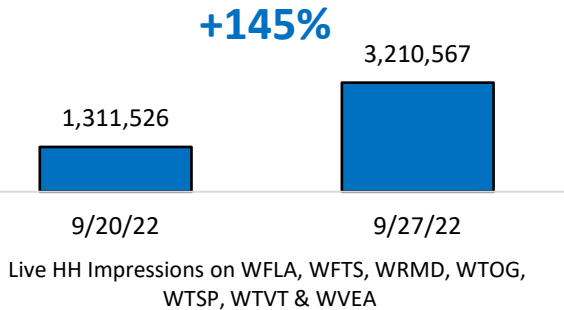


TVB INSIGHTS

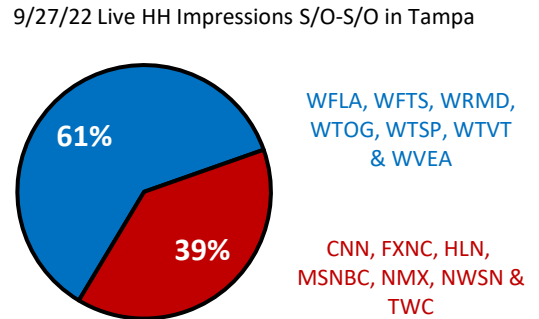
WEEKLY RESEARCH & ANALYSIS

2022/23 Season – Week 1 (9/19 – 9/25/22)

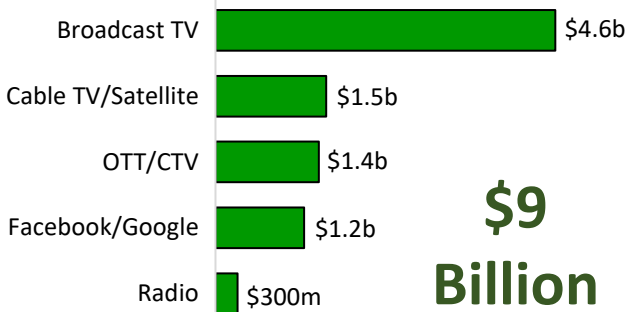
Local News Impressions Soar As Tampa Households Tune In For The Latest on “Ian”



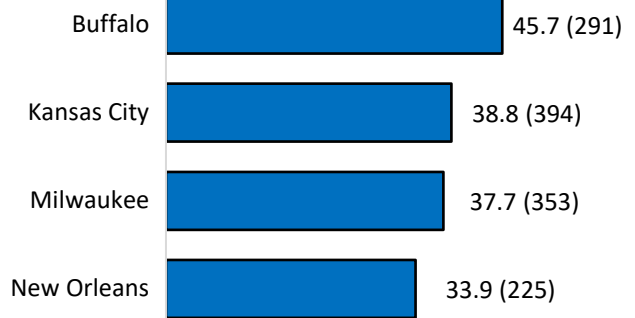
Tampa Share of News Viewing on 9/27/22



2022 CMAG Political Forecast



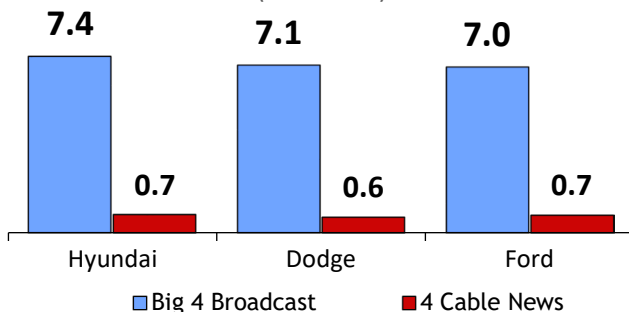
NFL Week 3 Live+1 HH Ratings (000s)



Market of the Week: Ft. Smith-Fayetteville-Springdale-Rogers, AR

Auto Owners

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

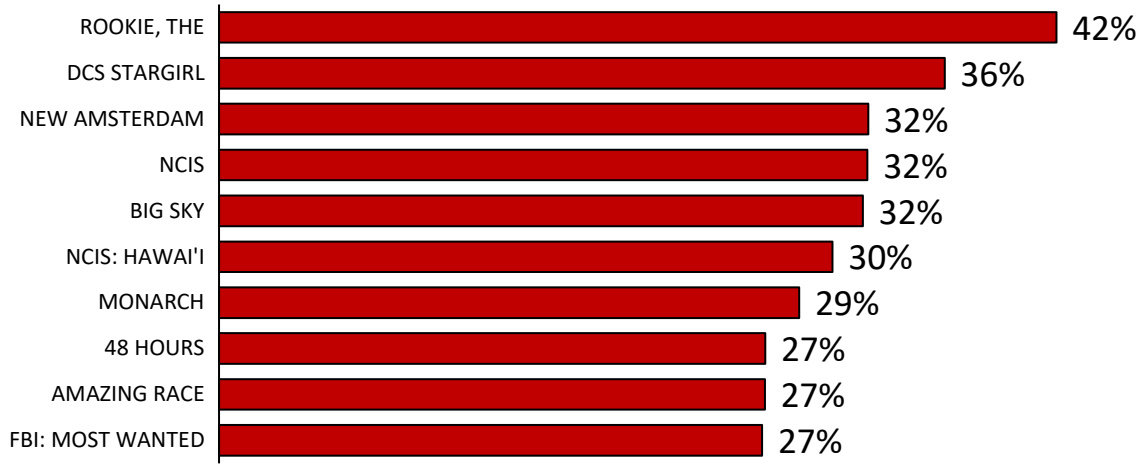


Top 5 Spot TV Advertisers from Kantar

Advertiser	August'21 – July'22 (Dols (000))
Sonic Restaurant	\$1,078.7
Cox	\$944.8
Sams Furniture Store	\$835.6
POL-US Senate	\$795.0
Arkansas Department Of Health	\$736.4

2022/23 Season
Week 1 (9/19 - 9/25/22)

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



Monday Night Football:
Vikings vs. Eagles

Monday, 9/19/22 8:30PM (ET) on ABC	L+1 HH Rating (000s)
NATIONAL	7.06 (8,643)
MINNEAPOLIS – ST. PAUL	25.3 (485)
PHILADELPHIA	23.6 (731)
MILWAUKEE	9.7 (91)
NEW ORLEANS	9.4 (63)
KANSAS CITY	9.0 (92)
DALLAS – FT. WORTH	8.9 (265)
RICHMOND - PTRSBG	8.6 (51)
NORFOLK	8.4 (62)
TULSA	8.2 (45)
BIRMINGHAM	8.0 (60)
CHARLOTTE	7.7 (98)

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

Hispanic Households	L+1 A18-49 Rtg (000's)
FOX NFL SUNDAY-NATIONAL	4.40 (1,275)
NBC SUNDAY NIGHT FOOTBALL	3.77 (1,092)
FOX NFL SUNDAY-PST GN-NAT	3.59 (1,040)
SELECCION MEXICANA 9/24	2.51 (726)
FOX NFL SUNDAY-REGIONAL	2.49 (721)
SUNDAY NIGHT NFL PRE-KICK	2.47 (714)
CBS NFL SINGLE	2.28 (659)
OT, THE	2.25 (652)
NBC NFL SUNDAY POST	2.11 (610)
MNF-DH-ABC	2.06 (596)

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 2 (Thursday, 9/15 - Monday, 9/19/22)

DMA (Live+1 HH Rating/000's)	Visiting Team (Score)	Day / Time ET / Network	(Score) Home Team	(Live+1 HH Rating/000's) DMA
L.A. (6.4 / 367)	Chargers (24)	TH / 8:20P / Local	(27) Chiefs	(33.3 / 337) K.C.
Miami (12.0 / 202)	Dolphins (42)	SU / 1P / CBS	(38) Ravens	(23.7 / 272) Baltimore
N.Y. (4.6 / 348)	Jets (31)	SU / 1P / CBS	(30) Browns	(28.4 / 433) Cleveland
D.C. (11.7 / 308)	Commanders (27)	SU / 1P / FOX	(36) Lions	(21.3 / 406) Detroit
Indianapolis (18.2 / 214)	Colts (0)	SU / 1P / CBS	(24) Jaguars	(20.0 / 154) Jacksonville
Tampa Bay (18.8 / 384)	Buccaneers (20)	SU / 1P / FOX	(10) Saints	(37.0 / 246) New Orleans
Charlotte (16.6 / 212)	Panthers (16)	SU / 1P / FOX	(19) Giants	(7.2 / 553) N.Y.
Boston (23.2 / 593)	Patriots (17)	SU / 1P / CBS	(14) Steelers	(32.9 / 381) Pittsburgh
Atlanta (10.2 / 271)	Falcons (27)	SU / 4:05P / FOX	(31) Rams	(7.5 / 425) L.A.
Seattle (19.5 / 420)	Seahawks (7)	SU / 4:05P / FOX	(27) 49ers	(15.0 / 392) S.F.
Cincinnati (31.6 / 299)	Bengals (17)	SU / 4:25P / CBS	(20) Cowboys	(25.6 / 759) Dallas
Houston (14.0 / 364)	Texans (9)	SU / 4:25P / CBS	(16) Broncos	(24.1 / 436) Denver
Phoenix (18.0 / 374)	Cardinals (29)	SU / 4:25P / CBS	(23) Raiders	(13.0 / 111) Las Vegas
Chicago (24.2 / 857)	Bears (10)	SU / 8:20P / NBC	(27) Packers	(40.8 / 382) Milwaukee
Nashville (11.3 / 126)	Titans (7)	MO / 7:15P / Local	(41) Bills	(35.2 / 224) Buffalo
Nashville (5.4 / 60)		MO / 7:15P / ESPN		(11.6 / 74) Buffalo
Minneapolis (25.3 / 485)	Vikings (7)	MO / 8:30P / ABC	(24) Eagles	(23.6 / 731) Philadelphia

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



NFL 2022 Season: Week 3 (Thursday, 9/22 - Monday, 9/26/22)

DMA (Live+1 HH Rating/000's)	Visiting Team (Score)	Day / Time ET / Network	(Score) Home Team	(Live+1 HH Rating/000's) DMA
Pittsburgh (28.5 / 330)	Steelers (17)	TH / 8:20P / Local	(29) Browns	(24.9 / 380) Cleveland
New Orleans (33.9 / 225)	Saints (14)	SU / 1P / FOX	(22) Panthers	(16.0 / 205) Charlotte
Houston (9.9 / 258)	Texans (20)	SU / 1P / CBS	(23) Bears	(19.9 / 706) Chicago
Kansas City (38.8 / 394)	Chiefs (17)	SU / 1P / CBS	(20) Colts	(21.6 / 254) Indianapolis
Buffalo (45.7 / 291)	Bills (19)	SU / 1P / CBS	(21) Dolphins	(13.0 / 219) Miami
Detroit (23.2 / 442)	Lions (24)	SU / 1P / FOX	(28) Vikings	(25.1 / 481) Minnesota
Baltimore (22.4 / 256)	Ravens (37)	SU / 1P / FOX	(26) Patriots	(23.3 / 595) Boston
Cincinnati (27.3 / 259)	Bengals (27)	SU / 1P / CBS	(12) Jets	(6.9 / 523) N.Y.
Philadelphia (22.6 / 702)	Eagles (24)	SU / 1P / FOX	(8) Commanders	(14.2 / 375) D.C.
Las Vegas (11.4 / 97)	Raiders (22)	SU / 1P / FOX	(24) Titans	(22.2 / 249) Nashville
Jacksonville (20.2 / 156)	Jaguars (38)	SU / 4:05P / CBS	(10) Chargers	(3.8 / 217) L.A.
L.A. (8.5 / 485)	Rams (20)	SU / 4:25P / FOX	(12) Cardinals	(16.4 / 341) Phoenix
Atlanta (12.7 / 338)	Falcons (27)	SU / 4:25P / FOX	(23) Seahawks	(20.9 / 451) Seattle
Milwaukee (37.7 / 353)	Packers (14)	SU / 4:25P / FOX	(12) Buccaneers	(21.9 / 447) Tampa Bay
S.F. (17.5 / 458)	49ers (10)	SU / 8:20P / NBC	(11) Broncos	(26.2 / 473) Denver
Dallas (19.9 / 588)		MO / 8:15P / ABC		(6.1 / 463) N.Y.
Dallas (6.5 / 192)	Cowboys (23)	MO / 8:15P / ESPN	(16) Giants	(4.6 / 353) N.Y.
Dallas (1.3 / 37)		MO / 8:15P / ESP2		(1.1 / 87) N.Y.
Dallas (0.1 / 2)		MO / 8:15P / ESPD		(<< / 3) N.Y.

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: Ft. Smith-Fayetteville-Springdale-Rogers, AR

Fort Smith is the third largest city in Arkansas, located along the Arkansas-Oklahoma border with an economy focused on education, food processing, healthcare, and manufacturing. Top employers include Baptist Health, Mercy Hospital Fort Smith, and Fort Smith Public Schools. Fayetteville is the second largest city in Arkansas, and the largest city overall in Northwest Arkansas. Fayetteville's economy is focused on education, healthcare, and manufacturing with top employers such as University of Arkansas, Washington Regional Medical Center, and Walmart. Springdale is the fourth largest city in Arkansas located on the Springfield Plateau in the Ozark Mountains. Springdale's economy has been historically centered on agriculture and poultry but has seen an increase in healthcare and education. Top employers include Tyson Foods, George's, and Springdale Public Schools. Rogers is another city located in the Ozarks in Arkansas with similar economy focuses. Top employers include Roger's School District, Mercy Health System of Northwest Arkansas, and Tyson Foods.

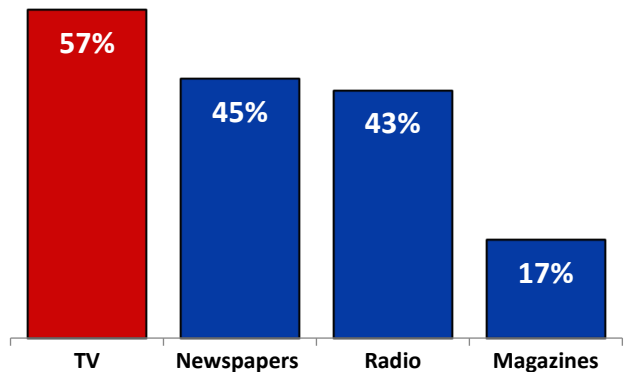
Median HH Income

\$59,087

TV stations serving the area of Ft. Smith-Fayetteville-Springdale-Rogers, AR:

KFSM	CBS, True Crime Network, Antenna TV, Twist, Quest, Shop LC
KFTA	Fox, NBC, Ion Mystery, Bounce TV, MyNetworkTV
KHBS / KHOG	ABC, The CW Plus, MeTV, Defy TV, HSN
KNWA	NBC, Fox, Laff, Grit
KXNW	MyNetworkTV, Rewind TV
KXUN	Univision, TBD

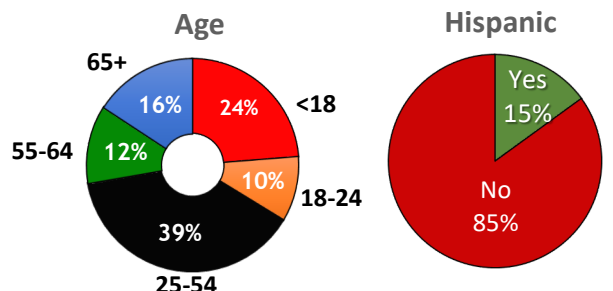
Reliance on Media to Stay Informed % Agree



Ft. Smith-Fayetteville-Springdale-Rogers, AR Interesting Facts

- The barbershop where Elvis Presley got his hair cut before joining the Army in 1958 is now a museum in Fort Smith.
- Fayetteville was originally named "Washington" until 1829 and was renamed after Fayetteville, NC.
- Springdale is home to one of the nations top annual outdoor rodeos, Rodeo of the Ozarks, which spans over 4 days on Independence Day weekend.
- Rogers is home to the very first Walmart store in the U.S.

Ft. Smith-Fayetteville-Springdale-Rogers, AR Demographic Overview



49% loyal to vehicle brand

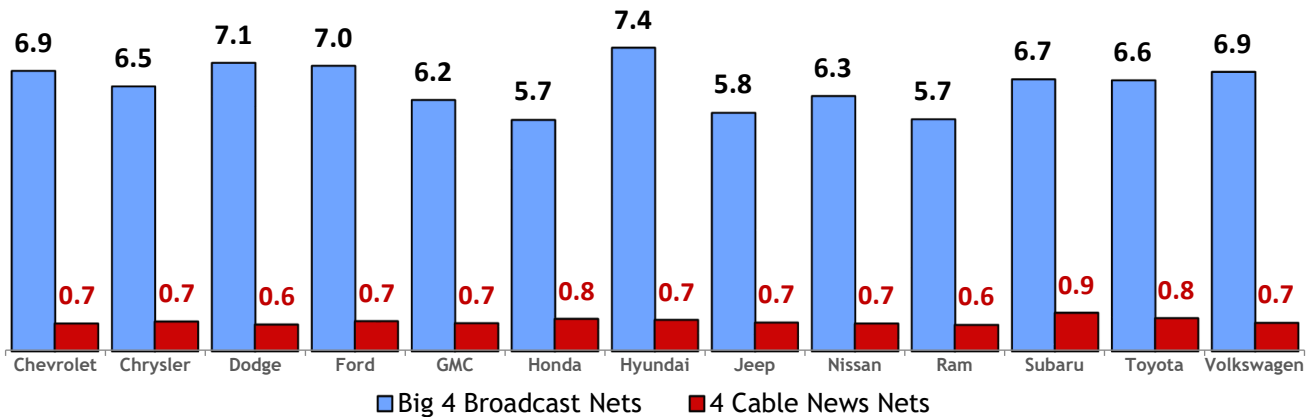
2021/22 Season

Local Market Close-Up: Ft. Smith-Fayetteville-Springdale-Rogers, AR

Market: Ft. Smith-Fayetteville-Springdale-Rogers, AR				Series Ranker (Week of 8/22 - 8/28/22)				
Rtg Rnk	Series	Station	# Eps	Day	Local Time	Run Time	HH Live+1 Rtg	
1	Wheel of Fortune	KFSM (CBS)	6	M, T, W, R, F, S	06:30 PM	30	17.0	
2	40/29 News at 5:30	KHBS+ (ABC)	1	U	05:30 PM	30	16.0	
3	5NEWS at 6 PM	KFSM (CBS)	6	M, T, W, R, F, S	06:00 PM	30	15.4	
4	5NEWS at 5 PM	KFSM (CBS)	6	M, T, W, R, F, S	05:00 PM	30	14.7	
5	CBS Evening News with Norah O'Donnell	KFSM (CBS)	5	M, T, W, R, F	05:30 PM	30	14.1	
6	ABC World News Tonight Sunday	KHBS+ (ABC)	1	U	05:00 PM	30	13.7	
7	ABC World News Tonight with David Muir	KHBS+ (ABC)	5	M, T, W, R, F	05:30 PM	30	12.3	
8	60 Minutes	KFSM (CBS)	1	U	06:40 PM	60	12.1	
9	CBS Weekend News	KFSM (CBS)	1	S	05:30 PM	30	11.1	
10	FBI	KFSM (CBS)	1	T	07:00 PM	60	11.1	
11	5NEWS at 10 PM	KFSM (CBS)	7	M, T, W, R, F, S, U	10:00 PM	30	11.0	
12	Jeopardy!	KFSM (CBS)	6	M, T, W, R, F, U	4:30 PM	30	10.8	
13	5NEWS at 4 PM	KFSM (CBS)	5	M, T, W, R, F	04:00 PM	30	10.3	
14	Young Sheldon	KFSM (CBS)	1	R	07:00 PM	31	10.1	
15	The Neighborhood	KFSM (CBS)	1	M	07:00 PM	30	10.0	
16	5NEWS at Noon	KFSM (CBS)	5	M, T, W, R, F	12:00 PM	30	9.7	
17	Big Brother	KFSM (CBS)	3	W, R, U	7:00 PM	60	9.6	
18	NFL PRE-SEASON	KFSM (CBS)	1	U	03:30 PM	190	9.4	
19	FOX CFB-BIG10DAY-IRELAND	KFTA (FOX)	1	S	11:36 AM	220	9.4	
20	40/29 News at 6	KHBS+ (ABC)	6	M, T, W, R, F, S	06:00 PM	30	9.3	

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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.