PBS is for every adult viewer, every child, every educator... And, for every brand and marketer.

At PBS, our mission is reflected in everything we offer. We believe in thoughtful and thought-provoking media. We believe that the best ideas illuminate, and even challenge. We believe in content that ignites a love of learning, broadens horizons, and connects people, everywhere.

We believe that our corporate sponsors are our partners. Their support helps us to continue to bring this valued content to our audience, wherever they choose to access it.

- Linear TV
- Digital
- Mobile Apps
- Social Media
- OTT
- Podcasts
- YouTube
- VOD

Only PBS offers sponsors this unique media opportunity

- An uncluttered, category-exclusive sponsor environment
- A trusted relationship with viewers
- An affluent, educated, influential audience
- Brand-safe, highly respected content
- A multiplatform sponsor experience

The Sponsorship Group for Public Television offers the best sponsorships on PBS

Only the Sponsorship Group for Public Television offers sponsorships of iconic PBS programming like MASTERPIECE, FRONTLINE, American Experience, NOVA, ANTIQUES ROADSHOW and Arthur. But there’s so much more!

Please explore our content available for sponsorship, and then contact us to learn more about how we can build a custom sponsorship package for your brand.
**AMERICAN EXPERIENCE®**

**Airs: Tuesdays @ 9pm**

*American Experience*’s documentary films chronicle the unforgettable events and people that have made us who we are today. Through the power of storytelling, this award-winning series captivates millions of smart, engaged and influential viewers who care about America’s issues and civic literacy.

<table>
<thead>
<tr>
<th>DEMOS</th>
<th>RATINGS</th>
<th>AVG. IMPRESSIONS (000)</th>
</tr>
</thead>
<tbody>
<tr>
<td>HH</td>
<td>0.9</td>
<td>1,073</td>
</tr>
<tr>
<td>A25-54</td>
<td>0.2</td>
<td>233</td>
</tr>
<tr>
<td>A35-64</td>
<td>0.4</td>
<td>508</td>
</tr>
<tr>
<td>M25-54</td>
<td>0.2</td>
<td>115</td>
</tr>
<tr>
<td>M35-64</td>
<td>0.4</td>
<td>264</td>
</tr>
</tbody>
</table>

US TV HH Coverage: 98%
Total Weekly Viewers P2+: (000): 1,811

Source: NTI Live+7 Nielsen National NPOWER, 10/19-9/20 | TRAC Media Services, 10/19-9/20

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**AMERICAN VETERAN**

**A 4-hour special | Oct. 26, Nov. 2, 9 & 16, 2021 in Primetime**

PBS is proud to present a new 4-part primetime television special that traces the experiences of a range of veterans, both contemporary and historical. In unforgettable testimony, the men and women of the military reveal their personal and transformative journeys, in war and in peace.

<table>
<thead>
<tr>
<th>DEMOS</th>
<th>RATINGS</th>
<th>AVG. IMPRESSIONS (000)</th>
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<tr>
<td>HH</td>
<td>0.9</td>
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<tr>
<td>A25-54</td>
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<td>240</td>
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<td>509</td>
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<tr>
<td>M35-64</td>
<td>0.3</td>
<td>172</td>
</tr>
<tr>
<td>W35-64</td>
<td>0.3</td>
<td>211</td>
</tr>
</tbody>
</table>

Source: NTI Live+7, Nielsen National NPOWER, projection based on PBS Primary Affiliates, M-Su 8p-11p, 10/19-9/20

---

**ANTIQUES ROADSHOW®**

**Airs: Mondays @ 8pm & 9pm**

Is it junk—or a jewel? Come along as PBS’s most popular primetime series visits cities across the country, inviting people to bring their valued possessions for appraisal by antiques dealers and auction-house experts. Join the fun as people find out whether or not their items are in fact priceless treasures.

<table>
<thead>
<tr>
<th>DEMOS</th>
<th>RATINGS</th>
<th>AVG. IMPRESSIONS (000)</th>
</tr>
</thead>
<tbody>
<tr>
<td>HH</td>
<td>1.9</td>
<td>2,348</td>
</tr>
<tr>
<td>A25-54</td>
<td>0.3</td>
<td>389</td>
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<tr>
<td>A35-64</td>
<td>0.8</td>
<td>990</td>
</tr>
<tr>
<td>W25-54</td>
<td>0.3</td>
<td>201</td>
</tr>
<tr>
<td>W35-64</td>
<td>0.8</td>
<td>521</td>
</tr>
</tbody>
</table>

US TV HH Coverage: 98%
Total Weekly Viewers P2+: (000)*: 4,070

Source: NTI Live+7 Nielsen National NPOWER, 8pm, 10/19-9/20 | TRAC Media Services 10/19-9/20; *M 8-10p

*See last page for trademark and copyright information

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**SPONSORSHIP GROUP**

**for Public Television**

The best sponsorships on PBS | SGPTV.org 800.886.9364 | SGPTV@wgbh.org

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**PBS**
## FRONTLINE®

**Airs: Tuesdays @ 10pm**

Television’s most-respected investigative journalism series continues its relentless pursuit of the truth. *Frontline’s* engaging documentaries fully explore and illuminate the critical issues of our times. *Frontline* has won more awards and produces more hours of public affairs documentary programming than all the commercial networks combined.

### COMMON CARRIAGE

<table>
<thead>
<tr>
<th>DEMOS</th>
<th>RATINGS</th>
<th>AVG. IMPRESSIONS (000)</th>
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</thead>
<tbody>
<tr>
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<td>664</td>
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<tr>
<td>A25-54</td>
<td>0.1</td>
<td>174</td>
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<tr>
<td>A35-64</td>
<td>0.3</td>
<td>349</td>
</tr>
<tr>
<td>M25-54</td>
<td>0.2</td>
<td>92</td>
</tr>
<tr>
<td>M35-64</td>
<td>0.3</td>
<td>188</td>
</tr>
</tbody>
</table>

US TV HH Coverage: 98%
Total Weekly Viewers P2+ (000): 1,058

Source: NTI Live+7 Nielsen National NPOWER, 10/19-9/20 | TRAC Media Services 10/19-9/20

*Courtesy of Andrew Geraci / District 7 Media*

---

## FUTURE OF WORK

**A 3-hour Documentary | September 1, 8 & 15, 2021 @ 10pm**

The employment landscape in the U.S. has been undergoing massive changes, with many U.S. jobs being automated or shipped offshore. The *Future of Work* explores how work as we know it is changing, and what today’s workforce can do to prepare for this new world of employment.

### COMMON CARRIAGE

<table>
<thead>
<tr>
<th>DEMOS</th>
<th>RATINGS</th>
<th>AVG. IMPRESSIONS (000)</th>
</tr>
</thead>
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<tr>
<td>HH</td>
<td>0.9</td>
<td>1,063</td>
</tr>
<tr>
<td>A25-54</td>
<td>0.1</td>
<td>159</td>
</tr>
<tr>
<td>A35-64</td>
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<td>383</td>
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<tr>
<td>M35-64</td>
<td>0.3</td>
<td>172</td>
</tr>
<tr>
<td>W35-64</td>
<td>0.3</td>
<td>211</td>
</tr>
</tbody>
</table>

Source: NTI Live+7, Nielsen National NPOWER, projection based on PBS Primary Affiliates, M-Su 8p-11p, 10/19-9/20

*© Red Planet Pictures / ITV 2019*

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## MASTERPIECE™

**Airs: Sundays @ 9pm**

with additional hours at 8pm & 10pm

No one does drama like *Masterpiece!* Home of the wildly popular “Downton Abbey,” this legendary series continues to enchant and captivate viewers. With its signature blend of classic, mystery and contemporary dramas, *Masterpiece* keeps audiences on the edge of their seats, coming back week after week to watch its addictive programming.

### COMMON CARRIAGE

<table>
<thead>
<tr>
<th>DEMOS</th>
<th>RATINGS</th>
<th>AVG. IMPRESSIONS (000)</th>
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<tbody>
<tr>
<td>HH</td>
<td>1.6</td>
<td>1,916</td>
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<tr>
<td>A25-54</td>
<td>0.2</td>
<td>231</td>
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<tr>
<td>A35-64</td>
<td>0.5</td>
<td>599</td>
</tr>
<tr>
<td>W25-54</td>
<td>0.1</td>
<td>145</td>
</tr>
<tr>
<td>W35-64</td>
<td>0.6</td>
<td>390</td>
</tr>
</tbody>
</table>

US TV HH Coverage: 98%
Total Weekly Viewers P2+ (000)*: 3,310

Source: NTI Live+7 Nielsen National NPOWER, Sun 9pm, 10/19-9/20 | TRAC Media Services, 10/19-9/20, *Su 8-11p

*© Masterpiece Theatre Media, 1979–2023

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*See last page for trademark and copyright information*
**The Mysteries of Mental Illness**  **NEW**

A 4-hour Documentary | June 22 & 23, 2021 @ 9-11pm

One in four Americans will experience mental health issues over the course of their lifetime. The Mysteries of Mental Illness aims to raise awareness and break the long-held stigma associated with mental illness.

<table>
<thead>
<tr>
<th>DEMOS</th>
<th>RATINGS</th>
<th>AVG. IMPRESSIONS (000)</th>
</tr>
</thead>
<tbody>
<tr>
<td>HH</td>
<td>1.4</td>
<td>1,658</td>
</tr>
<tr>
<td>A25-54</td>
<td>0.3</td>
<td>380</td>
</tr>
<tr>
<td>A35-64</td>
<td>0.7</td>
<td>814</td>
</tr>
<tr>
<td>M25-54</td>
<td>0.3</td>
<td>201</td>
</tr>
<tr>
<td>M35-64</td>
<td>0.8</td>
<td>450</td>
</tr>
</tbody>
</table>

Source: NTI Live+7 Nielsen National NPOWER 10/19-9/20, based on similar programming.

**NOVA®**

Airs: Wednesdays @ 9pm

NOVA is the highest-rated ongoing science television series—the gold standard to which all others pale in comparison. Each week, NOVA takes millions of curious viewers on an unforgettable voyage of discovery as it reveals cutting-edge breakthroughs in science, technology and engineering. NOVA entertains, enlightens and challenges the mind.

<table>
<thead>
<tr>
<th>DEMOS</th>
<th>RATINGS</th>
<th>AVG. IMPRESSIONS (000)</th>
</tr>
</thead>
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<tr>
<td>HH</td>
<td>0.03</td>
<td>34</td>
</tr>
<tr>
<td>A35-64</td>
<td>0.01</td>
<td>16</td>
</tr>
</tbody>
</table>

US TV HH Coverage: 98%
Total Weekly Viewers P2+ (000): 2,468


**STORIES FROM THE STAGE®**

Airs: Mondays @ 9:30pm on WORLD Channel

Stories from the Stage is a new series that captures the emotion, power and connection made through sharing personal stories. Sponsors of Stories from the Stage also have the unique opportunity to gain access and visibility at live storytelling events.

<table>
<thead>
<tr>
<th>DEMOS</th>
<th>RATINGS</th>
<th>AVG. IMPRESSIONS (000)</th>
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</thead>
<tbody>
<tr>
<td>HH</td>
<td>1.4</td>
<td>1,658</td>
</tr>
<tr>
<td>A25-54</td>
<td>0.3</td>
<td>380</td>
</tr>
<tr>
<td>A35-64</td>
<td>0.7</td>
<td>814</td>
</tr>
<tr>
<td>M25-54</td>
<td>0.3</td>
<td>201</td>
</tr>
<tr>
<td>M35-64</td>
<td>0.8</td>
<td>450</td>
</tr>
</tbody>
</table>

US TV HH Coverage: 71%

WORLD Channel

WORLD Channel offers 24/7 nonfiction programming at its best. A public media platform for both established and emerging filmmakers, WORLD’s powerful documentaries strive to bridge our differences and identify our commonalities.

<table>
<thead>
<tr>
<th>DEMOS</th>
<th>RATINGS</th>
<th>AVG. IMPRESSIONS (000)</th>
</tr>
</thead>
<tbody>
<tr>
<td>A25-54</td>
<td>0.01</td>
<td>45</td>
</tr>
<tr>
<td>A35-64</td>
<td>0.02</td>
<td>9</td>
</tr>
</tbody>
</table>

US TV HH Coverage: 67.3%
Source: Nielsen National People Meter, Q4 2018, Live + 7 Viewing, World Channel | TRAC Media Services 2020

BORN TO EXPLORE

Airs: Weekends
13 New Episodes

The world is full of beauty and wonder just waiting to be discovered. In this exciting series, host Richard Wiese takes viewers around the world in search of adventure, wildlife, and cultures untouched by modern civilization. Originally airing on ABC stations nationwide, Born to Explore has moved to its new home on PBS.

<table>
<thead>
<tr>
<th>DEMOS</th>
<th>RATINGS</th>
<th>AVG. IMPRESSIONS (000)</th>
</tr>
</thead>
<tbody>
<tr>
<td>HH</td>
<td>0.04</td>
<td>45</td>
</tr>
<tr>
<td>A25-54</td>
<td>0.01</td>
<td>9</td>
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<tr>
<td>A35-64</td>
<td>0.02</td>
<td>19</td>
</tr>
<tr>
<td>W35-64</td>
<td>0.02</td>
<td>10</td>
</tr>
</tbody>
</table>

Estimated US TV HH Coverage: 95%*
Source: TRAC Media Services, May 2020 Sweeps + Carriage Summary 10/19-9/20

CLASSIC WOODWORKING

Airs: Weekends

Classic Woodworking follows host Tom McLaughlin as he demonstrates the steps and artistry it takes to create comprehensive woodworking projects. With assists from Fine Woodworking magazine guests, Tom teaches the latest wood crafting techniques, as well as tips and instruction for how to create projects that can be passed down for generations.

<table>
<thead>
<tr>
<th>DEMOS</th>
<th>RATINGS</th>
<th>AVG. IMPRESSIONS (000)</th>
</tr>
</thead>
<tbody>
<tr>
<td>HH</td>
<td>0.1</td>
<td>101</td>
</tr>
<tr>
<td>A25-54</td>
<td>0.02</td>
<td>26</td>
</tr>
<tr>
<td>A35-64</td>
<td>0.04</td>
<td>54</td>
</tr>
<tr>
<td>M35-64</td>
<td>0.05</td>
<td>27</td>
</tr>
</tbody>
</table>

*Source: TRAC Media Services, May 2020 Sweeps + Carriage Summary 10/19-9/2020

© Born to Explore
© Classic Woodworking
© GBH
**LIDIA’S KITCHEN**

**Airs: Weekends**

Join host, restaurateur and celebrity chef Lidia Bastianich for her new series *Lidia’s Kitchen*. Lidia conjures simple seasonal dishes with grace, confidence and love, teaching viewers to draw on their roots, allow for spontaneity and cultivate a sense of home in the kitchen. Already nominated for a James Beard Award in its first season, *Lidia’s Kitchen* is the companion series to her latest cookbook *Lidia’s Commonsense Italian Cooking*.

<table>
<thead>
<tr>
<th>DEMOS</th>
<th>RATINGS</th>
<th>AVG. IMPRESSIONS (000)</th>
</tr>
</thead>
<tbody>
<tr>
<td>HH</td>
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<td>1,210</td>
</tr>
<tr>
<td>A25-54</td>
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<tr>
<td>A35-64</td>
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<td>528</td>
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<tr>
<td>W25-54</td>
<td>0.2</td>
<td>148</td>
</tr>
<tr>
<td>W35-64</td>
<td>0.5</td>
<td>320</td>
</tr>
</tbody>
</table>

US TV HH Coverage: 96%

Source: NTI Live +7 Nielsen National NPOWER, 10/19-9/20 | TRAC Media Services, 10/19-9/20

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**SECRETS OF THE MEDITERRANEAN**

Coming in Spring 2021          13 New Episodes

*Secrets of the Mediterranean* is a new series coming to PBS that focuses on food, health and wellness with a dash of history, culture and travel. Hosted by Maria Loi, well-known Greek television personality and chef, each episode transports viewers back to Maria’s homeland and farm in Greece to explore the roots of the Mediterranean diet before returning to New York to recreate a modern interpretation of this ancient cuisine.

<table>
<thead>
<tr>
<th>DEMOS</th>
<th>RATINGS</th>
<th>AVG. IMPRESSIONS (000)</th>
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</thead>
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<tr>
<td>HH</td>
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<tr>
<td>A25-54</td>
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<td>90</td>
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<tr>
<td>A35-64</td>
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<td>194</td>
</tr>
<tr>
<td>W35-64</td>
<td>0.2</td>
<td>100</td>
</tr>
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</table>

US TV HH Coverage: 96%

Source: Nielsen NTI Live +7, 10/19-9/20, time period average for PBS weekend cooking/lifestyle block (Sat/Sun 11a-5p, PBS Primary Affiliates only)

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**SIMPLY MING®**

**Airs: Weekends**

Emmy Award-winning chef, author, and restaurateur Ming Tsai is back in the kitchen! *Simply Ming* shows viewers how to prepare simple and delicious meals “on the fly,” finding inspiration from Ming’s own east-meets-west pantry, as well as “on the road,” using local ingredients as he travels to exotic destinations.

<table>
<thead>
<tr>
<th>DEMOS</th>
<th>RATINGS</th>
<th>AVG. IMPRESSIONS (000)</th>
</tr>
</thead>
<tbody>
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<tr>
<td>A35-64</td>
<td>0.3</td>
<td>379</td>
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<tr>
<td>W25-54</td>
<td>0.2</td>
<td>113</td>
</tr>
<tr>
<td>W35-64</td>
<td>0.3</td>
<td>199</td>
</tr>
</tbody>
</table>

US TV HH Coverage: 94%

Source: TRAC Media Services, May 2020 Sweeps + Carriage Summary 10/19-9/20
**ARThUR®**

Airs: Monday–Friday  
Daily

*Arthur* has consistently ranked as one of the most popular kids shows on any network. Based on the beloved books by Marc Brown, this fun, animated series centers on 8-year-old Arthur, his kid sister, D.W., and their friends. With an underlying commitment to literacy, *Arthur* uses engaging characters and amusing storylines to illustrate how kids from diverse backgrounds can learn to get along with one another and develop positive social skills.

![Arthur](image)

**THE CAT IN THE HAT KNOWS A LOT ABOUT THAT!**

Airs: Monday–Friday  
Daily

*The Cat in The Hat Knows A Lot About That!* is designed to spark a love of learning and an interest in science in preschoolers. Based on the best-selling books from Random House, the series follows the Dr. Seuss character and his friends as they embark on fun, scientific adventures such as shrinking to bee-size to explore a hive or flying with birds to discover how they migrate.

![Cat in the Hat](image)

**CURIOUS GEORGE®**

Airs: Monday–Friday  
Daily

*Curious George* follows the adventures of everybody’s favorite little monkey, while also introducing kids to science, math and engineering concepts. Each episode includes two animated stories and live-action pieces, where real kids investigate the ideas that George introduces in his stories.

![Curious George](image)

---

**Statistics**

<table>
<thead>
<tr>
<th>DEMOS</th>
<th>RATINGS</th>
<th>AVG. IMPRESSIONS (000)</th>
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<tbody>
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<td>446</td>
</tr>
<tr>
<td>Kids 2-5</td>
<td>0.8</td>
<td>128</td>
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<tr>
<td>Kids 2-11</td>
<td>0.6</td>
<td>247</td>
</tr>
<tr>
<td>Kids 6-11</td>
<td>0.5</td>
<td>119</td>
</tr>
<tr>
<td>Kids 4-8</td>
<td>0.7</td>
<td>129</td>
</tr>
<tr>
<td>W18-49</td>
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<td>129</td>
</tr>
<tr>
<td>W25-54</td>
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<td>117</td>
</tr>
<tr>
<td>W18-49 w/K2-5</td>
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<td>66</td>
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<tr>
<td>W18-49 w/K&lt;3</td>
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<td>57</td>
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<tr>
<td>W18-49 w/K&lt;12</td>
<td>0.3</td>
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</tr>
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</table>

**US TV HH Coverage: 98%**

Avg P2+ Weekly Reach: 1,813,000

Source: Nielsen NTI Live+7 + TRAC Media Services, Oct 2019–Sept 2020

<table>
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<th>RATINGS</th>
<th>AVG. IMPRESSIONS (000)</th>
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</thead>
<tbody>
<tr>
<td>HH</td>
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<td>322</td>
</tr>
<tr>
<td>Kids 2-5</td>
<td>0.8</td>
<td>121</td>
</tr>
<tr>
<td>Kids 2-11</td>
<td>0.5</td>
<td>185</td>
</tr>
<tr>
<td>Kids 6-11</td>
<td>0.3</td>
<td>64</td>
</tr>
<tr>
<td>Kids 4-8</td>
<td>0.5</td>
<td>90</td>
</tr>
<tr>
<td>W18-49</td>
<td>0.2</td>
<td>101</td>
</tr>
<tr>
<td>W25-54</td>
<td>0.1</td>
<td>90</td>
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<tr>
<td>W18-49 w/K2-5</td>
<td>0.4</td>
<td>58</td>
</tr>
<tr>
<td>W18-49 w/K&lt;3</td>
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<td>54</td>
</tr>
<tr>
<td>W18-49 w/K&lt;12</td>
<td>0.3</td>
<td>85</td>
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**US TV HH Coverage: 98%**

Avg P2+ Weekly Reach: 1,513,000

Source: Nielsen NTI Live+7 + TRAC Media Services, Oct 2019–Sept 2020

<table>
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<tr>
<th>DEMOS</th>
<th>RATINGS</th>
<th>AVG. IMPRESSIONS (000)</th>
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</thead>
<tbody>
<tr>
<td>HH</td>
<td>0.1</td>
<td>156</td>
</tr>
<tr>
<td>Kids 2-5</td>
<td>0.4</td>
<td>63</td>
</tr>
<tr>
<td>Kids 2-11</td>
<td>0.2</td>
<td>93</td>
</tr>
<tr>
<td>Kids 6-11</td>
<td>0.1</td>
<td>30</td>
</tr>
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<td>Kids 4-8</td>
<td>0.2</td>
<td>44</td>
</tr>
<tr>
<td>W18-49</td>
<td>0.1</td>
<td>44</td>
</tr>
<tr>
<td>W25-54</td>
<td>0.1</td>
<td>45</td>
</tr>
<tr>
<td>W18-49 w/K2-5</td>
<td>0.2</td>
<td>23</td>
</tr>
<tr>
<td>W18-49 w/K&lt;3</td>
<td>0.2</td>
<td>21</td>
</tr>
<tr>
<td>W18-49 w/K&lt;12</td>
<td>0.1</td>
<td>37</td>
</tr>
</tbody>
</table>

**US TV HH Coverage: 98%**

Avg P2+ Weekly Reach: 776,000

Source: Nielsen NTI Live+7 + TRAC Media Services, Oct 2019–Sept 2020
### DINOSAUR TRAIN™

**Airs:** Monday–Friday  
**Daily**

From the legendary Jim Henson Company comes *Dinosaur Train*, an animated series for 3–6 year olds that embraces kids’ fascination for both dinosaurs and trains. Each half hour episode encourages basic scientific thinking skills as kids learn about science, natural history and paleontology.

![Dinosaur Train Image]

**NEW**

### ELINOR WONDERS WHY

**Airs:** Monday–Friday  
**Daily**

Join Elinor and her friends as they ask the questions in every kid’s mind, and use basic scientific skills to connect Nature to their everyday lives. Targeted to a pre-school audience, *Elinor Wonders Why* shows kids that science is not just a list of facts, but a way of answering questions and learning about the world.

![Elinor Wonders Why Image]

### HERO ELEMENTARY

**Airs:** Monday–Friday  
**Daily**

At *Hero Elementary*, young superheroes learn how to master their emerging superpowers and use science to solve problems. Aimed at kids 4–7, the series integrates science and adventure to ignite kids’ natural curiosity about how the world works.

![Hero Elementary Image]

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**See last page for trademark and copyright information**

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**SGPTV. org  800.886.9364  SGPTV.@wgbh.org**

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**Source:** Nielsen NTI Live+7 + TRAC Media Services, Oct 2019–Sept 2020

**Source:** Nielsen NTI Live+7 + TRAC Media Services, Sept 2020

**Source:** Nielsen NTI Live+7 + TRAC Media Services, June–Sept 2020

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**US TV HH Coverage: 98%**

**Avg P2+ Weekly Reach:** 1,785,000

**Source:** Nielsen NTI Live+7 + TRAC Media Services, Oct 2019–Sept 2020

**Source:** Nielsen NTI Live+7 + TRAC Media Services, Sept 2020

**Source:** Nielsen NTI Live+7 + TRAC Media Services, June–Sept 2020

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**HH  0.3 400**

**Kids 2-5 1.0 151**

**Kids 2-11 0.6 233**

**Kids 6-11 0.3 83**

**Kids 4-8 0.6 114**

**W18-49 0.2 126**

**W25-54 0.2 114**

**W18-49 w/K2-5 0.5 70**

**W18-49 w/K<3 0.6 66**

**W18-49 w/K<12 0.4 107**

**NEW**

**HH  0.4 490**

**Kids 2-5 1.3 205**

**Kids 2-11 0.7 279**

**Kids 6-11 0.3 74**

**Kids 4-8 0.6 113**

**W18-49 0.2 159**

**W25-54 0.2 133**

**W18-49 w/K2-5 0.9 111**

**W18-49 w/K<3 0.9 90**

**W18-49 w/K<12 0.5 139**

**Source:** Nielsen NTI Live+7 + TRAC Media Services, Oct 2019–Sept 2020

**Source:** Nielsen NTI Live+7 + TRAC Media Services, Sept 2020

**Source:** Nielsen NTI Live+7 + TRAC Media Services, June–Sept 2020

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**HH  0.3 335**

**Kids 2-5 0.8 123**

**Kids 2-11 0.5 199**

**Kids 6-11 0.3 76**

**Kids 4-8 0.5 109**

**W18-49 0.2 101**

**W25-54 0.2 93**

**W18-49 w/K2-5 0.4 58**

**W18-49 w/K<3 0.5 49**

**W18-49 w/K<12 0.3 83**

**US TV HH Coverage: 98%**

**Avg P2+ Weekly Reach:** 1,484,000

**Source:** Nielsen NTI Live+7 + TRAC Media Services, Oct 2019–Sept 2020

**Source:** Nielsen NTI Live+7 + TRAC Media Services, Sept 2020

**Source:** Nielsen NTI Live+7 + TRAC Media Services, June–Sept 2020

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**See last page for trademark and copyright information**
**LET’S GO LUNA!**

**Airs:** Monday–Friday  **Daily**

*Let’s Go Luna!*’s whimsical and humorous stories celebrate and inspire global curiosity. Luna, the moon, guides three friends as they explore the world. The trio’s hilarious adventures introduce kids 4-7 to local language, music and daily life across continents, emphasizing connections with communities beyond their own neighborhood.

![Let’s Go Luna!](image)

---

**MOLLY OF DENALI**

**Airs:** Monday—Friday  **Daily**

Meet Molly, a 10-year old charming and resourceful girl from the Denali region of Alaska. Whether it’s using a map to navigate a dog sled delivery under the aurora borealis, or navigating through fog-shrouded islands in search of puffins, this new PBS KIDS series follows Molly on exciting adventures, teaching kids how to solve problems using informational text.

![Molly of Denali](image)

---

**ODD SQUAD**

**Airs:** Monday—Friday  **Daily**

*Odd Squad* follows the adventures of a group of resourceful young agents whose mission is to investigate strange happenings wherever oddness occurs. Created by Fred Rogers Productions and Sinking Ship Entertainment, this delightful live-action series is designed to help kids ages 5 to 8 practice basic math, problem-solving, resilience and collaboration, establishing a solid foundation for success in school and in life.

![Odd Squad](image)

---

**DEMOs** | **RATINGS** | **AVG. IMPRESSIONS (000)**
---|---|---
HH | 0.4 | 463
Kids 2-5 | 1.1 | 180
Kids 2-11 | 0.7 | 289
Kids 6-11 | 0.5 | 109
Kids 4-8 | 0.7 | 145
W18-49 | 0.2 | 147
W25-54 | 0.2 | 135
W18-49 w/K2-5 | 0.6 | 83
W18-49 w/K<3 | 0.7 | 76
W18-49 w/K<12 | 0.4 | 124

US TV HH Coverage: 98%
Avg P2+ Weekly Reach: 2,015,000
Source: Nielsen NTI Live+7 + TRAC Media Services, Oct 2019–Sept 2020

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**DEMOs** | **RATINGS** | **AVG. IMPRESSIONS (000)**
---|---|---
HH | 0.4 | 495
Kids 2-5 | 1.1 | 173
Kids 2-11 | 0.8 | 300
Kids 6-11 | 0.5 | 126
Kids 4-8 | 0.8 | 159
W18-49 | 0.2 | 153
W25-54 | 0.2 | 141
W18-49 w/K2-5 | 0.6 | 85
W18-49 w/K<3 | 0.8 | 77
W18-49 w/K<12 | 0.4 | 128

US TV HH Coverage: 98%
Avg P2+ Weekly Reach: 2,171,000
Source: Nielsen NTI Live+7 + TRAC Media Services, Oct 2019–Sept 2020

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**DEMOs** | **RATINGS** | **AVG. IMPRESSIONS (000)**
---|---|---
HH | 0.4 | 438
Kids 2-5 | 0.9 | 135
Kids 2-11 | 0.7 | 265
Kids 6-11 | 0.5 | 130
Kids 4-8 | 0.7 | 141
W18-49 | 0.2 | 129
W25-54 | 0.2 | 115
W18-49 w/K2-5 | 0.5 | 70
W18-49 w/K<3 | 0.6 | 61
W18-49 w/K<12 | 0.4 | 108

US TV HH Coverage: 98%
Avg P2+ Weekly Reach: 1,744,000
Source: Nielsen NTI Live+7 + TRAC Media Services, Oct 2019–Sept 2020

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*See last page for trademark and copyright information*
**PEG + CAT**

Airs: Monday—Friday

KIDS

From Fred Rogers Productions comes this playful series that inspires preschoolers’ natural curiosity about math, and helps them develop new skills and strategies for solving problems in their daily lives. Through engaging characters, whimsical stories and music, the show celebrates the ways in which math plays a role in everyday life - and is cool!

**PLUM LANDING**

**A PBS KIDS Web Exclusive Series**

Plum Landing is a web-originated adventure encouraging 6- to 9-year olds to get outdoors and interact with nature. Animated videos tell the story of Plum, a video game designer from the desolate Planet Blorb, who zooms to Earth longing to experience nature. There, she befriends five eager kids and launches them on fun, nature-based missions. *Plum Landing* also features live-action videos, games, hands-on activities and a mobile app!

**PINKALICIOUS & PETERRIFIC**

Airs: Monday—Friday

Join the fun as Pinkalicous and her brother Peter look for ways to turn the everyday ho-hum into something extraordinary! With a focus on social and emotional learning (SEL), and drawing upon the National Core Arts Standards, this new PBS KIDS series encourages creativity and celebrates the arts across all artist disciplines.
**READY JET GO!**

Airs: Monday–Friday  
Daily

PBS KIDS soars into outer space with *Ready Jet Go!* Curiosity about space starts early, as soon as kids are old enough to look up at the sky and wonder: What’s up there? *Ready Jet Go!* introduces children to astronomy, earth science and technology in a fun and engaging way, through the adventures of an animated alien boy named Jet Propulsion!

**THE RUFF RUFFMAN SHOW**

Short-form animated digital science series

Canine host extraordinaire, Ruff Ruffman, returns to PBS KIDS in this animated digital science series. *The Ruff Ruffman Show* is a collection of 20 physical science themed videos designed to help kids ages 4-8 think, talk, act and feel like scientists.

**SPLASH AND BUBBLES**

Airs: Monday–Friday  
Daily

Emmy nominated children’s series *Splash and Bubbles* follows the adventures of Splash, Bubbles, Dunk, and Ripple as they dive into the incredible world of marine biology and oceanography. Together, these aquatic friends explore themes such as interconnectedness, diversity, individuality, and the importance of taking care of the ocean we all share.

---

**DEMOs** | **RATINGS** | **AVG. IMPRESSIONS (000)**
--- | --- | ---
HH | 0.2 | 262
Kids 2-5 | 0.5 | 82
Kids 2-11 | 0.4 | 148
Kids 6-11 | 0.3 | 66
Kids 4-8 | 0.4 | 79
W18-49 | 0.1 | 80
W25-54 | 0.1 | 70
W18-49 w/K2-5 | 0.3 | 46
W18-49 w/K<3 | 0.4 | 40
W18-49 w/K<12 | 0.2 | 66

US TV HH Coverage: 98%
Avg P2+: Weekly Reach: 1,176,000

**MONTHLY ENGAGEMENT**

Video streams: 582K+
Users: 180K+
Page Views: 1.8M+
Sessions: 309K+
Time Spent: 5:44

**DEMOs** | **RATINGS** | **AVG. IMPRESSIONS (000)**
--- | --- | ---
HH | 0.2 | 185
Kids 2-5 | 0.4 | 69
Kids 2-11 | 0.2 | 99
Kids 6-11 | 0.1 | 29
Kids 4-8 | 0.2 | 46
W18-49 | 0.1 | 60
W25-54 | 0.1 | 55
W18-49 w/K2-5 | 0.3 | 34
W18-49 w/K<3 | 0.3 | 33
W18-49 w/K<12 | 0.2 | 51

US TV HH Coverage: 98%
Avg P2+: Weekly Reach: 957,000

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Source: Nielsen NTV Live+7 + TRAC Media Services, Oct 2019–Sept 2020
**WILD KRATTS**

**Airs:** Monday–Friday  
**Daily**

*Wild Kratts* is an animated animal adventure full of laugh-out-loud comedy that takes kids around the world to meet all sorts of animals—from the cute and cuddly to the awesome and bizarre. Featuring the animated versions of popular zoologists and children's entertainers Chris and Martin Kratt, *Wild Kratts* is a science show that families are enjoying together.

---

**XAVIER RIDDLE AND THE SECRET MUSEUM**  
**NEW**

**Airs:** Monday—Friday  
**Daily**

This exciting new series teaches kids that everyone can do remarkable things! Follow the adventures of three children as they enter a “secret museum” and travel back in time to meet real life heroes from the past, when the heroes were kids. In each episode, Xavier, Yadina, and Brad learn about the challenges these inspirational figures faced and the path they took to achieve greatness, showing the kids that they, too, can be heroes.

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**Source:** Nielsen NTI Live+7 + TRAC Media Services, Oct 2019–Sept 2020
**INNOVATION HUB**

**Airs: Weekends**  
**Weekly**

*Innovation Hub* is an hour-long dive into big ideas and cutting-edge technologies. The program features today’s most creative thinkers, exploring new avenues in education, science, medicine, energy, transportation and more. Host Kara Miller engages with top innovators, examining fresh perspectives and potential solutions to some of our most challenging problems.

<table>
<thead>
<tr>
<th>DEMOS</th>
<th>AVG. IMPRESSIONS</th>
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</thead>
<tbody>
<tr>
<td>AQH (P12+)</td>
<td>154,800</td>
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<tr>
<td>AQH (A25-54)</td>
<td>54,180</td>
</tr>
<tr>
<td>P12+ Weekly Listeners (program cume):</td>
<td>303,800</td>
</tr>
</tbody>
</table>

Source: Nielsen Audio Nationwide-Act 1 Systems, DMA Persons 12+ based on stations' broadcast schedule; Spring 2020
### DETOURS
**General Audience | Podcast**

What happens to all that stuff on America’s favorite antiques show once the cameras leave town? Join host Adam Monahan, longtime producer of PBS’s Antiques Roadshow, as he reveals the stories, secrets, and surprises of TV treasures beyond the screen. Each episode of DETOURS tells the deeper story of one object, amazing and amusing listeners along the way. From GBH and PRX.

![DETOURS](https://example.com/de tours_logo.png)

<table>
<thead>
<tr>
<th>DETOURS</th>
<th>6 Episodes</th>
<th>20-30 Minutes</th>
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</thead>
<tbody>
<tr>
<td>**General Audience</td>
<td>Podcast**</td>
<td></td>
</tr>
<tr>
<td>Each episode of The FRONTLINE Dispatch focuses on uncovering crucial domestic and international stories, with the same authenticity and transparency that you've come to expect from FRONTLINE's award-winning documentaries.</td>
<td></td>
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![THE FRONTLINE DISPATCH](https://example.com/frontlinedispatch_logo.png)

<table>
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<tbody>
<tr>
<td>**General Audience</td>
<td>Podcast**</td>
<td></td>
</tr>
<tr>
<td>Innovation Hub looks at how to reinvent our world — from medicine to education, relationships to time management. Great thinkers and great ideas, designed to make your life better.</td>
<td></td>
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![INNOVATION HUB](https://example.com/innovationhub_logo.png)

<table>
<thead>
<tr>
<th>INNOVATION HUB</th>
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</thead>
<tbody>
<tr>
<td>**Weekly Segments</td>
<td>10–30 Minutes**</td>
<td></td>
</tr>
<tr>
<td>Each episode of Innovation Hub focuses on how to reinvent our world — from medicine to education, relationships to time management. Great thinkers and great ideas, designed to make your life better.</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

*See last page for trademark and copyright information*
PODCASTS +

MASTERPIECE STUDIO

General Audience | Podcast

Masterpiece Studio is your backstage pass to the PBS series. Tune in to Masterpiece Studio for the inside scoop with host Jace Lacob. Listen for exclusive interviews with the cast and crew of your favorite shows. Get the history lowdown behind the people and places you see on screen, and hear revealing stories from the set.

© GBH Educational Foundation

MOLLY OF DENALI

Children’s | Podcast

Get ready for a tail-wagging adventure in the newest season of the Molly of Denali podcast when Molly unexpectedly finds herself in the Arctic Wolf Junior Relay dog sled race. Season 3 of the Molly of Denali podcast will feature 8 episodes, each telling a chapter of this brand new, tail-wagging adventure!

© GBH Educational Foundation

NOVA NOW

General Audience | Podcast

From the producers of NOVA, NOVA Now looks at the stories defining and changing our world, and uses science as the filter to make sense of it all. In each episode, host Alok Patel looks at the science behind the headlines, analyzing a current news story from a science perspective.

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### PARENTALOGIC

**General Audience | YouTube Series**

From the producers of NOVA, **Parentalogic** is a Youtube series that helps parents wade through all the conflicting and confusing information about parenting. Each episode dives into a topic that is central to parenting with wisdom from leading experts.

![Parentalogic](image1)

30 Episodes | 3-6 Minutes

---

### ODD SQUADCAST

**Children's | Podcast**

From Fred Rogers Productions and Sinking Ship Entertainment comes the first ever Odd Squad podcast: the “Odd Squadcast.” This serialized podcast follows *Odd Squad* fan favorite Millie Davis (aka “The Big O”) as she hosts a radio address for agents all over the world, all the while trying to stop an odd invasion on Headquarters.

![Odd Squadcast](image2)

7 Episodes | 10 Minutes

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### PINKALICIOUS AND PETERRIFIC

**Children's | Podcast**

Listeners join Pinkalicious and her little brother Peter as they sing their favorite songs from the hit PBS KIDS show, *Pinkalicious and Peterrific*. Each episode will take listeners on adventures, encouraging kids to dance, sing, make believe, and more.

![Pinkalicious and Peterrific](image3)

10 Episodes | 8-10 Minutes