Data Sources:

2020 Media Comparisons Study: GfK

**Nielsen Average Channels Tuned Custom report**, Households, Composite, based on Aug of every year, channels tuned for all sources/originators contributing to HUT

**Ratings:** The Nielsen Company, NPOWER, NLTV, Arianna

**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, NPOWER, Live+SD vs Live +1 Day estimates on ABC, CBS, CW, Fox, NBC A25-54 Ratings

**Top 100 Programs:** The Nielsen Company, NPOWER

**Syndication:** The Nielsen Company, NPOWER, Live + 1 Day. Syndication data is a week behind the current report week.

**Hispanic Households:** The Nielsen Company, NPOWER, Live + 1 Day

**Spanish Language Programs:** The Nielsen Company, NPOWER, Live + 1 Day. For Primetime daypart, M-F 8-11p, 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 + 1 Day.

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

**Local Market Close-Up:** Comscore StationView Essentials, 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.

Note: Live+Same Day will be used if Live+1 is not available.