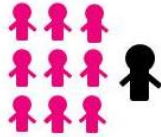




**PBS IS**

**#1** IN **PUBLIC TRUST**

**PBS reaches 94% of all US households**



**47** YEARS IN BUSINESS AND WE'RE STILL RELEVANT

**WE HAVE HEART & A MISSION**



**EDUCATE  
INSPIRE  
INFORM**

**THIS IS LARGER THAN US**



**PBS makes  
WORLDS WIDER  
&  
LIVES RICHER**

**WE HAVE FCC GUIDELINES**



**AND THAT'S A GOOD THING. OUR AUDIENCE EXPECTS US TO LOOK & SOUND BETTER & DIFFERENT**

**PBS DELIVERS TARGET AUDIENCES**



**EDUCATED  
AFFLUENT  
DIVERSE  
MOMS**

**OUR VIEWERS ARE SOCIAL**



**2.8MM+ Likes**



**2.23MM+ Followers**



**454K+ Subscribers**



**111K+ Followers**

**PBS VIEWERS ACTUALLY WATCH**

**51%**



**of PBS viewers pay full attention when watching PBS vs 37% when watching network TV**

