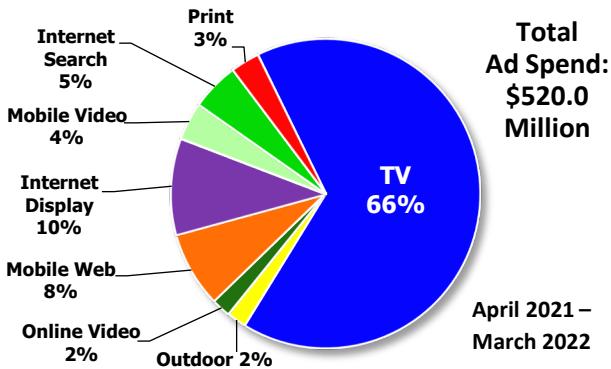


TVB INSIGHTS

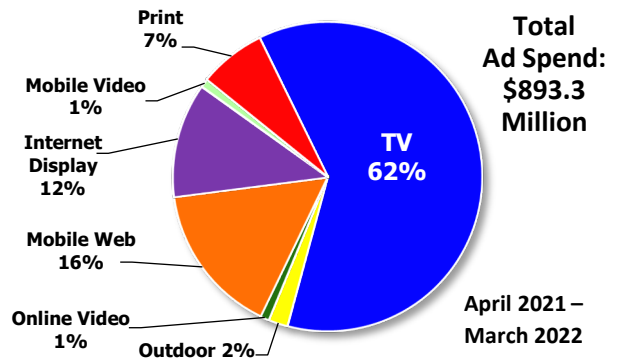
WEEKLY RESEARCH & ANALYSIS

2021/22 Season – Week 39 (6/13 – 6/19/22)

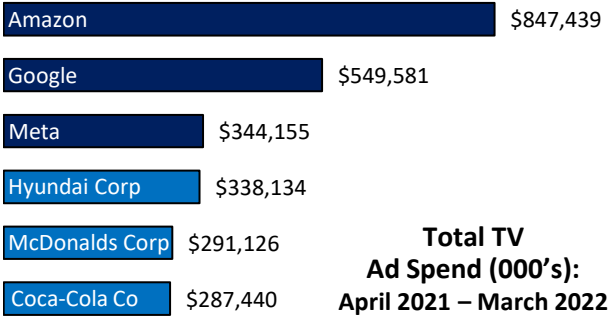
66% of Meta Ad Spending on TV



62% of Google Ad Spending on TV



Digital Companies Spend Significantly On TV



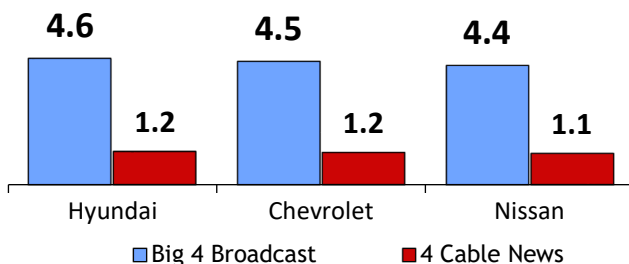
NFL 2022 Season

Thanksgiving Day (11/24/22)	NFL	Christmas Day (12/25/22)
Bills vs. Lions (CBS)	Game 1	Packers vs. Dolphins (FOX)
Giants vs. Cowboys (FOX)	Game 2	Broncos vs. Rams (CBS)
Patriots vs. Vikings (NBC)	Game 3	Buccaneers vs. Cardinals (NBC)

Market of the Week: Syracuse, NY

Auto Owners

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

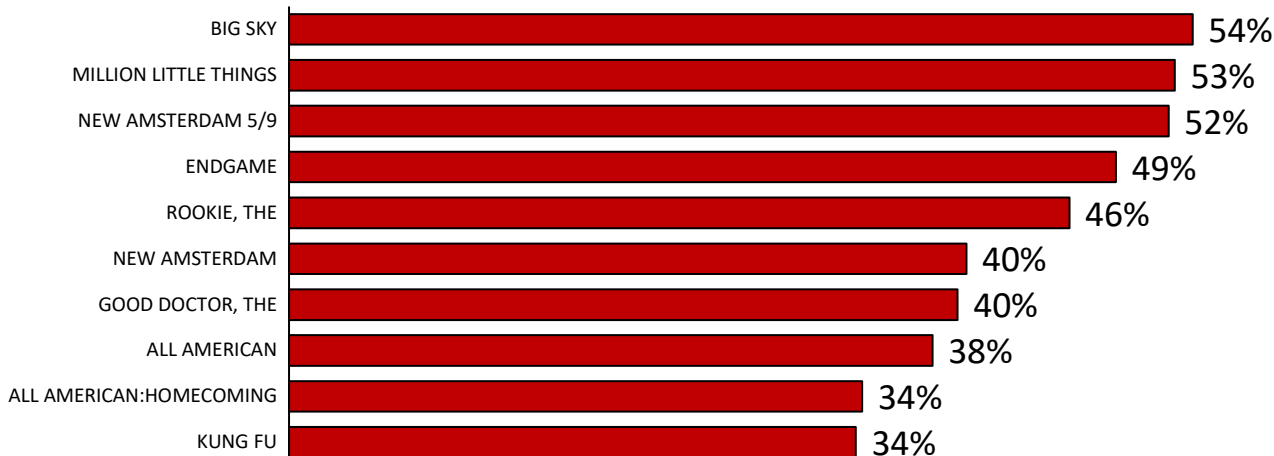


Top 5 Spot TV Advertisers from Kantar

Advertiser	Dols (000)
William Mattar Attorney	\$1,658.9
Catalano Law Group	\$1,045.5
Spectrum	\$877.6
New York State Department Of Health	\$817.5
Alexander & Assoc Attorneys	\$731.6

2021/22 Season Week 39 (6/13 - 6/19/22)

Top 10 May 2021 A18+ Live+1 Lift % Over Live+Same Day



NBA Finals Game 6

Thursday, 6/16/22 9:00P (ET) on ABC	Live+1 HH Rating (000s)
National	7.56 (9,258)
San Francisco-Oakland	27.3 (716)
Boston	18.0 (460)
Sacramento-Stockton	14.4 (213)
New Orleans	12.2 (81)
Albuquerque-Santa Fe	11.6 (81)
San Antonio	10.4 (109)
Providence-New Bedford	10.2 (66)
Miami-Ft. Lauderdale	10.1 (171)
Richmond-Petersburg	9.7 (58)
Los Angeles	9.6 (548)
Norfolk-Portsmouth	9.6 (72)

Top Adults 18-49 in Hispanic Households

Hispanic Households	L+1 A18-49 Rtg (000's)
NBA FINALS ON ABC-GAME 6	3.31 (960)
NBA FINALS ON ABC-GAME 5	2.98 (864)
MI FORTUNA ES AMARTE WED	2.42 (700)
CONCACAF NATION LG 1 6/14	2.22 (642)
NBA TROPHY PRESENTATION	2.21 (640)
MI FORTUNA ES AMARTE MON	1.98 (573)
MEXICANA Y EL GUERO WED	1.94 (561)
CONCACAF NATION LG 2 6/14	1.89 (548)
MI FORTUNA ES AMARTE THU	1.80 (522)
MI FORTUNA ES AMARTE FRI	1.71 (495)

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

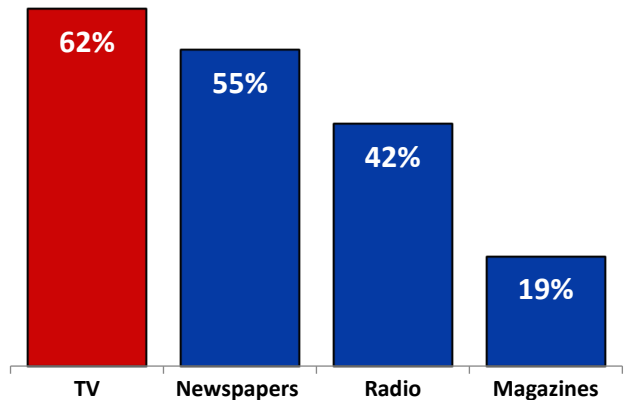
Market Close-Up: Syracuse, NY

Syracuse is the county seat of Onondaga County in New York. It is the fifth-most populous city in the state of New York following New York City, Buffalo, Yonkers, and Rochester. Many neighborhoods in Syracuse were originally independent villages that joined the city over the years. The city is the economic and educational hub of Central New York, a region with over one million residents. Syracuse is home to the Erie Canal Museum, which covers the waterway's history. The city is also the home to the largest airport in the Central New York region (Syracuse Hancock International Airport). Syracuse was named after the classical Greek city Syracuse, which is a city located on the eastern coast of Sicily. Multiple universities call Syracuse home including Syracuse University, SUNY Upstate Medical University, SUNY College of Environmental Science & Forestry, and Le Moyne College. Some major employers of the area include Carrols Restaurant Group, Coyne Textile Services, Magna Powertrain, Avalon Document Services, Pyramid Management Group, St. Joseph's Health, among others.

Median HH Income
\$66,764

TV stations serving the area of Syracuse, NY:	
WSPX	Ion Television, Court TV, Grit, Ion Mystery, Defy TV, TrueReal, Newsy, HSN
WSTM	NBC, CW, Comet
WSYR	ABC, Antenna TV, Bounce TV, Laff
WSYT	MyNetworkTV, Dabl, Fox, Cozi TV
WTVH	CBS, Charge!, TBD

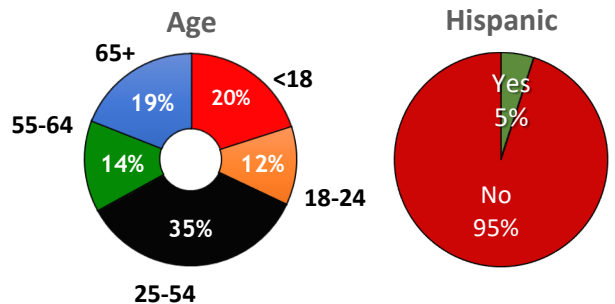
Reliance on Media to Stay Informed
% Agree



Syracuse, NY Interesting Facts

- Syracuse is home to the Syracuse Mets, who are the Minor League Triple A affiliate to the New York Mets.
- Actor Tom Cruise, artist Post Malone, and news anchor David Muir were born in Syracuse in 1962, 1995, and 1973 respectively.
- Syracuse receives more snowfall than any other city in the United States.
- The reclining dental chair was invented by Syracuse native Milton Waldo Hanchett in 1840.
- Salt potatoes were invented in Syracuse.
- The loafer was invented in Syracuse in 1937.

Syracuse, NY Demographic Overview



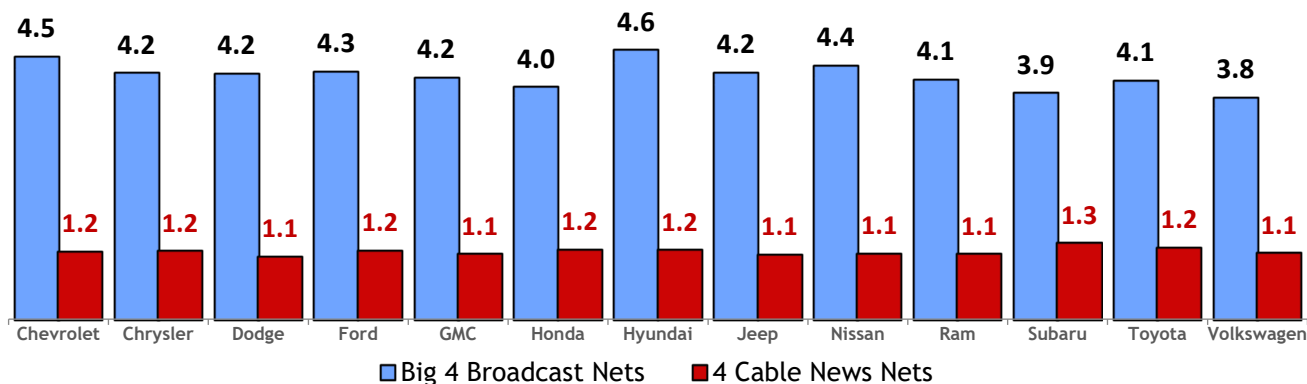
47% loyal to vehicle brand

2021/22 Season Local Market Close-Up: Syracuse, NY

Market: Syracuse, NY				Series Ranker (Week of 5/23 - 5/29/22)			
Rtg Rnk	Series	Station	# Eps	Day	Local Time	Run Time	HH Live+1 Rtg
1	ABC World News Tonight with David Muir	WSYR (ABC)	5	M, T, W, R, F	06:30 PM	30	17.0
2	NewsChannel 9 at 6:00p	WSYR (ABC)	5	M, T, W, R, F	06:00 PM	30	13.8
3	ABC World News Tonight Saturday	WSYR (ABC)	1	S	06:30 PM	30	12.3
4	Chicago Fire	WSTM (NBC)	1	W	09:00 PM	60	12.0
5	NewsChannel 9 News at 6p	WSYR (ABC)	2	S, U	6:00 PM	30	11.3
6	Chicago Med	WSTM (NBC)	1	W	08:00 PM	60	10.9
7	This Is Us	WSTM (NBC)	1	T	09:00 PM	62	10.9
8	NCIS	WTVH (CBS)	1	M	09:00 PM	60	10.9
9	ABC World News Tonight Sunday	WSYR (ABC)	1	U	06:00 PM	30	10.3
10	Chicago P.D.	WSTM (NBC)	1	W	10:00 PM	60	10.1
11	NewsChannel 9 at 5:30p	WSYR (ABC)	5	M, T, W, R, F	5:30 PM	30	9.8
12	Wheel of Fortune	WSYT (FOX)	5	M, T, W, R, F	07:00 PM	30	9.6
13	NewsChannel 9 at 5:00p	WSYR (ABC)	5	M, T, W, R, F	05:00 PM	30	9.0
14	FBI	WTVH (CBS)	2	T	8:00 PM	39	8.9
15	Good Morning America Saturday	WSYR (ABC)	2	S	8:00 AM	60	8.6
16	60 Minutes	WTVH (CBS)	1	U	07:06 PM	60	8.5
17	NBC Nightly News	WSTM (NBC)	5	M, T, W, R, F	06:30 PM	30	8.3
18	The Neighborhood	WTVH (CBS)	1	M	08:00 PM	30	7.9
19	Good Morning America	WSYR (ABC)	5	M, T, W, R, F	07:00 AM	120	7.8
20	NBC NIGHTLY NEWS-SAT.	WSTM (NBC)	1	S	06:30 PM	30	7.7

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



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



Data Sources:

Kantar Media: 4/1/21-3/31/22; TV (Spot TV, Network TV, Cable TV, SLN TV, Syndication), Internet Display, Internet Search, Online Video, Mobile, Web, Mobile Video, Outdoor, Print (Magazine, Sunday Magazines, Newspapers)

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.