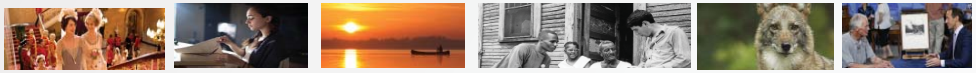
Audience Insight 2014

Annual Report



Primetime Profile
September 23, 2013 - September 21, 2014
With Comparisons to the 2011-2012 and 2012-2013 Seasons

A WORD FROM
PBS RESEARCH

PBS Research is pleased to present you with its 2013-14 full season Annual Report, an important part of our "Audience Insight" project which was launched six years ago in order to increase understanding of PBS viewer behavior across the public television system. Whether you are a general manager, a marketing or development professional, a programmer, or a PBS staffer, we hope you will find this a useful tool for thinking about the audiences we serve. We can better plan for the future by looking not just at a snap-shot of audience ratings at a single moment in time, but at the longer trend of our performance over the past three seasons.

The 2013-14 season was, by many measures, incredibly successful for PBS in primetime. We wrapped with a 1.50 national primetime average household rating, up 5% from the 1.43 during 2012-13. Of the 30 top networks on television, only three were up in household ratings season-over-season. And PBS ranked 5th in primetime, behind only the four major broadcast networks and ahead of every cable network, improving from 8th place in 2012-13.

In addition to *Downton Abbey*, programming events like *Ken Burns' The Roosevelts* were not only ratings juggernauts, but were highly effective at reaching new or lighter viewers and finding a following on digital platforms. And, of the ongoing series, five saw season-over-season growth, benefitting from great content and a scheduling strategy that helps retain audiences.

As in prior editions, we provide an overview of the ratings performance of PBS night-by-night, hour-by-hour, and in comparison to other networks with whom we compete for viewer time and attention. We profile the composition of our audience, including the heaviest viewers as well as contributors. This book also goes in-depth on the established series, genres, and special programming.

This year we have added several new features, in an effort to make this an even more valuable tool for your local station. Enhancements include:

- A **contributor index** for each program showing how well that program performs among PBS contributors.
- A **table of behavioral and attitudinal attributes** for each ongoing series, which fuses MRI and Nielsen data to provide a profile of viewers that goes beyond standard demographics to characteristics like civic engagement, arts participation, and investment behavior.
- **Genre-based ratings and delivery information**, so you can estimate how many people in different demographic breaks might tune into a given program within a genre—the kind of information potential local and national sponsors are often seeking.
- And several special pages that focus on **specific programming events and tactics** designed to grow PBS's audience and increase viewer engagement: new scripted drama series, new programs in science, nature, and technology; culturally diverse programming; and of course the pop-out events intended to attract new viewers to our service.

PBS Research, and our partners at City Square Associates who assist us in the Audience Insight project, hope you will find the information in this booklet useful and welcome your feedback, questions, and suggestions.

Steve McGowan, *Vice President*, *PBS Research*
Beth Walsh, *Senior Director*, *PBS Research*

Source: All data contained in this report come from Nielsen's national PeopleMeter sample. Respondent-level data pulled from Nielsen's NPower tool for Live+7. MRI Fusion data rely on the fused datasets from Nielsen's national PeopleMeter sample and MRI's persons 18+ sample of respondents with the 9/23/2013 - 3/30/2014 and 3/31/2014 - 9/21/2014 MRI waves averaged together.

TABLE OF CONTENTS

1 A WORD FROM PBS RESEARCH
2 TABLE OF CONTENTS

PART I: SEASON OVERVIEW

4 PBS PRIMETIME RATINGS BY WEEK;
PBS PRIMETIME RATINGS BY NIGHT
5 PBS PRIMETIME RATINGS BY HOUR;
PBS PRIMETIME RATINGS CHANGE BY HOUR
6 PBS PRIMETIME AUDIENCE COMPOSITION;
PBS PRIMETIME AUDIENCE COMPOSITION BY VIEWING SEGMENT
7 THE ROOSEVELTS
8 POP-OUT VIEWERS
9 POP-OUT AUDIENCE COMPOSITION
10 PBS PRIMETIME RATINGS VS. OTHER NETWORKS
11 PBS VIEWER INDEX: BROADCAST AND CABLE
12 PBS PRIMETIME SERIES RANKER

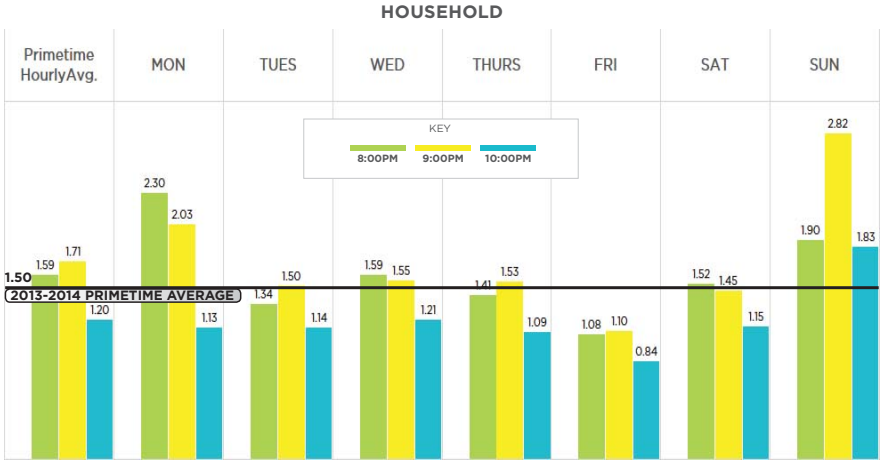
PART II: SERIES BY GENRE

14 PBS PRIMETIME RATINGS BY GENRE
15 **ARTS**
16 GREAT PERFORMANCES
17 PBS ARTS FESTIVAL
18 **DRAMA**
19 MASTERPIECE
20 NEW SCRIPTED SERIES
21 **SCIENCE/NATURE**
22 NATURE
23 NOVA
24 SCIENCE, NATURE & TECH LIMITED SERIES
25 **HISTORY/PERSONAL HISTORY**
26 ANTIQUES ROADSHOW
27 AMERICAN EXPERIENCE
28 AMERICAN MASTERS
29 LIMITED SERIES INNOVATIONS
30 CULTURAL DIVERSITY
31 **INDIE FILM**
32 INDEPENDENT LENS
33 POV
34 **NEWS/PUBLIC AFFAIRS**
35 FRONTLINE
36 NEWSHOUR /NEWSHOUR WEEKEND
37 CHARLIE ROSE-THE WEEK/ WASHINGTON WEEK
38 GRAND DASHBOARD
40 PBS PRIMETIME SERIES DUPLICATION
41 GLOSSARY/ UNIVERSE ESTIMATES

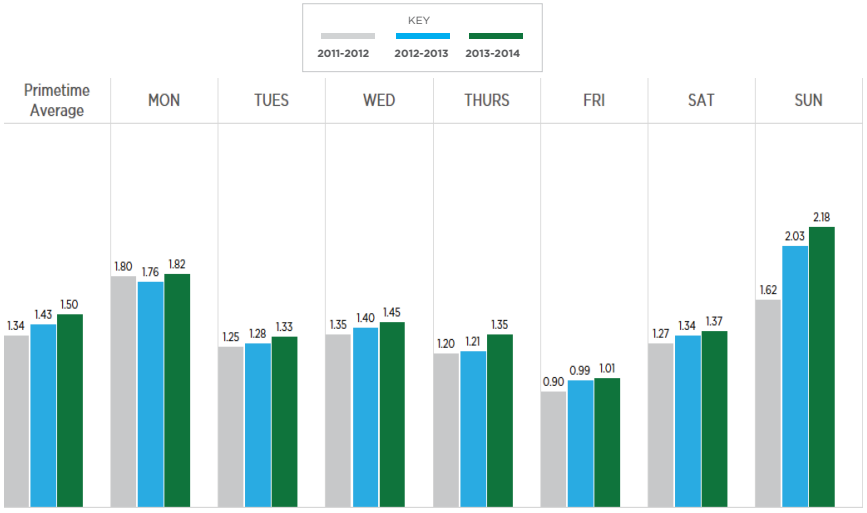
PART I
SEASON OVERVIEW

PBS PRIMETIME RATINGS BY WEEK

PBS PRIMETIME RATINGS BY HOUR



PBS PRIMETIME RATINGS BY NIGHT



PBS PRIMETIME RATINGS CHANGE BY HOUR

HOUSEHOLD AND PERSONS / 2013 - 2014 VS 2012 - 2013 SEASON

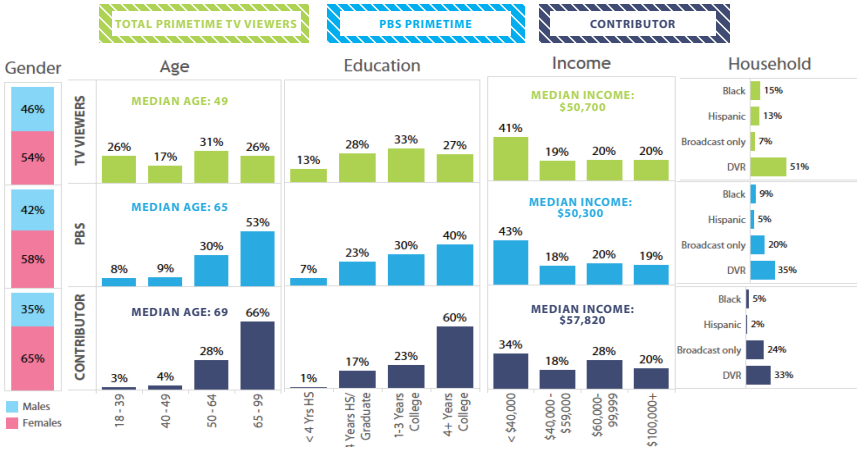
NOTE: 2013-14 RATINGS SHOWN. COLOR CODING REPRESENTS THE PERCENT CHANGE RELATIVE TO THE 2012-13 SEASON

2012-13 TO 2013-14 CHANGE
<-5% | -5% to 5% | >5%

2013-14 Season Averages	M-Su Average				Monday				Tuesday				Wednesday				Thursday				Friday				Saturday				Sunday			
	8-11 PM	8:00 PM	9:00 PM	10:00 PM	8-11 PM	8:00 PM	9:00 PM	10:00 PM	8-11 PM	8:00 PM	9:00 PM	10:00 PM	8-11 PM	8:00 PM	9:00 PM	10:00 PM	8-11 PM	8:00 PM	9:00 PM	10:00 PM	8-11 PM	8:00 PM	9:00 PM	10:00 PM	8-11 PM	8:00 PM	9:00 PM	10:00 PM	8-11 PM	8:00 PM	9:00 PM	10:00 PM
HHLD	1.50	1.59	1.71	1.20	1.82	2.30	2.03	1.13	1.33	1.34	1.50	1.14	1.45	1.59	1.55	1.21	1.35	1.41	1.53	1.09	1.01	1.08	1.10	0.84	1.37	1.52	1.45	1.15	2.18	1.90	2.82	1.83
P18-39	0.20	0.18	0.23	0.18	0.21	0.23	0.23	0.16	0.21	0.20	0.22	0.21	0.23	0.22	0.24	0.21	0.17	0.19	0.18	0.13	0.11	0.11	0.12	0.11	0.13	0.13	0.13	0.12	0.33	0.20	0.47	0.32
P40-49	0.45	0.43	0.53	0.40	0.54	0.63	0.60	0.38	0.42	0.39	0.48	0.40	0.51	0.51	0.56	0.47	0.37	0.39	0.41	0.32	0.24	0.22	0.27	0.23	0.34	0.35	0.35	0.34	0.76	0.53	1.07	0.67
P50-64	1.05	1.08	1.21	0.87	1.31	1.69	1.44	0.80	1.00	0.99	1.14	0.86	1.04	1.08	1.13	0.91	0.89	0.94	1.02	0.71	0.65	0.64	0.69	0.62	0.86	0.88	0.92	0.79	1.63	1.36	2.16	1.38
P65+	2.63	2.95	3.00	1.92	3.31	4.42	3.73	1.79	2.04	2.18	2.34	1.60	2.29	2.74	2.43	1.70	2.45	2.60	2.82	1.92	1.86	2.13	2.08	1.37	2.71	3.18	2.88	2.05	3.73	3.43	4.74	3.02

PBS PRIMETIME AUDIENCE COMPOSITION

2013-14 AUDIENCE VS. ALL PRIMETIME VIEWERS



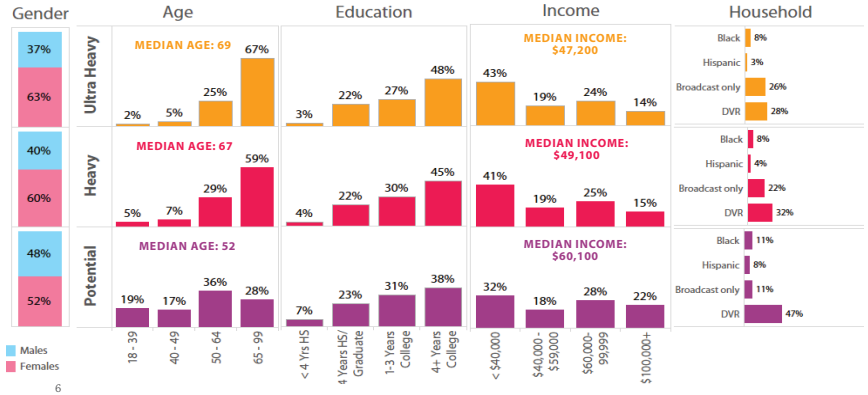
PBS PRIMETIME AUDIENCE COMPOSITION BY VIEWING SEGMENT

VIEWERS 18+ ARE DIVIDED INTO THE FOLLOWING SEGMENTS

ULTRA HEAVY
Top 5% who account for 55% of the PBS minutes consumed. (NOTE: Ultra Heavy are a sub-set of Heavy)

HEAVY
Top 20% who account for 86% of the PBS minutes consumed.

POTENTIAL
Next 20% of viewers (after the Heavy viewers) who account for 10% of the PBS minutes consumed.



THE ROOSEVELTS

Highest-Rated PBS Limited Series of All Time

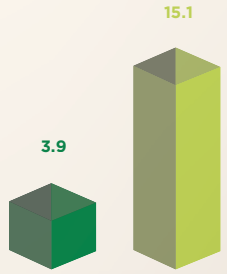
Rank	Title	Date	HH AA%
1	The Civil War	Aug-86	8.7
2	Downton Abbey, Series 4	Jan-13	8.3
3	Life on Earth	Dec-77	7.9
4	The Living Planet: A Portrait of the Earth	Jan-81	7.8
5	Downton Abbey, Series 3	Jan-12	7.6
6	The American Experience "The Kennedys"	Aug-88	7.0
7	Nature "Kingdom of the Ice Bear"	Jan-82	6.9
8	Cosmos	Aug-76	6.5
9	Lewis & Clark: The Journey of The Corps of Discovery	Oct-93	6.3
9	Planet Earth	Dec-81	6.3
11	**The Roosevelts**	**Sep-13**	**6.2**
12	The Scarlet Letter	Mar-75	5.7
13	Baseball	Aug-90	5.5
14	Frontier House	May-01	5.4
15	The Dinosaurs!	Oct-88	5.3
16	Vietnam: A Television History	Sep-79	5.2
17	Mark Twain	Jan-01	5.1
18	Mystery! "The Adventures of Sherlock Holmes"	Feb-81	5.0
18	The West	Aug-92	5.0
20	Columbus and the Age of Discovery	Sep-87	4.9
20	Living Wild	Mar-80	4.9

Source: Nielsen Television Index (NTI)

The Roosevelts Popular with PBS Contributors

From our merged Nielsen/MRI Fusion self-reported donor sample, The Roosevelts ratings among PBS contributors were, on average, almost four times higher than the national average for all persons 18+.

The Roosevelts Nightly Ratings
Persons 18+ and PBS Contributors 18+

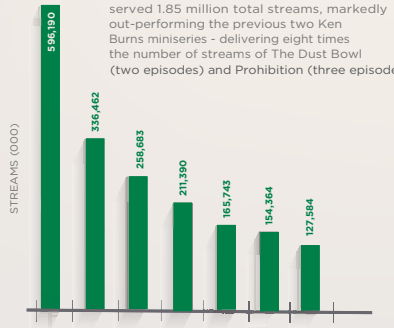


Index: 385

Source: Nielsen NPower/MRI Fusion Program Ratings Report/ Live+7

Ken Burns' Series – Digital Viewership

Across seven episodes, The Roosevelts served 1.85 million total streams, markedly out-performing the previous two Ken Burns miniseries - delivering eight times the number of streams of The Dust Bowl (two episodes) and Prohibition (three episodes).

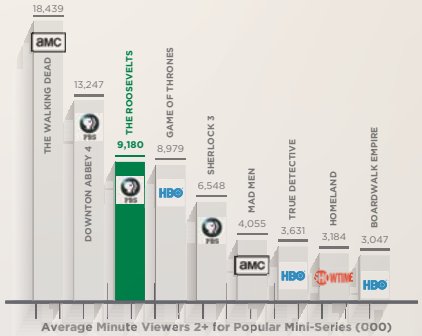


The Roosevelts
Total - 1,850,416

Source: Google Analytics

Roosevelts vs. Other Popular Mini-series

Of all the popular recurring series across all networks, The Roosevelts placed behind Downton and The Walking Dead but was ahead of Game of Thrones and Sherlock.



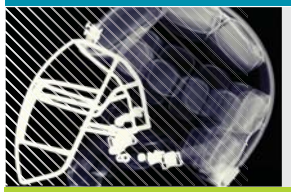
Average Minute Viewers 2+ for Popular Mini-Series (000)
Most Recent Seasons

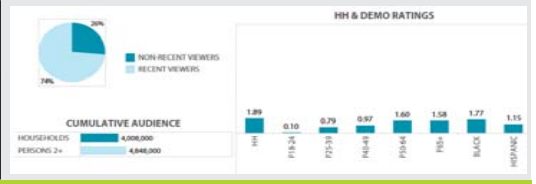
Source: Nielsen NPower Program Ratings Reports/Live+7

POP-OUT VIEWERS

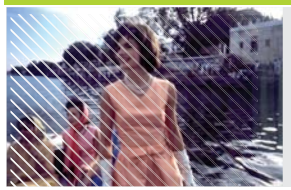
Recent viewer=viewer 18+ who had watched PBS during the four weeks prior to the pop-out. Non-Recent viewer=viewer 18+ who had not watched any PBS during the four weeks prior to the pop-out.

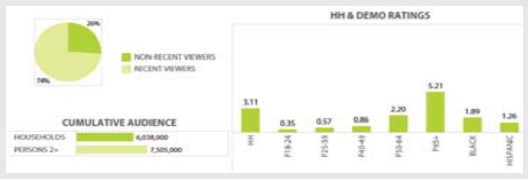
FRONTLINE LEAGUE OF DENIAL - 10/18/13



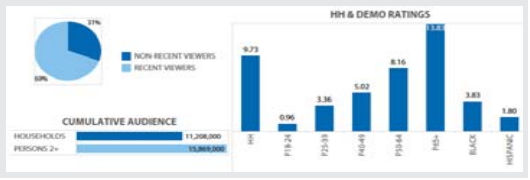


AMERICAN EXPERIENCE JFK - 11/11/13

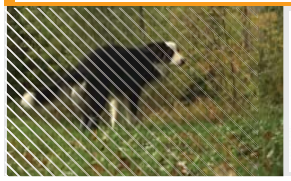


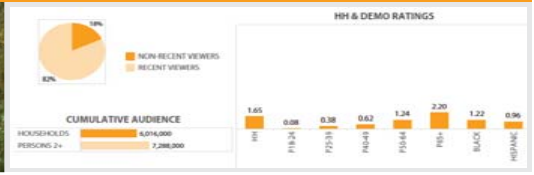


DOWNTON ABBEY SEASON 4 PREMIERE - 1/5/14



THINK WEDNESDAY - 4/9/14

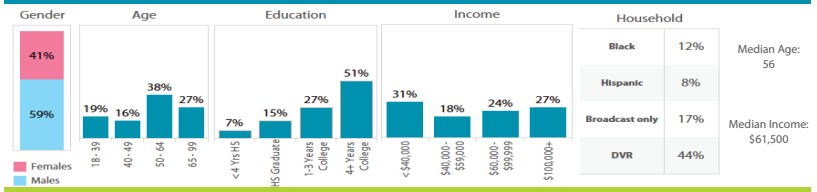




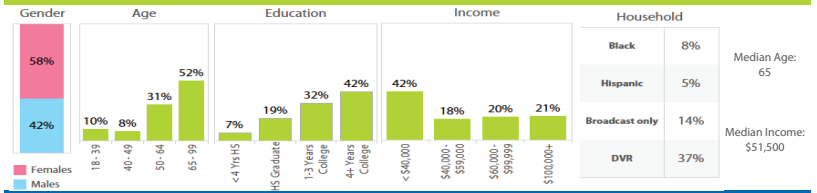
THE ROOSEVELTS - 9/14/14

POP-OUT AUDIENCE COMPOSITION

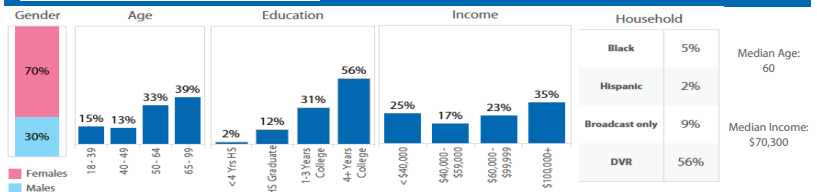
FRONTLINE LEAGUE OF DENIAL - 10/18/13



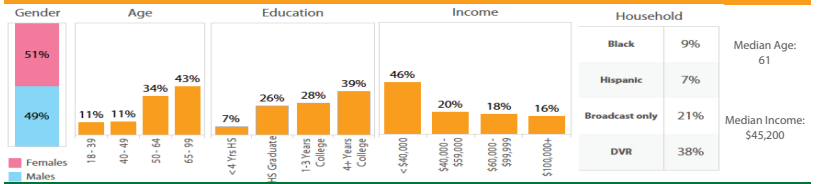
AMERICAN EXPERIENCE JFK - 11/11/13



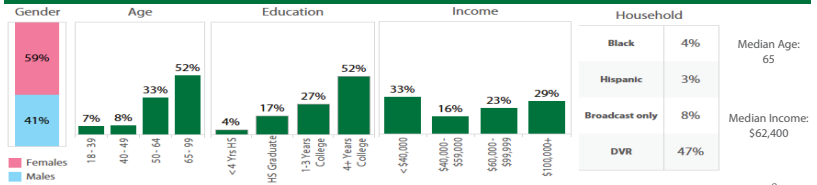
DOWNTON ABBEY SEASON 4 PREMIERE - 1/5/14



THINK WEDNESDAY - 4/9/14

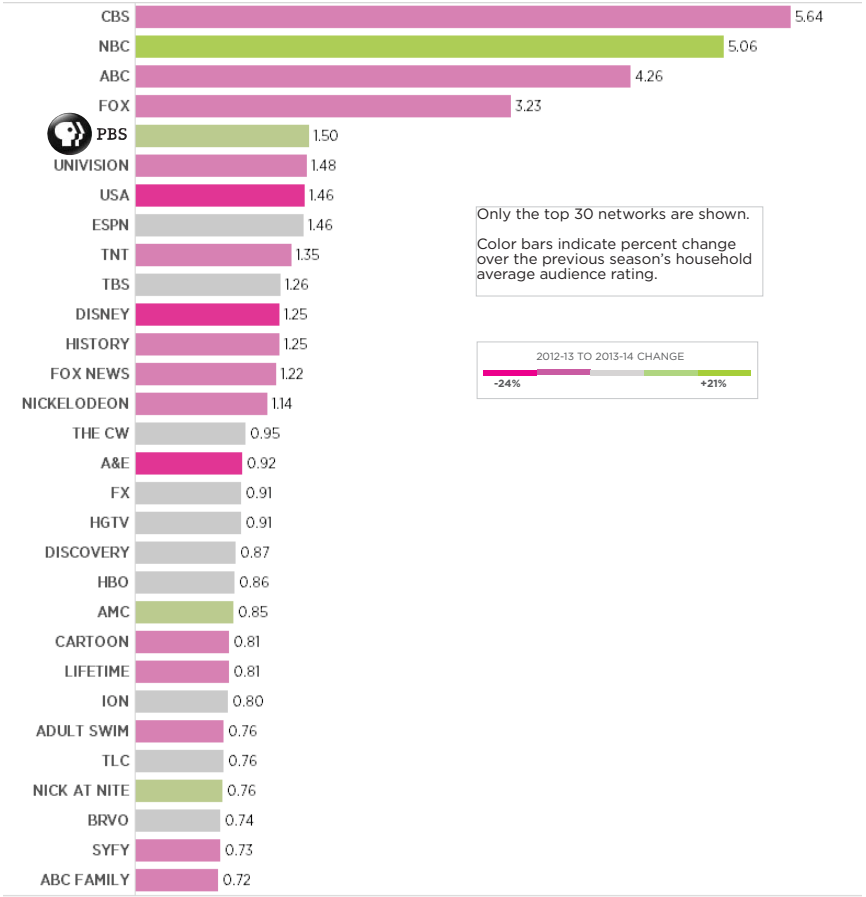


THE ROOSEVELTS - 9/14/14



PBS PRIMETIME RATINGS VS OTHER NETWORKS

HOUSEHOLD



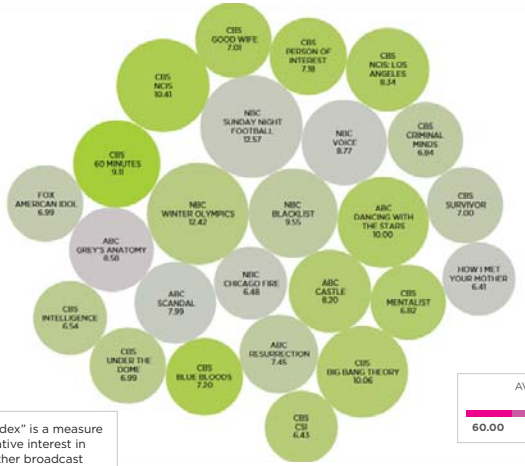
Only the top 30 networks are shown.

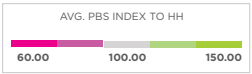
Color bars indicate percent change over the previous season's household average audience rating.

What's a Household Rating Point?
Each household rating point = 1,158,000 U.S. TV households.

PBS VIEWER INDEX

TOP 30 BROADCAST SERIES

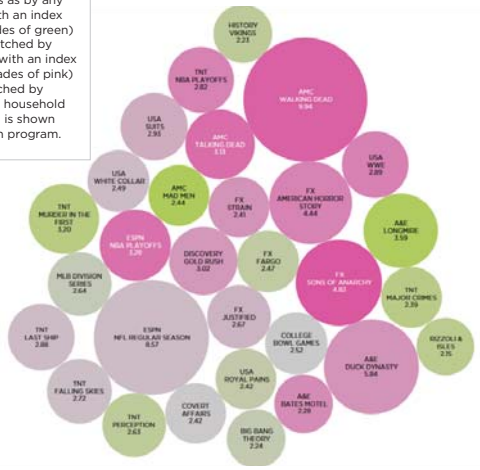




The "PBS Viewer Index" is a measure of PBS viewers' relative interest in the top series on other broadcast and cable networks. Programs with an index of 100 (shown in shades of grey) are about as likely to be watched by PBS viewers as by any TV viewer. Programs with an index over 100 (shown in shades of green) are more likely to be watched by PBS viewers. Programs with an index under 100 (shown in shades of pink) are less likely to be watched by PBS viewers. The US TV household average audience rating is shown beneath the title of each program.

PBS VIEWER INDEX

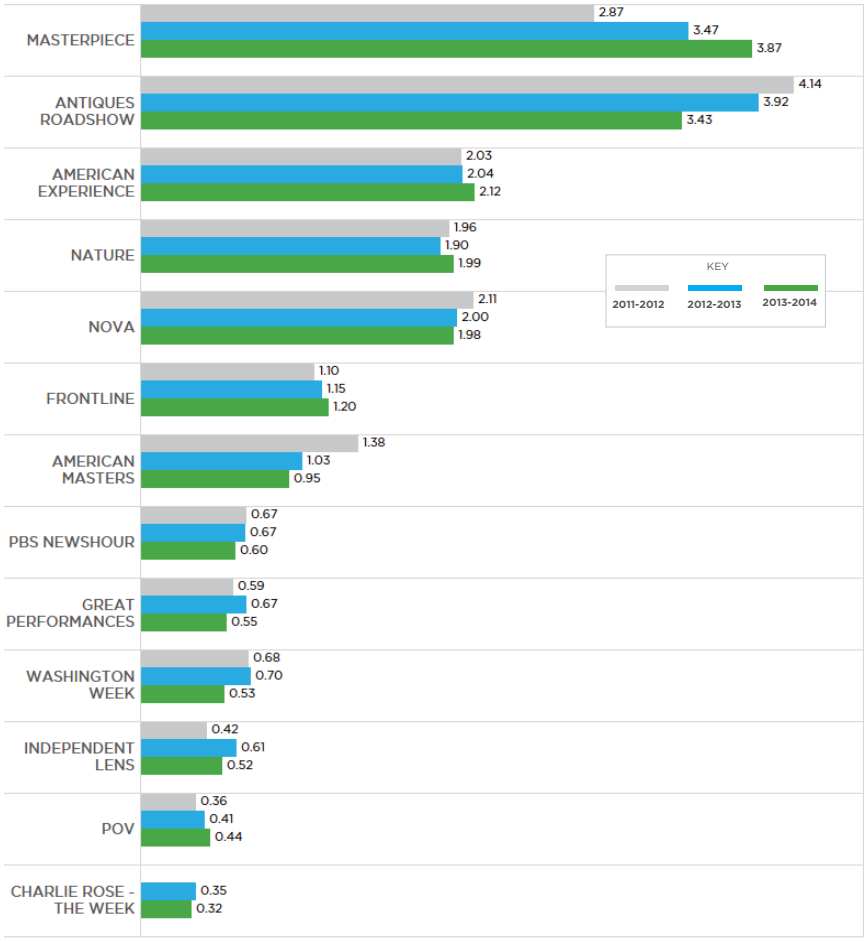
TOP 30 CABLE SERIES



The PBS Viewer Index for each top-rated program is arrived at by calculating the program rating among the households that watched PBS and indexing it to the program rating among total US TV households. This calculation is done on a weekly basis for PBS viewers to each broadcast/ cable program. PBS Index = PBS Viewer HH AA% /Total US HH AA%.

PBS PRIMETIME SERIES* RANKER

HOUSEHOLD RATINGS



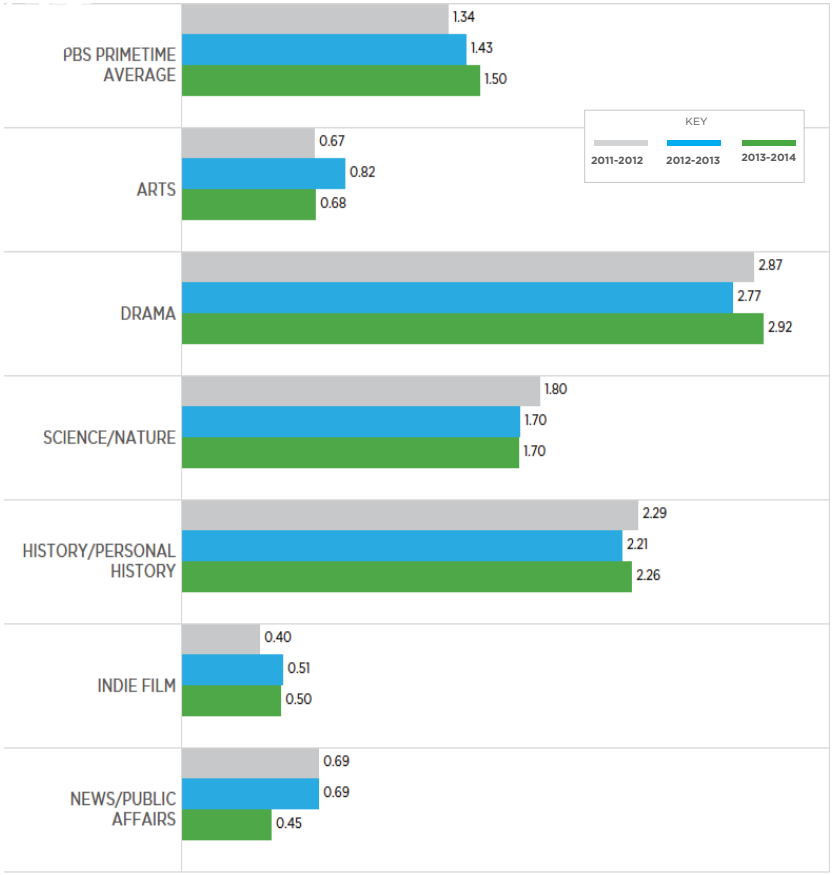
*PRIMETIME SERIES WITH AT LEAST FOUR NEW EPISODES THIS SEASON, PLUS PBS NEWSHOUR. AVERAGES INCLUDE ORIGINAL BROADCAST EPISODES ONLY.

PART II

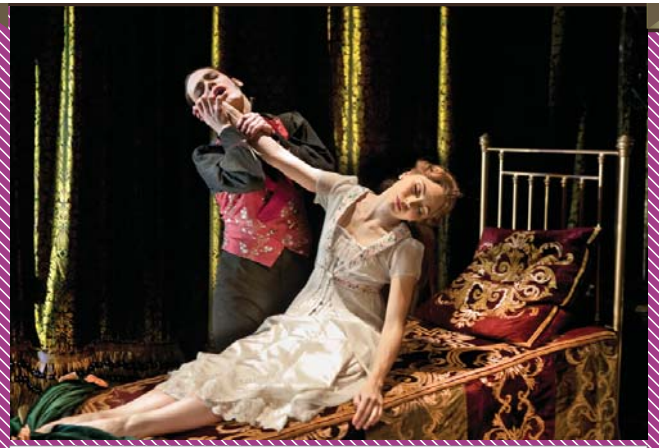
SERIES BY GENRE

PBS PRIMETIME RATINGS BY GENRE

HOUSEHOLD

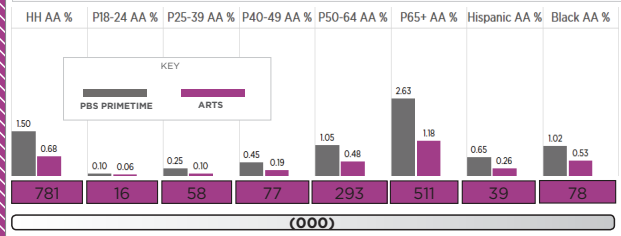


ARTS

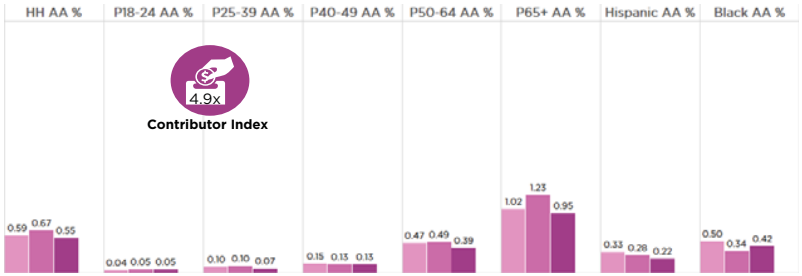


The chart below shows the average of ratings for all programs in the arts genre such as PBS Arts Festival, *A Capitol Fourth, Craft In America, Great Performances, In Performance at the White House, Live From Lincoln Center, National Memorial Day Concert*, and *The Mark Twain Prize* compared with the ratings (or average audience) for primetime on all PBS stations. The comparison is shown on a household basis and for select demographic breaks. In general, arts programming that has aired on PBS this season has yielded ratings that are lower than the PBS primetime season average.

The corresponding delivery numbers--that is, the actual number of households or persons viewing during an average minute--are shown below the ratings chart.



SEASON-OVER-SEASON COMPARISON
HH AND DEMO RATINGS



TOP-RATED 2013-14 ORIGINAL BROADCAST EPISODES

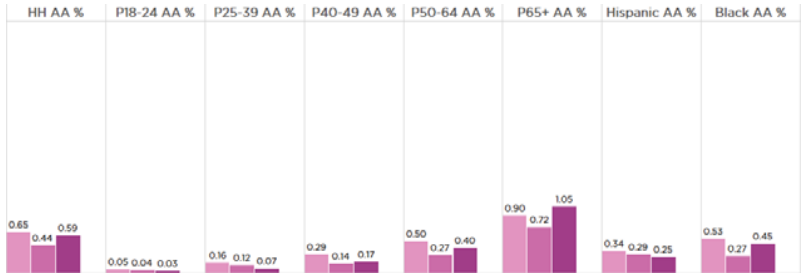
Episode Name	Date	HH AA%	P40-49 AA%	P50-64 AA%	P65+ AA%
Dave Clark 5 - Glad All Over	4/8/2014	1.31	0.19	1.64	1.58
From Vienna: The New Year's Celebration 2014	1/1/2014	1.17	0.29	0.64	2.70
Great Performances 40th Anniversary Celebration	10/18/2013	0.83	0.17	0.57	1.59
Rodgers and Hammerstein's Oklahoma!	11/15/2013	0.79	0.17	0.59	1.48
Streisand: Back to Brooklyn (NPS feed night)	11/29/2013	0.74	0.14	0.42	1.65
Star-Spangled Spectacular: Bicentennial of Our National Anthem	9/13/2014	0.61	0.11	0.33	1.28
Stephen Sondheim's Company	11/8/2013	0.61	0.23	0.42	0.91
National Theatre: 50 Yrs	2/14/2014	0.46	0.08	0.32	0.70
The Hollow Crown Henry V	10/11/2013	0.43	0.17	0.31	0.56
The Hollow Crown Henry IV Pt 1	9/27/2013	0.42	0.12	0.23	0.68

MRI ATTITUDES AND BEHAVIORS

	Arts	Civic Engagement	Tech Enthusiasts	Financial Investments (over $250K)	Travel (Foreign)	Wild Card
Compared to Primetime Viewers	3.7x	1.8x	1.8x	1.8x	2.5x	Twice as likely to **attend dance performances**
Rank Among PBS Series	#6	#3	#11	#5	#4	#2

How to Read: Great Performances viewers are 3.7x more likely than all primetime viewers to attend a classical music performance. Great Performances ranked #6 among all PBS series for this same behavior.

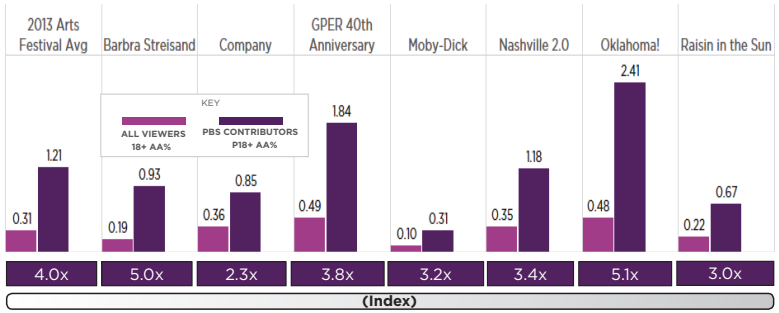
SEASON-OVER-SEASON COMPARISON
HH AND DEMO RATINGS



FALL 2014 ARTS FESTIVAL PROGRAMS

Episode Name	HH AA%	P40-49 AA%	P50-64 AA%	P65+ AA%
GPER: 40th Anniversary Celebration	0.83	0.17	0.57	1.59
Raisin in the Sun	0.42	0.14	0.28	0.56
GPER: Moby Dick San Francisco Opera	0.19	0.13	0.08	0.23
GPER: Stephen Sondheim's Company	0.61	0.23	0.42	0.91
GPER: Rodgers and Hammerstein's OK!	0.79	0.17	0.59	1.48
Nashville 2.0	0.58	0.20	0.41	0.95
GPER: Barbra Streisand: Back to Brooklyn	0.74	0.14	0.42	1.65

MRI ATTITUDES AND BEHAVIORS - PBS CONTRIBUTOR RATINGS

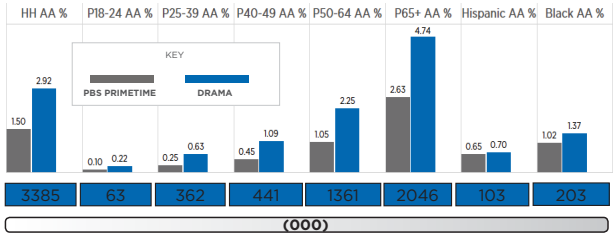


DRAMA

MASTERPIECE

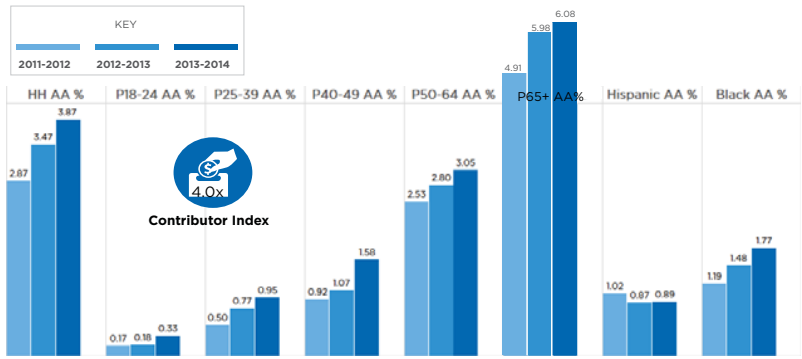
The chart below shows the average of ratings for all programs in the drama genre such as *The Bletchley Circle, Call The Midwife, Last Tango in Halifax, Masterpiece, Murder on the Home Front*, and *Vicious* compared with the ratings (or average audience) for primetime on all PBS stations. The comparison is shown on a household basis and for select demographic breaks. In general, drama programming that has aired on PBS this season has yielded ratings that are higher than the PBS primetime season average.

The corresponding delivery numbers--that is, the actual number of households or persons viewing during an average minute--are shown below the ratings chart.



SEASON-OVER-SEASON COMPARISON
HH AND DEMO RATINGS

MASTERPIECE



TOP-RATED 2013-14 ORIGINAL BROADCAST EPISODES

Episode Name	Date	HH AA%	P40-49 AA%	P50-64 AA%	P65+ AA%
Downton Abbey, S4 (1 of 8)	1/5/2014	9.73	5.02	8.16	13.83
Downton Abbey, S4 (3 of 8)	1/19/2014	8.76	4.37	7.31	11.88
Downton Abbey, S4 (8 of 8)	2/23/2014	8.46	3.84	7.24	11.95
Downton Abbey, S4 (4 of 8)	1/26/2014	8.32	4.07	6.82	11.65
Downton Abbey, S4 (2 of 8)	1/12/2014	8.17	3.86	6.78	11.58
Downton Abbey, S4 (5 of 8)	2/2/2014	8.00	3.74	6.68	11.04
Downton Abbey, S4 (7 of 8)	2/16/2014	7.86	3.86	6.87	11.22
Downton Abbey, S4 (6 of 8)	2/9/2014	7.27	3.56	6.00	10.56
Mystery! Sherlock S3, Empty Hearse	1/19/2014	4.34	2.17	3.86	5.25
Mystery! Sherlock S3, Sign of 3	1/26/2014	3.97	2.00	3.36	4.92

MRI ATTITUDES AND BEHAVIORS

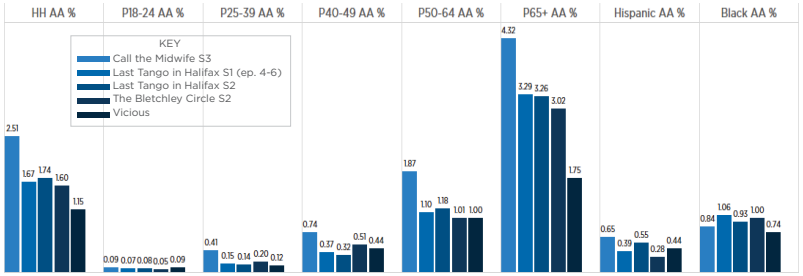
	Arts	Civic Engagement	Tech Enthusiasts	Financial Investments (over $250K)	Travel (Foreign)	Wild Card
Compared to Primetime Viewers	3.4x	1.4x	1.9x	2.3x	1.7x	2.8x as likely to **ski on vacation (domestic travel)**
Rank Among PBS Series	#10	#8	#10	#1	#5	#1

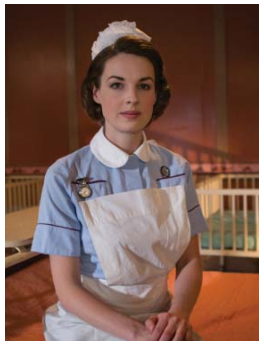
How to Read: Masterpiece viewers are 3.4x more likely than all primetime viewers to attend a classical music performance. Masterpiece ranked #10 among all PBS series for this same behavior.

ARTS
DRAMA
SCIENCE/NATURE
HISTORY
INDIE FILM
PUBLIC AFFAIRS

SERIES-BY-SERIES COMPARISON
HH AND DEMO RATINGS

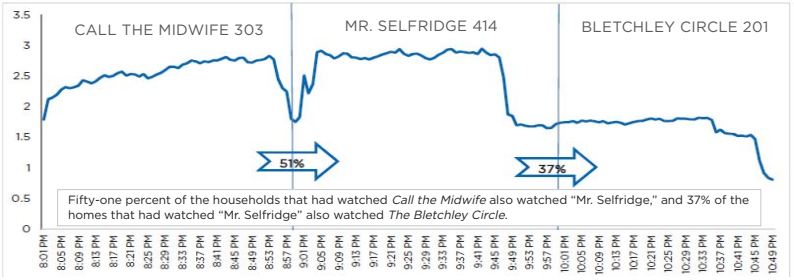
NEW SCRIPTED SERIES





SUNDAY APRIL 13, 2014 MINUTE BY MINUTE HOUSEHOLD RATINGS

The minute-by-minute ratings shown below illustrate a typical Sunday night, with rising household ratings during *Call the Midwife*, a drop during the station break, but a nice recovery to very steady ratings throughout "Mr. Selfridge." This is followed by another drop during the break that re-set the level for *The Bletchley Circle*, which was also quite steady.



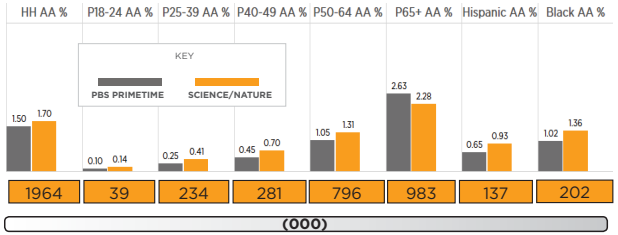
Fifty-one percent of the households that had watched *Call the Midwife* also watched "Mr. Selfridge," and 37% of the homes that had watched "Mr. Selfridge" also watched *The Bletchley Circle*.

SCIENCE/NATURE

NATURE NOVA

The chart below shows the average of ratings for all programs in the science/ nature genre such as *Comet Encounter, Hawking, My Wild Affair, Nature, NOVA, Operation Maneater, Raw to Ready, Sex in the Wild, Skeletons of the Sahara, Super Skyscrapers*, and *Your Inner Fish* compared with the ratings (or average audience) for primetime on all PBS stations. The comparison is shown on a household basis and for select demographic breaks. In general, science/nature programming that has aired on PBS this season has yielded ratings that are higher than the PBS primetime season average.

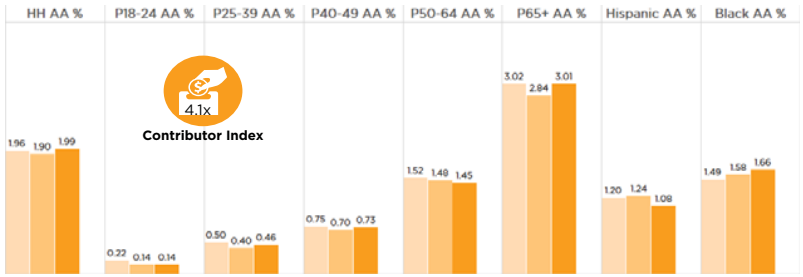
The corresponding delivery numbers--that is, the actual number of households or persons viewing during an average minute--are shown below the ratings chart.



SEASON-OVER-SEASON COMPARISON

HH AND DEMO RATINGS

NATURE



TOP-RATED 2013-14 ORIGINAL BROADCAST EPISODES

Episode Name	Date	HH AA%	P40-49 AA%	P50-64 AA%	P65+ AA%
Meet the Coywolf	1/22/2014	2.60	0.95	2.19	4.03
Love in the Animal Kingdom	11/6/2013	2.38	0.86	1.66	3.71
Leave it to Beavers	5/14/2014	2.36	0.83	1.77	3.67
Parrot Confidential	11/13/2013	2.15	0.64	1.48	3.39
Snow Monkeys	4/23/2014	2.10	0.76	1.36	3.17
Nature Earthflight: South America	9/25/2013	2.09	0.83	1.57	3.08
Saving Otter 501	10/16/2013	2.07	0.84	1.51	3.24
Touching the Wild	4/16/2014	2.02	0.58	1.40	3.09
Nature Earthflight: Flying High	10/9/2013	1.94	0.65	1.49	3.11
Nature Earthflight: Asia & Australia	10/2/2013	1.90	0.56	1.29	3.07

MRI ATTITUDES AND BEHAVIORS

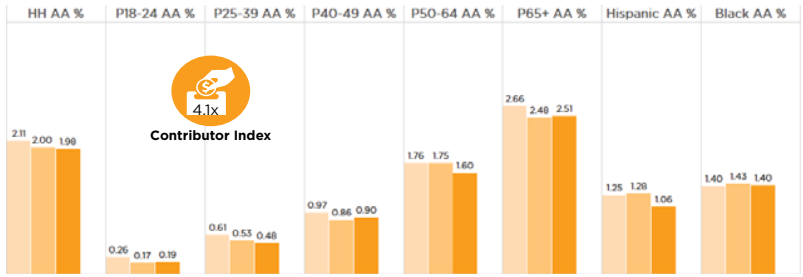
	Arts	Civic Engagement	Tech Enthusiasts	Financial Investments (over $250K)	Travel (Foreign)	Wild Card
Compared to Primetime Viewers	3.5x	0.9x	2.2x	1.5x	1.4x	2.5x as likely to **go bird-watching**
Rank Among PBS Series	#8	#13	#6	#12	#11	#2 (tied)

How to Read: Nature viewers are 3.5x more likely than all primetime viewers to attend a classical music performance. Nature ranked #8 among all PBS series for this same behavior.

SEASON-OVER-SEASON COMPARISON

HH AND DEMO RATINGS

NOVA



TOP-RATED 2013-14 ORIGINAL BROADCAST EPISODES

Episode Name	Date	HH AA%	P40-49 AA%	P50-64 AA%	P65+ AA%
Cold Case JFK	11/13/2013	2.90	1.12	2.63	3.73
Alien Planets Revealed	1/8/2014	2.49	1.38	2.20	2.70
Dogs & Super Senses	4/16/2014	2.25	0.93	1.77	3.08
Ghosts of Murdered Kings	1/29/2014	2.20	0.92	1.77	2.65
Sunken Secrets	5/28/2014	2.16	0.88	1.91	2.99
Bird Genius	4/9/2014	2.09	0.87	1.47	2.93
Great Cathedral Mystery	2/12/2014	2.09	0.96	1.68	2.68
Making Stuff Wilder	10/23/2013	2.08	1.01	1.64	2.41
Roman Catacomb Mystery	2/5/2014	1.99	0.97	1.64	2.57
Asteroids: Doomsday or Payday?	11/20/2013	1.96	1.00	1.78	1.95
Zeppelin Terror Attack	1/15/2014	1.96	0.76	1.48	2.82

MRI ATTITUDES AND BEHAVIORS

	Arts	Civic Engagement	Tech Enthusiasts	Financial Investments (over $250K)	Travel (Foreign)	Wild Card
Compared to Primetime Viewers	3.3x	1.5x	2.5x	1.7x	1.6x	2.1x as likely to **bike on vacation** (domestic travel)
Rank Among PBS Series	#11	#7	#1	#7	#9 (tied)	#1

How to Read: NOVA viewers are 3.3x more likely than all primetime viewers to attend a classical music performance. NOVA ranked #11 among all PBS series for this same behavior.

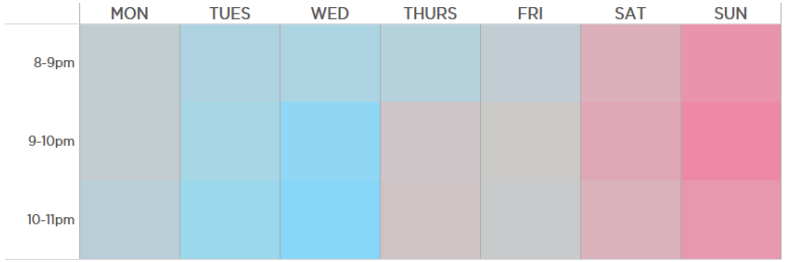
ARTS
DRAMA
SCIENCE/NATURE
HISTORY
INDIE FILM
PUBLIC AFFAIRS

NIGHT-BY-NIGHT GENDER COMPOSITION SCIENCE, NATURE & TECH LIMITED SERIES

AVG. MALE 18+ COMPOSITION %

51% 32%

The chart below shows the gender skew for individual PBS primetime hours. PBS generally skews female but there are a few hours each week that attract a more male audience -- notably Wednesday nights at 10 pm, when 51% of the audience is male.

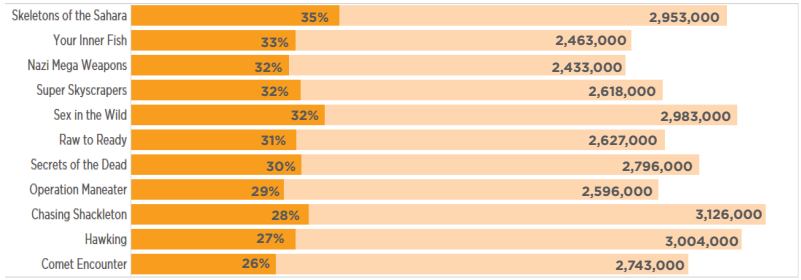


2013-14 WEDNESDAY 10PM PROGRAMS

Wednesday 10pm Program	HH AA %	P40-49 AA %	P50-64 AA %	P65+ AA %	% Male
Hawking	1.70	0.72	1.42	1.97	50%
Comet Encounter	1.68	0.80	1.48	1.89	58%
Secrets of the Dead	1.62	0.65	1.42	1.97	50%
Skeletons - Sahara	1.62	0.74	1.32	2.25	55%
Nazi Mega Weapons	1.44	0.60	1.28	1.67	69%
Super Skyscrapers	1.27	0.57	1.01	1.41	62%
Sex in the Wild	1.24	0.52	0.88	1.63	48%
Your Inner Fish	1.14	0.40	0.90	1.42	52%
Chasing Shackleton	1.07	0.35	0.98	1.47	56%
Raw to Ready	0.99	0.46	0.79	1.14	68%
Operation Maneater	0.83	0.32	0.65	0.98	55%

PERCENT NOVA AUDIENCE RETAINED (HOUSEHOLD CUME DELIVERY)

How to Read: Of the 2.95 million homes that had watched NOVA at 9 pm, 35% of them watched *Skeletons of the Sahara* at 10 pm.

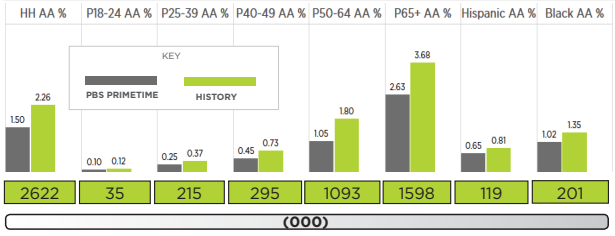


HISTORY/PERSONAL HISTORY

ANTIQUES ROADSHOW · AMERICAN EXPERIENCE · American MASTERS

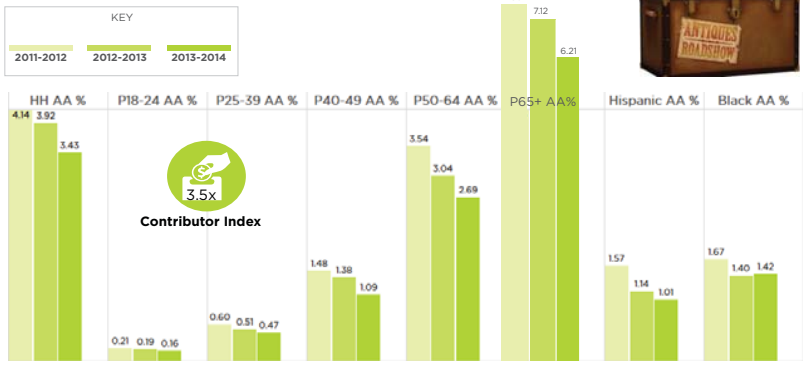
The chart below shows the average of ratings for all programs in the history/personal history genre such as *African Americans, American Experience, American Masters, Antiques Roadshow, Genealogy Roadshow, History Detectives Special Investigations, Latino Americans, Nazi Mega Weapons, Pioneers of Television, The Roosevelts, Secrets of... (various locations),* and *The Story of the Jews* compared with the ratings (or average audience) for primetime on all PBS stations. The comparison is shown on a household basis and for select demographic breaks. In general, history/personal history programming that has aired on PBS this season has yielded ratings that are higher than the PBS primetime season average.

The corresponding delivery numbers--that is, the actual number of households or persons viewing during an average minute--are shown below the ratings chart.



SEASON-OVER-SEASON COMPARISON

HH AND DEMO RATINGS



TOP-RATED 2013-14 ORIGINAL BROADCAST EPISODES

Episode Name	Date	HH AA%	P40-49 AA%	P50-64 AA%	P65+ AA%
Detroit (2 of 3)	2/3/2014	4.56	1.48	3.86	8.25
Boise (3 of 3)	1/20/2014	4.39	1.41	3.50	8.24
Boise (2 of 3)	1/13/2014	4.35	1.75	3.21	8.05
Detroit (1 of 3)	1/27/2014	4.15	1.55	3.40	7.63
Boise (1 of 3)	1/6/2014	3.92	1.39	3.15	7.06
Detroit (3 of 3)	2/10/2014	3.77	1.41	2.84	6.56
Baton Rouge (3 of 3)	3/24/2014	3.72	1.30	2.94	6.70
Finders Keepers	12/23/2013	3.63	1.14	2.62	6.97
Baton Rouge (1 of 3)	2/17/2014	3.50	1.23	2.93	5.60
Junk in the Trunk 3	11/4/2013	3.50	0.86	2.89	6.29

MRI ATTITUDES AND BEHAVIORS

Compared to Primetime Viewers	2.5x	1.6x	1.7x	1.7x	1.3x	2.3x as likely to **collect antiques**
Rank Among PBS Series	#13	#6	#13	#8(tied)	#12	#1

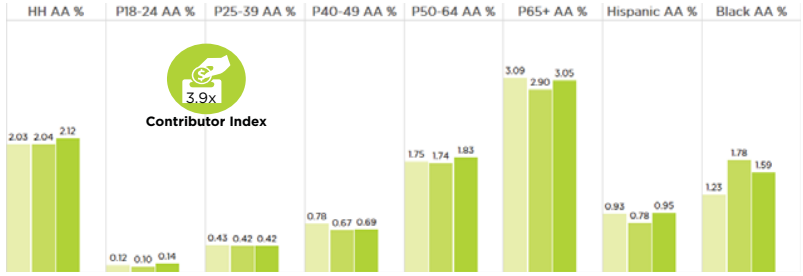
How to Read: Antiques Roadshow viewers are 2.5x more likely than all primetime viewers to attend a classical music performance. Antiques Roadshow ranked #13 among all PBS series for this same behavior.

Arts | Civic Engagement | Tech Enthusiasts | Financial Investments (over $250K) | Travel (Foreign) | Wild Card

SEASON-OVER-SEASON COMPARISON

HH AND DEMO RATINGS

AMERICAN EXPERIENCE



TOP-RATED 2013-14 ORIGINAL BROADCAST EPISODES

Episode Name	Date	HH AA%	P40-49 AA%	P50-64 AA%	P65+ AA%
JFK (101)	11/11/2013	3.11	0.86	2.20	5.21
JFK (102)	11/12/2013	2.92	0.78	2.45	4.47
The Amish Shunned	2/4/2014	2.47	0.89	1.85	3.94
Butch Cassidy & Sundance	2/11/2014	2.09	0.64	2.10	2.68
Rise & Fall Penn Station	2/18/2014	2.02	0.70	1.82	2.39
War of the Worlds	10/29/2013	1.91	0.70	1.79	2.51
Poisoner's Handbook	1/7/2014	1.86	0.72	1.77	2.51
1964	1/14/2014	1.66	0.48	1.54	2.39
Freedom Summer	6/24/2014	1.03	0.41	0.93	1.32

MRI ATTITUDES AND BEHAVIORS

Compared to Primetime Viewers	3.4x	1.0x	1.9x	1.8x	1.6x	2.6x as likely to **read magazines for relaxation and info**
Rank Among PBS Series	#9	#12	#9	#4	#7(tied)	#1

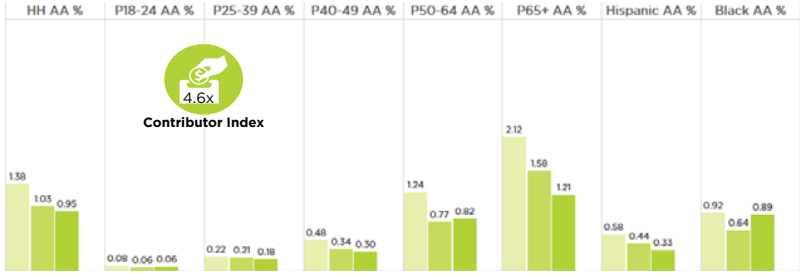
How to Read: American Experience viewers are 3.4x more likely than all primetime viewers to attend a classical music performance. American Experience ranked #9 among all PBS series for this same behavior.

Arts | Civic Engagement | Tech Enthusiasts | Financial Investments (over $250K) | Travel (Foreign) | Wild Card

ARTS
DRAMA
SCIENCE/NATURE
HISTORY
INDIE FILM
PUBLIC AFFAIRS

SEASON-OVER-SEASON COMPARISON
HH AND DEMO RATINGS

American MASTERS



TOP-RATED 2013-14 ORIGINAL BROADCAST EPISODES

Episode Name	Date	HH AA%	P40-49 AA%	P50-64 AA%	P65+ AA%
Jimi Hendrix	11/5/2013	1.63	0.70	2.03	1.06
Salinger	1/21/2014	1.43	0.38	1.09	2.16
Hamlisch: What He did for Love	12/27/2013	1.21	0.14	0.87	2.18
A Fierce Green Fire	4/22/2014	0.82	0.35	0.63	0.81
Dorothea Lange: Grab Lightning	8/29/2014	0.72	0.25	0.49	1.15
Plimpton! as Himself	5/16/2014	0.47	0.16	0.34	0.66
Alice Walker: Beauty in Truth	2/7/2014	0.35	0.10	0.31	0.42

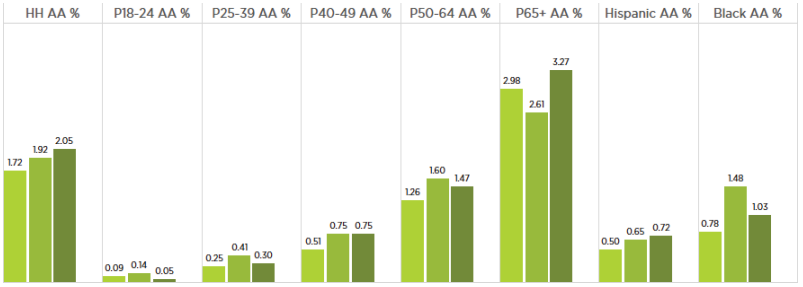
MRI ATTITUDES AND BEHAVIORS

	Arts	Civic Engagement	Tech Enthusiasts	Financial Investments (over $250K)	Travel (Foreign)	Wild Card
Compared to Primetime Viewers	4.3x	1.6x	2.3x	1.7x	1.3x	4.6x as likely to **own corporate bonds or debentures**
Rank Among PBS Series	#2	#5	#4	#6	#13	#1

How to Read: American Masters viewers are 4.3x more likely than all primetime viewers to attend a classical music performance. American Masters ranked #2 among all PBS series for this same behavior.

SEASON-OVER-SEASON COMPARISON
HH AND DEMO RATINGS

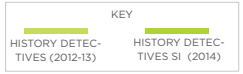
LIMITED SERIES INNOVATIONS



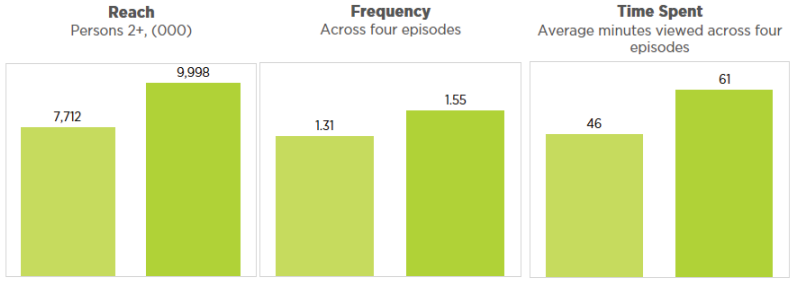
SECRETS OF... 2013-14 ORIGINAL BROADCAST EPISODES

Episode Name	Date	HH AA %	P40-49 AA %	P50-64 AA %	P65+ AA %
Secrets of the Tower of London	10/27/2013	2.63	1.18	1.89	4.29
Secrets of Selfridges	11/3/2013	2.09	0.66	1.63	3.14
Secrets of Her Majesty's Secret Service	8/31/2014	1.88	0.54	1.26	3.10
Secrets of Scotland Yard	11/17/2013	1.84	0.54	1.36	3.11
Secrets of Westminster	9/7/2014	1.82	0.83	1.21	2.70

HISTORY DETECTIVES - VIEWER ENGAGEMENT WITH NEW FORMAT

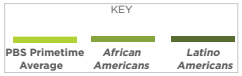


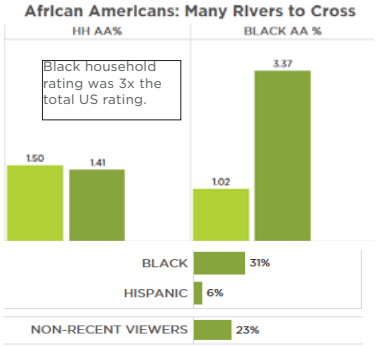
The new single-topic format for *History Detectives Special Investigations* marked an improvement over the prior magazine-style format, reaching more total viewers, achieving greater frequency of tune in, and resulting in substantially more total minutes viewed across the four episodes.

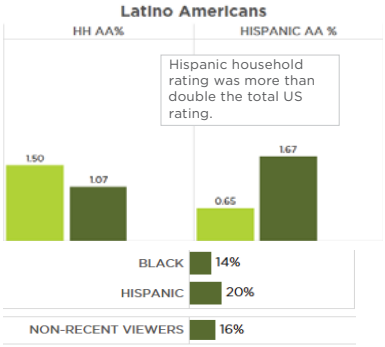


CULTURAL DIVERSITY

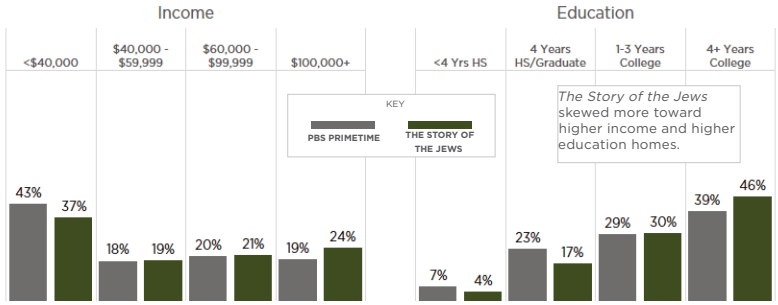
HH AND RACE/ETHNICITY
RATINGS AND AUDIENCE COMPOSITION







THE STORY OF THE JEWS

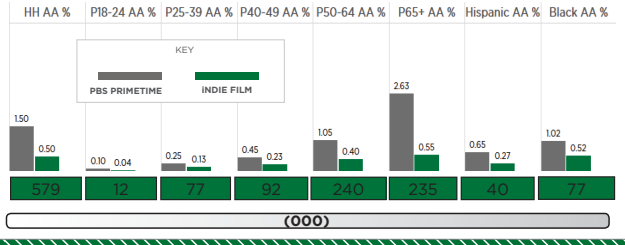


INDIE FILM

[i]INDEPENDENTLENS POV

The chart below shows the average of ratings for all programs in the indie film genre such as *Independent Lens* and *POV* compared with the ratings (or average audience) for primetime on all PBS stations. The comparison is shown on a household basis and for select demographic breaks. In general, indie film programming that has aired on PBS this season has yielded ratings that are lower than the PBS primetime season average.

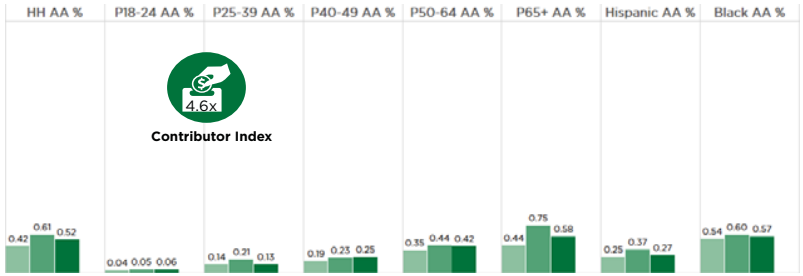
The corresponding delivery numbers--that is, the actual number of households or persons viewing during an average minute--are shown below the ratings chart.



ARTS
DRAMA
SCIENCE/NATURE
HISTORY
INDIE FILM
PUBLIC AFFAIRS

SEASON-OVER-SEASON COMPARISON
HH AND DEMO RATINGS

[i]NDEPENDENTLENS



TOP-RATED 2013-14 ORIGINAL BROADCAST EPISODES

Episode Name	Date	HH AA%	P40-49 AA%	P50-64 AA%	P65+ AA%
Muscle Shoals: Toshio Horano	4/21/2014	1.32	0.49	1.34	1.31
The Trials of Muhammad Ali	4/14/2014	0.79	0.26	0.60	0.82
Don't Stop Believin'	9/30/2013	0.69	0.41	0.54	0.57
The State of Arizona	1/27/2014	0.69	0.38	0.48	0.90
All of Me: Story of Love	3/24/2014	0.64	0.19	0.57	0.69
Waiting Room/Let Me Down Easy	10/21/2013	0.61	0.36	0.46	0.66
Spies of Mississippi	2/10/2014	0.58	0.24	0.46	0.78
Las Marthas	2/17/2014	0.57	0.22	0.40	0.69
A Fragile Trust: NY Times/Lies	5/5/2014	0.54	0.32	0.43	0.67
Indian Relay	11/18/2013	0.52	0.24	0.33	0.59

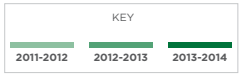
MRI ATTITUDES AND BEHAVIORS

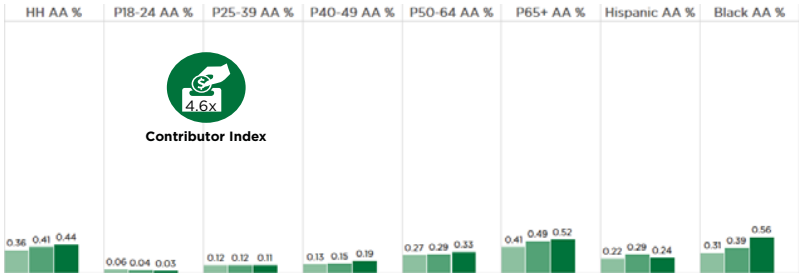
	Arts	Civic Engagement	Tech Enthusiasts	Financial Investments (over $250K)	Travel (Foreign)	Wild Card
Compared to Primetime Viewers	3.6x	2.2x	2.3x	1.5x	1.6x	2.1x as likely to **read newspapers for relaxation and info**
Rank Among PBS Series	#7	#1	#5	#11	#7 (tied)	#1

How to Read: Independent Lens viewers are 3.6x more likely than all primetime viewers to attend a classical music performance. Independent Lens ranked #7 among all PBS series for this same behavior.

SEASON-OVER-SEASON COMPARISON
HH AND DEMO RATINGS

POV





TOP-RATED 2013-14 ORIGINAL BROADCAST EPISODES

Episode Name	Date	HH AA%	P40-49 AA%	P50-64 AA%	P65+ AA%
Dance For Me	7/21/2014	0.60	0.16	0.49	0.81
American Revolutionary: The Evolution of Grace Lee Boggs	6/30/2014	0.58	0.24	0.51	0.64
When I Walk	6/23/2014	0.57	0.25	0.57	0.63
Fallen City	7/28/2014	0.53	0.18	0.38	0.59
56 Up	10/14/2013	0.50	0.19	0.45	0.47
American Promise	2/3/2014	0.50	0.22	0.33	0.54
After Tiller	9/1/2014	0.47	0.19	0.28	0.67
Getting Back to Abnormal	7/14/2014	0.47	0.32	0.31	0.53
15 to Life: Kenneth's Story	8/4/2014	0.44	0.14	0.32	0.62
The Genius of Marian	9/8/2014	0.44	0.10	0.33	0.68

MRI ATTITUDES AND BEHAVIORS

	Arts	Civic Engagement	Tech Enthusiasts	Financial Investments (over $250K)	Travel (Foreign)	Wild Card
Compared to Primetime Viewers	4.0x	1.8x	2.0x	1.4x	2.6x	2.6x as likely to **take adult education courses**
Rank Among PBS Series	#3	#4	#8	#13	#3	#1

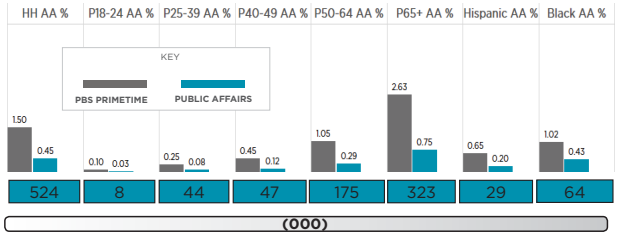
How to Read: POV viewers are 4.0x more likely than all primetime viewers to attend a classical music performance. POV ranked #3 among all PBS series for this same behavior.

NEWS/PUBLIC AFFAIRS

PBS NEWSHOUR | PBS NEWSHOUR WEEKEND | CHARLIE ROSE THE WEEK | FRONTLINE | WASHINGTON WEEK

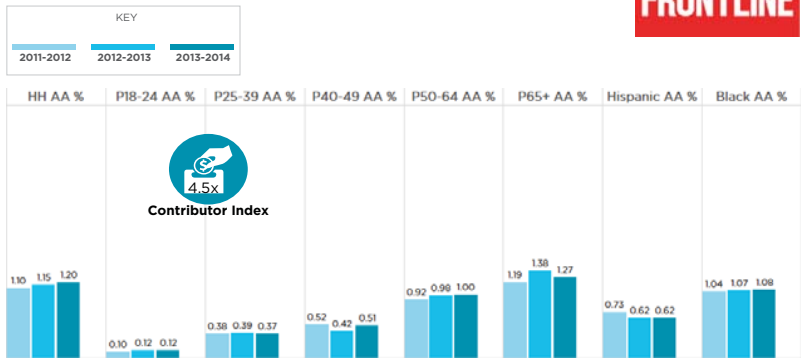
The chart below shows the average of ratings for all programs in the news/public affairs genre such as *Charlie Rose - The Week, Frontline, PBS NewsHour,* and *Washington Week* compared with the ratings (or average audience) for primetime on all PBS stations. The comparison is shown on a household basis and for select demographic breaks. In general, news/public affairs programming that has aired on PBS this season has yielded ratings that are lower than the PBS primetime season average.

The corresponding delivery numbers--that is, the actual number of households or persons viewing during an average minute--are shown below the ratings chart.



SEASON-OVER-SEASON COMPARISON
HH AND DEMO RATINGS

FRONTLINE



TOP-RATED 2013-14 ORIGINAL BROADCAST EPISODES

Episode Name	Date	HH AA%	P40-49 AA%	P50-64 AA%	P65+ AA%
League of Denial: NFL Crisis	10/8/2013	1.89	0.97	1.60	1.58
Secrets of the Vatican	2/25/2014	1.78	0.72	1.44	2.48
Secret State of North Korea	1/14/2014	1.69	0.68	1.56	1.84
Who was Lee Harvey Oswald?	11/19/2013	1.69	0.71	1.42	1.66
Hunting the Nightmare Bacteria	10/22/2013	1.53	0.55	1.31	1.79
To Catch a Trader	1/7/2014	1.33	0.56	1.12	1.60
Losing Iraq	7/29/2014	1.30	0.61	1.12	1.38
United States of Secrets (1 of 2)	5/13/2014	1.26	0.42	1.16	1.41
A Death in St. Augustine	11/26/2013	1.13	0.55	1.07	0.99
United States of Secrets (2 of 2)	5/20/2014	1.06	0.33	0.89	1.15

MRI ATTITUDES AND BEHAVIORS

	Arts	Civic Engagement	Tech Enthusiasts	Financial Investments (over $250K)	Travel (Foreign)	Wild Card
Compared to Primetime Viewers	3.9x	1.3x	2.4x	1.6x	1.7x	2.6x as likely to **hike on vacation (domestic travel)**
Rank Among PBS Series	#4	#9	#3	#10	#6	#1

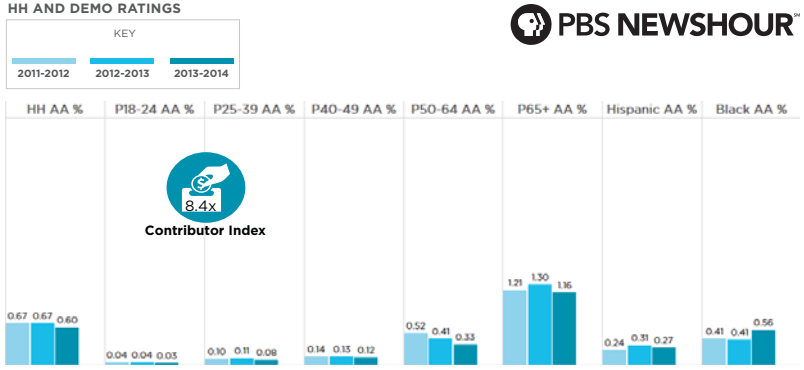
How to Read: Frontline viewers are 3.9x more likely than all primetime viewers to attend a classical music performance. Frontline ranked #4 among all PBS series for this same behavior.

ARTS
DRAMA
SCIENCE/NATURE
HISTORY
INDIE FILM
PUBLIC AFFAIRS

SEASON-OVER-SEASON COMPARISON

HH AND DEMO RATINGS

PBS NEWSHOUR



PBS NewsHour Weekend	HH AA %	P18-24 AA %	P25-39 AA %	P40-49 AA %	P50-64 AA %	P65+ AA %	Hispanic AA %	Black AA %
Saturday	0.31	0.02	0.04	0.07	0.16	0.60	0.13	0.27
Sunday	0.23	0.00	0.03	0.05	0.14	0.43	0.08	0.19

MRI ATTITUDES AND BEHAVIORS

Compared to Primetime Viewers	2.9x	1.2x	1.7x	1.8x	1.6x	2.6x as likely to **own exchange traded funds**
Rank Among PBS Series	#10	#11	#12	#3	#9(tied)	#3

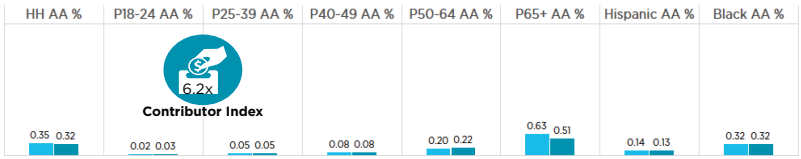
How to Read: PBS NewsHour viewers are 2.9x more likely than all primetime viewers to attend a classical music performance. PBS NewsHour ranked #10 among all PBS series for this same behavior.

Arts | Civic Engagement | Tech Enthusiasts | Financial Investments (over $250K) | Travel (Foreign) | Wild Card

SEASON-OVER-SEASON COMPARISON

HH AND DEMO RATINGS

CHARLIE ROSE THE WEEK



MRI ATTITUDES AND BEHAVIORS

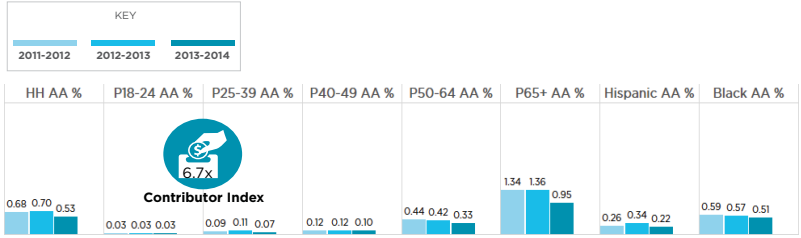
Compared to Primetime Viewers	3.9x	2.0x	2.0x	1.7x	3.2x	3x as likely to **hunt on vacation**
Rank Among PBS Series	#5	#2	#7	#8(tied)	#1	#1

How to Read: Charlie Rose The Week viewers are 3.9x more likely than all primetime viewers to attend a classical music performance. Charlie Rose The Week ranked #5 among all PBS series for this same behavior.

SEASON-OVER-SEASON COMPARISON

HH AND DEMO RATINGS

WASHINGTON WEEK



MRI ATTITUDES AND BEHAVIORS

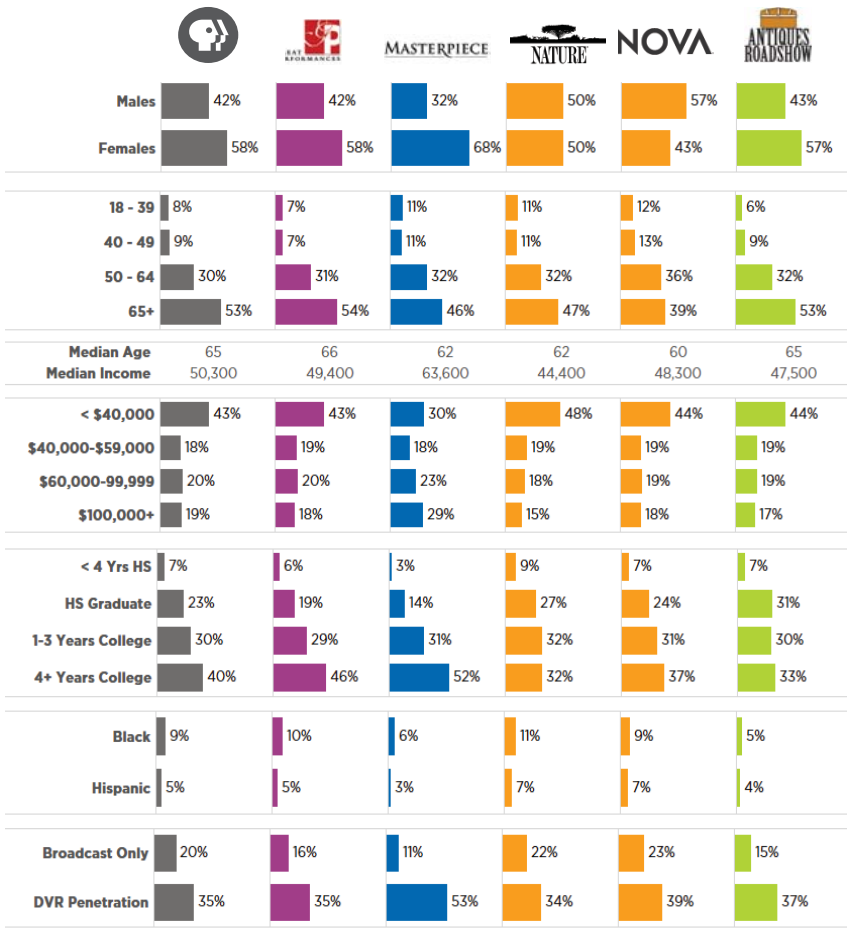
Compared to Primetime Viewers	4.6x	1.3x	2.4x	2.0x	2.8x	2.2x as likely to **be political activists**
Rank Among PBS Series	#1	#10	#2	#2	#2	#1

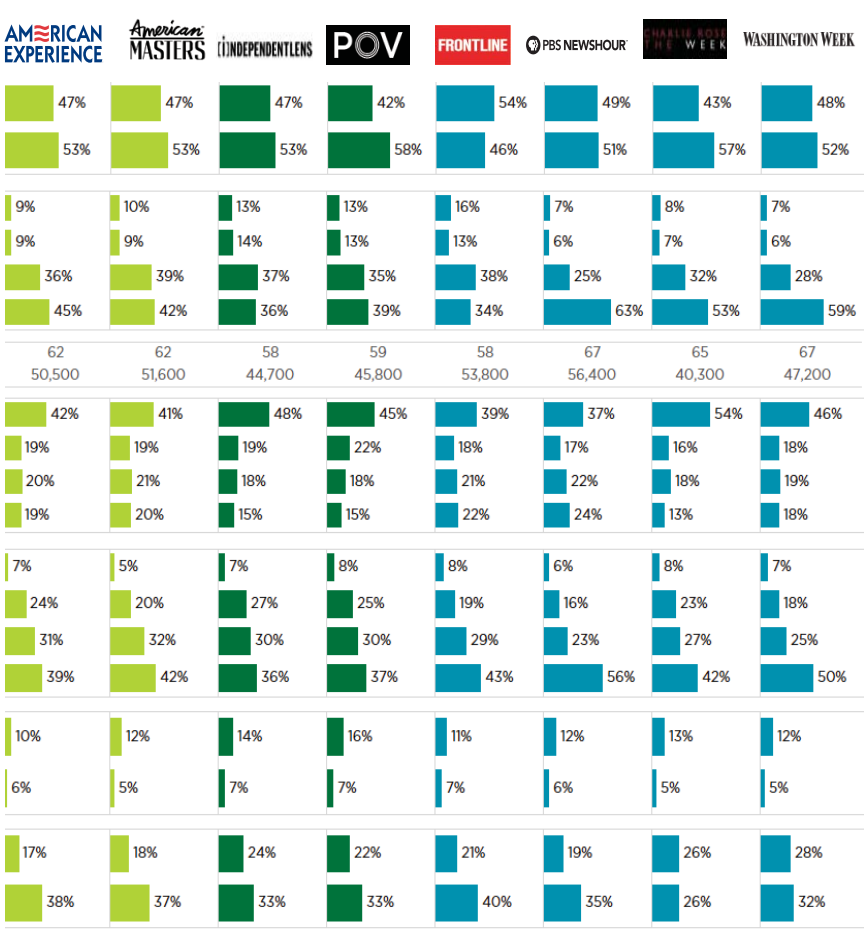
How to Read: Washington Week viewers are 4.6x more likely than all primetime viewers to attend a classical music performance. Washington Week ranked #1 among all PBS series for this same behavior.

Arts | Civic Engagement | Tech Enthusiasts | Financial Investments (over $250K) | Travel (Foreign) | Wild Card

ARTS
DRAMA
SCIENCE/NATURE
HISTORY
INDIE FILM
PUBLIC AFFAIRS

GRAND DASHBOARD





PBS PRIMETIME SERIES DUPLICATION

HOUSEHOLD DUPLICATION PERCENT

	AMERICAN EXPERIENCE	AMERICAN MASTERS	ANTIQUES ROADSHOW	CHARLIE ROSE-THE WEEK	FRONTLINE	GREAT PERFORMANCES	INDEPENDENT LENS	MASTERPIECE	NATURE	NOVA	PBS NEWSHOUR	POV	WASHINGTON WEEK
AMERICAN EXPERIENCE		5	25	4	28	6	7	22	18	22	16	10	5
AMERICAN MASTERS	29		26	7	32	8	12	25	23	20	17	13	9
ANTIQUES ROADSHOW	15	9		2	8	6	7	17	16	15	13	8	4
CHARLIE ROSE-THE WEEK	30	25	28		21	24	13	26	23	27	32	11	46
FRONTLINE	51	9	21	5		7	15	22	21	27	19	0	7
GREAT PERFORMANCES	21	18	26	4	13		7	28	16	17	20	7	11
INDEPENDENT LENS	28	24	35	6	28	10		24	19	24	17	1	7
MASTERPIECE	16	11	19	3	9	7	5		14	13	16	7	4
NATURE	21	6	25	3	14	7	6	16		37	17	6	6
NOVA	26	7	23	4	19	7	8	18	32		16	9	6
PBS NEWSHOUR	19	10	21	4	13	8	6	21	18	17		6	9
POV	25	15	34	5	27	12	6	21	19	23	20		7
WASHINGTON WEEK	27	21	28	21	19	15	9	23	26	26	40	10	

HOW TO READ:
To be read across — of all the households that watched American Experience, 5% of them also watched Washington Week.

Note that all program duplication is calculated on a weekly basis, looking for duplication only when two programs aired within the same feed week. The table above represents the averages of just the weeks in which the two programs aired.

GLOSSARY

Rating or AA (Average Audience) -- Percent of all TV households (or persons) watching during an average minute of a program or time period.

Cume or Reach – Total TV households (or persons) tuned for at least 6 minutes during a program or time period. Each household or person is counted only once.

Live+7 – Includes all playback on a DVR within 7 days of the program feed or original time period.

Non-Recent Viewers – Viewers 18+ of a program who had not watched any PBS in the previous four weeks.

Heavy Viewers – Viewers 18+ are divided into five equal groups according to their time spent viewing PBS. The top 20%, who watch the most PBS, are called Heavy Viewers.

Prime time rating – the prime time rating includes tuning to all PBS stations during an average minute from Monday-Sunday 8-11 PM, (including multi-cast stations and all Live+7 viewing).

Rating Point -- Each household rating point represents 1,158,000 households.

Universe Estimate (UE) -- the total number of Homes or Persons in a given population

MRI ATTITUDE AND BEHAVIOR ICONS

Arts - those who attend classical music or opera performances.

Civic Engagement - a segment classified by MRI through pyschographic statements as "Civic Advocates." Members of this segment are likely to have written something that was published, written an article for a magazine or newspaper, contacted media or similar behaviors.

Tech Enthusiasts - a segment which includes enthusiastic adopters and regular users of technology. In comparison to Tech-phobes, Tech-Splorers and Tech-Gamers.

Financial Investments - those who have any type of financial investments totalling over $250,000.

Travel - those who participate in any kind of foreign travel, whether for business or vacation.

Contributor - those who report having made a contribution to a PBS station in the last 12 months.

UNIVERSE ESTIMATES

U.S. TV HOUSEHOLDS = 115,800,000

Persons in Households	
Total P2+	294,659,000
Total 18+	230,689,000
P 2-5	15,560,000
P 6-11	23,780,000
P 12-17	24,630,000
P 18-24	28,880,000
P 25-39	57,763,000
P 40-49	40,317,000
P 50-64	60,585,000
P 65+	43,144,000
Media Related	
Cable and/or ADS	104,410,000
Broadcast Only	11,390,000
DVD Owner	95,000,000
DVR Owner	54,210,000
Videogame Owner	51,450,000

Race of Householder	
Black (Alone or in combination)	14,860,000
White	88,270,000
Asian	5,230,000
Ethnicity of Householder	
Hispanic	14,690,000
Non-Hispanic	101,110,000
Education of Householder	
< 4 Yrs High School	13,350,000
4 Yrs High School	28,910,000
1-3 Yrs College	37,500,000
4+ Yrs College	36,040,000
Household Income	
<$40,000	47,610,000
$40,000 - $59,999	19,070,000
$60,000 - $99,999	24,370,000
$100,000+	24,750,000

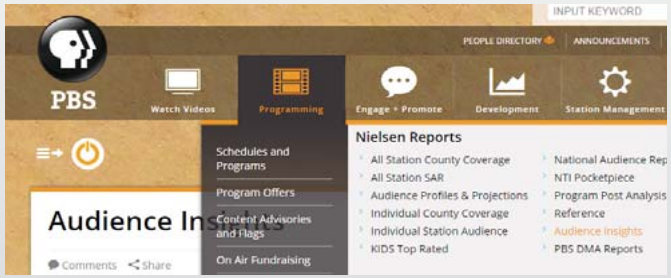
PBS **Audience Insight 2014**

Look inside…

- The latest on PBS's primetime ratings and rank among other popular networks for the full season 2013-2014
- Three-year ratings trends for each night of the week and every general audience series
- Special features on scripted acquisitions in drama, series reaching culturally diverse audiences, and pop-out programming events like *Ken Burns' The Roosevelts*
- And new this year: A contributor index for every one of the ongoing series, a PBS viewer index to show what else PBS viewers like to watch on TV, and an attitudinal/behavioral profile of viewers on attributes such as arts interest, civic engagement, financial investments, and more!

Get access…

Go to MyPBS for past booklets and presentations. Programming -- Nielsen Reports -- Audience Insights



About Audience Insight……

Since full-time national Nielsen measurement of PBS began in 2009, PBS Research has led a project called Audience Insight in order to increase insight into viewer behavior across the public television system and cultivate system-wide literacy with respect to audience measurement. Each year since then, PBS Research has published user-friendly reviews of the primetime broadcast season and has presented the results of its special analyses at concurrent sessions during the annual meeting and during webinars thereafter. This booklet is the latest publication of that ongoing project.

This Audience Insight work—and full time Nielsen measurement generally—has informed PBS content, scheduling, and promotion strategy. Local station executives have been able to use the data to shape and share the compelling story of public television's reach, local programmers have been able to use the analysis to inform the decisions they make about how to build and promote their schedules, and development and marketing professionals have drawn on the data and insights to reach prospective contributors more effectively and make the case for PBS to potential local sponsors.

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Booklet designed and produced by City Square Associates, Inc., Cambridge, Massachusetts