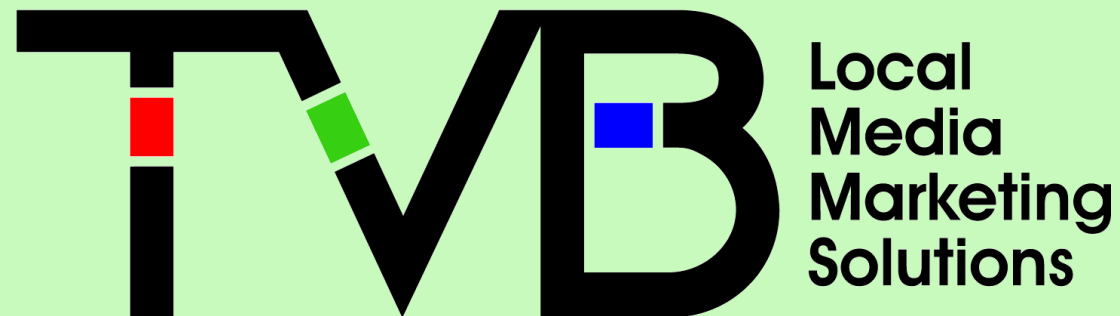


Broadcast TV Viewership Amid Corona

**March, April, May, June,
July, August & Sept.**



The Analysis: What we examined

- Geography: 25 LPM markets
- Source: 7 Broadcast networks ABC, CBS, CW, Fox, NBC, Telemundo, Univision
- Weeks: compared March through September 2019 versus 2020, averaging the weekly cumed impressions in the 25 LPMs.

March:

- Wk 1 2019 = 3/4/19 – 3/8/19
- Wk 2 2019 = 3/11/19 – 3/15/19
- Wk 3 2019 = 3/18/19 – 3/22/19
- Wk 4 2019 = 3/25/19 – 3/29/19

- Wk 1 2020 = 3/2/20 – 3/6/20
- Wk 2 2020 = 3/9/20 – 3/13/20
- Wk 3 2020 = 3/16/20 – 3/20/20
- Wk 4 2020 = 3/23/20 – 3/27/20

April:

- Wk 1 2019 = 4/1/19 – 4/5/19
- Wk 2 2019 = 4/8/19 – 4/12/19
- Wk 3 2019 = 4/15/19 – 4/19/19
- Wk 4 2019 = 4/22/19 – 4/26/19

- Wk 1 2020 = 3/30/20 – 4/3/20
- Wk 2 2020 = 4/6/20 – 4/10/20
- Wk 3 2020 = 4/13/20 – 4/17/20
- Wk 4 2020 = 4/20/20 – 4/24/20

May:

- Wk 1 2019 = 4/29/19 – 5/3/19
- Wk 2 2019 = 5/6/19 – 5/10/19
- Wk 3 2019 = 5/13/19 – 5/17/19
- Wk 4 2019 = 5/20/19 – 5/24/19
- Wk 5 2019 = 5/27/19 – 6/31/19

- Wk 1 2020 = 4/27/20 – 5/1/20
- Wk 2 2020 = 5/4/20 – 5/8/20
- Wk 3 2020 = 5/11/20 – 5/15/20
- Wk 4 2020 = 5/18/20 – 5/22/20
- Wk 5 2020 = 5/25/20 – 5/29/20

June:

- Wk 1 2019 = 6/3/19 – 6/7/19
- Wk 2 2019 = 6/10/19 – 6/14/19
- Wk 3 2019 = 6/17/19 – 6/21/19
- Wk 4 2019 = 6/24/19 – 6/28/19

- Wk 1 2020 = 6/1/20 – 6/5/20
- Wk 2 2020 = 6/8/20 – 6/12/20
- Wk 3 2020 = 6/15/20 – 6/19/20
- Wk 4 2020 = 6/22/20 – 6/26/20

July:

- Wk 1 2019 = 7/1/19 – 7/5/19
- Wk 2 2019 = 7/8/19 – 7/10/19
- Wk 3 2019 = 7/15/19 – 7/19/19
- Wk 4 2019 = 7/22/19 – 7/26/19
- Wk 5 2019 = 7/29/19 – 8/2/19

- Wk 1 2020 = 6/29/20 – 7/3/20
- Wk 2 2020 = 7/6/20 – 7/10/20
- Wk 3 2020 = 7/13/20 – 7/17/20
- Wk 4 2020 = 7/20/20 – 7/24/20
- Wk 5 2020 = 7/27/20 – 7/31/20

August:

- Wk 1 2019 = 8/5/19 – 8/9/19
- Wk 2 2019 = 8/12/19 – 8/16/19
- Wk 3 2019 = 8/19/19 – 8/23/19
- Wk 4 2019 = 8/26/19 – 8/30/19

- Wk 1 2020 = 8/3/20 – 8/7/20
- Wk 2 2020 = 8/10/20 – 8/14/20
- Wk 3 2020 = 8/17/20 – 8/21/20
- Wk 4 2020 = 8/24/20 – 8/28/20

September:

- Wk 1 2019 = 9/2/19 – 9/6/19
- Wk 2 2019 = 9/9/19 – 9/13/19
- Wk 3 2019 = 9/16/19 – 9/20/19
- Wk 4 2019 = 9/23/19 – 9/27/19

- Wk 1 2020 = 8/31/20 – 9/4/20
- Wk 2 2020 = 9/7/20 – 9/11/20
- Wk 3 2020 = 9/14/20 – 9/18/20
- Wk 4 2020 = 9/21/20 – 9/25/20

- Demos: A18+, A25-54, A18-34
- Streams: Live+1

Top Line Findings

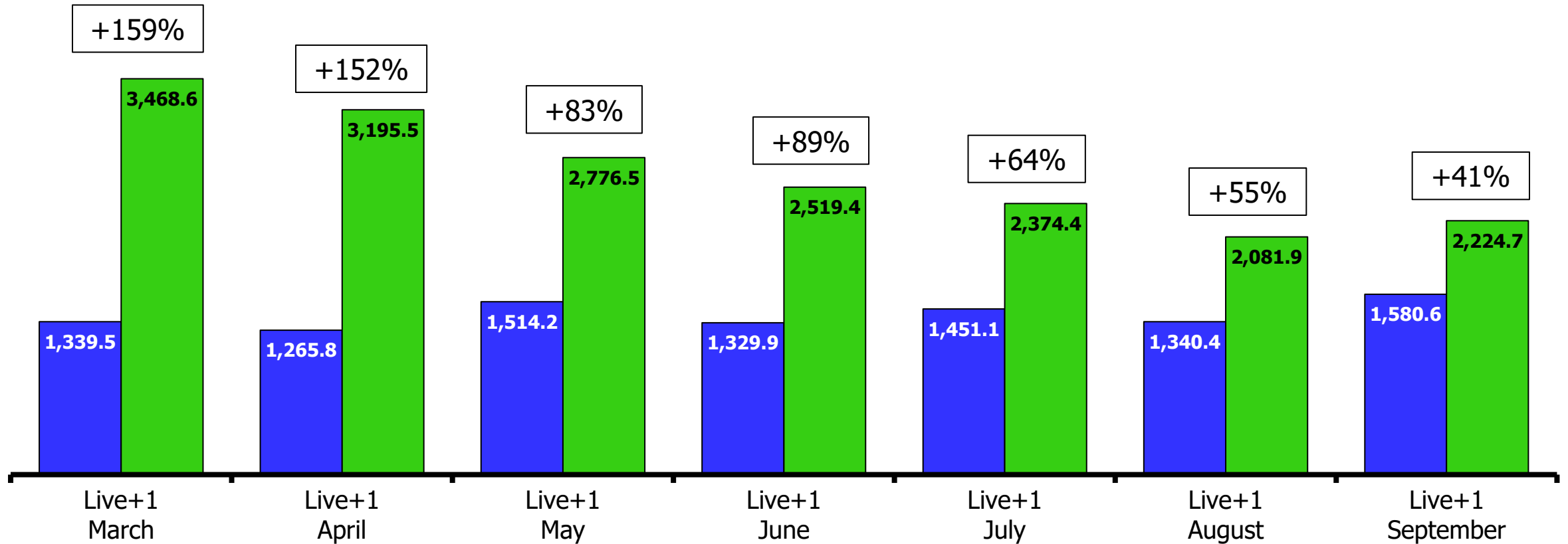
- Overall viewership among adults 18-34 increased in the months of March through Sept. over last year.
- The most dramatic increases occurred in the evening news time periods.
- Adults 18-34 trust local broadcast assets, both television newscasts and digital properties. (GfK Media Comparisons Study 2020)

A18-34 March, April, May, June, July, August & Sept M-F Evening News

Live+1 Impressions for 25 LPMs

■ 2019 ■ 2020

Imps (000) & % increase vs. 2019



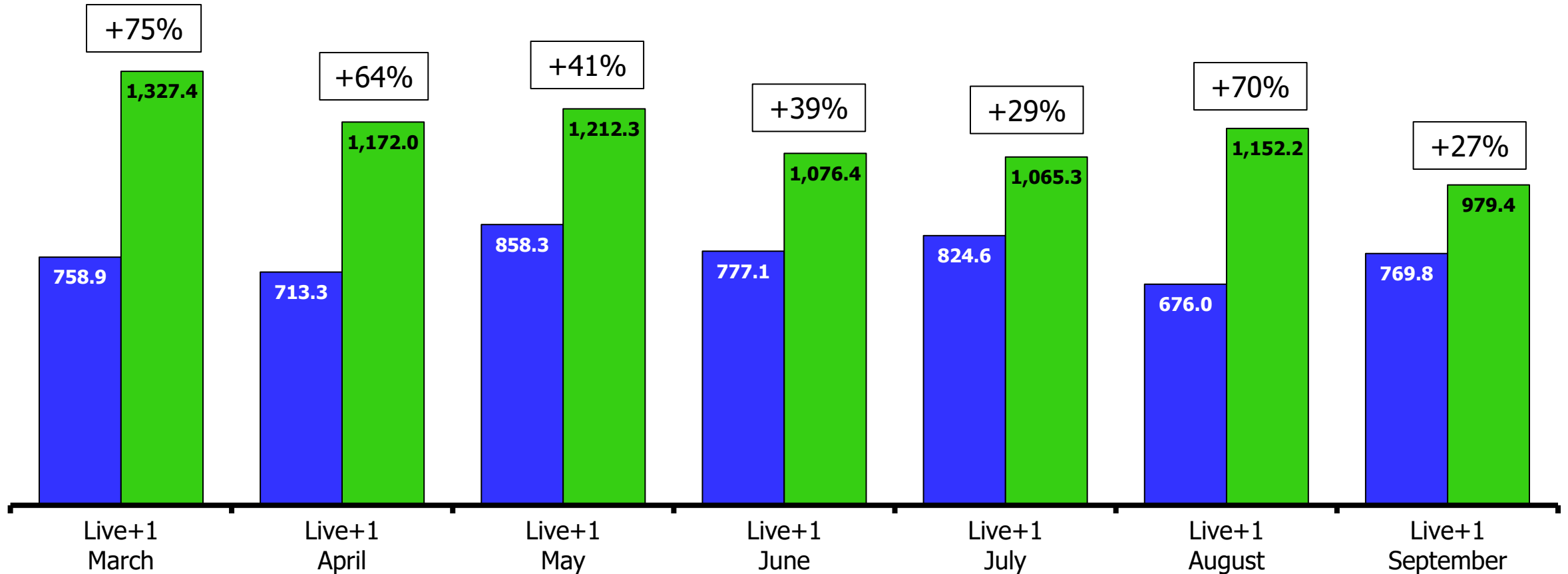
Source: Nielsen, NLTV, monthly average of weekly cumed impressions in the 25 LPMs & % increase vs. 2019. M-F Local News: M-F 4-8p. ABC, CBS, CW, Fox, NBC, Tel, Uni

A18-34 March, April, May, June, July, August & Sept M-F Late News

Live+1 Impressions for 25 LPMs

■ 2019 ■ 2020

Imps (000) & % increase vs. 2019

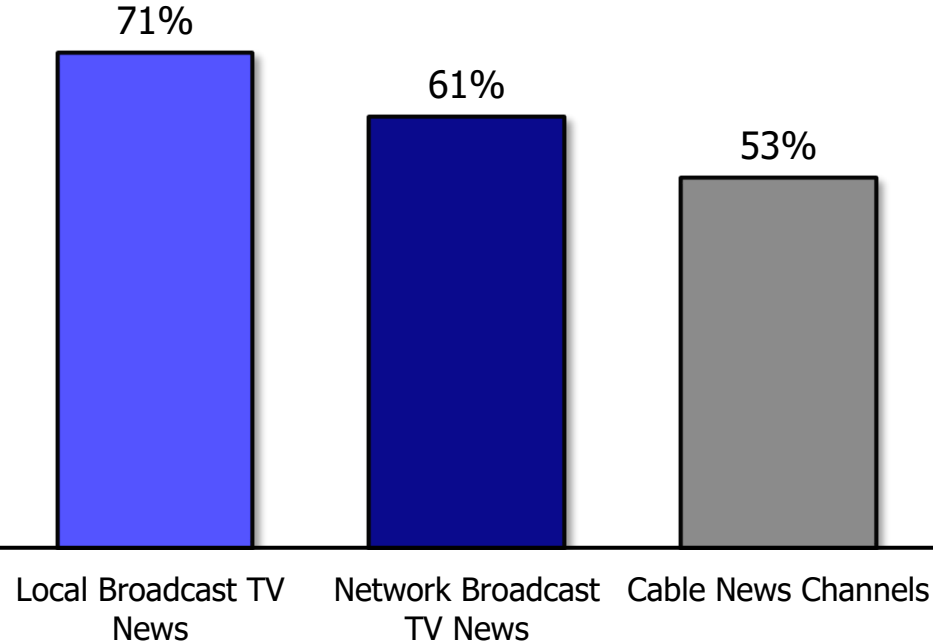


Source: Nielsen, NLTV, monthly average of weekly cumed impressions in the 25 LPMs & % increase vs. 2019. M-F Local News: M-F 4-8p. ABC, CBS, CW, Fox, NBC, Tel, Uni

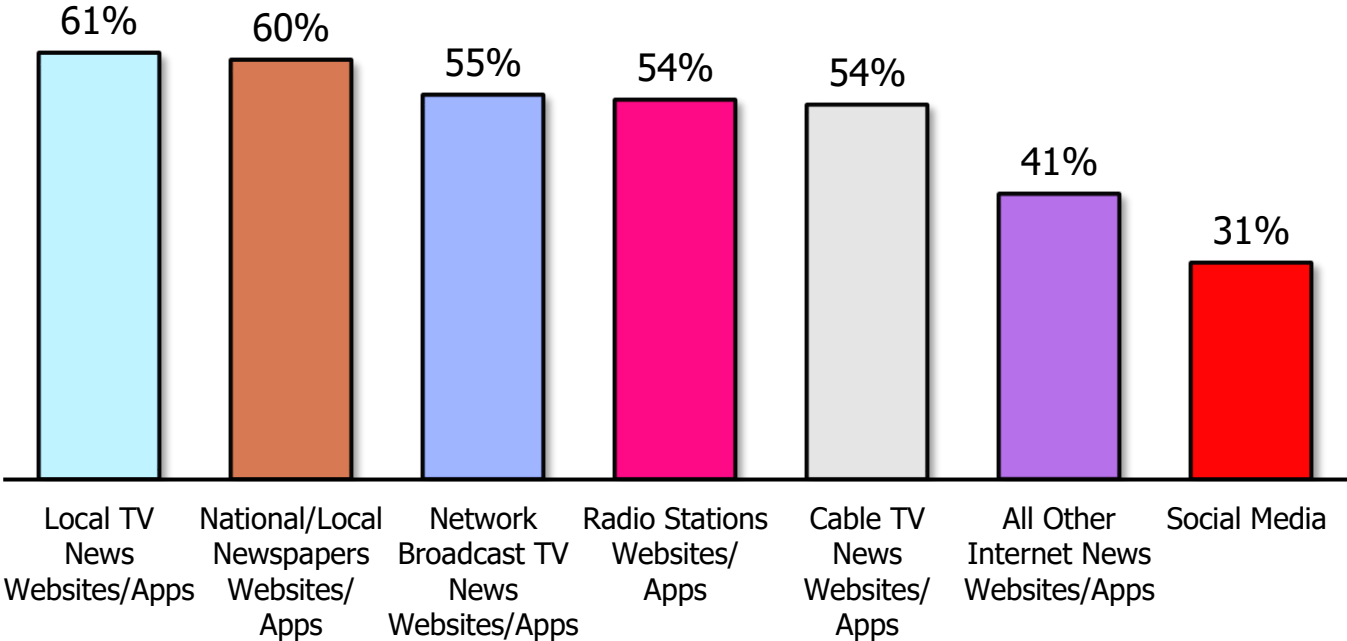
Adults 18-34 Trust Local Broadcast Assets

I trust the News that I see/hear on this media source:
Percent Agree

TV News



Digital News



Source: GfK TVB Media Comparisons Study 2020. Persons 18-34. Agree Strongly or Agree Somewhat.
 Q9 - For each source, please indicate the extent to which you agree or disagree with the following statement: I trust the News that I see/hear on this media source.