



**FOR IMMEDIATE RELEASE**

**BASIN PBS NOW LIVE ON DIRECTTV STREAM**  
DIRECTTV STREAM Customers Will Now Have Access to  
Educational & Inspiring Content from Basin PBS

Permian Basin, Texas January 11, 2022 — Basin PBS announced today that it is now live streaming on DIRECTV STREAM. A dedicated live channel for Basin PBS is already available to all local DIRECTV STREAM customers, supplemented with additional PBS on-demand programming that will continue to expand PBS’s digital footprint and offer viewers additional ways to stream PBS content.

“As viewer habits continue to evolve, PBS remains committed to making our award-winning, national and local content available to all Americans across as many platforms as possible. This partnership will allow PBS and our member stations to expand our digital footprint and reach more viewers with content that inspires, educates and entertains,” said Ira Rubenstein, PBS Chief Digital and Marketing Officer.

“Entertainment is personal and should serve every member of the household, which is why we’re partnering with PBS to deliver DIRECTV STREAM customers more choice, more control and a more convenient way to access the content they care about most,” said Rob Thun, Chief Content Officer for DIRECTV.

Relationships like this one ensure that on-demand content from PBS favorites including AMERICAN EXPERIENCE, ANTIQUES ROADSHOW, FRONTLINE, GREAT PERFORMANCES, MASTERPIECE, NATURE are available to as many viewers as possible. In addition, PBS KIDS channel has recently joined both the DIRECTV STREAM and DIRECTV lineups, helping to extend the PBS mission of preparing young children for success in school and life through trusted, educational media, available anytime and anywhere. Now, even our youngest of viewers can access their favorite series, including DANIEL TIGER’S NEIGHBORHOOD, MOLLY OF DENALI, ODD SQUAD, PINKALICIOUS & PETERRIFIC and WILD KRATTS, among many others, via DIRECTV and its on-demand menu or using the same capabilities on DIRECTV STREAM.

In addition to DIRECTV STREAM, Station content is available on all Station-branded PBS platforms, including PBS.org and PBSKIDS.org, as well as the PBS Video app and PBS KIDS Video app. Station members are also able to view an extended library of quality public television programming via Passport.

Follow Basin PBS on Facebook for more on news, events and programming:  
<https://www.facebook.com/BasinPBS>



### **About Basin PBS**

Basin PBS is a community owned and operated 501(c)(3) non-profit service to the Permian Basin. Donations to Basin PBS are tax deductible and help promote life-long learning through local public television programs like WESTERN PERSPECTIVE and MAIN STREET UNPLUGGED and through outreach services to West Texas children and adults. Basin PBS is the only local source for trusted PBS programs such as MASTERPIECE, NOVA, CURIOUS GEORGE, GREAT PERFORMANCES, AUSTIN CITY LIMITS, AMERICAN EXPERIENCE, ANTIQUES ROADSHOW, FRONTLINE, TWO FOR THE ROAD and more. [www.basinpbs.org](http://www.basinpbs.org).

### **About PBS**

[PBS](http://www.pbs.org), with more than 330 member stations, offers all Americans the opportunity to explore new ideas and new worlds through television and digital content. Each month, PBS reaches over 120 million people through television and 26 million people online, inviting them to experience the worlds of science, history, nature and public affairs; to hear diverse viewpoints; and to take front row seats to world-class drama and performances. PBS's broad array of programs has been consistently honored by the industry's most coveted award competitions. Teachers of children from pre-K through 12th grade turn to PBS for digital content and services that help bring classroom lessons to life. Decades of research confirms that PBS's premier children's media service, PBS KIDS, helps children build critical literacy, math and social-emotional skills, enabling them to find success in school and life. Delivered through member stations, PBS KIDS offers high-quality educational content on TV— including a 24/7 channel, online at [pbskids.org](http://pbskids.org), via an array of mobile apps and in communities across America. More information about PBS is available at [www.pbs.org](http://www.pbs.org), one of the leading dot-org websites on the internet, or by following [PBS on Twitter](#), [Facebook](#) or through our [apps for mobile and connected devices](#). Specific program information and updates for press are available at [pbs.org/pressroom](http://pbs.org/pressroom) or by following [PBS Pressroom on Twitter](#).

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