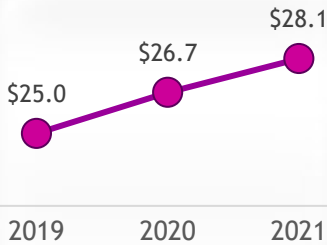


VIDLYTICS

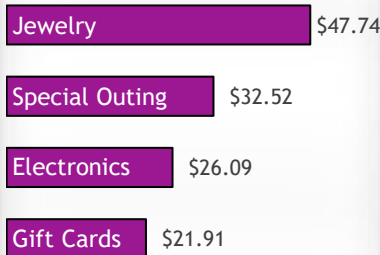
Weekly Television Performance Metrics

2020/21 Season - Week 31 (4/19-4/25/21)

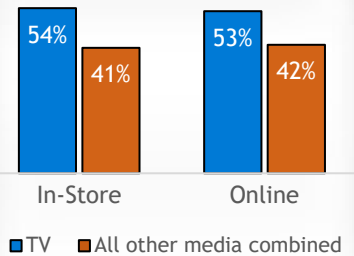
Total Mother's Day Spending in Billions



Top Mother's Day Gifts: Per Person Spending

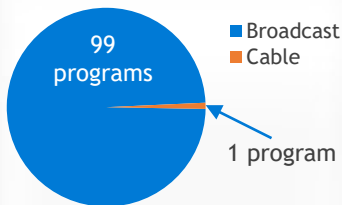


Respondents Pick TV as "Most Important" for Awareness

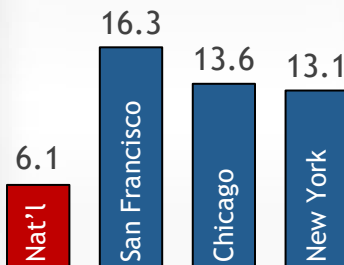


Broadcast TV Dominated the Top-Rated Programs

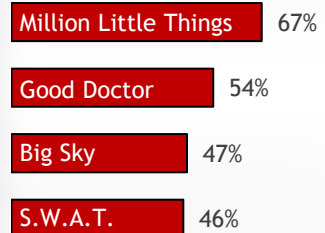
Top 100 Programs
A18+ Live+1 Ratings
3/30/20-5/10/20



The Academy Awards Live+1 Household Rating



Top A25-54 % Gains Using L+1 over L+SD

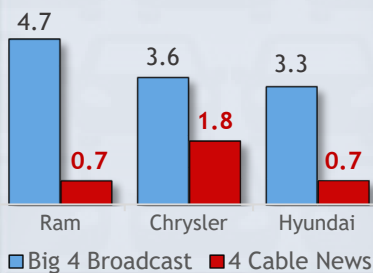


Market of the Week:

Pittsburgh, PA (Rank #26)

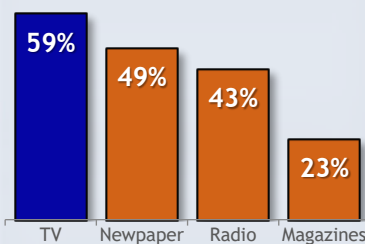
Auto Owners

Mon-Sun 5-6p Live
Average Ratings (Comscore)



Reliance on Media to Stay Informed

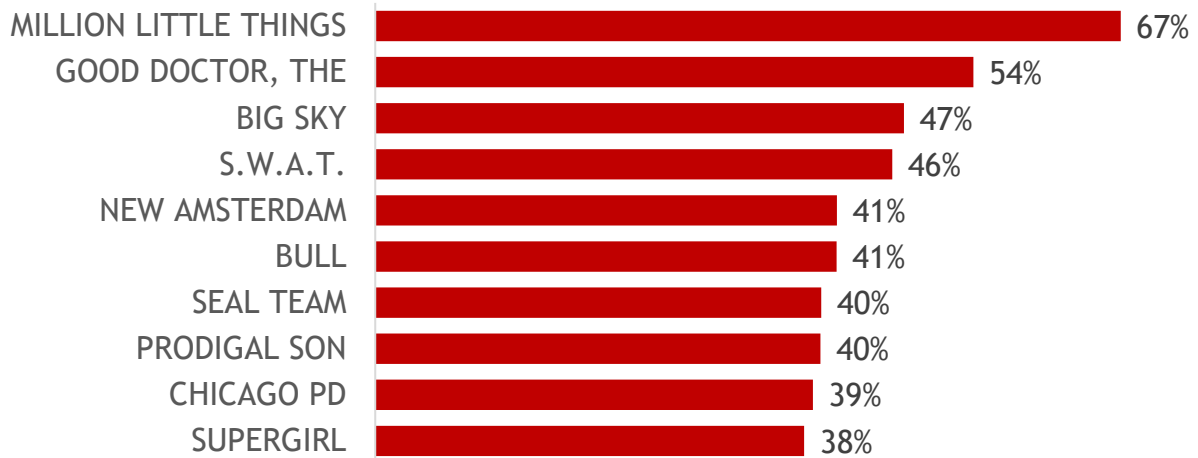
% Agree



Top 5 Spot TV Advertisers from Kantar

Advertiser	Mar'20 - Feb'21 Dols (000)
Biden For President	\$12,178.9
FanDuel	\$5,356.2
Trump For President	\$5,170.8
XFINITY	\$5,073.9
America First Action Superpac	\$4,707.9

Top 10 A25-54 Live+1 Lift % Over Live+Same Day



The Academy Awards

Sunday 4/25/21 8p ET on ABC	Live+1 HH Rating (000s)
National	6.1 (7,361)
San Francisco	16.3 (374)
Chicago	13.6 (428)
New York	13.1 (841)
Los Angeles	13.0 (645)
San Diego	12.6 (119)
Boston (WCVB)	11.5 (248)
Seattle-Tacoma	10.7 (186)
Austin	9.6 (65)
West Palm Beach	9.5 (77)
Philadelphia	9.4 (249)

Top Adults 18-49 in
Hispanic Households

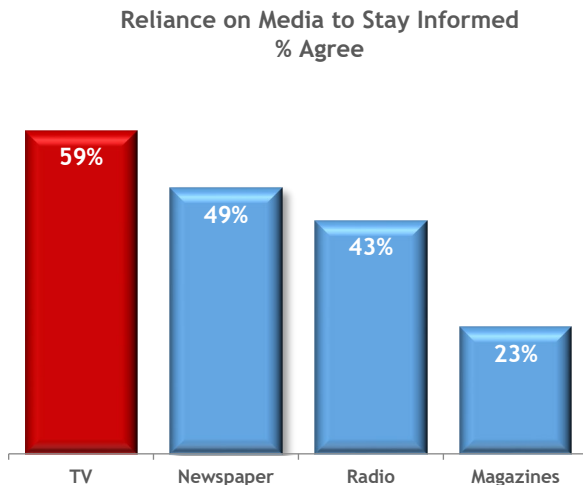
Hispanic Households	L+1 A18-49 Rtg (000's)
ROSA DE GUADALUPE MON 2	2.44 (707)
TE ACUERDAS DE MI FRI	2.34 (678)
ROSA DE GUADALUPE THU 2	2.33 (674)
TE ACUERDAS DE MI THU	2.28 (659)
TE ACUERDAS DE MI TUE	2.24 (650)
ROSA DE GUADALUPE FRI 2	2.19 (634)
ROSA DE GUADALUPE WED 2	2.19 (633)
ROSA DE GUADALUPE MON	2.11 (612)
ROSA DE GUADALUPE TUE 2	2.10 (609)
BUSCANDO FRIDA - T	1.98 (574)

Market Close-Up: Pittsburgh, PA

Pittsburgh has established itself as a technology hub with companies such as Google, Apple Inc., Intel, Uber, Facebook and RAND establishing campuses in the city. Companies such as Petrosoft, Modcloth, Guru.com, Songwhale have global headquarters in the city. The top ten private employers in Pittsburgh are University of Pittsburgh Medical Center, University of Pittsburgh, PNC Financial Services, Allegheny Health Network, supermarket chain Giant Eagle, Bank of New York Mellon, non-profit healthcare company Highmark, steel manufacturer U.S. Steel, Carnegie Mellon University and Verizon Communications. Since one in every five jobs in Pittsburgh lies within the health care service, Pittsburgh was able to hold steady during the recent economic downturn. During this, the city also began to see growth in other occupations such as the business service and construction. The area is well known for its sports, education, and cultural amenities. Pittsburgh has major league teams in football (Steelers), hockey (Penguins), and baseball (Pirates). Fan support and interest, particularly for the Steelers football team, is legendary. Heinz Field and PNC Park are attractive, accessible sports venues.

Median HH Income
\$62,881

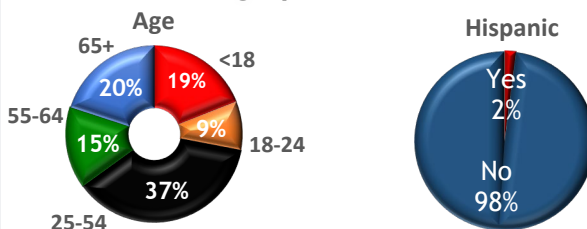
TV stations serving the area of Pittsburgh, PA:	
KDKA	CBS, Start TV, Dabl, Fave TV
WINP	Ion, Bounce TV, Court TV, QVC, HSN
WPCW	CW, Heroes & Icons, Grit, Circle
WPGH	FOX, Antenna TV, Charge!
WPNT	MyNetworkTV, Stadium, Comet, TBD
WPXI	NBC, MeTV, Laff
WTAE	ABC, Cozi TV



Pittsburgh, PA Interesting Facts

- Pittsburgh is known as the “City of Bridges” because it has 446 bridges which is more than Venice, Italy, or any other city in the world.
- The emoticon was invented in Pittsburgh in 1980 by Carnegie Mellon University computer scientist Scott Fahlman.
- Pittsburgh has more bars per capita than any other city in the country (12 per 10,000 residents).
- Babe Ruth hit the last three home runs of his career at Pittsburgh’s Forbes Field.

Pittsburgh, PA Demographic Overview



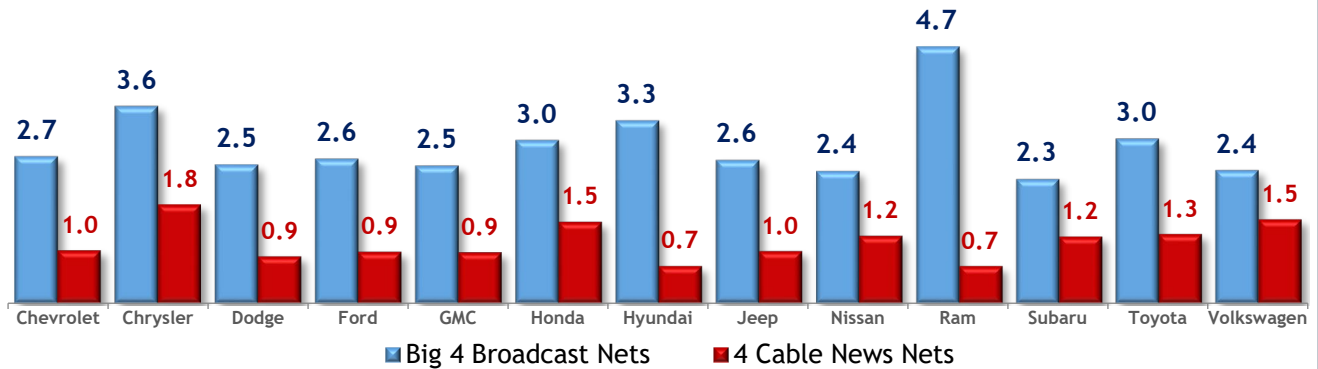
46 % loyal to vehicle brand

2020/21 Season
Local Market Close-Up:
Pittsburgh, PA

Market: Pittsburgh, PA		Series Ranker (Week of 4/5/21 - 4/11/21)					
Rtg Rnk	Series	Station	# Eps	Day	Local Time	Run Time	HH Live+1 Rtg
1	CBS NCAA BSKBL CHAMPSHIPS	KDKA (CBS)	1	M	9:20 PM	135	14.3
2	MASTERS GOLF TOURN.-SUN	KDKA (CBS)	1	U	2:30 PM	295	13.0
3	NCIS	KDKA (CBS)	1	T	8:00 PM	60	11.9
4	60 Minutes	KDKA (CBS)	1	U	7:25 PM	60	10.9
5	Chicago Med	WPXI (NBC)	1	W	8:00 PM	60	10.0
6	Jeopardy!	WPXI (NBC)	6	M T W R F S	7:00 PM	30	9.7
7	FBI	KDKA (CBS)	1	T	9:00 PM	60	9.6
8	Wheel of Fortune	WPXI (NBC)	5	M T W R F	7:30 PM	30	9.5
9	This Is Us	WPXI (NBC)	1	T	9:00 PM	61	9.4
10	Young Sheldon	KDKA (CBS)	1	R	8:00 PM	31	9.4
11	Chicago Fire	WPXI (NBC)	1	W	9:00 PM	60	9.3
12	CBS NCAA BSKBL CHAMP-POST	KDKA (CBS)	1	M	11:35 PM	25	9.2
13	Blue Bloods	KDKA (CBS)	1	F	10:00 PM	60	8.8
14	ABC World News Tonight with David Muir	WTAE (ABC)	5	M T W R F	6:30 PM	30	8.5
15	Chicago P.D.	WPXI (NBC)	1	W	10:00 PM	60	8.5
16	MASTERS GOLF TOURN. SAT.	KDKA (CBS)	1	S	3:00 PM	290	8.3
17	Pittsburgh's Action News 4	WTAE (ABC)	1	U	6:30 PM	30	8.2
18	FBI: Most Wanted	KDKA (CBS)	1	T	10:00 PM	60	8.0
19	The Voice	WPXI (NBC)	1	M	8:00 PM	121	7.9
20	Mom	KDKA (CBS)	1	R	9:01 PM	29	7.9

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Auto Ownership by Make (Comscore)
Average Live Demo Ratings - March '21
Mon-Sun 5-6p



Data Sources:

GfK TVB Purchas Funnel 2021

Ratings: The Nielsen Company, NPOWER, NLTV, Arianna

NRF

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 rtgs on ABC, CBS, CW, Fox, NBC A25-54 Ratings

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 Ownership: Comscore data. Mon-Sun 5-6p comparison of the monthly auto demo live ratings. Taking the averages of the top broadcast networks (ABC, CBS, FOX, NBC) versus the top 4 cable news networks (CNN, Fox News Channel, Headline News, MSNBC).

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.