Today's PBS

American's Largest Classroom
The Nation's Largest Stage
A Trusted Window To The World

JULY 2015

86% of all U.S. TV households watch PBS
77% of all kids age 2-8 watch PBS

Americans watched 407 million PBS videos on web & mobile platforms in June

pbs.org
Broadcast & Cable Primetime Household Ratings, 2014-’15 Season-To-Date

Innovation and Growth on Digital Platforms

- Americans watched **407 million videos** across all of PBS’ web, mobile and connected device platforms in June 2015; **over four-fifths (82%)** of these streams were delivered on a mobile platform.  
  (Google Analytics, 6/2015)

- Americans viewed more than **4.5 billion videos** across all PBS digital platforms in 2014 – a new record for PBS.  
  (Google Analytics, 1/2014-12/2014)

- Combined, PBS had over **28 million unique visitors** to its sites in June.  
  (Google Analytics, 6/2015)

- In June, streaming on PBSKIDS.org accounted for **42% of all time spent** watching kids videos online. Additionally, **more minutes were spent viewing video on PBSKIDS.org** than on any other site in the kids category.  
  (comScore Video Metrix, 6/2015)

- In total, PBS’ general audience and kids mobile apps have been **downloaded 23.4 million times**.  
  (AppFigures)

- **More than 322 million streams** were delivered on the PBS KIDS Video app in June.  
  (Google Analytics, 6/2015)

- PBS has **14.8 million combined followers** across 10 different social networks, Facebook, Google+, Tumblr, Twitter and YouTube.  
  (7/1/2015)
Fall weekends start with the AMERICAN EXPERIENCE profile of “Walt Disney,” as well as the rebroadcast of Ken Burns’s THE CIVIL WAR, marking the film’s 25th anniversary with a newly restored high-definition version. PBS’ ongoing commitment to independent film continues with provocative and moving stories from INDEPENDENT LENs and new films from POV. Treasures also keep coming with new episodes of ANTIQUES ROADSHOW.

Tuesdays bring new perspectives on America’s music, its first settlers and its current events with AMERICAN EPIC, “The Pilgrims” on AMERICAN EXPERIENCE and the latest in America’s war on drugs, immigration reform and more from FRONTLINE.

“Think Wednesday” is home to extraordinary science and nature programming on PBS, including THE BRAIN WITH DAVID EAGLEMAN, EARTH’S NATURAL WONDERS and new episodes of science-grounded series NATURE and NOVA.

Arts anchor primetime Fridays with the fifth PBS ARTS FALL FESTIVAL. Hosted by international music superstar Gloria Estefan, the festival showcases such titles as UNITY - THE LATIN TRIBUTE TO MICHAEL JACKSON, LIVE FROM LINCOLN CENTER “Kern & Hammerstein’s Show Boat” starring Vanessa Williams, GREAT PERFORMANCES “Chita Rivera: A Lot of Livin’ to Do” and FIRST YOU DREAM - THE MUSIC OF KANDER & EBB. PBS’ acclaimed public affairs shows shows WASHINGTON WEEK WITH GWEN IFILL and CHARLIE ROSE - THE WEEK kick off the weekend and the arts presentations on Friday nights. Monday through Friday, the PBS NEWSHOUR continues to offer in-depth stories on the top news events.

PBS KIDS
This fall, PBS KIDS premieres new episodes and specials from favorite series, as well as a brand new show: NATURE CAT.

NATURE CAT, a new animated series designed to encourage kids ages 3-8 to explore and develop connections with the natural world, will premiere Wednesday, November 25 on PBS KIDS (check local listings). Digital content related to the series, including games, apps, streaming video, hands-on activities and parent resources, will also be available in the fall.

NATURE CAT is voiced by an all-star line-up of comedic actors, including Saturday Night Live stars Taran Killam (Nature Cat), Kate McKinnon (Squeeks), Bobby Moynihan (Hal) and Kenan Thompson (Ronald); and Kate Micucci (Scrubs, The Big Bang Theory) as Daisy.

PBS KIDS hit series DANIEL TIGER’S NEIGHBORHOOD, PEG + CAT, ODD SQUAD and SUPER WHY! all debut new episodes this fall, include Halloween-focused programming in October. And in November, PBS KIDS premieres a one-hour holiday special: WILD KRATTS CREATURE CHRISTMAS. Holiday-themed specials and episodes from other PBS KIDS favorites will also air this winter. New PBS KIDS digital content, including apps and games, will also launch in the coming months.