



Expand Your Reach for Greater Impact

PBS gives you access to unduplicated audiences.

PBS viewers are both loyal and highly selective in their television watching, and often cannot be reached through cable networks.

For example, during prime time, 83% of PBS households do not tune to TNT. So, for an increasing number of corporate sponsors who want to target their message to an educated, influential, opinion-leader audience, PBS is a uniquely efficient investment.

Cable Network	% Households That Watch PBS But Do Not Tune To:	Total Households That Watch PBS But Do Not Tune To:
CNN	84%	24,199,560
Nickelodeon	83%	23,853,852
TNT	83%	23,911,470
TLC	82%	23,565,762
A&E	79%	22,615,065
Discovery	78%	22,672,683

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(Source: NTA, custom duplication analysis, September 30-October 6, 2002. Prime-time days, M-Su 8-11 p.m.)



PBS

The Details...

Many men and women who Watch PBS in prime time don't watch other sources...

Roughly nine out of ten men **25-54** that watch PBS do not tune into The History Channel and 93% do not tune to MSNBC.

Cable Network	% of Men 25-54 That Watch PBS But Do Not Tune To:	Total Men 25-54 That Watch PBS But Do Not Tune To:
CNBC	96%	8,894,055
MSNBC	93%	8,607,150
CNN	91%	8,431,305
Fox News	90%	8,357,265
History	86%	7,922,280

Approximately **84% of women 35-64** that watch PBS do not tune into Lifetime and 81% do not tune to A&E.

Cable Network	% of Women 35-64 That Watch PBS But Do Not Tune To:	Total Women 35-64 That Watch PBS But Do Not Tune To:
Food	90%	9,468,496
TNT	86%	9,028,588
Lifetime	84%	8,840,056
HGTV	83%	8,714,368
Discovery	82%	8,588,680
A&E	81%	8,431,570
TLC	80%	8,400,148

(Source: NTA, custom demographics analysis, September 30-October 6, 2002. Prime-time days, M-Sat 8-11 p.m.)

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