



For immediate release:
March 7, 2025

SCETV is now free to stream for Prime Video viewers in the U.S.

COLUMBIA, S.C. – South Carolina ETV (SCETV) is now streaming for [Amazon Prime Video](#) viewers in South Carolina. The [partnership](#) between PBS and Amazon brings [ETV-HD](#) along with the PBS KIDS Channel to Prime Video’s free ad-supported streaming television (FAST) offerings. The network’s main channel is now accessible on Prime Video via the app, web and Fire TV. This collaboration marks the first time PBS programming is available for free on a major streaming service, expanding access to high-quality educational content for South Carolina’s audience.

Through this partnership, SCETV viewers can enjoy their favorite SCETV, PBS and PBS KIDS programs ad-free using Prime Video’s FAST channels. Non-Prime users can access this content for free under the “Watch for Free” section within Prime Video, ensuring the trusted and inspiring programming from SCETV and PBS remains open and accessible to all.

In November 2024, PBS and Amazon announced more than 150 local PBS stations and the PBS KIDS Channel would launch ad-free over the coming months as a Prime Video FAST offering. Additionally, [PBS Distribution](#) (PBSd), a leading distributor of public media content around the world, now offers two new FAST channels: PBS Drama and PBS Documentaries.

This launch marks a significant milestone for PBS in delivering a curated lineup of its high-quality programming from member stations to a broader FAST audience, particularly at a time when [two in three U.S. viewers](#) use a FAST platform.

This addition reflects SCETV’s ongoing commitment to expanding digital access to its educational programming. As streaming habits continue to evolve, the launch of these FAST channels ensures SCETV content can reach an even broader audience.

Alongside Prime Video, SCETV programming remains available through a variety of platforms, including the [SCETV website](#), [SCETV app](#), [Hulu + Live TV](#), [YouTube TV](#), [Local Now](#), and in the [PBS App](#). Additionally, ETV Endowment members have access to an extended library of public television programming through [SCETV Passport](#).

QUOTES

“SCETV is proud to be part of this innovative step forward, ensuring that our local stories and educational programming are more accessible than ever. Through this partnership with PBS and Amazon Prime Video, we’re excited to bring South Carolina-focused content — from local documentaries to community stories — to more viewers, expanding access to our programming across digital platforms and connecting with audiences wherever they are.” **–SCETV President and CEO Adrienne Fairwell**

“This partnership marks a new chapter in how SCETV reaches its audience. South Carolinians will now have even more ways to experience the quality programming they know and love. This expansion means our local content, whether it’s a deep dive into the state’s history or a showcase of its vibrant culture, is available anytime, anywhere.” **–SCETV Interim Director of Television Cheryl Nunnley**

“Our technology and facilities team is proud to support this exciting partnership. The team’s dedication and expertise have been instrumental in making this launch a success. By embracing cutting-edge streaming technology, we’re not only enhancing the viewer experience but also strengthening SCETV’s ability to



deliver meaningful content to every corner of South Carolina — regardless of how audiences choose to watch.” –**SCETV Chief Technology Officer of Technology and Facilities Mark Jahnke**

“This collaboration highlights SCETV’s commitment to staying at the forefront of not only broadcasting, but the ever-changing landscape of technologies that support modern media. We’re excited to support new digital platforms that expand access to our content, serving our community where they are.” –**SCETV Director of Engineering Tyler Brock**

FAST FACTS

- South Carolina ETV (SCETV) is now streaming for [Amazon Prime Video](#) viewers in South Carolina.
- The [partnership](#) between PBS and Amazon brings [ETV-HD](#) along with the PBS KIDS Channel to Prime Video’s free ad-supported streaming television (FAST) offerings.
- In November 2024, PBS and Amazon announced more than 150 local PBS stations and the PBS KIDS Channel would launch ad-free.
- Alongside Prime Video, SCETV programming remains available through a variety of platforms, including the [SCETV website](#), [SCETV app](#), [Hulu + Live TV](#), [YouTube TV](#), [Local Now](#), and in the [PBS App](#). Additionally, ETV Endowment members have access to an extended library of public television programming through [SCETV Passport](#).

About South Carolina ETV and Public Radio

South Carolina ETV and Public Radio (SCETV) is the state's public educational broadcasting network. SCETV amplifies South Carolina voices, provides educational experiences and strengthens communities, while working toward creating a stronger, more connected and informed South Carolina. In addition to airing local programs, such as *The Know Show*, *Making It Grow*, and *This Week in South Carolina*, SCETV also presents multiple programs to regional and national audiences, including *Books By The River*, *After Action*, *Reconnecting Roots*, *Reel South*, *Somewhere South*, *Yoga in Practice*, *Downing of a Flag* and *Southern Songwriters with Patrick Davis*.

About PBS

[PBS](#) offers all Americans the opportunity to explore new ideas and new worlds through television and digital content. Each month, PBS reaches over 36 million adults on linear primetime television, more than 16 million users on PBS-owned streaming platforms, 53 million viewers on YouTube, and 60 million people view PBS content on social media, inviting them to experience the worlds of science, history, nature, and public affairs and to take front-row seats to world-class drama and performances. PBS’s broad array of programs has been consistently honored by the industry’s most coveted award competitions. Teachers of children from pre-K through 12th grade turn to [PBS LearningMedia](#) for digital content and services that help bring classroom lessons to life. As the number one educational media brand, [PBS KIDS](#) helps children 2-8 build critical skills, enabling them to find success in school and life. Delivered through member stations, PBS KIDS offers high-quality content on TV — including a PBS KIDS channel — and streaming free on [pbskids.org](#) and the [PBS KIDS Video app](#), games on the [PBS KIDS Games app](#), and in communities across America. More information about PBS is available at [PBS.org](#), one of the leading dot-org websites on the internet, [Facebook](#), [Instagram](#), or through our [apps for mobile and connected devices](#). Specific program information and updates for press are available at [pbs.org/pressroom](#) or by following [PBS Communications on X](#).

About PBS Distribution

[PBS Distribution](#) is a leading distributor of public media content around the world, entertaining audiences across platforms and formats. The company, a joint venture of PBS and GBH Boston, provides premium content through multiple digital channels and video services. PBS Distribution operates seven subscription streaming channels — PBS Masterpiece (US and CA), PBS KIDS, PBS Living, PBS Documentaries (US and CA) and PBS America (U.K.) as well as numerous Free Ad-supported Streaming TV (FAST) Channels in the U.S and U.K. In addition, the company reaches viewers through Transactional Video-on-Demand (TVOD), Subscription Video-on-Demand (SVOD) licensing, Advertising-based Video on Demand (AVOD),



DVD and Blu-ray, theatrical releases, educational platforms, non-theatrical and inflight sales, and serves broadcasters and producers providing program sales and co-production financing. PBS Distribution offers consumers and educators the highest quality factual, scripted, and children's programming including films from Ken Burns, hit series from MASTERPIECE and foreign language dramas from Walter Presents, entertaining and educational PBS KIDS series, and award-winning documentaries from NOVA, FRONTLINE, AMERICAN MASTERS, NATURE, AMERICAN EXPERIENCE, and many independent producers. For over 10 years, the company has extended the reach of programming beyond broadcast while generating revenue for the public television system, stations, and producers. Follow PBS Distribution on [Facebook](#).

Media Contact:

Landon Masters

media@scetv.org

(803) 737-3337