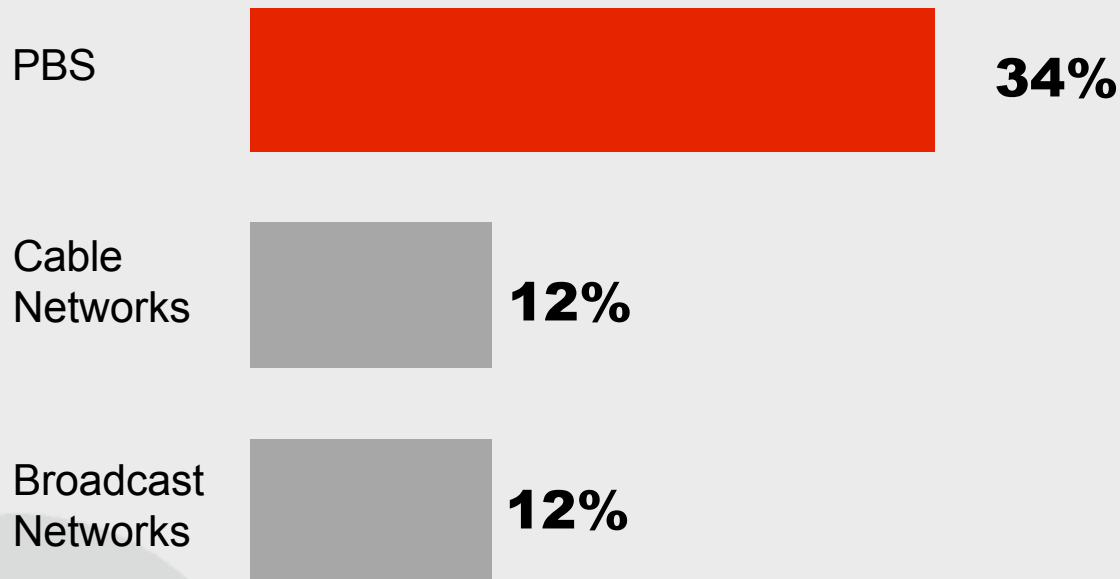


Enhance Your Corporate Reputation

PBS Viewers Believe that Companies that Sponsor PBS are Committed to Quality and Excellence



How to read:

34% of **PBS viewers** surveyed believe companies that sponsor PBS have a commitment to to quality & excellence.

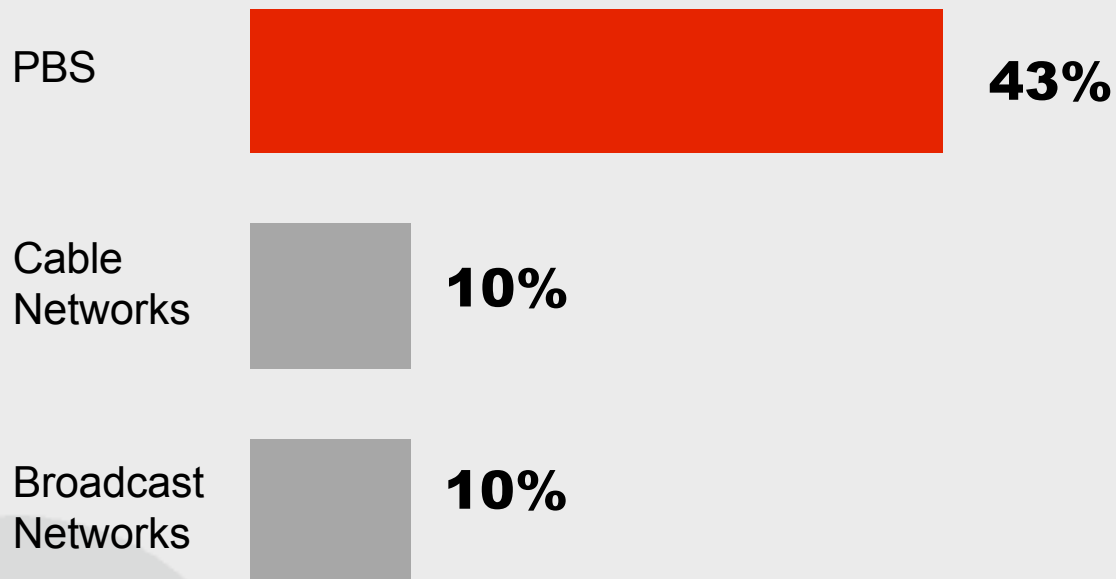
12% of **cable viewers** surveyed believe companies that **advertise on cable networks** have a commitment to quality & excellence.

12% of **broadcast viewers** surveyed believe companies that **advertise on broadcast networks** have a commitment to quality & excellence.

Source: Harris Interactive SGPTV Attitudes and Sponsorship Favorability Study of 4,368 adults 18+. 1/28-2/3/09. Last month viewers of PBS, Broadcast, and Cable Networks.

Enhance Your Corporate Image

PBS Viewers Feel More Positive About PBS Sponsors



How to read:

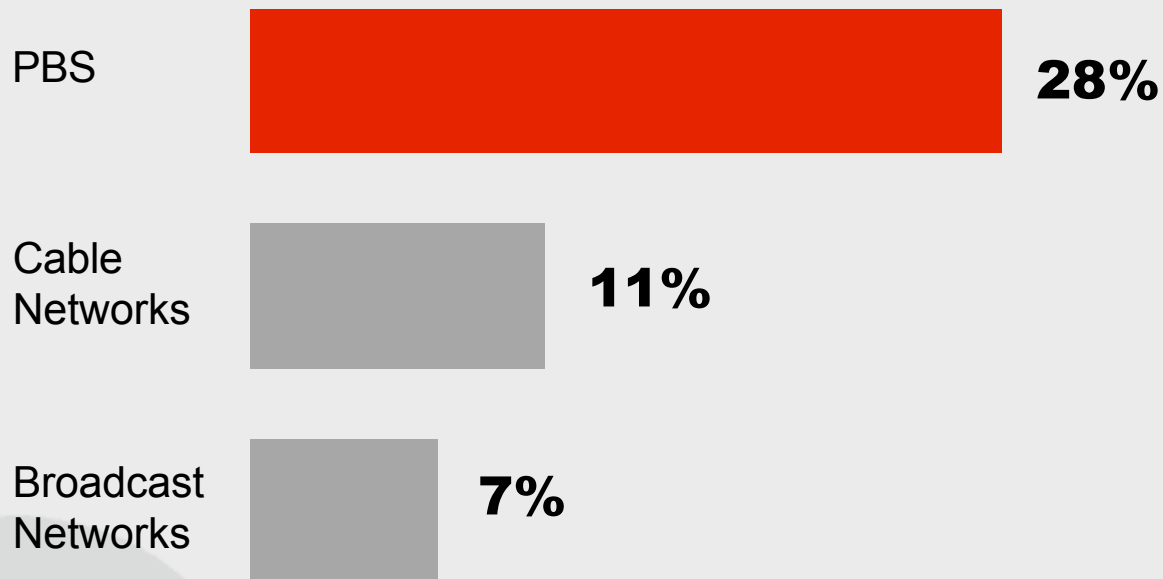
43% of **PBS viewers** surveyed feel more positive about companies because they **sponsor PBS**.

10% of **cable viewers** surveyed feel more positive about companies because they **advertise on cable television**.

10% of **broadcast viewers** surveyed feel more positive about companies because they **advertise on broadcast television**.

Impact Your Bottom Line

PBS Viewers Are More Likely to Choose to Buy a Product or Service from a PBS Sponsor



How to read:

28% of **PBS viewers** surveyed are more likely to choose to buy a product or service from a **PBS sponsor**, all things being equal.

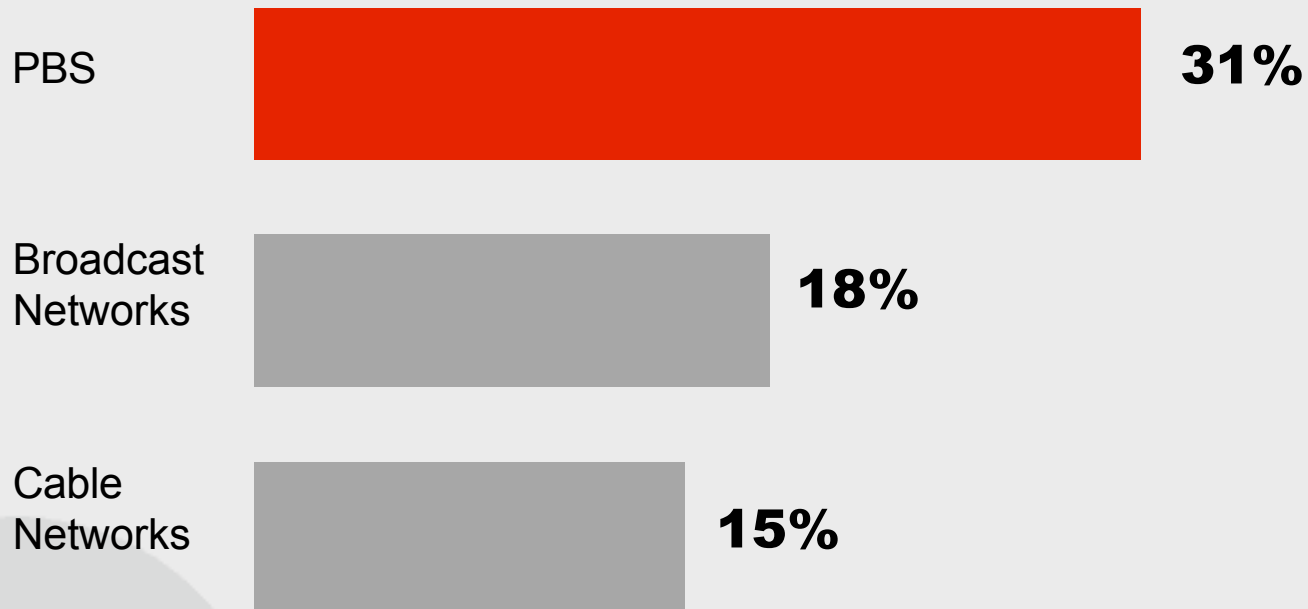
11% of **cable viewers** surveyed are more likely to choose to buy a product or service from a **cable advertiser**, all things being equal.

7% of **broadcast viewers** surveyed are more likely to choose to buy a product or service from a **broadcast advertiser**, all things being equal.

Source: Harris Interactive SGPTV Attitudes and Sponsorship Favorability Study of 4,368 adults 18+. 1/28-2/3/09. Last month viewers of PBS, Broadcast, and Cable Networks.

Your Message Gets Noticed on PBS

PBS Viewers Pay Attention to PBS Sponsors



How to read:

31% of **PBS viewers** agree with the statement "I pay attention to **sponsor messages on PBS.**"

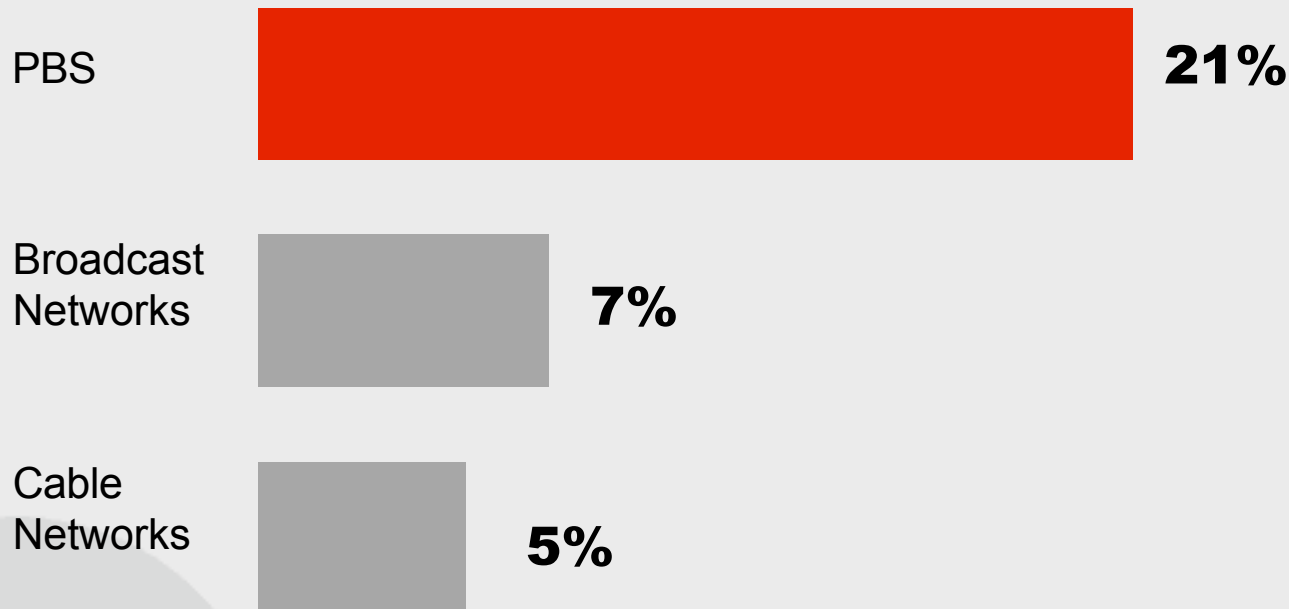
18% of **broadcast network viewers** agree with the statement "I pay attention to **advertisements on broadcast networks.**"

15% of **cable network viewers** agree with the statement "I pay attention to **advertisements on cable networks.**"

Source: Harris Interactive SGPTV Attitudes and Sponsorship Favorability Study of 4,368 adults 18+. 1/28-2/3/09. Last month viewers of PBS, Broadcast, and Cable Networks.

Reach Consumers that Will Support You During Times of Controversy

PBS Viewers are More Likely to Support PBS Sponsors During a Sponsor's Time of Controversy



How to read:

21% of **PBS viewers** agreed with the statement "I am more likely to support companies during their times of controversy because they **sponsor PBS.**"

7% of **broadcast network viewers** agreed with the statement "I am more likely to support companies during their times of controversy because they **advertise on the broadcast networks.**"

5% of **cable network viewers** agreed with the statement "I am more likely to support companies during their times of controversy because they **advertise on the cable networks.**"

Source: Harris Interactive SGPTV Attitudes and Sponsorship Favorability Study of 4,368 adults 18+. 1/28-2/3/09. Last month viewers of PBS, Broadcast, and Cable Networks.

Showcase Your Commitment to Your Consumers

PBS Viewers Believe PBS Sponsors are Respectful of Their Intelligence.

PBS



36%

Broadcast
Networks



11%

Cable
Networks



7%

How to read:

36% of **PBS viewers** agreed with the statement “Companies that **sponsor PBS** are respectful of their consumers’ intelligence.”

11% of **broadcast network viewers** agreed with the statement “Companies that **advertise on broadcast networks** are respectful of their consumers’ intelligence.”

7% of **cable viewers** agreed with the statement “Companies that **advertise on cable networks** are respectful of their consumers’ intelligence.”

Source: Harris Interactive SGPTV Attitudes and Sponsorship Favorability Study of 4,368 adults 18+. 1/28-2/3/09. Last month viewers of PBS, Broadcast, and Cable Networks.