

Dear PLC Members,

Twenty-five years ago, BYUtv began airing on a handful of satellite and cable providers. Since then, BYU Broadcasting has grown beyond expectations as we've made significant strides to broaden our content offerings beyond traditional television.

Today, BYUtv is available in over 30 million homes nationwide via cable and satellite. Millions more have discovered BYUtv through our digital platforms, including BYUtv.org and the BYUtv app. The BYUtv app is now available on nearly every major streaming device, including Amazon Fire and Roku, and smart TVs like Samsung, Sony, and Vizio. In 2024 we saw a 54 percent increase in unique visitors to our platforms and a 56 percent increase in returning viewers.

BYUradio has expanded its footprint in the competitive world of podcasting, successfully finding distribution and listeners through third-party platforms like Spotify and Apple Podcasts. As of this writing, five of BYUradio's programs are ranked in the top 5 percent of all podcasts worldwide, with two of those—*The Lisa Show* and *The Appleseed*—ranking in the top 1 percent.

Our juggernaut comedy brand *Studio C* recently surpassed 3 billion (yes, billion with a *b*) views on YouTube. And the long-running reality competition series *Relative Race* has found new audiences beyond our traditional viewership through YouTube and Instagram; these new viewers not only consume our content but also engage with it.

These recent successes are notable, but they are simply steps toward something greater. In the following months and years, we plan to bring more inspiring and entertaining content to where audiences are. Our goal—to be a beacon of hope in an ever-darkening media landscape—has not changed. But our delivery methods will continue to expand and evolve as we reach those who are hungry for light and goodness.

Your generosity helps us move this important work forward. I thank you for your contributions.



Jeff Simpson
BYU BROADCASTING MANAGING DIRECTOR

BYU Broadcasting 2024 Milestones



BYUtv

- 11 Children's & Family Emmy nominations, including Best Children's or Family Series (*Malory Towers*), Best Nonfiction Program (*All-Round Champion*), and Best Lead Performer in a Preschool, Children's, or Young Teen Program (Ella Bright, *Malory Towers*; Lola Blue, *A Kind of Spark*)
- 2 Daytime Emmy nominations for *The Wizard of Paws*, including Best Daytime Personality (host Derrick Campana)
- BYUtv app downloads up 41 percent from 2023
- Digital video time viewed up 25 percent from 2023
- Digital video views up 62 percent from 2023

BYUradio

- Total listenership up 29 percent from 2023
- Total hours listened up 41 percent from 2023
- Scripted podcast *Kaboom* won four Signal Awards, including Best Road Trip Podcast (Gold) and Best Kids Podcast (Silver)

