Data Sources:

BIA Advisory Services

2020 Media Comparisons Study: GfK

Dynata

CMAG

Cook Political

Ratings: The Nielsen Company, NPOWER, NLTV, Arianna


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


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.