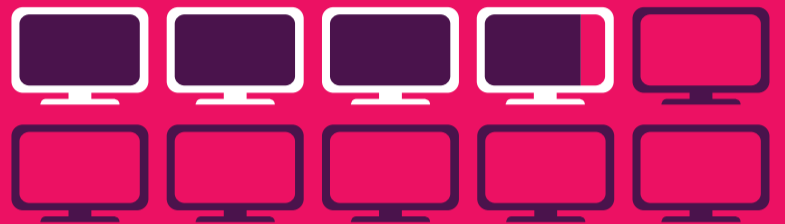


WHY SPONSOR ON PBS? OUR AUDIENCE WILL TELL YOU WHY.



THE PBS AUDIENCE IS MORE LIKELY TO WATCH & TRUST PBS THAN OTHER NETWORKS.

38% MORE LIKELY to watch shows that air on PBS with their full attention.



THE PBS AUDIENCE TAKES ACTION AFTER WATCHING PBS PROGRAMMING.



36% research more on the company, product or service.

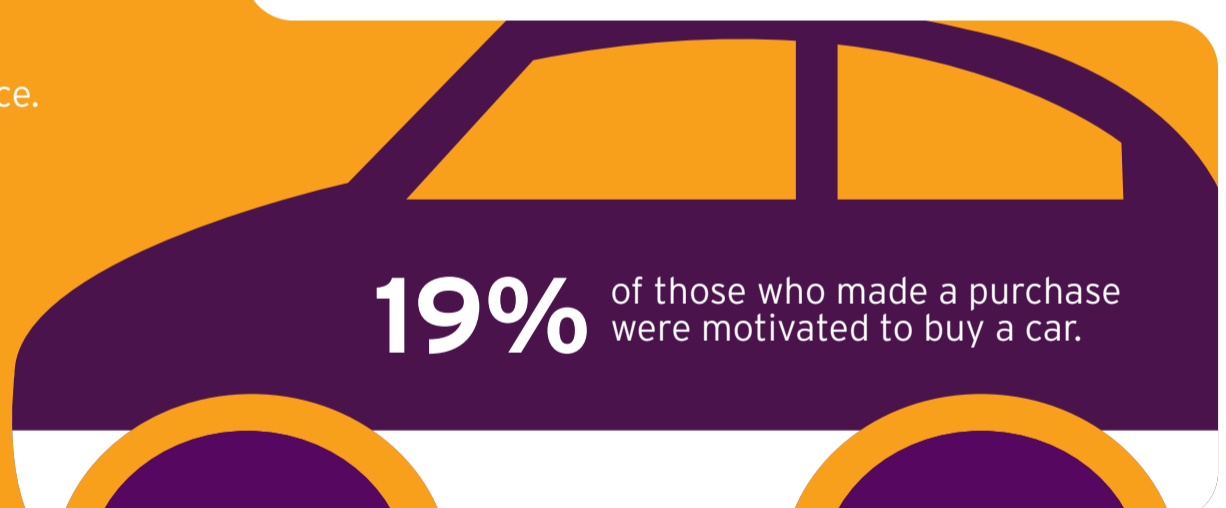


18% bought the product or service.



64% BELIEVE the sponsorships on PBS are more trustworthy than other networks.

19% of those who made a purchase were motivated to buy a car.



76% AGREE THAT sponsors are committed to quality and excellence.



62% AGREE THAT sponsors are industry leaders.



68% AGREE THAT sponsors create compelling advertising that is better than the ads on other networks.

PBS SPONSORS BENEFIT FROM HIGH EXPECTATIONS WHEN COMPARED TO OTHER NETWORKS.

