Today’s PBS
America’s Largest Classroom
The Nation’s Largest Stage
A Trusted Window To The World

JANUARY 2014

Americans watched 321+ million PBS videos on web and mobile platforms in December

Nearly 90% of all U.S. TV households watch PBS

80% of all kids age 2-8 watch PBS

Be more. pbs.org
Strong On-Air Reach Across America

Every day, PBS and more than 350 member stations fulfill our essential mission to the American public, providing trusted programming that is uniquely different from commercial broadcasting, treating audiences as citizens, not simply consumers. In fact, PBS has been rated as the most trustworthy institution among nationally known organizations for ten consecutive years.

- Over the course of a year, nearly 90% of all U.S. television households – and 217 million people – watch PBS. The demographic breakdown of PBS’ full-day audience reflects the overall U.S. population with respect to race/ethnicity, education and income. 
  (Nielsen NPower, 9/24/2012-9/22/2013)

- In a typical month, 104 million people watch their local PBS stations. 
  (Nielsen NPower, October 2013, 9/30/2013-10/27/2013)

- PBS’ primetime audience is significantly larger than many commercial channels, including Bravo (PBS’ audience is 97% larger), TLC (88%), HBO (73%), Discovery (64%), HGTV (62%) and A&E (27%). In addition, PBS’ primetime rating for news and public affairs programming is 53% higher than CNN’s primetime audience. 
  (Nielsen NPower, 9/24/2012-9/22/2013)

- 80% of all kids age two to eight watched PBS during the 2012-’13 season.
  (Nielsen NPower, 9/24/2012-9/22/2013)

- PBS had four of the top 10 programs among mothers of young children in December 2013, including CURIOUS GEORGE, DANIEL TIGER’S NEIGHBORHOOD, PEG + CAT and SESAME STREET.
  (Nielsen NPower, 12/2013)

- PBS averaged a 1.43 primetime rating during the 2012-’13 season, an increase of 7% over the previous season.

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Prime Time Ratings by Network, 2012-2013 Season

Source: Nielsen Live+7, HH Total US AA%, M-S 8p-11p; 9/24/2012-9/22/2013
Innovation and Growth on Digital Platforms

• Americans watched more than 321 million videos across all of PBS’ web and mobile platforms in December 2013; more than three-quarters (79%) of these streams were delivered on a mobile platform.
  (Google Analytics, 12/2013)

• Combined, PBS had nearly 28 million unique visitors to its sites in December.
  (Google Analytics, 12/2013)

• In December, streaming on PBSKIDS.org accounted for over one-third (40%) of all time spent watching kids videos online.
  (comScore Video Metrix, 12/2013)

• In total, PBS’ general audience and kids mobile apps have been downloaded more than 12 million times.
  (AppFigures)

• More than 255 million streams were delivered via the PBS KIDS Video for iPhone/iPad app in December.
  (comScore Video Metrix, 12/2013)

• PBS has more than 6.8 million combined followers across 10 different social networks, including Facebook, Google+, Tumblr, Twitter and YouTube.
Coming Up on PBS

PBS in Primetime

This winter and spring, PBS brings a strong roster of returning series and new entries in a variety of genres, including the return of MASTERPIECE “Sherlock, Season 3” this January. The highly acclaimed series follows Season 4 of “Downton Abbey,” which debuted earlier this month on MASTERPIECE. The two shows bolster Sunday night as a hallmark of British drama on PBS and set the stage for the return of acclaimed dramas THE BLETCHLEY CIRCLE, CALL THE MIDWIFE and MASTERPIECE’s “Mr. Selfridge.”

Mondays on PBS feature the broadcast premieres of 17 new and diverse films from INDEPENDENT LENS and POV, including legendary documentarian Frederick Wiseman’s “At Berkeley,” which takes a deep look into the public higher education system, and the rollicking story of an off-beat American music mecca in the Alabama town of “Muscle Shoals.”

Wednesday’s popular science and nature line-up includes the upcoming premiere of HAWKING, an intimate portrait of physicist Stephen Hawking’s extraordinary life and career. In February, the four-part SUPER SKYSCRAPERS premieres, which displays the dizzying heights of modern buildings. April brings NOVA’s three-part miniseries “Inside Animal Minds” and YOUR INNER FISH, based on paleontologist Neil Shubin’s best-selling book that traces the human body’s development over millions of years.

Performing arts take the spotlight on Friday nights, with superstar Christopher Plummer onstage as the immortal John Barrymore in GREAT PERFORMANCES “Barrymore” on January 31, and music and dance programs scheduled throughout the season.

News, history and public affairs remain a cornerstone for PBS with PBS NEWSHOUR, CHARLIE ROSE – THE WEEK and new thought-provoking programs such as the February premiere of AMERICAN EXPERIENCE “The Amish: Shunned” and the five-part epic THE STORY OF THE JEWS, which begins in March.

In March, PBS KIDS celebrates Dr. Seuss’s birthday with a week of new adventures in THE CAT IN THE HAT KNOWS A LOT ABOUT THAT!, including a one-hour special on March 3 and a new game onpbskids.org/catinthehat.

More premieres and theme weeks air on PBS KIDS throughout the spring. THOMAS & FRIENDS” TO THE RESCUE! Week pulls into the station on March 17, accompanied by new online games. WILD KRATTS features a special week of all-new creature adventures starting April 7. A new WILD KRATTS app is also in development. ARTHUR celebrates being outside in “Outdoor Week,” starting April 21. PEG + CAT debuts new adventures starting on May 5, as Peg, Cat and friends travel to various places and work together to solve problems. CURIOUS GEORGE will also be on the go in May, as he ventures to Mars and beyond in three new episodes during the week of May 19.

In June, WORDGIRL will feature a week of all-new episodes with “WordGirl Appreciation Week.” And starting on June 16, everyone’s favorite talking dog goes Elizabethan with MARTHA SPEAKS” “Martha Speaketh Weeketh,” a week of premieres. Both series will launch new games onpbskids.org.

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