



2025

MEDIA KIT



SPONSORSHIP GROUP
FOR PUBLIC TELEVISION

PBS is a media company like no other.

PBS's mission is to serve the American public with **programming of the highest quality**, using media to **educate, inspire, entertain**, and express a **wide range of perspectives**.

Learn how national brands who partner with PBS also benefit from this earned trust and bond with the public.

THE SPONSORSHIP GROUP FOR PUBLIC TELEVISION (SGPTV)

SGPTV is the leading national corporate sponsorship sales team for PBS

Exclusively representing the largest portfolio of PBS content including Primetime, Kids and Lifestyle

**SPONSORSHIP GROUP
FOR PUBLIC TELEVISION**

Part of GBH Boston, the leading producer of PBS linear and digital content including MASTERPIECE, ANTIQUES ROADSHOW, NOVA and FRONTLINE

Providing clients with a highly-experienced, full-service sponsorship team including Sales, Research, Marketing and Client Services

MASTERPIECE

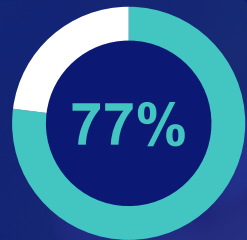
SGPTV.org | 800.886.9364 | SGPTV@wgbh.org

**SPONSORSHIP GROUP
FOR PUBLIC TELEVISION**

THE PBS DIFFERENCE: #1 in TRUST

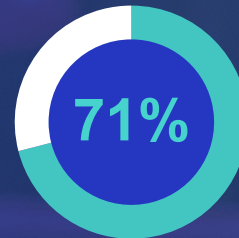
PBS is ranked the **#1 most trusted media institution** for the 21st year in a row.

TRUST in PBS...

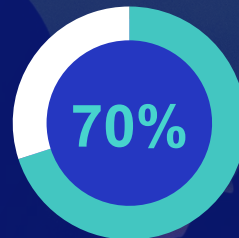


of Americans say
PBS is the **most
trusted institution**

TRUST extends to PBS sponsors.



of PBS viewers say they **respect
brands** because of their association
with PBS*



of PBS viewers say they **feel
more positive** about companies
that sponsor PBS*

FRONTLINE

SGPTV.org | 800.886.9364 | SGPTV@wgbh.org

SPONSORSHIP GROUP
FOR PUBLIC TELEVISION

Source: Marketing & Research Resources, Inc. (M&RR) 2024; *Kantar | SGPTV, US Video Audience Insights 2023



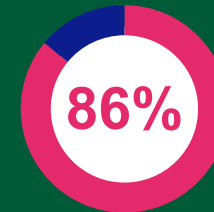
Parents turn to PBS KIDS for trusted content

Parents become loyal to the brands they see on PBS KIDS.

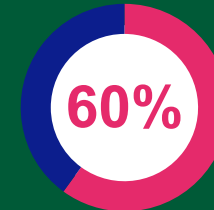
“I feel so much better about the sponsors on PBS KIDS and about my kids seeing their spots.”

PBS KIDS Viewer

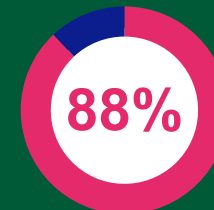
“When my child is watching PBS KIDS, I will watch with them.”



of PBS parents say “PBS KIDS is the **leader in quality children’s programming**”



of the PBS KIDS **linear audience is A18+*** and 55% of the PBS KIDS’ **OTT streaming audience is A18+****

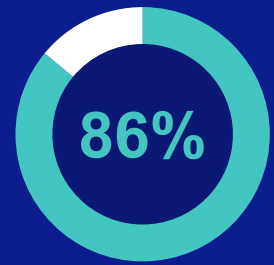


of PBS parents say “**I am grateful to the sponsors on PBS**” for helping to make the programs possible

Source: Kantar | SGPTV, US Video Audience Insights 2023 | *Nielsen NTI Live+7, 10/23-9/24, PBS KIDS combined programming
| **Nielsen NTI Live+7 PBS KIDS streaming content ratings for PBS originated children’s programming 2/26/2024-3/31/2024

THE PBS DIFFERENCE: HIGHEST QUALITY CONTENT

Programs available for sponsorship



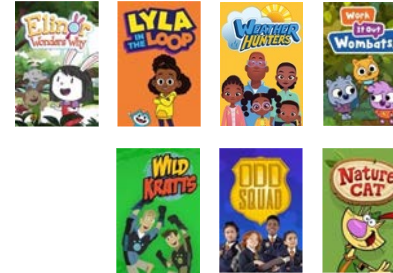
of viewers say PBS
“provides content I
can’t find anywhere
else.”



ANTIQUES ROADSHOW

PBS KIDS

STEM



LITERACY



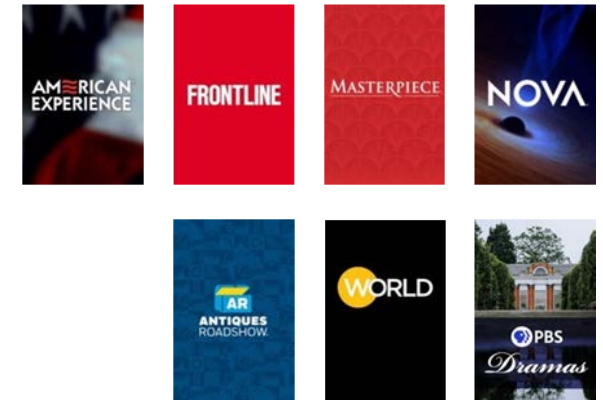
SOCIAL EMOTIONAL DEVELOPMENT



ARTS, CULTURE, & SOCIAL STUDIES



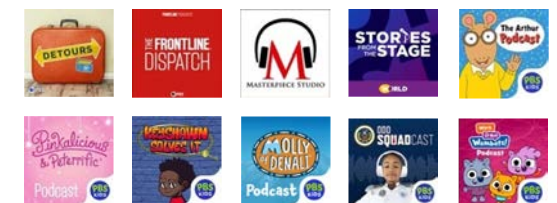
PRIMETIME



LIFESTYLE



PODCASTS



Source: Kantar | SGPTV, US Video Audience Insights 2023

PBS attracts the high-quality audiences that brands want to reach

Our ecosystem of linear, streaming, and digital content provides companies with a premium environment to connect your message with our engaged viewers.

When you compare the educated, affluent leaders that make up the PBS audience to the average US Adult 18+:

Educated

PBS's linear viewers are...*

47%

more likely to have a **doctorate degree**

PBS's mobile, digital & streaming video viewers are...**

83%

more likely to have a **doctorate degree**

Affluent

54%

more likely to have a HH **net worth of \$1MM+**

61%

more likely to have a HH **net worth of \$1MM+**

Leaders

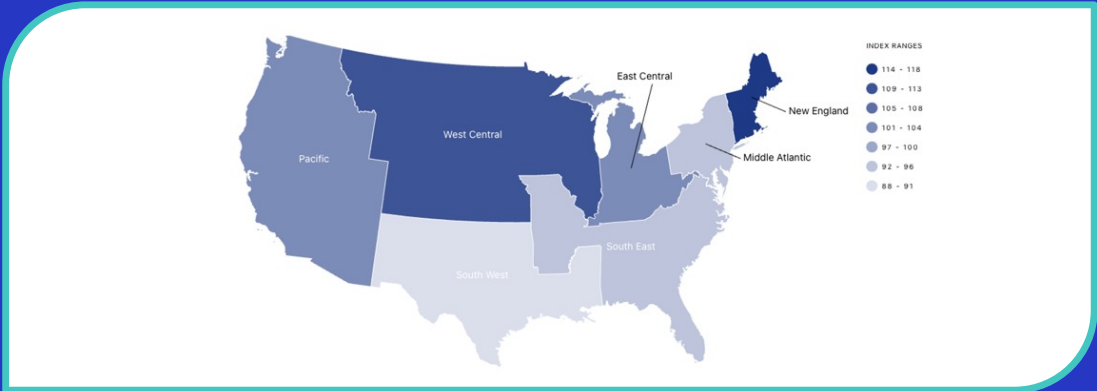
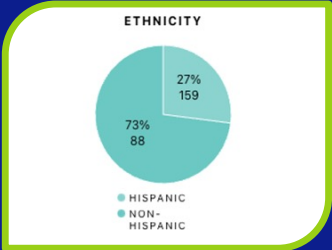
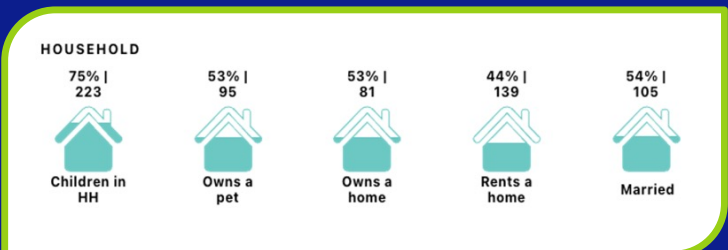
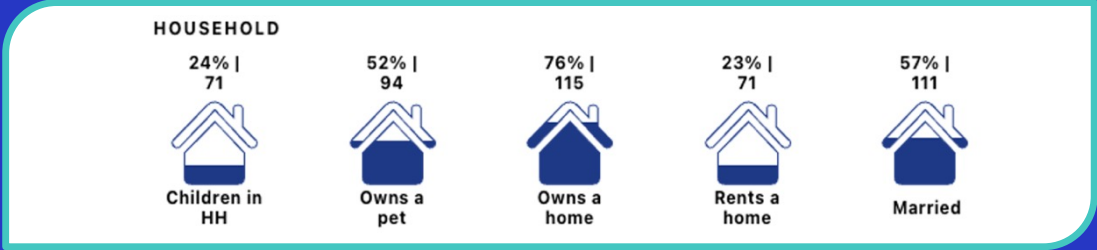
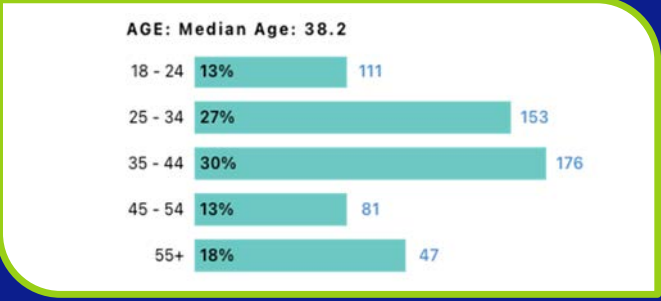
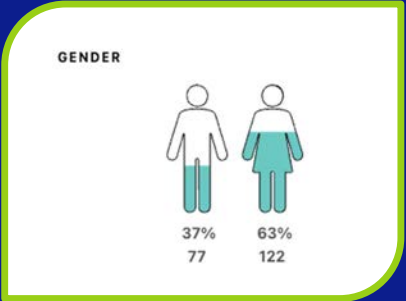
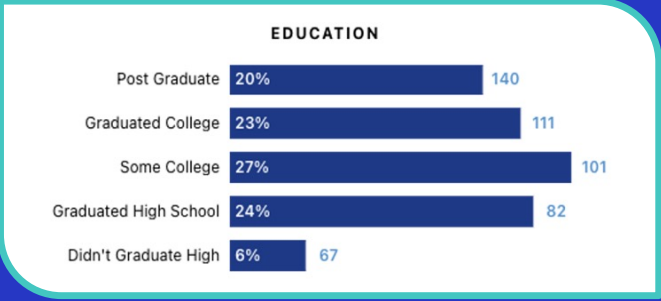
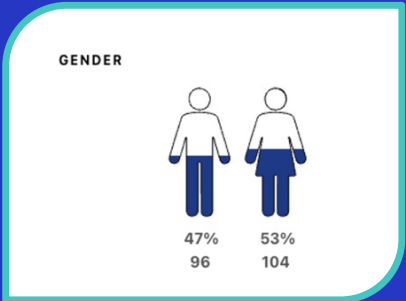
31%

more likely to be a **member of the board**

30%

more likely work in **top management**

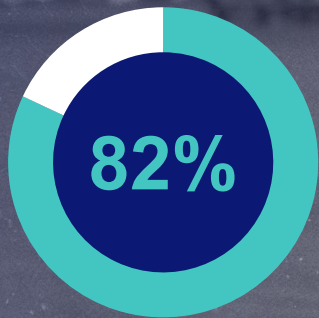
THE PBS DIFFERENCE: VALUABLE AUDIENCE



Source: 2024 MRI-Simmons Spring Doublebase USA Weight type: Population (000) Base: Study Universe
*Projections relatively unstable, use with caution

The PBS video environment is uncluttered and category exclusive

PBS's category-exclusive, non-commercial environment with limited sponsor spots creates a comfortable haven for viewers, allowing your message to stand out and resonate with our engaged audience. This unique environment benefits brands.



of PBS viewers say they **appreciate the clutter-free, non-commercial environment** of PBS programming

Source: Kantar | SGPTV, US Video Audience Insights 2023

AMERICAN EXPERIENCE

LINEAR

ONLY TWO
:60 national sponsor
pods per program



- One pod at the open & one pod at the close
- Limited to a maximum of 4 sponsors
- :30 or :15 messages
- Category exclusive
- Uninterrupted content

STREAMING

ONLY ONE national
sponsor in-stream
message per video



- One pre-roll pod at the open
- :30 or :15 messages
- Un-skippable
- Uninterrupted content

THE PBS DIFFERENCE: IMPROVED BRAND RECALL

The positive experience viewers have with PBS and PBS KIDS — and the respect viewers have for PBS's corporate sponsors — result in viewers having a **higher purchase preference** for the brands that make PBS programs possible

PBS's unique environment helps brands leave a lasting impression in the minds of viewers, which improves brand recall and boosts the chances of your company gaining new, loyal customers.

PBS viewers **prefer to buy** from PBS corporate sponsors

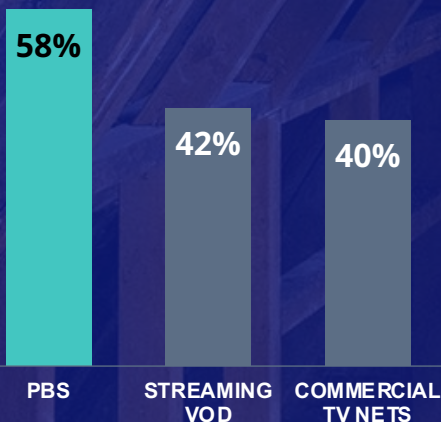


of PBS viewers **prefer to buy a product from a PBS sponsor**

How to read:

58% of PBS viewers prefer to purchase from companies that sponsor PBS.

42% of streaming VOD viewers prefer to purchase from companies that advertise on streaming VOD.



52%

of PBS viewers say "I tend to remember the companies that sponsor PBS"

58%

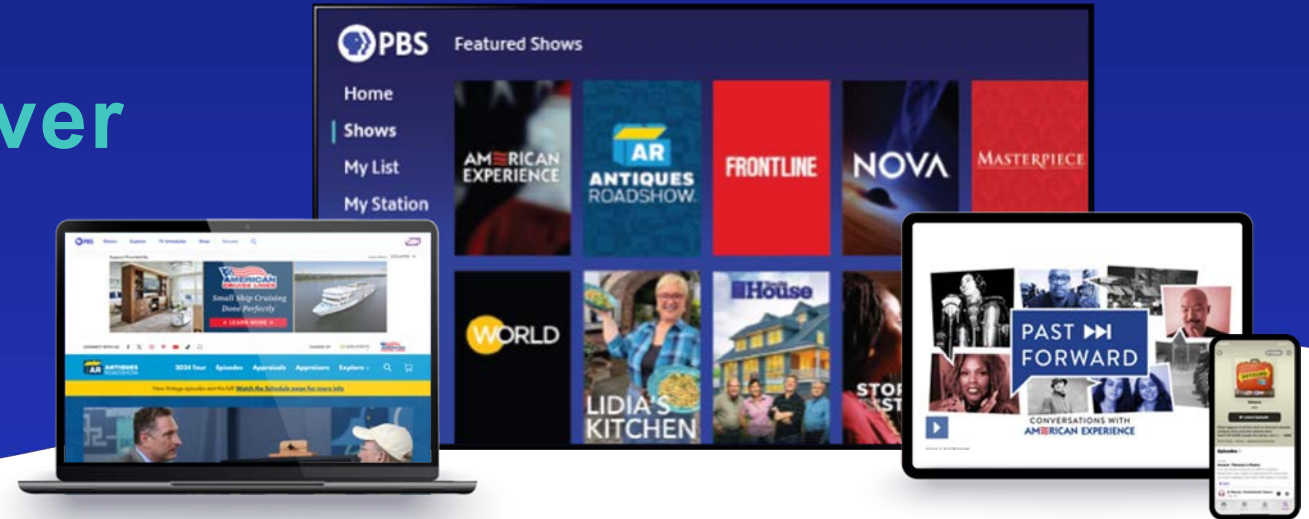
of PBS viewers say they are more likely to pay attention to sponsor messages on PBS than advertisements on other networks or streaming services

72%

of PBS viewers say PBS sponsor messages are different and better than ads on other networks or streaming services

This Old House

PBS sponsorships deliver multiplatform visibility



Video: Linear & Streaming

- **Linear TV:** Two :15 or :30 spots per broadcast (at open and close of each episode)
- **Streaming Video:** :15 or :30 pre-roll spots on streaming content on PBS.org, PBS app, and OTT/Connected TV platforms

Digital

- **Display:** High-profile, in-feed banners on PBS.org, and linked logo throughout the series site
- **E-newsletters:** Linked logo and display banner (as available) in series e-newsletters

Podcasts

- :15 or :30 sponsor spots dynamically served in PBS's podcasts

Additional Benefits

- **Events and screenings:** Exposure at events and screenings
- **Talent and assets:** Series may provide talent for a client event such as screening, Q&A, panel discussion, etc. (pending approval and availability)



CONTACT US

For more information on sponsorship opportunities, contact:

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