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)

OVER **95 MILLION** PEOPLE WATCH PBS EACH MONTH (Nielsen NPower, 10/2015-9/2016)

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

(Nielsen NPower, 9/21/2015-9/18/2016)

EACH MONTH, AMERICANS WATCH NEARLY **360 MILLION VIDEOS** ACROSS ALL OF PBS' WEB, MOBILE AND CONNECTED DEVICE PLATFORMS

(Google Analytics, 1/2016-11/2016)

82% OF U.S. TV HOUSEHOLDS WATCH PBS

(Nielsen NPower, 9/21/2015-9/18/2016)

COMPARED TO OTHER KIDS TV NETWORKS, PBS REACHES MORE:

KIDS AGE 2-5

MOMS WITH YOUNG CHILDREN

CHILDREN FROM LOW-INCOME FAMILIES

(Nielsen NPower, 9/21/2015-9/18/2016, L+7 M-Su 6A-6A TP reach. K2-5, LOHw/C<6, K2-11w/Inc<$20K. PBS, DSNY, NICK, DSNYJr, NICKJr., SPRT, TOON & DISCFam)

68% OF KIDS AGE 2-8 WATCH PBS

(Nielsen NPower, 9/21/2015-9/18/2016, L+7 M-Su 6A-6A TP reach, 50% unif., 6+ min.)

PBS LEARNINGMEDIA OFFERS EDUCATORS OVER **120,000 DIGITAL RESOURCES**

AND MORE THAN **1.8 MILLION USERS** HAVE REGISTERED ACCESS

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)

STREAMING ON PBSKIDS.ORG ACCOUNTS FOR OVER 40% OF ALL TIME SPENT WATCHING KIDS VIDEOS ONLINE EACH MONTH

(comScore Video Metrix, 1/2016-11/2016)

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

(Survey Sampling International (SSI), 1/2016)

LEARN MORE AT PBS.ORG