Audience Insight

2025 Annual Report

2024-25 TV Season

QUICK REFERENCE

GENERAL AUDIENCE AND PBS KIDS BY THE NUMBERS

Each month, PBS...[1]

- Reached **31M** adults on linear primetime television
- Had nearly **17M** users on PBS-owned streaming platforms
- Was watched by **60M** viewers on YouTube
- Obtained nearly **63M** impressions on social media

54%
US TV HOMES TUNE TO PBS

54% of all U.S. television households (or, over 123M people) tune to PBS member stations over the course of a year.[2]

356M
STREAMS

PBS General Audience content was **streamed 356M times** last year.[3]

[1]Nielsen; National TV Ratings; NPOWER, 9/30/24 - 9/28/25, L+7 M-Su 8P-11P average monthly reach, 75% unif., 1+ min., P18+, All PBS Stations; Google Analytics users, 10/1/24 – 9/30/25, users summed across pbs.org, PBS Mobile Apps, and PBS OTT Apps, not deduplicated; YouTube Analytics Portal unique users, 10/1/24 – 9/30/25, unique viewers summed across accounts with full episodes, not deduplicated; Spout Social impressions, 10/1/24 – 9/30/25.
[2]Nielsen; National TV Ratings; NPOWER, 9/23/24 - 9/21/25, L+7 M-Su 6A-6A, 50% unification, 1+ min., HH and P2+, All PBS Stations.
[3] Google Analytics mediastarts, 10/1/24 – 9/30/25, across pbs.org, PBS Mobile App, and PBS OTT Apps.

PBS stations reach more parents of young children on-air than any of the children's TV networks over the course of a year.[4]

3.7B
STREAMS

PBS KIDS content was **streamed 3.7B times** last season.[5]

147M
DOWNLOADS

PBS KIDS apps have been **downloaded 147M times** since launch.[6]

935M
GAMES PLAYED

935M games were played on pbskids.org and the PBS KIDS Games App last season.[7]

[4] Source: Nielsen NPOWER, L+7, Analytics Oct '24 - Sept '25, M-Su 6A-6A Reach (000), PBS stations, select children's cable networks, 50% unif, 1+ min;
[5]Google Analytics Oct '24 - Sept '24 ;
[6]AppFigures, Jan '11 - Dec '25;
[7]Google Analytics Oct '24 - Sept '25

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A MESSAGE
FROM AMY SAMPLE

This past year was certainly a challenging one for all of us in public media with the loss of federal support for CPB, coupled with the ongoing fragmentation in the media landscape. Within Business Intelligence, we were also navigating changes in digital measurement, the redesign of PBS KIDS platforms, and upgrades to existing platforms. As I write this at the conclusion of 2025, I can say that I am proud of the resilience and hard work by both the Business Intelligence team and the PBS system to meet this moment.

Despite our challenges, for the 23rd year in a row, Americans ranked PBS and its member stations as #1 in public trust among a consideration set that included commercial cable and broadcast television, newspapers, streaming services, and others. That speaks volumes about the value of the work we do. I am looking forward to the new year with optimism and a renewed focus on using data to connect national content to local audiences, measure engagement across platforms, and communicate the value of PBS to members, funders, and policymakers, so stations can make smarter decisions that support both mission and long-term sustainability.

This is PBS Business Intelligence's 14th annual Audience Insight Report, covering the broadcast season from October 2024 to September 2025, with a few additional notes to round out calendar year 2025. While much of it will feel familiar, new content includes a section focused on Business Intelligence resources (p. 41) and a look at the success of **THE AMERICAN REVOLUTION** (p. 23).

We welcome your feedback on this annual report. And, as always, feel free to reach out to the BI team with any questions.

Amy Sample
Vice President, Business Intelligence









For the 23rd year in a row, Americans ranked PBS and its member stations as #1 in public trust among a consideration set that included commercial cable and broadcast television, newspapers, streaming services, and others.

Source: YouGov, Jan 5-12, 2026

01 THE MEDIA LANDSCAPE

STREAMING, FRAGMENTATION AND THE RISE OF FREE TV

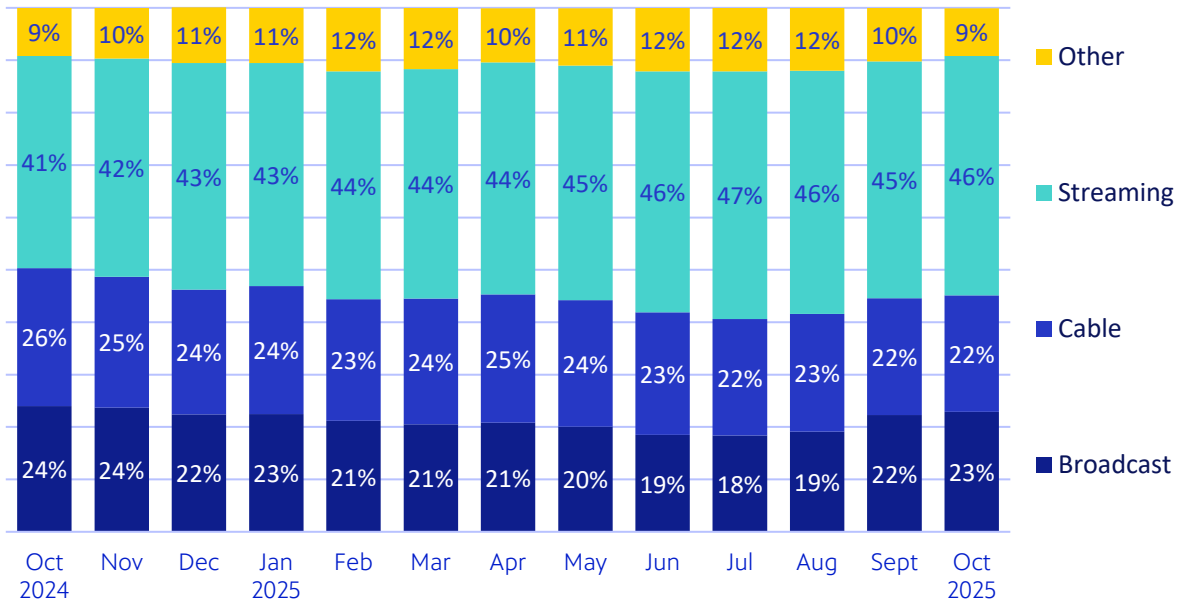
The long-term growth in consumption of video media increased again this year. Adults are now spending over twelve hours per day consuming media, including multi-tasking on multiple screens.

At the same time, competition for attention has intensified. Major streaming platforms are investing heavily in live sports and news, traditionally the strongholds of broadcast and cable television. Free ad-supported TV (FAST) channels are gaining in popularity as viewers seek out no-cost alternatives to subscription services. Lastly, some of the most popular social media platforms broadened their user base once again this year. As a result, discoverability on TV has become a critical challenge as streaming is the new starting point for TV viewing, with 40% of viewers reporting SVOD (subscription services) is now their default viewing source.

PBS is navigating this complex media landscape by finding opportunities to expand digital reach and maintain its loyal core audience on traditional linear TV. PBS's presence on digital platforms, including PBS-owned platforms and YouTube, coupled with the development of suitable types of programs and formats, ensures continued relevance and audience engagement, visibility, and impact, during a period of profound transition.

TOTAL TELEVISION VIEWING BY SOURCE

Streaming accounts for nearly half of TV viewing time, up 5 share points in one year

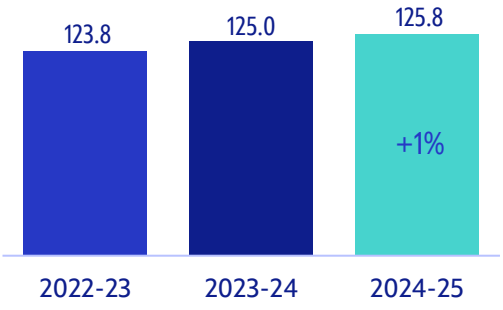


Source: Nielsen's Gauge Report, P2+ minutes viewed on TV screen.

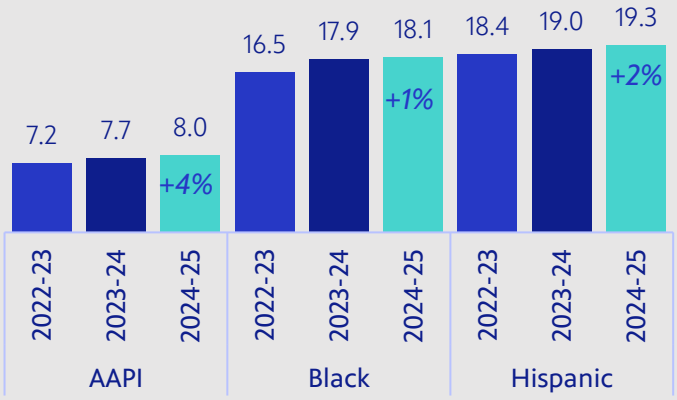
MEDIA LANDSCAPE TRENDS

U.S. POPULATION TRENDS

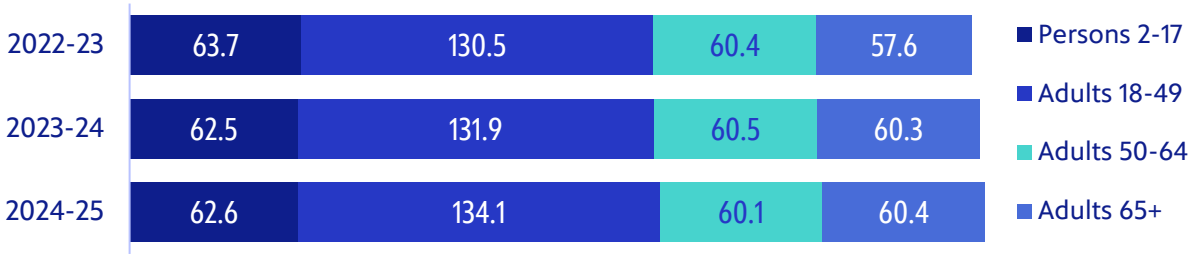
Household TV Universe Estimates
(millions)



TV Universe Estimates by Race/Ethnicity
(millions)

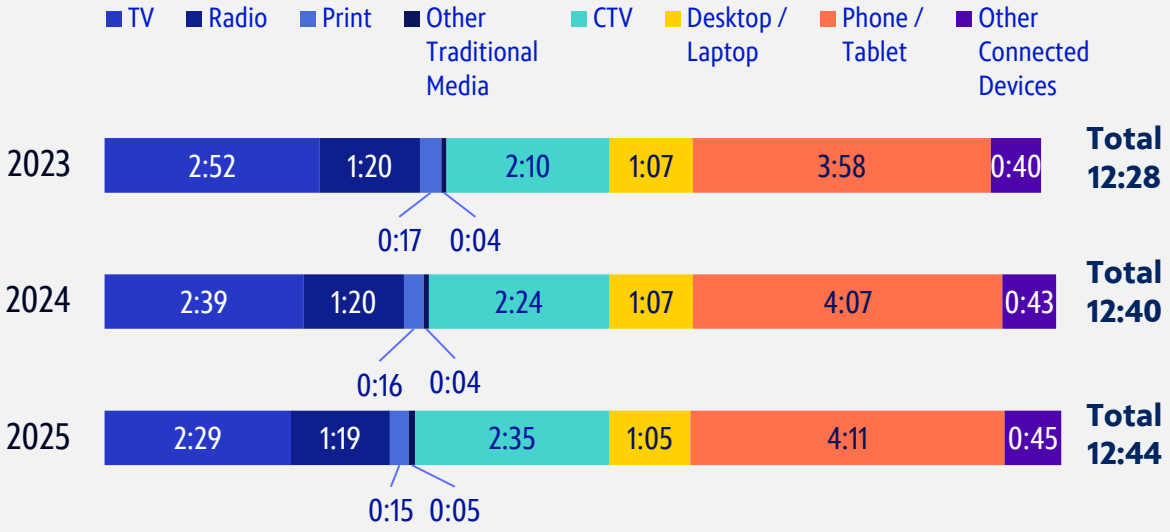


TV Universe (millions)



DAILY TIME SPENT USING MEDIA

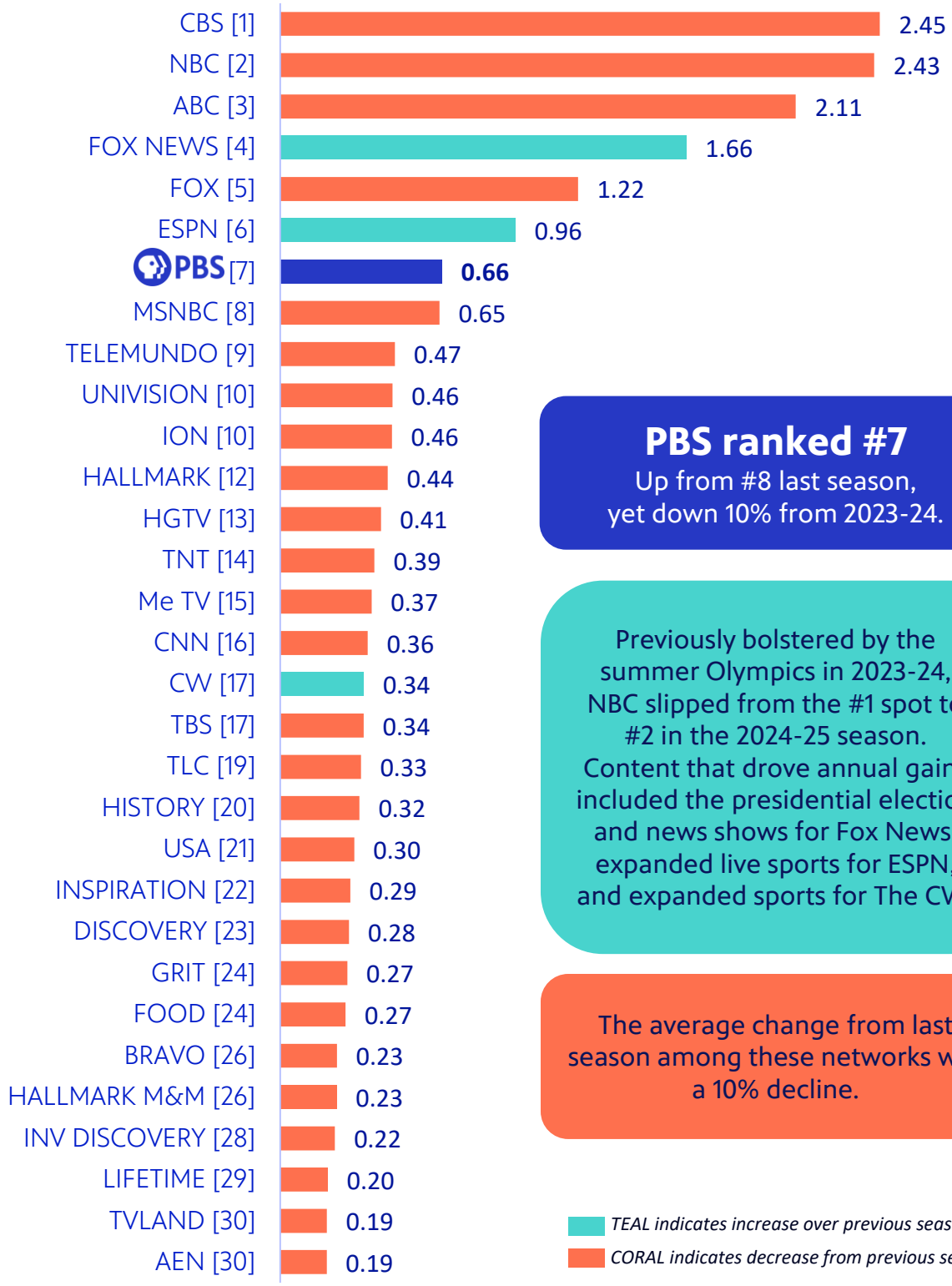
PERSONS 18+, HOURS:MINUTES



Source (top): Nielsen; National TV Ratings; NPOWER, 09/23/2024 - 09/21/2025, UE Report
Source (bottom): EMARKETER Forecast, June 2025. Note: Time spent with each medium includes multitasking; for example, 1 hour of multitasking on a mobile phone while watching TV is counted as 1 hour for Mobile and 1 hour for TV.

TOP 30 LINEAR TV NETWORKS

RANKED BY PRIMETIME HH RATING



PBS ranked #7
Up from #8 last season, yet down 10% from 2023-24.

Previously bolstered by the summer Olympics in 2023-24, NBC slipped from the #1 spot to #2 in the 2024-25 season. Content that drove annual gains included the presidential election and news shows for Fox News, expanded live sports for ESPN, and expanded sports for The CW.

The average change from last season among these networks was a 10% decline.

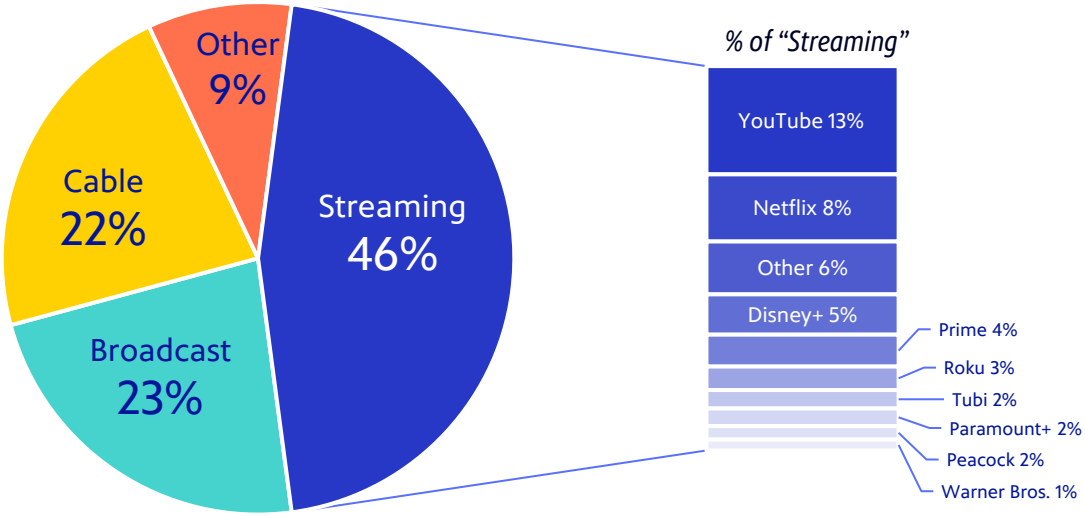
TEAL indicates increase over previous season
CORAL indicates decrease from previous season

Source: Nielsen; National TV Ratings; NPOWER, Ratings Analysis Time Period Report, 09/23/2024 - 09/21/2025, L+7, M-Su 8-11P, HH AA%

WHERE VIEWING HAPPENS

DISTRIBUTION OF TV VIDEO CONSUMPTION

DISTRIBUTION OF TOTAL TV WATCH TIME BY PLATFORM

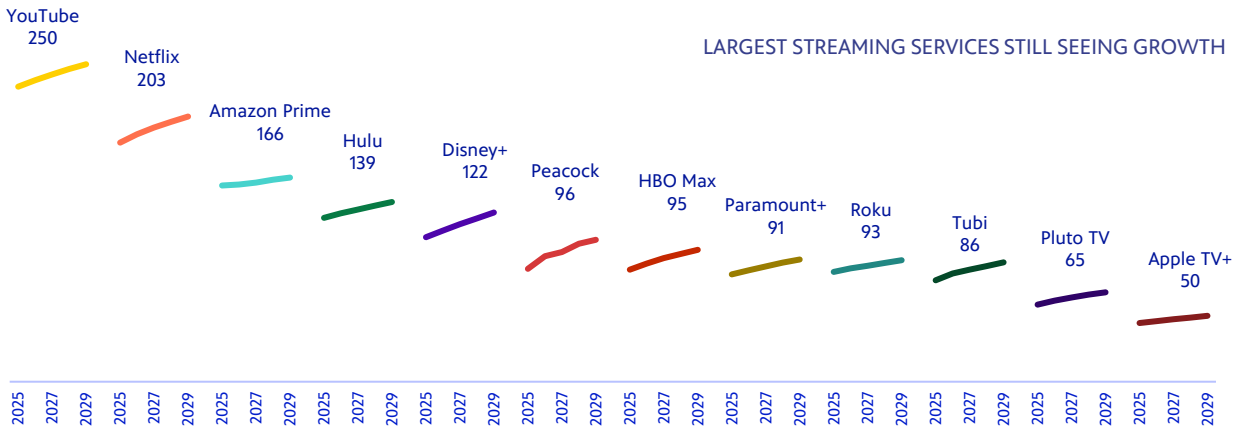


The average U.S. household subscribes to about four paid streaming services, a figure that has largely stabilized after years of growth. Current momentum in the streaming market is coming from ad supported models, including free AVOD (ad supported video on demand) and FAST (free, ad-supported TV) services and ad supported tiers of major platforms, which now account for a significant share of new subscriptions and viewing time.

STREAMING SERVICES STILL GROWING

U.S. SUBSCRIPTION VIEWERS BY PROVIDER (MILLIONS)

The chart below includes actual viewers in 2025 with projected audience growth through 2029.



Source (top): Nielsen's Gauge Report, October 2025
Source (center): Comscore's State of Streaming Report 2025
Source (bottom): EMARKETER Forecast, October 2025

STREAMING TODAY & TOMORROW

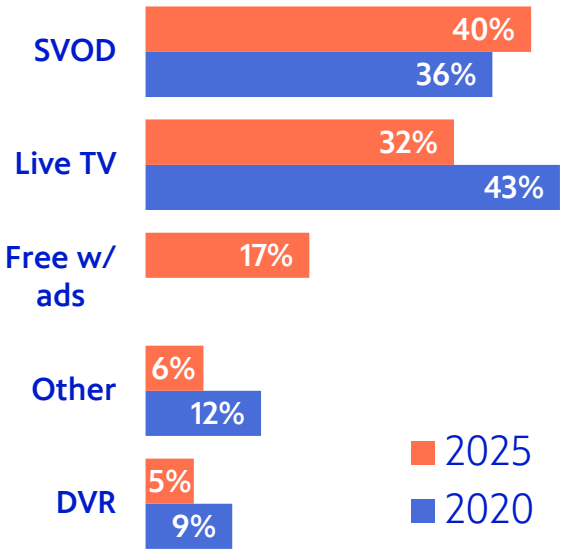
Streaming on Connected TVs is the New Starting Point for Viewing

Streaming has become the dominant entry point for TV.

SVOD is now the *default source* for 40% of viewers and live TV is no longer the automatic starting place.

Ad-supported streaming is gaining traction and now accounts for 17% of default starts, a category not even tracked in 2020.

The result: streaming environments now shape the first choices viewers make.

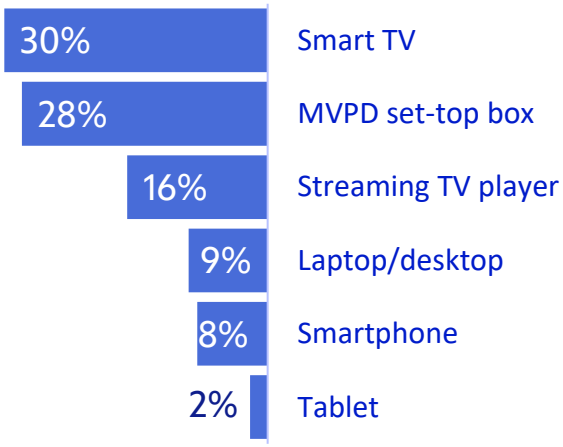


Connected TVs Have Become the Primary Launchpad for Viewing

Connected devices dominate when streaming players are included.

Counting both smart TV apps and streaming devices like Roku, Fire TV, and Apple TV, **46%** of viewers begin their sessions on a connected TV.

Which is your default TV device: the thing you turn on first when you want to watch TV?

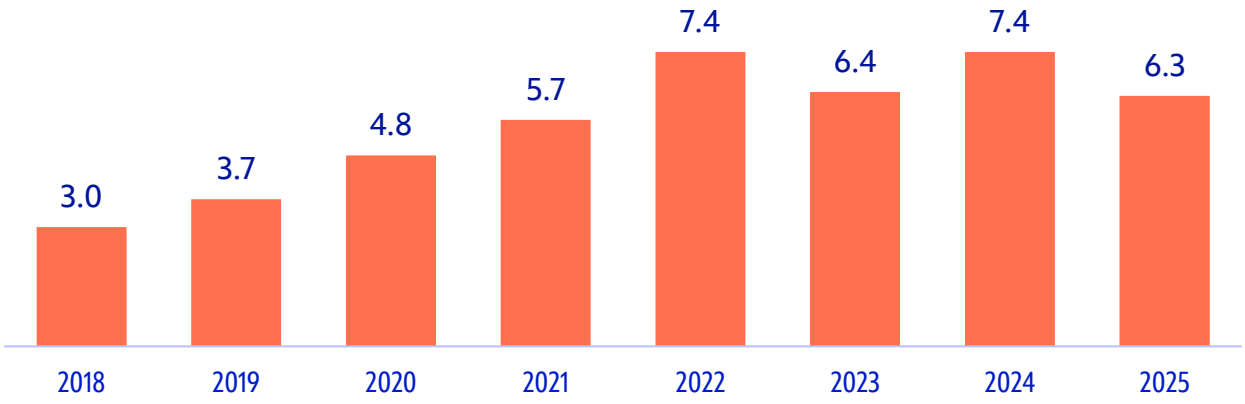


Source: Hub Entertainment Research, Decoding the Default, Sept 2025

THE RISE OF FREE TV

As costs rise, the number of TV sources used by consumers has plateaued

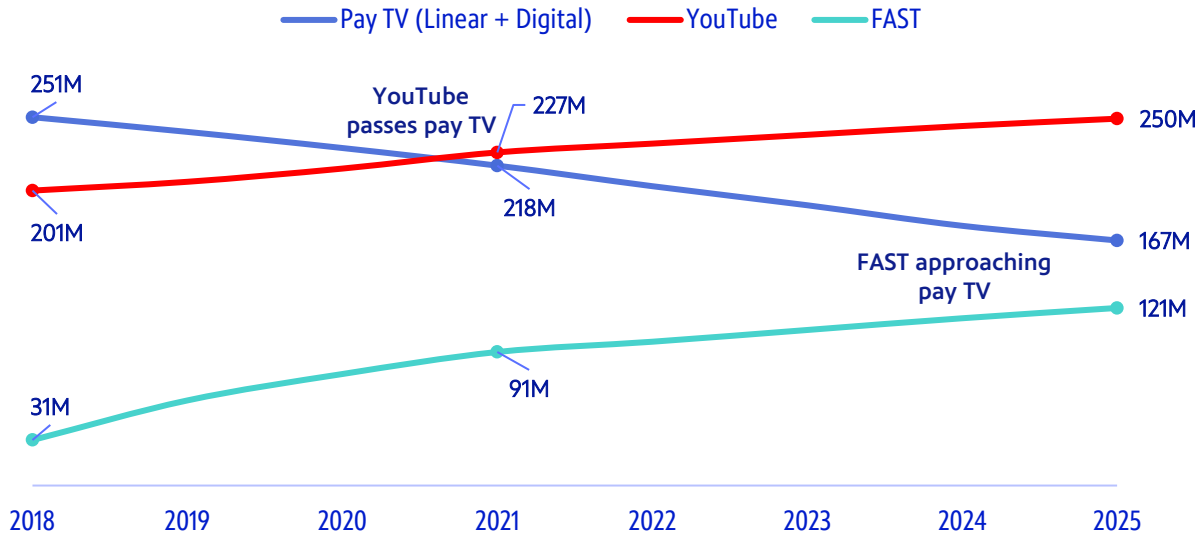
Average Number of Paid and Free TV Sources Used by Viewers[1]



[1]Hub Entertainment Research, The Best Bundle Report, 2018 – 2025.

With consumers embracing no-cost viewing more than ever before, YouTube and free ad-supported services (FAST) are growing their footprint.

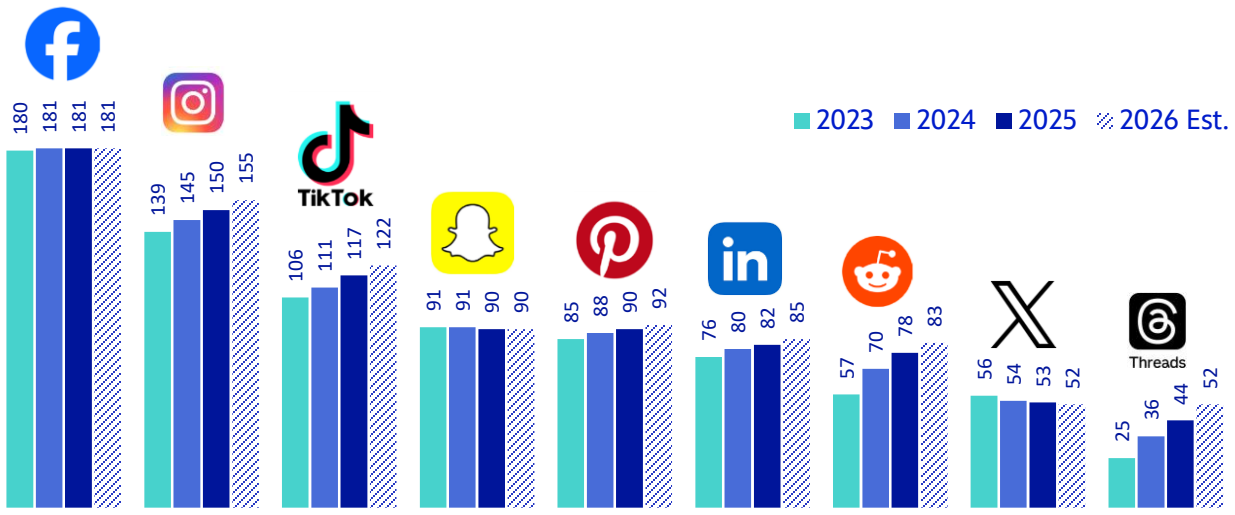
U.S. Adult Viewers by Source[2]



[2]eMarketer viewers of pay TV, YouTube, and free ad-supported streaming, 2018 – 2026.

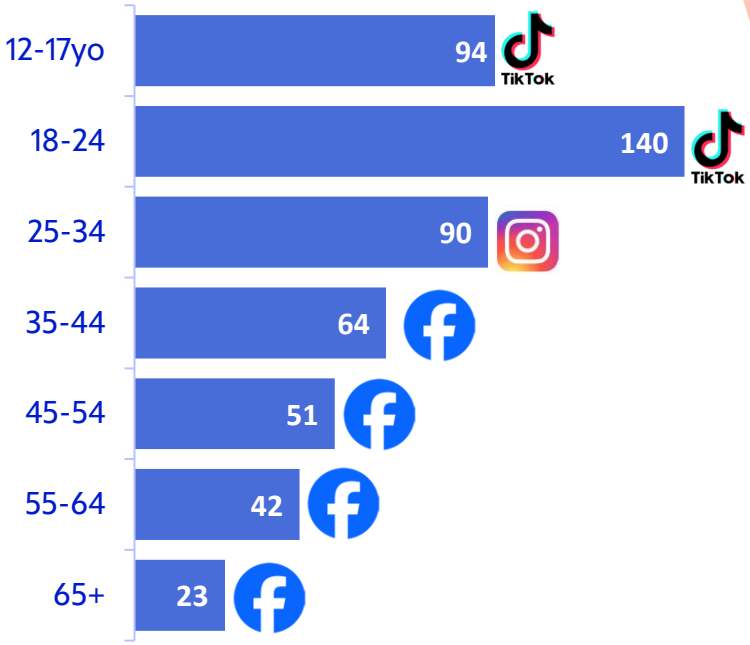
SOCIAL MEDIA TRENDS

U.S. SOCIAL MEDIA USERS BY PLATFORM (MILLIONS)



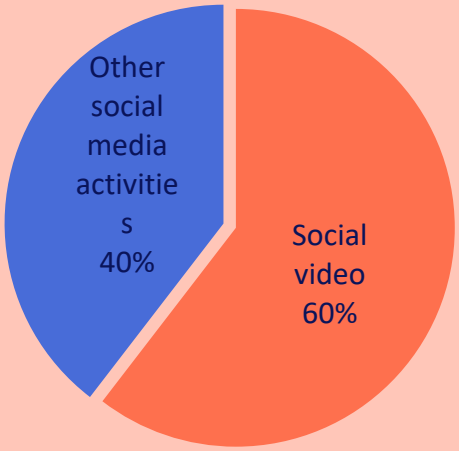
Average daily time spent on top 4 social media platforms by age (mins)

#1 platform pictured for each age range



Social video dominates the conversation

The total average daily time spent with social media in 2025 was 91 mins. A majority of that time, 55 mins daily, was spent with social video.



Source (top): eMarketer US Social Network Users by Platform May 2025
Source (bottom): eMarketer US Time Spent with Social Networks 2025


ALL CREATURES GREAT AND SMALL

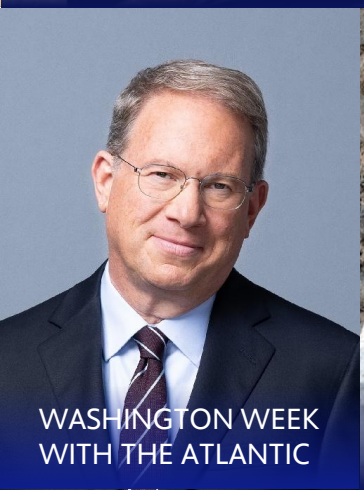

NATURE


ANTIQUES ROADSHOW

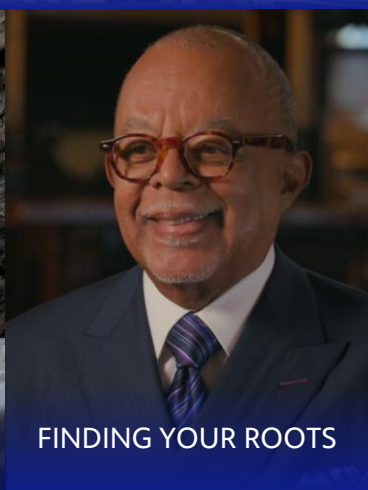

THE GREAT AMERICAN RECIPE


FRONTLINE


PBS
NEWS
HOUR
PBS NEWS HOUR


WASHINGTON WEEK
WITH THE ATLANTIC


NOVA


FINDING YOUR ROOTS

02 GENERAL AUDIENCE OVERVIEW

While PBS's primetime household TV rating dipped 10% to 0.66 in 2024-25, PBS moved up to #7, outpacing MSNBC this year, in the annual ranking of all linear broadcast and cable networks. CBS claimed the largest ratings as NBC slipped to #2 without the summer Olympics to bolster its ratings. Once again, the big broadcasters benefited from America's love of football.

For PBS, new episodes of icon series continue to be among the strongest performers on linear TV and across streaming platforms. Newcomers **BIG CATS 24/7** and **RIDLEY** made their mark, along with the return of popular dramas **CALL THE MIDWIFE** and **PROFESSOR T**.

The top-rated series of the 2024-25 season was Ken Burns and Florentine Films' **LEONARDO DA VINCI**. However, given the timing of this report, the Program Focus page is dedicated to the much-anticipated, record-breaking **THE AMERICAN REVOLUTION**, which premiered in November of 2025.

Looking to streaming platforms, this year's ranking is once again topped by **PBS NEWS HOUR** and **ALL CREATURES GREAT AND SMALL**, albeit with much higher totals than in years past because the ranking has been expanded to include all episodes and seasons of each series, not only the most recent season.

The General Audience section kicks off with a cross-platform view of PBS's average monthly viewers, and it wraps up with a focus on PBS Passport, Digital Studios, YouTube channels, and engagement on PBS's livestream channels.


CALL THE MIDWIFE


PROFESSOR T


MISS SCARLET


NEXT AT THE KENNEDY CENTER


LEONARDO DA VINCI


BIG CATS 24/7

PBS ACROSS PLATFORMS

PBS GENERAL AUDIENCE IN 2024-25

PLATFORM	MONTHLY AVERAGE VIEWERS	ROLE	INSIGHTS
PBS LINEAR PRIMETIME [1]	31M	BROADEST REACH	Linear broadcast television remains the largest source of PBS General Audience viewers. Reach has held remarkably steady in recent seasons, as the Millennials, Gen Xers, and Boomers who were most likely to move to the streaming universe have done so. The remaining linear audience is dedicated and often the most likely to donate to PBS.
PBS OWNED PLATFORMS [2]	17M	DIGITAL DISTRIBUTION	Owned platform viewership has been maintaining a steady population of monthly viewers over the past several seasons, providing the same great programming to viewers who move from PBS linear to digital viewing and opening an avenue for new users to come and experience all that PBS has to offer.
PBS PASSPORT [3]	1M	MAXIMUM STREAMING ENGAGEMENT	Passport averaged nearly 14M streams per month in 2024-25, summing to 163M total streams for the season. Drama continues to drive Passport viewership, with 21 out of the top 25 streamed programs on Passport coming from the genre.
STREAMING TELEVISION USERS [4]	13M	MEETING AUDIENCES WHERE THEY ARE	Nielsen's Streaming Content Ratings service shows that PBS General Audience content is being viewed far beyond our own platforms by significant numbers of viewers. As we continue to expand programs tracked by Streaming Content Ratings, we expect reach to continue to grow.
YouTube NATIONAL PRODUCER ACCOUNTS [5]	31M	AMPLIFY MARKETING PRIORITIES	The presence of PBS national producers on YouTube supports PBS by putting the audience first, providing unique, compelling experiences, driving discovery of our content, leveraging scale and efficiency, and embracing change. This category accounts for more than half of the views from PBS's non-KIDS content on YouTube.
YouTube DIGITAL STUDIOS [6]	26M	CONNECTING, INSPIRING AND CULTIVATING THE NEXT GENERATION OF PBS VIEWERS	Digital Studios is our streaming-first effort to connect with younger audiences and experiment with new video content. Year after year, Digital studios continues to have a large user base, and accumulated nearly 600M video views on YouTube throughout the 2024-25 season.
YouTube PBS MAIN CHANNEL [7]	3M	REACHING WIDER AUDIENCES	The flagship PBS YouTube account continues to serve as a place to promote PBS's General Audience content through short clips and full episodes. While the account has a smaller footprint as more emphasis is put on the national producer accounts, it still garnered over 63M views throughout the season.
OTHER SOCIAL MEDIA ACCOUNTS [8]	63M IMPRESSIONS	REACHING YOUNGER AUDIENCES	Instagram and TikTok are among the fastest growing platforms across the social media landscape. Prioritizing experimentation on these platforms can help us to reach new, younger viewers over the next several years.

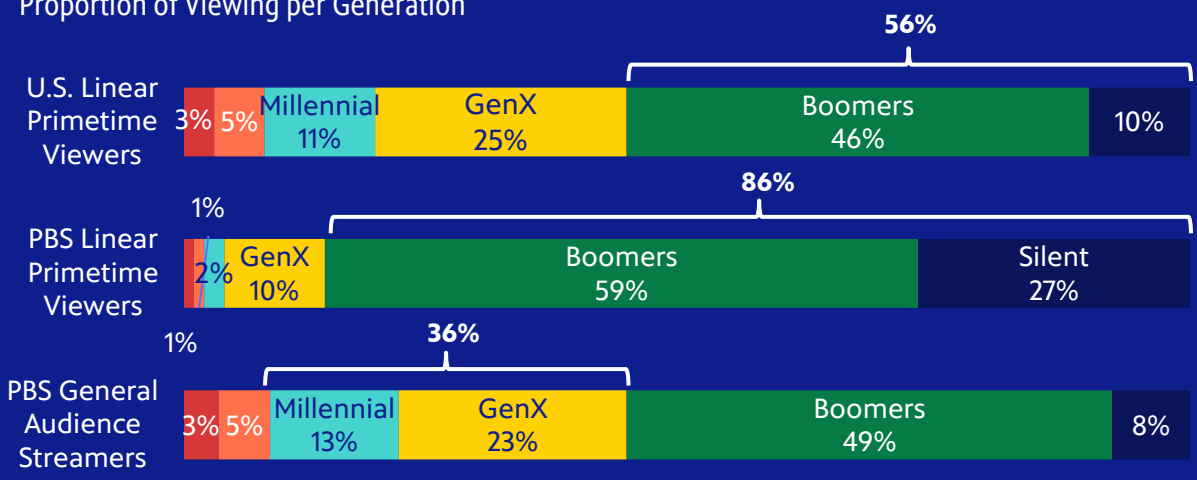
[1] Nielsen; National TV Ratings; NPOWER, NTI Oct 24-Sept 25, L+7 M-Su 8P-11P average monthly reach, 75% unif., 1+ min., P18+, All PBS Stations.
[2] Google Analytics users, 10/1/24 – 9/30/25, users summed across pbs.org, PBS Mobile Apps, and PBS OTT Apps, not deduplicated.
[3] Google Analytics users with MVOD mediastarts, 10/1/24 – 9/30/25, users summed across pbs.org, PBS Mobile Apps, and PBS OTT Apps, not deduplicated.
[4] Nielsen; National Streaming Content Ratings; NPOWER, NTI Oct 24-Sept 25, average monthly reach, 50% unif., 1+ min., P18+, All PBS Stations.
[5] YouTube Analytics Portal unique viewers, 10/1/24 – 9/30/25, unique viewers summed across channels for NewsHour, Nature, Washington Week, Firing Line, American Experience, NOVA, Antiques Roadshow, Frontline, For The Record, American Masters, and PBS Food, not deduplicated.
[6] YouTube Analytics Portal unique viewers, 10/1/24 – 9/30/25, unique viewers summed across Digital Studios, Digital Studios Affiliate, and Crash Course accounts, not deduplicated.
[7] YouTube Analytics Portal unique viewers, 10/1/24 – 9/30/25, PBS Main Channel.
[8] Sprout Social impressions, 10/1/24 – 9/30/25.

GENERATIONAL SHIFTS IN TV VIEWING

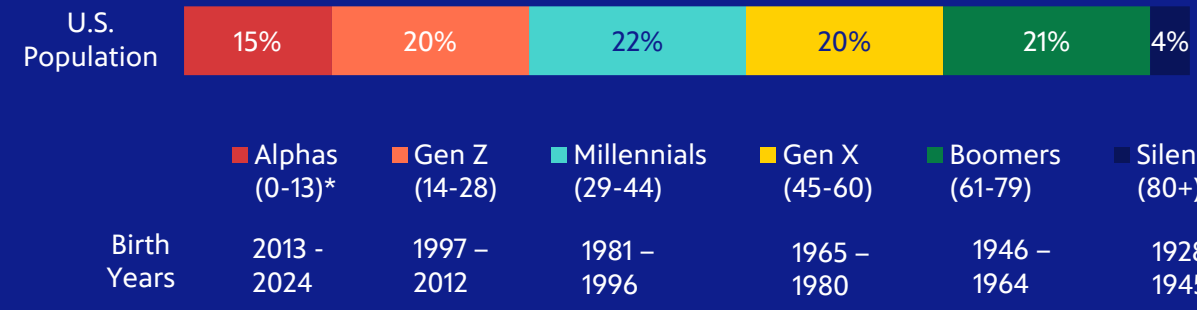
Younger audiences have led the transition to streaming in recent decades, while older audiences have been slower to abandon linear TV schedules and cable subscriptions. The shift has been about age range, but also about generations. Generation Alpha are digital natives that don't know a world without iPads, and they have tech-savvy Millennial parents to guide them through screens, apps, and the internet. For Gen Alpha, Gen Z, and Millennials, the media landscape has changed rapidly and when it comes to TV, they are increasingly streaming.

In contrast, PBS has long appealed to older viewers. 86% of PBS linear TV viewing was done by Boomers and Silents in 2024-25, compared to just 56% for all linear networks. Streaming opens up new opportunities to engage younger demographics that have, for the most part, left PBS's linear audience. Studying generational behavior sheds light on the future for the industry and for PBS.

Proportion of Viewing per Generation



Distribution of Population within U.S. TV Homes

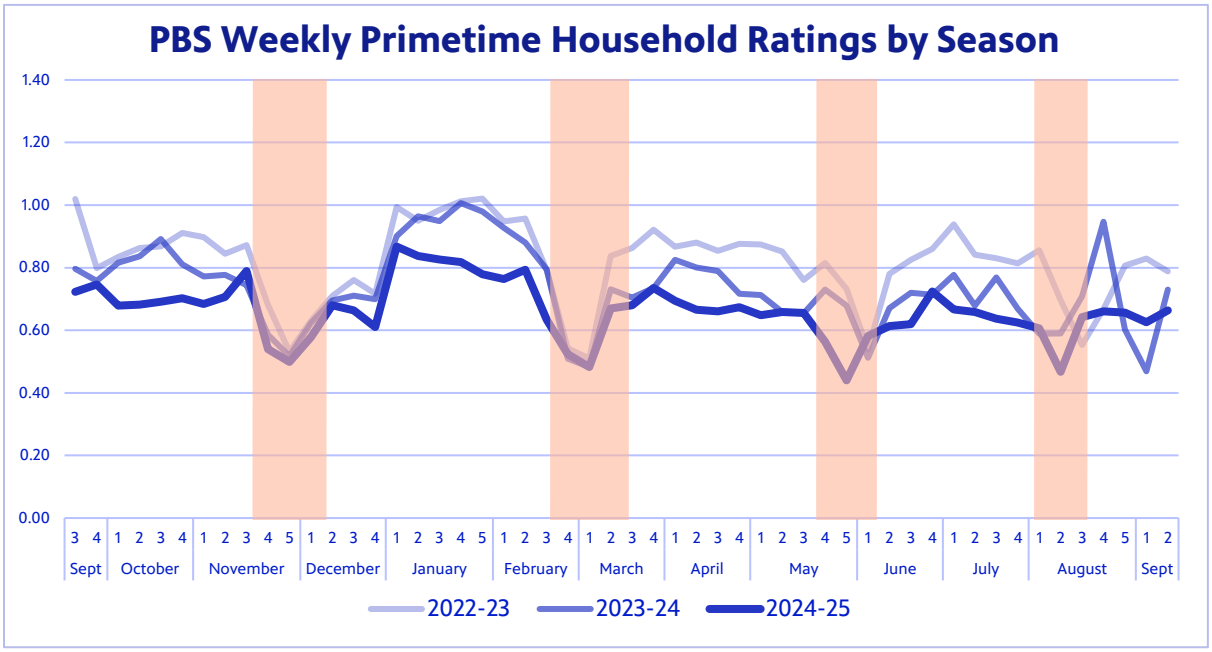


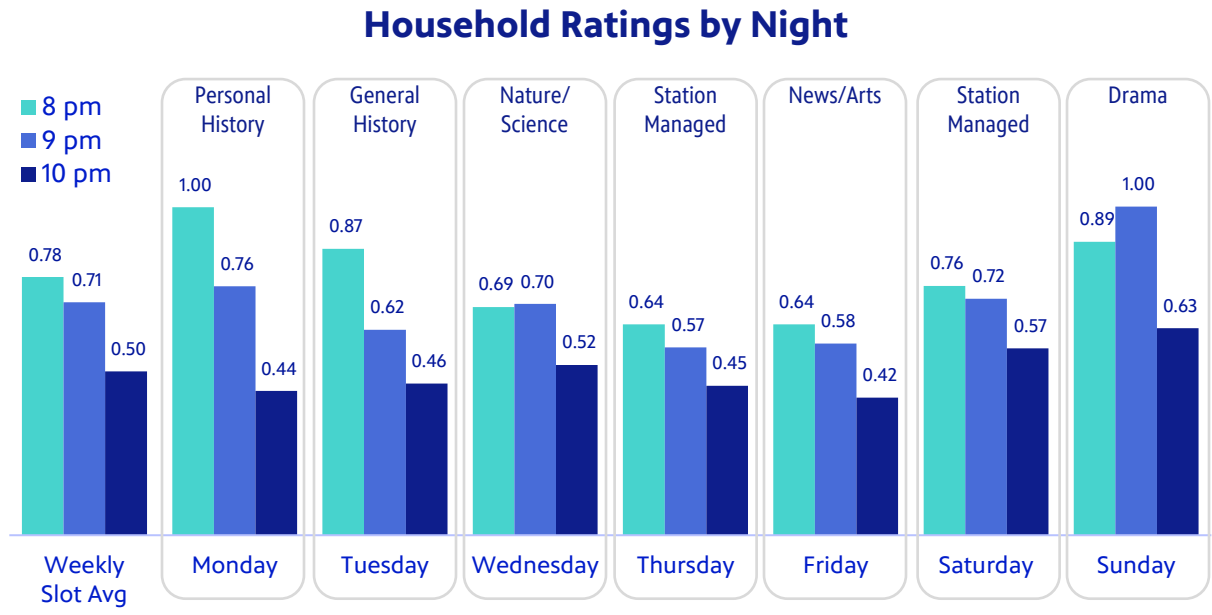
Source: Nielsen NPOWER, NTI Oct 2024 – Sept 2025, M-Su 8PM-11PM Time Pd, PUT, PBS Primary Stations, SCR PBS Distributor, AA(000), UE.

PBS PRIMETIME LINEAR TV RATINGS

WEEK TRENDS

The weekly rhythm of PBS linear ratings held steady in the 2024–25 season, although overall viewing continued its gradual decline. Drama premieres including new seasons of **ALL CREATURES GREAT AND SMALL**, **MISS SCARLET**, **THE MARLOW MURDER CLUB**, and **MOONFLOWER MURDERS** helped lift performance throughout the year. Ken Burns' two-part **LEONARDO DA VINCI** film aired in November 2024 and generated a noticeable increase in viewership.



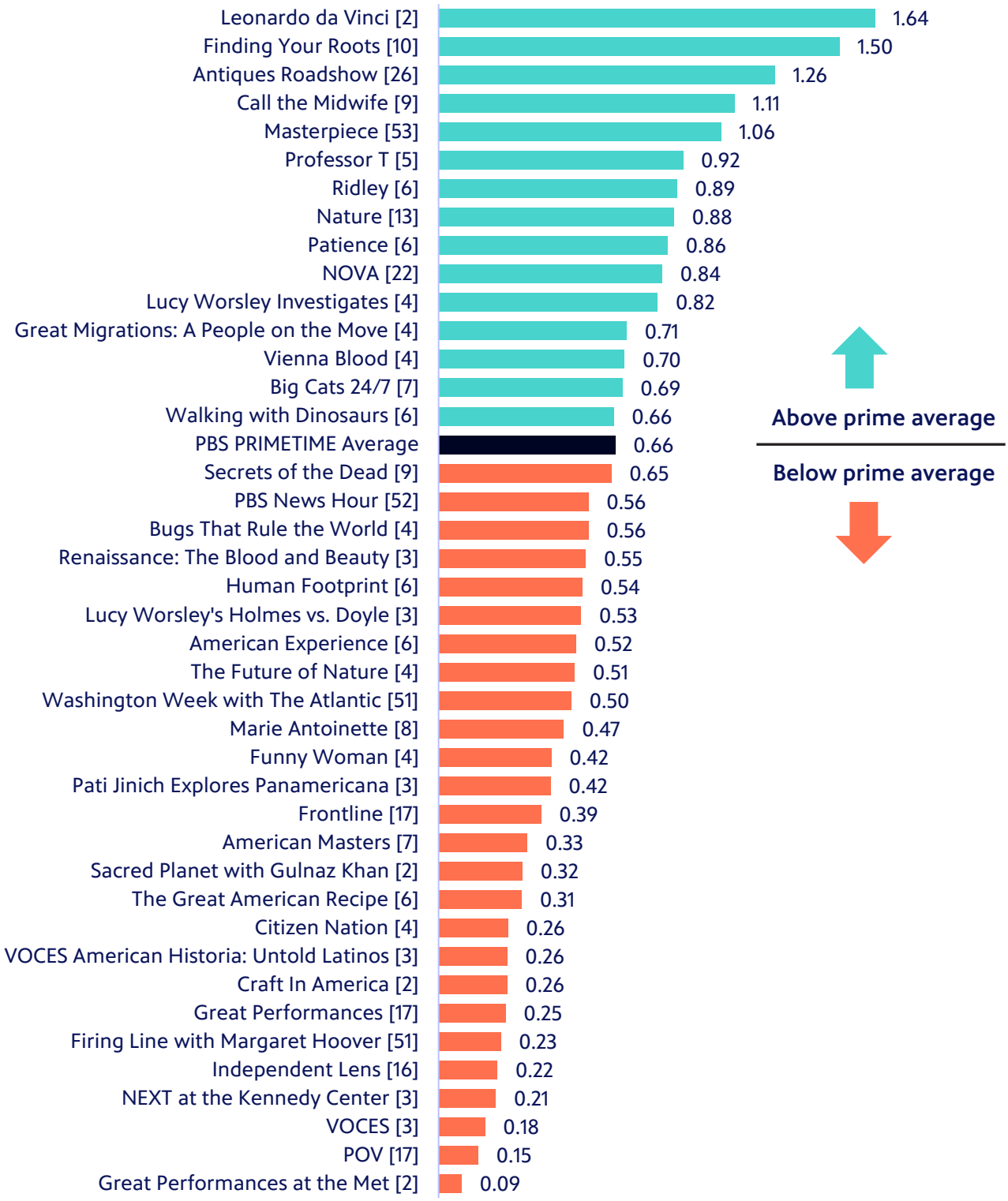


Source: Nielsen; National TV Ratings; NPOWER, Ratings Analysis Time Period Report, 09/23/2024 - 09/21/2025, M-Su 8PM-11PM, HH AA%.

PBS SERIES RANKING: HH TV RATINGS

BROADCAST PERFORMANCE – AVERAGE LINEAR HOUSEHOLD RATINGS

[# of broadcast premiere episodes included in average]



Source: Nielsen; National TV Ratings; NPOWER, Program Ratings Analysis Report, 09/30/2024 - 09/28/2025, L+7, M-Su 8p-11p + *PBS News Hour*. *Excludes repeats*. 2+ telecasts per series to be included.

AUDIENCE AFFINITIES

DUPLICATION AMONG PRIMETIME LINEAR TV AUDIENCES

AUDIENCE DUPLICATION 0-15% 16-25% 26%+	American Experience	American Masters	Antiques Roadshow	Finding Your Roots	Firing Line	Frontline	Great Performances	Independent Lens	Masterpiece	Nature	NOVA	PBS News Hour	POV	Washington Week with The Atlantic
American Experience			33	51	8	26	17	19	20	27	28	37	15	15
American Masters			29	42	12	14	23	15	25	30	28	39	15	19
Antiques Roadshow	21	14		28	7	13	10	15	17	23	19	32	12	12
Finding Your Roots	38	27	29		7	16	14	15	20	25	22	35		13
Firing Line	24	23	30	33		18	28	15	23	32	27	53	12	48
Frontline	35	24	28	39	10		18	21	20	30	29	41	16	17
Great Performances	21	17	28	32	14	16		15	27	29	26	37	11	21
Independent Lens	33	19	39	36	9	25	18		21	32	30	38	16	16
Masterpiece	17	18	26	27	7	13	16	12		23	20	32	10	12
Nature	23	17	28	30	9	15	13	16	19		44	36	11	14
NOVA	24	13	25	28	8	17	13	16	18	48		35	11	13
PBS News Hour	15	12	22	23	8	12	11	9	15	21	18		8	15
POV	23	20	42		9	30	18	19	23	31	29	38		15
Washington Week with The Atlantic	23	21	30	32	28	20	23	15	22	31	26	59	12	

Use this table to identify which programs share audiences (left to right) and whether program audiences are broad or narrow in their appeal (top to bottom).

HOW TO READ: **ANTIQUES ROADSHOW** viewers have limited interest in other PBS shows on the primetime schedule, as shown by mostly yellow and orange, reading left to right. However, **ANTIQUES ROADSHOW**'s audience is so large in scale that viewers of most other PBS shows have watched it at some point this season, indicated by mostly turquoise when reading top to bottom.

Conversely, **FIRING LINE** has an audience that watches a variety of other PBS programs (left to right), yet its audience is smaller and viewers of other programs are less likely to also watch **FIRING LINE** (top to bottom).

Note: When two programs did not air within the same week, a light gray box is shown.

Source: Nielsen NPOWER L+7, 2024-25 Season, Primetime shows, average weekly duplication, 75% monthly unification.

STREAMING PBS SHOWS ON TV

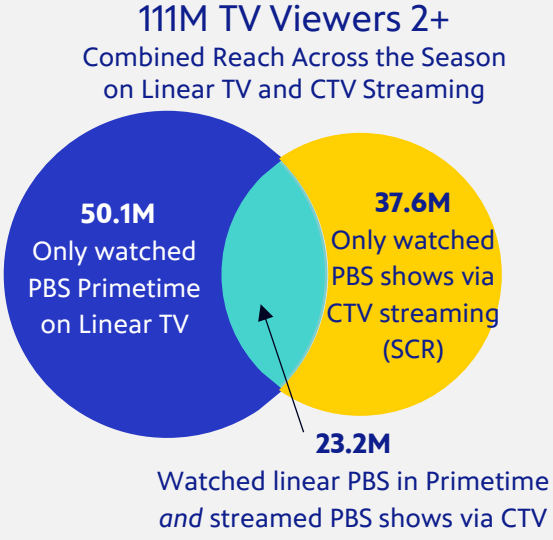
NIELSEN'S STREAMING CONTENT RATINGS (SCR) MEASUREMENT

Nielsen's Streaming Content Ratings (SCR) service is providing new insight into audiences streaming PBS content on their TV screens. While SCR service is limited to TV screen measurement, this is a significant window into audience reach and composition that was previously unavailable for PBS. SCR measurement includes connected TV (CTV) viewing to select shows distributed through PBS-owned digital platforms and partner platforms, like Amazon Prime channels.

55% OF GENERAL AUDIENCE TV VIEWERS ARE STREAMING

Among PBS general audience viewers, 20% watched content via both during primetime on linear TV and via CTV streaming over the course of the past year, yet linear TV continues to be the primary place to reach PBS viewers.

Those who watched only on linear TV made up 45% of total viewers this season, with streaming-only viewers making up 34%. Viewers tend to pick their platform, with only one in five watching both.



AUDIENCE COMPOSITION ON LINEAR VS. STREAMING TV

Refer to the following page for the full audience composition breakdown of PBS linear TV and streaming TV viewers.

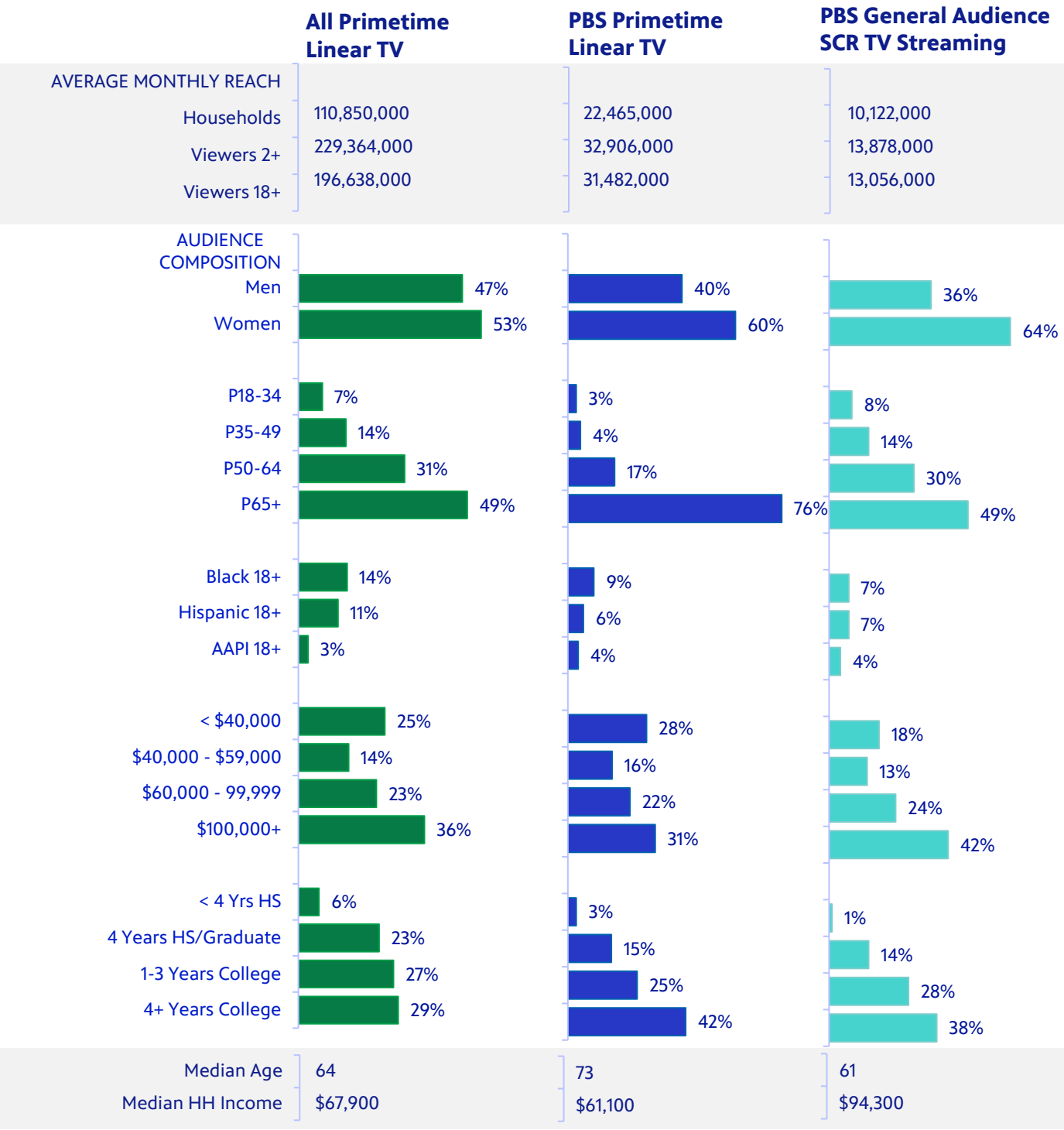
Similarities: While the scales on the following page may differ, PBS's General Audience TV viewers are similar in many regards, whether they choose to watch on linear PBS stations or stream shows from PBS digital platforms and partner platforms. Both groups share a similar male/female skew and tend to be well-educated.

Differences: The most noticeable differences between linear TV viewers and streamers on the following page are that PBS's streaming audience is a full-decade younger on streaming platforms (61 yrs) than on linear TV (73 yrs), and the lower median age is also likely tied to the higher median income.

Source: Nielsen; National TV Ratings; NPOWER; Program Reach & Frequency, 9/30/24-9/28/25, L+7 M-Su 8PM-11PM, 50% unif. Nielsen; National SCR; NPOWER; Program Reach & Frequency, 9/23/24-9/21/25, PBS dist. platform, genres selected exclude PBS KIDS content.

TV REACH & AUDIENCE COMPOSITION

This chart shows the reach and audience composition of all primetime linear TV viewers, PBS primetime linear Viewers, and PBS general audience video streamed to a TV screen (PBS SCR Streaming).
HOW TO READ: PBS Primetime linear TV content reaches over 31 million viewers 18+ on average per month, and 28% of the viewing was done in homes with an income below $40,000 per year.



Source:
For MONHTLY REACH DATA: Nielsen; National TV Ratings; NPOWER, 9/23/24 - 9/28/25, L+7 M-Su 8P-11P average monthly reach, 75% unif., 1+ min., P18+, All PBS Stations
For LINEAR TV: Nielsen; National TV Ratings; NPOWER, Ratings Analysis Time Period Report , 09/23/2024 - 09/21/2025, M-Su 8PM-11PM.
For TV STREAMING: Nielsen; Ratings Analysis Program Report , NPOWER, 09/23/2024 - 09/21/2025, M-Su 8PM-11PM.

LINEAR TV AUDIENCE COMPOSITION

VIEWER CHARACTERISTICS BY PBS SERIES

	PBS PRIMETIME	American Experience	American Masters	Antiques Roadshow	Finding Your Roots	Firing Line	Frontline	Great Performances	Independent Lens	Masterpiece	Nature	NOVA	PBS News Hour	POV	Washington Week with The Atlantic
PEOPLE 18+ % DISTRIBUTION															
Men	42%	45%	40%	45%	38%	46%	50%	39%	44%	32%	51%	55%	47%	44%	46%
Women	58%	55%	60%	55%	62%	54%	50%	60%	56%	68%	49%	45%	53%	56%	54%
P18-34	<<	<<	<<	<<	<<	<<	<<	<<	<<	<<	<<	<<	<<	<<	<<
P35-49	<<	5%	<<	<<	<<	<<	7%	<<	7%	<<	5%	5%	<<	<<	<<
P50-64	18%	23%	19%	20%	23%	14%	25%	13%	26%	12%	21%	22%	16%	24%	14%
P65+	77%	70%	75%	75%	71%	83%	66%	81%	65%	85%	72%	70%	80%	68%	82%
Median Age	*73*	*71*	*72*	*72*	*71*	*74*	*70*	*74*	*69*	*75*	*72*	*71*	*74*	*70*	*74*
Black 18+	8%	14%	13%	5%	12%	8%	12%	8%	16%	5%	10%	8%	6%	17%	8%
Hispanic 18+	<<	5%	6%	<<	5%	6%	7%	5%	6%	<<	7%	6%	<<	6%	5%
AAPI 18+	*3%*	*3%*	*3%*	*2%*	*3%*	6%	5%	<<	<<	*2%*	*4%*	*3%*	7%	<<	5%
< 4 Yrs HS	<<	<<	<<	<<	<<	<<	<<	<<	<<	<<	5%	<<	<<	<<	<<
4 Yrs HS/Grad	15%	14%	15%	19%	17%	13%	15%	14%	19%	12%	22%	19%	7%	19%	10%
1-3 Yrs College	27%	26%	30%	32%	32%	21%	29%	25%	34%	21%	30%	30%	19%	30%	21%
4+ Yrs College	44%	45%	51%	42%	49%	48%	47%	51%	42%	44%	42%	43%	56%	42%	52%
HOUSEHOLD % DISTRIBUTION															
< $40K	27%	28%	39%	26%	27%	26%	30%	32%	38%	22%	38%	34%	21%	27%	26%
$40 - 59K	16%	16%	17%	19%	18%	18%	18%	16%	18%	14%	16%	15%	15%	10%	15%
$60 - 99K	22%	20%	21%	25%	22%	22%	20%	21%	21%	23%	21%	21%	21%	15%	20%
$100K+	33%	33%	29%	33%	37%	31%	34%	31%	29%	34%	31%	34%	41%	27%	36%
AVG HH Income	*$63K*	*$61K*	*$56K*	*$66K*	*$68K*	*$61K*	*$62K*	*$60K*	*$54K*	*$66K*	*$57K*	*$60K*	*$72K*	*$51K*	*$66K*

Source: Nielsen; National TV Ratings; NPOWER, Program Ratings Analysis Report, 09/23/2024 - 09/28/2025, L+7, M-Su 8p-11p + *PBS News Hour*. Repeat telecasts are excluded. Programs must have at least two telecasts to be in. ChatGPT was used as a computational aid for select calculations; outputs were reviewed and validated.
<< indicates data below Nielsen's minimum reporting standards

PROGRAM FOCUS

THE AMERICAN REVOLUTION



Florentine Films' documentary **THE AMERICAN REVOLUTION** debuted on PBS in November 2025, on the eve of America's semi quincentennial year. This six-part, twelve-hour series reached over 18M viewers across linear TV and PBS streaming platforms, and was streamed more than 11M times, within its first month.[1] Associated content on YouTube added another 2M views.[2]

HIGHLIGHTS

- **THE AMERICAN REVOLUTION** was the first PBS series to earn a spot on a Nielsen weekly top 10 streaming list; **THE AMERICAN REVOLUTION** totaled 565M minutes viewed, ranking 10th among all acquired series during the week of November 17, 2025.[3]
- Fueled by **THE AMERICAN REVOLUTION**, PBS platforms garnered up to 2M streams per day during the week of November 16, 2025, generating the highest weekly streaming total ever for PBS.[4]

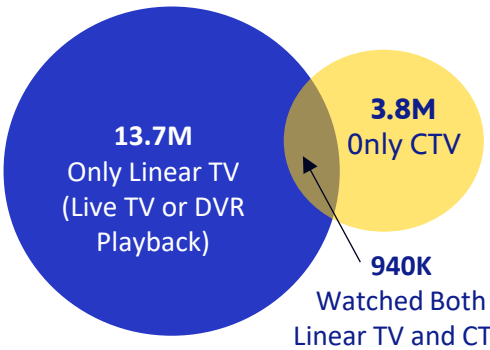
ENGAGING VIEWERS ACROSS SCREENS

The television was the dominant screen on which audiences viewed **THE AMERICAN REVOLUTION**.

Across all PBS digital platforms, 59% of streaming was done via PBS OTT apps.[5]

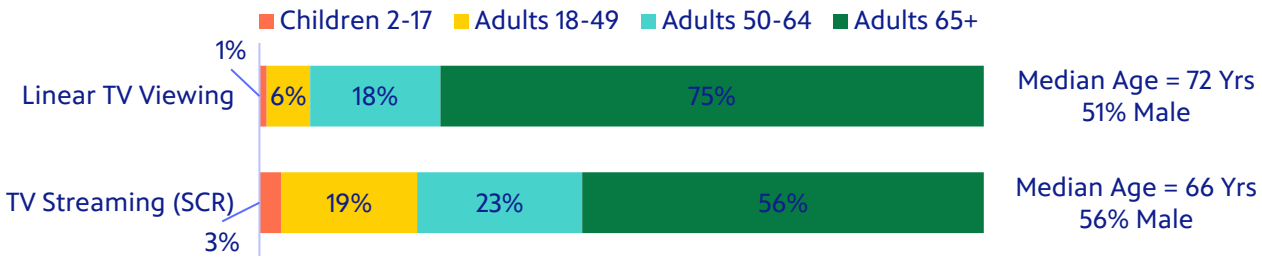
On the TV screen specifically, 70% of all viewing was to the primetime linear TV schedule, including DVR playback, driven primarily by Adults 65+.[6]

18M TV Viewers
Combined Reach Over Five Weeks on Linear TV and CTV Streaming



940K
Watched Both Linear TV and CTV streaming

TV SCREEN AUDIENCE COMPOSITION[7]

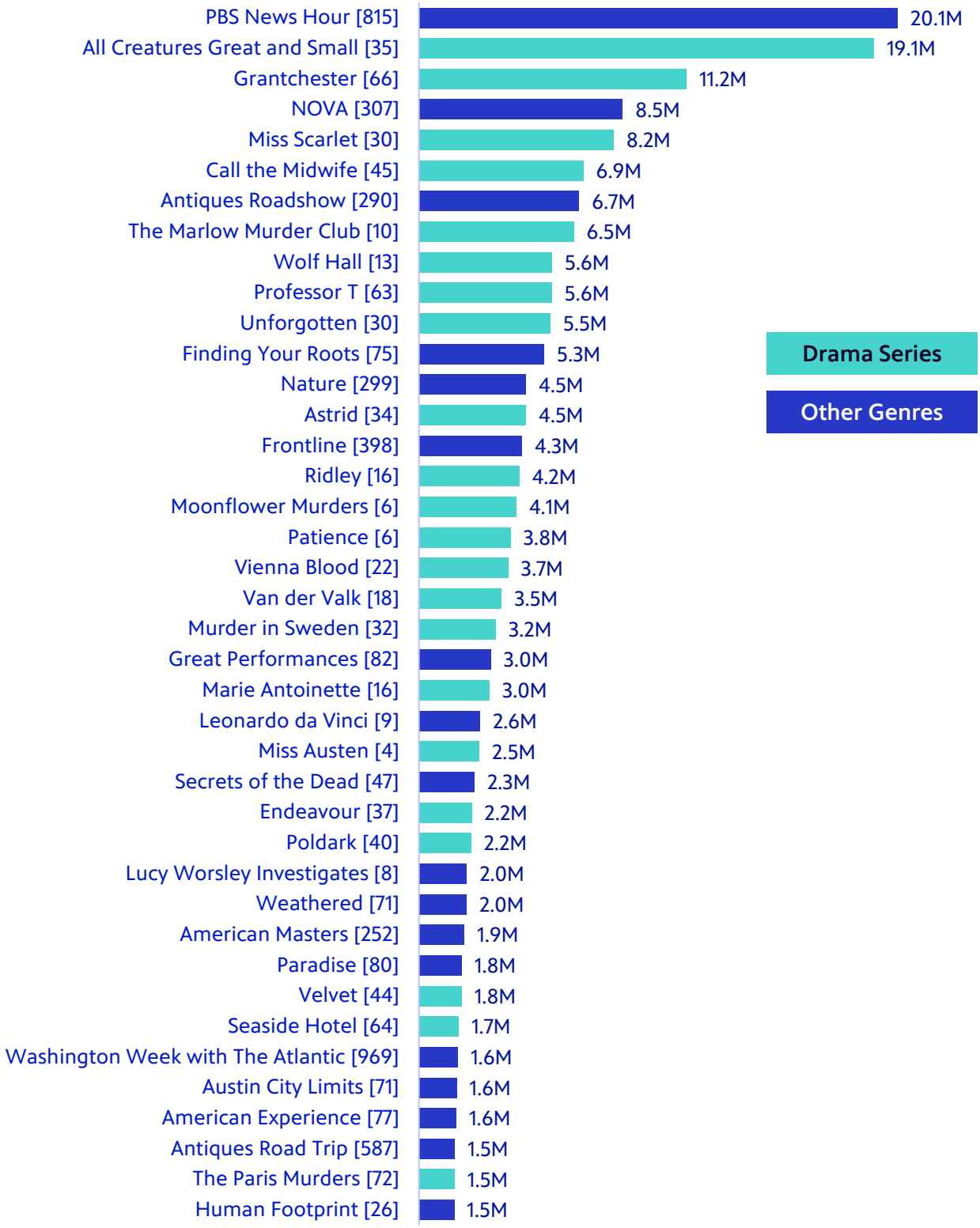


Sources: [1]Nielsen NPOWER L+7, 11/10/2025-11/30/2025, PBS Prog Reach P2+, P2+ Spot GRP, 75% unif, 1+ min. Google Analytics, 11/16/25-12/14/25, full_length mediastarts, pbs.org, PBS OTT and mobile apps. [2]YouTube Studio Analytics for youtube.com/@PBS. [3]Nielsen Streaming Content Rating, Nielsen National TV Panel, US Viweing, 11/17/25-11/23/25, [4]Google Analytics 2017-2025, daily mediastarts. [5]Google Analtyics, 11/16/24-12/24/25, mediastarts, pbs.org, PBS OTT and mobile apps. [6]Nielsen NPOWER, 11/10/2025 - 11/30/2025, PBS Prog, SCR, P2+. [7]Nielsen NPOWER L+7, 11/10/2025 - 11/30/2025, PBS Prog, SCR, P2+ Median Age and Skew.

PBS SERIES RANKING: TOTAL STREAMS

INCLUDES FULL EPISODE STREAMS ACROSS ALL PBS DIGITAL PLATFORMS

[# of full episodes available and included in streaming total]



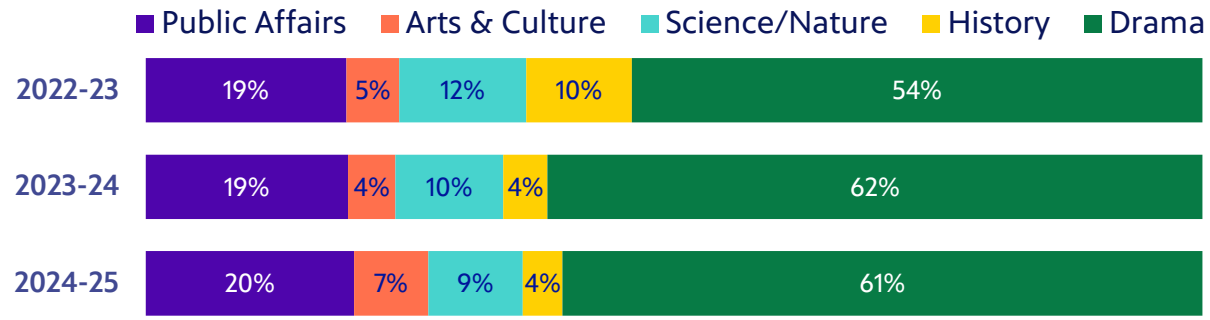
Source: Google Analytics mediastarts (full episodes), 9/23/24-9/21/25, across pbs.org, PBS Mobile App, and PBS OTT Apps.

PBS STREAMING BY GENRES

TOTAL STREAMS BY GENRE

BASED ON PBS-OWNED PLATFORMS / TOP 20 PROGRAMS YEAR-OVER-YEAR

Dramas continue to drive PBS-owned platforms streams. In the 2024-25 season, 13 of the top 20 titles were dramas, accounting for more than half of the total streams, driven largely driven by **ALL CREATURES GREAT AND SMALL**, **GRANTCHESTER** and **MISS SCARLET**. However, as was the case in prior years, **PBS NEWS HOUR** was the top streamed program throughout the season.

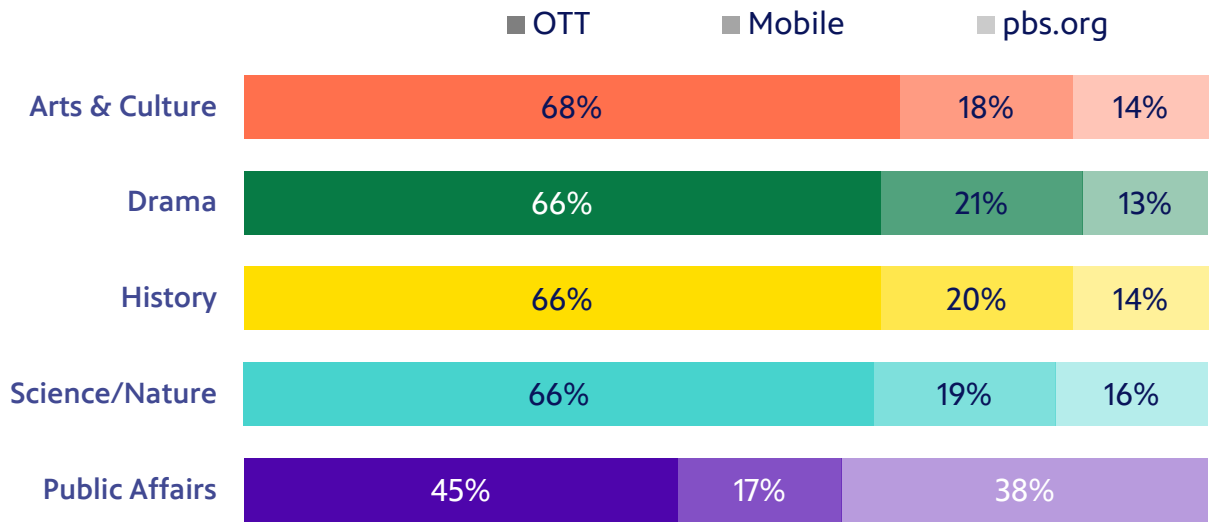


Drama accounts for more than half of all PBS streaming

GENRE STREAMING BY PLATFORM

BASED ON PBS-OWNED PLATFORMS / TOP 20 PROGRAMS

Most PBS streaming is done through the TV glass, with OTT viewing accounting for more than half of streams in most genres. The exception is news and public affairs, which is often time sensitive and is more likely to be sought out on mobile apps or pbs.org browser.



Source: Google Analytics mediastarts (full episodes and clips), 9/19/22 – 9/24/23, 9/24/23 – 9/22/24 and 9/23/24-9/21/25, across pbs.org, PBS Mobile App, and PBS OTT Apps.

PBS Passport

Top 25 Streamed Programs on Passport[1]

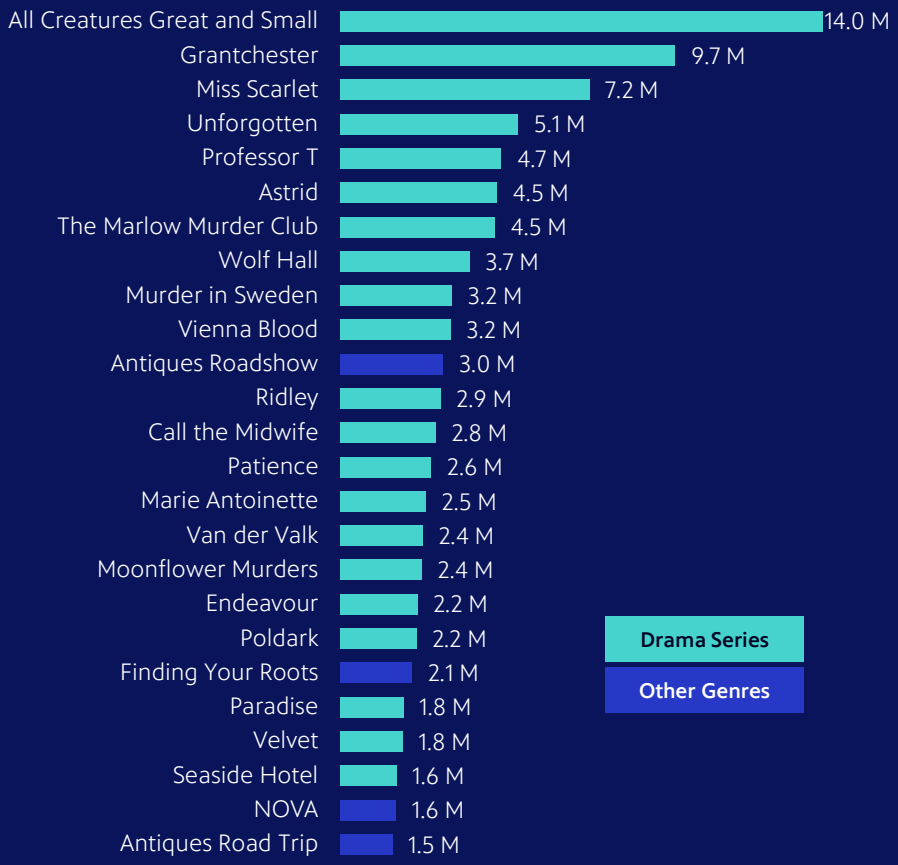
Dramas drove Passport in 2024-25. Of the top 25 most-streamed programs, 21 were dramas, generating 85 million streams—more than half the season's 163M Passport total. The only non-dramas in the ranking were **ANTIQUES ROADSHOW**, **FINDING YOUR ROOTS**, **NOVA**, and **ANTIQUES ROAD TRIP**. For the fifth consecutive year, **ALL CREATURES GREAT AND SMALL** was the top streamed Passport program.











13.6M Monthly Streams[1]

1.1M Monthly Users[2]

797K Annual Activations[3]

Total activated members[4]

3.1 MILLION

+14% YOY

[1] Google Analytics mediastarts, 10/1/24 - 9/30/25, across pbs.org, PBS Mobile App, and PBS OTT Apps.
[2] Google Analytics users, 10/1/24 - 9/30/25, across pbs.org, PBS Mobile App, and PBS OTT Apps.
[3] MVault Passport activations, 10/1/24 - 9/30/25. [4] MVault total activated Passport members as of 9/30/25.

LIVESTREAM OFFERINGS

In an effort to support continued growth in digital distribution and meet audiences where they are, PBS has expanded its livestream offerings to include a variety of channels available through different distributors across OTT, desktop and mobile platforms. These efforts help to strengthen overall streaming engagement, while also creating opportunities to reach new audiences and connect with younger viewers who increasingly engage with content through livestreaming.

LIVESTREAM CHANNELS ON PBS-OWNED PLATFORMS

CHANNEL	MONTHLY AVERAGE STREAMS	INCLUDES
PRIMARY LIVESTREAM CHANNEL[1]	2M	The primary livestream channel provides viewers with access to their local PBS member station's main broadcast feed. Viewers can tune into their local station's livestream through the PBS app on OTT and mobile devices, as well as on pbs.org, allowing for real-time access to locally programmed and nationally distributed content.
NATIONAL SUBCHANNELS	385K	National subchannel livestreams include content from nationally distributed PBS subchannels. These feeds consist of WORLD, NHK, FNX, Create, and the PBS KIDS 24/7 Channel, offering audiences continuous access to specialized national programming alongside local station content.
LOCAL SUBCHANNELS	76K	Local subchannel livestreams consist of station-provided feeds offered in addition to a station's primary local livestream. Stations may elect to livestream up to two local subchannels on PBS platforms, enabling greater flexibility in showcasing locally curated or supplementary programming. Local subchannel livestreams launched in January 2025.

LIVESTREAM DISTRIBUTION ON PARTNER PLATFORMS

PLATFORM	MONTHLY AVERAGE VIDEO VIEWS	INCLUDES
YouTube TV[2]	30M	PBS and PBS KIDS 24/7 livestreams are available on YouTube TV, providing access to live local programming for viewers on the platform. Currently, livestreams from more than 150 PBS member stations are offered on YouTube TV, expanding reach and visibility across a major live TV streaming service.
Hulu + Live TV[3]	6M	PBS and PBS KIDS 24/7 livestreams are also available on Hulu + Live TV. All PBS member stations are carried on the platform, ensuring nationwide access to live local PBS and PBS KIDS programming for subscribers.

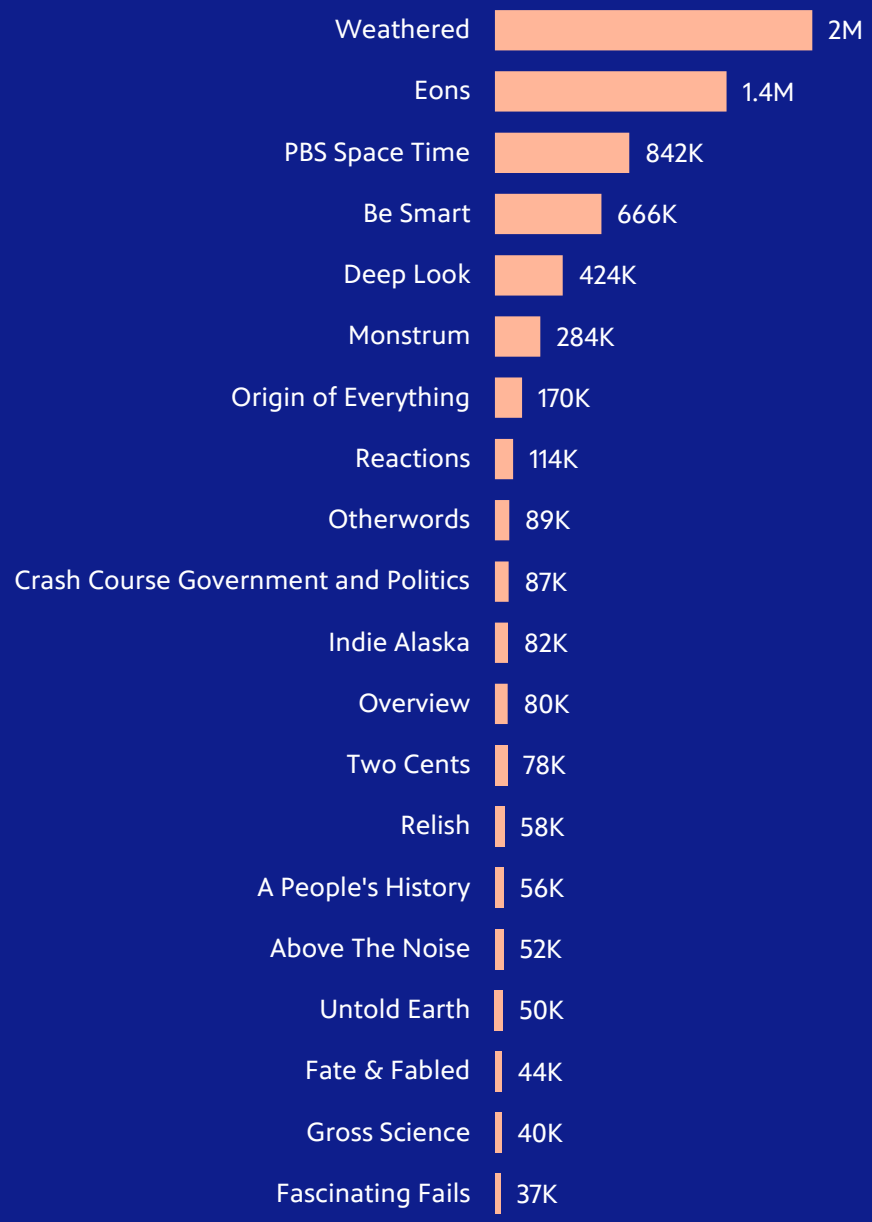
[1] Google Analytics mediastarts, 10/1/24 – 9/30/25, across pbs.org, PBS Mobile App, and PBS OTT Apps.
[2] YouTube TV Analytics Portal views, 10/01/24 - 9/30/25.
[3] Hulu + Live TV Content Portal video views, 10/01/24 - 9/30/25.

PBS DIGITAL STUDIOS RANKING

PBS DIGITAL STUDIOS: SMART CONTENT THAT DELIVERS

PBS Digital Studios offers a diverse array of educational and entertaining content, spanning topics such as science, art, history, and culture. In addition to its large presence on YouTube, its content also accounted for more than 7M streams on PBS-owned platforms in 2024-25.

Top 20 Digital Studios Programs Streamed on PBS-Owned Platforms



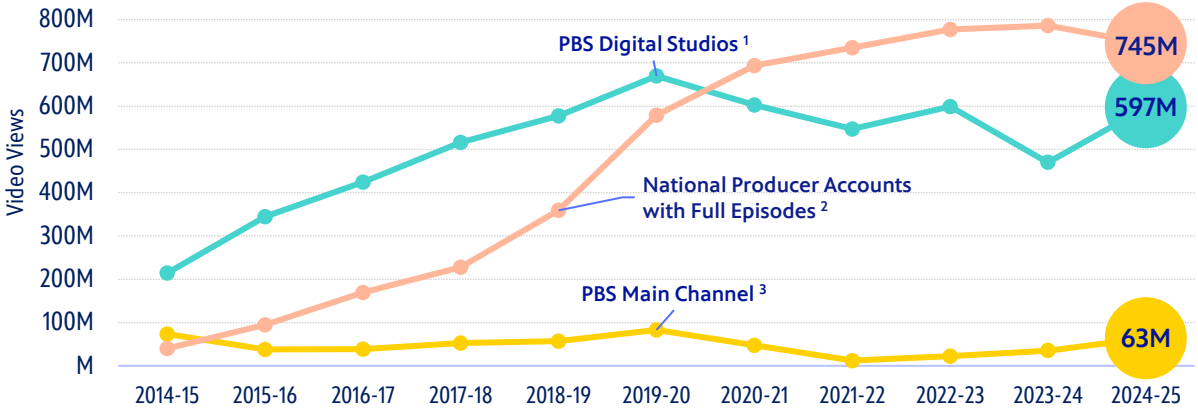


PBS Digital Studios

Source: Google Analytics mediastarts for Digital Studios content, 10/1/24 – 9/30/25, across pbs.org, PBS Mobile App, and PBS OTT Apps.

PBS ON YouTube

PBS YOUTUBE VIDEO VIEWS – 10 YEAR TREND



[1] YouTube Analytics Portal video views, 10/1/24 – 9/30/25, video views summed across Digital Studios, Digital Studios Affiliate, and Crash Course accounts.
[2] YouTube Analytics Portal video views, 10/1/24 – 9/30/25, unique views summed across channels for NewsHour, Nature, Washington Week, Firing Line, American Experience, NOVA, Antiques Roadshow, Frontline, For The Record, American Masters, and PBS Food, not deduplicated.
[3] YouTube Analytics Portal video views, 10/1/24 – 9/30/25, PBS Main Channel.

PBS MAIN CHANNEL
The PBS flagship YouTube channel helps to reach a more diverse audience with PBS content that better suits the expectations and needs of viewers on the platform. It is the YouTube home for PBS's documentary, lifestyle, arts, science, and nature programming, while also featuring a wave of longform projects and original digital content from stations and other partners.

PBS DIGITAL STUDIOS
PBS Digital Studios is a network of programs that connects, inspires, and cultivates the next generation of PBS viewers. Bridging the gap between new and existing audiences while meeting people where they are—online and across different streaming platforms. With consistent brand presentation, trust, and bold and thought-provoking content ensures that the PBS mission and member stations remain relevant and essential to the American public.

NATIONAL PRODUCER ACCOUNTS W/FULL EPISODES
National producer YouTube channels serve the PBS mission by providing the American public with content of the highest quality, using media to educate, inspire, entertain, and express a diversity of perspectives through the platform. They allow for amplification of marketing priorities, alignment with cultural conversation through relevant films, videos, and ongoing audience growth and engagement. These channels include **PBS NEWS HOUR**, **FRONTLINE**, **NATURE**, **NOVA**, **ANTIQUES ROADSHOW**, **MASTERPIECE**, **POV**, **INDEPENDENT LENS**, **GREAT PERFORMANCES**, **AMERICAN MASTERS**, **WASHINGTON WEEK WITH THE ATLANTIC**, and more.

Average Monthly Unique Viewers by Account Type

3M PBS Main Channel [4] +70% YOY

26M PBS Digital Studios [5] Even YOY

National Producer Accounts with Full Episodes [6] **31M** -7% YOY

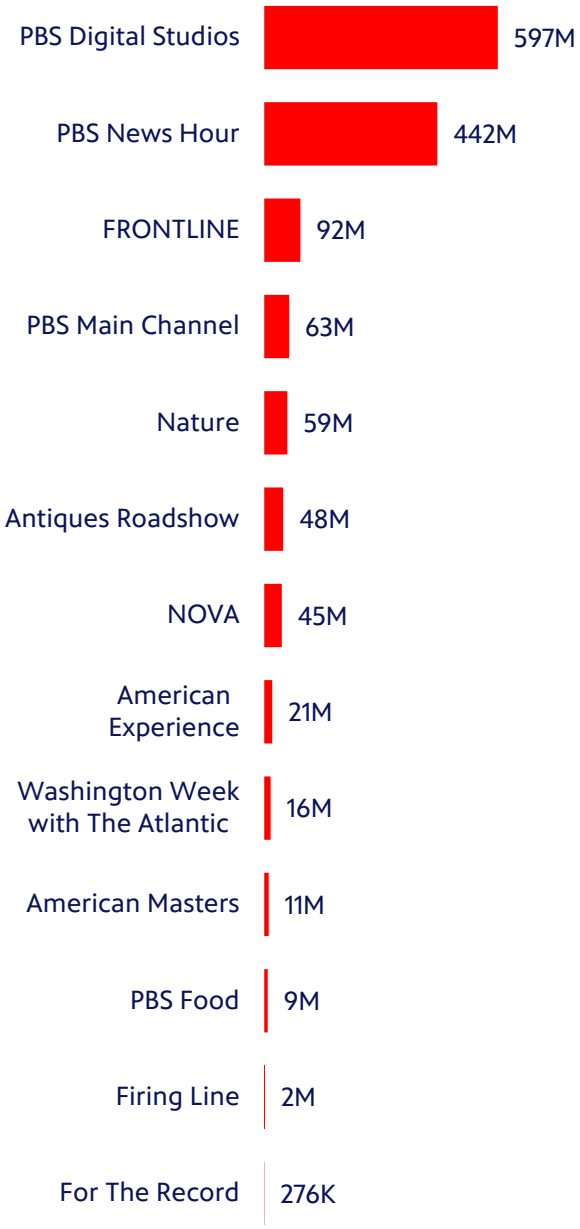
[4] YouTube Analytics Portal unique viewers, 10/1/24 – 9/30/25, PBS Main Channel.
[5] YouTube Analytics Portal unique viewers, 10/1/24 – 9/30/25, unique viewers summed across Digital Studios, Digital Studios Affiliate, and Crash Course accounts, not deduplicated.
[6] YouTube Analytics Portal unique viewers, 10/1/24 – 9/30/25, unique viewers summed across channels for NewsHour, Nature, Washington Week, Firing Line, American Experience, NOVA, Antiques Roadshow, Frontline, For The Record, American Masters, and PBS Food, not deduplicated.

PBS ON YouTube

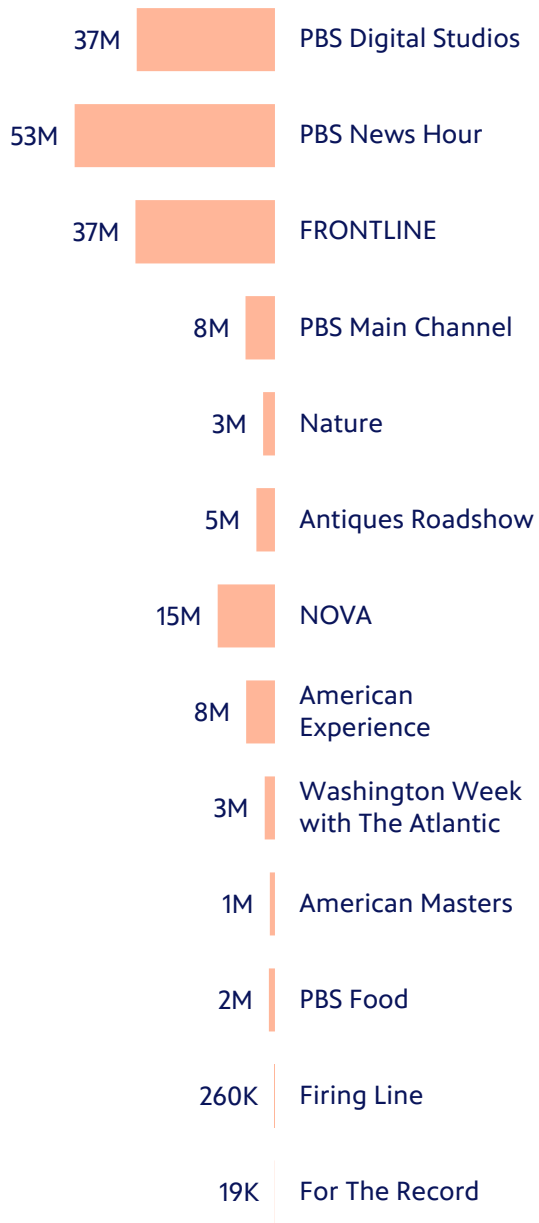
PBS YOUTUBE PORTFOLIO EXPANDS REACH AND ENGAGEMENT

While drama drives streaming hours on all other platforms, news and factual content is the lifeblood of PBS on YouTube. Combined, PBS Digital Studios content, **PBS NEWS HOUR** and **FRONTLINE** accounted for more than a 1.1B video views and 127M hours watched in 2024-25.

PBS on YouTube Video Views
2024-25 Season



PBS on YouTube Hours Watched
2024-25 Season



Source: YouTube Analytics Portal video views and hours watched, 10/1/24 – 9/30/25, across accounts with full episodes, AMEX and NOVA are US only, PBS Main Channel, and Digital Studios (includes Digital Studios, Digital Studios Affiliate, and Crash Course accounts).

PBS KIDS



DANIEL TIGER'S NEIGHBORHOOD



WORK IT OUT WOMBATS!



CARL THE COLLECTOR



LYLA IN THE LOOP

03 PBS KIDS OVERVIEW

To reach children wherever they engage with media, PBS KIDS delivers trusted, educational content across traditional linear television stations, pbskids.org, PBS KIDS mobile and connected-TV video apps, the PBS KIDS Games app, and partner platforms. This multi-platform approach is critical as children are digital natives and much of their TV screen time is spent streaming.

During this past year, PBS KIDS totaled 3.7 billion video streams across digital platforms, 935 million games played on pbskids.org and the Games app, and 437 million video views on YouTube.

While streaming capabilities and multiple digital devices are the norm in homes with children today, the quality of their digital access varies, and linear television remains a critical access point for families. PBS stations reached 1.8 million children ages 2-8 each month with PBS KIDS programming on local PBS stations.

The following pages provide an overview of PBS KIDS reach across platforms and individual series performance, including the newest cross-platform PBS KIDS series, **CARL THE COLLECTOR**. Please note that **WEATHER HUNTERS** and **PHOEBE & JAY** will be included in the 2025-26 report.



Carl the Collector

CARL THE COLLECTOR is off to a strong start for PBS KIDS. In its first year, the show continues to rank among the top 10 PBS KIDS series for monthly linear TV reach, game plays, and website users. The new series is also a strong performer in terms of PBS KIDS streaming, ranking #11, on average each month.

In its first year, **CARL THE COLLECTOR** totaled 103 million PBS KIDS platform streams, 6.2 million YouTube video views, and 28 million game plays. Additionally, the series reaches an average of 540 thousand Kids 2-8 on linear TV each month.



Sources: Nielsen National TV, NPOWER, K2-8 Avg Monthly Reach; YouTube Analytics Portal Video Views; Google Analytics pbskids.org, PBS video and games apps; 11/1/24-10/31/25.

CROSS-PLATFORM SNAPSHOT

REACH BY VIEWING SOURCE

PBS KIDS reaches children wherever they choose to engage with educational entertainment. There is likely overlap between the platforms listed below as users may access PBS KIDS content on multiple screens or devices. Additionally, the shows and content types may vary by platform.

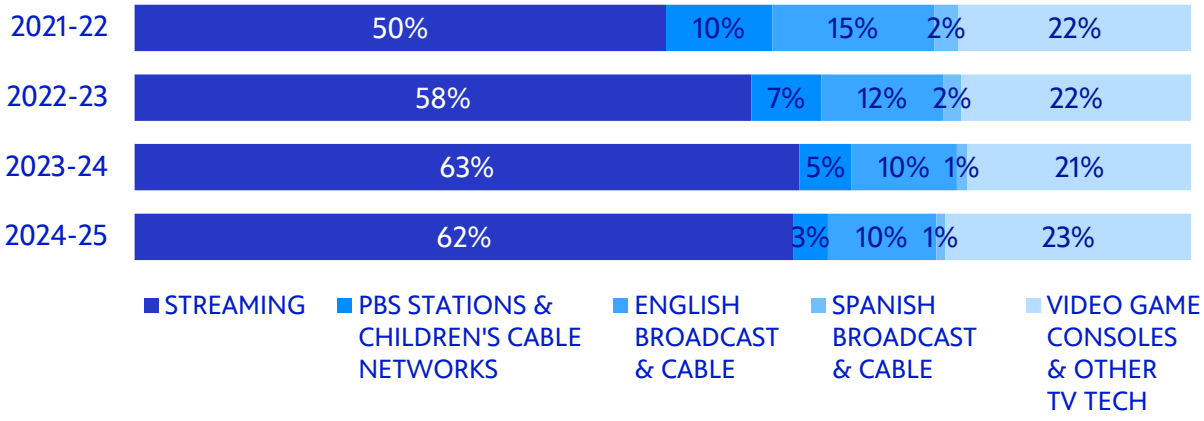
PLATFORM	AVERAGE MONTHLY USERS	INSIGHTS
PBS KIDS WEBSITE	6.7M	Multiple factors impacted the average monthly users this past year, including the ongoing rollout of redesigns across PBS KIDS digital platforms, and the introduction of a new "active users" metric in Google Analytics. This data sets new benchmarks for the future.
PBS KIDS MOBILE VIDEO	2.3M	
PBS KIDS CONNECTED TV	2.4M	
LINEAR PBS KIDS CHANNELS* (Kids 2-8)	1.5M	The monthly reach of PBS KIDS Channels stayed steady with last year, while the reach of the NPS schedule on primary stations declined 13%.
LINEAR PBS KIDS M-F NPS SCHEDULE^ (KIDS 2-8)	520K	
PBS KIDS GAMES APP	3.4M	PBS KIDS Games app users are on par with last year.
PBS KIDS CHANNEL ON YOUTUBE	5.6M	PBS KIDS YouTube channel shows significant growth from a year ago; monthly users are up 30%.

Sources: Google Analytics Avg Monthly Active User, 10/1/24 - 9/30/25, pbskids.org, mobile video, OTT video apps, PBS KIDS Games app. YouTube Analytics Portal, Avg Monthly Unique Viewers, 10/1/24 - 9/30/25. Nielsen National TV Time Period Reach, NPOWER, , 09/23/2024 - 09/28/2025 *PBS Subchannels MSu6a-6a, ^PBS Primary stations MF7a-2p, Avg Mo Reach, Std Unif, 1+ min, K2-8.
Notes: TV based on Kids 2-8; PBS KIDS digital platforms based on devices, YouTube based on viewers.

A SHIFTING TV LANDSCAPE

SHARE OF TV SCREEN TIME INCREASINGLY STREAMING

Of all the time Kids 2-8 spend in front of the TV screen, just 14% is viewing to traditional linear broadcast and cable channels via an antenna or cable. Streaming and TV-connected tech devices accounted for 85% of total TV time this year.



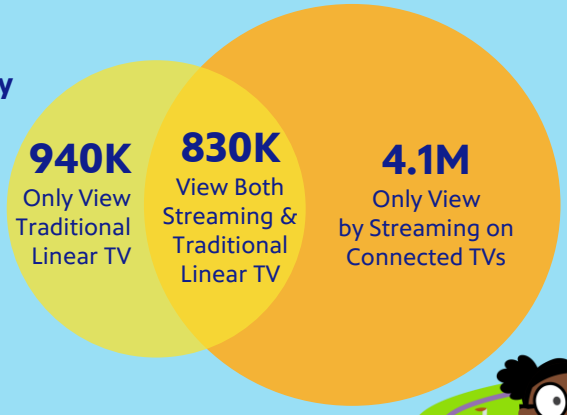
MAJORITY OF PBS KIDS MONTHLY REACH IS BY STREAMING

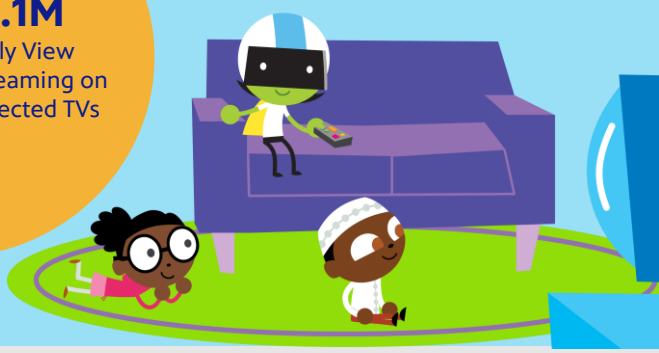
PBS KIDS shows reached 5.9 million Kids 2-8 on TV screens each month over the 2024-25 TV season, including children that view on traditional linear TV and those that choose streaming.

Traditional linear PBS stations reached nearly 2M Kids 2-8 per month with the NPS weekday schedule and PBS KIDS Channels. Perhaps not surprisingly, as children are increasingly streaming, linear TV reach was double those streaming on CTVs each month. Most children exclusively choose one way to view or the other, however there is a 14% overlap (830K) of children viewing linear stations and streaming content to their TV screen.

The 4M reach total for CTVs is notably higher than last year as we are now including all series that originally aired on PBS and can be found on a variety of streaming services today.

5.9M Kids 2-8 Reached in Total by PBS KIDS on TV Screens



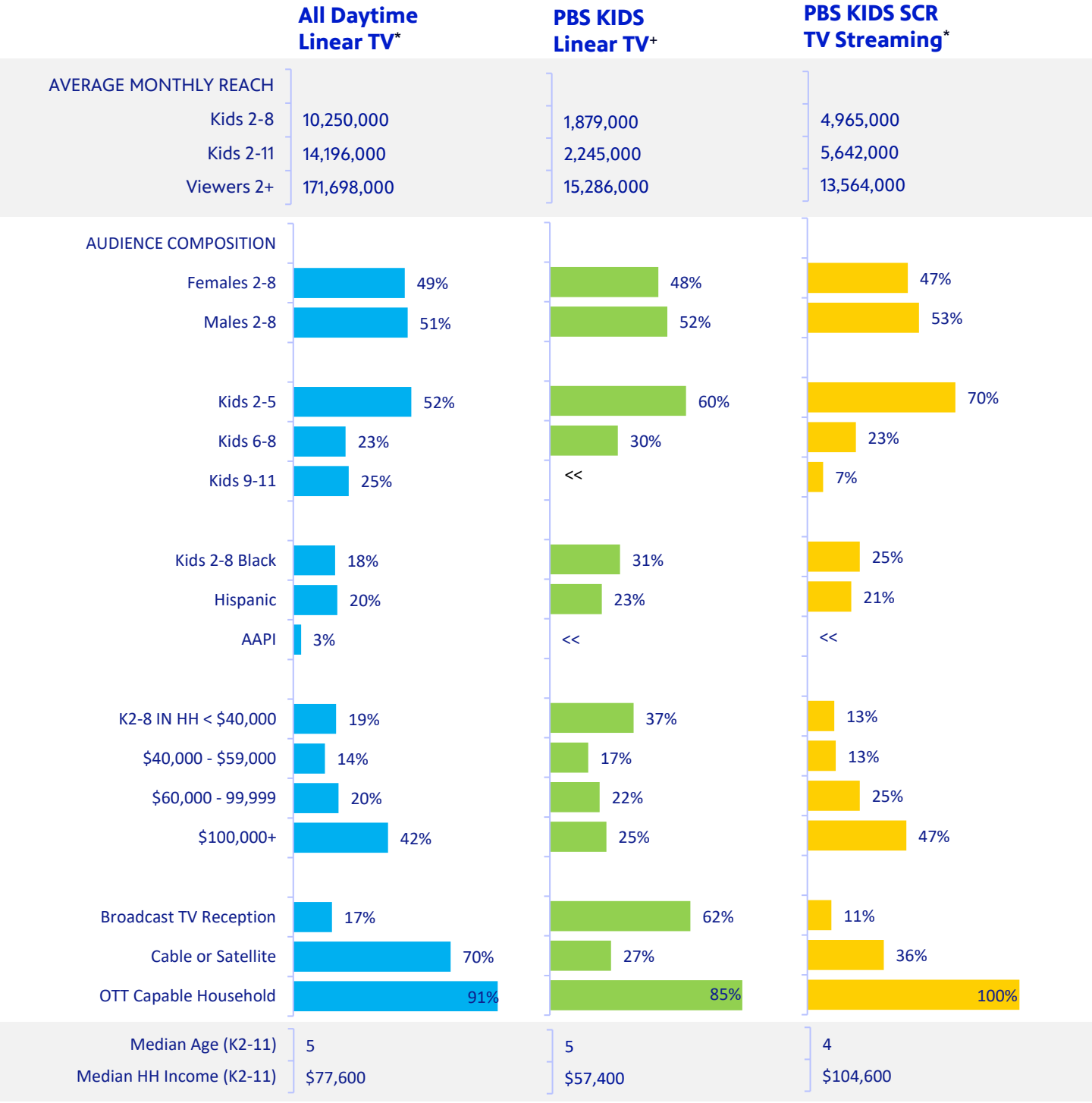


Top: Nielsen; National TV Time Period Ratings, NPOWER, NTI Oct-Sept each year, L+7, M-Su 6A-6A.
Bottom: Nielsen; National TV R&F Program Reach, NPOWER, 09/23/2024 - 09/28/2025 , L+7, Avg Month Reach, 1+ min, SCR includes all PBS KIDS streaming shows

TV REACH & AUDIENCE COMPOSITION

This table shows the reach and audience composition of all daytime linear television, PBS KIDS shows viewed on linear TV, and PBS KIDS videos streamed on a TV screen. Composition is based on Kids 2-8 unless noted otherwise.

HOW TO READ: PBS KIDS linear TV content reaches nearly 1.9M Kids 2-8 each month, and of all the viewing by Kids 2-8, 38% is done by children in homes with an income below $40,000 per year.



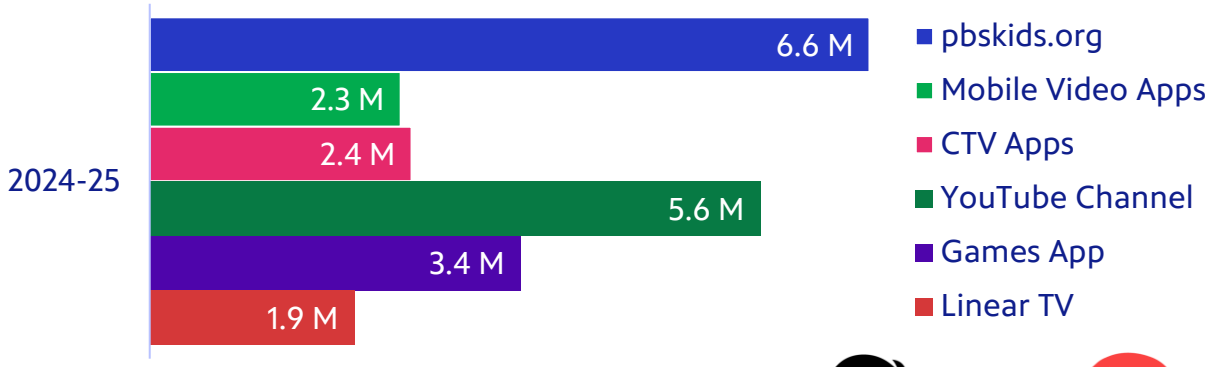
Source: Nielsen; National TV Ratings Delivery, NPOWER L+7,, std monthly reach, Proj (000), *PUTS MF 7a-2p , 09/23/2024 - 09/28/2025 , +Program, 09/23/2024 – 07/27/2025, Median age & HH income, Incl specials; *SCR is based on Nielsen Streaming Content Ratings. *SCR program reach based on , 09/23/2024 - 09/28/2025

NOTES: Income and TV reach based on the household; Race and ethnicity based on Kids 2-8. << indicates data below Nielsen's minimum reporting standards

DIGITAL SUMMARY

PBS KIDS AVERAGE MONTHLY USERS

PBS KIDS digital content reaches 15 million users each month, on average. The pbskids.org website continues to be the platform that reaches the most users per month with much of the pbskids.org reach driven by children in classrooms or using school-issued devices, where they are most likely to be playing games. YouTube is a growing platform, with the PBS KIDS Channel reaching an average of 5.6 million unique users per month. The next iteration of this report will include the newly launched PBS KIDS Games YouTube Channel in total YouTube numbers.

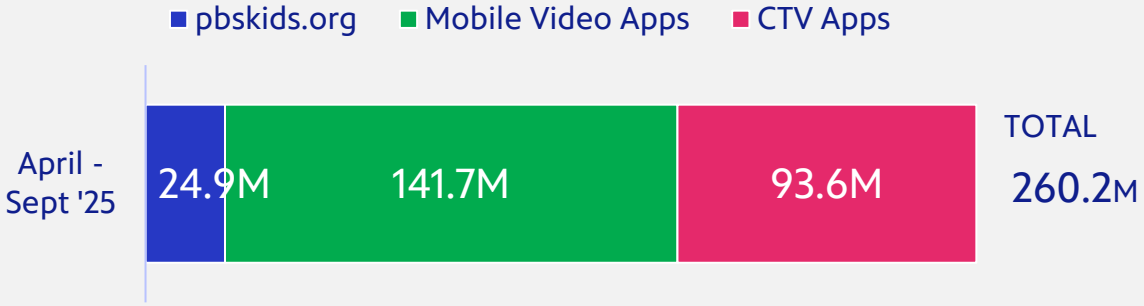




Source: Nielsen; National TV, NPOWER Program Delivery, Monthly Average K2-8 Reach, 09/23/2024 – 07/27/2025, Google Analytics, 10/1/24-9/30/25, pbskids.org, mobile, CTV, PBS KIDS Games App. YouTube Analytics Portal Unique Viewers 10/1/24-9/30/25

PBS KIDS AVERAGE MONTHLY STREAMS (MILLIONS)

A number of factors impacted the average monthly streaming numbers throughout this past year including the GA4 transition and ongoing redesigns across each digital platform. Some notable trends remain with mobile apps accounting for more than half of PBS KIDS video streams.



Source: Google Analytics, streams by platform, 10/1/24-9/30/25, average monthly streams.

PBS KIDS SERIES ACROSS PLATFORMS

The following average monthly data points are based on PBS KIDS series with full-length content available across PBS KIDS platforms and includes related specials, podcasts, and shorts series.

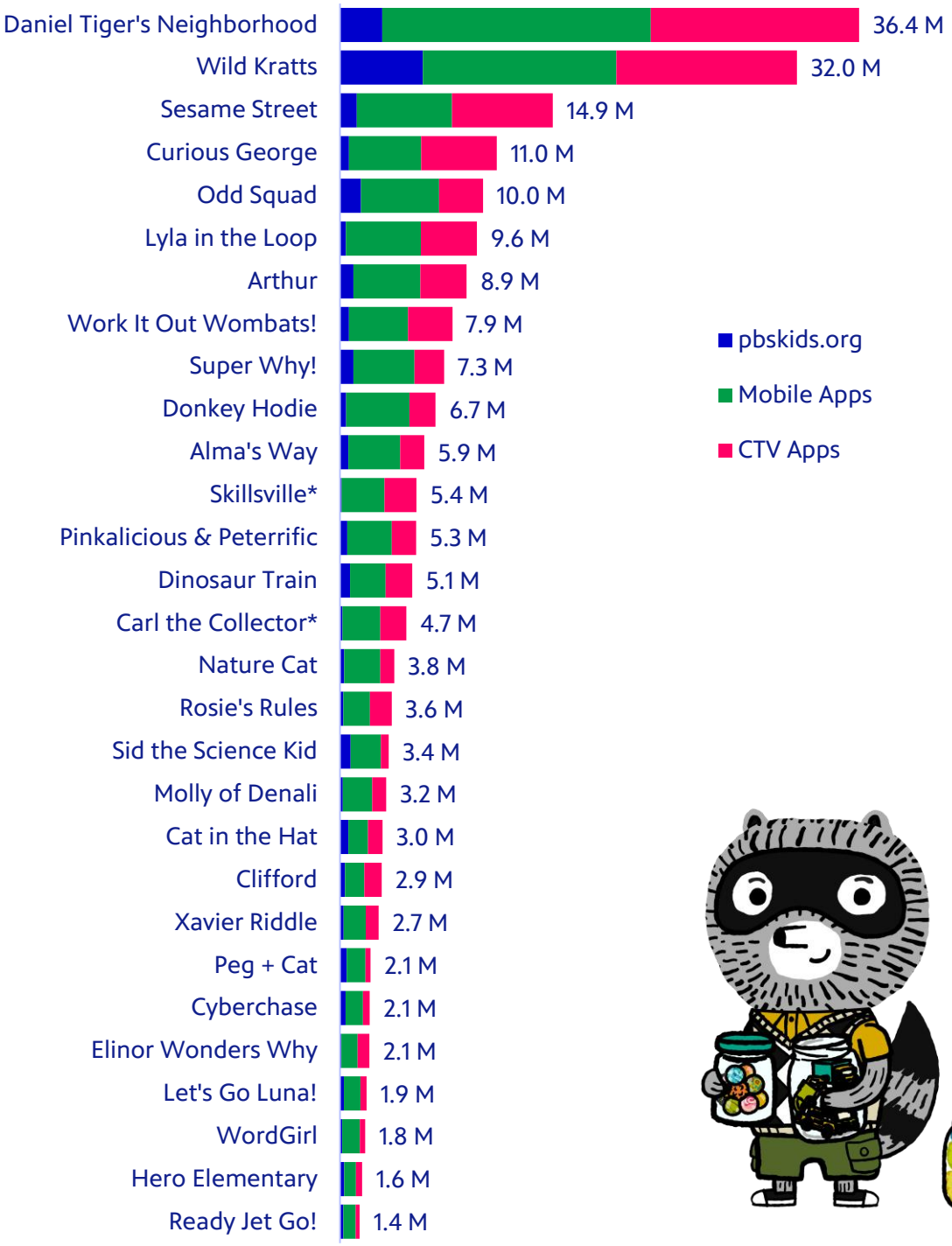
While series like **WILD KRATTS** and **DANIEL TIGER'S NEIGHBORHOOD** are strong performers across all platforms, performance can vary by series with some legacy shows like **SUPER WHY!** garnering more video views on YouTube or **CLIFFORD** ranking higher on the Games App.

AVERAGE MONTHLY METRICS	PBS KIDS Platform Streams^	Kids 2-8 Linear TV Reach+	pbskids.org Producer Site Users#	PBS KIDS Games App Game Plays**	pbskids.org Games Pageviews#	PBS KIDS YouTube Views**
Daniel Tiger's Neighborhood	36,595,000	724,000	1,123,000	5,974,000	4,045,000	11,227,000
Wild Kratts	32,271,000	728,000	2,056,000	6,710,000	8,265,000	2,316,000
Sesame Street	14,997,000	580,000	562,000	2,851,000	2,741,000	431,000
Curious George	11,072,000	--	305,000	536,000	962,000	30,000
Odd Squad	10,093,000	521,000	608,000	1,950,000	1,521,000	1,232,000
Lyla in the Loop	9,660,000	682,000	779,000	2,601,000	2,221,000	1,152,000
Arthur	8,915,000	529,000	472,000	1,313,000	1,432,000	2,323,000
Work It Out Wombats!	7,914,000	580,000	393,000	1,256,000	652,000	759,000
Super Why!	7,291,000	--	217,000	281,000	308,000	2,366,000
Donkey Hodie	6,723,000	515,000	378,000	1,504,000	1,014,000	561,000
Alma's Way	5,927,000	563,000	356,000	1,252,000	750,000	544,000
Skillsville*	5,389,000	--	251,000	262,000	267,000	654,000
Pinkalicious & Peterrific	5,367,000	313,000	442,000	1,184,000	995,000	1,897,000
Dinosaur Train	5,096,000	--	266,000	673,000	848,000	1,154,000
Carl the Collector*	4,693,000	541,000	677,000	1,286,000	1,265,000	458,000
Nature Cat	3,845,000	439,000	163,000	380,000	413,000	560,000
Rosie's Rules	3,647,000	618,000	814,000	2,113,000	1,845,000	428,000
Sid the Science Kid	3,439,000	--	173,000	138,000	177,000	1,699,000
Molly of Denali	3,251,000	440,000	291,000	768,000	709,000	446,000
Cat in the Hat	2,957,000	--	267,000	443,000	989,000	170,000
Clifford	2,947,000	--	321,000	1,096,000	650,000	--
Xavier Riddle	2,727,000	455,000	271,000	818,000	595,000	630,000
Peg + Cat	2,157,000	--	226,000	394,000	765,000	388,000
Cyberchase	2,092,000	--	126,000	225,000	219,000	143,000
Elinor Wonders Why	2,074,000	387,000	314,000	954,000	735,000	296,000
Let's Go Luna!	1,869,000	--	181,000	377,000	292,000	310,000
WordGirl	1,792,000	--	102,000	99,000	81,000	198,000
Hero Elementary	1,563,000	286,000	106,000	125,000	138,000	298,000
Ready Jet Go!	1,381,000	--	225,000	369,000	961,000	215,000

Due to data disruptions, date ranges may vary by metric. -- Data not available for select shows on select platforms. *Launch dates: Carl the Collector 11/14/24, Skillsville 3/3/25.
Source: Nielsen; National TV, NPOWER K2-8 Avg Monthly Reach, YouTube Analytics Portal video views, Google Analytics Average Monthly cross-platform streams, pbskids.org producer site users, pbskids.org gameplays, PBS KIDS App Game Starts, average monthly metrics. ^ 4/1-9/30/25, + 09/23/2024–07/27/2025, # 10/1/24-8/31/25, ** 10/1/24-9/30/25.

PBS KIDS MONTHLY STREAMS RANKING

WILD KRATTS and **DANIEL TIGER'S NEIGHBORHOOD** more than double the average monthly streams of the third ranked series, **SESAME STREET**. **LYLA IN THE LOOP** streams are driven by mobile video; **ODD SQUAD** ranks #3 on pbskids.org and **SESAME STREET** is #3 on CTV apps. The ranking below is based on series that include full length content available across PBS KIDS platforms.



*Launch dates: Carl the Collector 11/14/24, Skillsville 3/3/25, Mystery League 3/21/25
Source: Google Analytics, Average Monthly Cross-Platform Streams, 4/1-9/30/25

PBS KIDS SHORTS

The list below includes standalone short-form digital series. Shorts that are extensions of established long-form series are included in the totals on the prior pages. In total, the PBS KIDS portfolio includes over forty short-form series.



AVERAGE MONTHLY METRICS	PBS KIDS Platform Streams^	PBS KIDS Games App Game Plays**	pbskids.org Games Pageviews#	PBS KIDS YouTube Views**
City Island	2,995,000	787,000	695,000	315,000
Super Why's Comic Book Adventure	2,805,000	-	-	214,000
Jelly, Ben & Pogo	2,689,000	914,000	505,000	140,000
Scribbles & Ink	2,604,000	913,000	843,000	74,000
Ruff Ruffman Shorts+	2,049,000	869,000	554,000	261,000
Milo	1,624,000	-	-	113,000
Acoustic Rooster Shorts	1,480,000	300,000	310,000	212,000
Oh Noah	1,365,000	-	50,000	237,000
Mega Wow	1,203,000	-	-	36,000
Tiny Time Travel	1,157,000	-	-	107,000
Dot's Spot	954,000	-	-	-
Plum Landing	940,000	172,000	383,000	27,000
Through the Woods	757,000	-	-	51,000
Together We Can	649,000	-	-	112,000
What Can You Become?	564,000	-	-	6,000
Search It Up!	551,000	-	-	14,000
PBS KIDS Talk About	290,000	-	-	53,000

PBS KIDS PODCASTS

PBS KIDS newest podcast, **LYLA'S LOOPCAST**, premiered May 8, 2025 and benefited from promotional support on PBS KIDS owned platforms. Most podcasts on YouTube are posted as whole-season compilations with fewer videos to view than the individual audio files available on PBS KIDS owned platforms.



AVERAGE MONTHLY METRICS	PBS KIDS Platform Streams^	Partner Platform Downloads^^	PBS KIDS YouTube Views^^
Lyla's Loopcast	1,294,000	25,000	23,000
Work It Out Wombats! Podcast	858,000	126,000	27,000
Jamming on the Job	361,000	5,000	10,000
Pinkalicious & Peterrific Podcast	348,000	102,000	16,000
Keyshawn Solves It	235,000	18,000	3,000
The Arthur Podcast	215,000	349,000	24,000
Odd Squadcast	121,000	-	10,000
Molly of Denali Podcast	99,000	83,000	-

-- Data not available for select shows on select platforms
*Launch Date: : Acoustic Rooster May 1, 2025, Lyla's Loopcast May 8, 202.
+Data for The Ruff Ruffman Show includes The Ruff Ruffman Show, Team Hamster! and Humble Media Genius Shorts

Top Sources: Google Analytics cross-platform streams, pbskids.org game pageviews, PBS KIDS Games App game plays, YouTube Analytics Portal video views, average monthly metrics. ^ 4/1-9/30/25, #10/1/24-8/31/25, ** 10/1/24-9/30/25
Bottom Sources: Google Analytics cross-platform streams ^ 4/1-9/30/25, PRX, YouTube Analytics Portal, ^^10/1/24-9/30/25, average monthly metrics;. *Lyla's Loopcast* 5/1-9/30/25

04 RESOURCES

ADDITIONAL TOOLS FOR STATIONS

These resources are here to help you succeed. Start with whatever feels most useful—maybe a beginner course, a specific report, or connecting with colleagues who do similar work. The Business Intelligence (BI) team is here to support you every step of the way.

BI on the HUB

Business Intelligence provides in-depth analysis, reports, webinars, and more on The Hub at: Business Intelligence.

Topics covered include:

- The Value of PBS
- General Audience
- Passport
- Local Nielsen TV Dashboard
- MRI-Simmons
- Measuring Impact
- Industry Insights

And more!

BI in Our Neighborhood

Our Neighborhood is a dynamic community built for collaboration, learning, and professional connection. It supports knowledge sharing, content discovery, idea development, and networking.

Join BI's two communities "Impact Kitchen" and "Local Nielsen TV Dashboard Learn & Share" at Our Neighborhood.



PBS Data Literacy Program

Free online courses that teach you how to work with data, from basics to advanced skills. Ten self-paced courses cover everything from data fundamentals to advanced analysis.

Access the full catalog at: PBS Course Catalog



Data Governance Course

Learn how to keep your data organized and trustworthy. This comprehensive course teaches you to:

- Set up data standards and policies
- Ensure data quality and accuracy
- Assign roles and responsibilities
- Meet compliance requirements
- Implement governance frameworks

Enroll in the course at: PBS: Data Governance



ACCESSING DIGITAL ANALYTICS WITH DOMO

What is Domo?

Domo is a data experience platform used to distribute local audience analytics. This data can help your station make decisions around content, marketing, sponsorship, and more.

How do I register for a Domo account?

Submit a ticket through PBS Digital Support. More information is available on the PBS Hub.

What data is housed in Domo?

Streams, users, sessions, and pageviews for PBS-owned platforms, plus monthly video views and time watched from YouTube TV and Hulu + Live TV.

How often is data updated in Domo?

METRIC	PLATFORMS	UPDATE FREQUENCY
Streams	General Audience, PBS KIDS, & Learning Media Websites & Apps	Daily
Users	General Audience, PBS KIDS, & Learning Media Websites & Apps	Monthly
Sessions	General Audience & PBS KIDS Websites & Apps	Daily
Page Views	LearningMedia Website	Monthly
Video Views	YouTube TV & Hulu + Live TV	Monthly
Time Watched	YouTube TV & Hulu + Live TV	Monthly

Where do I start once I'm in Domo?

1. Domo Homepage – links to all top-level dashboards
2. Frequently Asked Questions – general guidance and common analysis questions
3. Glossary – definitions of analytical and Domo-specific terms

LOCAL NIELSEN TV DASHBOARD

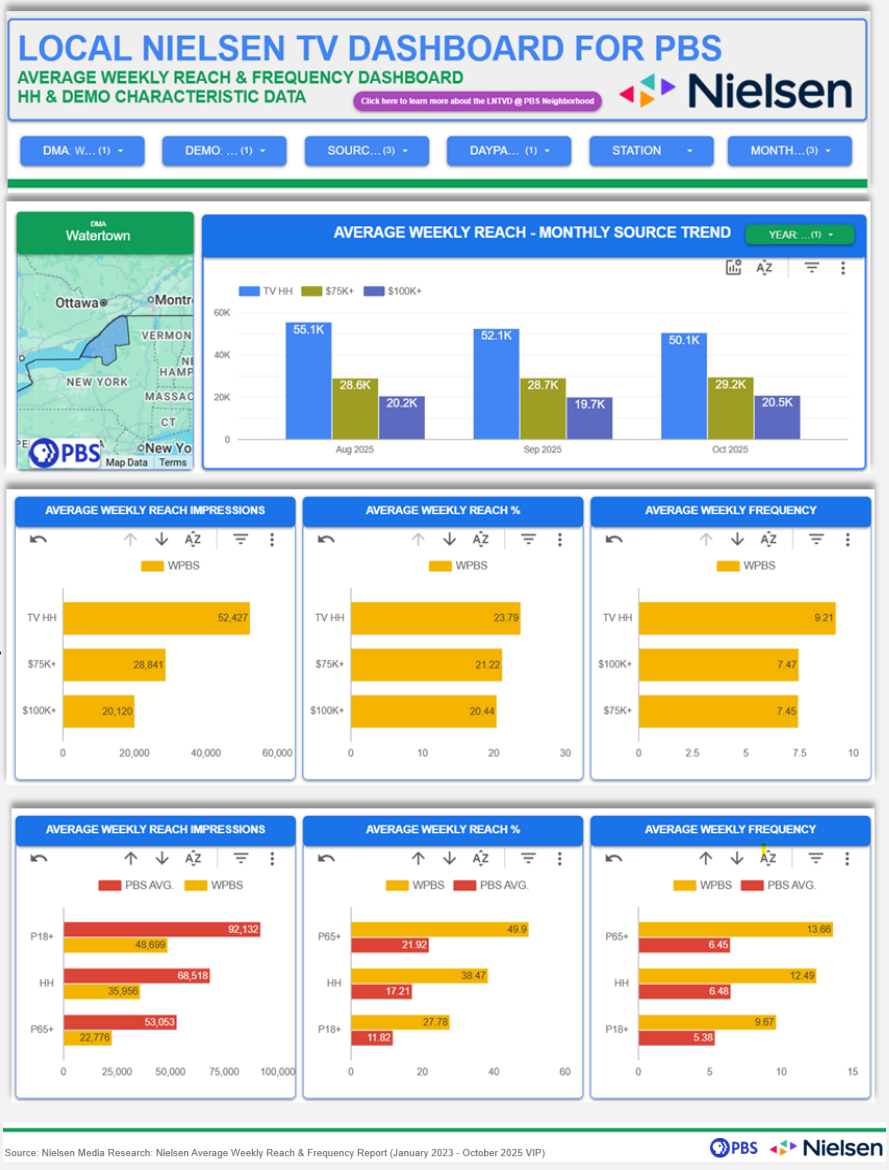
The Local Nielsen TV Dashboard gives stations streamlined access to trusted **Nielsen linear television audience data**. Fully funded by the Corporation for Public Broadcasting and available at no cost to PBS stations that sign the Nielsen license agreement, the dashboard is updated monthly with **Average Weekly Reach and Frequency for broadcast TV viewing**.

Navigate easily with simple drop-down selections

Trend multiple measures across various time ranges

Pinpoint how many viewers were reached in an average week and how often in a chart or pivot table format

Compare your station's performance to the PBS average



To learn more contact **Lily James** at **lkjames@pbs.org**

PBS BUSINESS INTELLIGENCE

OUR TEAM

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Igor Meyerson
Dylan Rose

GLOSSARY OF TERMS

AVOD: Ad supported Video On Demand; users can stream video for free but are required to watch ads (e.g., YouTube, Tubi).

CTV: Connected TV; a method of consuming content OTT on a television screen. A standard television can become a CTV via a streaming device (e.g., using a Roku or Amazon Fire TV stick), through a gaming console (e.g. PlayStation or Xbox), or it can come with internet connectivity built in (e.g., smart TV).

FAST: Free Ad-Supported Streaming Television; free online live-streaming TV organized by channel and on a set schedule (Ex: Pluto TV, The Roku Channel). Does not require a subscription, fees, or contract.

FVOD: Free Video On Demand; PBS or PBS KIDS-owned content viewed over-the-top (OTT), on mobile, or via a browser.

Live+7: Includes live TV viewing plus all playback on a DVR within 7 days of the program feed or original time period.

Livestream: Streaming of PBS digital content at the same time as the linear broadcast schedule.

OTT: Over-The-Top; streaming media delivered directly to viewers via the internet across any device that supports apps or browsers, bypassing traditional cable/satellite providers.

Rating (AA or GAA): Percent of all TV households (or persons) watching during an average minute of a program or time period. For the 2024-25 season, each 1.0 household rating point translates into 1,258,000 households watching in an average minute. Daypart or time period data is based on the average audience (AA). The Primetime rating includes tuning to all PBS stations, including multi-casts, during an average minute from Monday - Sunday, 8PM-11PM, plus all DVR playback within seven days. PBS program data is based on the gross average audience (GAA) which includes viewing to all telecasts of a show, including viewing to the same episode more than once.

Reach/Unique Viewers/Users: For linear TV, reach is the unduplicated viewers of a linear TV program, series, or genre. For YouTube, unique viewers are the number of individuals who stream content; unique viewers are not unduplicated across channels. For PBS-owned digital platforms, users are the unique number of devices by which users access content, with a maximum interval of one month; users that access PBS or PBS KIDS content on multiple devices or browsers would be counted multiple times.

SCR: Streaming Content Ratings; Nielsen's episode-level streaming measurement system. Measures content viewership of across all streaming platforms where an audio code is detected. Provides ratings and reach for streaming properties, as well as demographics and market breaks through NPOWER, Nielsens user interface.

Streams/Video Views: Any time a video starts playing a stream is counted. If the general audience video includes a pre-roll, a stream is counted only after the pre-roll finishes. For PBS KIDS, a stream is counted when a video is started by the user, either by selecting the content or when spotlight/auto-play content begins. YouTube video views are counted if a user physically clicked the play button and the video has been played for 30 seconds or more when the full video duration is over 30 seconds.

SVOD: Subscription Video On Demand; users pay a recurring fee to access a library of content (Ex: Netflix, Hulu). Tiered pricing exists, sometimes based on the inclusion of ads.

vMVPD: Virtual Multichannel Video Programming Distributor; paid services that deliver live, linear television over the internet (Ex: YouTube TV, Sling TV).

Audience Insight 2025 Annual Report

For a downloadable PDF of the book, please login to the Hub: https://hub.pbs.org/business-intelligence

For more information about PBS Business Intelligence, contact Amy Sample at adsample@pbs.org

Booklet designed and produced by
PBS Business Intelligence, Arlington, VA

PBS