

All schedules subject to change without notice.

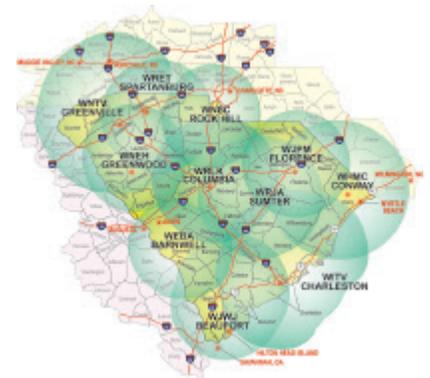
## Primetime Audience

- In an average week, **over a million** South Carolina Adults 18+ watch South Carolina ETV.<sup>1</sup>
- Over the course of a year, **86%** of all U.S. television households watch PBS.<sup>2</sup>
- 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.<sup>3</sup>
- 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%).<sup>4</sup>
- 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.<sup>4</sup>
- 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.<sup>5</sup>
- The premiere of **MASTERPIECE CLASSIC "Downton Abbey, Season 5"** drew an average audience of **9.4** household rating.<sup>6</sup>
- PBS' primetime rating for news and public affairs programming is **105%** higher than CNN's primetime audience.<sup>4</sup>
- For **12 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.<sup>7</sup>

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:

- #22 Charlotte
- #37 Greenville/Spartanburg/Asheville, NC
- #78 Columbia
- #91 Beaufort/Hilton Head/Savannah, GA
- #94 Charleston
- #102 Myrtle Beach/Florence
- #112 Augusta/Aiken
- #192 Greenwood/Greenville



Sources: 1.Consumer Study, Marshall Marketing 2015; 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. ORC CARAVAN, January 2015

	MONDAY Antiques Roadshow/ History/Documentaries	TUESDAY History/Documentaries/ Public Affairs	WEDNESDAY Nature/Science/ Environment	THURSDAY ETV Presentations/ Drama/Arts	FRIDAY Public Affairs/Arts/ Drama/Documentaries	SATURDAY British Drama/Drama/ Documentaries	SUNDAY Masterpiece/Drama/ Arts/Documentaries
8:00 PM	ANTIQUES ROADSHOW 	History & Documentaries	NATURE  Nature, Science & Environment	Carolina STORIES 	WASHINGTON WEEK with GWEN IFILL	Father Brown 	MASTERPIECE Home Fires S2 
8:30 PM	Premium Prime	Prime Varies	Prime Varies	Southern Lens REEL SOUTH	CHARLIE ROSE THE WEEK	Premium Prime	Apr 2 - May 7 Call the Midwife S6 
9:00 PM	ANTIQUES ROADSHOW 	AMERICAN EXPERIENCE History & Documentaries	NOVA Nature, Science & Environment	Local / Southern History & Documentaries	PBS arts 	Doctor Blake Mysteries 	Apr 2 - May 21 Wolf Hall 
9:30 PM	Premium Prime	Prime Varies	Prime Varies	PBS Drama repeats Prime Varies		Premium Prime	Prime Varies
10:00 PM	History & Documentaries	FRONTLINE History & Documentaries	Nature, Science & Environment	Call the Midwife Season 6 (Sunday repeats) 	Premium Prime	Miss Fisher's Murder Mysteries 	Prime Varies
10:30 PM	Prime Varies	Prime Varies	Prime Varies	Prime Varies	Prime Varies	Premium Prime	Prime Varies

- HOW-TO
- NATURE
- SCI/TECH
- NEWS/PA
- TALK
- BUSINESS
- HIST/DOC
- DRAMA
- MUS/PERF

### FOR INFORMATION ON BECOMING A SPONSOR:

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APR 01, 2017



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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 640,000* South Carolina Adults 18+ watch South Carolina Channel. <sup>1</sup>

Source: 1.Consumer Study, Marshall Marketing 2015

	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
8:00 PM	Local / Southern History & Documentaries	<b>Making It Grow</b>	<b>A CHEF'S LIFE</b>	<b>PALMETTO SCENE</b>	Father Brown	<b>SONG OF THE MOUNTAINS</b> <small>The National Theatre</small>	<b>PBS arts</b>
8:30 PM	<b>Carolina STORIES</b>		<b>MOVEABLE FEAST</b> <small>—Cooking</small>	This Week in South Carolina Prime Varies			
9:00 PM	<b>Southern Lens</b>	<b>Expeditions</b>	<b>SUN Studio</b> Sun Studio Sessions	America's Now Prime Varies	Doctor Blake Mysteries	Michael Johnathon's <b>WOODSONGS</b> <small>Old-Time Radio Hour</small>	<b>PBS arts</b>
9:30 PM	<b>REEL SOUTH</b> Prime Varies	<b>Travels with Darley</b>	Jammin at Hippy Jack's Prime Varies	<b>CAROLINA BUSINESS REVIEW</b>		Prime Varies	
10:00 PM	<b>Mary Long's Yesteryear</b>	<b>Coastal Kingdom</b>	Live from the Dennison Lodge <small>Live from the Dennison Lodge</small>	Between the Lines with Barry Kibrick	<b>MASTERPIECE</b>	<b>THE LOWERTOWN LINE</b>	<b>PBS arts</b>
10:30 PM	Palmetto Places	Growing A Greener World	(Dubois, Wyoming)	<b>Viscious</b>	Prime Varies	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, *over a half million* South Carolina Adults 18+ watch ETV World. <sup>1</sup>

Source: 1.Consumer Study, Marshall Marketing 2015

	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
8:00 PM	<b>NHK NEWSLINE</b> <small>from TOKYO</small>				<b>Asia Insight</b>	<b>history Detectives</b>	<b>NOVA</b> Prime Varies
8:30 PM	<b>Assignment Asia</b>	<b>Consuelo Mack</b> <small>CONSELO MACK   WEATHERTRACK</small>	<b>VISIONARIES</b>	<b>To The Contrary</b>	<b>Focus On Europe</b>		
9:00 PM	<b>CHARLIE ROSE THE WEEK</b>	<b>Charlie rose</b>				<b>PBS NEWSHOUR</b> <b>WEEKEND</b>	
9:30 PM	<b>WASHINGTON WEEK</b> <small>with GWEN IFILL</small>					<b>CHARLIE ROSE THE WEEK</b>	<b>WASHINGTON WEEK</b> <small>with GWEN IFILL</small>
10:00 PM	<b>PBS NEWSHOUR</b> <small>SM</small>					<b>ANTIQUES ROADSHOW</b>	<b>NATURE</b> Prime Varies
10:30 PM						Prime Varies	Prime Varies

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