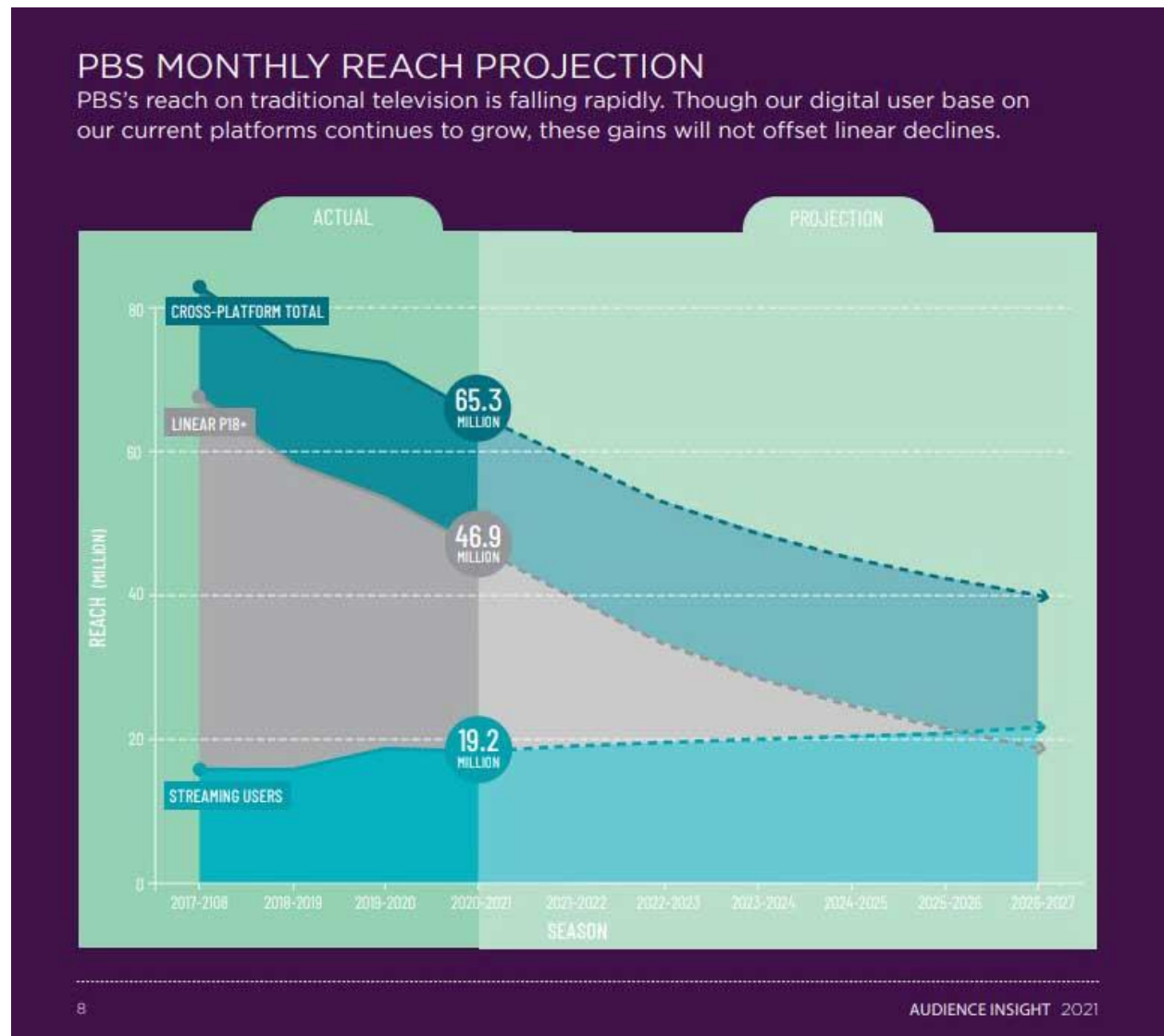


PBS Audience Insights 2021 (excerpts)

PBS projects that on-demand streaming audience growth over the next five years will not keep up with a shrinking linear TV audience



By the end of this year, time spent watching digital videos during primetime hours is expected to be about the same as time watching traditional, linear TV

CONTRIBUTION OF SOURCES TO OVERALL PRIMETIME VIEWING

