Today's PBS

America's Largest Classroom
The Nation's Largest Stage
A Trusted Window To The World

February 2012

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 nine consecutive years.

Primetime Audience Growth & Children's Content

• Over the course of a year, **91%** of all U.S. television households - and **236 million people** - watch PBS. (Nielsen NPower, 9/27/2010-9/18/2011)

• In a typical month, close to **123 million people** watch their local PBS stations. (Nielsen NPower, 10/2011)

• PBS averaged a **1.33 primetime rating** during the 2010-2011 season, an **increase of 4%** over the previous season. (Nielsen Media Research. Public television primetime AA rating and full day weekly cume averages from 9/2010-9/2011)

• PBS' primetime audience is **significantly larger** than many commercial channels, including Bravo (PBS' audience is 104% larger), TLC (75%), Discovery Channel (70%), HGTV (58%), HBO (54%), A&E (36%) and History Channel (6%). In addition, PBS' primetime rating for news and public affairs programming is 60% higher than that of CNN. (Nielsen NPower, 9/20/2010-9/18/2011)

• In a year, **79% of all kids** age two to 11, totaling **32.7 million**, watch PBS. (Nielsen NPower, 9/20/2010-9/18/2011)

• Over a **million more children** watched PBS during the '10-11 season compared to the '09-10 season. (Nielsen NPower national program rating for PBS KIDS properties, 9/21/2009-9/19/2010 and 9/20/2010-9/18/2011)

• PBS had **seven of the top 10 programs** among mothers of young children in December 2011, and the **top three programs** for kids age two to five. (Nielsen NPower, 12/2011)

• Season two of "Downton Abbey" premiered to an average audience of **6.3 million** viewers – 30% more than the first episode of season 1. This is the **highest rating** for a MASTERPIECE episode in 17 years. (Nielsen Npower, program ratings report, and NTI PBS program ratings, 1972-2012)

• Last year, PBS moved NOVA to Wednesday night, creating "the smartest night on television." This has led to a **47%** increase in our audience, meaning over **700,000** more people are watching during an average minute of NOVA's programming. (Nielsen NPower, program ratings report, Jan.-Aug. 2010 and 2011)

• PBS and our member stations are helping to keep the arts alive today and for generations to come. All PBS arts-related programming reached **40 million** people during fall 2011 – more than one quarter of all U.S. households. (Nielsen NPower reach & frequency report, Oct.-Dec. 2011)

• The Fall PBS Arts festival reached close to **19 million** viewers. (Nielsen NPower reach & frequency report, Oct.-Dec. 2011)

Be more. PBS

Innovation & Growth on Digital Platforms

• Americans watched nearly **148 million** videos across all of PBS' web and mobile platforms in Jan. 2012. That's up from two million per month three years ago. (Google Analytics and The Platform, 1/2012)

• Combined, PBS had more than **29 million** unique visitors to its sites in Jan. 2012. (Google Analytics and The Platform, 1/2012)

• The majority of PBS.org's online viewers are between the ages of 18 to 49, who spend an average of **22 minutes** per video, far above the industry average. (comScore Video Metrix and Google Analytics, 12/2011)

• In any given month in 2011, more than **30%** of all video minutes consumed on kids' sites were on PBSKIDS.org. (comScore Video Metrix, 2011)

• In total, PBS' general audience and kids apps for iPad and iPhone have been downloaded more than **2.3 million** times. (iTunes)

• More than **58 million** videos were streamed on the PBS KIDS Video for iPhone/iPad apps in Jan. 2012. (Google Analytics, 1/2012)

Helping to Close the Achievement Gap

• According to a recent national survey commissioned by PBS and conducted by VeraQuest Research, **91%** of teachers have access to computers in their classrooms, but only **one-in-five** have the right level of technology. Cost (**63%**) is the single biggest barrier toward using technology in the classroom.

• That's why PBS, together with WGBH and local member stations, recently launched **PBS LearningMedia**, which features a robust library with **tens of thousands of digital assets**, including lesson plans and discussion questions for educators that align with Common Core State Standards. This **free media-on-demand service** features content from NASA, National Archives and PBS programs all in one place.

• To date, PBS LearningMedia has more than **39,000 registered users**. The site has been **localized by 101 PBS members**, representing 238 stations in 39 states, the District of Columbia and the U.S. Virgin Islands.

Be more. **PBS**