

All schedules subject to change without notice.

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.⁷

In South Carolina, public broadcasting is the pre-eminent 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



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

	MONDAY Antiques Roadshow, History/Documentaries	TUESDAY History/Documentaries/ Public Affairs	WEDNESDAY Nature/Science/ Technology/Environment	THURSDAY ETV Presentations/ Drama/Arts	FRIDAY Public Affairs/Arts/ Drama/Documentaries	SATURDAY British Drama/Arts/ Documentaries	SUNDAY Masterpiece/Drama/ Arts/Documentaries
8:00 PM	ANTIQUES ROADSHOW Premium Prime	History & Documentaries Prime Varies	NATURE Nature, Science & Environment Prime Varies	This Old House Prime Varies	WASHINGTON WEEK with GWEN IFILL News and Public Affairs Prime Varies	Father Brown Premium Prime	Premium Prime MASTERPIECE Little Women
8:30 PM	ANTIQUES ROADSHOW Premium Prime	AMERICAN EXPERIENCE History & Documentaries Prime Varies	NOVA Nature, Science, Technology & Environment Prime Varies	Local / Southern History & Documentaries Carolina STORIES Prime Varies	Premium Prime PBS arts Prime Varies	Doctor Blake Mysteries Premium Prime	Poldark S2 - 6/17 MASTERPIECE Unforgotten S2
9:00 PM	ANTIQUES ROADSHOW Premium Prime	FRONTLINE History & Documentaries Prime Varies	Nature, Science, Technology & Environment Prime Varies	PBS Drama MASTERPIECE Prime Varies	Premium Prime PBS arts Prime Varies	Miss Fisher's Murder Mysteries Program Finale 6/9 Premium Prime	Prime Varies MASTERPIECE National Memorial Day Concert Shetland Endeavor S5 - 6/24 Prime Varies
9:30 PM	REEL SOUTH Independent Lens History & Documentaries Prime Varies	FRONTLINE History & Documentaries Prime Varies	Nature, Science, Technology & Environment Prime Varies	PBS Drama MASTERPIECE Prime Varies	Premium Prime PBS arts Prime Varies	Miss Fisher's Murder Mysteries Program Finale 6/9 Premium Prime	Prime Varies MASTERPIECE National Memorial Day Concert Shetland Endeavor S5 - 6/24 Prime Varies
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HOW-TO | NATURE | SCI/TECH | NEWS/PA | TALK | BUSINESS | HIST/DOC | DRAMA | MUS/PERF



MAY 4, 2018

FOR INFORMATION ON BECOMING A SPONSOR:

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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



	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
8:00 PM	Carolina STORIES Local / Southern History & Documentaries Prime Varies	Making It Grow	A CHEF'S LIFE	PALMETTO SCENE	Father Brown	SONG OF THE MOUNTAINS The Lincoln Theatre	PBS arts
8:30 PM			Family Ingredients	This Week in South Carolina Prime Varies			
9:00 PM	Carolina STORIES Local / Southern History & Documentaries Prime Varies	Expeditions	SUN Studio Sun Studio Sessions	Start Up Prime Varies	Doctor Blake Mysteries	Michael Johnathon's WOOD SONGS Old-Time Radio Hour	PBS arts
9:30 PM		Travels with Darley	Ray Stevens Cabaray Nashville Prime Varies	CAROLINA BUSINESS REVIEW	Prime Varies	Prime Varies	
10:00 PM	REEL SOUTH Local / Southern History & Documentaries Prime Varies	Rick Steves' Europe	Music City Roots MUSIC CITY LIVE FROM THE FACTORY	Between the Lines with Barry Kibrick	MASTERPIECE	BLUEGRASS UNDERGROUND Prime Varies	PBS arts
10:30 PM		Growing A Greener World	Prime Varies	Articulate with Jim Cotter		Prime Varies	



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. ¹

Source: 1.Consumer Study, Marshall Marketing 2018

	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
8:00 PM	NHK NEWSLINE from TOKYO				Asia Insight	history Detectives	WASHINGTON WEEK with GWEN IFILL
8:30 PM	Start Up Prime Varies	Consuelo Mack WEALTHTRACK THE RIGHT TRACK TO YOUR FINANCIAL HEALTH	ASSIGNMENT ASIA	To The Contrary	OVERHEARD with EVAN SMITH	PBS NEWSHOUR WEEKEND	PBS NEWSHOUR WEEKEND Prime Varies
9:00 PM	PBS NEWSHOUR SM						PBS NEWSHOUR WEEKEND
9:30 PM						In Principle	
10:00 PM	NHK NEWSLINE from TOKYO					ANTIQUES ROADSHOW	MASTERPIECE
10:30 PM	Amanpour on PBS					Prime Varies	

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