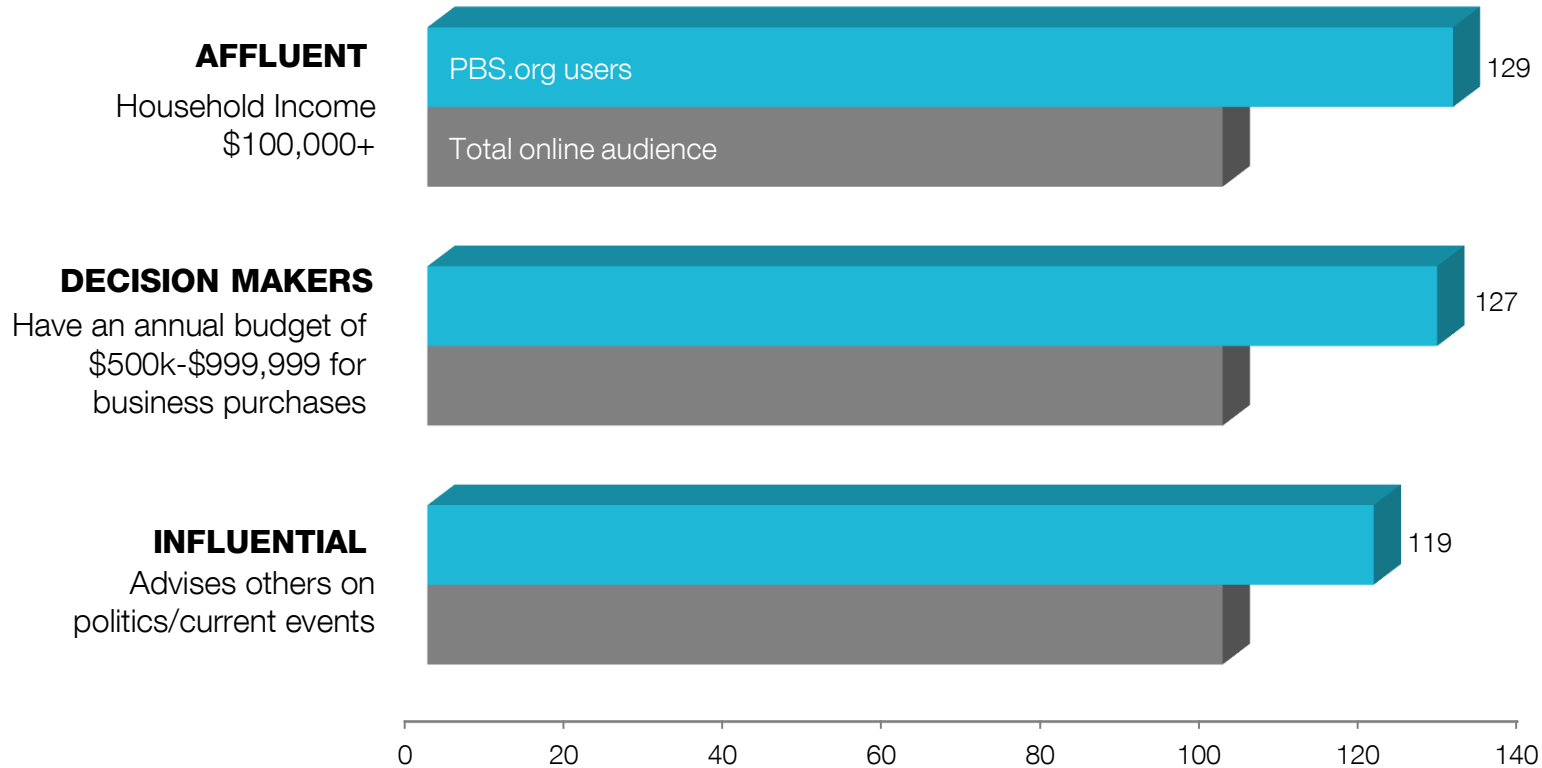
55% of PBS.org users are A25-54



Average monthly unique users:	18.2 million
Average time spent per page:	2.4 minutes

A Desirable Audience

PBS.org users are:



The Entrepreneur

Delivering Business Leaders

- Has a household income of \$200,000+ (index 136)
- Checks stock quotes online multiple times a day (index 138)
- Has an investment portfolio valued at \$500K-\$999K (index 131)
- Involved in business purchases of these products/services:
 - Employment agencies/posting ads (index 132)
 - LAN/WAN/Networking related products & services (index 124)
- PBS.org users own investments:
 - Common or preferred stock (index 112)
 - Mutual funds (index 112)



The Explorer

Reaching Educated Consumers

- 53% of PBS.org users have a college degree or higher
- Works in elementary and secondary education (index 152), or has an education, training and library job title (index 146)
- Watches educational (e.g., science, history) TV programs during a typical week (index 126) and listens to public radio (index 120)
- Visits cultural/historic sites (index 122) and museums (index 110) while on vacation
- 25% of PBS.org users frequently advise others on books
- Currently in graduate school (index 145), or is a full-time student (index 115)
- Spent \$10K+ on travel in the last 6 months (index 116)



The Cultural Connoisseur

Connoisseurs of Arts & Culture

- Purchased tickets for classical music/ballet/ opera performances (index 134) or to a museum/art gallery (index 112)
- In the last month, PBS.org users attended 10 or more movies in theaters (index 238)
- Hobbies include camping (index 117), playing in a band or musical group (index 114), or playing bingo (index 114)
- Spent \$200-\$499 on gourmet foods in the last 30 days (index 125)
- Watch art films at home (index 118)
- 48% of PBS.org users read books, 29% cook for fun and 21% make crafts
- Drink rose wine (index 145) and white wine (index 112)



The Sustainability Champion

Leaders in Their Communities

- 61% of PBS.org users recycle
- 45% use eco-friendly light bulbs, 31% use energy-saving electronics and 23% purchase environmentally-friendly products
- More likely to enjoy horseback riding (index 174), boxing (index 147), and power weightlifting (index 124)
- 67% of PBS.org users are the primary grocery shoppers for their household
- 87% of PBS.org users check food ingredients and nutritional content before purchase*
- 79% of PBS.org users encourage others to seek new ways to lead healthy lives*



The Tech Trendsetter

Tech-Savvy Consumers

- Involved in business purchases of LAN/WAN/Networking related products & services (index 124)
- Spent \$1,000-\$2,499 on computer equipment online in the last 6 months (index 178)
- Are the first among friends to own/use the latest websites/internet content & services (index 112)
- 23% frequently advise others on electronics, and 19% frequently advise others on computer hardware
- Purchased a stand-alone scanner (index 183), inkjet or laser printer (index 124), or CD burner (index 119) in the last 6 months
- Own 2 or more desktop computers (index 114)



The Civic Leader

Dedicated to their Communities

- Volunteered to help a political party (index 118) and contacted an elected official in the past 3 years (index 111)
- Frequently advise others on politics/current events (index 119)
- 34% of PBS.org users have participated in political activities in the last 3 years (index 110)
- 37% of PBS.org users voted in the most recent presidential election (index 112)
- Donated \$1,000 or more to a non-profit organization in the last 6 months (index 173)
- 27% volunteered 6 or more hours in the last 6 months



PBS: TV, Digital, Mobile

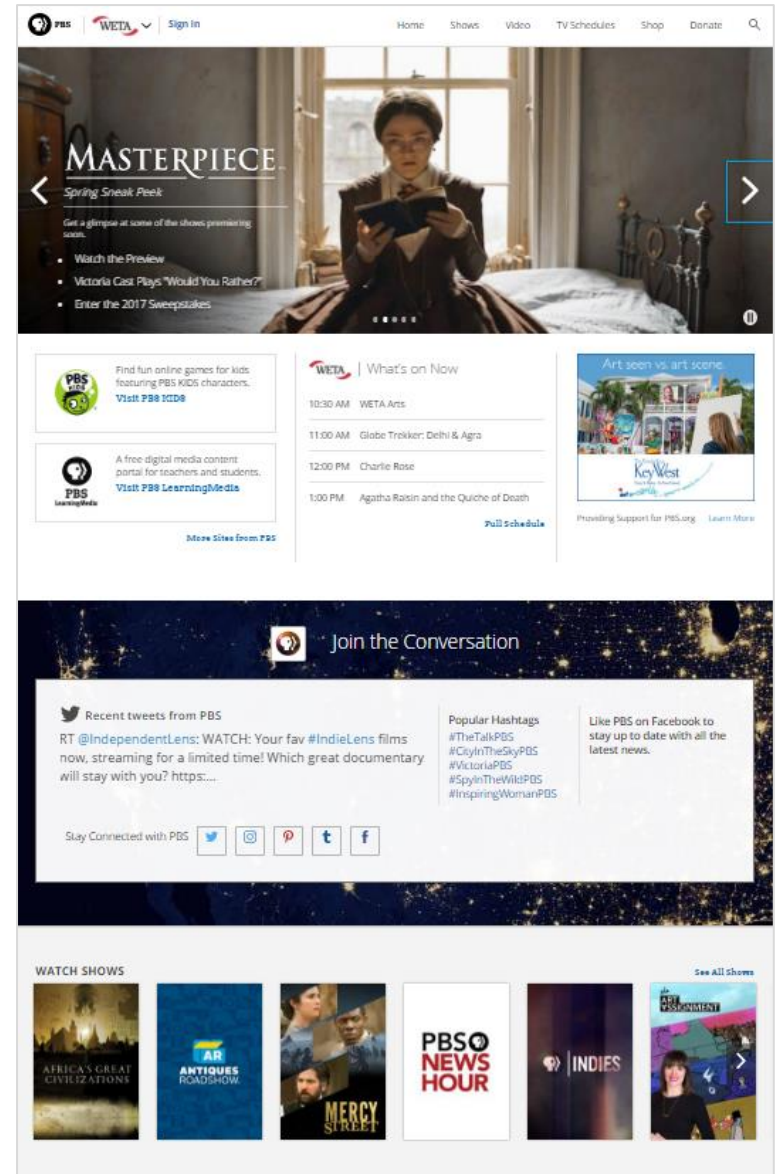
Opportunities Across Platforms



A Destination for Discovery

PBS.org Features:

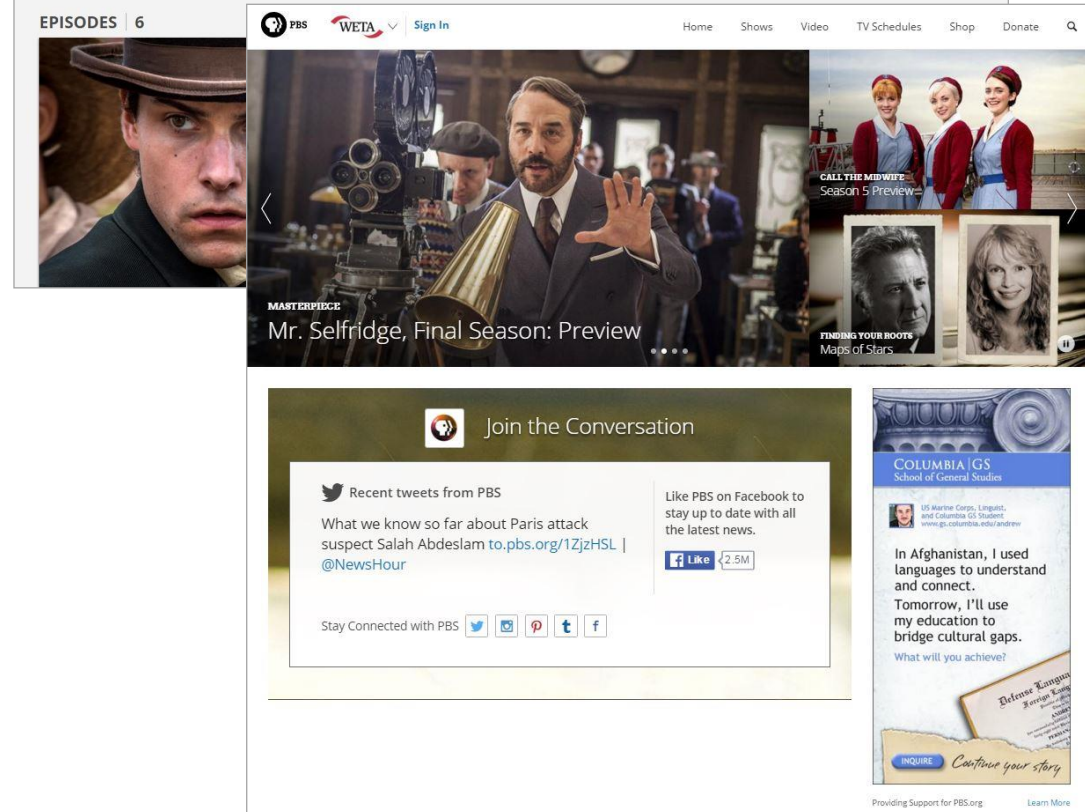
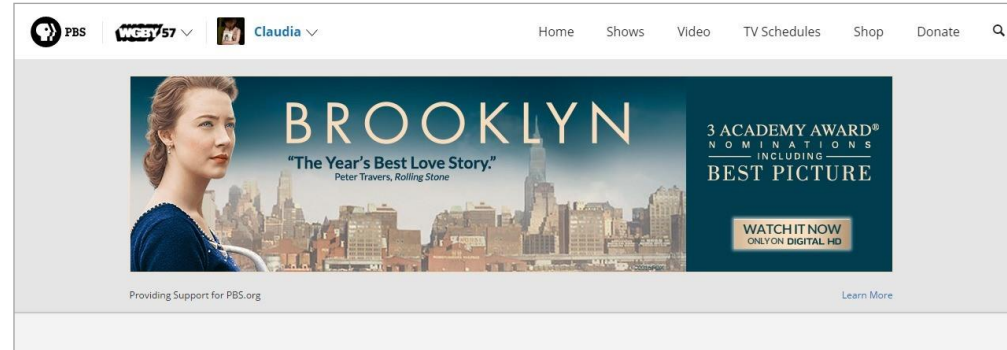
- Thousands of hours of video and a wealth of original content
- Key topics in News & Public Affairs, Arts & Entertainment and Science & Nature
- 18.2 million monthly unique users¹
- 12.2 million monthly video streams across platforms^{1*}
- Honored with numerous Webby and EPPY Awards



Sponsorship Placements on PBS.org

Trusted, Uncluttered Environment

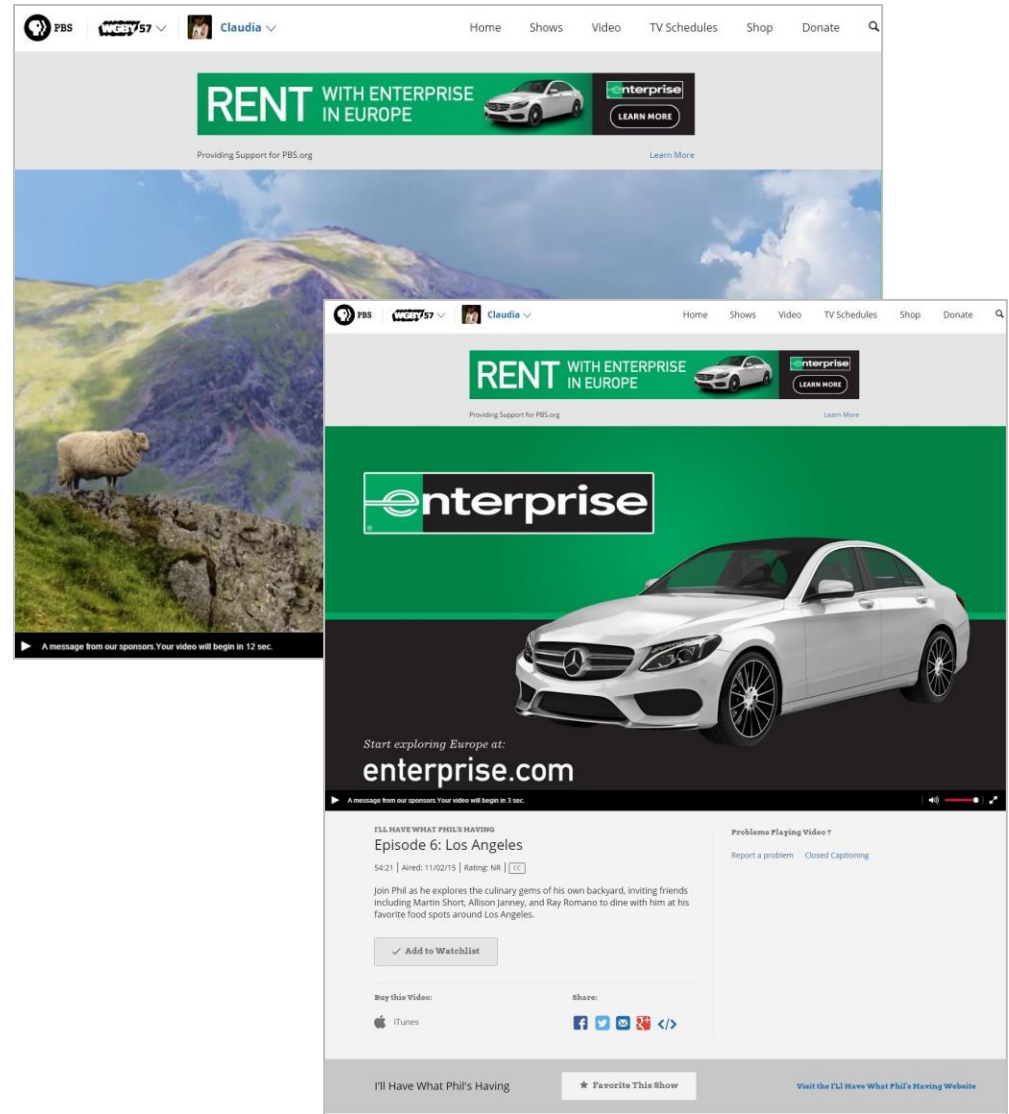
- Standout banner and multimedia placements
 - 300x600
 - 300x250
 - 728x90
 - 970x250
- :30 or :15 pre- or mid-roll for video
- PBS can target placements by topic, user demographics and behavior to enhance reach to sponsor's target audience
- High click-through rates and ROI



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



PBS Parents

Leading Resource for Parents

“It’s the Digital Age and PBS Parents is one of the new trusted resources for today’s parents.”

— Parents’ Choice Award

- Offering diverse resources including video, popular blogs, newsletters, apps, activities and tracking tools
- 759,370 million unique users each month, with 1.5 million monthly page views
- A proven platform for sponsors with a range of opportunities from banner and video placements to custom, integrated opportunities



PBS Food

A Fresh Opportunity for Sponsors

- Launched in response to the habits and appetite of PBS.org visitors and attracting more than 769,000 unique monthly visitors
- Serves up cooking shows, blogs and recipes from PBS and local stations
- Popular video includes newer series like *Made in Spain* with Chef José Andrés alongside legendary favorites like *Baking with Julia*
- Offers customized, sponsored contests; content tie-ins; and more



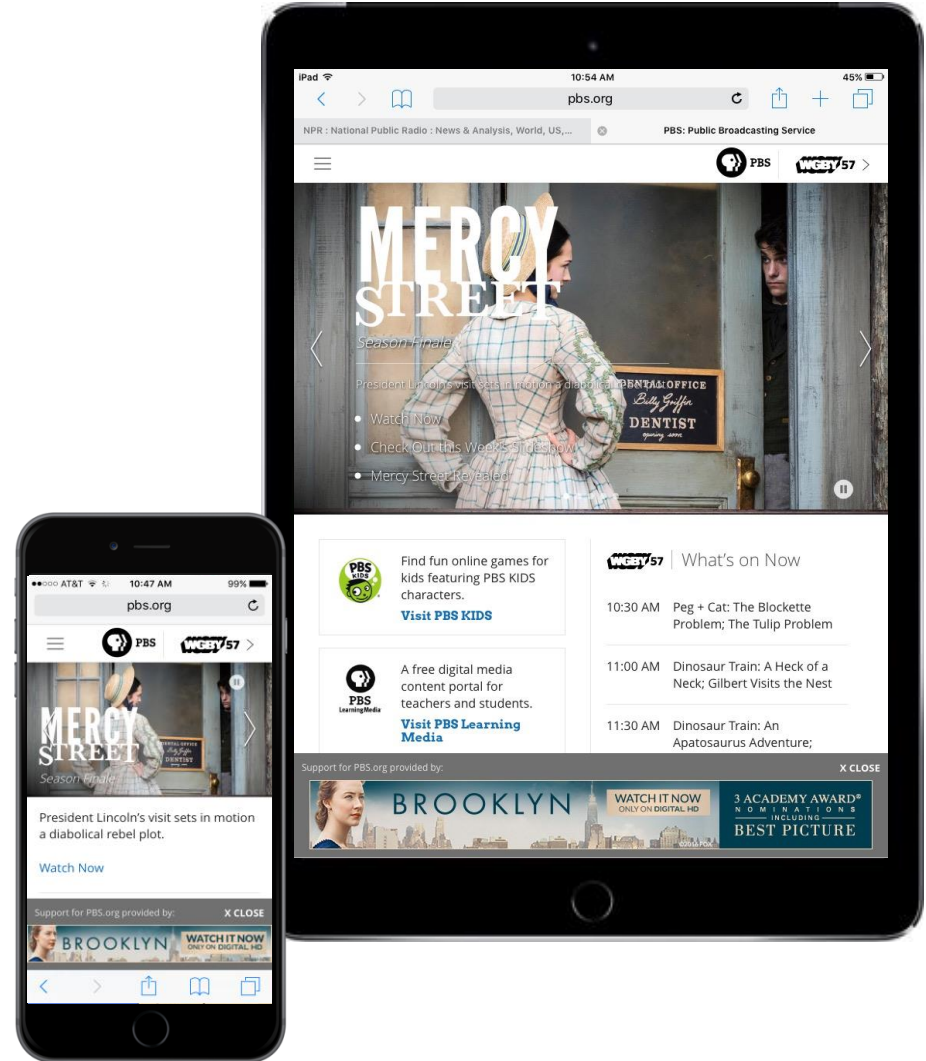
Delivering PBS to Users On-the-go

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

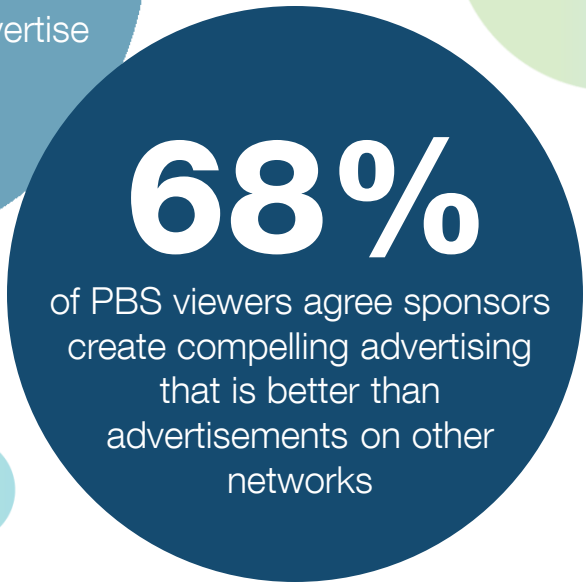
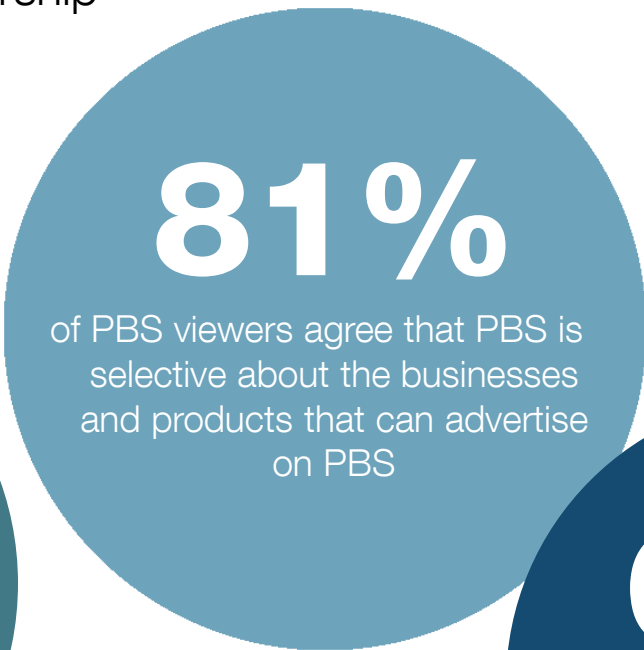
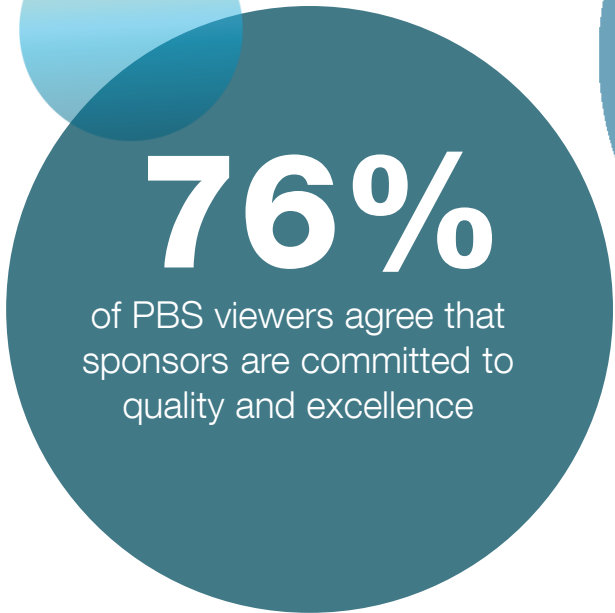
PBS Digital Sponsors



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

A Halo Effect for PBS Sponsors

Compelling Content & Sponsorship



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