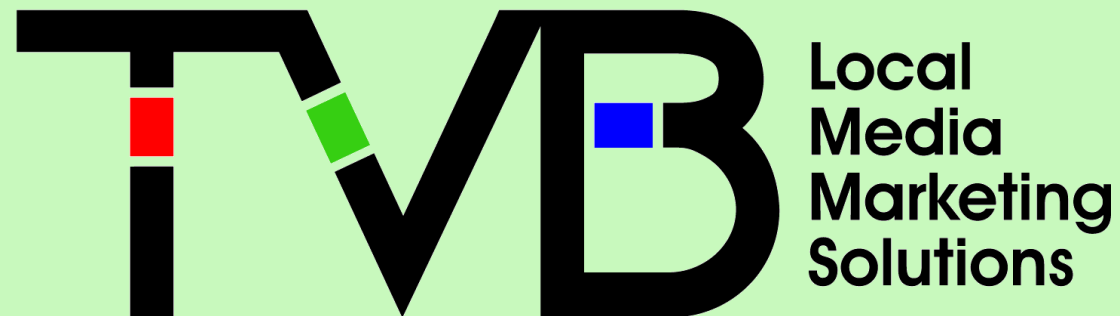


Broadcast TV Viewership Amid Corona

**March, April, May & 2 Weeks of June
Week-by-Week**



The Analysis: What we examined

- Geography: 25 LPM markets
- Source: 7 Broadcast networks ABC, CBS, CW, Fox, NBC, Telemundo, Univision
- Weeks: Cume of each program's weekly average impressions in 2020, and the % increase vs 2019. Month of March and April are the monthly average of weekly cumed impressions.

March:

- | | |
|---------------------------------|-------------------------------|
| ■ Wk 1 2019 = 3/4/19 – 3/10/19 | Wk 1 2020 = 3/2/20 – 3/8/20 |
| ■ Wk 2 2019 = 3/11/19 – 3/17/19 | Wk 2 2020 = 3/9/20 – 3/15/20 |
| ■ Wk 3 2019 = 3/18/19 – 3/24/19 | Wk 3 2020 = 3/16/20 – 3/22/20 |
| ■ Wk 4 2019 = 3/25/19 – 3/31/19 | Wk 4 2020 = 3/23/20 – 3/29/20 |

April:

- | | |
|---------------------------------|-------------------------------|
| ■ Wk 1 2019 = 4/1/19 – 4/7/19 | Wk 1 2020 = 3/30/20 – 4/5/20 |
| ■ Wk 2 2019 = 4/8/19 – 4/14/19 | Wk 2 2020 = 4/6/20 – 4/12/20 |
| ■ Wk 3 2019 = 4/15/19 – 4/21/19 | Wk 3 2020 = 4/13/20 – 4/19/20 |
| ■ Wk 4 2019 = 4/22/19 – 4/28/19 | Wk 4 2020 = 4/20/20 – 4/26/20 |

May:

- | | |
|---------------------------------|-------------------------------|
| ■ Wk 1 2019 = 4/29/19 – 5/5/19 | Wk 1 2020 = 4/27/20 – 5/3/20 |
| ■ Wk 2 2019 = 5/6/19 – 5/12/19 | Wk 2 2020 = 5/4/20 – 5/10/20 |
| ■ Wk 3 2019 = 5/13/19 – 5/19/19 | Wk 3 2020 = 5/11/20 – 5/17/20 |
| ■ Wk 4 2019 = 5/20/19 – 5/26/19 | Wk 4 2020 = 5/18/20 – 5/24/20 |
| ■ Wk 5 2019 = 5/27/19 – 6/2/19 | Wk 5 2020 = 5/25/20 – 5/31/20 |

June:

- | | |
|---------------------------------|------------------------------|
| ■ Wk 1 2019 = 6/3/19 – 6/9/19 | Wk 1 2020 = 6/1/20 – 6/7/20 |
| ■ Wk 2 2019 = 6/10/19 – 6/14/19 | Wk 2 2020 = 6/8/20 – 6/12/20 |

- Demos

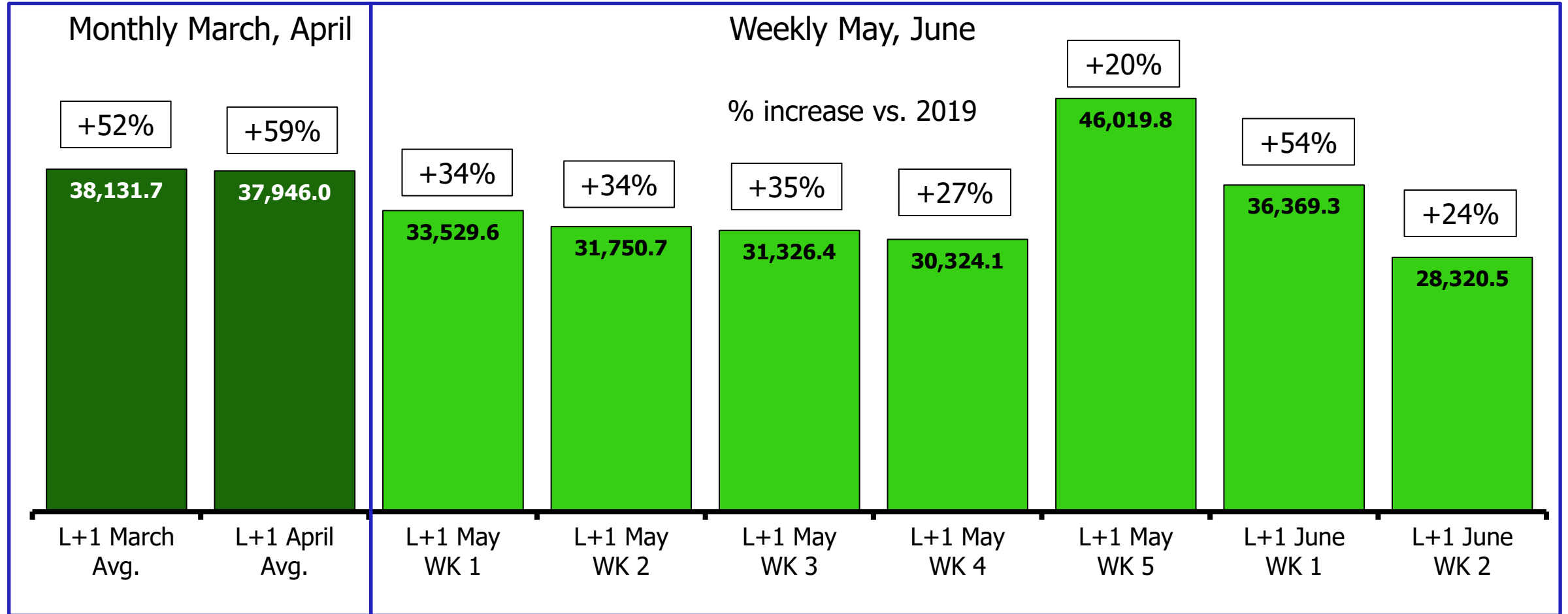
- A18+
- A25-54
- A18-34

M-F Evening News

A18+ Live+1 2020

M-F Evening News

Impressions (000) for 25 LPMs with % Increase vs 2019

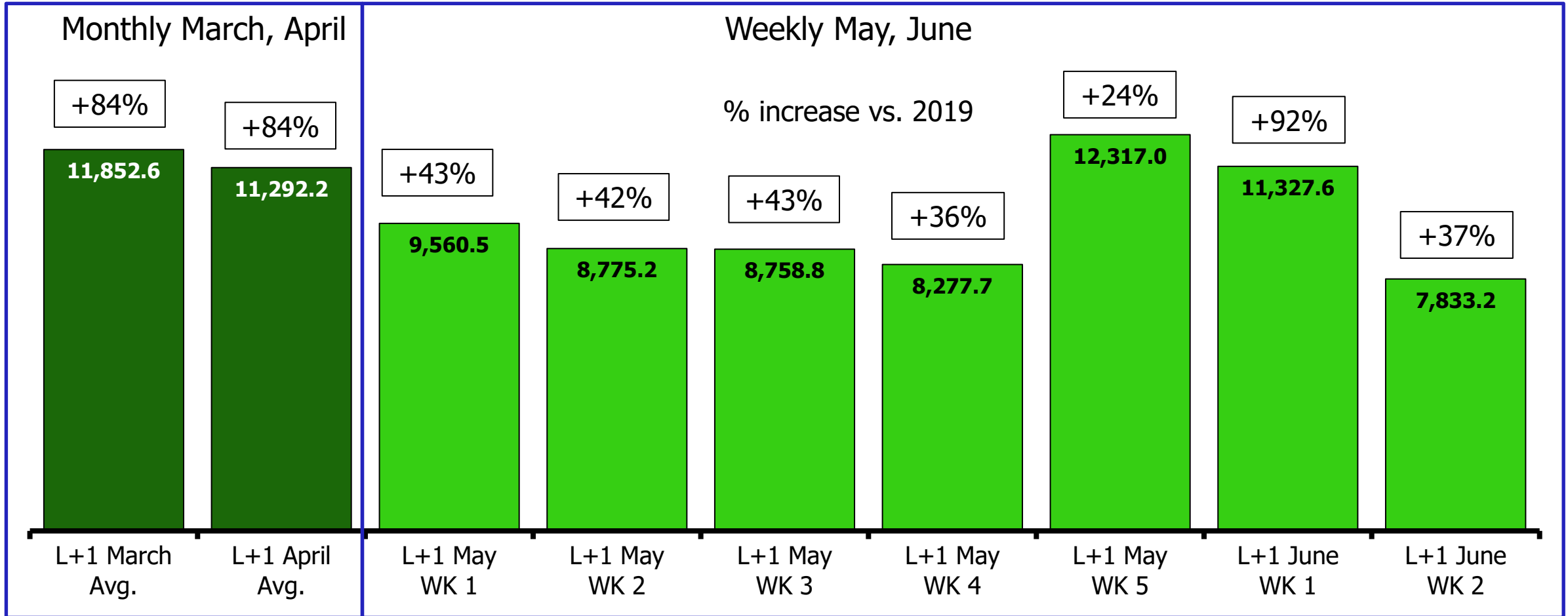


Source: Nielsen, NLTV, A18+ 2020 Imps (000) and % Increases Vs. 2019 for the cume of each program's weekly average impressions in the 25 LPMs. M-F Evening News 4-8p. ABC, CBS, CW, Fox, NBC, Tel, Uni

A25-54 Live+1 2020

M-F Evening News

Impressions (000) for 25 LPMs with % Increase vs 2019

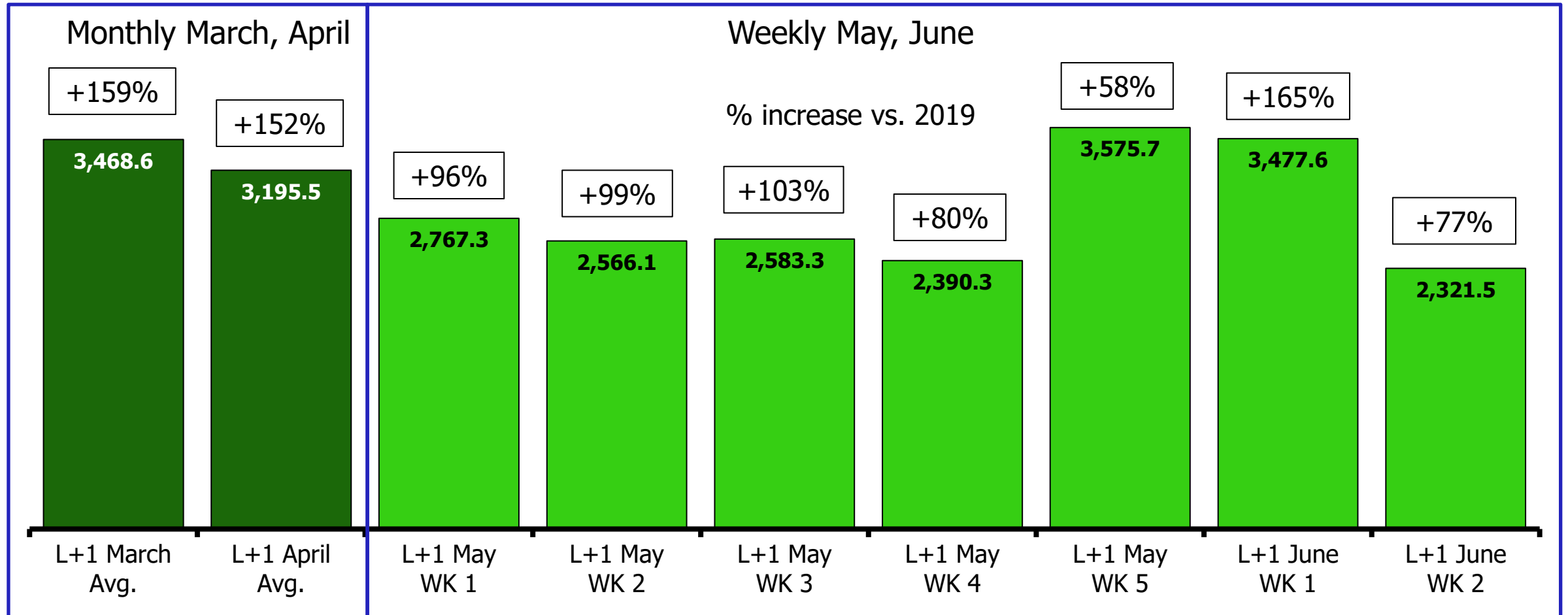


Source: Nielsen, NLTV, A25-54 2020 Imps (000) and % Increases Vs. 2019 for the cume of each program's weekly average impressions in the 25 LPMs. M-F Evening News 4-8p. ABC, CBS, CW, Fox, NBC, Tel, Uni

A18-34 Live+1 2020

M-F Evening News

Impressions (000) for 25 LPMs with % Increase vs 2019



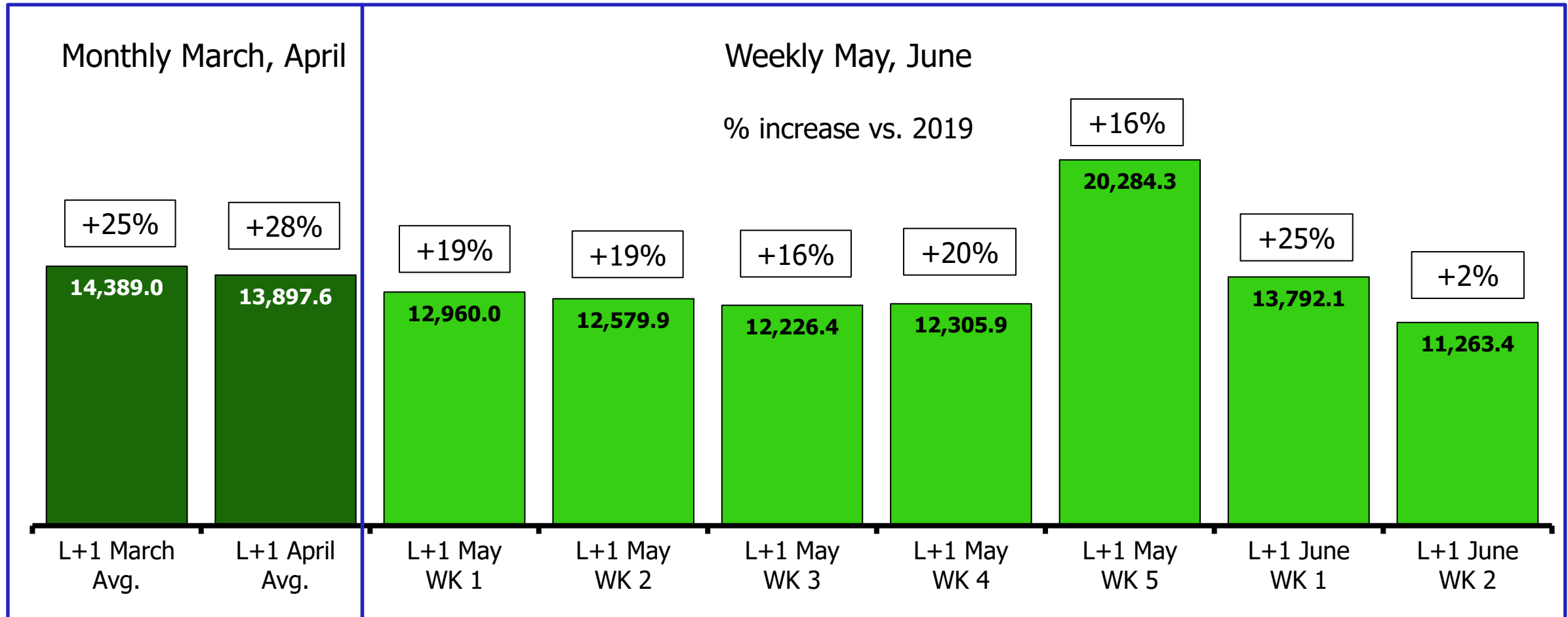
Source: Nielsen, NLTV, A18-34 2020 Imps (000) and % Increases Vs. 2019 for the cume of each program's weekly average impressions in the 25 LPMs. M-F Evening News 4-8p. ABC, CBS, CW, Fox, NBC, Tel, Uni

M-F Late News

A18+ Live+1 2020

M-F Late News

Impressions (000) for 25 LPMs with % Increase vs 2019

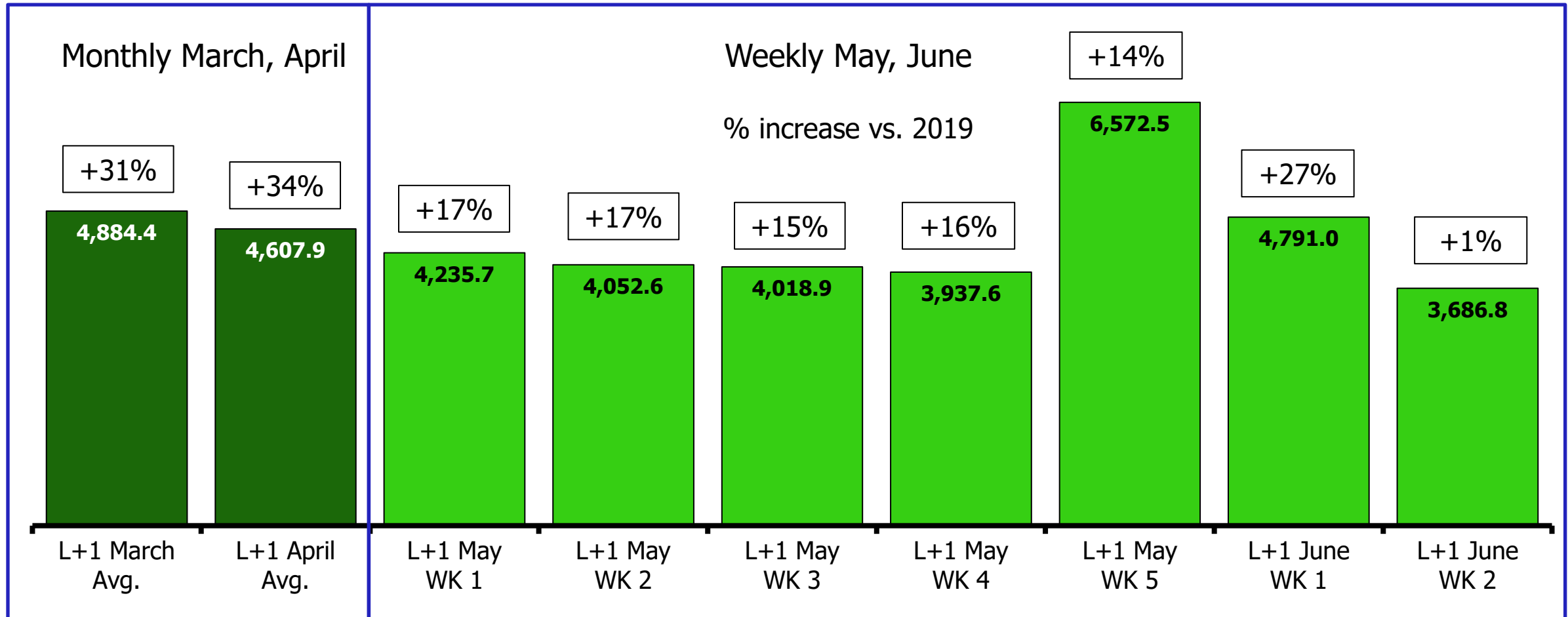


Source: Nielsen, NLTV, A18+ 2020 Imps (000) and % Increases Vs. 2019 for the cume of each program's weekly average impressions in the 25 LPMs. M-F Local News: M-F 10-11:30p. ABC, CBS, CW, Fox, NBC, Tel, Uni

A25-54 Live+1 2020

M-F Late News

Impressions (000) for 25 LPMs with % Increase vs 2019

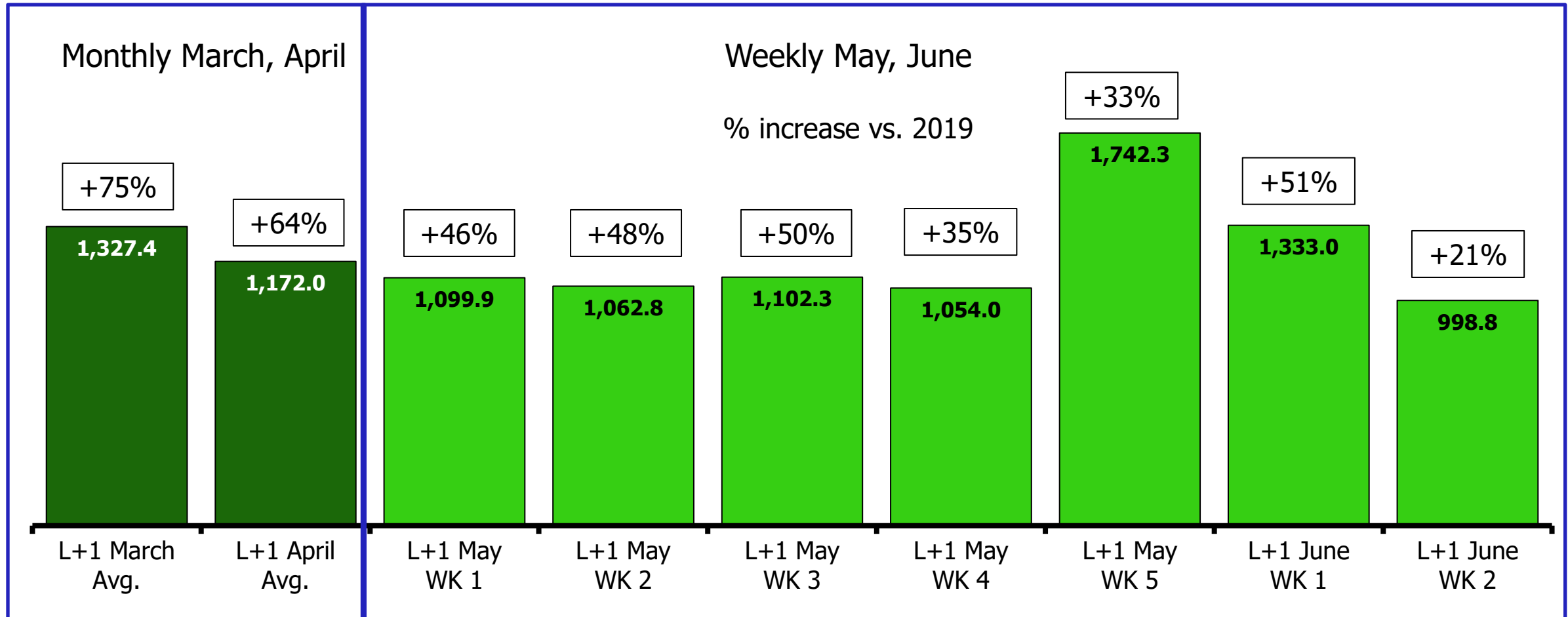


Source: Nielsen, NLTV, A18+ 2020 Imps (000) and % Increases Vs. 2019 for the cume of each program's weekly average impressions in the 25 LPMs. M-F Local News: M-F 10-11:30p. ABC, CBS, CW, Fox, NBC, Tel, Uni

A18-34 Live+1 2020

M-F Late News

Impressions (000) for 25 LPMs with % Increase vs 2019



Source: Nielsen, NLTV, A18+ 2020 Imps (000) and % Increases Vs. 2019 for the cume of each program's weekly average impressions in the 25 LPMs. M-F Local News: M-F 10-11:30p. ABC, CBS, CW, Fox, NBC, Tel, Uni