



**AMERICA'S LARGEST CLASSROOM  
THE NATION'S LARGEST STAGE  
A TRUSTED WINDOW TO THE WORLD**

**PARENTS RANK PBS KIDS:**

**#1** IN PREPARING CHILDREN FOR SCHOOL

**#1** IN DEVELOPING THE SKILLS KIDS NEED TO SUCCEED

**#1** IN MODELING POSITIVE BEHAVIOR

(Maru/Matchbox, 2016)



**90 MILLION**

OVER PEOPLE WATCH PBS EACH MONTH (Nielsen NPower, 9/19/2016-9/24/2017)

**PBS RANKED #6 AMONG ALL BROADCAST AND CABLE NETWORKS LAST SEASON**

(Nielsen NPower, 9/19/2016-9/24/2017)



EACH MONTH, AMERICANS WATCH OVER **260 MILLION VIDEOS**

ACROSS ALL OF PBS' WEB, MOBILE AND CONNECTED DEVICE PLATFORMS

(Google Analytics, 1/2017-12/2017)



**80%** OF U.S. TV HOUSEHOLDS WATCH PBS

(Nielsen NPower, 9/19/2016-9/24/2017)

COMPARED TO OTHER KIDS TV NETWORKS, PBS REACHES MORE:

**MOMS WITH YOUNG CHILDREN**

**CHILDREN 2-8 & MOMS OF YOUNG CHILDREN IN LOW-INCOME HOMES**

(Nielsen NPower, 9/19/2016 - 9/24/2017, L+7 M-Su 6A-6A TP reach, 50% unif., 6+min., LOH18-49w/C6, Hispanic Origin. All PBS Stations, DSNY, NICK, DSNYJr, NICKJr., SPRT, TOON & DISCFam)



**64%** OF KIDS AGE 2-8 WATCH PBS

(Nielsen NPower, 9/19/2016 - 9/24/2017, All PBS Stations, L+7 M-Su 6A-6A TP reach, 50% unif., 6+min.)

**PBS LEARNINGMEDIA**

OFFERS EDUCATORS FREE ACCESS TO **THOUSANDS** OF RESOURCES

& **MORE THAN 1 MILLION**

UNIQUE USERS VISIT THE ONLINE DESTINATION EACH MONTH DURING THE SCHOOL YEAR

(Google Analytics, 9/1/2017-6/30/2018)

**WHEN PBS LEARNINGMEDIA RESOURCES WERE INTEGRATED INTO EXISTING CURRICULUM, RESEARCH FINDINGS SHOWED:**

STUDENT PERFORMANCE ON CONTENT ASSESSMENTS ACROSS SUBJECT AREAS **INCREASED 8%**

ON AVERAGE, STUDENTS **OUTPERFORMED NATIONAL ASSESSMENT NORMS BY 10%**

(2015 PBS LearningMedia Impact Study, conducted by Education Development Center's Center for Children and Technology)

PARENTS NAME **PBS KIDS** THE MOST EDUCATIONAL MEDIA BRAND FOR CHILDREN



(Marketing & Research Resources, Inc., 1/2018)

**STREAMING ON PBSKIDS.ORG** ACCOUNTS FOR **31%** OF ALL TIME SPENT WATCHING KIDS VIDEOS ONLINE EACH MONTH

(comScore Video Metrix, 1/2017-12/2017)

LEARN MORE AT [PBS.ORG/VALUE](http://PBS.ORG/VALUE)