

BREAKTHROUGH WOMEN

IN SCIENCE & MEDICINE

Audience Overview



80 MILLION

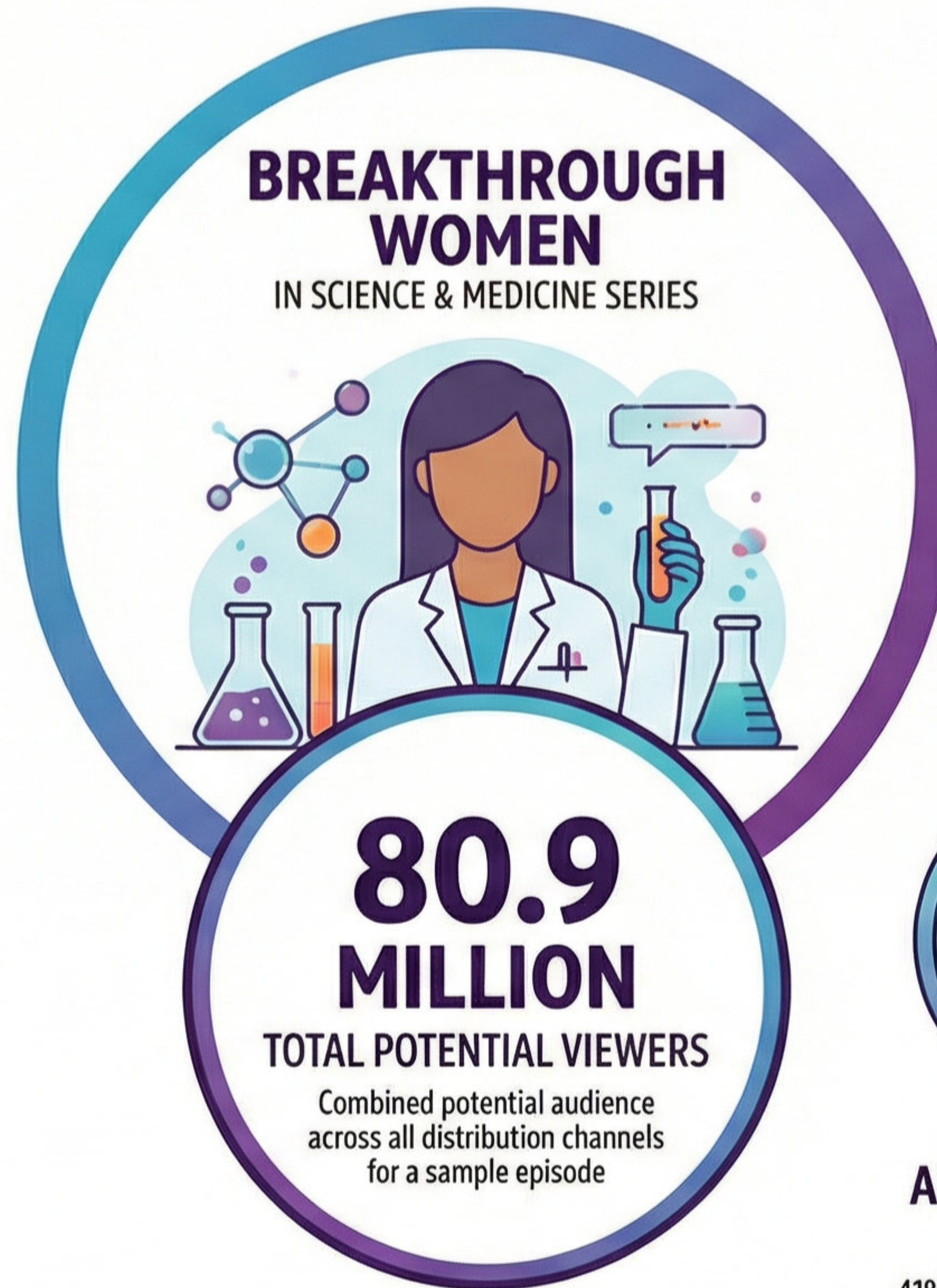
HOUSEHOLDS via PUBLIC TV

National distribution to public television stations via NETA network



40 MILLION+
STUDENTS & FACULTY REACHED

Available in over 77,000 schools and 26,000 libraries worldwide



15 MILLION

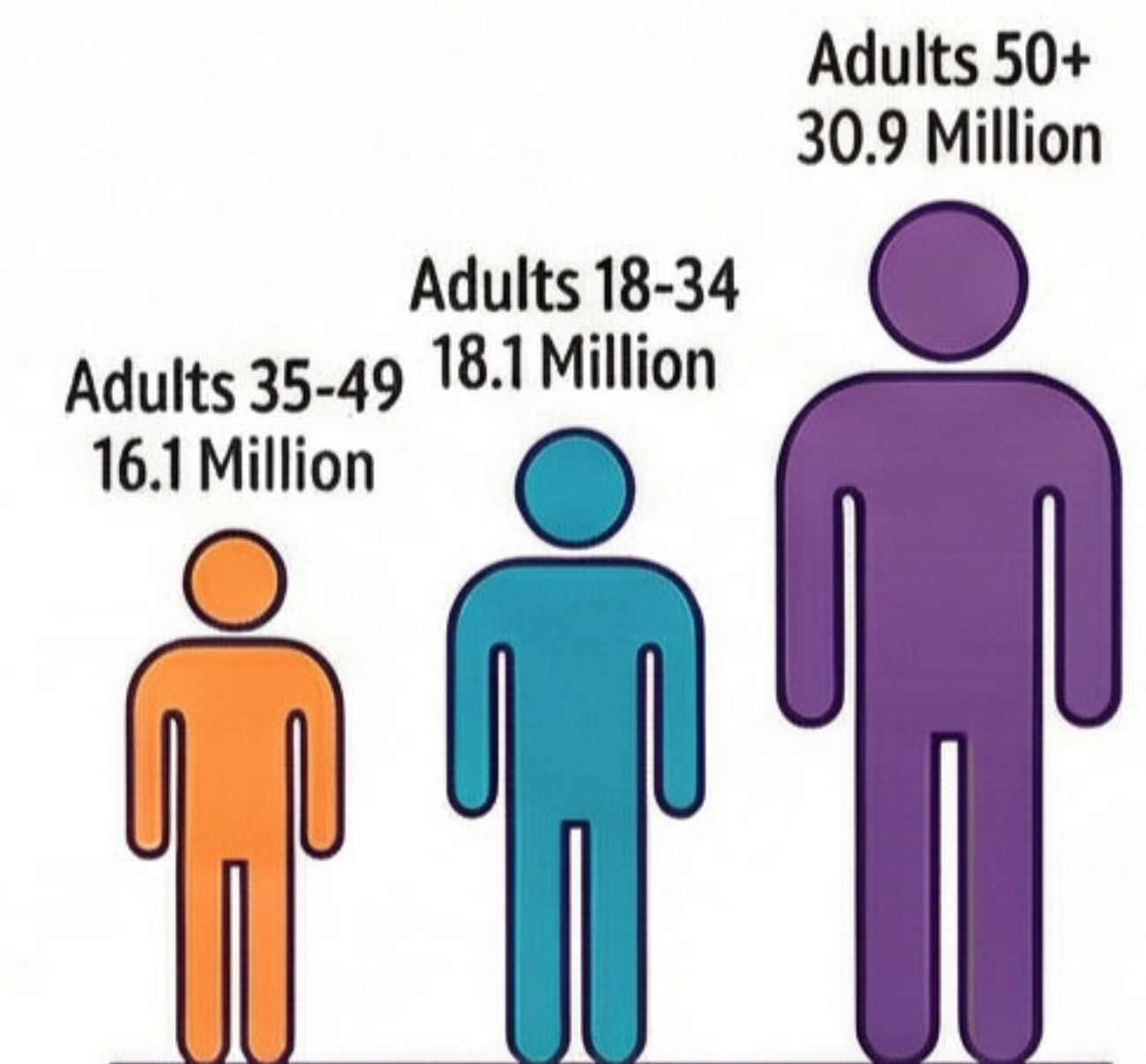
MONTHLY PBS DIGITAL USERS

On-demand access via PBS.org, PBS App, Prime Video, Roku, and more



**AIRED DURING PEAK
VIEWING TIMES**

41% of airings occur during Prime Time (28%) and Early Fringe (13%)



**STRONGEST REACH
WITH ADULTS 50+**