

# MASTERPIECE



## Premiere: Sundays at 8-11pm

Encores throughout the week on GBH 2 & GBH 44

MASTERPIECE is the premier destination for high-quality, beautifully produced British dramas that set the stage for sponsors to make an emotional connection with their customers. Drama fans can find MASTERPIECE and other international dramas on Sunday nights on GBH.

National Corporate Sponsor: Viking River Cruises



Also check out MASTERPIECE's companion podcast, *Masterpiece Studio*

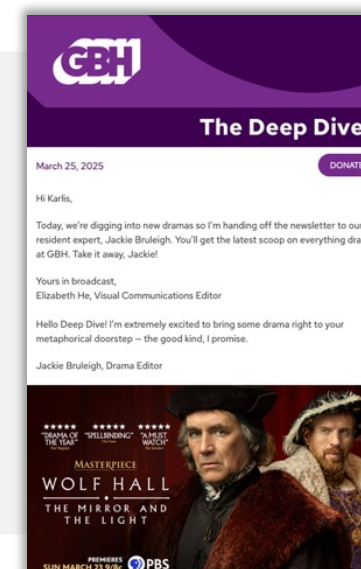
## Award-winning Drama

- 83 Primetime Emmys
- 19 Peabody Awards
- 7 Golden Globes
- 4 SAG Awards



## The Deep Dive

This bi-monthly newsletter is a curated, themed list of top docs and films. It has the latest updates and dish about MASTERPIECE and other popular dramas. Add another touchpoint to your sponsorship package by sponsoring The Deep Dive.



Local Corporate Sponsorship

One Guest Street | Boston, MA 02135 | [lcs@wgbh.org](mailto:lcs@wgbh.org) | [gbh.org/sponsorship](http://gbh.org/sponsorship)

# MASTERPIECE



MASTERPIECE CONTENT is...

## High Quality

95% of viewers agree MASTERPIECE provides the highest quality drama content<sup>1</sup>

MASTERPIECE SPONSORS are...

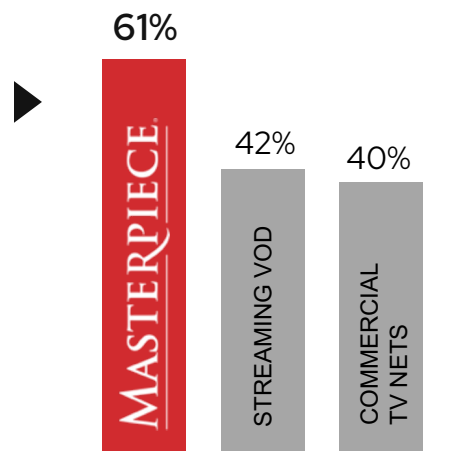
## Respected

66% of viewers respect companies that support MASTERPIECE<sup>1</sup>

WHICH LEADS TO...

## Purchase Preference

Viewers **prefer to buy** from a company that sponsors MASTERPIECE<sup>2</sup>



Source: <sup>1</sup> Kantar | SGPTV, US Video Audience Insights 2023 | <sup>2</sup> MRI Simmons Fall 2022 Doublebase, A18; Compared to the average Boston adult 18+

## The MASTERPIECE Audience

Viewers of MASTERPIECE are:<sup>2</sup>

- 294% more likely to have **contributed to an arts/cultural organization in the past 12 months**
- 102% more likely to **buy high end brands like Ralph Lauren**
- 81% more likely to have a **doctorate degree**
- 70% more likely to have a **net worth of \$1MM+**
- 34% more likely to **own/lease a luxury vehicle**



# JUNE 2025 HIGHLIGHTS



DRAMA



## ***Patience***

Premieres Sunday, 6/15 at 8pm (6x :60)

The quiet ordered world of Patience Evans changes dramatically when she comes to the attention of Detective Bea Metcalf, an intuitive policewoman with an impressive track record but a chaotic private life. Bea recognizes Patience's unique powers of deduction and wants her on her team.



## **MASTERPIECE | *Grantchester* S10**

Premieres Sunday, 6/15 at 9pm (8x :60) - New Season!

Geordie and Alphy return for more crime-solving in the picturesque village. Alphy feels like he's found home, until he's forced to confront secrets, he's kept close to his chest.



## **MASTERPIECE | *Atlantic Crossing***

Premieres Sunday, 6/15 at 10pm (8x :60)

In a visit to the U.S., Norwegian Crown Prince Olav and his wife Martha begin a high-level friendship that proves consequential when Nazis invade their country a year later. Forced to evacuate at the last minute, the royals then make a heartbreaking decision to save their family.

For a full schedule of Dramas on GBH 2, contact your sales rep or [lcs@wgbh.org](mailto:lcs@wgbh.org).

Local Corporate Sponsorship



# JULY 2025 HIGHLIGHTS



**Patience**  
Sundays, at 8pm (6x :60)

The quiet ordered world of Patience Evans changes dramatically when she comes to the attention of Detective Bea Metcalf, an intuitive policewoman with an impressive track record but a chaotic private life. Bea recognizes Patience’s unique powers of deduction and wants her on her team.



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