

Data Sources:

Cable & Broadcast Viewing Trend: Nielsen Npower- Ratings Analysis Time Period Report. 9/24/18-7/28/19. A18+. Ad Supported Cable Orig - ALL and Broadcast - ALL viewing sources.

Summer's Top Programs-Cable & Broadcast: Nielsen Npower 6/1-8/11/19 A25-54 Network & Cable Live+1 Ratings.

Trust in Local Broadcast Assets: GfK TVB Media Comparisons Study 2019. Persons 18+. 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.

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.