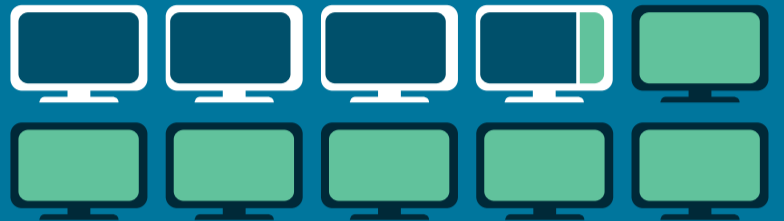


# WHY SPONSOR ON PBS? OUR AUDIENCE WILL TELL YOU WHY.



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.



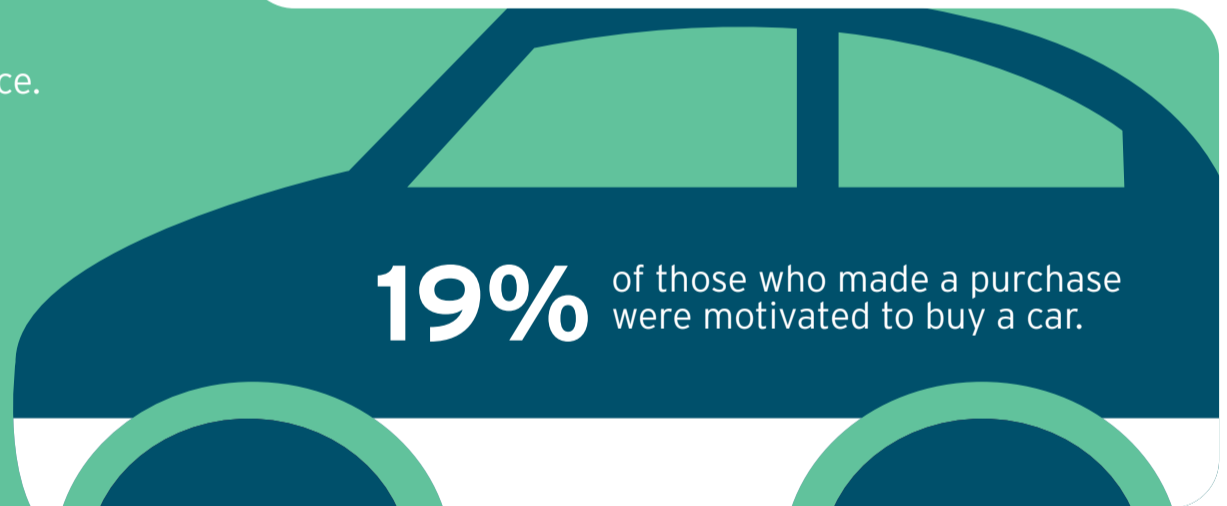
**36%** research more on the company, product or service.



**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.

