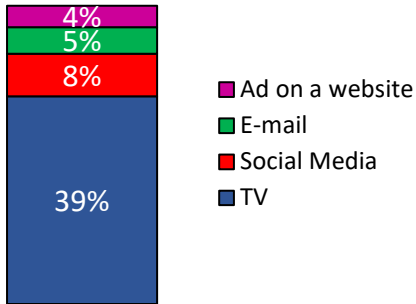


# TVB INSIGHTS

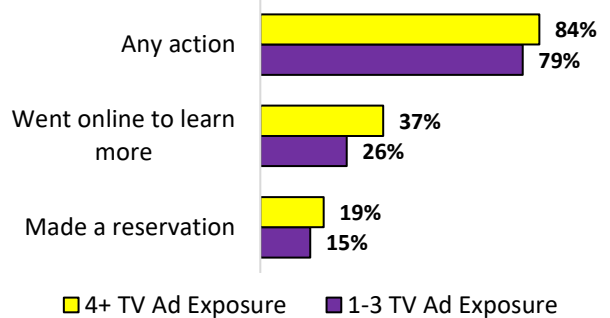
## WEEKLY RESEARCH & ANALYSIS

2021/22 Season – Week 4 (10/11 - 10/17/21)

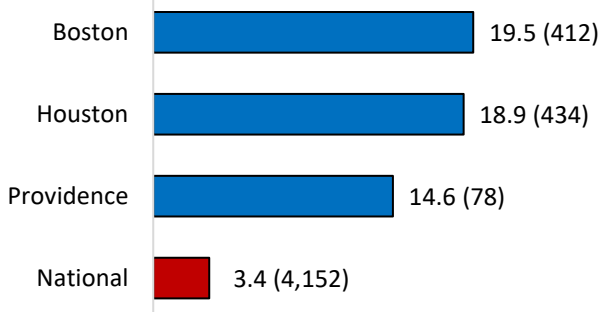
### 2021 Travel Purchase Funnel Most Important Media for “Awareness”



### After Seeing An Ad For Travel on TV, What Did You Do?



### MLB: ALCS Game 1 on FOX Live+1 HH Ratings (000's)



### NFL Week 6 Highlights Live+Same Day HH Ratings & 000's

#### 40+ HH Ratings

Chiefs in Kansas City **41.2**

Packers in Milwaukee **40.1**

#### 700+ HH 000's

Patriots in Boston **762**

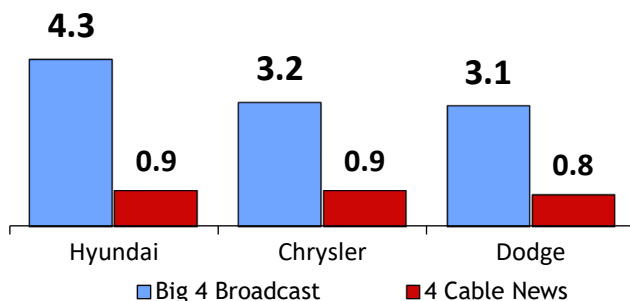
Cowboys in Dallas **749**

Bears in Chicago **734**

## Market of the Week: Providence, RI-New Bedford, MA

### Auto Owners

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

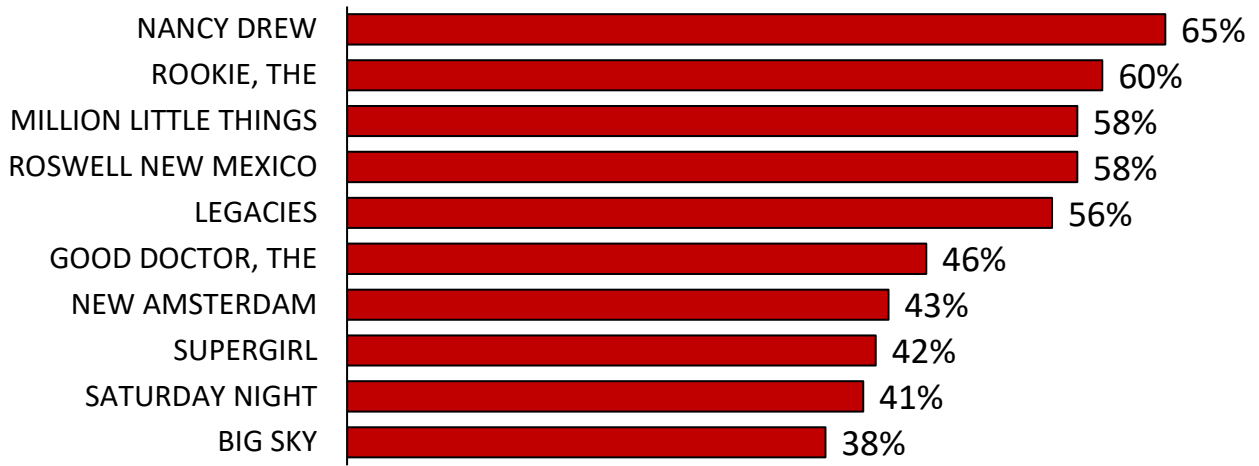


### Top 5 Spot TV Advertisers from Kantar

Advertiser	September'20 – August'21	Dols (000)
Toyota Dealer Assn		\$3,563.6
Hyundai		\$2,239.7
Cardis Furniture & Mattress Store		\$2,155.0
Cox		\$1,923.2
Rob Levine & Assoc Attorneys		\$1,465.8

2021/22 Season  
Week 4 (10/11 -10/17/21)

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



MLB ALCS Game 1

Friday 10/15 on FOX	Live+1 HH Rating (000s)
National	3.4 (4,152)
Boston	19.5 (412)
Houston	18.9 (434)
Providence	14.6 (78)
Hartford	9.2 (72)
Austin	7.8 (54)
New Orleans	7.1 (40)
San Antonio	6.2 (52)
Memphis	5.2 (26)
San Diego	5.0 (45)
Cincinnati	4.9 (38)
Birmingham	4.8 (28)

Top Adults 18-49 in Hispanic Households

Hispanic Households	L+1 A18-49 Rtg (000's)
CBS NFL NATIONAL	3.99 (1,156)
CBS NFL NATL POST GUN	3.63 (1,053)
RUM-MUND-TEL-UNVSO-21	3.21 (930)
SI NOS DEJAN MON	2.79 (808)
DESALMADA, LA MON	2.71 (785)
DESALMADA, LA WED	2.40 (694)
NBC SUNDAY NIGHT FOOTBALL	2.30 (667)
VENCER EL PASADO WED	2.22 (643)
DISENANDO TU AMOR MON	2.15 (624)
FOX NFL SUNDAY-SINGLE	2.14 (620)

Source: Nielsen Arianna and nPower, Live+1, ^Live+Same Day; HH, A18-49, A25-54 ratings and 000s  
\* Live+SD used as Live+1 was not yet available





## NFL 2021 Season: Week 6 (Thursday, 10/14 - Monday, 10/18/21)

DMA (Live+1 HH Rating/000's)	Visiting Team (Score)	Day / Date	Home Team (Score)	DMA (Live+1 HH Rating/000's)
Tampa (17.2 / 300) Tampa3 (3.1 / 54)	<b>Buccaneers (28)</b>	Thu / Oct. 14th	Eagles (22)	Philadelphia (21.7 / 565) Philadelphia3 (3.8 / 100)
Miami (8.5 / 126) Miami3 (0.1 / 2)	Dolphins (20)	Sun / Oct 17th	<b>Jaguars (23)</b>	Jacksonville (22.7 / 149) Jacksonville3 (0.1 / 0)
Kansas City (41.2 / 345)	<b>Chiefs (31)</b>	Sun / Oct 17th	Washington (13)	D.C. (17.1 / 361)
L.A. (6.2 / 287)	<b>Rams (38)</b>	Sun / Oct 17th	Giants (11)	New York (7.9 / 516)
Houston (12.4 / 284)	Texans (3)	Sun / Oct 17th	<b>Colts (31)</b>	Indianapolis (20.5 / 198)
Cincinnati (26.3 / 205)	<b>Bengals (34)</b>	Sun / Oct 17th	Lions (11)	Detroit (18.6 / 304)
Milwaukee (40.1 / 317)	<b>Packers (24)</b>	Sun / Oct 17th	Bears (14)	Chicago (23.6 / 734)
L.A. (6.0 / 278)	Chargers (6)	Sun / Oct 17th	<b>Ravens (34)</b>	Baltimore (29.2 / 289)
Minneapolis (26.9 / 435)	<b>Vikings (34)</b>	Sun / Oct 17th	Panthers (28)	Charlotte (17.3 / 176)
Phoenix (21.0 / 362)	<b>Cardinals (37)</b>	Sun / Oct 17th	Browns (14)	Cleveland (35.6 / 449)
Las Vegas (17.8 / 125)	<b>Raiders (34)</b>	Sun / Oct 17th	Broncos (24)	Denver (26.6 / 384)
Dallas (30.8 / 749)	<b>Cowboys (35)</b>	Sun / Oct 17th	Patriots (29)	Boston (36.0 / 762)
Seattle (32.3 / 547) T	Seahawks (20)	Sun / Oct 17th	<b>Steelers (23)</b>	Pittsburgh (36.9 / 380)
Buffalo (38.2 / 201) Buffalo1 (15.0 / 79)	Bills (31)	Mon / Oct 18th	Titans (34)	Nashville (18.7 / 161) Nashville1 (10.5 / 91)

Source: Nielsen Arianna and nPower,  
10/14 - Live+1 HH Ratings/000's; 10/17-10/18 Live+Same Day used as Live+1 was not yet available)

Broadcast / Cable; 1 = ESPN delivery, 2 = ESPN2 delivery, 3 = NFLN

Green Bay uses Milwaukee due to the delayed access in obtaining Green Bay ratings;

Overtime; Bold = Winner

T = KING not airing on DISH

BYE Week: Falcons, Saints, Jets & 49ers

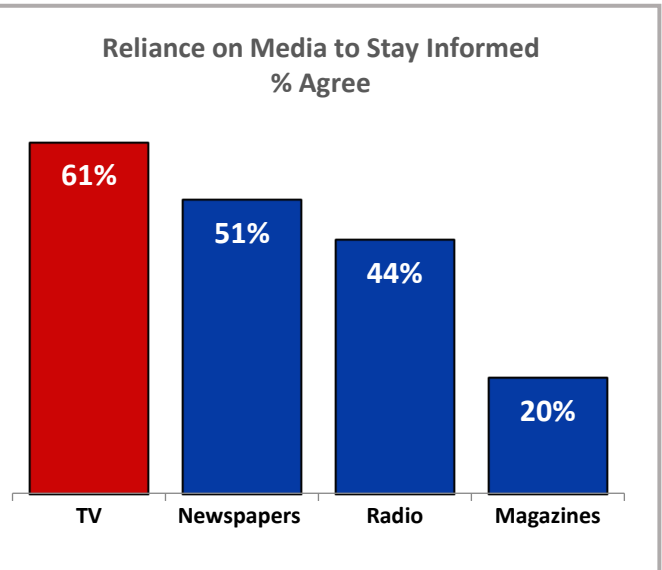


## Market Close-Up: Providence, RI-New Bedford, MA

Providence is the capital and most populous city of the U.S. state of Rhode Island. It is also one of the oldest cities in the United States. Today, the city of Providence is home to eight hospitals and seven institutions of higher learning which have shifted the city's economy into service industries, though it still retains some manufacturing activity. Prominent companies headquartered in Providence include Fortune 500 Textron, an advanced technologies industrial conglomerate; United Natural Foods, a distributor of natural and organic foods; Fortune 1000 Nortek Incorporated; Gilbane, a construction and real estate company. Other companies with headquarters in the city include Citizens Bank, Virgin Pulse, Ørsted US Offshore Wind, and Providence Equity. New Bedford is nicknamed "The Whaling City" because it was one of the world's most important whaling ports in the nineteenth century. The city remains known for its fishing fleet and accompanying seafood industry, for its high concentration of Portuguese Americans, and as the primary setting of Herman Melville's 1851 novel Moby-Dick.

Median HH Income
\$76,637

TV stations serving the area of Providence, RI-New Bedford, MA:	
WJAR	NBC, MeTV, Comet, TBD
WLNE	ABC, Grit, Court TV Mystery, Court TV
WLWC	Court TV
WNAC	Fox, CW, Rewind TV, Antenna TV
WPRI	CBS, MyNetworkTV, True Crime Network, Dabl
WPXQ	Ion, Laff, Newsy, Bounce TV, Defy TV, TrueReal
WRIW	Telemundo



**Providence, RI-New Bedford, MA Interesting Facts**

- Providence has the most coffee and donut shops per capita of any city in the country, with over 25 doughnut shops per 100,000 people.
- Providence is the largest manufacturer of silverware in the world.
- The Biltmore Hotel is regarded as the most haunted spot in Providence. The hotel served as inspiration for Steven King's "Overlook Hotel" and Robert Bloch's "Bates Motel."
- New Bedford was "The City that Lit the World". This name was earned by the use of whale oil for lamps and candles.

**Providence, RI-New Bedford, MA Demographic Overview**

**Age Distribution:**

Age Group	Percentage
65+	19%
55-64	14%
25-54	38%
18-24	10%
<18	19%

**Hispanic Population:**

Response	Percentage
Yes	15%
No	85%

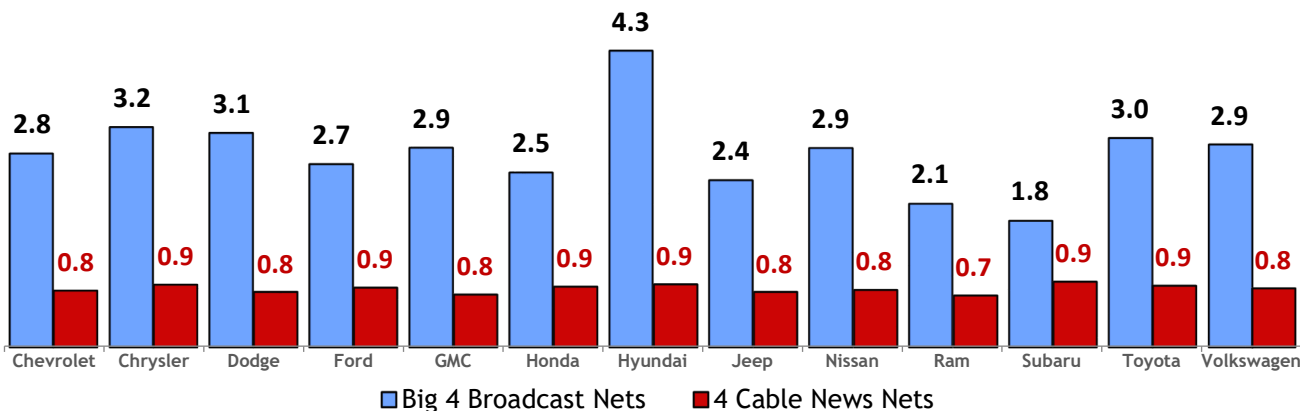
**48% loyal to vehicle brand**

## 2020/21 Season Local Market Close-Up: Providence, RI

Market: Providence, RI				Series Ranker (Week of 9/20 - 9/26/21)			
Rtg Rnk	Series	Station	# Eps	Day	Local Time	Run Time	HH Live+1 Rtg
1	NFL on FOX Regional	WNAC (FOX)	1	U	01:03 PM	182	27.7
2	NFL on FOX National	WNAC (FOX)	1	U	04:32 PM	180	22.9
3	NFL on FOX Fill	WNAC (FOX)	1	U	04:25 PM	7	22.5
4	FOX NFL Game Break	WNAC (FOX)	1	U	04:05 PM	20	21.1
5	FOX NFL Sunday Pregame	WNAC (FOX)	1	U	01:02 PM	1	18.2
6	NBC SUNDAY NIGHT FOOTBALL	WJAR (NBC)	1	U	08:23 PM	188	15.4
7	NFL on FOX Post Gun	WNAC (FOX)	1	U	07:32 PM	5	14.2
8	FOX NFL Prekick	WNAC (FOX)	1	U	12:57 PM	5	13.3
9	NBC NFL SUNDAY POST	WJAR (NBC)	1	U	11:31 PM	11	12.2
10	SUNDAY NIGHT NFL PRE-KICK	WJAR (NBC)	1	U	08:13 PM	10	12.1
11	Chicago Fire	WJAR (NBC)	1	W	09:00 PM	60	10.8
12	Chicago Med	WJAR (NBC)	1	W	08:00 PM	60	10.5
13	The OT	WNAC (FOX)	1	U	07:37 PM	23	10.0
14	Chicago P.D.	WJAR (NBC)	1	W	10:00 PM	60	10.0
15	NBC 10 News @ 11pm Sunday	WJAR (NBC)	1	U	11:42 PM	30	9.3
16	NBC Nightly News	WJAR (NBC)	5	M, T, W, R, F	06:30 PM	30	8.7
17	FOOTBALL NT AMERICA PT 3	WJAR (NBC)	1	U	07:52 PM	21	8.6
18	Law & Order: Special Victims Unit	WJAR (NBC)	1	R	08:00 PM	120	8.4
19	Wheel of Fortune	WPRI (CBS)	5	M, T, W, R, F	07:00 PM	30	7.7
20	The Voice	WJAR (NBC)	3	M, T, S	09:00 PM	120	7.7

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### Auto Ownership by Make (Comscore) Average Live Demo Ratings – August '21; Mon-Sun 5–6pm



### Local Broadcast News Avg. vs. Cable Network News Avg. – HH Live Ratings – August '21

Average Local Broadcast News

2.2

Avg. Cable Nets.  
News Channels

0.7

## Data Sources:

**GfK TVB Travel Purchase Funnel 2021:** A18+

**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 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 TV, 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.