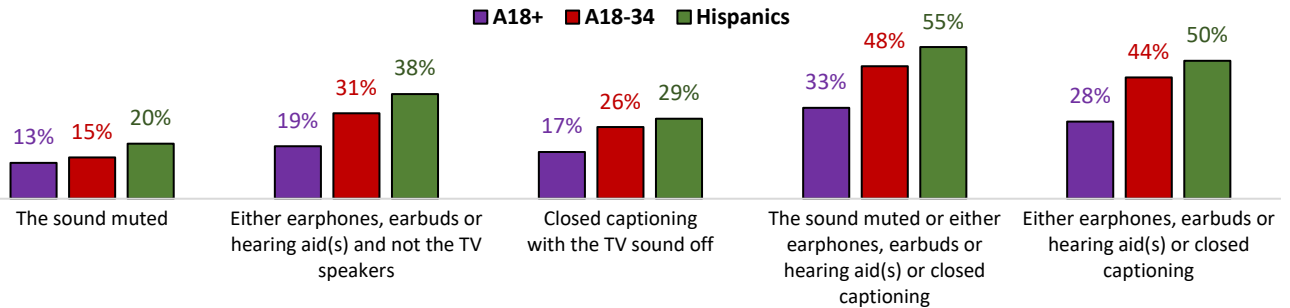


TVB INSIGHTS

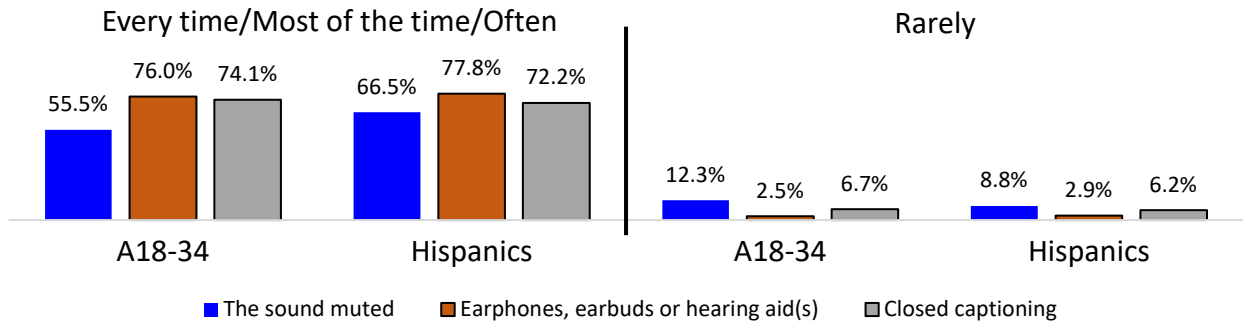
WEEKLY RESEARCH & ANALYSIS

2022/23 Season – Week 18 (1/16 – 1/22/23)

In the past two months, did you at any time view programs/events on TV either at the time of telecast or time delayed with...



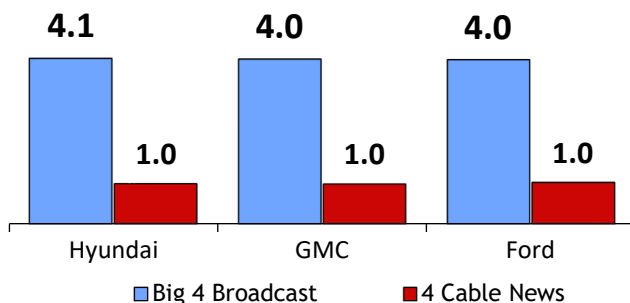
In the past two months, how often did you view programs/events on TV with each of the following...



Market of the Week: Philadelphia, PA

Auto Owners

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

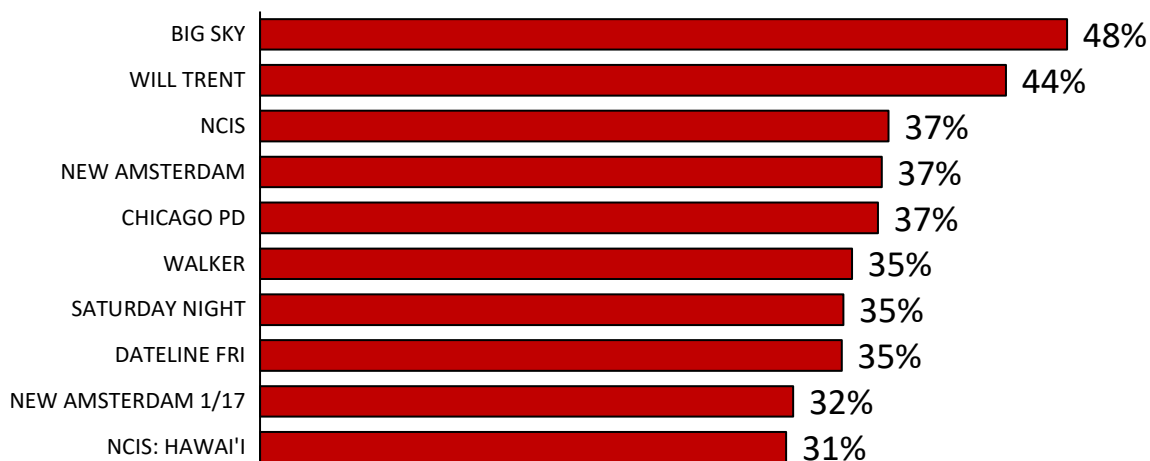


Top 5 Spot TV Advertisers from Kantar

Advertiser	Dols (000)
POL-US Senate	\$38,865.5
POL-Governor	\$20,358.6
POL-Congress	\$20,322.4
Xfinity	\$14,358.3
Senate Majority Political Action Committee	\$14,002.5

2022/23 Season
Week 18 (1/16 - 1/22/23)

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



**AFC Divisional Playoff:
Bengals vs. Bills**

Sunday, 1/22/23, 3PM (ET) on CBS	L+1 HH Rating (000s)
NATIONAL	20.13 (24,926)
CINCINNATI	50.0 (477)
BUFFALO *	49.2 (311)
DAYTON *	38.7 (190)
KANSAS CITY	36.0 (367)
COLUMBUS, OH	33.0 (338)
NEW ORLEANS *	29.7 (204)
RICHMOND-PTRSBG *	27.1 (165)
PITTSBURGH	25.3 (297)
LOUISVILLE	25.2 (182)
CLEVELAND-AKRON (CANTON)	25.0 (389)

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

Hispanic Households	L+1 A18-49 Rtg (000's)
FOX NFC PLAYOFF-SUN	8.99 (2,722)
FOX NFC PLAYOFF-SU PST GN	7.11 (2,152)
FOX NFC PLAYOFF-KICK-SUN	5.91 (1,789)
AFC DIVISIONAL PLAYOFF-SU	5.16 (1,561)
AFC DIV-PLF-POST-GUN-SU	4.78 (1,448)
FOX NFC PLAYOFF-SAT	4.77 (1,443)
FOX NFC PLAYOFF-PST-SUN	4.58 (1,385)
NBC NFL PLAYOFF GAME DIV	4.07 (1,231)
FOX NFC PLAYOFF-KICK-SAT	3.71 (1,124)
FOX NFC PLAYOFF-SA PST GN	3.13 (948)

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





NFL 2022 Season: Divisional Playoffs (Saturday, 1/21 – Sunday, 1/22/23)

DMA (Live+1 HH Rating/000's)	Visiting Team (Score)	Day / Time ET / Network	(Score) Home Team	(Live+1 HH Rating/000's) DMA
Jacksonville (34.6 / 274)	Jaguars (20)	SAT / 4:30P / NBC	(27) Chiefs	(45.3 / 462) Kansas City
New York (15.9 / 1227)	Giants (7)	SAT / 8:15P / FOX	(38) Eagles	(33.4 / 1039) Philadelphia
Cincinnati (50.0 / 477)	Bengals (27)	SUN / 3P / CBS	(10) Bills	* (49.2 / 311) Buffalo
Dallas (36.6 / 1114)	Cowboys (12)	SUN / 6:30P / FOX	(19) 49ers	(30.2 / 784) S.F.-Oakland

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



Market Close-Up: Philadelphia, PA

Philadelphia is the 6th most populous city in the U.S and the most populous city in the state of Pennsylvania with a total population of 1,576,251 (2021). The largest industries in Philadelphia are health care & social assistance, educational services, and retail trade. Some of the top employers include Day & Zimmermann, The University of Pennsylvania and Health System, Thomas Jefferson University Hospitals, The City of Philadelphia, and GSK plc.

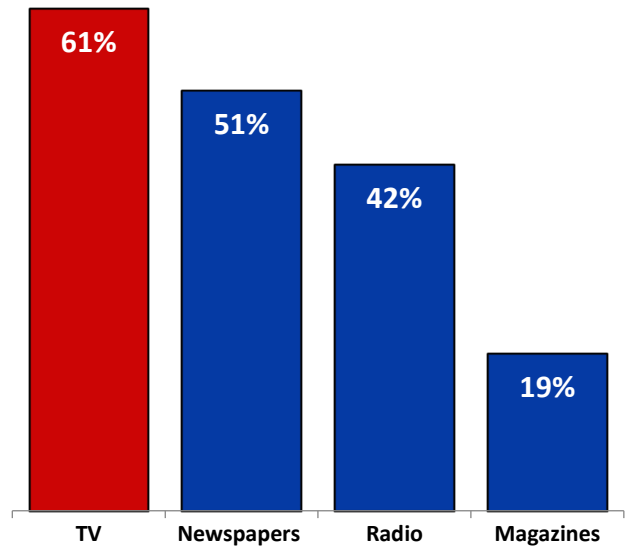
Median HH Income

\$80,900

TV stations serving the area of Philadelphia, PA

KYW	CBS, Start TV, Dabl, Fave TV
WCAU	NBC, Cozi TV, Lx, Oxygen
WDPN	MeTV, Grit, Ion Mystery, Heroes & Icons, Retro TV, Decades, Story Television, Pocono Television Network, Newsmax 2
WFPA	UniMás, GetTV, Quest, Twist
WPHL	MyNetworkTV, Antenna TV, Court TV, Comet
WPPX	Ion Television, Bounce TV, Grit, TrueReal, Laff, Defy TV, Scripps News
WPSG	The CW, CBS, Charge!, Comet, TBD, Circle
WPVI	ABC, Localish, This TV, QVC
WTFX	Fox, Movies!, TheGrio TV, Buzzr, Fox Weather
WUVP	Univision, Bounce TV, True Crime Network
WWSI	Telemundo, TexeXitos

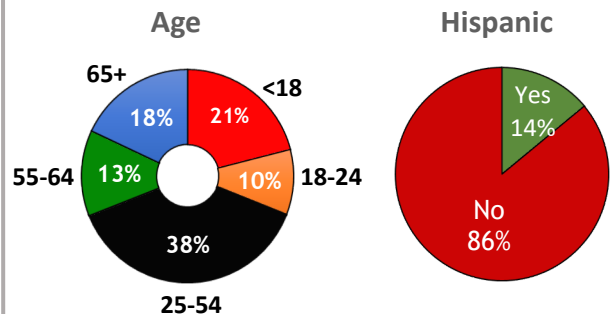
Reliance on Media to Stay Informed % Agree



Philadelphia, PA Interesting Facts

- Philadelphia is considered the mural capital of the world, with over 4,000 different community-based murals throughout the city.
- Philadelphia is home to America's oldest habited road, Elfreth's Alley.
- The Mutter Museum at the College of Physician's of Philadelphia has a large collection of medical artifacts (including nearly 3,000 skeletons).
- You may have heard of Philly Cheesesteaks, but did you know that Philadelphia natives consume pretzels 12x more than the average American?
- The first business ever set up in Philadelphia was a brewery.

Philadelphia, PA Demographic Overview



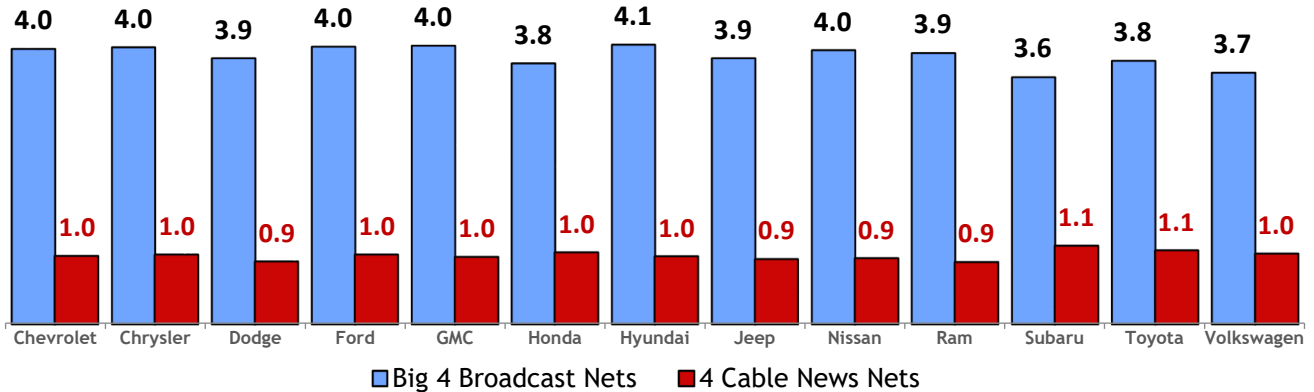
44% loyal to vehicle brand

2022/23 Season Local Market Close-Up: Philadelphia, PA

Market: Philadelphia, PA				Series Ranker (Week of 12/19 - 12/25/22)			
Rtg Rnk	Series	Station	# Eps	Day	Local Time	Run Time	HH Live+1 Rtg
1	NFL on FOX National	WTFX (FOX)	1	S	04:30 PM	179	34.4
2	NFL on FOX Fill	WTFX (FOX)	1	S	04:25 PM	5	32.0
3	NFL on FOX Post Gun	WTFX (FOX)	1	S	07:29 PM	4	27.9
4	FOX NFL Game Break	WTFX (FOX)	1	S	04:08 PM	17	21.6
5	FOX NFL XMAS POST GUN	WTFX (FOX)	1	U	04:03 PM	4	19.4
6	The OT	WTFX (FOX)	1	S	07:33 PM	27	18.9
7	FOX NFL XMAS	WTFX (FOX)	1	U	01:03 PM	180	18.4
8	NFL on FOX Regional	WTFX (FOX)	1	S	01:03 PM	185	15.9
9	NBC SUNDAY NIGHT FOOTBALL	WCAU (NBC)	1	U	08:23 PM	164	14.2
10	NBC SUNDAY NIGHT FTBL-SUS	WCAU (NBC)	1	U	11:07 PM	49	14.1
11	FOX NFL XMAS POST GAME	WTFX (FOX)	1	U	04:07 PM	23	14.1
12	CBS NFL SINGLE-SU-XMAS	KYW (CBS)	1	U	04:36 PM	177	13.4
13	Action News 6:00 PM	WPVI (ABC)	6	M, T, W, R, F, S	06:00 PM	30	11.5
14	Celebrity Wheel of Fortune	WPVI (ABC)	1	R	08:00 PM	60	11.4
15	Jeopardy!	WPVI (ABC)	6	M, T, W, R, F, S	7:00 PM	30	10.8
16	FOX NFL Sunday Pregame	WTFX (FOX)	1	S	01:02 PM	1	10.7
17	CBS NFL XMAS SUN PRE-KICK	KYW (CBS)	1	U	04:30 PM	6	10.7
18	CBS NFL XMAS SU POST-GUN	KYW (CBS)	1	U	07:33 PM	6	10.6
19	SUNDAY NIGHT NFL PRE-KICK	WCAU (NBC)	1	U	08:13 PM	10	9.9
20	NBC NFL SUNDAY POST	WCAU (NBC)	1	U	11:56 PM	9	9.8

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



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



Data Sources:

GfK TVB Video Media Devices and Usage 2022 Study

National Broadcast: The Nielsen Company, NPOWER, Live + 1 Day estimates, S/O-S/O = Sign-On to Sign-Off

Local Broadcast: The Nielsen Company, Arianna, Live + 1 Day estimates

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: Philadelphia, PA

Comscore Market: Philadelphia, PA