TV 8 | PBS

LARGEST STAGE
TV 8 brings the worlds of music, theatre, dance, art and drama alive for Houston.

AMERICANS TURN TO PBS MORE than cable and traditional networks for the most varied programming on arts, culture and performance. ¹

LARGEST CLASSROOM
TV 8 is a LEADER IN EDUCATIONAL MEDIA for children and students and a key partner with parents and educators across Greater Houston.

Parents rate PBS KIDS® the MOST EDUCATIONAL MEDIA BRAND. ²

WINDOW TO THE WORLD
Every generation relies on PBS to address important issues.

Americans rank PBS #1 IN TRUST. ³

Opinion Leaders rate four PBS programs in the Top 10 most credible: PBS NewsHour, FRONTLINE, NOVA, Washington Week. ⁴

Sources:
1. Survey Sampling International (SSI), January 2016
2. Marketing & Research Resources, Inc., January 2018
3. Marketing & Research Resources, Inc., January 2018
4. Erdos & Morgan Opinion Leaders Study, 2017

Photo Credits: GREAT PERFORMANCES AT THE MET Eva-Maria Westbroek courtesy of Ken Howard / Met Opera; The Cookie Thief with Rachel Dratch - Zach Hyman courtesy of © 2015 Sesame Workshop, all rights reserved; NOVA Japan high speed train courtesy of WGBH
630,000+ UNIQUE MONTHLY VIEWERS

LEVERAGE PBS PROGRAM GENRES TO ENGAGE YOUR MOST SIGNIFICANT AUDIENCES

TV 8 AUDIENCE SNAPSHOT

Educated
13% more likely to hold a post-graduate degree

Influential
110% more likely to work in management, business or financial operations

Affluent
29% more likely to own a home valued between $1–1.9M

Cultural
35% more likely to donate money to an arts / cultural organization

Community-Minded
51% more likely to always vote in local elections

Sources:
1. Nielsen P2+, Jan-Dec 2018, Mon-Sun 6A-MID

News & Public Affairs
- PBS NewsHour
- Washington Week
- FRONTLINE
- POV
- Nightly Business Report
- BBC World News
- Red White and Blue

Science & Nature
- NOVA
- Nature
- Secrets of the Dead

History
- Ken Burns Documentaries
- American Experience
- Finding Your Roots
- Antiques Roadshow

Arts & Culture
- Great Performances
- American Masters
- Independent Lens
- Austin City Limits
- Articulate
- Live From Lincoln Center

Drama
- Call the Midwife
- MASTERPIECE:
  - Victoria
  - Poldark
  - Sherlock
  - Endeavour
  - Unforgotten
  - The Durrells in Corfu
  - Grantchester

How-To
- This Old House
- America's Test Kitchen
- Martha Bakes
- Rick Steves
- It's Sew Easy
- Fons & Porter’s
  - Love of Quilting
  - MotorWeek

PBS KIDS
- Sesame Street
- Daniel Tiger’s Neighborhood
- Nature Cat
- Curious George
- Dinosaur Train

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