

## Data Sources:

**Made-Up News:** 6/5/19 Pew Research Center

**Trust:** GfK TVB Purchase Funnel 2019

**The Nielsen Total Audience Report:** Q4 2018

**Ratings:** The Nielsen Company, Npower, NNTV, NLTV, Arianna

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

**National Broadcast:** The Nielsen Company, Npower, Live + 1 Day estimates, S/O-S/O = Sign-On to Sign-Off

**Time Shifted Programs:** The Nielsen Company, NNTV, Npower, Live and Live + 1 Day estimates

**Top 100 Programs:** The Nielsen Company, NNTV, Npower

**Syndication:** The Nielsen Company, NNTV, Npower, Live + 1 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 + 1 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:** Comscore StationView Essentials, Affinity Answers, Kantar Media

**Top 20:** HH Series Ranker All Day, Ranked on Plus 1 DVR Metrics

**Auto Purchasers:** Comscore data. Weekday Primetime comparison of the top broadcast networks versus the top 4 cable news networks, standard and HD feeds.

**Local News Strength:** All Day average of top 4 cable networks (CNN, Fox News, Headline News and MSNBC), standard and HD feeds vs. All Day Local Broadcast News average. Live HH rating used from the latest available month.