



**For Immediate Release
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**GPB Scores Big with GHSA Football Championships
December 13 & 14**

Ranks #1 in the Nation Among the Top 25 Public Media Stations

GPB proved to be the big winner at the GHSA Football Championships on Friday, December 13 and Saturday, December 14. GPB Sports' live coverage of all of the games ranked the station as #1 in the nation among the Top 25 public media stations. Overall, GPB reached more than 1.1 million households in Georgia.

On Friday, the ratings averaged a 1.6, compared to a 1.2 ratings average for the Friday games in 2012. This represents a 31.7 percent increase in households. On Saturday, the ratings averaged a 3.3, compared with a 1.6 in 2012, marking an amazing 102 percent increase in households.

Also, GPB ranked as #1 among Atlanta broadcasters from 11:30am to 12:30am on Saturday with a 3.2 average for the entire day followed by WSB with 2.7 average for the same time period. The 3.2 average reflects viewership of the games, the GPB Tailgate Party programming in between games and post game coverage at the end of the championships.

GPB also saw big gains in its digital delivery of the games, with website viewership increasing 34 percent over 2012 and total page views up by 60 percent over last year. In addition, the website boasted visits from 58 countries around the world.

(More...)

GPB Scores Big with GHSA Football Championships

Page 2

GPB's popular sports app GPB Sports: Football, available through iTunes, saw an 81 percent increase in traffic over 2012. Users accessed the app 48, 641 times over the weekend, and it ranked as the 24th most downloaded free sports app in the world last week.

Fans also flocked to the GPB Sports Facebook page, helping it reach over 10,000 Likes, and reaching over 100,000 people. It saw a 728 percent increase in new page likes

“We are thrilled by the success of the GHSA Championships across all of our platforms,” said GPB President and CEO Teya Ryan. “Georgians clearly love high school sports, and we want to give them multiple ways to engage with their favorite teams and GPB. I think the numbers prove that fans took advantage of what we have to offer.”

As one of the largest PBS stations in the nation, Georgia Public Broadcasting (GPB Media), has been creating content worth sharing for over 50 years. With nine television stations, 17 radio stations and a multi-faceted web presence, GPB strives to educate, entertain and enrich the lives of our viewers and listeners with programming that includes statewide radio news, current affairs, high school sports, educational resources for teachers and students and enlightening programs about our state like **Georgia Outdoors**, **Georgia Traveler** and **Today in Georgia History**.

(GPB)