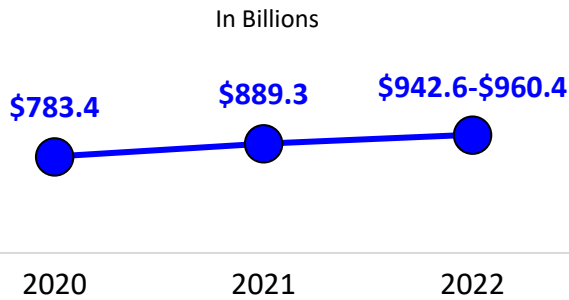


# TVB INSIGHTS

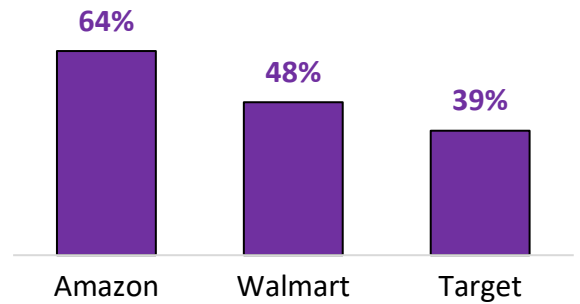
## WEEKLY RESEARCH & ANALYSIS

2022/23 Season – Week 8 (11/7 – 11/13/22)

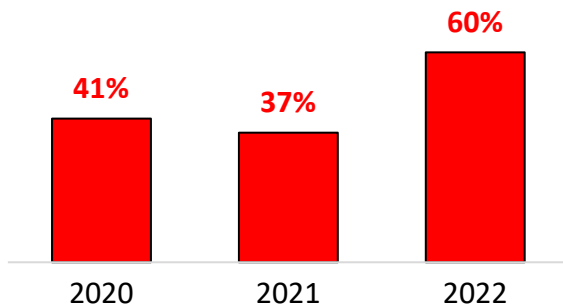
### NRF: 2022 Holiday Sales Up 6-8%



### Top Retailers Shoppers Plan To Visit This Holiday Season

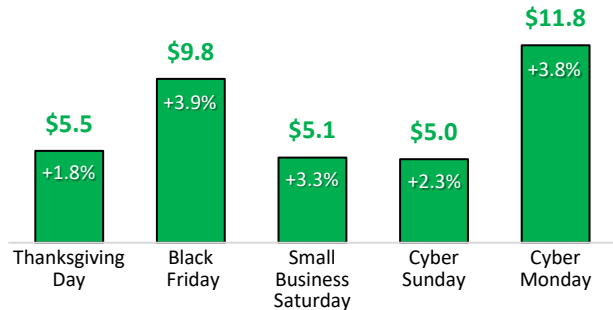


### % Who Say State Of U.S. Economy Will Impact Their Holiday Spending



### Black Friday & Cyber Monday Estimated To Increase 2-4% To \$22 Billion This Year

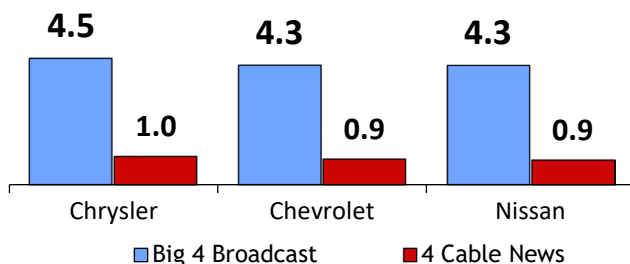
2022 Estimate In Billions & % Increase Over 2021



## Market of the Week: Greenville-New Bern-Washington, NC

### Auto Owners

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

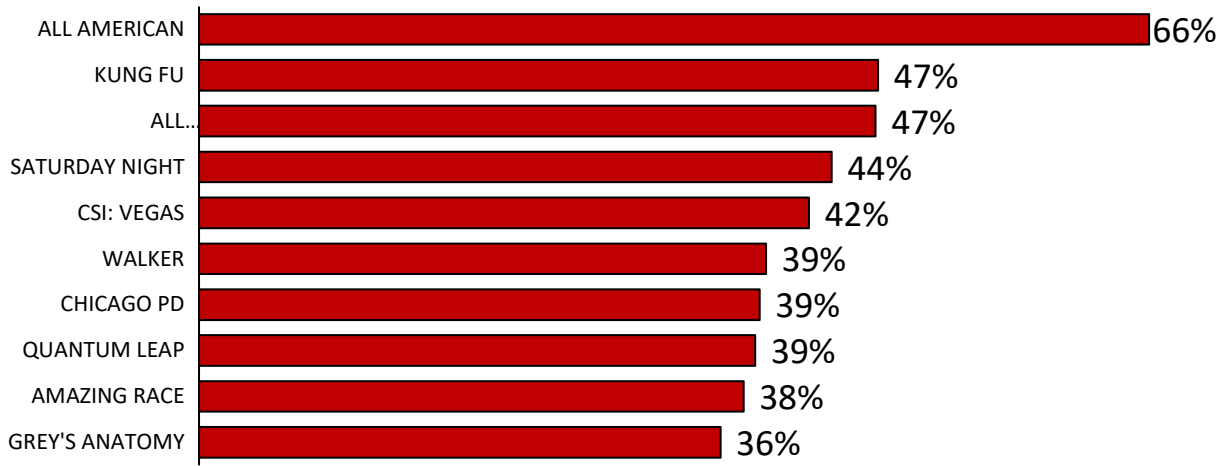


### Top 5 Spot TV Advertisers from Kantar

Advertiser	October'21 – September'22 (Dols (000))
West Shore Home Contractor	\$1,830.70
Spectrum	\$1,593.00
POL-US Senate	\$1,408.90
Ford Dealer Assn	\$1,090.00
US Cellular	\$983.90

**2022/23 Season**  
**Week 8 (11/7 - 11/13/22)**

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



**2022 CMA Awards**

Wednesday, 11/9/22, 8PM (ET) on ABC	L+1 HH Rating (000s)
NATIONAL	4.74 (5,873)
NASHVILLE	10.3 (121)
OKLAHOMA CITY	9.2 (69)
KNOXVILLE	8.6 (48)
LOUISVILLE	8.5 (61)
BIRMINGHAM (A&T)	7.9 (61)
ALBUQUERQUE-SANTA FE	7.7 (55)
DAYTON	7.7 (38)
TULSA	7.6 (41)
MINNEAPOLIS-ST. PAUL	7.1 (131)
KANSAS CITY	7.0 (72)
GREENVILLE-S.A.A.	6.6 (63)

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

Hispanic Households	L+1 A18-49 Rtg (000's)
FOX NFL SUNDAY-NATIONAL	3.97 (1202)
NBC SUNDAY NIGHT FOOTBALL	2.97 (897)
FOX NFL SUNDAY-PST GN-NAT	2.69 (813)
SUNDAY NIGHT NFL PRE-KICK	2.28 (689)
CBS NFL SINGLE	2.05 (620)
ROSA DE GUADALUPE THU	2.01 (607)
RICOS TAMBIEN LLORAN WED	2.00 (606)
RICOS TAMBIEN LLORAN THU	1.99 (602)
RICOS TAMBIEN LLORAN FRI	1.96 (594)
VENCER LA AUSENCIA FRI	1.96 (592)

Source: Nielsen Arianna and nPower, Live+1; HH, A18-49, A25-54 ratings and 000s





## NFL 2022 Season: Week 10 (Thursday, 11/10 - Monday, 11/14/22)

DMA (Live+1 HH Rating/000's)	Visiting Team (Score)	Day / Time ET / Network	(Score) Home Team	(Live+1 HH Rating/000's) DMA
Atlanta (6.6 / 178)	Falcons (15)	TH / 8:20P / Local	<b>(25) Panthers</b>	(9.5 / 126) Charlotte
Seattle (16.3 / 345)	Seahawks (16)	SU / 9:30A / Local	<b>(21) Buccaneers</b>	(10.8 / 222) Tampa Bay
Minneapolis (30.6 / 564)	<b>Vikings (33)</b>	SU / 1P / FOX	(30) Bills	* (44.0 / 278) Buffalo
Detroit (20.2 / 390)	<b>Lions (31)</b>	SU / 1P / FOX	(30) Bears	(21.2 / 767) Chicago
Jacksonville (18.2 / 144)	Jaguars (17)	SU / 1P / CBS	<b>(27) Chiefs</b>	(42.3 / 431) K.C.
Cleveland (25.9 / 402)	Browns (17)	SU / 1P / CBS	<b>(39) Dolphins</b>	(11.2 / 192) Miami
Houston (7.6 / 203)	Texans (16)	SU / 1P / CBS	<b>(24) Giants</b>	(9.5 / 735) N.Y.
N. Orleans (32.8 / 225) *	Saints (10)	SU / 1P / FOX	<b>(20) Steelers</b>	(32.4 / 381) Pittsburgh
Denver (19.8 / 354)	Broncos (10)	SU / 1P / CBS	<b>(17) Titans</b>	(22.4 / 262) Nashville
Indianapolis (25.5 / 308)	<b>Colts (25)</b>	SU / 4:05P / CBS	(20) Raiders	(7.6 / 66) Las Vegas
Dallas (27.6 / 838)	Cowboys (28)	SU / 4:25P / FOX	<b>(31) Packers</b>	(38.2 / 344) Milwaukee
Phoenix (17.5 / 375)	<b>Cardinals (27)</b>	SU / 4:25P / FOX	(17) Rams	(7.9 / 463) L.A.
L.A. (10.6 / 619)	Chargers (16)	SU / 8:20P / NBC	<b>(22) 49ers</b>	(17.9 / 464) S.F.
D.C. (9.9 / 259) *		MO / 8:15P / Local		* (13.7 / 427) Philadelphia
D.C. (7.5 / 197) *	<b>Commanders (32)</b>	MO / 8:15P / ESPN	(21) Eagles	* (12.1 / 376) Philadelphia
D.C. (<< / <<) *		MO / 8:15P / ESPD		* (0.1 / 2) Philadelphia

Source: Nielsen Arianna and nPower, Live+1 HH Ratings/000's; **Broadcast / Cable**

\* Live+Same Day used as Live+1 was not yet available

Green Bay uses Milwaukee due to the delayed access in obtaining Green Bay ratings; Shade = Overtime; Bold = Winner

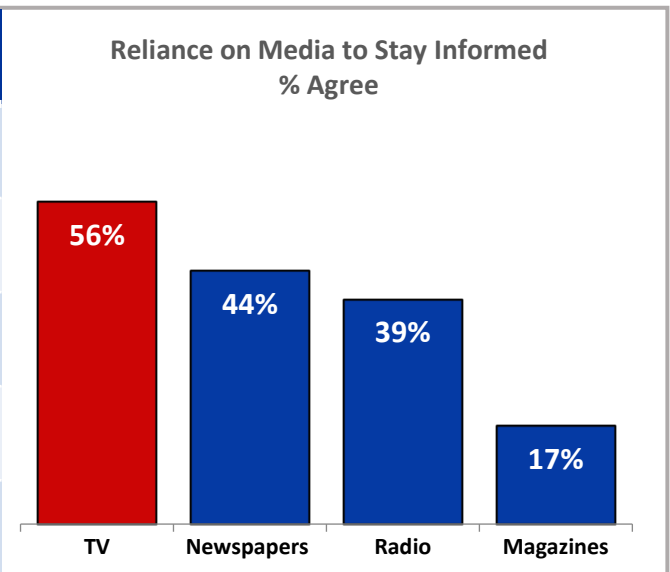
BYE Week: Ravens, Bengals, Patriots & Jets

## Market Close-Up: Greenville-New Bern-Washington, NC

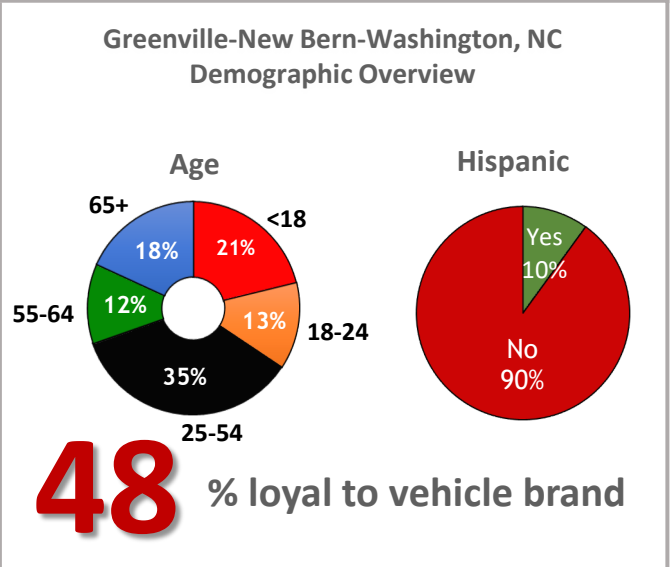
Greenville is the county seat and most populous city in Pitt County, North Carolina and the 12<sup>th</sup> most populous city in the state overall. With a population of 88,728 (2021), Greenville was once centered around tobacco processing and sales, but is now considered the hub for health, entertainment, and education in North Carolina's Tidewater and Coastal Plain. New Bern, formerly known as Newbern, is the county seat of Craven County with a population of 31,291 (2020). Today, New Bern's economy is centered around public administration, manufacturing, education, and healthcare. Washington, a city in Beaufort County, is located on the northern bank of the Pamlico River. Washington is a rather small city, with a population of 9,705 (2021), and its largest industries are healthcare, manufacturing, and construction. Top Employers for Greenville include ECU Health, East Carolina University, and Pitt County Schools. Top Employers for New Bern include the Department of Defense, Fleet Readiness Center East, and Craven County Schools. Top employers for Washington include Beaufort County Schools, Nutrien, and Vidant Medical Center.

Median HH Income
\$54,350

TV stations serving the area of Greenville-New Bern-Washington, NC	
WCTI	ABC, Comet, Dabl, TBD
WEPX	Ion Television, Court TV, Grit, Laff, Defy TV, TrueReal, Newsy, HSN, QVC
WITN	NBC, MyNetworkTV, MeTV, Start TV, Heroes & Icons, Circle
WNCT	CBS, CW+, Rewind TV, Ion Mystery
WYDO	Fox, Bounce TV, Charge!, Stadium



- ### Greenville-New Bern-Washington, NC Interesting Facts
- Greenville was founded before the United States was, in 1771.
  - Sandra Bullock got her degree from East Carolina University, located in Greenville.
  - New Bern is the birthplace of Pepsi.
  - New Bern is the second-oldest European settled colonial town in North Carolina.
  - The city of Washington is nicknamed "Original Washington" because it was the first town to be named after George Washington.



## 2021/22 Season

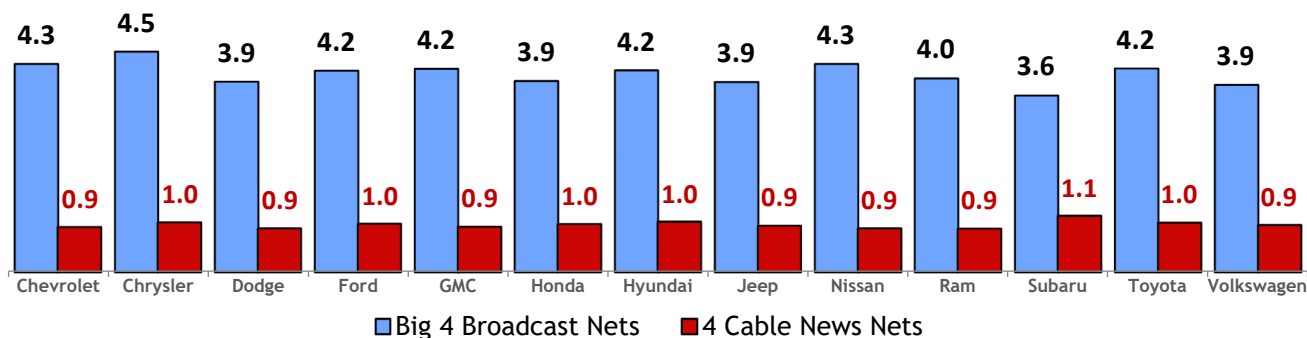
### Local Market Close-Up: Greenville-New Bern-Washington, NC

Market: Greenville-Jacksonville, NC				Series Ranker (Week of 10/10 - 10/16/22)			
Rtg Rnk	Series	Station	# Eps	Day	Local Time	Run Time	HH Live+1 Rtg
1	NBC SUNDAY NIGHT FOOTBALL	WITN (NBC)	1	U	08:23 PM	181	19.2
2	CBS NFL National Post-Gun	WNCT (CBS)	1	U	07:37 PM	4	18.4
3	CBS NFL National	WNCT (CBS)	1	U	04:30 PM	187	18.1
4	SUNDAY NIGHT NFL PRE-KICK	WITN (NBC)	1	U	08:13 PM	10	17.6
5	CBS NFL Regional	WNCT (CBS)	1	U	01:03 PM	182	15.5
6	CBS NFL Regional Post-Gun	WNCT (CBS)	1	U	04:05 PM	3	14.6
7	CBS NFL Fill	WNCT (CBS)	1	U	04:25 PM	5	14.3
8	HOME DEPOT CLLG FOOTBALL	WNCT (CBS)	1	S	03:30 PM	251	13.8
9	FOOTBALL NT AMERICA PT 3	WITN (NBC)	1	U	07:52 PM	21	13.8
10	CBS NFL TODAY UPDATE-SUS	WNCT (CBS)	1	U	04:08 PM	17	13.3
11	NBC NFL SUNDAY POST	WITN (NBC)	1	U	11:24 PM	11	12.4
12	Wheel of Fortune	WITN (NBC)	6	M, T, W, R, F, S	07:00 PM	30	12.2
13	NBC NIGHTLY NEWS-SAT.	WITN (NBC)	1	S	06:30 PM	30	12.0
14	ABC World News Tonight with David Muir	WCTI (ABC)	5	M, T, W, R, F	06:30 PM	30	11.7
15	60 Minutes	WNCT (CBS)	1	U	07:41 PM	60	11.5
16	Chicago Med	WITN (NBC)	1	W	08:00 PM	60	11.4
17	Chicago Fire	WITN (NBC)	1	W	09:00 PM	60	11.4
18	Jeopardy!	WITN (NBC)	5	M, T, W, R, F	07:30 PM	30	11.4
19	The Voice	WITN (NBC)	2	M, T	08:00 PM	120	10.7
20	FBI	WNCT (CBS)	1	T	08:00 PM	60	10.3

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#### Auto Ownership by Make (Comscore)

Average Live Demo Ratings – October '22; Mon-Sun 5–6pm



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



## Data Sources:

NRF 2022 Holiday Data. U.S. Census. Non-seasonally adjusted retail sales. NRF holiday spending is defined as the months of November and December. NRF's forecast excludes automobile dealers, gasoline stations and restaurants.

JLL Research, Holiday Survey 2022. Can pick up to 3 retailers.

NRF and Prosper Insights & Analytics October 2022 Holiday Survey.

eMarketer, September 2022

**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.

**Nielsen DMA:** Greenville-New Bern-Washington, NC.

**Comscore Market:** Greenville-Jacksonville, NC.