

Data Sources:

Influencer Marketing Benchmark Report 2019: Influencer Marketing Hub (Neoreach, Viral Nation)

Ratings: The Nielsen Company, NPower, NNTV, NLTV, Arianna

Newspaper TV Viewing Area: SRDS Circulation, 2009, 2014 & 2019

National Broadcast: The Nielsen Company, NNTV, Live + Same Day estimates, S/O-S/O = Sign-On to Sign-Off

Time Shifted Programs: The Nielsen Company, NNTV, Live and Live + Same Day estimates

Top 100 Programs: The Nielsen Company, NNTV

Syndication: The Nielsen Company, NNTV, Live + Same Day. Syndication data is a week behind the current report week.

Hispanic Households: The Nielsen Company, NPower, Live + Same Day

Spanish Language Programs: The Nielsen Company, NPower, Live + Same Day. For Primetime daypart, Spanish Broadcast affiliates: Azteca, Estrella TV, Telemundo, UniMas & Univision; English Broadcast affiliates: ABC, NBC, CBS, Fox, CW, Me TV, Bounce TV, Cozi TV, Escape, Grit & Laff. Independents excluded due to unknown language format. For local markets: The Nielsen Company, Arianna, Live + Same Day.

Local Market At-A-Glance/Overview: SRDS (Nielsen Segmentation & Market Solutions), GfK MEMRI

Local Market Close-Up: Nielsen NLTV, Kantar Media