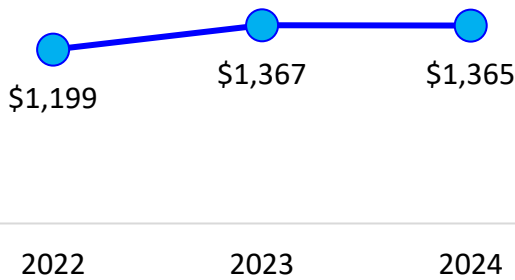


TVB INSIGHTS

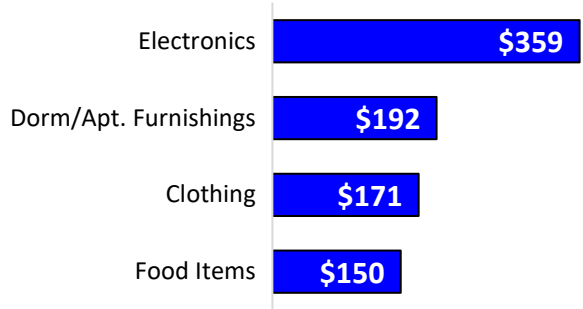
WEEKLY RESEARCH & ANALYSIS

2023/24 Season – Week 44 (7/22-7/28/24)

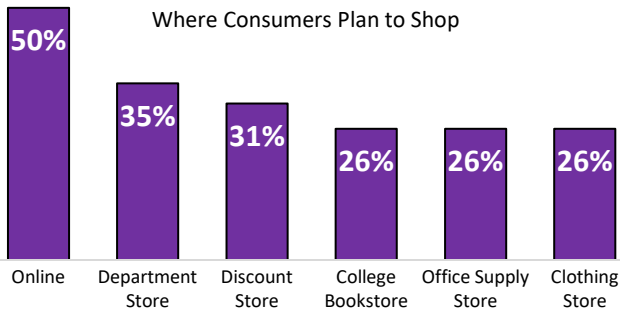
Anticipated Back-to-College Per Household Spending



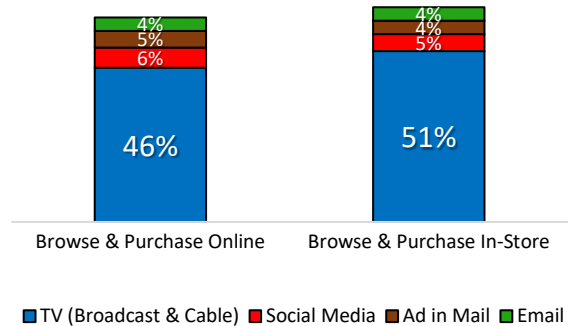
Top Categories for Back-to-College Per Household Spending



When Shopping for Back-to-College, 50% Will Shop Online This Season



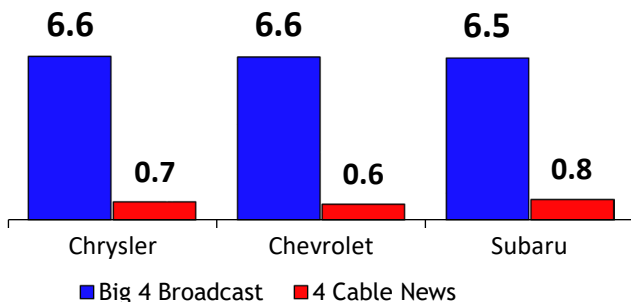
What Influenced Consumers "Awareness" % A18+ Retail



Market of the Week: **Madison, WI**

Auto Owners

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



Top 5 Spot TV Advertisers from Vivvix

Advertiser	DoIs (000)
POL-US Senate	\$1,458.8
Menards Building Supply	\$1,330.4
Sono Bello Body Contour Center	\$1,115.5
US Cellular	\$1,042.8
Spectrum	\$883.8

2023/24 Season
Week 44 (7/22-7/28/24)

2024 Summer Olympics Opening Ceremony, Friday 7/26/24 on NBC
L+1 HH Ratings (000's)

Market	7:30pm (ET) Encore Telecast ↓	1:30pm (ET) Live Telecast	Combined 000's
WEST PALM BEACH-FT. PIERCE	13.2 (121)	9.6 (87)	208
NEW ORLEANS	12.3 (83)	8.0 (54)	137
MINNEAPOLIS-ST. PAUL	10.6 (197)	5.3 (99)	296
PITTSBURGH	10.1 (117)	5.4 (62)	179
BUFFALO	10.1 (65)	4.7 (30)	95
DENVER	10.0 (178)	6.2 (111)	289
ST. LOUIS	9.9 (127)	6.0 (77)	204
CLEVELAND-AKRON (CANTON)	9.8 (153)	5.0 (78)	231
AUSTIN	9.7 (97)	5.0 (50)	147
DALLAS-FT. WORTH	9.6 (302)	5.4 (168)	470

Premios Juventud

Thursday 7/25/24, 8pm (ET) on Univision	L+1 Hispanic HH Rtg (000's)
NATIONAL	4.86 (921)
NEW YORK	10.4 (175)
CHICAGO	7.5 (49)
MIAMI-FT. LAUDERDALE	7.1 (64)
TAMPA-ST. PETE (SARASOTA)	7.1 (26)
HOUSTON	6.4 (57)
PHOENIX (PRESCOTT)	5.1 (24)
PHILADELPHIA	4.7 (16)
LOS ANGELES	4.6 (104)
FT. MYERS-NAPLES	4.4 (5)
RALEIGH-DURHAM (FAYETVILLE)	4.2 (5)

Top Adults 18-49 in
Hispanic Households

Hispanic Households	L+1 A18-49 Rtg (000's)
SUM OLYM OPEN CER DAY+PCK	1.68 (504)
SUM OLYM OPEN CERE	1.61 (484)
SUM OLYM SUN PRIME 1	1.26 (378)
PREMIOS JUVENTUD 24 7/25	1.23 (368)
SUM OLYM SUNDAY PM 1	1.22 (366)
ROSA DE GUADALUPE MON	1.18 (355)
PREMIOS JUVENTUD24 GF7/25	1.16 (348)
SUM OLYM SAT PRIME 1	1.11 (333)
NOT UNI FIN DE SEMA DTSUN	1.04 (314)
NOCHE DE ESTRELLAS 7/25	1.02 (306)

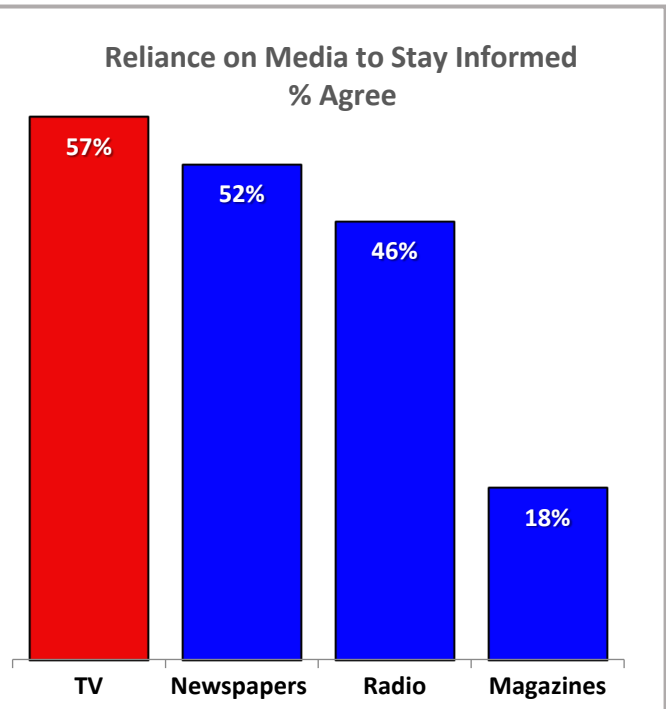
Source: Nielsen NLTV, nPower, Arianna, Live+1, HH, Hispanic HH, A18-49, ratings and 000s

Market Close-Up: Madison, WI

Madison is the 2nd largest city in the state of Wisconsin and the 89th largest city in the U.S overall, with a population of 272,903 (2022), according to the U.S Census. The largest industries in Madison include Health Care & Social Assistance, Retail Trade, Educational Services, Manufacturing, and Accommodation and Food Services. Some of the largest employers in Madison include UW Health, University of Wisconsin-Madison, Epic Systems, American Family Insurance, State of Wisconsin, Exact Sciences, CUNA Mutual, Sub-Zero Group, Trek Bicycles, and Promega Corporation.

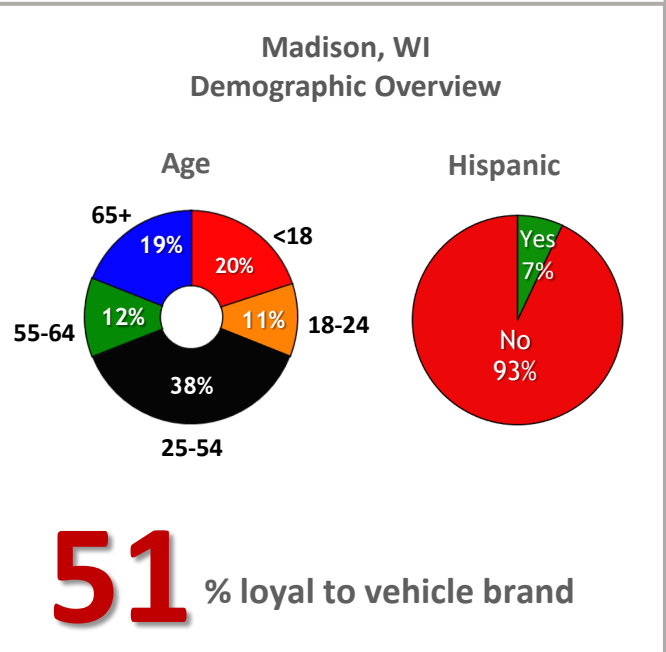
Median HH Income
\$80,539

TV stations serving the area of Madison, WI	
WIFS	Ion Television, Grit, Ion Mystery, Bounce TV, Laff, Ion Plus, Scripps News, Heroes & Icons, Cozi TV
WISC	CBS, MyNetworkTV, Dabl, QVC, HSN, Scripps News
WKOW	ABC, Catchy Comedy, MeTV Toons, Court TV, True Crime Network, TheGrio
WMSN	Fox, Comet TV, Charge!, TBD
WMTV	NBC, The CW, Outlaw, MeTV, Start TV, The 365



Madison, WI Interesting Facts

- Madison's official city bird is a plastic pink flamingo.
- Madison has been home to the annual "World's Largest Brat Fest" since 1983.
- The Wisconsin State Capitol is in Madison, and its dome is made entirely out of granite, making it the largest granite dome in the world.
- Madison's Lake Mendota is the most studied lake in the world, in fact, it's the birthplace of limnology, the study of lakes.
- There are only 2 cities in the U.S built on an isthmus, and Madison is one of them (Seattle is the other).

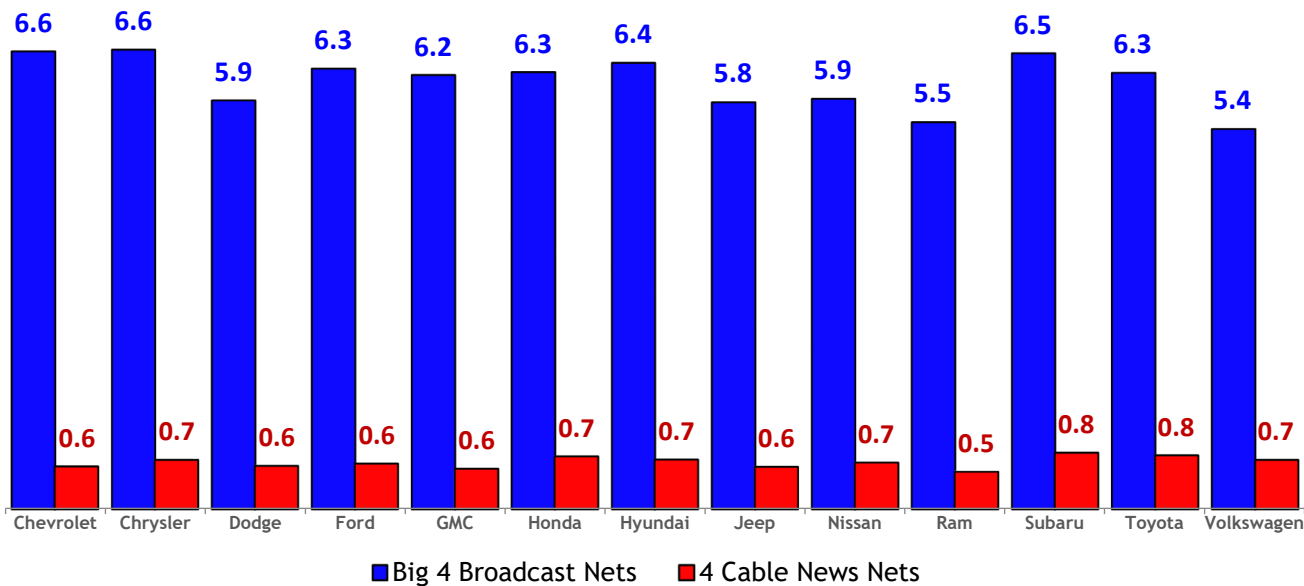


2023/24 Season Local Market Close-Up: **Madison, WI**

Market: Madison, WI			Series Ranker (5/27- 6/30/24)				
Rtg Rnk	Series	Station	# Eps	Day	Local Time	Run Time	P18+ Live+1 Rtg
1	27 News @ 5:30	WKOW (ABC)	5	U	05:30 PM	30	9.4
2	ABC World News Tonight with David Muir	WKOW (ABC)	25	M, T, W, R, F	05:30 PM	30	9.0
3	NBC Nightly News	WMTV (NBC)	24	M, T, W, R, F	05:30 PM	30	8.8
4	15 News at 6	WMTV (NBC)	25	M, T, W, R, F	06:00 PM	30	8.7
5	15 News at 6 - Saturday	WMTV (NBC)	3	S	06:00 PM	30	8.7
6	60 Minutes	WISC (CBS)	9	U	7:00 PM	60	8.3
7	Severe Weather Coverage	WMTV (NBC)	12	M, T, W, S, U	7:02 PM	212	8.1
8	ABC World News Tonight Sunday	WKOW (ABC)	5	U	5:00 PM	30	7.9
9	Wheel of Fortune	WMTV (NBC)	28	M, T, W, R, F, S	06:30 PM	30	7.7
10	27 News @ 6	WKOW (ABC)	29	M, T, W, R, F, S	06:00 PM	30	7.7
11	15 News at 5	WMTV (NBC)	24	M, T, W, R, F	05:00 PM	30	7.4
12	NBC NIGHTLY NEWS-SUN	WMTV (NBC)	1	U	05:30 PM	30	7.3
13	News 3 Now at Noon	WISC (CBS)	24	M, T, W, R, F	12:00 PM	30	7.2
14	Local Weather	WKOW (ABC)	2	M, S	7:09 PM	190	6.7
15	OLYMPIC TRIALS 2Q27	WMTV (NBC)	1	U	07:36 PM	147	6.7
16	15 News at 10 - Saturday	WMTV (NBC)	5	S	10:00 PM	30	6.6
17	CBS News Sunday Morning	WISC (CBS)	5	U	08:00 AM	90	6.4
18	NBC NIGHTLY NEWS-SAT.	WMTV (NBC)	3	S	05:30 PM	30	6.4
19	Presidential Debate	WKOW (ABC)	1	R	08:00 PM	99	6.2
20	Post Debate Analysis	WKOW (ABC)	1	R	09:39 PM	21	6.2

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Auto Ownership by Make (Comscore)



Local Broadcast News Avg. vs. Cable Network News Avg. – P18+ Live Ratings – June '24



Data Sources:

NRF's Annual 2024 Back-to-School spending survey, conducted by Prosper Insights & Analytics

GfK TVB Purchase Funnel Study 2024: Retail Category

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: P18+ 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+1 P18+ rating used from the latest available month.

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

Nielsen DMA: Madison, WI

Comscore Market: Madison, WI