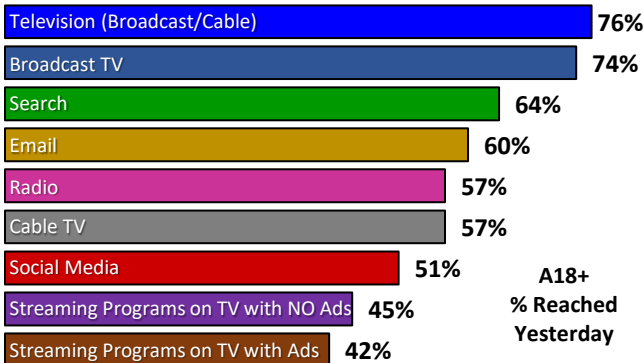


TVB INSIGHTS

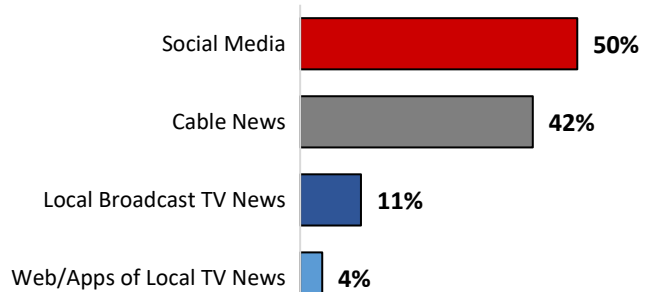
WEEKLY RESEARCH & ANALYSIS

2021/22 Season – Week 33 (5/2 – 5/8/22)

TV Has Highest Reach...Broadcast TV Leads The Way



"I Find The Problem With 'Fake News' To Be Most Prevalent On..."



Finding Primary Voters In North Carolina

Charlotte (3/28-4/24/22)

NC Democratic Primary Voter		NC Republican Primary Voter	
Program (Index)		Program (Index)	
The View	199	FOX NASCAR Cup	142
Late Show w/Colbert	152	WBTV News at 6P	128
Saturday Night Live	146	Wheel of Fortune	117
9-1-1: Lone Star	130	American Idol	111

Index = Primary Voter Live Rating Indexed To HH Live Rating

Finding Primary Voters In Pennsylvania

Philadelphia (3/28-4/24/22)

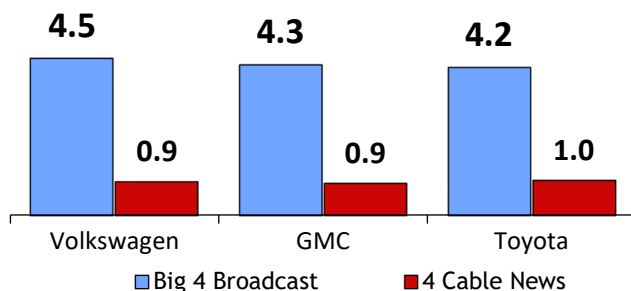
PA Democratic Primary Voter		PA Republican Primary Voter	
Program (Index)		Program (Index)	
CBS News Sun Mor.	132	FOX NASCAR Cup	149
Action News 11PM	131	Eyewitness News Sat.	144
NBC Nightly News Sun	128	Jeopardy!	112
The Masked Singer	122	This is Us	110

Index = Primary Voter Live Rating Indexed To HH Live Rating

Market of the Week: Charleston-Huntington, WV

Auto Owners

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

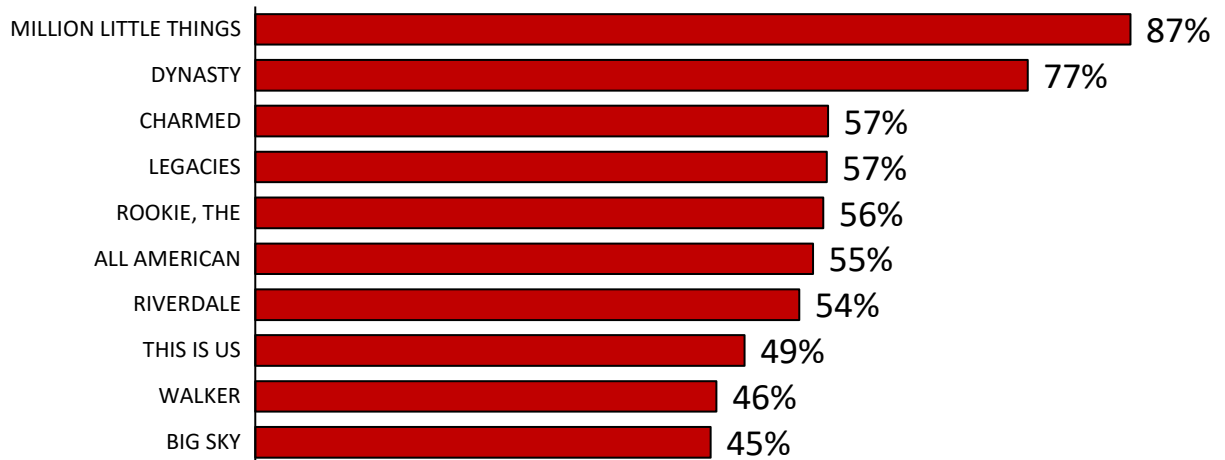


Top 5 Spot TV Advertisers from Kantar

Advertiser	Dols (000)
Toyota Dealer Assn	\$1,453.5
FanDuel	\$1,395.4
Morgan & Morgan Attorneys	\$1,339.5
Betrivers.com	\$827.6
DraftKings	\$826.2

2021/22 Season
Week 33 (5/2 - 5/8/22)

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



The 148th running of the
Kentucky Derby

Saturday, 5/7/22 10:30 AM (ET) on NBC	Live+1 HH Rating (000s)
National	7.76 (9,500)
Louisville	28.5 (201)
Ft. Myers-Naples	18.8 (116)
Cincinnati	16.3 (154)
West Palm Beach	14.5 (126)
Baltimore	11.5 (132)
Buffalo	11.5 (74)
Knoxville	11.2 (61)
Pittsburgh	10.9 (126)
Providence-New Bedford	10.9 (70)
Columbus, OH	10.7 (107)
Hartford & New Haven	10.7 (107)

Top Adults 18-49 in
Hispanic Households

Hispanic Households	L+1 A18-49 Rtg (000's)
MI FORTUNA ES AMARTE MON	2.34 (677)
MADRE MON	2.30 (667)
MADRE WED	2.25 (653)
MADRE THU	2.25 (651)
MADRE TUE	2.19 (635)
MI FORTUNA ES AMARTE TUE	2.17 (628)
MI FORTUNA ES AMARTE WED	2.15 (622)
SOLTERO CON HIJAS TUE	2.00 (579)
MADRE FRI	1.94 (563)
MI FORTUNA ES AMARTE FRI	1.93 (559)

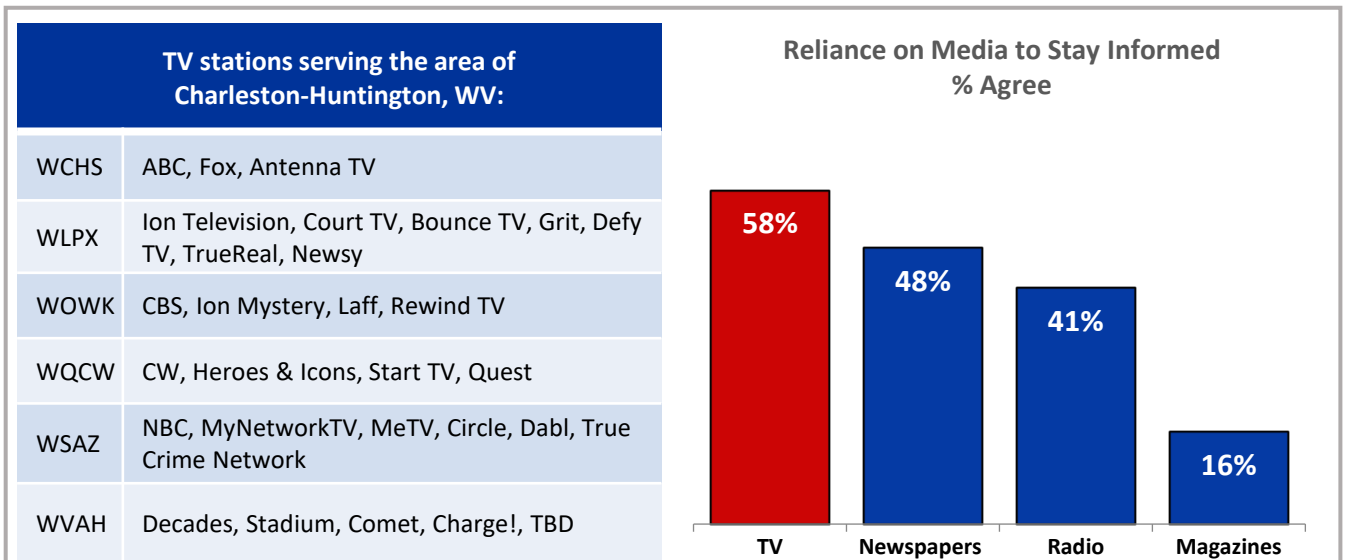
Source: Nielsen Arianna and nPower, Live+1; HH, A18-49, A25-54 ratings and 000s
^ Live+Same Day used as Live+1 was not yet available



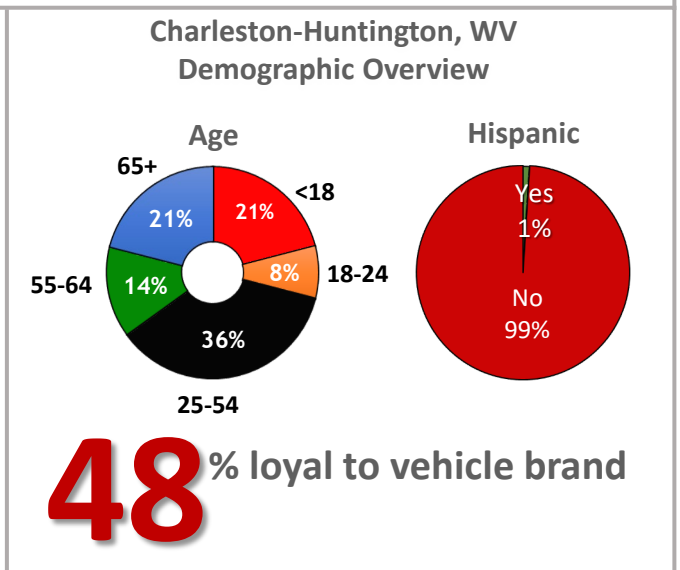
Market Close-Up: Charleston-Huntington, WV

Charleston is the capital and most populous city of West Virginia. Charleston's first permanent settlement, Fort Morris, was built in 1773 by William Morris and was used during the American Revolution. The town of Charleston was incorporated by the Virginia House of Delegates in 1794. Early industries important to Charleston included the: salt, first natural gas well, and coal industries. Coal became key to the economy in the city and the surrounding areas. Today's economy is fueled by: trade, utilities, government, medicine, and education. Some large employers in the area include: CAMC Health System, United Bank Shares, Cannelton, Appalachian Tires, among others. The city of Huntington has benefited from its location on the Ohio River at the mouth of the Guyandotte River. It is home to the Port of Huntington Tri-State, the second busiest inland port in the United States. Huntington's diversified economy is fueled by it's the industrial sector. This sector is driven by the coal, oil, chemicals, and steel industries. The largest employers in the area are Marshall University, Cabell Huntington Hospital, St. Mary's Medical Center, CSX Transportation, the U.S. Army Corps of Engineers, Amazon, DirecTV, and the City of Huntington.

Median HH Income
\$47,860



- ### Charleston-Huntington, WV Interesting Facts
- Charleston is the home of the Charleston Dirty Birds who are a part of the Atlantic League of Professional Baseball.
 - Medal of Honor recipient, Robert E. Femoyer, was born in Huntington in 1921.
 - West Virginia United and West Virginia Wildfire, a USL League Two soccer team and Women's Spring Football team, are located in Charleston.
 - Jim Thornton, the announcer on Wheel of Fortune was born in Huntington.
 - Shoney's restaurant and Heck's department store were both founded in Charleston.

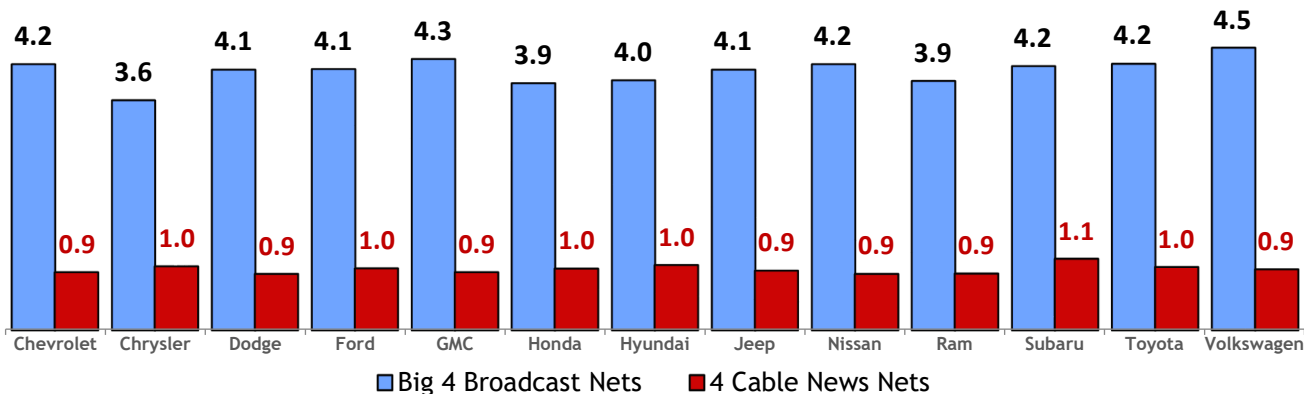


2021/22 Season Local Market Close-Up: Charleston-Huntington, WV

Market: Charleston-Huntington, WV				Series Ranker (Week of 4/11 - 4/17/22)			
Rtg Rnk	Series	Station	# Eps	Day	Local Time	Run Time	HH Live+1 Rtg
1	NBC Nightly News	WSAZ (NBC)	5	M, T, W, R, F	06:30 PM	30	16.7
2	WSAZ NewsChannel 3 Six O'Clock	WSAZ (NBC)	5	M, T, W, R, F	06:00 PM	30	16.7
3	NBC NIGHTLY NEWS-SAT.	WSAZ (NBC)	1	S	06:30 PM	30	14.5
4	NBC NIGHTLY NEWS-SUN	WSAZ (NBC)	1	U	06:30 PM	30	14.4
5	Jeopardy!	WSAZ (NBC)	5	M, T, W, R, F	07:30 PM	30	14.3
6	WSAZ NewsChannel 3 Six O'Clock - Sunday	WSAZ (NBC)	1	U	06:00 PM	30	14.2
7	Wheel of Fortune	WSAZ (NBC)	6	M, T, W, R, F, S	07:00 PM	30	14.2
8	WSAZ NewsChannel 3 Six O'Clock - Saturday	WSAZ (NBC)	1	S	06:00 PM	30	13.8
9	Chicago Med	WSAZ (NBC)	1	W	08:00 PM	60	12.9
10	Chicago Fire	WSAZ (NBC)	1	W	09:00 PM	60	12.0
11	WSAZ NewsChannel 3 Today	WSAZ (NBC)	5	M, T, W, R, F	06:00 AM	60	11.5
12	WSAZ 5:30 Edition	WSAZ (NBC)	5	M, T, W, R, F	05:30 PM	30	11.4
13	Saturday Today	WSAZ (NBC)	1	S	07:00 AM	90	11.1
14	Today Show	WSAZ (NBC)	5	M, T, W, R, F	07:00 AM	120	10.7
15	WSAZ NewsChannel 3 Tonight - Saturday	WSAZ (NBC)	1	S	11:00 PM	30	10.5
16	WSAZ First at Five	WSAZ (NBC)	5	M, T, W, R, F	05:00 PM	30	10.3
17	Chicago P.D.	WSAZ (NBC)	1	W	10:00 PM	60	10.3
18	American Idol	WCHS (ABC)	2	M, U	08:00 PM	121	9.9
19	Law & Order: Special Victims Unit	WSAZ (NBC)	1	R	09:00 PM	60	9.0
20	WSAZ News Channel 3 Saturday Morning @ 6	WSAZ (NBC)	1	S	06:00 AM	60	9.0

This Confidential Report Exported from Comscore TV - (c) Rentrak Corporation

Auto Ownership by Make (Comscore) Average Live Demo Ratings – April '22; Mon-Sun 5–6pm



Local Broadcast News Avg. vs. Cable Network News Avg. – HH Live Ratings – April '22



Data Sources:

2022 Political Media Usage Study: Dynata / TVB 2022 Media Usage Studies; A18+ / N = 13,059

Charlotte, NC & Philadelphia, PA Political Index: Comscore Political In-State NC & PA v3 – 08.27.2018 to Ongoing

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.