

FUNDRAISING REPORTS

BYU BROADCASTING—2025 YTD

Dear PLC Member,

With increased viewership, engagement, and recognition, BYU Broadcasting continues to position itself as a leader in faith-filled, family-friendly entertainment on cable, satellite, and broadcast programs; digital platforms; social media; and YouTube. Millions of people turn to BYUtv and BYUradio for video and audio content that inspires and uplifts their families and communities.

After 25 years of inspiring hearts and minds to live more meaningful lives, BYU Broadcasting is committed, now more than ever, to be a light in an ever-darkening media landscape.

Thank you for your generous support. We are grateful for the PLC!



Pathway to Hope with Jane Clayson Johnson

Produced and hosted by acclaimed journalist Jane Clayson Johnson, *Pathway to Hope* shines a spotlight on BYU-Pathway Worldwide, the groundbreaking educational program that is transforming lives across the globe.

Join Clayson Johnson as she travels to Africa to share the personal stories of individuals who are not only pursuing academic and career goals but also experiencing profound spiritual growth. Through heartfelt interviews and powerful storytelling, *Pathway to Hope* explores how BYU-Pathway Worldwide empowers students from diverse backgrounds to overcome challenges, strengthen their faith, and build brighter futures.

STATS MAY 2024–25

BYUtv

BYUtv app downloads **↑15%**

Video time viewed **↑21%**

Video views **↑18%**

MOST POPULAR BYUtv SHOWS ON DIGITAL PLATFORMS

- *The Chosen*
- *Relative Race*
- *Studio C*



BYUradio

Hours listened **↑21%**

MOST POPULAR BYUradio SHOWS ON DIGITAL PLATFORMS

- *The Apple Seed*
- *Constant Wonder*
- *In Good Faith*



CELEBRATING
GIFTS OF **light**

BYU
150