Primetime Audience

- In an average week, over a million South Carolina Adults 18+ watch South Carolina ETV. 1
- Over the course of a year, 86% of all U.S. television households watch PBS. ²
- For the 2013-'14 season, PBS had the 5th largest primetime household rating among all broadcast and cable networks, up three slots from the previous season.³
- PBS' primetime household audience is significantly larger than many commercial channels, including Bravo (PBS' audience is 105% larger), TLC (99%), HBO (77%), Discovery Channel (75%), HGTV (72%) and A&E (65%).4
- SC ETV and other PBS member stations are helping keep the arts alive today and for generations to come. During the 2013-'14 season, PBS offered nearly 550 hours of arts and cultural programming, seen by over 110 million people. 4
- Across the seven nights of the series, THE ROOSEVELTS: AN INTIMATE HISTORY had an average rating of 6.1 for all episodes, making it the top-rated primetime program on PBS during the 2013-'14 season.⁵
- The premiere of MASTERPIECE CLASSIC "Downton Abbey, Season 5" drew an average audience of 9.4 household rating.⁶
- PBS' primetime rating for news and public affairs programming is 105% higher than CNN's primetime audience. 4
- For 15 consecutive years U.S. adults have named PBS the most trusted public institution and an excellent use of tax dollars, outranked only by the military.

TUESDAY

Prime Varies

SCI/TECH



MONDAY

Prime Varies

NATURE

Sources: 1.Consumer Study, Marshall Marketing 2018; 2.Nielsen NPower, 9/23/2013-9/21/2014; 3.Nielsen NPower, 9/24/2012-9/22/2013 vs 9/23/2013-9/21/2014; 4. Nielsen NPower, 9/23/2013-9/21/2014; 5. Nielsen Live +7 household data; 6. Nielsen Live +7 rating, 9.4 household rating; 7. Marketing & Research Resources Inc. (M&RR), January 2018

WEDNESDAY

Prime Varies

NEWS/PA

All schedules subject to change without notice.

In South Carolina, public broadcasting is the preeminent media source for the state. Our television network consists of 11 transmitter towers across the state from the mountains to the ocean, each of which broadcast one high definition, SC ETV, and two standard definition channels, SC Channel and ETV World. This tremendous statewide reach results in more viewership unmatched by any other local media.

The SC ETV network reaches 8 DMAs, including 5 of the top 100:

#23 Charlotte

#38 Greenville/Spartanburg/Asheville, NC

#77 Columbia

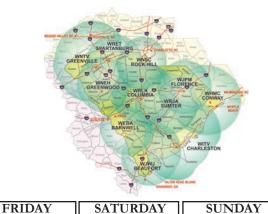
#90 Beaufort/Hilton Head/Savannah, GA

#92 Charleston

#101 Myrtle Beach/Florence

#112 Augusta/Aiken

#193 Greenwood/Greenville



Premium Prime

DRAMA

Masterpiece/Drama/ Arts/Documentaries Antiques Roadshow, History/Documentaries History/Documentaries/ Public Affairs Nature/Science/ Technology/Environment ETV Presentations/ Drama/Arts Public Affairs/Arts/ Drama/Documentaries **Documentaries** Premium Prime ANTIQUES ROADSHOW Father Brown Washington Week 8:00 PM MASTERPIECE House TH GWEN IFILL Little Women History & Documentaries Nature. Science News and 8:30 PM & Environment **Public Affairs Premium Prime Prime Varies Prime Varies Prime Varies** Premium Prime Prime Varies Poldark S2 - 6/17 Premium Prime Local / Southern **Doctor Blake** ANTIQUES ROADSHOW AM≋RICAN History & MASTERPIECE **Mysteries** 9:00 PM **EXPERIENCE** Documentaries Unforgotten S2 Nature, Science, Carolina History & Technology Documentaries **STORIES** 9:30 PM & Environment Premium Prime **Prime Varies** Premium Prime **Prime Varies Prime Varies** Prime Varies Prime Varies Miss Fisher's **Premium Prime PBS Drama REEL SOUTH** FRONTLINE Murder Mysteries MASTERPIECE. 10:00 PM Nature, Science, Program Finale 6/9 National Memorial Independent Lens History & Technology MASTERPIECE Day Concert Documentaries & Environment History & Shetland 10:30 PM **Documentaries** Endeavor S5 - 6/24

THURSDAY



HOW-TO

FOR INFORMATION ON BECOMING A SPONSOR:

TALK

MIDLANDS: Angela Wingard | 803.737.3404 | awingard@scetv.org LOWCOUNTRY: Heather Parker Pound | 843.729.5297 | hpound@scetv.org

Prime Varies

Prime Varies

HIST/DOC

BUSINESS



Prime Varies

MUS/PERF

PRIMETIME 8pm-11pm

SC CHANNEL & ETV WORLD

All schedules subject to change without notice.



The SC Channel is ETV's window to creative Carolina living, with an accent on home, hearth, and history, as well as the Create TV block of crafts, cooking and home improvement programs. In an average week, over 600,000 South Carolina Adults 18+ watch South Carolina Channel. 1

Source: 1.Consumer Study, Marshall Marketing 2018

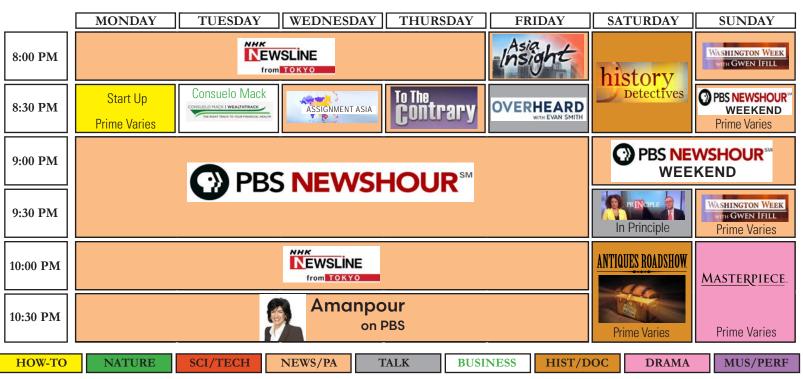




ETV World brings viewers news and public affairs programs on local and national issues, and is the home of ETV's State House coverage. In an average week, almost a half million South Carolina Adults 18+ watch ETV World.

Source: Consumer Study Marshall M

Source: 1.Consumer Study, Marshall Marketing 2018





FOR INFORMATION ON BECOMING A SPONSOR:

MIDLANDS: Angela Wingard | 803.737.3404 | awingard@scetv.org LOWCOUNTRY: Heather Parker Pound | 843.729.5297 | hpound@scetv.org

