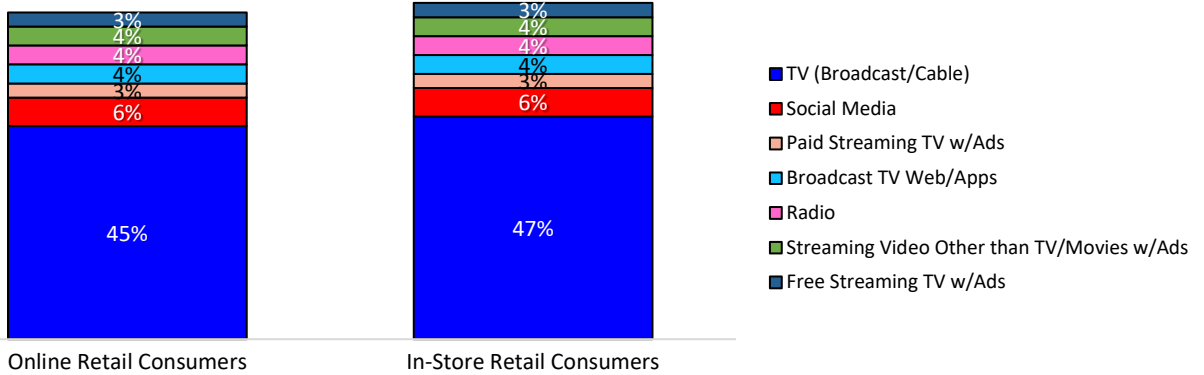


TVB INSIGHTS

WEEKLY RESEARCH & ANALYSIS

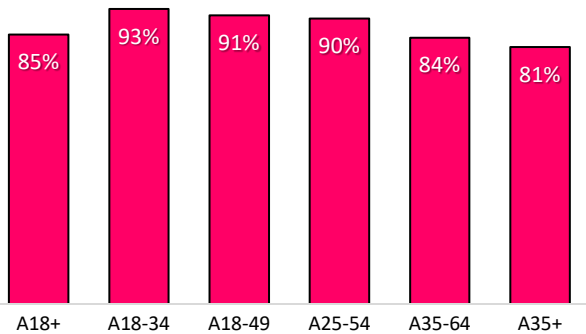
2023/24 Season – Week 30 (4/15-4/21/24)

What Influenced Consumers Awareness Most: Television



Have TV Ads Influenced Your Selections?

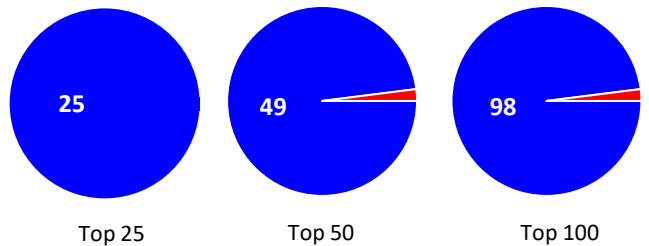
"Yes" Among those who do online searches



Broadcast TV Dominates

of top-rated A18+ programs (3/27-5/14/23)

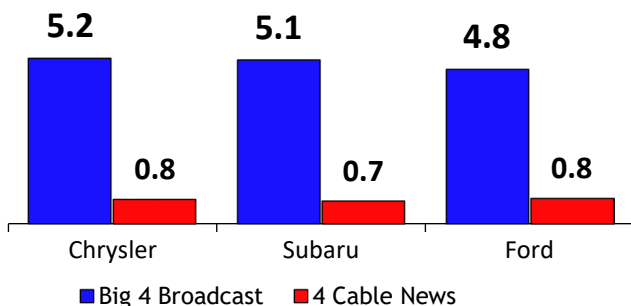
Broadcast Cable



Market of the Week: Spokane, WA

Auto Owners

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

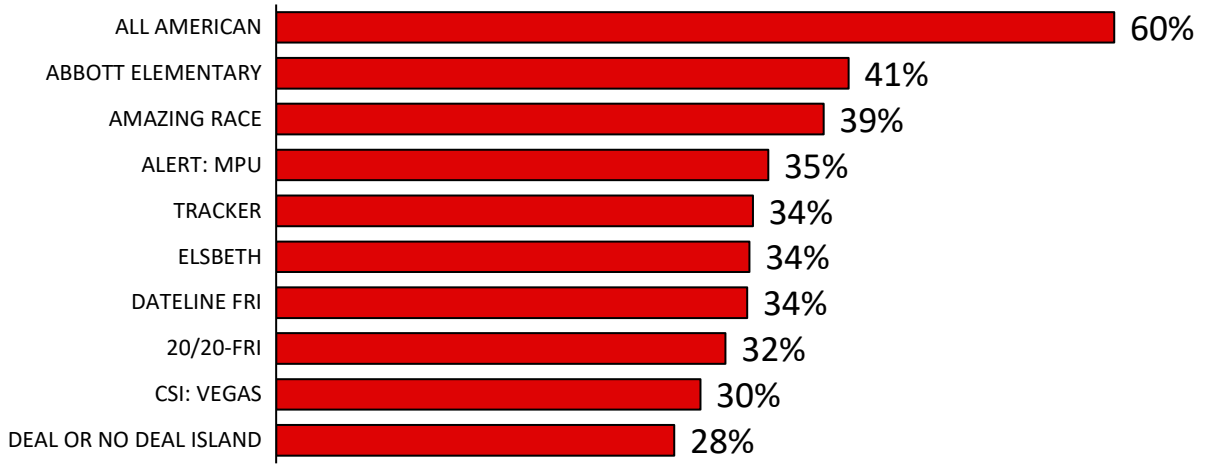


Top 5 Spot TV Advertisers from Vivvix

Advertiser	April'23 – March'24	Dols (000)
Toyota		\$758.4
AutoNation Local Dealer		\$664.7
Northern Quest Resort & Casino		\$659.8
Fred Meyer		\$513.6
Ford		\$487.6

2023/24 Season Week 30 (4/15-4/21/24)

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



NBA Saturday Primetime: Lakers at Nuggets

Saturday 4/20/24, 8:30pm (ET) on ABC	L+1 HH Rtg (000's)
NATIONAL	2.82 (3,519)
DENVER	10.8 (194)
OKLAHOMA CITY*	5.7 (42)
LOS ANGELES	4.9 (288)
MEMPHIS	4.4 (29)
NEW ORLEANS*	4.0 (27)
CLEVELAND-AKRON (CANTON)	3.9 (60)
ATLANTA	3.7 (101)
NORFOLK-PORTSMTH-NEWPT NWS	3.6 (28)
SAN FRANCISCO-OAK-SAN JOSE	3.4 (86)
WASHINGTON, DC (HAGRSTWN)	3.3 (85)

Top Adults 18-49 in Hispanic Households

Hispanic Households	L+1 A18-49 Rtg (000's)
CASA DE FAMOSOS S4 - M	1.76 (527)
CASA DE FAMOSOS S4 - T	1.40 (422)
SEÑOR DE CIELOS S9 - F	1.37 (410)
CASA DE FAMOSOS S4 7P - T	1.35 (405)
CASA DE FAMOSOS S4 7P - M	1.34 (403)
CASA DE FAMOSOS S4 - R	1.34 (402)
SEÑOR DE CIELOS S9 - T	1.31 (392)
CASA DE FAMOSOS S4 - SUN	1.30 (390)
SEÑOR DE CIELOS S9 - M	1.29 (388)
MUJER 3 TUE	1.28 (384)

Source: Nielsen Arianna, nPower, Live+1; HH, A18-49, A25-54 ratings and 000s
* L+1 n/a, L+SD used instead



Market Close-Up: Spokane, WA

Spokane is the 2nd largest city in the state of Washington and 111th largest city in the U.S overall, with a population of 230,160 (2022), according to the U.S Census. The largest industries in Spokane include Health Care & Social Assistance, Retail Trade, Accommodation & Food Services, Educational Services and Public Administration. Some of the largest employers in Spokane include Providence Health & Services, Spokane Public Schools, Washington State University, MultiCare Health System, The 92nd Air Refueling Wing, Gonzaga University, City of Spokane, Kaiser Aluminum, Itron, and Telect.

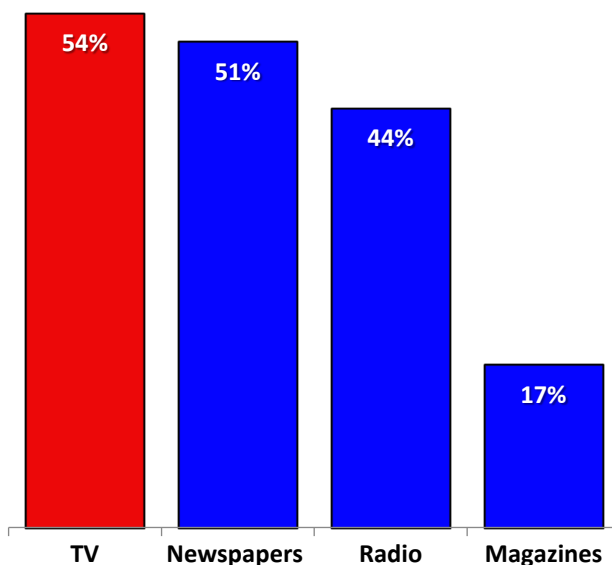
Median HH Income

\$68,491

TV stations serving the area of Spokane, WA

KAYU	Fox, Antenna TV, MyNetworkTV, CW Sports
KGPX	Ion Television, Bounce TV, Grit, Ion Mystery, Defy TV, Scripps News, QVC2, Jewelry Television
KHQ	NBC, SWX
KREM	CBS, True Crime Network, Court TV, The Nest, Shop LC, Get, Outlaw, Comet, Cozi TV
KSKN	The CW, Laff, Quest, The365
KXLY	ABC, MeTV, Heroes & Icons, Start TV, Dabl, QVC, HSN

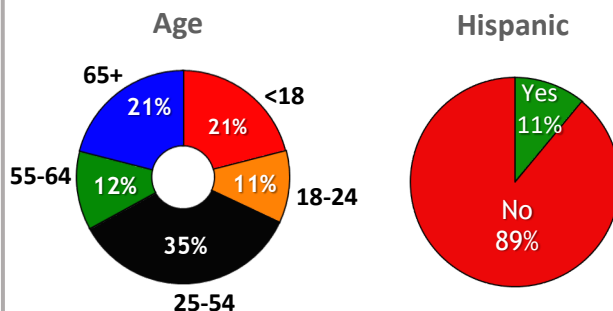
Reliance on Media to Stay Informed % Agree



Spokane, WA Interesting Facts

- Spokane gets its name from the Spokane Tribe and it means “Children of the Sun”.
- Father’s Day was founded in Spokane by Sonora Smart Dodd on June 19th, 1910.
- Spokane is the smallest city to ever host a World’s Fair.
- Spokane hosts the world’s largest 3 on 3 Basketball Tournament.
- Spokane hosts the the world’s largest timed footrace.

Spokane, WA Demographic Overview



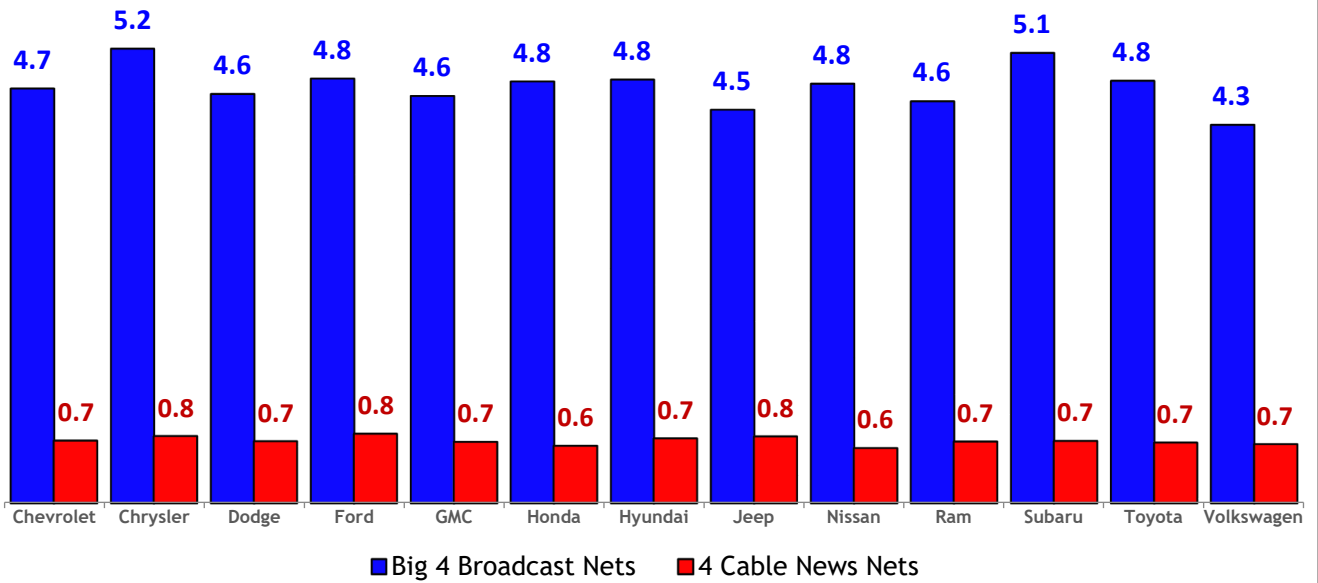
50% loyal to vehicle brand

2023/24 Season
Local Market Close-Up: **Spokane, WA**

Market: Spokane, WA				Series Ranker (2/26 - 3/31/24)				
Rtg Rnk	Series	Station	# Eps	Day	Local Time	Run Time	HH Live+1 Rtg	
1	CBS NCAA BSKBL CHMP-SA-2	KREM (CBS)	1	S	12:22 PM	134	28.7	
2	CBS NCAA BSK CHP-BRG-DYSA	KREM (CBS)	1	S	12:05 PM	17	21.7	
3	CBS NCAA BSKBL CHMP-SU-2	KREM (CBS)	1	U	11:38 AM	141	13.7	
4	NBC NIGHTLY NEWS-SAT.	KHQ (NBC)	4	S	05:30 PM	30	13.6	
5	CBS NCAA BSKBL CHMP-SA-1	KREM (CBS)	1	S	09:36 AM	149	13.5	
6	CBS NCAA BSKBL CHMP TH 2	KREM (CBS)	1	R	06:44 PM	145	12.3	
7	CBS NCAA BSKBL CHMP-SA-3	KREM (CBS)	1	S	02:36 PM	142	12.1	
8	NBC Nightly News	KHQ (NBC)	25	M, T, W, R, F	05:30 PM	30	12.1	
9	CBS NCAA BSK CHP-BRG-DYSU	KREM (CBS)	1	U	11:21 AM	17	11.9	
10	CBS NCAA BSKBL CHMP SU-2	KREM (CBS)	1	U	02:02 PM	160	11.6	
11	NCAA BKBL CHAMP SELECTION	KREM (CBS)	1	U	03:00 PM	60	11.4	
12	CBS NCAA BSKBL CHMP TH 1	KREM (CBS)	1	R	04:00 PM	146	10.8	
13	NonStop Local @ 5	KHQ (NBC)	35	M, T, W, R, F, S, U	05:00 PM	30	10.5	
14	CBS NCAA BSKBL CHMP-SU-3	KREM (CBS)	1	U	01:59 PM	147	10.4	
15	CBS NCAA BSKBL CHMP-SU-1	KREM (CBS)	1	U	09:00 AM	141	10.4	
16	NonStop Local @ 6	KHQ (NBC)	34	M, T, W, R, F, S, U	06:00 PM	30	10.3	
17	NBC NIGHTLY NEWS-SUN	KHQ (NBC)	5	U	05:30 PM	30	10.1	
18	CBS NCAA BSKBL CHMP-SA-2	KLEW (CBS)	1	S	12:22 PM	134	9.6	
19	CBS NCAA BSKBL CHMP SU-1	KREM (CBS)	1	U	11:11 AM	153	9.5	
20	STATE-UNION ANALYSIS-PRE	KHQ (NBC)	1	R	06:00 PM	26	9.4	

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Auto Ownership by Make (Comscore)



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



Data Sources:

GfK TVB Purchase Funnel 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: Spokane, WA

Comscore Market: Spokane, WA