

TVB INSIGHTS

WEEKLY RESEARCH & ANALYSIS

2023/24 Season – Week 17 (1/15-1/21/24)

2024 NFL Playoffs

| Network(s) | 2024 | Game | Teams | Live+1 P2+ '000 |
|--------------|---------|------------------------|---------------------|-----------------|
| CBS | Jan. 21 | AFC Divisional Playoff | Chiefs / Bills | 50,539 |
| FOX | Jan. 14 | NFC Wild Card | Packers / Cowboys | 40,218 |
| FOX | Jan. 20 | NFC Divisional Playoff | 49ers / Packers | 37,788 |
| NBC | Jan. 21 | NFC Divisional Playoff | Lions / Buccaneers | 37,152 |
| ABC / ESPN^ | Jan. 20 | AFC Divisional Playoff | Ravens / Texans | 32,443 |
| NBC | Jan. 14 | NFC Wild Card | Lions / Rams | 32,299 |
| CBS | Jan. 15 | AFC Wild Card | Bills / Steelers | 31,098 |
| ABC / ESPN^^ | Jan. 15 | NFC Wild Card | Buccaneers / Eagles | 29,337 |
| NBC | Jan. 13 | AFC Wild Card | Texans / Browns | 25,910 |
| Peacock | Jan. 13 | AFC Wild Card | Chiefs / Dolphins | 22,907 |

^ ABC, ESPN & ESPN Deportes

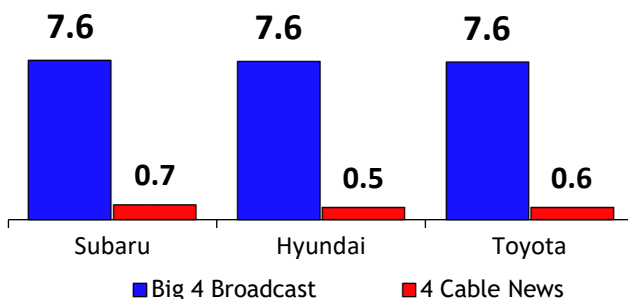
^^ ABC, ESPN, ESPN2 & ESPN Deportes

Source: Nielsen NPOWER and Arianna

Market of the Week: New Orleans, LA

Auto Owners

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

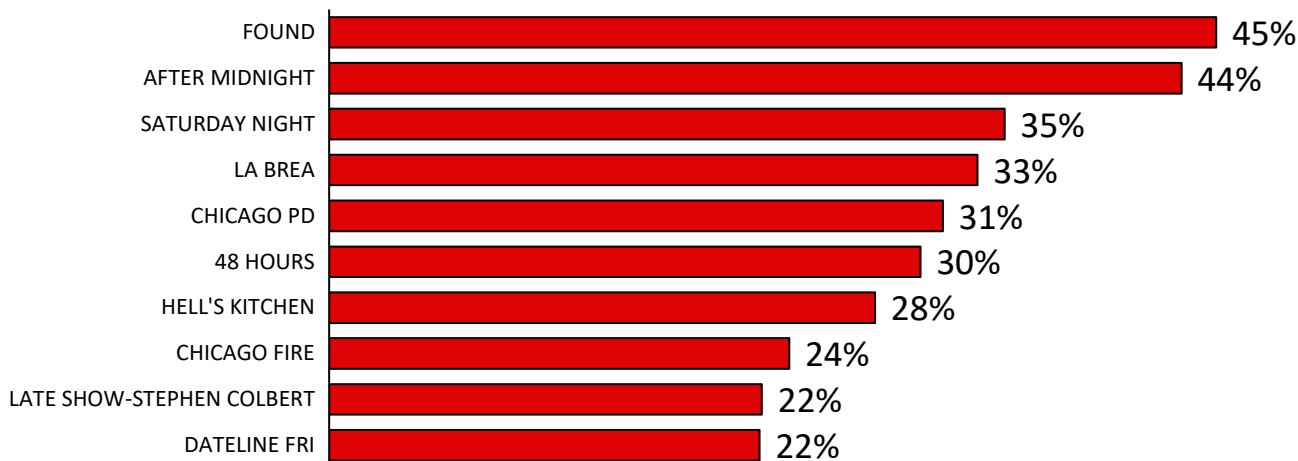


Top 5 Spot TV Advertisers from Vivvix

| December'22 – November'23 | Dols (000) |
|---------------------------|------------|
| POL-Governor | \$5,588.2 |
| Morris Bart Attorney | \$2,548.5 |
| Dudley DeBosier Attorneys | \$2,463.2 |
| Rooms To Go | \$2,098.4 |
| Cox | \$2,036.8 |

2023/24 Season Week 17 (1/15-1/21/24)

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



AFC Divisional Playoff: Chiefs vs. Bills

| Sunday 1/21/24, 6:45pm (ET) on CBS | L+1 HH Rtg (000's) |
|---------------------------------------|-----------------------|
| NATIONAL | 24.26 (30,325) |
| BUFFALO * | 54.9 (352) |
| KANSAS CITY | 54.2 (553) |
| ST. LOUIS | 31.9 (410) |
| BALTIMORE | 31.8 (370) |
| PITTSBURGH | 31.6 (368) |
| CINCINNATI | 31.0 (291) |
| ALBUQUERQUE-SANTA FE * | 30.2 (212) |
| DENVER | 30.1 (539) |
| TULSA * | 29.6 (165) |
| NASHVILLE | 29.4 (351) |

Top Adults 18-49 in Hispanic Households

| Hispanic Households | L+1 A18-49 Rtg (000's) |
|---------------------------|---------------------------|
| AFC DIVISIONAL PLAYOFF-SU | 7.32 (2196) |
| AFC DIV-PLF-POST-GUN-SU | 6.17 (1851) |
| FOX NFC PLAYOFF-SAT | 6.10 (1830) |
| AFC DIV-PLF-PRE-KICK-SU | 5.38 (1615) |
| FOX NFC PLAYOFF-SA PST GN | 5.16 (1549) |
| NBC NFL PLAYOFF GAME DIV | 4.68 (1403) |
| AFC DIV-PLF-POST-GAME-SU | 3.93 (1180) |
| FOX NFC PLAYOFF-KICK-SAT | 3.88 (1164) |
| NBC NFL PLAYOFF POST DIV | 3.74 (1123) |
| AFC WILDCARD POST GUN-MON | 3.55 (1066) |

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





2024 NFL Divisional Playoffs

Nielsen Live+1 HH 000's (Ratings)

| 2024 | | | HH Live+1 Rating | HH Live + 1 000's | P2+ Live+1 Rating | P2+ Live+1 000's |
|------------------------------|----------------|------|------------------|-------------------|-------------------|------------------|
| Jan. 20 | Divisional | ABC | 10.8 | 13,505 | 6.8 | 21,368 |
| Ravens (34) / Texans (10) | | ESPN | 5.4 | 6,703 | 3.5 | 10,986 |
| | | ESPD | 0.0 | 42 | 0.0 | 89 |
| | | WMAR | 27.7 | 322 | 22.7 | 660 |
| | Baltimore | ESPN | 7.2 | 84 | 5.9 | 172 |
| | | ESPD | << | 0 | << | 0 |
| | | KTRK | 19.0 | 527 | 14.0 | 1,065 |
| | Houston | ESPN | 4.3 | 120 | 3.4 | 257 |
| | | ESPD | << | << | << | << |
| Jan. 20 | Divisional | FOX | 17.9 | 24,432 | 12.0 | 37,788 |
| 49ers (24) / Packers (21) | S.F.-Oakland | KTVU | 27.2 | 686 | 21.1 | 1,431 |
| | Milwaukee | WITI | 41.4 | 385 | n/a | n/a |
| Jan. 21 | Divisional | NBC | 18.6 | 23,295 | 11.8 | 37,152 |
| Lions (31) / Bucs (23) | Detroit | WDIV | 40.5 | 781 | 36.0 | 1,685 |
| | Tampa Bay | WFLA | 27.8 | 596 | 21.3 | 1,083 |
| Jan. 21 | Divisional | CBS | 24.3 | 30,325 | 16.0 | 50,539 |
| Chiefs (27) / Bills (24) | Kansas City | KCTV | 54.2 | 553 | n/a | n/a |
| | Buffalo (L+SD) | WIVB | 54.9 | 352 | n/a | n/a |

Source: Nielsen NPOWER and Arianna



2024 NFL Wild Card Playoffs

Nielsen Live+1 HH 000's (Ratings)

| 2024 | | | HH Live+1 Rating | HH Live + 1 000's | P2+ Live+1 Rating | P2+ Live+1 000's |
|-----------------------------|--------------|---------|------------------|-------------------|-------------------|------------------|
| Jan. 13 | Wild Card | NBC | 12.7 | 15,854 | 8.2 | 25,910 |
| Texans (45) / Browns (14) | Houston | KPRC | 21.3 | 592 | 16.0 | 1,216 |
| | Cleveland | WKYC | 30.8 | 478 | 26.5 | 952 |
| Jan. 13 | Wild Card | Peacock | 9.2 | 11,540 | 7.3 | 22,907 |
| Chiefs (26) / Dolphins (7) | Kansas City | KSHB | 45.0 | 458 | n/a | n/a |
| | Miami | WTVJ | 14.0 | 244 | 10.9 | 498 |
| Jan. 14 | Wild Card | FOX | 19.2 | 23,964 | 12.8 | 40,218 |
| Packers (48) / Cowboys (32) | Milwaukee | WITI | 44.8 | 41 | n/a | n/a |
| | Dallas | KDFW | 30.9 | 968 | 22.2 | 1,869 |
| Jan. 14 | Wild Card | NBC | 15.7 | 19,624 | 10.2 | 32,299 |
| Lions (24) / Rams (23) | Detroit | WDIV | 39.8 | 768 | 31.9 | 1,494 |
| | Los Angeles | KNBC | 15.0 | 883 | 11.1 | 1,907 |
| Jan. 15 | Wild Card | CBS | 15.8 | 19,712 | 9.9 | 31,098 |
| Bills (31) / Steelers (17) | Buffalo | WIVB | 56.7 | 363 | n/a | n/a |
| | Pittsburgh | KDKA | 42.8 | 499 | 35.8 | 942 |
| Jan. 15 | Wild Card | ABC | 9.9 | 12,383 | 6.0 | 18,881 |
| Bucs (32) / Eagles (9) | | ESPN | 4.7 | 5,880 | 3.0 | 9,368 |
| | | ESPN2 | 0.6 | 691 | 0.3 | 1,040 |
| | | ESPN2 | 0.6 | 691 | 0.3 | 1,040 |
| | | ESPD | 0.0 | 27 | 0.0 | 48 |
| | | WFTS | 15.4 | 330 | 10.7 | 542 |
| | | WWSB | 3.0 | 63 | 1.6 | 83 |
| | Tampa Bay | ESPN | 7.5 | 160 | 5.3 | 272 |
| | | ESPN2 | 0.7 | 14 | 0.4 | 21 |
| | | ESPD | << | << | << | << |
| | | WPVI | 21.6 | 687 | 15.0 | 1,197 |
| | Philadelphia | ESPN | 6.9 | 219 | 4.7 | 35 |
| | | ESPN2 | 0.5 | 17 | 0.4 | 28 |
| | | ESPD | 0.2 | 5 | 0.1 | 6 |

Source: Nielsen NPOWER and Arianna

Market Close-Up: New Orleans, LA

New Orleans is the largest city in the state of Louisiana and the 53rd largest city in the U.S overall, with a population of 369,749 (2022), according to the U.S Census. The largest industries in New Orleans include Trade, Transportation, Utilities, Technology, Advanced Manufacturing, Health Sciences, Environmental Management, Energy, Offshore Wind, Hospitality, Food and Beverage Production, Music and Recording, and Film . Some of the largest companies include Chevron, Children's Hospital, Cornerstone Chemical Company, Dillard University, Entergy Corporation, DXC Technology, Boeing, and Tulane University.

Median HH Income

\$61,402

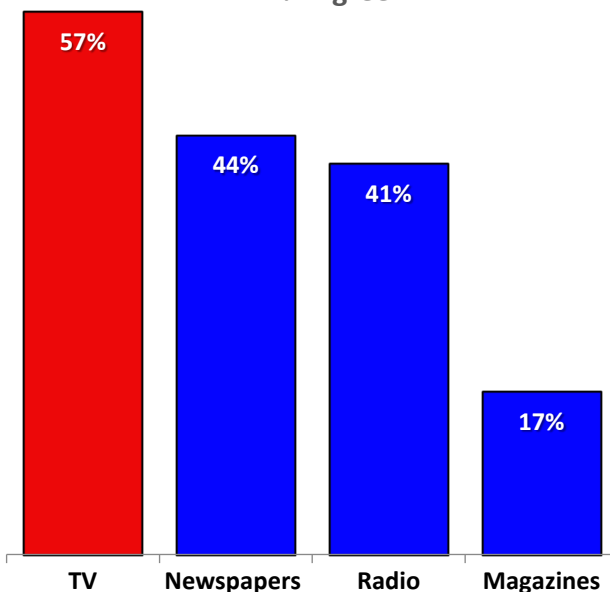
TV stations serving the area of New Orleans, LA

| | |
|------|--|
| WDSU | NBC, MeTV, Story Television, TheGrio, QVC, Defy TV |
| WGNO | ABC, Antenna TV, Rewind TV, TBD, Quest, Heroes & Icons |
| WNOL | The CW, Grit, Comet, Charge!, MyNetworkTV |
| WPXL | Ion Television, Grit, Laff, Jewelry Television, Scripps News, HSN, QVC, HSN2 |
| WUPL | MyNetworkTV, Quest, Heroes & Icons, Defy TV, This TV |
| WVUE | Fox, Bounce TV, The365, Ion Mystery, Oxygen, Start TV, This TV |
| WWL | CBS, True Crime Network, Get, Dabl, QVC2, Shop LC |
| KGLA | Telemundo, Laff, Cozi TV, |

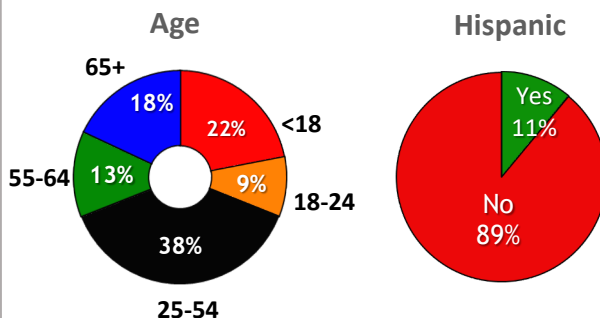
New Orleans, LA Interesting Facts

- New Orleans is considered one of the most haunted cities in the U.S, with spooky cemeteries, voodoo, and many links to the occult.
- The St. Louis Cathedral, found in New Orleans, is the oldest Cathedral in North America.
- It is required by law to wear a Mardi Gras mask if riding on a float during the celebration.
- The U.S's first mixed drink, Sazerac, was created in New Orleans and is the official drink of the city.
- The first ever game of Poker took place in New Orleans some time between 1810 and 1825.
- At Fair Grounds Race Course and Slots in New Orleans, there is an annual exotic animal racing event.

Reliance on Media to Stay Informed % Agree



New Orleans, LA Demographic Overview



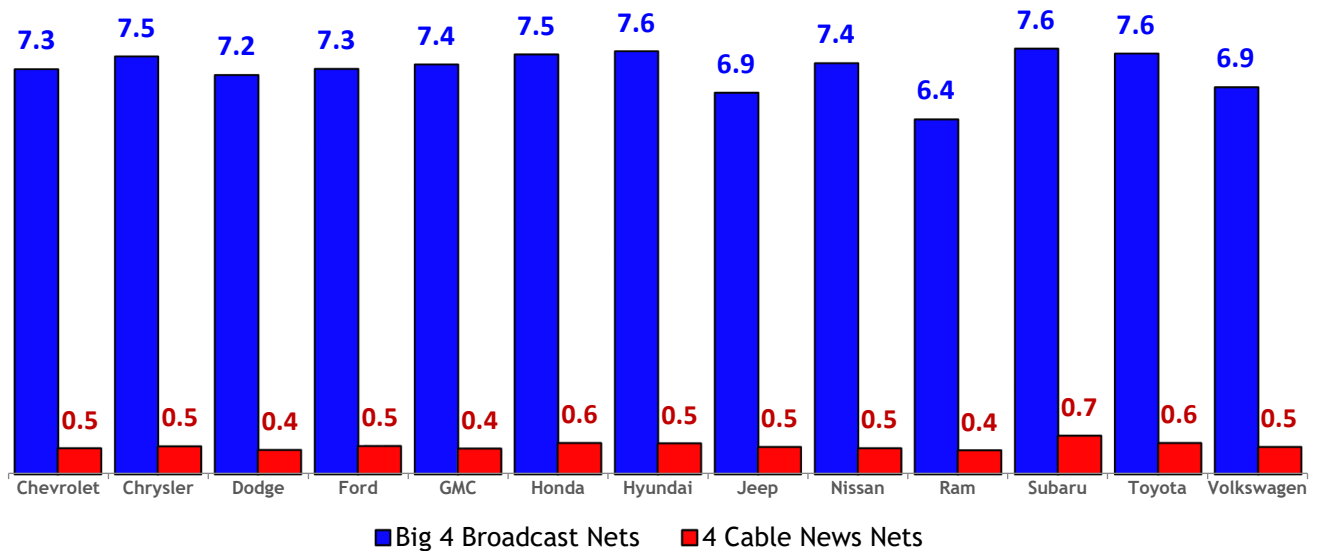
53 % loyal to vehicle brand

2023/24 Season
Local Market Close-Up: **New Orleans, LA**

| Market: New Orleans, LA | | | | Series Ranker (11/27 - 12/31/23) | | | |
|-------------------------|------------------------------------|------------|-------|----------------------------------|------------|----------|---------------|
| Rtg Rnk | Series | Station | # Eps | Day | Local Time | Run Time | HH Live+1 Rtg |
| 1 | Thursday Night Football | WDSU (NBC) | 1 | R | 07:00 PM | 180 | 38.0 |
| 2 | NFL on FOX Single | WVUE (FOX) | 2 | U | 12:03 PM | 180 | 33.9 |
| 3 | NFL on FOX National | WVUE (FOX) | 3 | U | 12:03 PM | 203 | 32.9 |
| 4 | NFL on FOX Fill | WVUE (FOX) | 3 | U | 3:25 PM | 11 | 27.3 |
| 5 | FOX NFL Game Break | WVUE (FOX) | 2 | U | 3:00 PM | 25 | 26.1 |
| 6 | FOX NFL Sunday Pregame | WVUE (FOX) | 5 | U | 12:02 PM | 1 | 25.7 |
| 7 | NFL on FOX Bonus | WVUE (FOX) | 3 | U | 6:33 PM | 39 | 25.5 |
| 8 | NFL on FOX Regional | WVUE (FOX) | 3 | U | 12:03 PM | 179 | 24.0 |
| 9 | NBC SUNDAY NIGHT FOOTBALL | WDSU (NBC) | 5 | S, U | 7:23 PM | 187 | 23.3 |
| 10 | FOX NFL Prekick | WVUE (FOX) | 5 | U | 11:57 AM | 5 | 21.0 |
| 11 | NFL on FOX Post Gun | WVUE (FOX) | 5 | U | 6:45 PM | 6 | 20.1 |
| 12 | SUNDAY NIGHT NFL PRE-KICK | WDSU (NBC) | 5 | S, U | 3:26 PM | 10 | 19.2 |
| 13 | NFL on FOX Post Game | WVUE (FOX) | 2 | U | 3:46 PM | 38 | 19.0 |
| 14 | NBC SUNDAY NIGHT FTBL-SUS | WDSU (NBC) | 2 | U | 10:04 PM | 24 | 18.6 |
| 15 | WDSU Sports: Saints on Six PreGame | WDSU (NBC) | 1 | R | 06:30 PM | 30 | 17.0 |
| 16 | CBS NFL National | WWL (CBS) | 2 | U | 3:37 PM | 174 | 16.9 |
| 17 | SEC CHAMP-CBS: DR PEPPER | WWL (CBS) | 1 | S | 02:59 PM | 211 | 16.6 |
| 18 | FOX NFL XMAS | WVUE (FOX) | 1 | M | 03:36 PM | 198 | 16.4 |
| 19 | CBS NFL National Post-Gun | WWL (CBS) | 2 | U | 6:22 PM | 4 | 15.8 |
| 20 | NBC NFL SUNDAY POST | WDSU (NBC) | 5 | S, U | 10:28 PM | 39 | 15.7 |

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Auto Ownership by Make (Comscore)



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



Data Sources:

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: New Orleans, LA

Comscore Market: New Orleans, LA