

Viewers



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“Create was the first digital channel in the Reno/Tahoe market to achieve—and keep—minimums for inclusion in the Nielsen ratings reports.”

- Kurt Mische
President & CEO, KNPB

Year 14 launch: January 1, 2019

110

Licensees

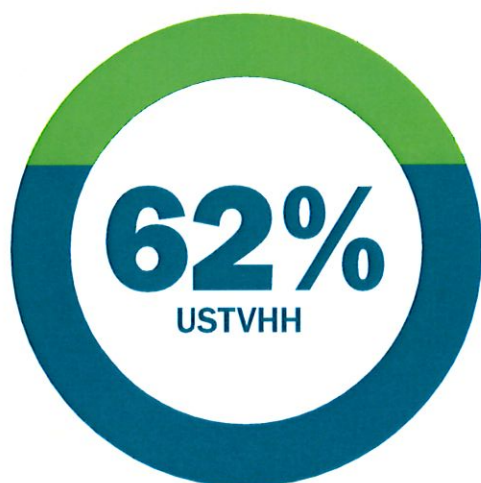
239

Stations

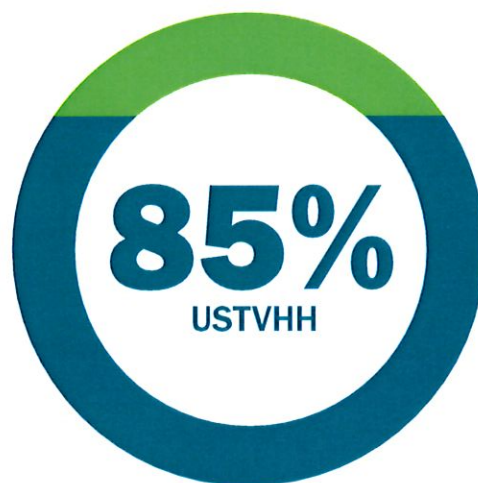
24/7

Multicast Channel
Since 2006

Coverage

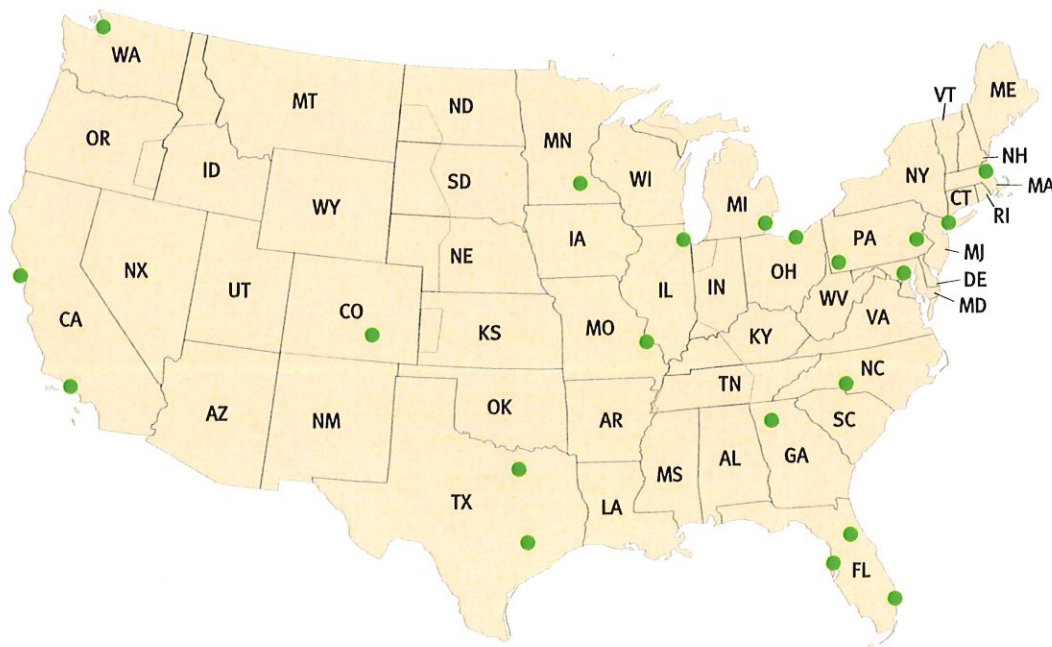


81 licensees in 2006



110 licensees in 2018

Create is currently available in 21 of the top 25 markets:



How-To Lifestyle - Rating TV-G
Cooking • Travel • Home Improvement
• Gardening • Arts & Crafts

New York
Los Angeles
Chicago
Philadelphia
Dallas
Baltimore/DC
Houston
San Francisco
Atlanta
Boston
Seattle

Tampa
Detroit
Minneapolis
Miami
Denver
Orlando
Cleveland
St. Louis
Charlotte
Pittsburgh

**"The large variety of lifestyle programs never gets old.
It is TV the entire family can enjoy."**

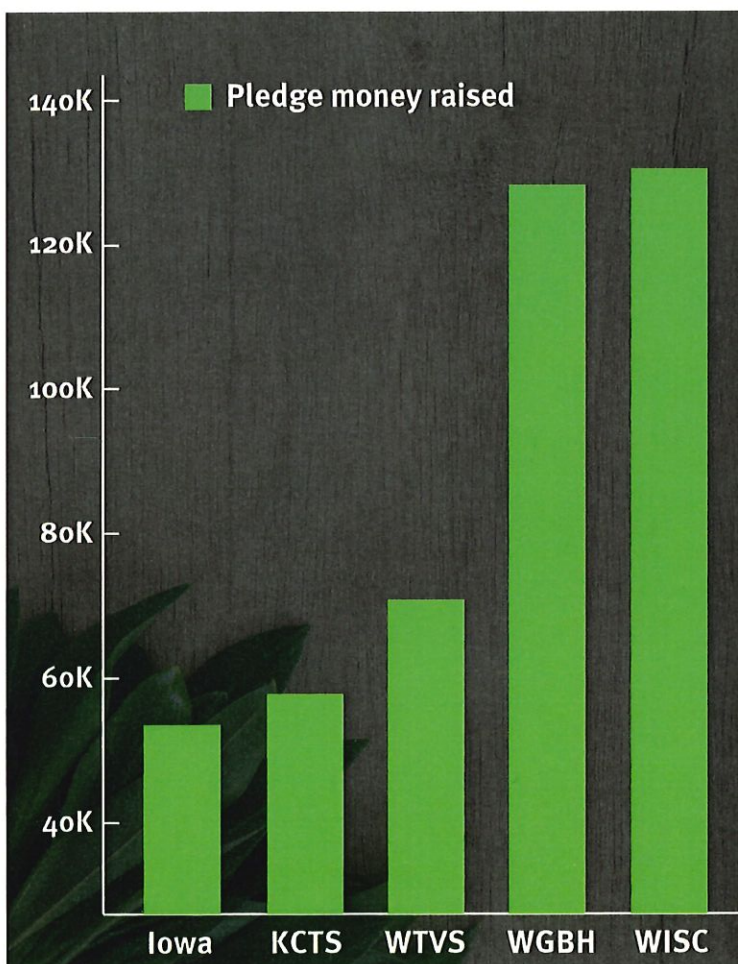
- Karen Bell, Program Manager,
Northern California Public Media

Create delivers for stations and viewers!

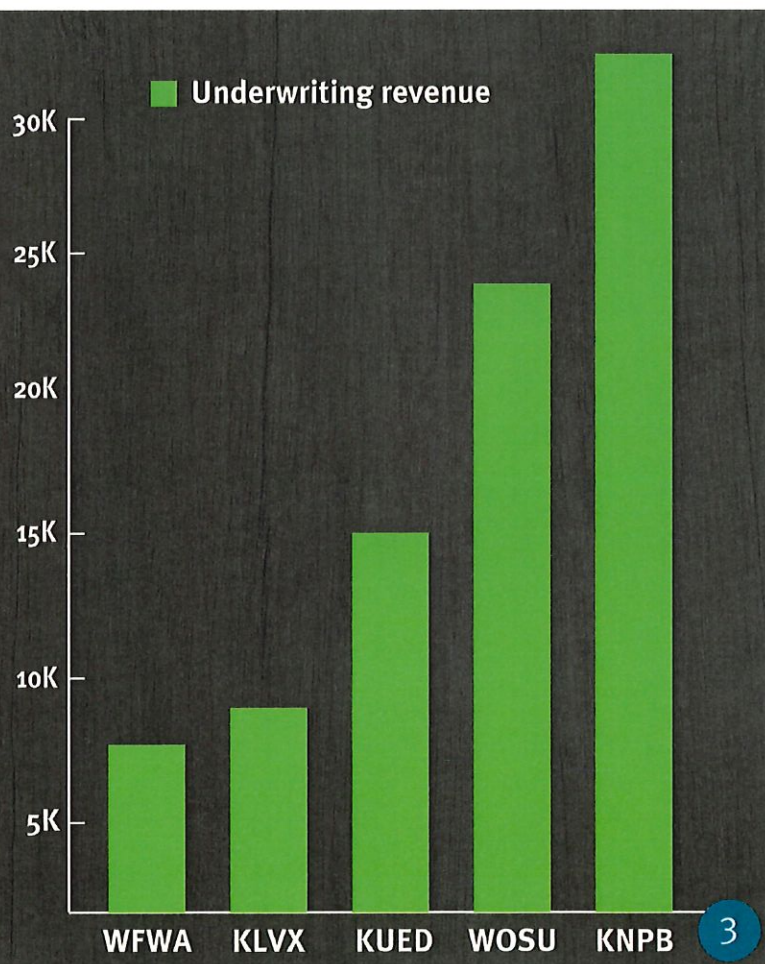
Ratings and audience reach:

- Reaches 46 million viewers annually
- Over-indexes the U.S. average with African Americans, Hispanics and other ethnicities
- Delivers viewers in the 25-54 and boomer demos
- Earns up to 42% of stations' main channel average rating, depending upon market
- Garneres higher viewership than handfuls of other cable networks
- Ranks as diginet with 7th highest national reach in the U.S., according to *TVNewsCheck*

▼ Pledge revenue maker:



▼ Local underwriting revenue:



TRAC Media research revealed that cooking, travel and home improvement are the most watched program genres. We've strengthened the schedule to focus on these genres on weekdays. On weekends, the schedule grows to include popular content and programming found only on Create!

Sunday-Friday		Saturday	Sunday
Daytime block Su - F	6-7 A.M. Arts & Crafts	6 A.M. - 12 P.M. <i>Weekend Marathon</i>	6 A.M. - 12 P.M. <i>Daytime block Su - F</i>
	7-9 A.M. Cooking		
	9-10 A.M. Travel		
	10-11 A.M. Home Improvement		
	11-11:30 A.M. Gardening		
	11:30-12 P.M. General Lifestyle/Crafts		
Daytime block M - F	12-1 P.M. Arts & Crafts	Noon - 6 P.M. <i>Repeat of Gardening & Monday Evening</i>	12 - 6 P.M. <i>Weekend Marathon</i>
	1-3 P.M. Cooking		
	3-4:30 P.M. Travel		
	4:30-5 P.M. Home Improvement		
	5-5:30 P.M. Gardening		
	5:30-6 P.M. General Lifestyle/Crafts		
Su - F	6-6:30 P.M. Home Improvement	6 P.M. - 12 A.M. <i>Weekend Marathon</i>	6 P.M. - 12 A.M. <i>Evening block</i>
	6:30-10 P.M. Cooking		
	10-10:30 P.M. Home Improvement		
	10:30-11:30 P.M. Travel		
	11:30-1:30 A.M. Cooking		
	1:30-2 A.M. Travel		
	2-4 A.M. Cooking		
	4-4:30 A.M. Home Improvement		
	4:30-5:30 A.M. Travel		
	5:30-6 A.M. Cooking		
		6 A.M.	

Look for these titles and more...

America's Test Kitchen
From Cook's Illustrated
American Woodshop
Annabel Langbein: The Free
Range Cook
Ask This Old House
Baby Makes 3
Baking With Julia
Barbecue University With
Steven Raichlen
Bare Feet With
Mickela Mallozzi
Beads, Baubles and Jewels
Best of Sewing With Nancy
The Beauty of Oil Painting
With Gary and
Kathwren Jenkins
The Best of Simply Painting
The Best of the Joy of Painting
Born to Explore With
Richard Wiese

Fit 2 Stitch
Food Flirts
Food Over 50
Fons and Porter's Love
of Quilting
For Your Home
Frank Clarke: Simply Painting
Around the World
French Chef Classics
Fresh Quilting
Fringe Benefits
GardenSMART
Gary Spetz's Watercolor Quest
George Hirsch Lifestyle
Globe Trekker
Growing a Greener World
The Grand View
The Great American Seafood
Cook-Off
Growing Bolder
Hands-On Crafts for Kids

The Kitchen Wisdom of
Cecilia Chiang
Knit and Crochet Now!
Knitting Daily
Lidia's Kitchen
Lucky Chow
Make 48
Make It Artsy
Make Your Mark
Martha Bakes
Martha Stewart's Cooking
School
Mexico – One Plate at a Time
With Rick Bayless
Mike Colameco's Real Food
Mineral Explorers
MN Originals
Moveable Feast With
Fine Cooking
Music Voyager
My Greek Table With
Diane Kochilas

Rough Cut With
Fine Woodworking
Rudy Maxa's World
Samantha Brown's
Places to Love
Sara's Weeknight Meals
Scheewe Art Workshop
Seeing Canada
Sewing With Nancy
Simply Ming
Start Up
Steven Raichlen's
Project Fire
Steven Raichlen's
Project Smoke
A Taste of Louisiana With
Chef John Folse & Co.
Taste the Islands
TasteMakers
Taste of Malaysia
With Martin Yan
This Old House



Bringing It Home With
Laura McIntosh
Burt Wolf:
Travels & Traditions
A Chef's Life
Christopher Kimball's
Milk Street Television
Ciao Italia
Confucius Was a Foodie
Cook's Country
Cooking Odyssey
Cooking With Nick Stellino
Craft in America
A Craftsman's Legacy
Curious Traveler
The Daytripper
Destination Craft With Jim West
Dining With the Chef
Dream of Italy
Ellie's Real Good Food
Equitrekking
Essential Pépin
Family Ingredients
Family Travel With
Colleen Kelly

Healthful Indian Flavors
With Alamelu
Heirloom Meals
A Home for Christy Rost
How to Cook Well With
Rory O'Connell
Hubert Keller: Secrets of
a Chef
In Pursuit of Passion
In the Americas With
David Yetman
It's Sew Easy
Islands Without Cars
Jacques Pépin: Heart & Soul
Jazzy Vegetarian
Joanne Weir Gets Fresh
Joanne Weir's Cooking
Confidence
Joseph Rosendo's Travelscope
Journeys in Japan
Journeys in India
Julie Taboulie's Lebanese
Kitchen
Katie Brown Workshop
Kevin Belton's New Orleans
Kitchen

Neven Maguire: Home Chef
New Orleans Cooking
With Kevin Belton
New Scandinavian Cooking
Nick Stellino: Storyteller
in the Kitchen
Nigella: At My Table
P. Allen Smith's Garden Home
P. Allen Smith's Garden
to Table
Paint This With Jerry Yarnell
Painting and Travel
With Roger & Sarah
Kevin Belton's New Orleans
Kitchen
Pati's Mexican Table
Pedal America
Primal Grill With
Steven Raichlen
Quilting Arts
Real Rail Adventures
Rhythm Abroad
Richard Bangs' Specials
Rick Steves' Europe
Rick Steves Specials

Travels With Darley
Two for the Road
Urban Conversion
Visionkeepers
Weekends With Yankee
Wild Nevada
Wild Photo Adventures
Woodsmith Shop
Woodwright's Shop
Wyland's Art Studio
Yan Can Cook: Spice Kingdom

► Watch for:

Hometown Create –
featuring the best
of your locally produced
content from across
the country.
Coming in 2019!

Programs & rights

- Content sourced from APT Exchange, NETA, PBS Plus, local stations
- Licensees must be affiliated with above services
- See content list on page 5

Interstitials & other short-form content

- Tips, talent stories and more
- 1:35 minimum in each break for local spots
- Select interstitials may not be pre-empted, i.e. national underwriting spots, IDs, web promos

Hours/Schedule

- Intended to be broadcast 24/7
- Minimum carriage 12/7: preferred that 12 hours run between noon and midnight, or, at least 6 hours in that period

Localization

- Co-brand with persistent Create bug: Style Guide provides co-brand guidance APTonline.org/Createstations
- May substitute local spots for select interstitials
- Up to 2 half-hour programs per 6-hour block may be substituted with local or national (with required rights) lifestyle content

Guideline details available in contract



The benefits of Create®

- PTV's most popular national multicast channel for more than a decade

“Create is a quality lifestyle service which provides extensive support for stations through their first-rate website, providing a comprehensive repository of programs and promotional materials, but also continued, professional customer service.”

- Dana Divine, Program Operations Manager, WKYU

- Local revenue maker
- GRP generator
- Trusted experts and hosts
- Pioneering public media content
- Life-long learning focus

“Content is king – Create’s programming allows us to offer our viewers a much more expanded line-up than we have with only the core channel. Create also provides additional opportunities for underwriting, events and so much more.”

- Elizabeth Laval, Senior Vice President, Content & Development, KVPT

“Simply stated, the lineup.”

- Michael O’Keefe, Programming & Communications Manager, KMOS

- Viewer-favorite marathons
- Talent promos, tips, unique interstitials
- Station-focused staff supports licensee needs
- Significant opportunities for localization
- Underwriting PowerPoint template for localization – NEW in 2019

Assets to

**Promote
Tune-In**

**Engage
Sponsors**

**Plan for
Pledge**

APTonline.org / Create stations:

- Style guide
- Images
- Press releases
- Sizzle reel
- Promos and more!

CreateTV.com:

- Monthly pop-outs
- Home of Create Cooking Challenge
- Co-branded schedule

@CreateTVchannel

- Original content
- Shareable posts
- Engaged fan base

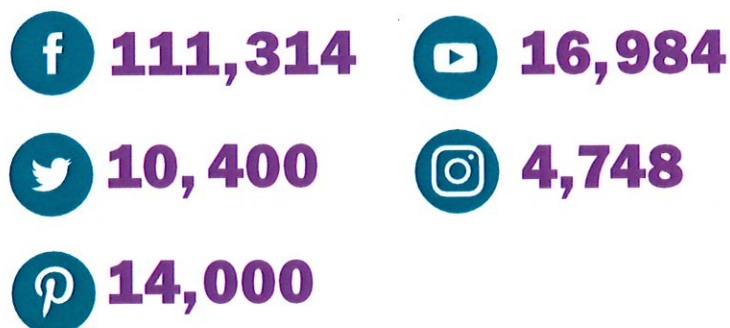
Merchandise:

- Hats
- Aprons
- Shirts
- Bags and more!



Create Cooking
Challenge 2018
Grand Prize
winner
Kiya Schnorr

Social stats:



Newsletter:

7,645 subscriber base

CreateTV.com

4.4 Million Annual page views



Timeline

Create-only Teleconference:

October 1, 2018 (online only)

Create Teleconference updates:

January, Spring (April), Summer (July),
Fall Marketplace

Offer kits and voting emails sent:

Late September 2018

Votes due:

October 24, 2018

Licensee agreement sent:

December 2018

Invoices sent to licensees:

December 2018

Year 14 begins:

January 1, 2019

Surveys sent:

Winter / Spring 2019

Contacts

Content and contract information:

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CreateTV.com and communications information:

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**Local and national underwriting,
Create merchandise, audience demographics
and general questions:**

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