

BREAKTHROUGH  
**WOMEN**  
IN SCIENCE & MEDICINE

## Audience Overview



**80 MILLION**

HOUSEHOLDS via PUBLIC TV

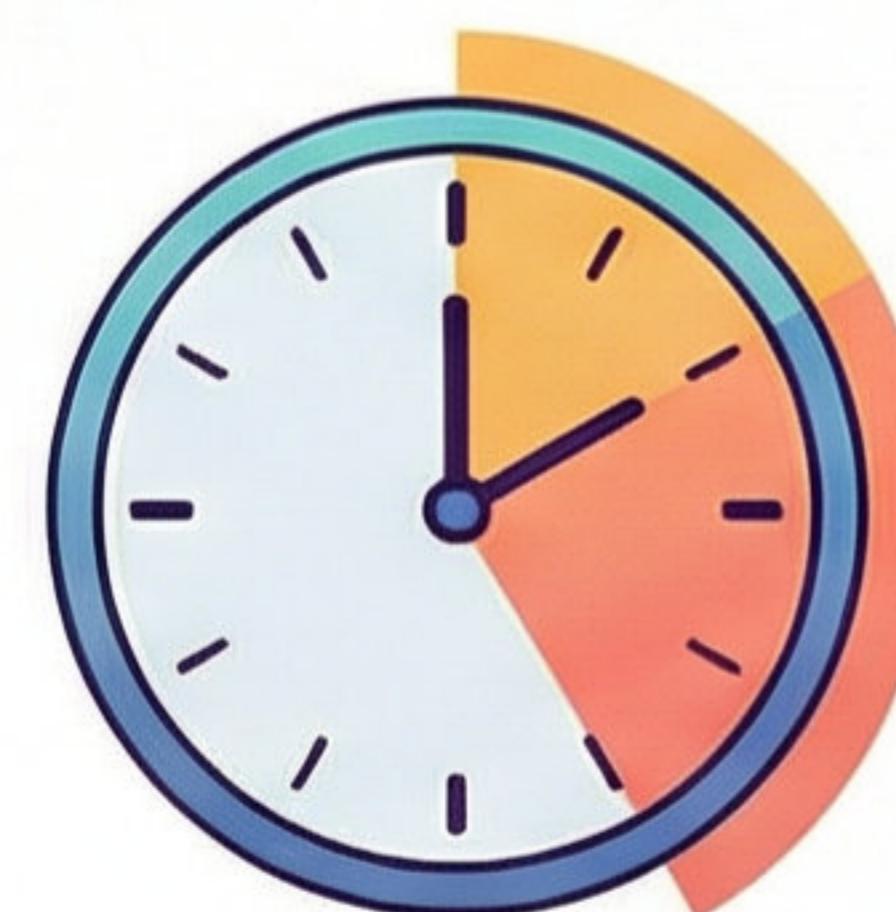
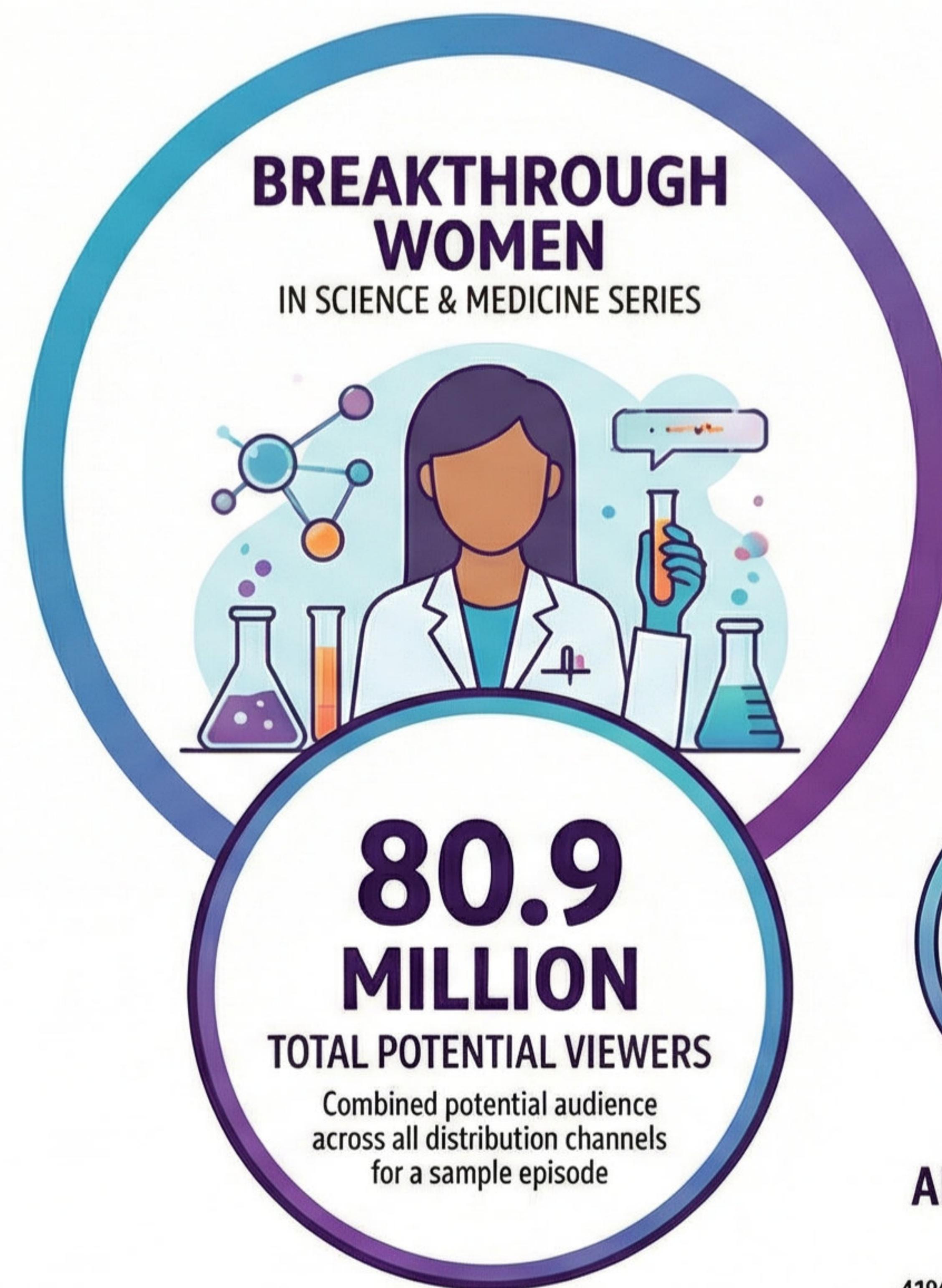
National distribution to public television stations via NETA network



**40 MILLION+**

STUDENTS & FACULTY REACHED

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



**AIRED DURING PEAK VIEWING TIMES**

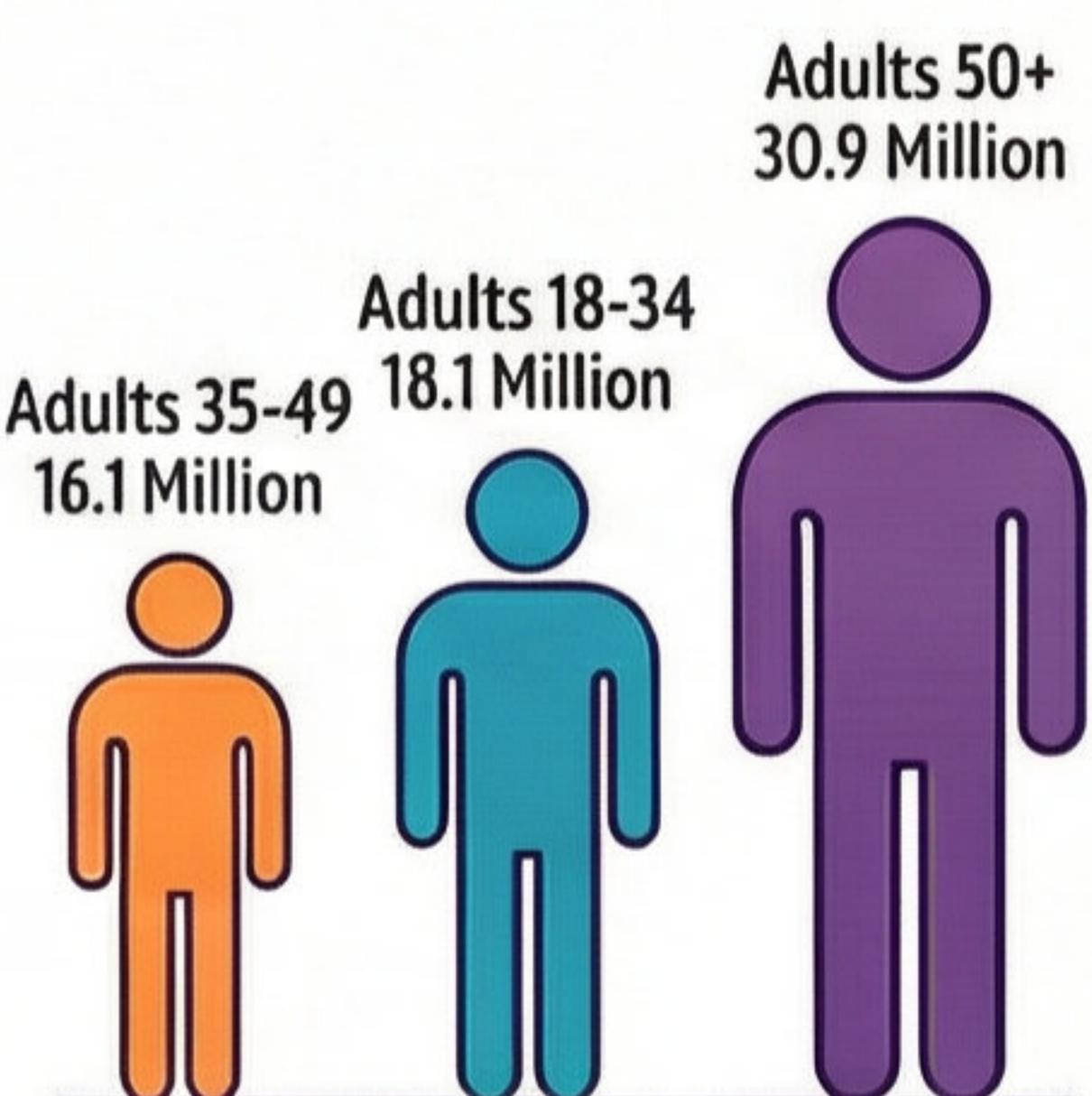
41% of airings occur during Prime Time (28%) and Early Fringe (13%)



**15 MILLION**

MONTHLY PBS DIGITAL USERS

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



**STRONGEST REACH WITH ADULTS 50+**