

TVB INSIGHTS

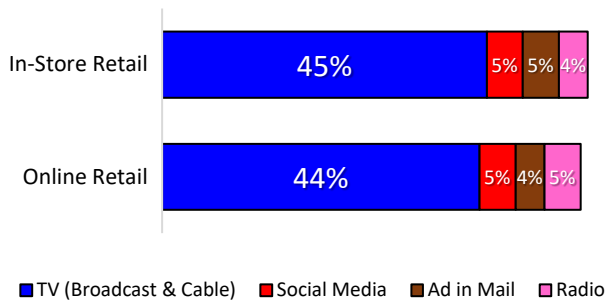
WEEKLY RESEARCH & ANALYSIS

2022/23 Season – Week 51-52 (9/4 - 9/17/23)

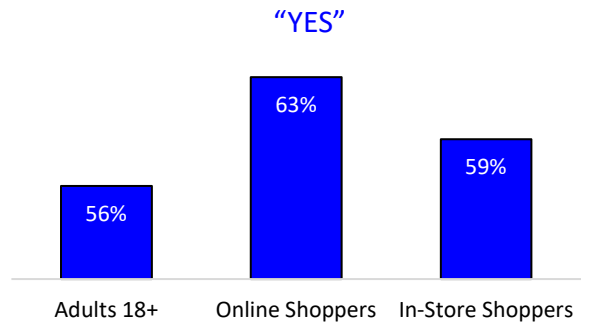
76% Of Retail Consumers Shopped BOTH In-Store & Online During The Holiday Season



What Influenced Consumer Awareness The Most For Retail: Television



Has A TV Ad Motivated You To Go Online For More Information?



NFL Thursday Night Football Highlights:

Week 1: Season Opener on NBC

	HH Rating	HH 000's	P2+ Rating	P2+ 000's
2022	10.9	13,316	6.4	20,021
2023	13.1	16,265	8.0	24,946
% Change	+21%	+22%	+24%	+25%

Week 2: Amazon Game on Local Broadcast

	HH Rating	HH 000's	P2+ Rating	P2+ 000's
KMSP / MN	21.0	386	14.3	652
WTFX / PH	22.1	688	14.4	1,130

Live+1



2023/24 NFL Season

Nielsen Live+1 Local Broadcast HH 000's (Ratings)



WK	BL	BF	CI	CL	DV	HN	IN	JX	KC	LV	LA	MI	BN	NY	PT	NV
1	266 (23.2)	226 (35.8)	298 (31.3)	465 (30.0)	489 (27.3)	331 (12.4)	228 (18.9)	172 (21.7)	464 (45.6)	92 (10.6)	401 (6.9)	200 (11.6)	782 (30.1)	636 (8.2)	368 (31.3)	236 (20.2)
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Source: Nielsen Arianna Live+1 HH ratings and 000s
Local Broadcast; Yellow shade = Game aired on cable as well
Week 1 = 9/7-9/11/23; 2 = 9/14-9/18/23





2023/24 NFL Season



Nielsen Live+1 Local Broadcast HH 000's (Ratings)



WK	PX	AT	CT	CH	DL	DE	ML	LA	MIN	NO	NY	PH	SF	SE	TP	DC
1	259 (12.1)	365 (13.6)	191 (14.4)	831 (22.9)	827 (27.2)	587 (30.3)	340 (37.7)	315 (5.4)	534 (29.0)	229 (33.3)	917 (11.9)	928 (29.9)	383 (14.8)	462 (21.9)	360 (17.4)	377 (14.4)
2									386 (21.0)			688 (22.1)				
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Source: Nielsen Arianna Live+1 HH ratings and 000s

Local Broadcast; Yellow shade = Game aired on cable as well; Pink shade = Game aired on Amazon as well

Week 1 = 9/7-9/11/23; 2 = 9/14-9/18/23





2023/24 NFL Season

Nielsen Live+1 Local Cable HH 000's (Ratings)



WK	BL	BF	CI	CL	DV	HN	IN	JX	KC	LV	LA	MI	BN	NY	PT	NV	
1		Buffalo: ESPN: 66 (10.5); ESP2: 3 (0.5); ESPD: 0 (<<)												New York: ESPN: 428 (5.5); ESP2: 70 (0.9); ESPD: 3 (<<)			
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Source: Nielsen Arianna Live+1 HH ratings and 000s
 Local Cable; Yellow shade = Game aired on broadcast as well
 Week 1 = 9/7-9/11/23; 2 = 9/14-9/18/23





2023/24 NFL Season

Nielsen Live+1 Local **Cable** HH 000's (Ratings)



WK	PX	AT	CT	CH	DL	DE	ML	LA	MIN	NO	NY	PH	SF	SE	TP	DC
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Source: Nielsen Arianna Live+1 HH ratings and 000s
Local Cable; Yellow shade = Game aired on broadcast as well
 Week 1 = 9/7-9/11/23; 2 = 9/14-9/18/23



Data Sources:

GfK TVB Purchase Funnel 2023: Retail, A18+

GfK TVB Media Comparisons Study 2023: Retail, A18+

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

Note: Live+Same Day will be used if Live+1 is not available.