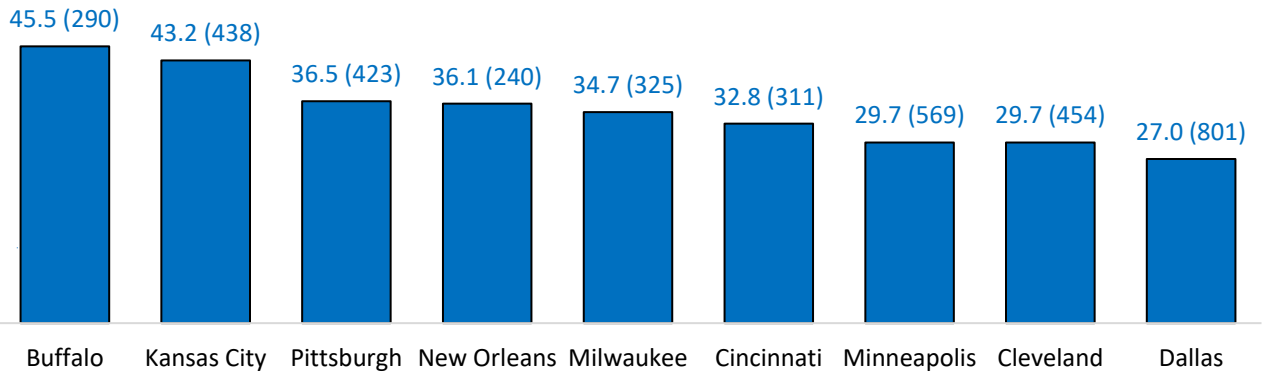


# TVB INSIGHTS

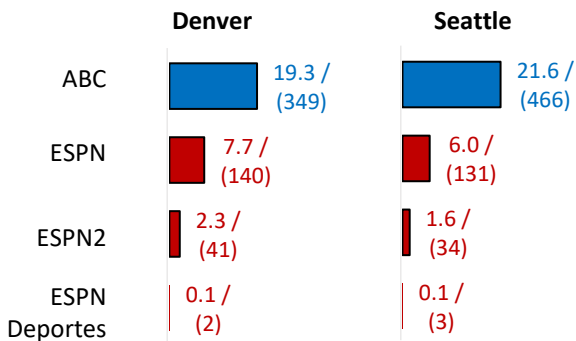
## WEEKLY RESEARCH & ANALYSIS

2021/22 Season – Week 51 (9/5 – 9/11/22)

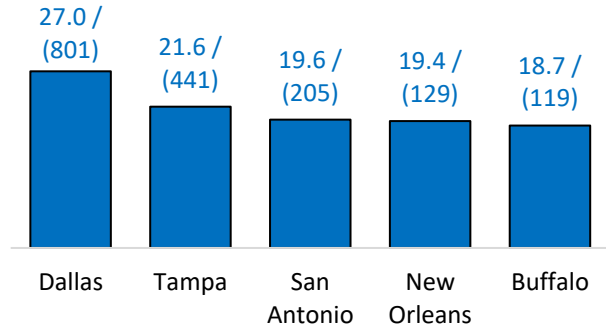
### NFL Week 1 Live+1 Household Ratings (000's)



### Monday Night Football Live+1 Household Ratings (000's)



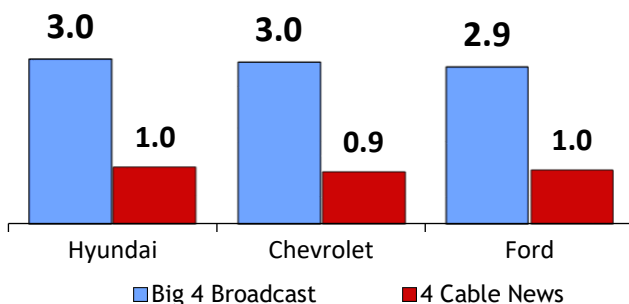
### Sunday Night Football Live+1 Household Ratings (000's)



### Market of the Week: Burlington, VT-Plattsburgh, NY

#### Auto Owners

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

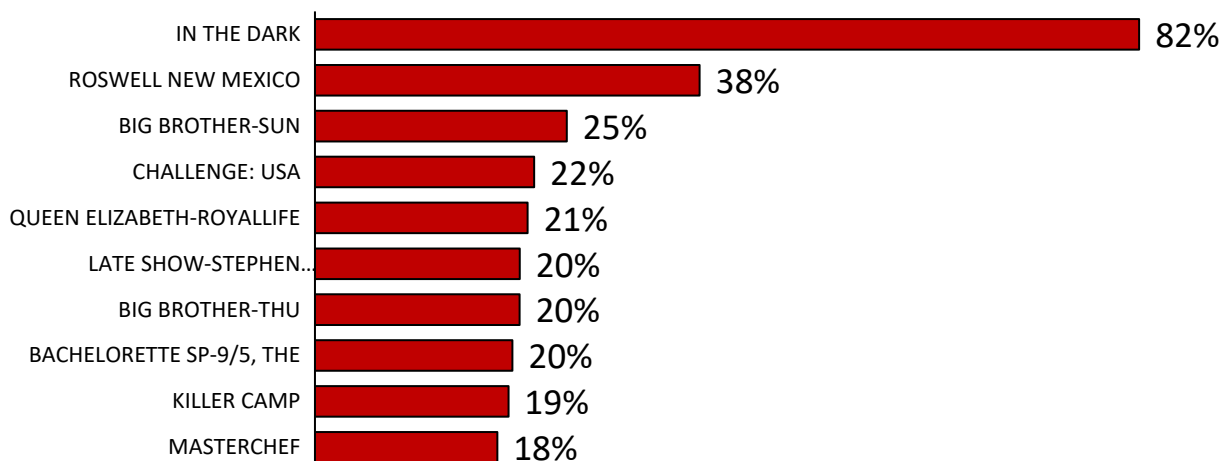


#### Top 5 Spot TV Advertisers from Kantar

Advertiser	August '21 – July '22 (Dols (000))
Toyota Dealer Assn	\$4,562.8
Spectrum	\$1,884.7
Xfinity	\$1,788.9
GMC	\$1,386.3
POL-Congress	\$1,360.2

2021/22 Season  
Week 51 (9/5/22 - 9/11/22)

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



**NBC Sunday Night Football:  
Cowboys vs. Buccaneers**

Sunday, 9/11/22 8:30PM (ET) on NBC	Live+1 HH Rating (000s)
<b>NATIONAL</b>	<b>12.34 (15,104)</b>
DALLAS-FT WORTH	27.0 (801)
TAMPA-ST. PETE	21.6 (441)
SAN ANTONIO	19.6 (205)
NEW ORLEANS	19.4 (129)
BUFFALO	18.7 (119)
AUSTIN	18.2 (169)
ALBUQUERQUE-SANTA F *	17.0 (119)
TULSA	15.9 (87)
KANSAS CITY	15.6 (159)
PROVIDENCE-NB	15.6 (101)
RICHMOND-PB	15.6 (93)

**Top Adults 18-49 in  
Hispanic Households**

Hispanic Households	L+1 A18-49 Rtg (000's)
NBC SUNDAY NIGHT FOOTBALL	4.84 (1,402)
NBC NFL TH SPECIAL	3.65 (1,058)
SUNDAY NIGHT NFL PRE-KICK	3.52 (1,019)
CBS NFL NATIONAL	2.93 (848)
FOOTBALL NT AMERICA PT 3	2.69 (780)
FOX NFL SUNDAY-NATIONAL	2.66 (771)
CBS NFL REGIONAL	2.64 (764)
CBS NFL NATL POST GUN	2.25 (652)
NBC NFL TH PRE-KICK	2.15 (623)
HERENCIA,LEGADO AMOR TUE	2.12 (614)

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





## NFL 2022 Season: Week 1 (Thursday, 9/8 - Monday, 9/12/22)

DMA (Live+1 HH Rating/000's)	Visiting Team (Score)	Day / Time ET / Network	(Score) Home Team	(Live+1 HH Rating/000's) DMA
Buffalo (45.5 / 290)	<b>Bills (31)</b>	TH / 8:20P / NBC	(10) Rams	(11.2 / 637) L.A.
New Orleans (36.1 / 240)	<b>Saints (27)</b>	SU / 1P / FOX	(26) Falcons	(14.6 / 387) Atlanta
Cleveland (29.7 / 454)	<b>Browns (26)</b>	SU / 1P / CBS	(24) Panthers	(18.7 / 238) Charlotte
S.F. (13.2 / 347)	49ers (10)	SU / 1P / FOX	<b>(19) Bears</b>	(22.7 / 803) Chicago
Pittsburgh (36.5 / 423)	<b>Steelers (23)</b>	SU / 1P / CBS	(20) Bengals	(32.8 / 311) Cincinnati
Philadelphia (22.2 / 689)	<b>Eagles (38)</b>	SU / 1P / FOX	(35) Lions	(21.2 / 405) Detroit
Indianapolis (23.9 / 281)	Colts (20)	SU / 1P / CBS	(20) Texans	(12.7 / 331) Houston
Boston (23.9 / 610)	Patriots (7)	SU / 1P / CBS	<b>(20) Dolphins</b>	(12.1 / 204) Miami
Baltimore (23.9 / 274)	<b>Ravens (24)</b>	SU / 1P / CBS	(9) Jets	(7.3 / 555) N.Y.
Jacksonville (19.0 / 146)	Jaguars (22)	SU / 1P / FOX	<b>(28) Commanders</b>	(14.5 / 384) D.C.
N.Y. (8.3 / 635)	<b>Giants (21)</b>	SU / 4:25P / FOX	(20) Titans	(23.4 / 262) Nashville
K.C. (43.2 / 438)	<b>Chiefs (44)</b>	SU / 4:25P / CBS	(21) Cardinals	(14.9 / 311) Phoenix
Las Vegas (11.8 / 101)	Raiders (19)	SU / 4:25P / CBS	<b>(24) Chargers</b>	(9.6 / 547) L.A.
Milwaukee (34.7 / 325)	Packers (7)	SU / 4:25P / FOX	<b>(23) Vikings</b>	(29.7 / 569) Minneapolis
Tampa Bay (21.6 / 441)	<b>Buccaneers (19)</b>	SU / 8:20P / NBC	(3) Cowboys	(27.0 / 801) Dallas
Denver (19.3 / 349)		MO / 8:15P / ABC		(21.6 / 466) Seattle
Denver (7.7 / 140)	Broncos (16)	MO / 8:15P / ESPN	<b>(17) Seahawks</b>	(6.0 / 131) Seattle
Denver (2.3 / 41)		MO / 8:15P / ESP2		(1.6 / 34) Seattle
Denver (0.1 (2))		MO / 8:15P / ESPD		(0.1 / 3) Seattle

Source: Nielsen Arianna and nPower, Live+1 HH Ratings/000's; **Broadcast / Cable**  
Green Bay uses Milwaukee due to the delayed access in obtaining Green Bay ratings; Shade = Overtime; Bold = Winner



## Market Close-Up: Burlington, VT-Plattsburgh, NY

Burlington, Vermont and Plattsburgh, New York are cities that neighbor Canada closely. Burlington was incorporated as a city in 1865 and is considered the most populous city in Vermont, yet one of the least populous cities in the U.S. Plattsburgh was incorporated as a village in 1815 and later a city in 1902, it is one of the smaller cities in the state of New York. Both cities are rich in history with Burlington having 17 historic districts registered by the NRHP, and Plattsburgh being home to a great number of historic events (like the Revolutionary War's Battle of Valcour Island). Both cities also share humid continental climates with hot and humid summers and freezing cold winters.

Burlington's economy focuses on education, health services, trade, transportation, utilities, and manufacturing; while Plattsburgh's economy focuses on retail trade, health care and social assistance, and education. Top employers for Burlington include University of Vermont Medical Center, University of Vermont, G.S Blodgett Company, General Electric, Ben & Jerry's, and Vermont Teddy Bear Company. Top Employers for Plattsburgh include C.V.P.H. Medical Center, SUNY Plattsburgh, Clinton County Government, Walmart, and Sam's Club.

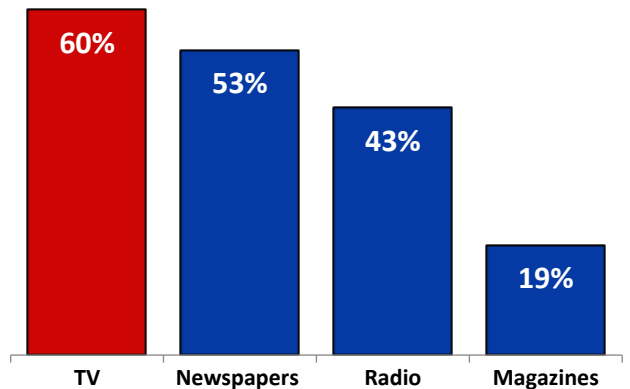
### Median HH Income

\$69,429

### TV stations serving the area of Burlington, VT-Plattsburgh, NY:

WCAX	CBS, Movies!, Circle, Start TV, Ion Television, 3 News Now, ThisTV
WFFF	Fox, Ion Mystery, Bounce TV, Antenna TV
WNNE	The CW
WPTZ	NBC, Story Television, MeTV, Defy TV
WVNY	ABC, Laff, Grit, Quest
WYCI	MyNetworkTV, Heroes & Icons, Decades, TheGrio TV

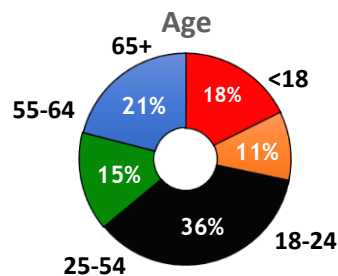
### Reliance on Media to Stay Informed % Agree



### Burlington, VT-Plattsburgh, NY Interesting Facts

- The world's first lake-going steamboat was built in Burlington in 1808.
- The world's first international hockey match took place in Burlington in 1886.
- Ben & Jerry's was founded in Burlington in a renovated gas station.
- Plattsburgh City Beach is the second longest fresh water beach in the continental U.S.
- 20% of all Plattsburgh residents are of French ancestry.
- Plattsburgh is only an hour drive away from Canada.

### Burlington, VT-Plattsburgh, NY Demographic Overview



### Hispanic

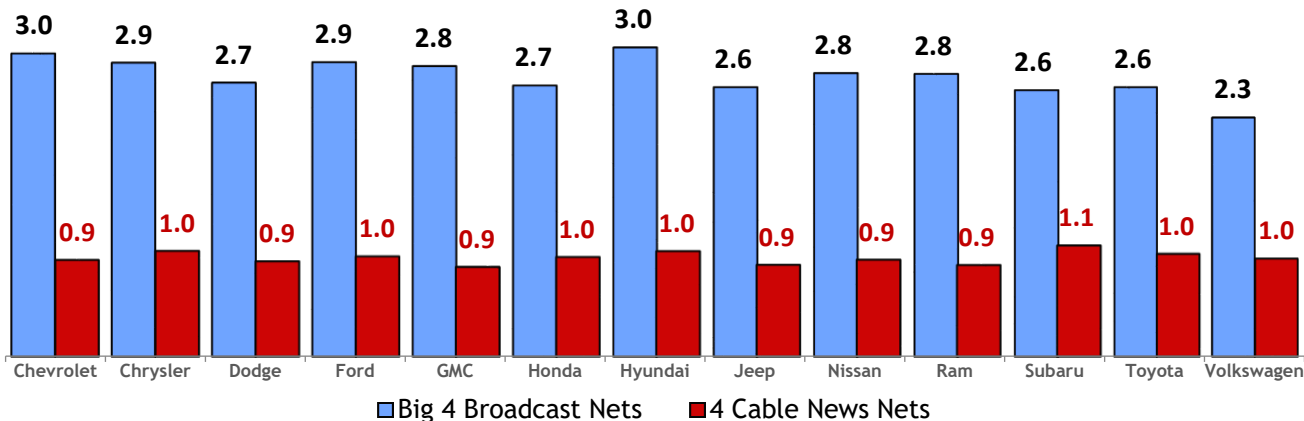


**50%** loyal to vehicle brand

**2021/22 Season**  
**Local Market Close-Up: Burlington, VT-Plattsburgh, NY**

Market: Burlington, VT-Plattsburgh, NY		Series Ranker (Week of 8/15 - 8/21/22)					
Rtg Rnk	Series	Station	# Eps	Day	Local Time	Run Time	HH Live+1 Rtg
1	NBC Nightly News	WPTZ (NBC)	5	M, T, W, R, F	06:30 PM	30	11.9
2	NBC NIGHTLY NEWS-SUN	WPTZ (NBC)	1	U	06:30 PM	30	10.9
3	NBC NIGHTLY NEWS-SAT.	WPTZ (NBC)	1	S	06:30 PM	30	9.3
4	Jeopardy!	WPTZ (NBC)	6	M, T, W, R, F, S	07:00 PM	30	9.1
5	NBC5 NEWS @ 6	WPTZ (NBC)	5	M, T, W, R, F	06:00 PM	30	8.9
6	60 Minutes	WCAX (CBS)	1	U	07:00 PM	60	8.7
7	NBC5 NEWS @ 6	WPTZ (NBC)	2	S, U	6:00 PM	30	8.5
8	CBS Evening News with Norah O'Donnell	WCAX (CBS)	5	M, T, W, R, F	6:30 PM	30	8.1
9	Channel 3 News at Six	WCAX (CBS)	5	M, T, W, R, F	06:00 PM	30	8.0
10	Wheel of Fortune	WPTZ (NBC)	6	M, T, W, R, F, S	07:30 PM	30	7.9
11	CBS News Sunday Morning	WCAX (CBS)	1	U	09:00 AM	90	6.7
12	Password	WPTZ (NBC)	2	T, W	9:01 PM	59	6.0
13	NBC5 NEWS @ 5:30	WPTZ (NBC)	5	M, T, W, R, F	05:30 PM	30	5.7
14	America's Got Talent	WPTZ (NBC)	4	T, W, S, U	8:00 PM	61	5.7
15	Sunday TODAY with Willie Geist	WPTZ (NBC)	1	U	08:00 AM	60	5.7
16	NFL Preseason Football	WCAX (CBS)	1	F	07:00 PM	196	5.6
17	Price is Right 2	WCAX (CBS)	5	M, T, W, R, F	11:30 AM	30	5.2
18	Channel 3 News at 5:30	WCAX (CBS)	5	M, T, W, R, F	05:30 PM	30	5.2
19	Big Brother	WCAX (CBS)	3	W, R, U	8:00 PM	60	5.1
20	FBI	WCAX (CBS)	1	T	08:00 PM	60	5.1

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



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



## Data Sources:

**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.