

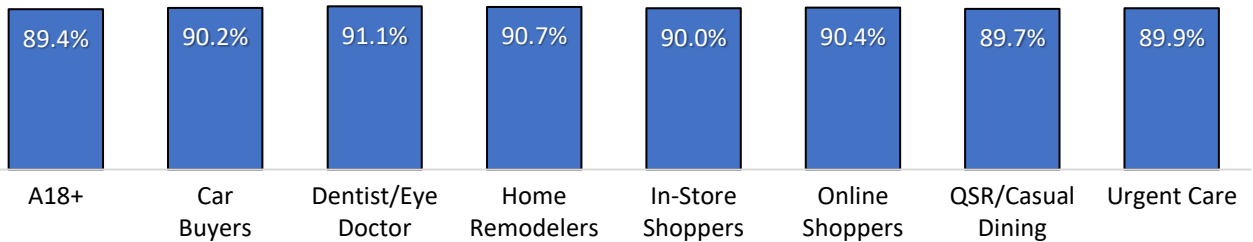
TVB INSIGHTS

WEEKLY RESEARCH & ANALYSIS

2022/23 Season – Week 35 (5/15 - 5/21/23)

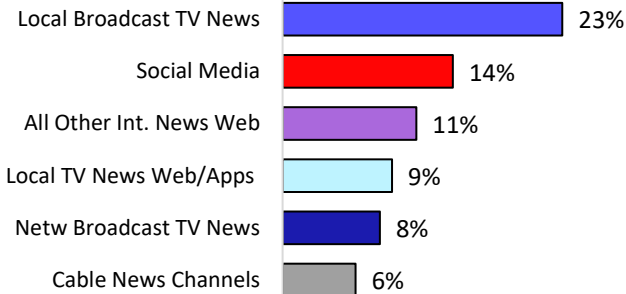
Advertisers Cannot Reach Streamers on Platforms with No Ads For Key Retail Categories, But Broadcast Assets Can Reach Most of Them

% of Streamers with NO Ads that Can Be Reached by Broadcast (TV + Website/Apps)



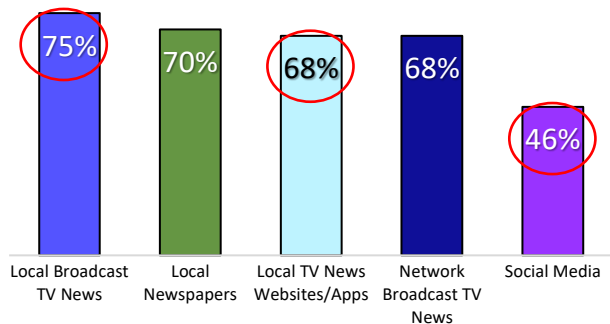
The Primary Source For Local Traffic, Weather & Sports: Local Broadcast Television News

% A18+ Ad-Free Streamer



Local Broadcast Television News #1 For Trust Local TV News Websites/Apps #1 for Digital Platforms

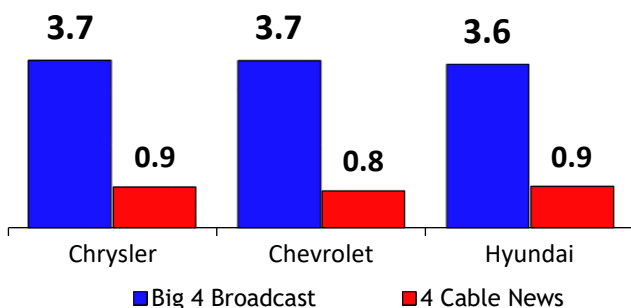
% A18+ Ad-Free Streamer



Market of the Week: **Charlotte, NC**

Auto Owners

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

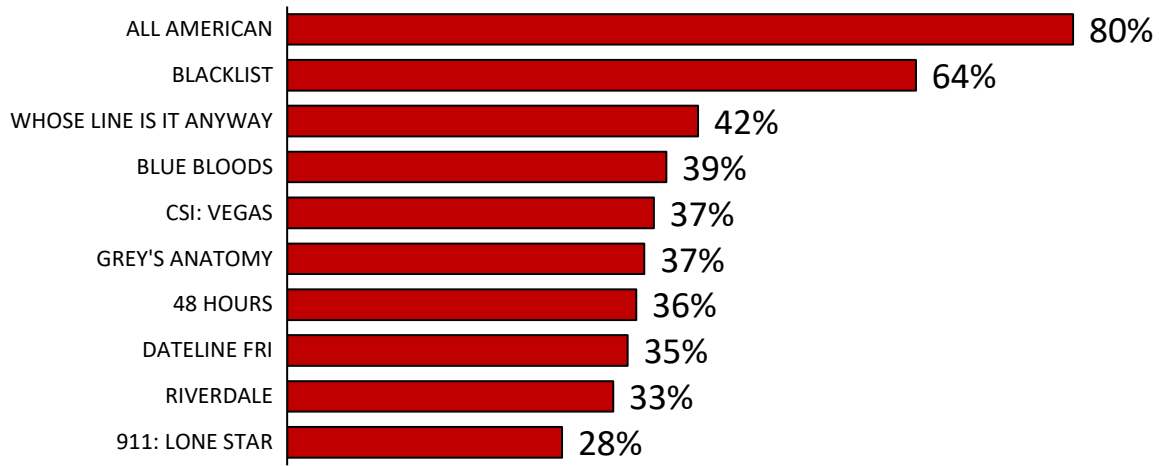


Top 5 Spot TV Advertisers from Vivvix

Advertiser	April'22 – March'23	Dols (000)
POL-US Senate		\$12,442.5
Spectrum		\$4,302.6
Senate Leadership Fund		\$4,229.8
North Carolina Education Lottery		\$4,019.5
Chevrolet Dealer Assn		\$3,824.5

2022/23 Season
Week 35 (5/15 - 5/21/23)

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



***NBA Conference Finals Game 3:
Denver Nuggets at Los Angeles Lakers***

Saturday 5/20/23, 8:30PM (ET) on ABC	L+1 HH Rating (000s)
NATIONAL	4.29 (5,317)
Denver	11.9 (213)
Los Angeles	8.8 (512)
Norfolk-Portsmouth	7.1 (55)
Atlanta	6.4 (171)
New Orleans	6.2 (43)
Memphis	6.2 (40)
Richmond-Petersburg	6.2 (38)
Cleveland-Akron	6.1 (95)
Las Vegas	5.9 (51)
Phoenix (Prescott)	5.8 (123)

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

Hispanic Households	L+1 A18-49 Rtg (000's)
LIGA MX PT SUN	3.72 (1,124)
FUT-EST-CHIVA-R-TEL-UNVSO	3.35 (1,013)
NBA PLAYOFFS ON ABC-5/20	1.95 (589)
LIGA MX WED	1.87 (566)
SENOR DE CIELOS VIII - T	1.81 (549)
SENOR DE CIELOS VIII - R	1.69 (511)
PERDONA NTROS PECADOS TUE	1.65 (501)
AMOR INVENCIBLE TUE	1.59 (482)
ROSA DE GUADALUPE TUE	1.58 (478)
SENOR DE CIELOS VIII - M	1.56 (473)

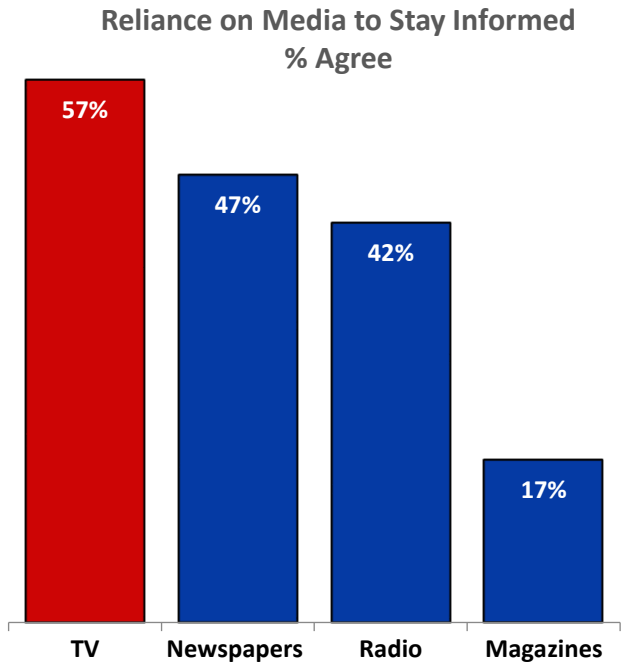
Source: Nielsen Arianna and nPower, Live+1; HH, A18-49, A25-54 ratings and 000s
*Live+1 not available, Live+SD used instead

Market Close-Up: Charlotte, NC

Charlotte is the largest city in North Carolina with an estimated population of 879,709, according to the U.S Census. The largest industries in Charlotte are Banking and Financial Services, Manufacturing, Healthcare and Life Sciences, Information Technology, Energy, Automotive, Technology, and Retail. Major employers include Atrium Health, Bank of America, Carolinas HealthCare System, Charlotte-Mecklenburg Schools, Duke Energy, Lowe's, Novant Health, Truist Financial Corporation, Wells Fargo, and Walmart.

Median HH Income
\$61,879

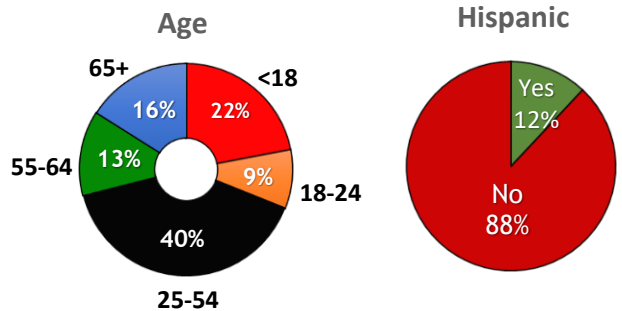
TV stations serving the area of Charlotte, NC	
WBTV	CBS, Bounce TV, Circle, Grit
WCCB	The CW (Ind. Fall 2023), Start TV, MeTV, QVC Over the Air, Antenna TV, Dabl, HSN, Cozi TV
WCNC	NBC, True Crime Network, Court TV, Quest, Twist
WJZY	Fox, Charge!, Grit, Heroes & Icons, Ion Television, TheGrio TV, Rewind TV
WMYT	MyNetworkTV
WSOC	ABC, Telemundo, GetTV



Charlotte, NC Interesting Facts

- Charlotte is considered the Pimento Cheese capital of the world.
- The NASCAR Hall of Fame is in Charlotte.
- Charlotte is the largest metropolitan area in the U.S without a zoo.
- The city of Charlotte was originally founded on 2 Indian Trading Paths.
- The oldest Dairy Queen in North Carolina is in Charlotte.
- Before the Charlotte Hornets became a basketball team, the name originally belonged to a minor league baseball team that dated back to 1901.
- The 10th man to walk on the moon, former astronaut Charles Duke, is a Charlotte native.
- The first Family Dollar was founded in 1959 in Charlotte.

Charlotte, NC Demographic Overview



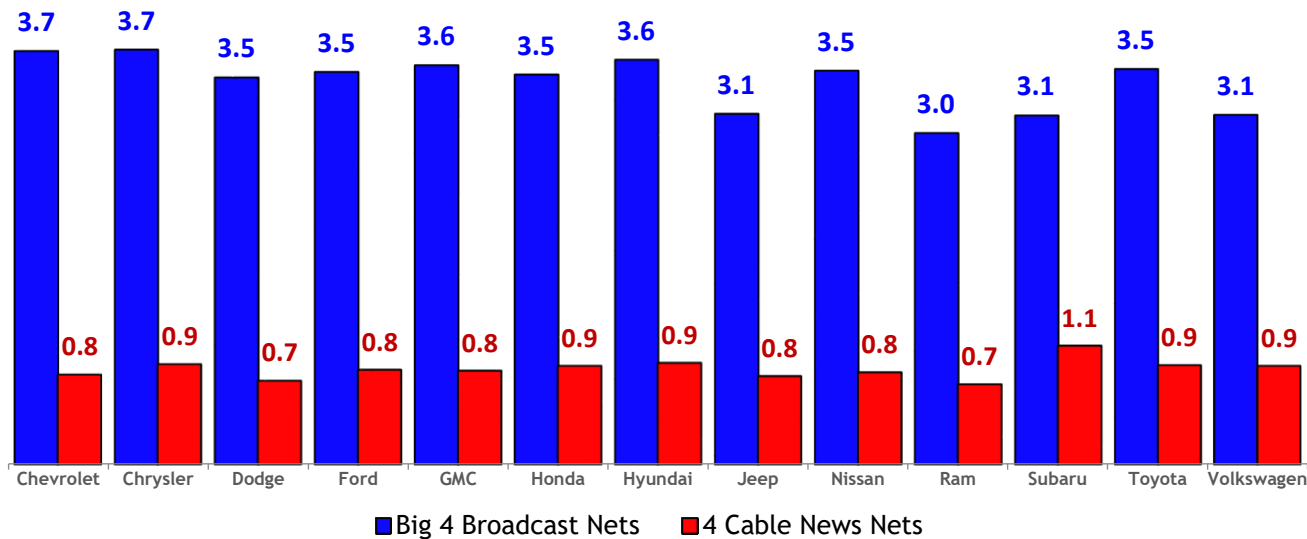
51% loyal to vehicle brand

2022/23 Season Local Market Close-Up: Charlotte, NC

Market: Charlotte, NC				Series Ranker (3/27 - 4/30/23)			
Rtg Rnk	Series	Station	# Eps	Day	Local Time	Run Time	HH Live+1 Rtg
1	CBS NCAA BSKBL CHAMP SA-2	WBTV (CBS)	1	S	9:06 PM	139	18.7
2	CBS NCAA BSKBL-BRIDGE	WBTV (CBS)	1	S	08:37 PM	29	18.1
3	CBS NCAA BSKBL CHAMP-SA-1	WBTV (CBS)	1	S	05:56 PM	161	16.6
4	CBS NCAA BSKBL CHAMPSHIPS	WBTV (CBS)	1	M	09:12 PM	152	16.3
5	MASTERS GOLF TOURN.-SUN	WBTV (CBS)	1	U	02:30 PM	318	15.2
6	ABC World News Tonight with David Muir	WSOC (ABC)	25	M, T, W, R, F	06:30 PM	30	11.6
7	MASTERS GOLF-SUS-SUN	WBTV (CBS)	1	U	02:00 PM	30	10.8
8	CMT MUSIC AWARDS	WBTV (CBS)	1	U	08:00 PM	182	10.6
9	CBS NCAA BSKBL POST	WBTV (CBS)	1	S	11:25 PM	28	10.6
10	MASTER GOLF-SAT-RAIN	WBTV (CBS)	1	S	03:00 PM	240	10.1
11	60 Minutes	WBTV (CBS)	5	U	7:00 PM	60	10.0
12	CBS NCAA BSKBL CHAMP-POST	WBTV (CBS)	1	M	11:44 PM	29	9.3
13	ABC World News Tonight Sunday	WSOC (ABC)	5	U	06:30 PM	30	9.2
14	PGAT RBC HERITAGE-SU	WBTV (CBS)	1	U	03:00 PM	243	9.2
15	Jeopardy!	WCNC (NBC)	30	M, T, W, R, F, S	07:00 PM	30	8.9
16	Eyewitness News at 6:00	WSOC (ABC)	31	M, T, W, R, F, S, U	6:00 PM	30	8.9
17	American Idol	WSOC (ABC)	9	M, U	08:00 PM	180	8.8
18	NCAA COLLEGE SPORTS	WSOC (ABC)	2	U	2:30 PM	160	8.8
19	The Equalizer	WBTV (CBS)	3	U	8:00 PM	60	8.6
20	FOX NASCAR CUP SERIES	WIZY (FOX)	2	U	3:22 PM	219	8.5

This Confidential Report Exported from Comscore TV - (c) Rentrak Corporation

Auto Ownership by Make (Comscore) Average Live Demo Ratings – April '23; Mon-Sun 5–6pm



Local Broadcast News Avg. vs. Cable Network News Avg. – HH Live Ratings – April '23



Data Sources:

GfK TVB Media Comparisons Study 2023. M-S 4A-2A. Persons 18+ Streaming Programs without Ads.

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

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: Charlotte, NC.

Comscore Market: Charlotte, NC.