Broadcast TV Generates Online Shopping
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How Has The Coronavirus Impacted Your Daily Life?

Source: TVB/Dynata Coronavirus Media Usage Study April 2020 P18+ N = 10,042 (10 states: California, Florida, Georgia, Illinois, Louisiana, Michigan, New Jersey, New York, Texas, Washington)Q1A: How has the Coronavirus impacted your daily life?
As a Result of The Coronavirus, Are You At Home More?

68% 
Almost exclusively at home (with possible exceptions of food shopping, doctor's visits, etc.)

17% 
Quite a bit

10% 
Somewhat

4% 
Not at all (I provide essential services)

Source: TVB/Dynata Coronavirus Media Usage Study April 2020 P18+ N = 10,042 (10 states: California, Florida, Georgia, Illinois, Louisiana, Michigan, New Jersey, New York, Texas, Washington) Q18: As a result of the Coronavirus, are you at home more?
E-Commerce Is Now A Necessity Due To COVID-19

Source: https://www.listrak.com/covid19
Broadcast and cable news are the top sources Americans turn to for COVID-19 information.

How Currently Accessing News / Updates About the COVID-19 Situation

**Broadcast Media**
- Local broadcast television station news: 42%
- Broadcast network national news: 40%
- Cable news channels: 38%
- Radio (AM/FM stations): 23%
- Local cable news networks: 20%
- Public television news: 18%
- Podcasts: 7%

**Newspapers / Magazines**
- Local newspapers (print/digital copies): 22%
- National newspapers (print/digital copies): 14%
- Magazines (print/digital copies): 4%

**Social Media**
- Facebook: 37%
- Instagram: 17%
- Twitter: 16%
- Reddit: 7%
- Other social media: 11%

**Websites / Apps**
- Websites or Apps of local TV news: 19%
- Websites or Apps of national or local newspapers: 18%
- News aggregators (Huffington Post, etc.): 17%
- Websites or Apps of national broadcast TV news: 17%
- Websites or Apps of cable TV news: 16%
- Websites or Apps of AM / FM radio stations: 7%
- Websites streaming audio services: 7%
- Websites or Apps of magazines: 7%
- Other news websites or apps (CDC, gov't, etc.): 22%

Q4: How are you currently accessing news and updates about the COVID-19 situation? (Please select all that apply.)

Source: MRI Simmons COVID-19 Consumer Insights Study
Americans are spending more time watching news and streaming media; conversely, the softening job market and new work-from-home routines mean fewer are using LinkedIn and listening to audio.

### Consumers Spend More Time Watching Media

<table>
<thead>
<tr>
<th>Activity</th>
<th>Less</th>
<th>Same</th>
<th>More</th>
</tr>
</thead>
<tbody>
<tr>
<td>Watching local news</td>
<td>10%</td>
<td>43%</td>
<td>47%</td>
</tr>
<tr>
<td>Watching the national/world news</td>
<td>12%</td>
<td>43%</td>
<td>46%</td>
</tr>
<tr>
<td>Watching movies on streaming services</td>
<td>10%</td>
<td>46%</td>
<td>44%</td>
</tr>
<tr>
<td>Watching TV shows on streaming services</td>
<td>11%</td>
<td>46%</td>
<td>43%</td>
</tr>
<tr>
<td>Watching TV shows live</td>
<td>14%</td>
<td>58%</td>
<td>29%</td>
</tr>
<tr>
<td>Watching short video clips</td>
<td>15%</td>
<td>60%</td>
<td>26%</td>
</tr>
<tr>
<td>Watching movies through DVD/digital downloads</td>
<td>14%</td>
<td>63%</td>
<td>23%</td>
</tr>
<tr>
<td>Watching TV shows on DVR/VOD</td>
<td>14%</td>
<td>63%</td>
<td>23%</td>
</tr>
<tr>
<td>Watching past/classic sports events on TV</td>
<td>21%</td>
<td>64%</td>
<td>15%</td>
</tr>
</tbody>
</table>

#### People in the Nervous segment are 1.5x more likely to be spending increased time with print newspapers, and they are 1.3x more likely to be spending time with TV, national or world news, Facebook and Twitter, social media posts from print outlets, and digital books.

**Q4:** Since news of the COVID-19 pandemic hit, what are you doing more, less, the same amount of in terms of entertainment and media choices?

Source: MRI Simmons COVID-19 Consumer Insights Study
Which Source Do You Feel Gives You The Best Information & Updates On The Coronavirus?

- Broadcast TV News: 54%
- Cable TV News: 27%
- Government websites: 15%
- Social media: 12%
- Broadcast TV news web/apps: 7%
- National newspapers: 7%
- Local newspapers: 7%
- Radio stations: 6%
- All other internet news web/apps: 5%
- Cable TV news web/apps: 3%
- Natn'l/Local newspapers web/apps: 3%
- Radio station web/apps: 1%

Source: TVB/Dynata Coronavirus Media Usage Study April 2020 Total P18+ N = 10,042 (10 states: California, Florida, Georgia, Illinois, Louisiana, Michigan, New Jersey, New York, Texas, Washington) Q8: Which source do you feel gives you the best information & updates on the Coronavirus as it pertains to preventive procedures, closures, cancellations, and local regulations?
## Viewing to Local News Has Increased Dramatically

**Adults 18+**

M-F AM, Evening & Late Local News

Live & Live+1

Impressions for 25 LPMs

<table>
<thead>
<tr>
<th></th>
<th>2019</th>
<th>2020</th>
<th>Imps (000)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Live March WK 1</strong></td>
<td>44,968.4</td>
<td>48,319.1</td>
<td>+8%</td>
</tr>
<tr>
<td><strong>Live March WK 2</strong></td>
<td>43,352.5</td>
<td>52,378.8</td>
<td>+21%</td>
</tr>
<tr>
<td><strong>Live March WK 3</strong></td>
<td>43,274.3</td>
<td>68,119.7</td>
<td>+56%</td>
</tr>
<tr>
<td><strong>Live March WK 4</strong></td>
<td>41,615.0</td>
<td>65,723.8</td>
<td>+58%</td>
</tr>
<tr>
<td><strong>L+1 March WK 1</strong></td>
<td>47,273.1</td>
<td>50,657.1</td>
<td>+7%</td>
</tr>
<tr>
<td><strong>L+1 March WK 2</strong></td>
<td>45,601.6</td>
<td>55,311.8</td>
<td>+21%</td>
</tr>
<tr>
<td><strong>L+1 March WK 3</strong></td>
<td>45,876.3</td>
<td>72,402.0</td>
<td>+58%</td>
</tr>
<tr>
<td><strong>L+1 March WK 4</strong></td>
<td>43,725.8</td>
<td>69,877.5</td>
<td>+60%</td>
</tr>
</tbody>
</table>

Source: Nielsen, NLTV, A18+ cume of each program’s weekly average impressions in the 25 LPMs. M-F Local News: 10-11:30p, 4-8p, 5-7a. ABC, CBS, CW, Fox, NBC, Tel, Uni
Viewing to Local News Has Increased Dramatically
Adults 25-54
M-F AM, Evening & Late Local News
Live & Live+1
Impressions for 25 LPMs

Source: Nielsen, NLTV, A25-54 cume of each program’s weekly average impressions in the 25 LPMs. M-F Local News: 10-11:30p, 4-8p, 5-7a. ABC, CBS, CW, Fox, NBC, Tel, Uni
Broadcast TV Has The Highest Reach Among These Platforms

<table>
<thead>
<tr>
<th>Platform</th>
<th>% Reached Yesterday</th>
</tr>
</thead>
<tbody>
<tr>
<td>Broadcast TV</td>
<td>81%</td>
</tr>
<tr>
<td>Social media</td>
<td>48%</td>
</tr>
<tr>
<td>Radio stations</td>
<td>41%</td>
</tr>
<tr>
<td>Cable TV</td>
<td>40%</td>
</tr>
<tr>
<td>Newspapers</td>
<td>26%</td>
</tr>
<tr>
<td>Newspaper web/apps</td>
<td>25%</td>
</tr>
<tr>
<td>Government websites</td>
<td>18%</td>
</tr>
<tr>
<td>Local broadcast TV stations web/apps</td>
<td>18%</td>
</tr>
<tr>
<td>Online news aggregator web/apps</td>
<td>18%</td>
</tr>
<tr>
<td>Cable TV web/apps</td>
<td>17%</td>
</tr>
<tr>
<td>Any other Internet web/apps</td>
<td>14%</td>
</tr>
<tr>
<td>National broadcast TV network web/apps</td>
<td>12%</td>
</tr>
<tr>
<td>Radio station web/apps</td>
<td>6%</td>
</tr>
</tbody>
</table>

Source: TVB/Dynata Coronavirus Media Usage Study April 2020 P18+ N = 10,042 (10 states: California, Florida, Georgia, Illinois, Louisiana, Michigan, New Jersey, New York, Texas, Washington) Q: Did you see/hear this source in the last 24 hours? (digital media comprised of computer/tablet/smartphone)
Local Broadcast Television News: #1 For Trust

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

83% 78% 76% 76% 74% 71% 71% 70% 70% 69% 67% 65% 59% 45%

Local Broadcast TV News  Network Broadcast TV News  Government websites  Local Newspapers  Radio Stations  Cable News Channels  Local TV News Websites/Apps  National Newspapers  National/Local Newspapers Websites/Apps  Network Broadcast TV News Websites/Apps  Cable TV News Websites/Apps  Radio Stations Websites/Apps  All Other Internet News Websites/Apps  Social Media

Source: TVB/Dynata Coronavirus Media Usage Study April 2020 Total P18+ N = 10,042 (10 states: California, Florida, Georgia, Illinois, Louisiana, Michigan, New Jersey, New York, Texas, Washington)Q9: For each source, please indicate the extent to which you agree or disagree with the following statement: I trust the news I see/hear on this media source; Top 2 boxes shown
Broadcast TV Motivates
Purchase Funnel Study
General Overview

2019

Awareness
Interest
Visit Store/Website for Info
Consider Purchasing
Purchase
“Have TV ads influenced your search selections?”

“Yes” Among Those Who Do Online Searches

Source: GfK TVB Purchase Funnel 2019, Responses = 6191, 1514, 3235, 3081

QA10 “When doing an online search, how often, if at all, have TV ads you have seen influenced you in some ways in your search?” (Yes = combination of Every time, Most of the time & Sometimes)
“Have TV ads influenced your search selections?”

<table>
<thead>
<tr>
<th>Categories</th>
<th>% Yes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Auto</td>
<td>90%</td>
</tr>
<tr>
<td>Banking Services</td>
<td>76%</td>
</tr>
<tr>
<td>Furniture/Bedding/Carpet</td>
<td>91%</td>
</tr>
<tr>
<td>Legal</td>
<td>91%</td>
</tr>
<tr>
<td>Medical</td>
<td>77%</td>
</tr>
<tr>
<td>QSR/Casual Dining</td>
<td>86%</td>
</tr>
<tr>
<td>Travel</td>
<td>89%</td>
</tr>
</tbody>
</table>

Source: GfK TVB Purchase Funnel 2019 A18+, Responses = 6191, 1026, 973, 938, 453, 905, 1000, 896

QA10 "When doing an online search, how often, if at all, have TV advertisements you have seen in this category influenced you in some way in your search selections?" (Every time, most of the time, sometimes)
Local TV Assets Influence Search Selections For Opinion Leaders, African Americans and Hispanics

“Have TV ads influenced your search selections?”

“Yes”

- 85% for A18+
- 92% for Opinion Leaders
- 92% for African Americans
- 87% for Hispanics

Source: GfK TVB Purchase Funnel 2019 Total Adults & Opinion Leaders, African American, Hispanics
TV Ads Motivate To Do More

Which of the following did you do after seeing/hearing the ads for the category on television?

<table>
<thead>
<tr>
<th>Action</th>
<th>A18+</th>
<th>A18-34</th>
<th>A18-49</th>
<th>A25-54</th>
<th>Any Action</th>
</tr>
</thead>
<tbody>
<tr>
<td>Went to the website or app advertised to learn more about what was advertised</td>
<td>21%</td>
<td>25%</td>
<td>25%</td>
<td>25%</td>
<td>76%</td>
</tr>
<tr>
<td>Went online to learn more about what was advertised</td>
<td>20%</td>
<td>23%</td>
<td>22%</td>
<td>23%</td>
<td>78%</td>
</tr>
</tbody>
</table>

Source: GfK TVB Purchase Funnel 2019 QA9 "Which of the following did you do after seeing/hearing the ads for the category on television?"
TV Ads Motivate Opinion Leaders

Which of the following did you do after seeing/hearing the ads for the category on television?

- **Any action**
  - A18+: 66%
  - Opinion Leaders: 78%

- **Went to the website or app advertised to learn more about what was advertised**
  - A18+: 21%
  - Opinion Leaders: 26%

- **Went online to learn more about what was advertised**
  - A18+: 20%
  - Opinion Leaders: 24%

Source: GfK TVB Purchase Funnel 2019 A18+, Responses = 6191, 3633

QA9 "Which of the following did you do after seeing/hearing the ads for the category on television?"
TV Motivates African Americans & Hispanics

Which of the following did you do after seeing/hearing the ads for the category on television?

- Any action: 66% (A18+), 74% (African-American), 76% (Hispanic)
- Went to the website or app advertised to learn more about what was advertised: 21% (A18+), 25% (African-American), 26% (Hispanic)
- Went online to learn more about what was advertised: 20% (A18+), 20% (African-American), 24% (Hispanic)

Source: GfK TVB Purchase Funnel 2019 A18+ African American, Responses = 1124; Hispanic, Responses = 786

QA9 "Which of the following did you do after seeing/hearing the ads for the category on television?"
Television Ads Are The Top Medium That Influences Purchase Decisions For Online Shoppers

Source: GfK TVB Media Comparisons Study 2020. Persons 18 + Plan in the next month, to do any shopping online (n=1,602): Yes. Includes only those who chose a media. Q1 - Please select the one type of advertising medium which, you feel, most influences you to make a purchase decision? Broadcast TV News Websites/Apps includes local TV station & network websites/apps for news/weather/sports.
Television Ads Are Motivation To Do Further Research Online

Has an advertisement on television motivated you to go the Internet to find out more information about that product or service?

Percent Yes

Source: GfK TVB Media Comparisons Study 2020. Persons 18+ Plan in the next month, to do any shopping in a retail store (n=1,625) or online (n=1,602): Yes. Includes only those who answered. Q3 - Has an advertisement on television motivated you to go the Internet to find out more information about that product or service?

Adults 18+ 54%  
Online Shoppers 61%
TV Has Highest Reach of Ad Supported Platforms
Broadcast Leads the Way For Online Shoppers

% Reached Yesterday
Adults 18+ Online Shoppers

- Television (Broadcast/Cable): 81%
- Broadcast TV: 79%
- Email: 75%
- Social Media: 61%
- Search: 61%
- Radio: 59%
- Cable TV: 53%
- Streaming TV: 40%
- Streaming Video Other Than TV/Movies: 34%
- Newspapers: 26%
- Broadcast TV News Websites/Apps: 24%
- TV Program or Movie Using Streaming Video: 22%
- Magazines: 20%
- Internet-Radio: 18%
- Cable News Channels' Websites/Apps: 17%
- Digital Newspaper: 13%
- Digital Magazine: 5%

Source: GfK TVB Media Comparisons Study 2020. M-S 5A-1A. Persons 18+ Plan in the next month, to do any shopping online (n=1,602): Yes. Online/internet platforms such as email, social media, internet radio and websites, are totaled for any online device-PC, Smartphone and Tablets. Broadcast TV News Websites/Apps includes local TV station & network websites/apps for news/weather/sports.
Out of 5 choices, the top 4 were Broadcast Networks

If you could choose only five networks, which five would you choose?

Online Shoppers
% Choose Network

<table>
<thead>
<tr>
<th>Network</th>
<th>% Choose Network</th>
</tr>
</thead>
<tbody>
<tr>
<td>“A”</td>
<td>42%</td>
</tr>
<tr>
<td>“B”</td>
<td>42%</td>
</tr>
<tr>
<td>“C”</td>
<td>40%</td>
</tr>
<tr>
<td>“D”</td>
<td>32%</td>
</tr>
<tr>
<td>“E”</td>
<td>16%</td>
</tr>
</tbody>
</table>

Network “A” and Network “B” are Broadcast Networks, while Network “D” is a Cable Network.

Source: GfK TVB Media Comparisons Study 2020. Respondents were given 50 choices of Broadcast and Cable Networks with an option to write in a network.
Reach & Time Spent

- If users spent even one minute a day with a platform they were included in that platform’s “Reach”

- A better measure of engagement is “time spent,” which reflects how much time people invest with a platform daily.
Online Shoppers Spend the Most Time with Television of All Ad Supported Platforms

Source: GfK TVB Media Comparisons Study 2020. M-S 5A-1A. Persons 18+ Plan in the next month, to do any shopping online (n=1,602): Yes. Online/internet platforms such as email, social media, internet radio and websites, are totaled for any online device-PC, Smartphone and Tablets. Broadcast TV News Websites/Apps includes local TV station & network websites/apps for news/weather/sports.
Local Broadcast Television: The Primary Source for News for Online Shoppers

Which one of the following sources, if any, would you say is your primary source for news?

- Local Broadcast TV News: 23%
- Network Broadcast TV News: 12%
- Cable News Channels: 11%
- Social Media: 11%
- All Other Internet News Websites/Apps: 9%
- Radio Stations: 7%
- Local Newspapers: 5%
- National/Local Newspapers Websites/Apps: 5%
- National Newspapers: 4%
- Network Broadcast TV News Websites/Apps: 4%
- Public TV News: 3%
- Cable TV News Websites/Apps: 3%
- Local TV News Websites/Apps: 3%
- Radio Websites/Apps: 1%

Source: GfK TVB Media Comparisons Study 2020. Persons 18+ Plan in the next month, to do any shopping online (n=1,602): Yes. Includes only those who chose a media. Q5 - Which one of the following sources, if any, would you say is your primary source for news?
Local Broadcast Television: The Primary Source For **Local Traffic, Weather & Sports For Online Shoppers**

What source do you turn to first for information about local weather, traffic, or sports?

- **Online Shoppers**

Source: GfK TVB Media Comparisons Study 2020. Persons 18+ Plan in the next month, to do any shopping online (n=1,602): Yes. Includes only those who chose a media. Q6 - What source do you turn to first for information about local weather, traffic, or sports?
Online Shoppers’ Trust is in Local Broadcast Assets

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

<table>
<thead>
<tr>
<th>Media Source</th>
<th>TV News</th>
<th>Digital News</th>
</tr>
</thead>
<tbody>
<tr>
<td>Local Broadcast TV News</td>
<td>77%</td>
<td>67%</td>
</tr>
<tr>
<td>Network Broadcast TV News</td>
<td>66%</td>
<td>62%</td>
</tr>
<tr>
<td>Cable News Channels</td>
<td>56%</td>
<td>58%</td>
</tr>
<tr>
<td>Local TV News Websites/Apps</td>
<td>56%</td>
<td>56%</td>
</tr>
<tr>
<td>National/Local Newspapers Websites/Apps</td>
<td>53%</td>
<td>53%</td>
</tr>
<tr>
<td>Radio Stations Websites/Apps</td>
<td>41%</td>
<td>41%</td>
</tr>
<tr>
<td>Network Broadcast TV News Websites/Apps</td>
<td>41%</td>
<td>41%</td>
</tr>
<tr>
<td>Cable TV News Websites/Apps</td>
<td>24%</td>
<td>24%</td>
</tr>
<tr>
<td>All Other Internet News Websites/Apps</td>
<td>41%</td>
<td>41%</td>
</tr>
<tr>
<td>Social Media</td>
<td></td>
<td>24%</td>
</tr>
</tbody>
</table>

Source: GfK TVB Media Comparisons Study 2020. Persons 18+ Plan in the next month, to do any shopping online (n=1,602): Yes. 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.
Local Broadcast Television News: Most Involved In Your Community For Online Shoppers

Which source of news do you feel is the most involved in your community?

**Online Shoppers**

- Local Broadcast TV News: 44.9%
- Local Newspapers: 20.2%
- Social Media: 9.0%
- Radio Stations: 8.6%
- Local TV News Web/Apps: 6.5%
- Web/Apps: 6.5%
- Public TV News: 2.8%
- Other: 2.5%
- Network Broadcast TV News: 2.2%
- Cable News Channels: 0.7%
- National/Local Newspapers Web/Apps: 1.0%
- All Other Internet News Web/Apps: 1.6%
- National/Local Newspapers Web/Apps: 1.0%
- Cable News Channels: 0.7%
- Other: 2.5%
- Network Broadcast TV News: 2.2%
- Public TV News: 2.8%
- Local TV News Web/Apps: 6.5%
- Radio Stations: 8.6%
- Social Media: 9.0%

Source: GfK TVB Media Comparisons Study 2020. Persons 18+ Plan in the next month, to do any shopping online (n=1,602): Yes. Includes only those who chose a media. Q8 - And, which source of news do you feel is the most involved in your community?
TV and Digital
Broadcast TV Reaches the Same Amount of Adults in 1 Day, as Social Media does in a Month

75 Programs on 7 Networks
Nielsen 60 second viewer requirement

A18+
59,506,000 Unduplicated Viewers

Time Frame Days

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29

6.1 Billion Videos
ComScore 3 second viewer requirement

Source: Feb 2020 Nielsen; Live+1. Comscore, People 18+, Data Source: VMX Desktop, 59,506,000 Unduplicated Viewers
Broadcast TV Websites/Apps Provide Multi-platform Opportunities
Local Broadcast Television Station Websites: Top Choice For Info On News And Events For Online Shoppers

Websites Most Likely To Turn To When You Need Information About Local News Or Events

Online Shoppers

- Local Broadcast TV Websites/Apps: 48%
- Local Newspapers Websites/Apps: 23%
- Local Radio Websites/Apps: 8%
- Local Magazines Websites/Apps: 1%
- Any social media websites or apps like Facebook, Twitter, or Instagram: 11%
- Other: 9%

Source: GfK TVB Media Comparisons Study 2020. Persons 18+ Plan in the next month, to do any shopping online (n=1,602): Yes. Includes only those who answered. Q13 - Which one of the following websites are you most likely to turn to when you need information about local news or events? As a percentage of those that use websites and apps.
Broadcast Websites Added More Reach to Broadcast TV, than Cable For Online Shoppers

<table>
<thead>
<tr>
<th></th>
<th>Online Shoppers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Broadcast TV</td>
<td>79.0%</td>
</tr>
<tr>
<td>Broadcast TV and Cable</td>
<td>80.7%</td>
</tr>
<tr>
<td>Broadcast TV and Broadcast Websites</td>
<td>82.7%</td>
</tr>
</tbody>
</table>

1.7% Reach Added
3.7% Reach Added

Source: GfK TVB Media Comparisons Study 2020. M-S 5A-1A. Persons 18+ Plan in the next month, to do any shopping online (n=1,602): Yes.
“When visiting a television station’s website or app, do you view the ads?”

A18+

Yes 81%
No 19%

A18-34

Yes 88%
No 12%

A18-49

Yes 87%
No 13%

A25-54

Yes 85%
No 15%

Source: GfK TVB Purchase Funnel 2019, Responses = 6113, 1834, 3737, 3466

C2 "How often do you look at the video ads on that local television station’s website or app?” (Yes = combination of Every time, Most of the time & Sometimes)
Attribution Study: Driving Traffic to Retailer’s Website
Retailer: Broadcast had about Double Cable’s Lift Rate in Website Traffic

Conversion Lift Rate to Website

<table>
<thead>
<tr>
<th>Total TV Campaign</th>
<th>Broadcast+Cable</th>
<th>Cable TV</th>
<th>Broadcast TV</th>
</tr>
</thead>
<tbody>
<tr>
<td>Conversion Lift Rate</td>
<td>29.8</td>
<td>21.9</td>
<td>40.8</td>
</tr>
<tr>
<td>Impressions</td>
<td>43,608M</td>
<td>31,803M</td>
<td>12,518M</td>
</tr>
</tbody>
</table>

Source: TVB Data Plus Math Attribution Study 2020, Measured 4 months July-October
Broadcast Delivered About Double The Web Conversion Rate With Half Frequency of Cable

Retailer TV Campaign Frequency Vs. Conversion Lift Rate

Major Broadcast Networks
- Frequency: 9.42
- Lift Rate: 40.8

Ad Supported Cable Networks
- Frequency: 18.9
- Lift Rate: 21.9

TVB Data Plus Math Attribution Study 2020
Broadcast TV Generates Online Shopping

- COVID-19 has impacted the ability for Americans to go out of their homes for any reason, including shopping.
  - Online shopping has become a necessity.
  - Respondents felt that broadcast TV news gave them the best information & updates pertaining to the Coronavirus.
- Through the Coronavirus Study, Purchase Funnel, Media Comparisons and the Attribution Study, we learned:
  - Broadcast TV delivers online shoppers & Local Broadcast TV websites offer multi-platform opportunities.
  - TV Ads motivate & local TV Assets resonate with opinion leaders.
  - When picking only five networks, the top four are on broadcast TV.
  - Local TV news is the top source for news and is most trusted.
  - Television ads are motivation to learn more and do further research online.
  - Online shoppers spend the most time with TV of all ad supported platforms.
  - Broadcast TV & broadcast websites can synergistically work together and increase reach.
  - Attribution: Broadcast TV generated much higher website traffic “lift” than cable.
Appendix

Methodology
Coronavirus Study: Methodology

WHO:
- The survey went into 10 states with a total of 10,042 Adults 18+ respondents; with approx. 1,000 per state
  - 10 states: California, Florida, Georgia, Illinois, Louisiana, Michigan, New Jersey, New York, Texas, Washington

HOW:
- Interviews were collected via opt-in online survey. The median completion time of the survey was about 6 minutes

WHEN: Interviews took place April 1-7, 2020
Coronavirus Viewership Analysis: What we examined

- Geography: 25 LPM markets
- Source: 7 Broadcast networks ABC, CBS, CW, Fox, NBC, Telemundo, Univision
- Weeks: compared 4 weeks in March, 2019 versus 2020, cuming each program’s weekly average impressions in the 25 LPMs.
  - Wk 1 2019 = 3/4/19 – 3/10/19
  - Wk 2 2019 = 3/11/19 – 3/17/19
  - Wk 3 2019 = 3/18/19 – 3/24/19
  - Wk 4 2019 = 3/25/19 – 3/31/19
  - Wk 1 2020 = 3/2/20 – 3/8/20
  - Wk 2 2020 = 3/9/20 – 3/15/20
  - Wk 3 2020 = 3/16/20 – 3/22/20
- Dayparts examined
  - Total Day
  - Local News
  - Prime
- Streams
  - Live
  - L+1
- Demos
  - A18+
  - A25-54
  - A18-34
Purchase Funnel 2019: Methodology

**WHO:**

- Over 3,000 interviews were collected via opt-in sample.
- To qualify, respondents needed to be age 18+ and:
  - be in the market for each product/service category,*
  - Have seen/heard or read an advertisement for that category in ANY of about 20 media platforms both traditional and digital, in the past 2 months
- Each respondent answered a series of questions for up to three product/service categories
- A minimum of 500 responses for each of the 7 categories was required. Most categories far exceeded the minimum.

**WHEN:** Interviews took place February 4-19, 2019

**WHAT:** Via 15-minute online quantitative survey about respondents’ exposure to the advertising at each stage of the funnel, actions taken post-advertising, general media use, opinion leader, and demographics.

* Definition for being “in the market” for each category was based on shopping frequency and/or current product ownership/planned purchase (actual criteria differed by category)

Source: GFK Purchase Funnel 2019
Media Comparisons: Methodology

WHO:

- Interviews were collected via opt-in sample through GfK’s KnowledgePanel. (KnowledgePanel is recruited using an addressed-based probability sample and is truly projectable.)
- To qualify, respondents needed to be age 18+ and recently or plans in the next month to do any shopping online (n=1,602).
- Respondents did not have to watch TV to be included in the study

HOW:

- Via a 15 minute online quantitative survey
- Care was taken to have an equal number of respondents reporting on each individual day so as not to overweight any individual day
- Two parts to the survey
  - Time spent with media and reach
  - Attitudinal questions

WHEN: Interviews took place November 7 through November 20, 2019.

Source: GfK TVB Media Comparisons Study 2020.
TVB commissioned Data Plus Math, an attribution company that uses multi-touch modeling, to do the study.

The study was conducted for the retailer from July 21, 2019 to October 18, 2019.

Data Plus Math used addressable data from Vizio’s Inscape HHs and measured the retailer’s web traffic through tracking pixels on the retailer’s website.
Thank You!