



PROVEN ENGAGEMENT, POWERFUL RESULTS

SHOW YOU'RE INVESTED IN THE COMMUNITY

71%

Say companies who sponsor PBS provide a valuable public service.¹

55%

Say companies that sponsor PBS are industry leaders.¹

BE THE BRAND THEY LOVE AND TRUST

64%

agree that PBS sponsor messages are seen as different and better.¹

64%

believe the sponsorships on PBS are more trustworthy than other networks.²

WELCOME NEW CLIENTS AND CONSUMERS

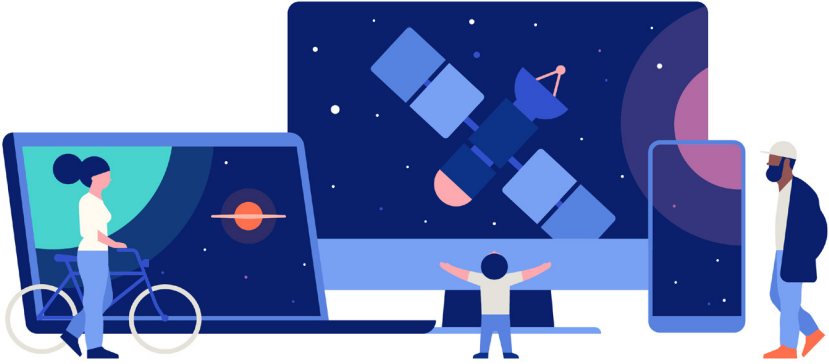
1/3

of PBS viewers are likely to take action after viewing "advertisements" on PBS.²

80%

of moms with kids under 12 watch PBS, that's a good thing for PBS sponsors.³

PLATFORMS THAT REACH YOUR AUDIENCE



DIGITAL

wpbstv.org | [WPBS app](#) | [Livestream](#) | [YouTube TV](#)

Average of 30,000 unique visits per month, wpbstv.org receives over 350,000 hits in any given month.



TV

[WPBS](#) | [PBS Kids 24/7](#) | [World](#) | [Create](#)

Our four channels serve approximately 2.3 million viewers.

STAND OUT FROM YOUR COMPETITION



WPBS TV



COMMERCIAL/CABLE TV

THE PBS NON-COMMERCIAL ENVIRONMENT IS IMPORTANT **OVER HALF** OF ALL VIEWERS AGREE.¹

WPBS SPONSORS STAND OUT WITH FEWER
PRIMETIME NON-PROGRAMMING MINUTES



WPBS⁴

3 MIN
15 SEC



Commercial⁴

14 MIN
33 SEC



Cable⁴

14 MIN
40 SEC

Don't let your message get buried! With over 15 times fewer spots than commercial and cable TV, your message stands out on WPBS!

YOU'RE IN GOOD COMPANY



Sources

1 Commercialism Research City Square Associates, January-February 2016., 2 PBS Sponsorship Study: Audience Attitudes and Behaviors, City Square Associates, March 2015., 3 Nielsen NPOWER, NTI 13-14 season., 4 Nielsen, October 2015.