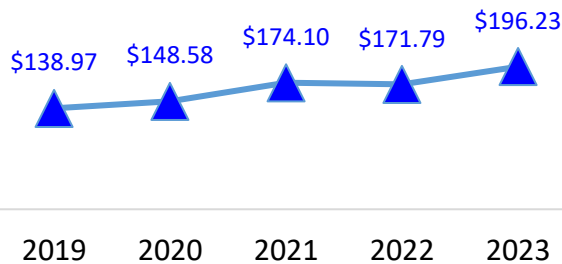


TVB INSIGHTS

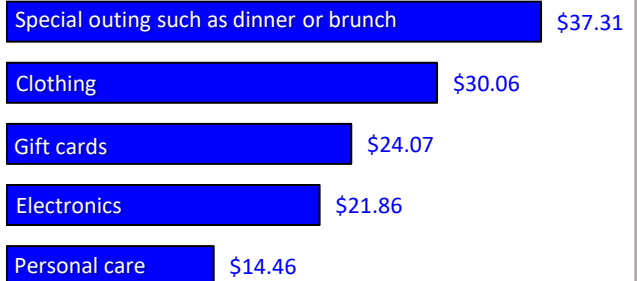
WEEKLY RESEARCH & ANALYSIS

2022/23 Season – Week 37 (5/29 - 6/4/23)

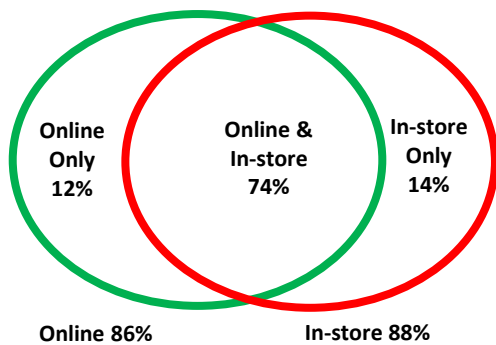
Father's Day Average Expected Spending Per Person



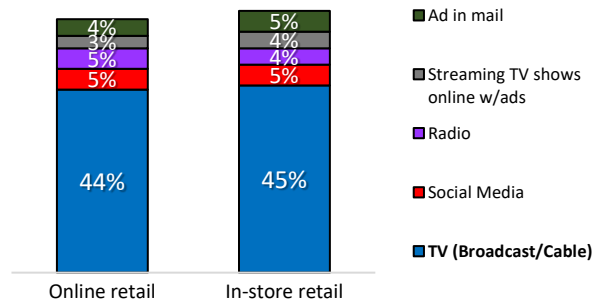
Father's Day Top Gifts 2023 Average Per Person Expected Spend



Shopping Online Does Not Preclude Shopping In-Store, Often Shoppers Do A Combination Of Both



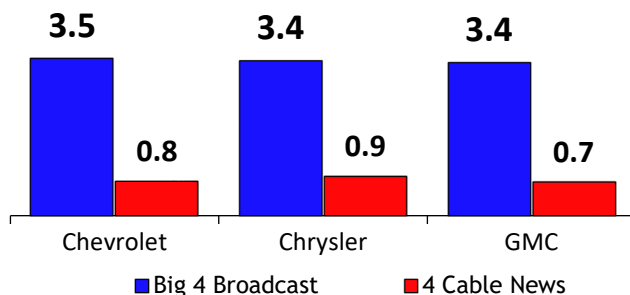
Television Influences Consumer Awareness The Most



Market of the Week: Raleigh-Durham, NC

Auto Owners

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

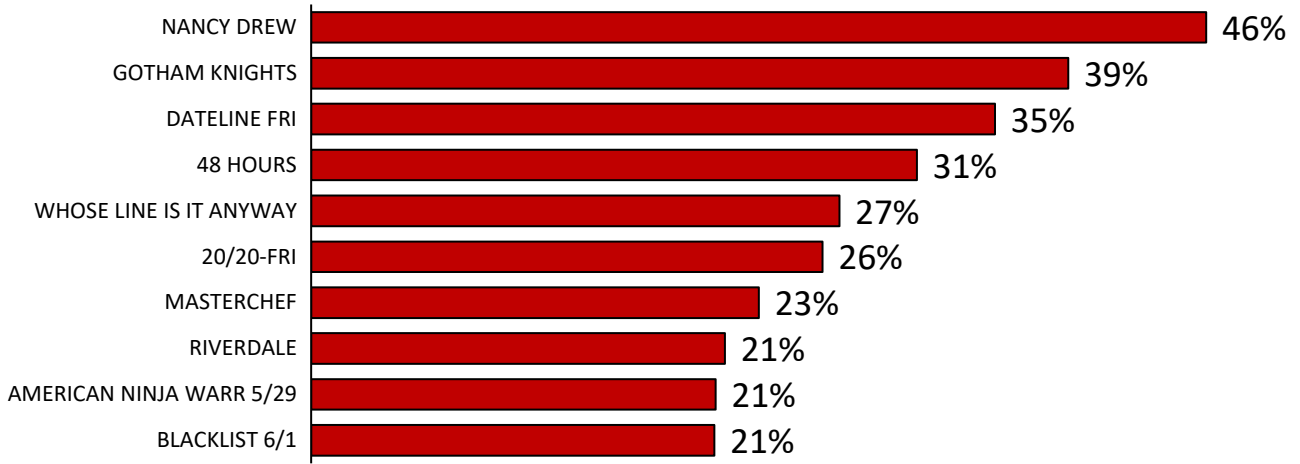


Top 5 Spot TV Advertisers from Vivvix

April'22 – March'23	Dols (000)
POL-US Senate	\$11,113.3
POL-Congress	\$10,325.6
Pol-State Senate	\$9,902.4
Spectrum	\$5,689.7
North Carolina Education Lottery	\$4,203.1

2022/23 Season
Week 37 (5/29 - 6/4/23)

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



NBA Finals
On ABC - Game 2

Sunday 6/4/23, 8PM (ET) on ABC	L+1 HH Rating (000s)
NATIONAL	6.05 (7,486)
DENVER	22.4 (402)
MIAMI-FT. LAUDERDALE	15.3 (264)
WEST PALM BEACH-FT. PIERCE	11.6 (103)
MILWAUKEE	9.2 (83)
ALBUQUERQUE-SANTA FE*	8.8 (63)
MEMPHIS	8.8 (57)
SAN ANTONIO	8.7 (92)
SAN FRANCISCO-OAK-SAN JOSE	8.4 (219)
RICHMOND-PETERSBURG *	8.4 (51)
CLEVELAND-AKRON (CANTON)	8.1 (126)

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

Hispanic Households	L+1 A18-49 Rtg (000's)
NBA FINALS ON ABC-GAME 2	2.94 (891)
NBA FINALS ON ABC-GAME 1	2.75 (833)
AMOR INVENCIBLE TUE	1.71 (517)
PERDONA NTROS PECADOS TUE	1.60 (483)
ROSA DE GUADALUPE TUE	1.40 (423)
AMOR INVENCIBLE MON 5/29	1.37 (415)
NBA FINALS ON ABC-G2 POST	1.33 (402)
AMOR INVENCIBLE WED	1.33 (401)
AMOR INVENCIBLE THU	1.32 (398)
PERDONA NTROS PECADOS THU	1.30 (392)

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: Raleigh-Durham (Fayetteville), NC

Raleigh, Durham, and Fayetteville are the 2nd, 4th, and 6th largest cities in North Carolina, according to the U.S Census. The largest industries in these cities are Clean Tech/Smart Grid, Advanced Manufacturing, IT/Technology, and Life Sciences. Major employers include Lihhn Food Systems, Concord Hospitality Enterprises, PNC Arena, Cape Fear Valley Health System, Fayetteville State University, and Goodyear Tire & Rubber Co.

Median HH Income

\$70,298

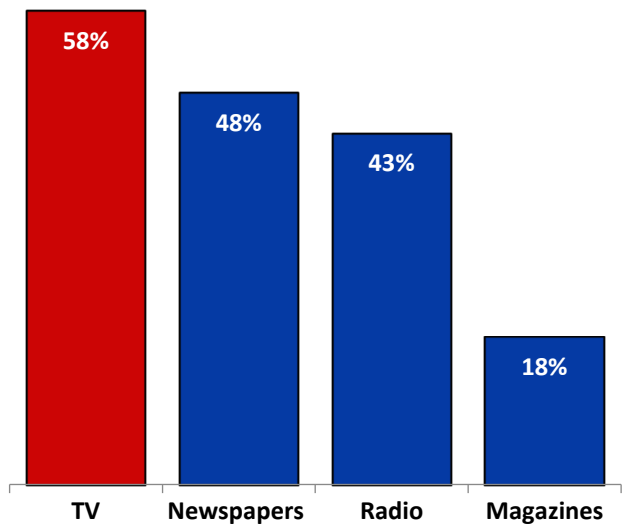
TV stations serving the area of Raleigh-Durham (Fayetteville), NC

WFPX	Bounce TV
WLFL	The CW (Ind. Fall 2023), Stadium, TBD, Antenna TV
WNCN	CBS, Rewind TV, Grit, Circle
WRAL	NBC, Cozi TV, Start TV, Ion Mystery
WRAZ	Fox, MeTV, Dabl, Heroes & Icons
WRDC	MyNetworkTV, Charge!, Comet
WRPX	Ion Television, Court TV, Defy TV, Scripps News, True Crime Network, Jewelry Television, QVC
WTNC/ WUVC	UniMás, Univision, Bounce TV, GetTV, Laff, Quest
WTVD	ABC, Localish, This TV, HSN

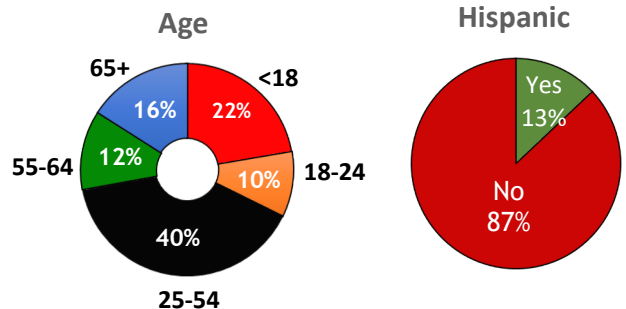
Raleigh-Durham (Fayetteville), NC Interesting Facts

- The oldest park in North Carolina, Pullen Park, is in Raleigh.
- Raleigh is known as the “Smithsonian of the South” with more than 40 free historic attractions and museums.
- Researchers at Duke University (located in Durham) created a perfect unidirectional invisibility cloak that can hide anything measuring less than one centimeter.
- The Barcode was created in Durham’s Research Triangle Park by George Laurer.
- Babe Ruth hit his first home run in Fayetteville.
- Rapper J. Cole is a Fayetteville native.

Reliance on Media to Stay Informed % Agree



Raleigh-Durham (Fayetteville), NC Demographic Overview



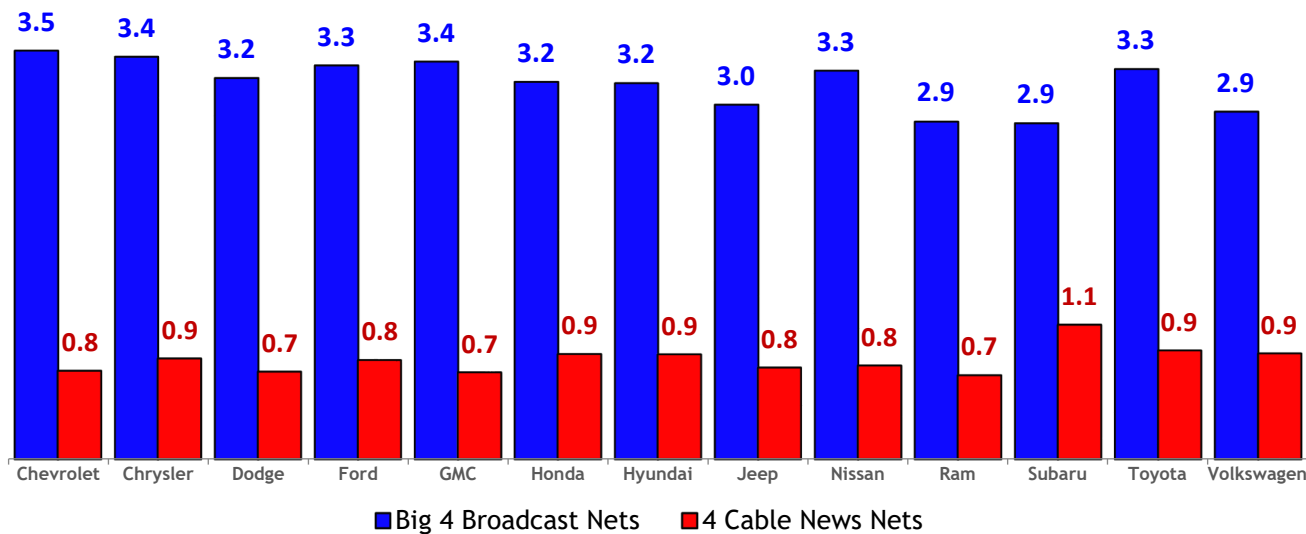
51 % loyal to vehicle brand

2022/23 Season
Local Market Close-Up: **Raleigh-Durham, NC**

Market: Raleigh-Durham, 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	WNCN (CBS)	1	S	09:06 PM	139	16.1
2	CBS NCAA BSKBL-BRIDGE	WNCN (CBS)	1	S	08:37 PM	29	15.4
3	CBS NCAA BSKBL CHAMP-SA-1	WNCN (CBS)	1	S	05:56 PM	161	14.5
4	CBS NCAA BSKBL CHAMPSHIPS	WNCN (CBS)	1	M	09:12 PM	152	14.2
5	MASTERS GOLF TOURN.-SUN	WNCN (CBS)	1	U	02:30 PM	318	11.1
6	WRAL News @ 6 PM	WRAL (NBC)	25	M, T, W, R, F	06:00 PM	30	9.7
7	NBC Nightly News	WRAL (NBC)	25	M, T, W, R, F	06:30 PM	30	9.7
8	NBC NIGHTLY NEWS-SAT.	WRAL (NBC)	5	S	6:30 PM	30	9.3
9	ABC World News Tonight Sunday	WTVD (ABC)	5	U	06:30 PM	30	8.4
10	NBC NIGHTLY NEWS-SUN	WRAL (NBC)	4	U	06:30 PM	30	8.3
11	CBS NCAA BSKBL POST	WNCN (CBS)	1	S	11:25 PM	28	8.2
12	WRAL News Saturday @ 6PM	WRAL (NBC)	5	S	6:00 PM	30	8.2
13	NCAA COLLEGE SPORTS	WTVD (ABC)	2	U	2:30 PM	160	8.1
14	American Idol	WTVD (ABC)	9	M, U	08:00 PM	180	8.0
15	NBA Playoffs	WTVD (ABC)	6	S, U	8:40 PM	172	7.9
16	CBS NCAA BSKBL CHAMP-POST	WNCN (CBS)	1	M	11:44 PM	29	7.7
17	MASTERS GOLF-SUS-SUN	WNCN (CBS)	1	U	02:00 PM	30	7.5
18	ABC 11 Eyewitness News @ 6PM	WTVD (ABC)	25	M, T, W, R, F	6:00 PM	30	7.5
19	WRAL News @ 5:30 PM	WRAL (NBC)	25	M, T, W, R, F	05:30 PM	30	7.5
20	WRAL News Sunday @ 6PM	WRAL (NBC)	4	U	6:00 PM	30	7.4

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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

GfK TVB Purchase Funnel Study 2023

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: Raleigh-Durham (Fayetteville), NC.

Comscore Market: Raleigh-Durham, NC.