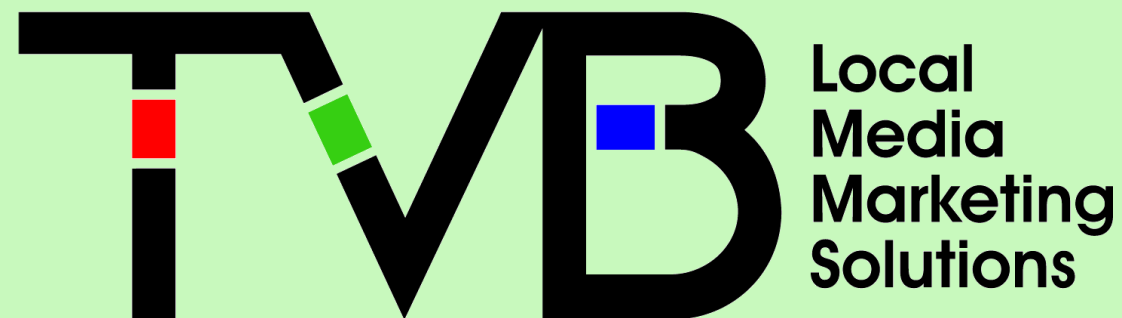


Broadcast TV Viewership Amid Corona... A Look into Hispanics

**March, April, May, June,
July, August & Sept.**



The Analysis for Hispanics: What We Examined

- Geography: 25 LPM markets
- Source: 2 Spanish broadcast networks: Telemundo, Univision
- Weeks: compared March through September 2019 versus 2020, averaging the weekly cumed impressions in the 25 LPMs.

March:

- | | |
|---------------------------------|-------------------------------|
| ■ Wk 1 2019 = 3/4/19 – 3/8/19 | Wk 1 2020 = 3/2/20 – 3/6/20 |
| ■ Wk 2 2019 = 3/11/19 – 3/15/19 | Wk 2 2020 = 3/9/20 – 3/13/20 |
| ■ Wk 3 2019 = 3/18/19 – 3/22/19 | Wk 3 2020 = 3/16/20 – 3/20/20 |
| ■ Wk 4 2019 = 3/25/19 – 3/29/19 | Wk 4 2020 = 3/23/20 – 3/27/20 |

April:

- | | |
|---------------------------------|-------------------------------|
| ■ Wk 1 2019 = 4/1/19 – 4/5/19 | Wk 1 2020 = 3/30/20 – 4/3/20 |
| ■ Wk 2 2019 = 4/8/19 – 4/12/19 | Wk 2 2020 = 4/6/20 – 4/10/20 |
| ■ Wk 3 2019 = 4/15/19 – 4/19/19 | Wk 3 2020 = 4/13/20 – 4/17/20 |
| ■ Wk 4 2019 = 4/22/19 – 4/26/19 | Wk 4 2020 = 4/20/20 – 4/24/20 |

May:

- | | |
|---------------------------------|-------------------------------|
| ■ Wk 1 2019 = 4/29/19 – 5/3/19 | Wk 1 2020 = 4/27/20 – 5/1/20 |
| ■ Wk 2 2019 = 5/6/19 – 5/10/19 | Wk 2 2020 = 5/4/20 – 5/8/20 |
| ■ Wk 3 2019 = 5/13/19 – 5/17/19 | Wk 3 2020 = 5/11/20 – 5/15/20 |
| ■ Wk 4 2019 = 5/20/19 – 5/24/19 | Wk 4 2020 = 5/18/20 – 5/22/20 |
| ■ Wk 5 2019 = 5/27/19 – 6/31/19 | Wk 5 2020 = 5/25/20 – 5/29/20 |

June:

- | | |
|---------------------------------|-------------------------------|
| ■ Wk 1 2019 = 6/3/19 – 6/7/19 | Wk 1 2020 = 6/1/20 – 6/5/20 |
| ■ Wk 2 2019 = 6/10/19 – 6/14/19 | Wk 2 2020 = 6/8/20 – 6/12/20 |
| ■ Wk 3 2019 = 6/17/19 – 6/21/19 | Wk 3 2020 = 6/15/20 – 6/19/20 |
| ■ Wk 4 2019 = 6/24/19 – 6/28/19 | Wk 4 2020 = 6/22/20 – 6/26/20 |

July:

- | | |
|---------------------------------|-------------------------------|
| ■ Wk 1 2019 = 7/1/19 – 7/5/19 | Wk 1 2020 = 6/29/20 – 7/3/20 |
| ■ Wk 2 2019 = 7/8/19 – 7/10/19 | Wk 2 2020 = 7/6/20 – 7/10/20 |
| ■ Wk 3 2019 = 7/15/19 – 7/19/19 | Wk 3 2020 = 7/13/20 – 7/17/20 |
| ■ Wk 4 2019 = 7/22/19 – 7/26/19 | Wk 4 2020 = 7/20/20 – 7/24/20 |
| ■ Wk 5 2019 = 7/29/19 – 8/2/19 | Wk 5 2020 = 7/27/20 – 7/31/20 |

August:

- | | |
|---------------------------------|-------------------------------|
| ■ Wk 1 2019 = 8/5/19 – 8/9/19 | Wk 1 2020 = 8/3/20 – 8/7/20 |
| ■ Wk 2 2019 = 8/12/19 – 8/16/19 | Wk 2 2020 = 8/10/20 – 8/14/20 |
| ■ Wk 3 2019 = 8/19/19 – 8/23/19 | Wk 3 2020 = 8/17/20 – 8/21/20 |
| ■ Wk 4 2019 = 8/26/19 – 8/30/19 | Wk 4 2020 = 8/24/20 – 8/28/20 |

September:

- | | |
|---------------------------------|-------------------------------|
| ■ Wk 1 2019 = 9/2/19 – 9/6/19 | Wk 1 2020 = 8/31/20 – 9/4/20 |
| ■ Wk 2 2019 = 9/9/19 – 9/13/19 | Wk 2 2020 = 9/7/20 – 9/11/20 |
| ■ Wk 3 2019 = 9/16/19 – 9/20/19 | Wk 3 2020 = 9/14/20 – 9/18/20 |
| ■ Wk 4 2019 = 9/23/19 – 9/27/19 | Wk 4 2020 = 9/21/20 – 9/25/20 |

- Demos: Hispanics 18+, Hispanics 25-54, Hispanics 18-34

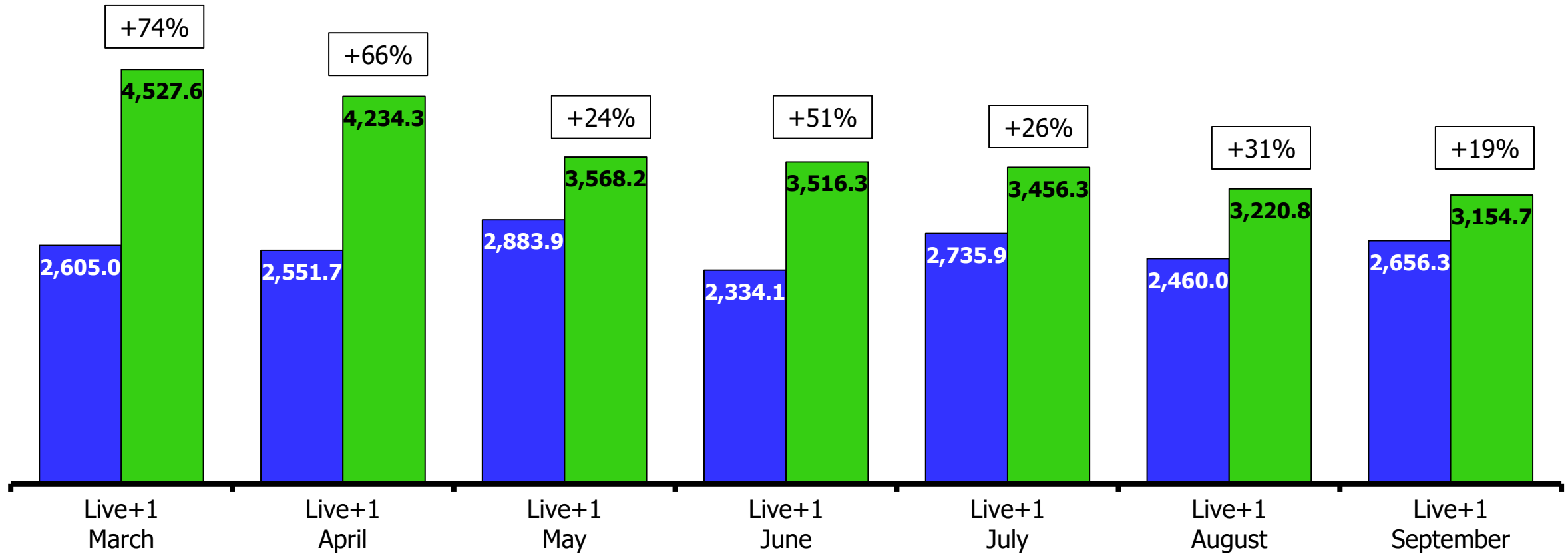
M-F Evening News

Hispanics 18+ March, April, May, June, July, August & Sept M-F Evening News

Live+1 Impressions for 25 LPMs

■ 2019 ■ 2020

Imps (000) & % increase vs. 2019



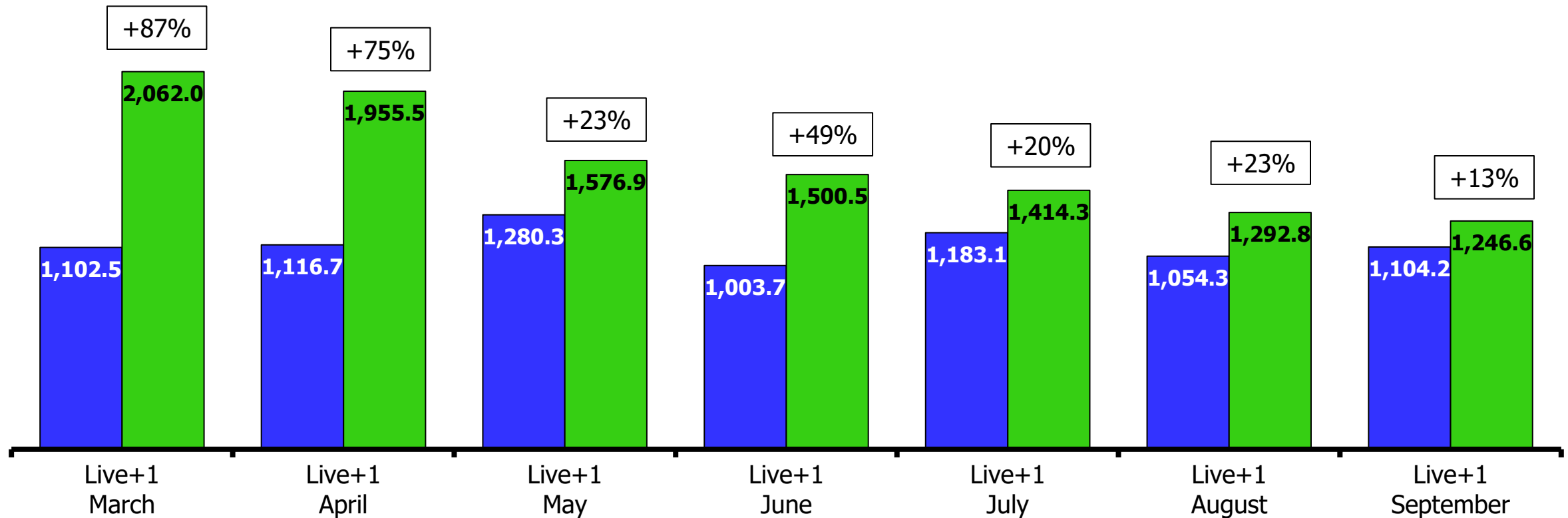
Hispanics 25-54 March, April, May, June, July, August & Sept M-F Evening News

Live+1 Impressions for 25 LPMs

■ 2019

■ 2020

Imps (000) & % increase vs. 2019

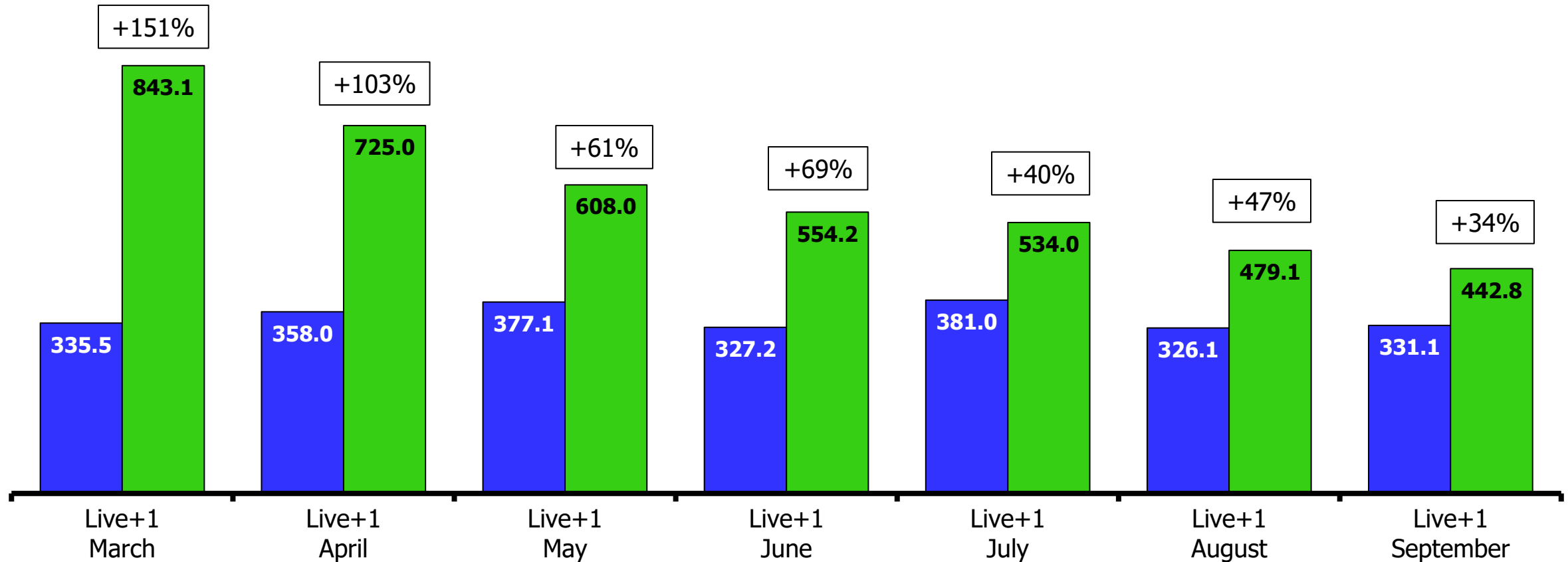


Hispanics 18-34 March, April, May, June, July, August & Sept M-F Evening News

Live+1 Impressions for 25 LPMs

■ 2019 ■ 2020

Imps (000) & % increase vs. 2019



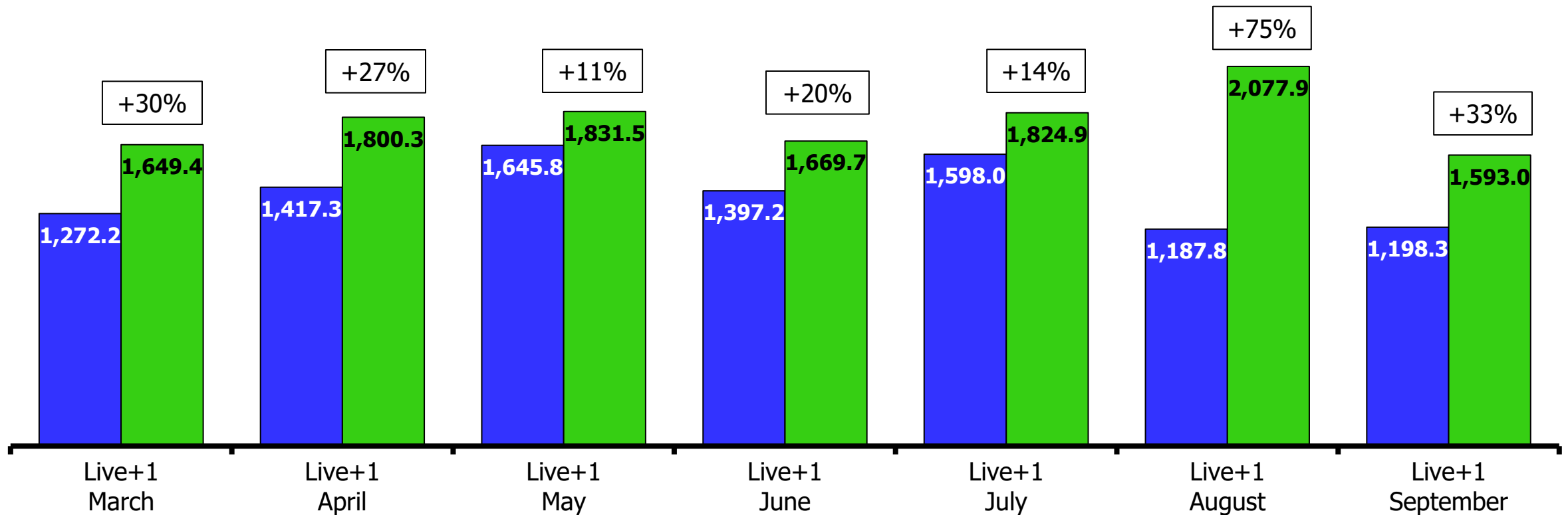
M-F Late News

Hispanics 18+ March, April, May, June, July, August & Sept M-F Late News

Live+1 Impressions for 25 LPMs

■ 2019 ■ 2020

Imps (000) & % increase vs. 2019

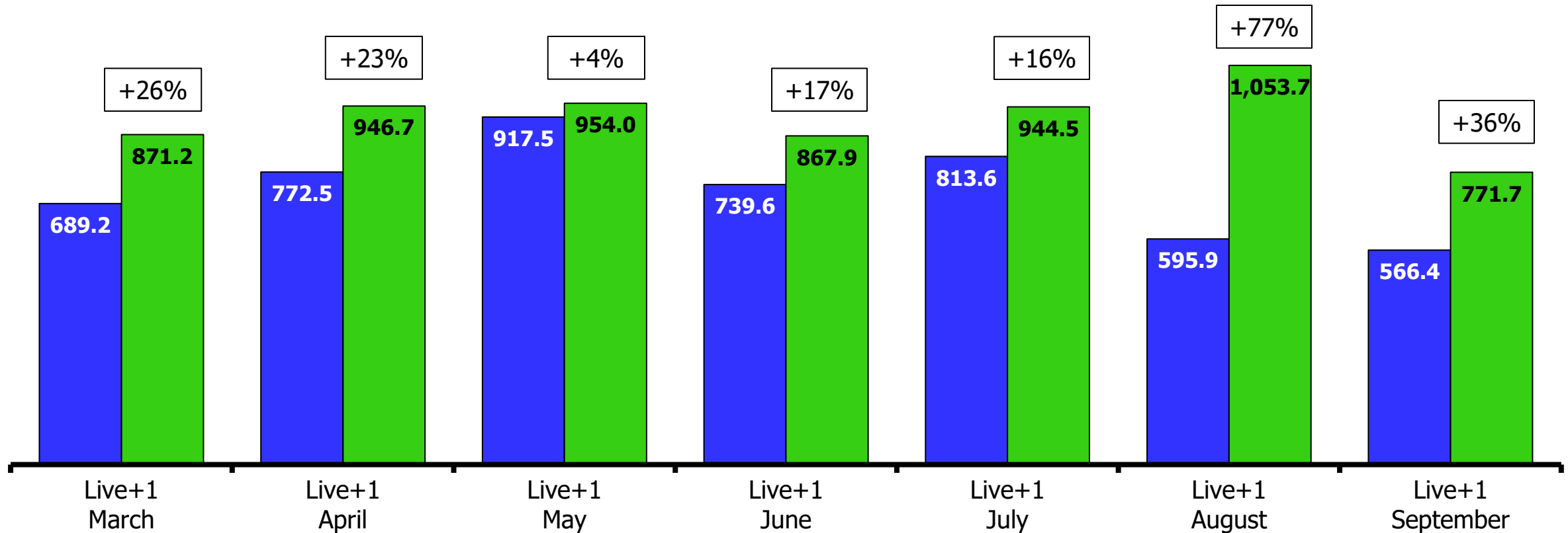


Hispanics 25-54 March, April, May, June, July, August & Sept M-F Late News

Live+1 Impressions for 25 LPMs

■ 2019 ■ 2020

Imps (000) & % increase vs. 2019



Hispanics 18-34 March, April, May, June, July, August & Sept M-F Late News

Live+1 Impressions for 25 LPMs

■ 2019 ■ 2020

Imps (000) & % increase vs. 2019

