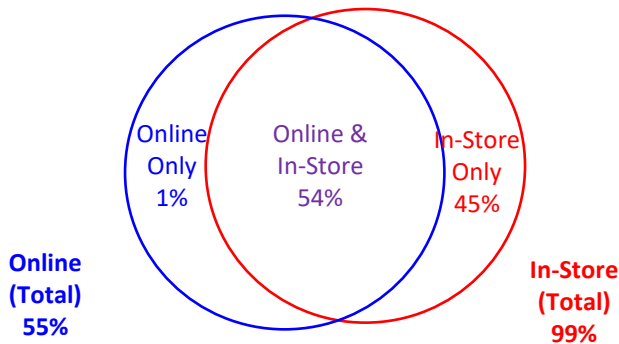


TVB INSIGHTS

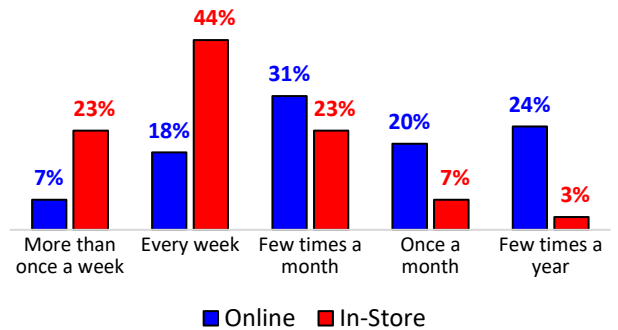
WEEKLY RESEARCH & ANALYSIS

2023/24 Season – Week 24 (3/4-3/10/24)

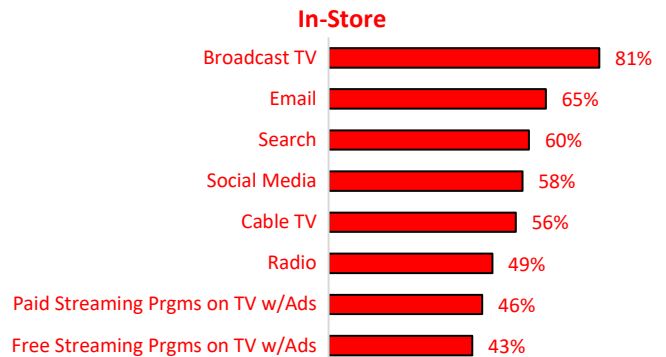
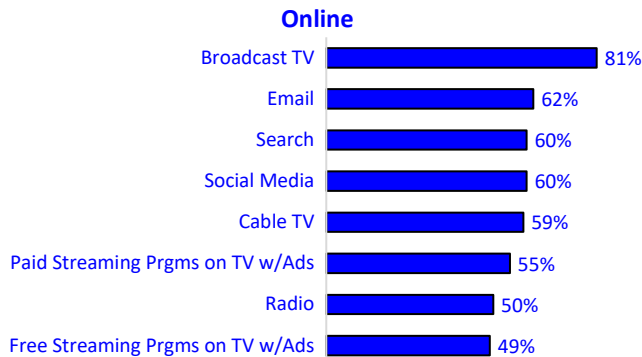
Grocery Shoppers Do Both



How Often Do You Shop?



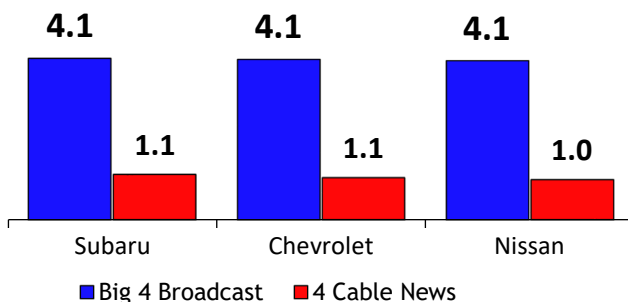
Broadcast TV Has The Highest Reach For Both



Market of the Week: Wilkes Barre-Scranton, PA

Auto Owners

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

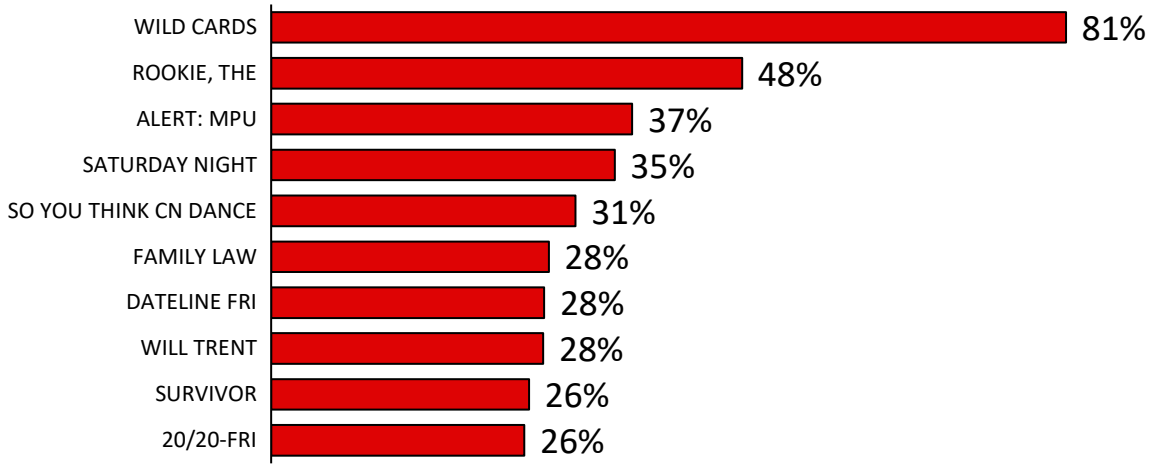


Top 5 Spot TV Advertisers from Vivvix

March'23 – February'24	Dols (000)
Geisinger	\$1,377.1
Toyota Dealer Assn	\$1,027.7
Hyundai	\$993.3
Bath Fitter	\$933.1
Ford	\$782.0

2023/24 Season Week 24 (3/4-3/10/24)

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



The Oscars

Sunday 3/20/24, 7pm (ET) on ABC	L+1 HH Rtg (000's)
NATIONAL	10.10 (12,630)
CHICAGO	17.9 (653)
NEW YORK	17.3 (1,313)
SAN FRANCISCO-OAK-SAN JOSE	15.3 (386)
WEST PALM BEACH-FT. PIERCE	15.2 (138)
BOSTON (MANCHESTER)	14.8 (385)
FT. MYERS-NAPLES *	14.7 (92)
PHILADELPHIA	14.4 (459)
LOS ANGELES	13.7 (808)
PITTSBURGH	13.7 (160)
MILWAUKEE	13.1 (122)

Top Adults 18-49 in Hispanic Households

Hispanic Households	L+1 A18-49 Rtg (000's)
OSCARS, THE	2.60 (781)
CASA DE FAMOSOS S4 - M	1.57 (473)
SENOR DE CIELOS S9 - M	1.50 (451)
CASA DE FAMOSOS S4 - SUN	1.50 (450)
CASA DE FAMOSOS S4 - R	1.48 (444)
MUJER 3 MON	1.46 (438)
CASA DE FAMOSOS S4 - W	1.40 (419)
CASA DE FAMOSOS S4 7P - M	1.35 (406)
CASA DE FAMOSOS S4 7P 3/7	1.33 (399)
MUJER 3 WED	1.32 (395)

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



Market Close-Up: Wilkes Barre-Scranton-Hazleton, PA

Wilkes Barre, Scranton, and Hazleton are the 21st, 7th, and 43rd largest cities in the state of Pennsylvania with populations of 44,261 (2022), 75,848 (2022), and 29,993 (2022), respectively according to the U.S Census. The largest industries in these cities include Health Care & Social Assistance, Retail Trade, Manufacturing, Accommodation & Food Services, and Public Administration. Some of these cities' largest employers include the Federal Government, Amazon, Geisinger Wyoming Valley Medical Center, State Government, TJ Maxx, Chewy Inc., Hazleton Area School District, Wal-Mart, Luzerne County Government, Community Medical Center, Allied Services Foundation, and Scranton School District.

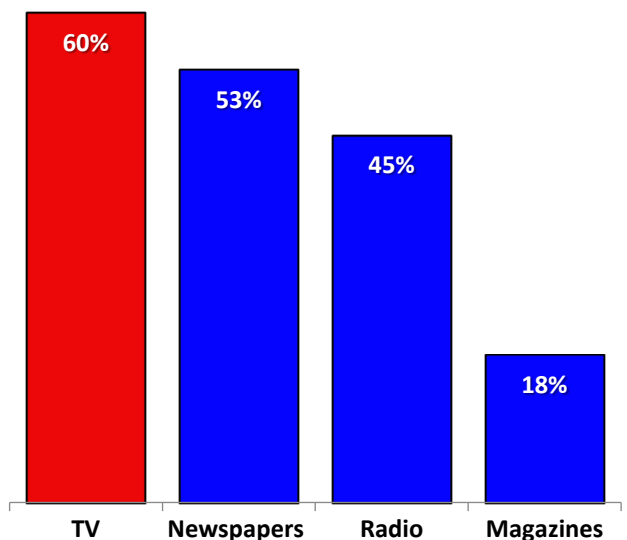
Median HH Income

\$66,834

TV stations serving the area of Wilkes Barre-Scranton-Hazleton, PA

WBRE	NBC, Laff, Rewind Tv, True Crime Network
WNEP	ABC, Antenna TV
WOLF	Fox, The CW, MyNetworkTV, Charge!
WQMY	MyNetworkTV, Fox, The CW
WQPX	Ion Television, Bounce TV, Court TV, Grit, Defy TV, Scripps News, Jewelry Television, HSN, QVC
WSWB	The CW, MeTV, Comet, The Nest
WYOU	CBS, Ion Mystery, GET, Cozi TV

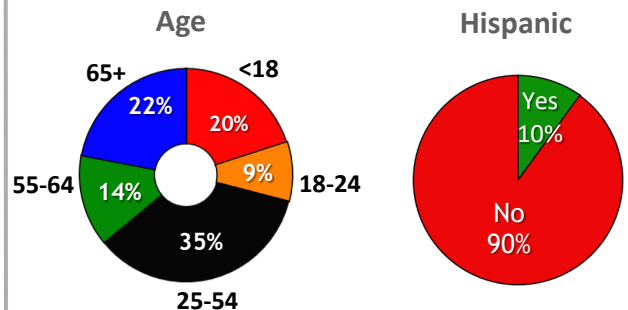
Reliance on Media to Stay Informed % Agree



Wilkes Barre-Scranton-Hazleton, PA Interesting Fact

"On October 12, 1926, Babe Ruth visited Wilkes-Barre's Artillery Park to play in an exhibition game between Hughestown and Larksville. Suiing up for Hughestown, the Yankee slugger challenged Larksville's hurler Ernie Corkran to throw him his "best stuff"—a fastball right down the heart of the plate. Corkran obliged and Ruth crushed the pitch into deep right field. When the ball cleared the fence, a good 400 feet away from home plate, it was still rising. It finally landed in Kirby Park on the far side of a high school running track. Ruth himself was so impressed by the feat that he asked for his homer to be measured. Originally estimated at 650 feet, the prodigious blast is considered to be the longest home run in baseball's storied history."

Wilkes Barre-Scranton-Hazleton, PA Demographic Overview



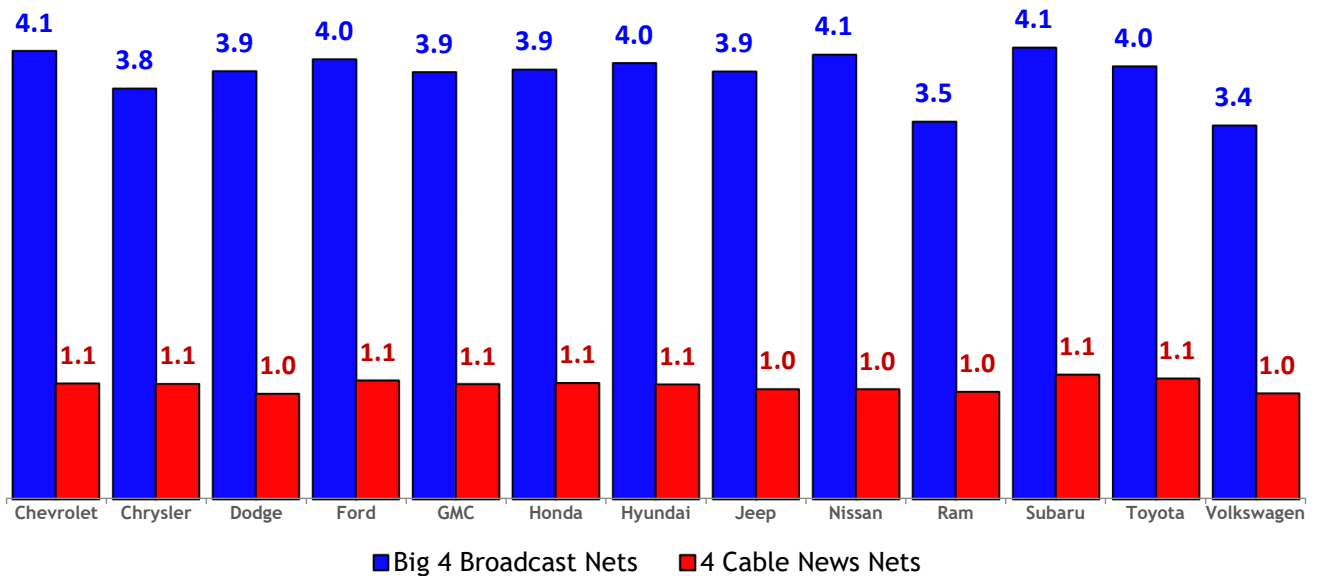
52% loyal to vehicle brand

2023/24 Season
Local Market Close-Up: **Wilkes Barre-Scranton, PA**

Market: Wilkes Barre-Scranton, PA				Series Ranker (1/29 - 2/25/24)			
Rtg Rnk	Series	Station	# Eps	Day	Local Time	Run Time	HH Live+1 Rtg
1	SUPER BOWL LVIII POST-GUN	WYOU (CBS)	1	U	10:46 PM	9	65.6
2	Super Bowl LVIII	WYOU (CBS)	1	U	06:40 PM	246	64.7
3	SUPER BOWL LVIII POST-GM	WYOU (CBS)	1	U	10:55 PM	19	49.2
4	Super Bowl Kick-Off	WYOU (CBS)	1	U	06:00 PM	40	42.2
5	Super Bowl Today-5	WYOU (CBS)	1	U	05:30 PM	30	24.3
6	ABC World News Tonight with David Muir	WNEP (ABC)	21	M, T, W, R, F, S	06:30 PM	30	19.6
7	Newswatch 16 at 6pm	WNEP (ABC)	26	M, T, W, R, F, S, U	6:00 PM	30	17.9
8	Super Bowl Today-4	WYOU (CBS)	1	U	05:00 PM	30	17.4
9	ABC World News Tonight Saturday	WNEP (ABC)	3	S	06:30 PM	30	17.0
10	GRAMMY AWARDS	WYOU (CBS)	1	U	08:00 PM	180	13.8
11	ABC World News Tonight Sunday	WNEP (ABC)	4	U	6:30 PM	30	13.1
12	Newswatch 16 at 5:30pm	WNEP (ABC)	20	M, T, W, R, F	05:30 PM	30	12.8
13	Newswatch 16 This Morning at 6:30am	WNEP (ABC)	20	M, T, W, R, F	06:30 AM	30	12.5
14	Good Morning America Sunday	WNEP (ABC)	4	U	08:00 AM	60	12.0
15	Good Morning America Saturday	WNEP (ABC)	8	S	8:00 AM	60	11.6
16	Newswatch 16 at 7pm	WNEP (ABC)	24	M, T, W, R, F, S	07:00 PM	60	11.3
17	GRAMMY AWARDS-SUS	WYOU (CBS)	1	U	11:00 PM	35	11.3
18	Newswatch 16 at 5pm	WNEP (ABC)	20	M, T, W, R, F	05:00 PM	30	11.0
19	Good Morning America	WNEP (ABC)	20	M, T, W, R, F	07:00 AM	120	11.0
20	Newswatch 16 at Noon	WNEP (ABC)	20	M, T, W, R, F	12:00 PM	30	11.0

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Auto Ownership by Make (Comscore)



Local Broadcast News Avg. vs. Cable Network News Avg. – HH Live Ratings – February '24



Data Sources:

GfK TVB Media Comparisons Study 2024

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: Wilkes Barre-Scranton-Hazleton, PA

Comscore Market: Wilkes Barre-Scranton, PA