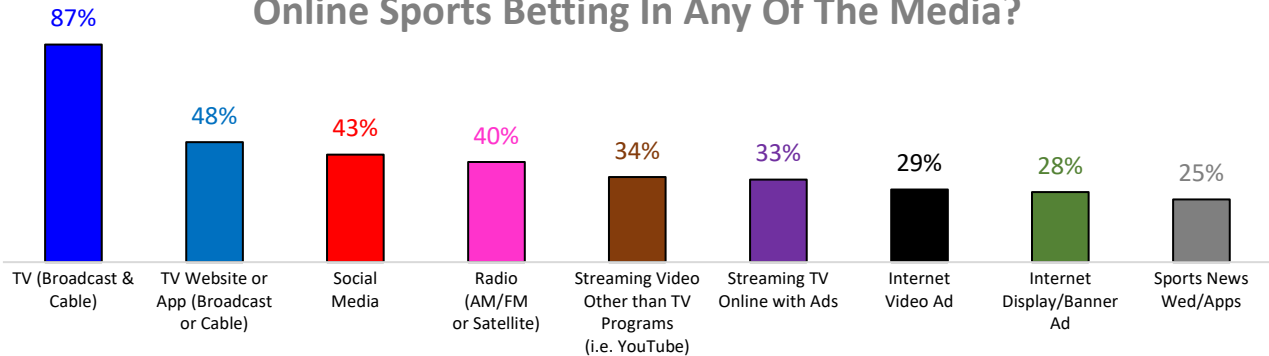


TVB INSIGHTS

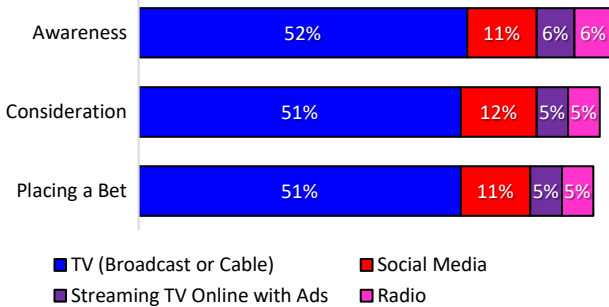
WEEKLY RESEARCH & ANALYSIS

2022/23 Season – Week 25 (3/6 – 3/12/23)

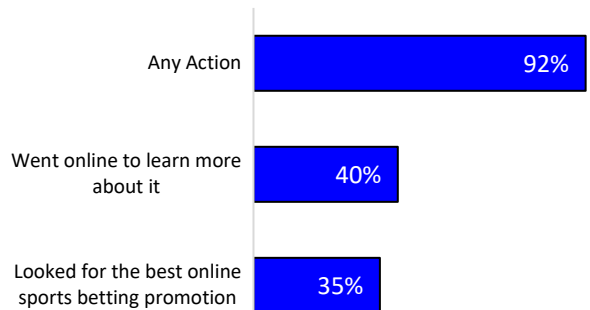
In The Past 2 Months, Did You See, Hear or Read An Ad For Any Online Sports Betting In Any Of The Media?



The Most Important Media Influence: Television



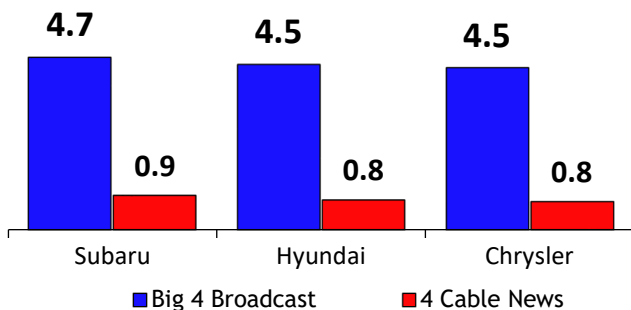
TV Ads Have A Ripple Effect



Market of the Week: Phoenix, AZ

Auto Owners

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

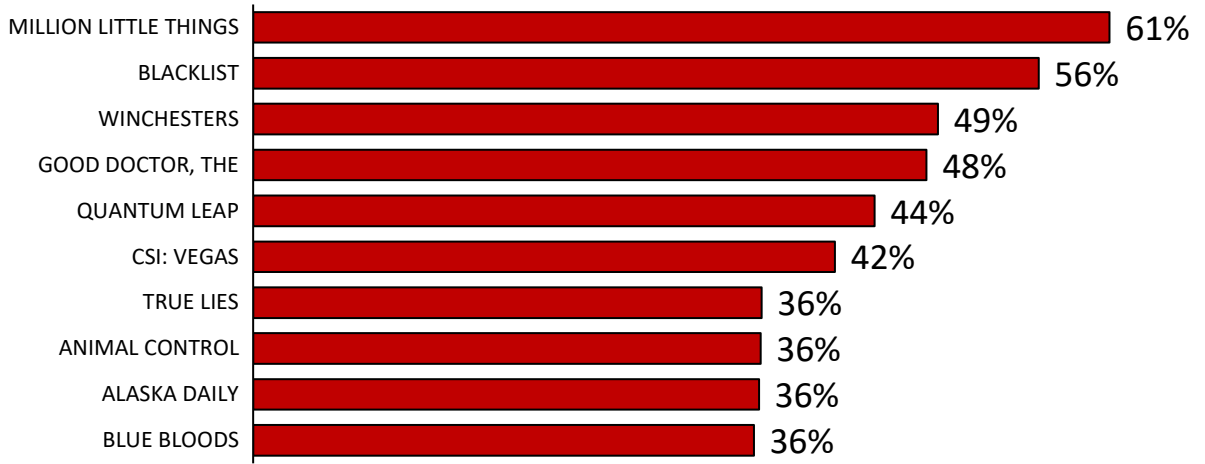


Top 5 Spot TV Advertisers from Vivvix (Kantar)

February '22 – January '23	Dols (000)
POL-US Senate	\$32,197.7
POL-Governor	\$14,561.8
Senate Majority Political Action Committee	\$9,339.0
Arizona Democratic Party	\$9,156.7
Cox	\$7,140.4

2022/23 Season
Week 25 (3/6 - 3/12/23)

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



The 95th Academy Awards

Sunday, 3/12/23, 8PM (ET) on ABC	L+1 HH Rating (000s)
NATIONAL	10.18 (12,600)
NEW YORK	18.2 (1,408)
SAN FRANCISCO-OAK-SAN JOSE	18.2 (472)
CHICAGO	18.0 (651)
LOS ANGELES	15.4 (897)
WEST PALM BEACH-FT. PIERCE	14.7 (130)
BOSTON (MANCHESTER)	14.5 (375)
MILWAUKEE	13.7 (123)
DETROIT	13.4 (260)
WASHINGTON, DC (HAGRSTWN)	13.1 (343)
SACRAMNTO-STKTON- MODESTO	12.8 (192)

Top Adults 18-49 in
Hispanic Households

Hispanic Households	L+1 A18-49 Rtg (000's)
OSCARS, THE	2.91 (880)
CABO THU	1.95 (591)
MI CAMINO ES AMARTE FRI	1.86 (564)
MI CAMINO ES AMARTE MON	1.85 (560)
MI CAMINO ES AMARTE THU	1.85 (559)
CABO MON	1.83 (555)
MI CAMINO ES AMARTE TUE	1.83 (555)
MI CAMINO ES AMARTE WED	1.83 (554)
SEÑOR DE CIELOS VIII - R	1.82 (552)
PERDONA NTROS PECADOS MON	1.82 (551)

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

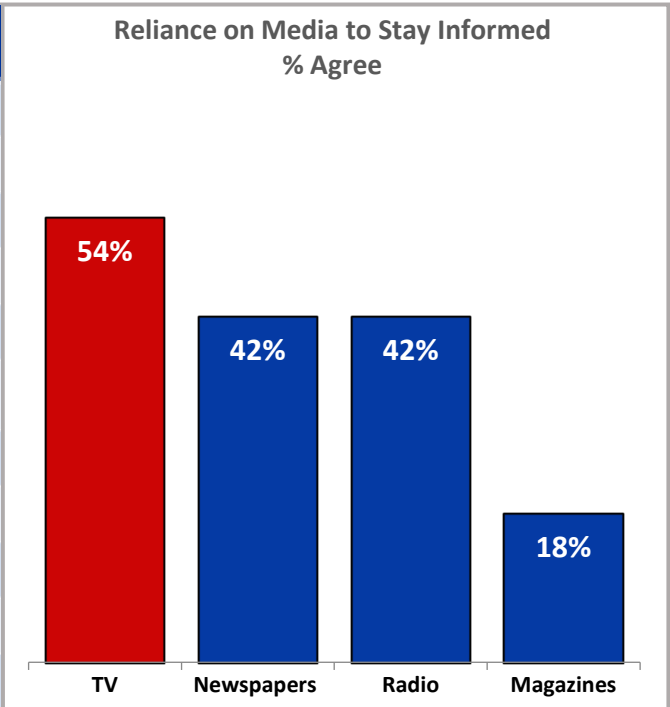


Market Close-Up: Phoenix (Prescott), AZ

Phoenix and Prescott are the largest and 23rd largest cities in Arizona, and the 5th largest and 857th largest cities in the U.S overall respectively. The largest industries in these cities are Health Care & Social Assistance, Retail Trade, Accommodation & Food Services, and Education. Top employers Banner Health, American Express, Amazon, Honeywell, Walmart, Yavapai Regional Medical Center, Yavapai County, Veterans Administration Medical Center, Prescott Unified School District, and City of Prescott.

Median HH Income
\$74,461

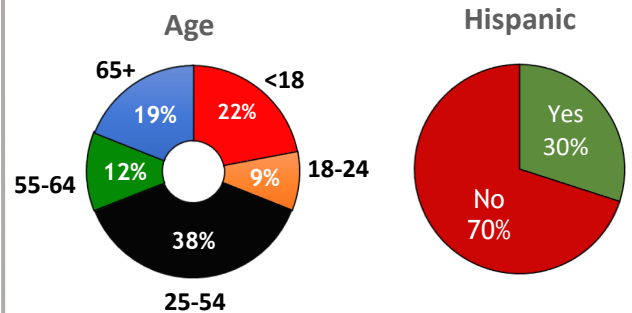
TV stations serving the area of Phoenix (Prescott), AZ	
KASW	The CW, Grit, Ion Mystery
KFPH	UniMás, Univision, GetTV, Ion Mystery
KNXV	ABC, Antenna TV, Laff, QVC
KPHO	CBS, Cozi TV, Dabl, Shop LC
KPNX	NBC, Shop LC, True Crime Network, Quest, Twist
KPPX	Ion Television, Bounce TV, Court TV, Scripps News, Defy TV, TrueReal, Grit
KSAZ	Fox, Heroes & Icons, TheGrio TV, Fox Weather
KTAZ	Telemundo, TeleXitos, Cozi TV, LX, Oxygen
KTVW	Univision, UniMás, Grit, Bounce TV
KUTP	MyNetworkTV, Movies!, Buzzr, Decades, Start TV, Fox
KVPA	Estrella TV, Shop LC



Phoenix (Prescott), AZ Interesting Facts

- Phoenix is one of the sunniest cities in the world, receiving an average of around 3,870 hours of sunlight each year.
- Phoenix has the largest state capital population in the U.S.
- Phoenix is one of the few cities in the U.S to have all 4 major professional sports franchises (NBA, NFL, NHL, MLB).
- Prescott is home to the world's oldest rodeo.
- The tallest house in North America, "Falcon Nest", is in Prescott.
- There's a street in Prescott, Whiskey Row, that is full of saloons that originate back to the Gold Rush.

Phoenix (Prescott), AZ Demographic Overview



47% loyal to vehicle brand

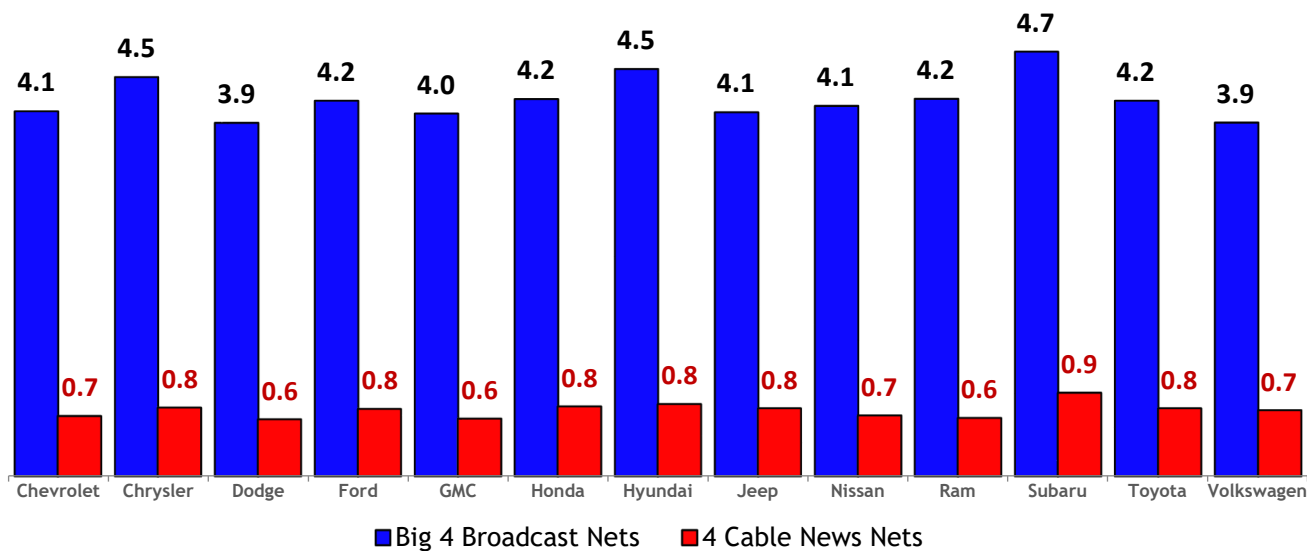
2022/23 Season Local Market Close-Up: Phoenix, AZ

Market: Phoenix, AZ				Series Ranker (1/30 - 2/26/23)			
Rtg Rnk	Series	Station	# Eps	Day	Local Time	Run Time	HH Live+1 Rtg
1	Super Bowl LVII	KSAZ (FOX)	1	U	04:44 PM	211	79.6
2	FOX SUPER BOWL POST-GUN	KSAZ (FOX)	1	U	08:15 PM	8	78.3
3	FOX SUPER BOWL POST-GAME	KSAZ (FOX)	1	U	08:23 PM	14	64.2
4	FOX SUPERBOWL LVII KICK	KSAZ (FOX)	1	U	04:00 PM	44	56.7
5	FOX SUPER BOWL PRE - 5:30	KSAZ (FOX)	1	U	03:30 PM	30	29.9
6	FOX SUPER BOWL PRE - 5:00	KSAZ (FOX)	1	U	03:00 PM	30	22.5
7	FOX SUPER BOWL PRE - 4:30	KSAZ (FOX)	1	U	02:30 PM	30	17.8
8	FOX SUPER BOWL PRE - 4:00	KSAZ (FOX)	1	U	02:00 PM	30	14.1
9	PGAT WM PHOENIX OPEN-SA	KPHO (CBS)	1	S	01:01 PM	209	13.5
10	PGAT WM PHOENIX OPEN-SU	KPHO (CBS)	1	U	01:00 PM	188	12.9
11	GRAMMY AWARDS	KPHO (CBS)	1	U	06:00 PM	192	12.6
12	FOX SUPER BOWL PRE - 3:30	KSAZ (FOX)	1	U	01:30 PM	30	12.3
13	GRAMMY AWARDS-SUS	KPHO (CBS)	1	U	09:12 PM	42	11.7
14	Next Level Chef	KSAZ (FOX)	4	R, U	7:00 PM	71	11.6
15	FOX SUPER BOWL PRE - 3:00	KSAZ (FOX)	1	U	01:00 PM	30	11.5
16	FOX SUPER BOWL PRE - 2:30	KSAZ (FOX)	1	U	12:30 PM	30	10.7
17	PGAT GENESIS OPEN LA-SU	KPHO (CBS)	1	U	01:06 PM	204	10.1
18	FOX NASCAR CUP SERIES	KSAZ (FOX)	1	U	01:52 PM	195	9.8
19	FOX NASCAR DAYTONA 500	KSAZ (FOX)	1	U	01:16 PM	226	9.6
20	FOX NASCAR CUP SERIES WC	KSAZ (FOX)	1	U	05:07 PM	3	9.5

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Auto Ownership by Make (Comscore)

Average Live Demo Ratings – February '23; Mon-Sun 5–6pm



Local Broadcast News Avg. vs.

Cable Network News Avg. – HH Live Ratings – February '23

Average Local Broadcast News

2.1

Avg. Cable Nets.
News Channels

0.6

Data Sources:

Dynata / TVB 2023 Sports Betting 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, Vivvix (Kantar)

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: Phoenix (Prescott), AZ.

Comscore Market: Phoenix, AZ