



PBS

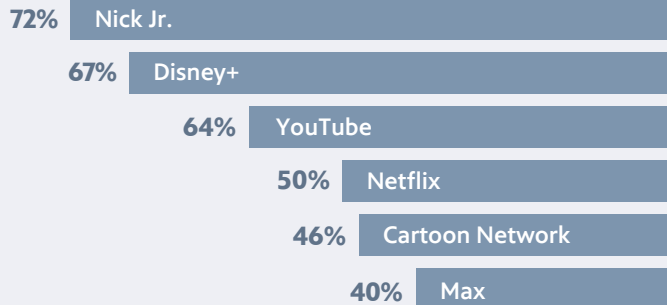
TRUSTED. VALUED. ESSENTIAL.

2024

Parents say PBS KIDS

Helps prepare children for success in school.

89% **PBS KIDS**



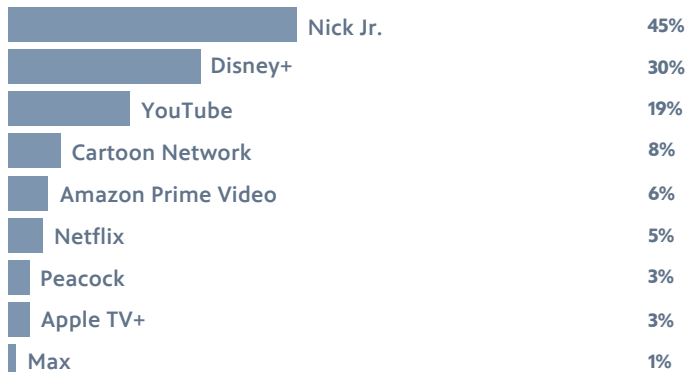
Graph indicates "agree strongly" and "agree somewhat."



PBS KIDS named

Most educational media brand.

PBS KIDS **82%**



Graph indicates "most educational" and "second most educational."

90%

of parents agree that PBS is a trusted and safe source for children to watch television, and play digital games and mobile apps.

PBS stations reach more children, and more parents of young children, in low-income homes than any of the children's TV networks.

(Source: Nielsen NPOWER, 9/19/22 - 9/24/23, L7 MSu6A6A, 50%, 1+min, <\$40K, K2-11, A18-49 w/K<6, PBS, children's cable nets.)

PBS stations reach more Hispanic, Black, Asian American, and American Indian children ages 2-8 than any of the children's TV networks in one year.

(Source: Nielsen NPOWER, 9/19/22 - 9/24/23, L7 MSu6A6A, 50%, 1+min, PBS, children's cable nets.)

PBS KIDS averages 15.5 million monthly users and over 345 million monthly streams across digital platforms.

(Source: Google Analytics, 10/22-9/23, PBS KIDS video & games.)

