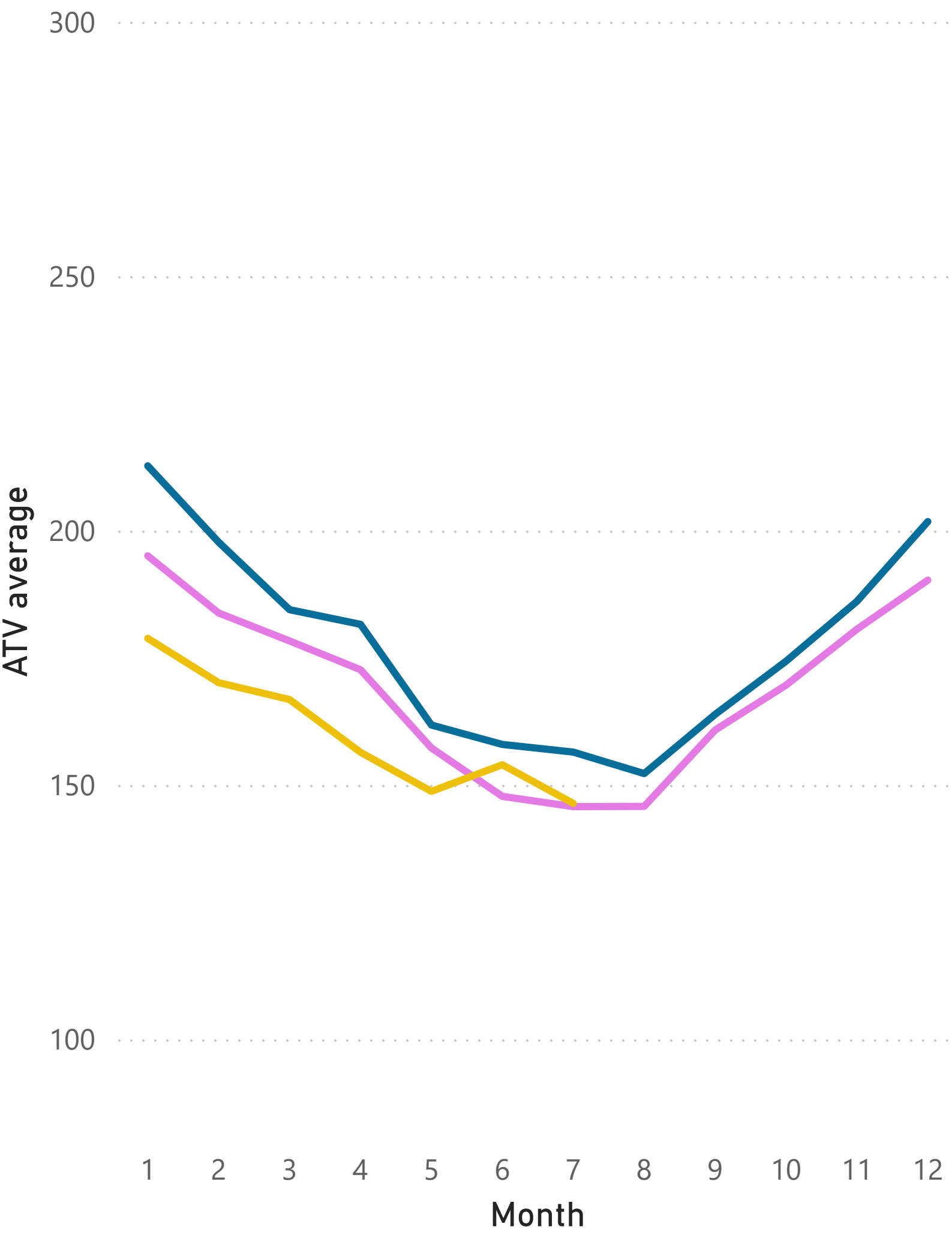


Monthly average Total TV ATV change (Linear TV channels)

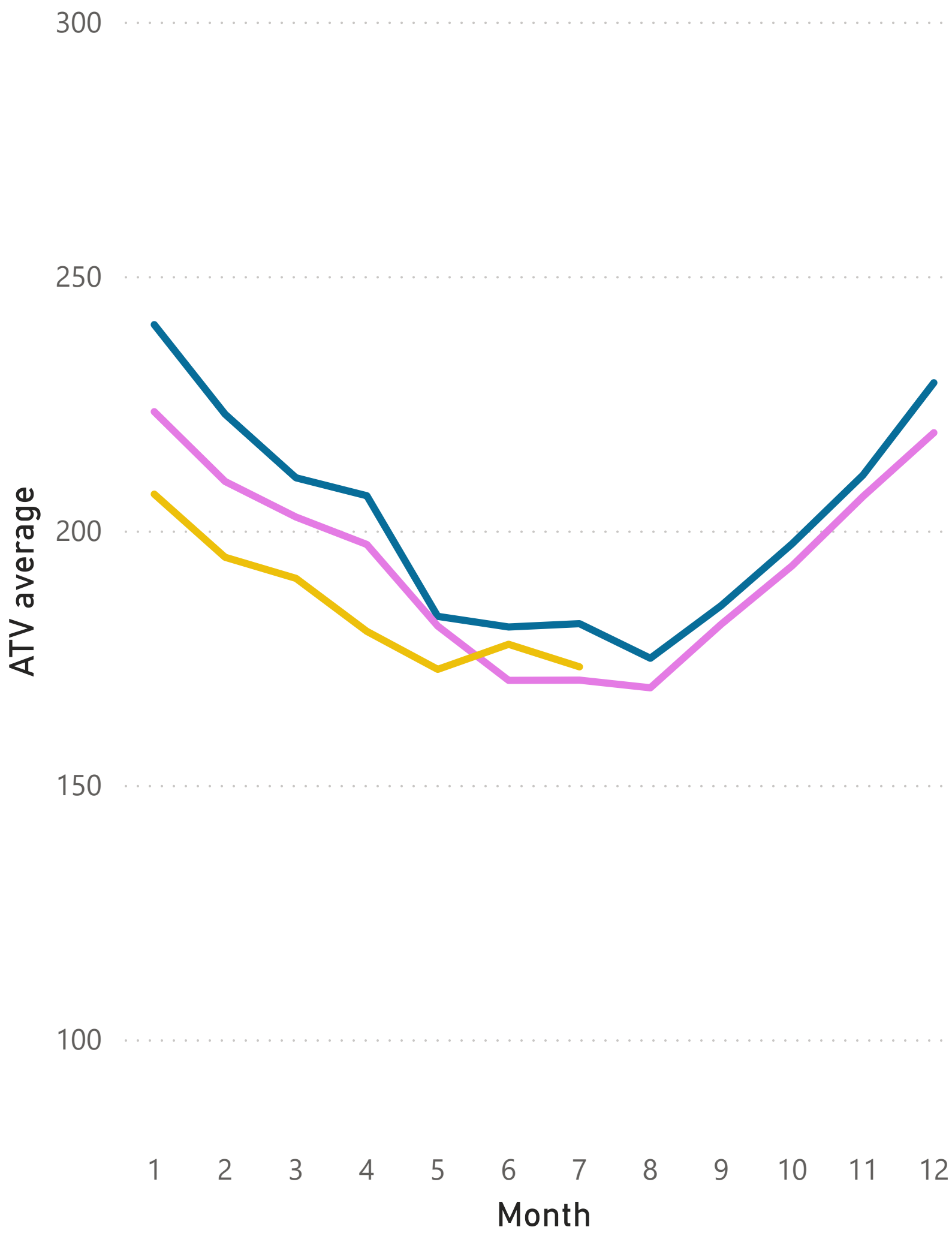
18-49 GTSV

Year ● 2022 ● 2023 ● 2024



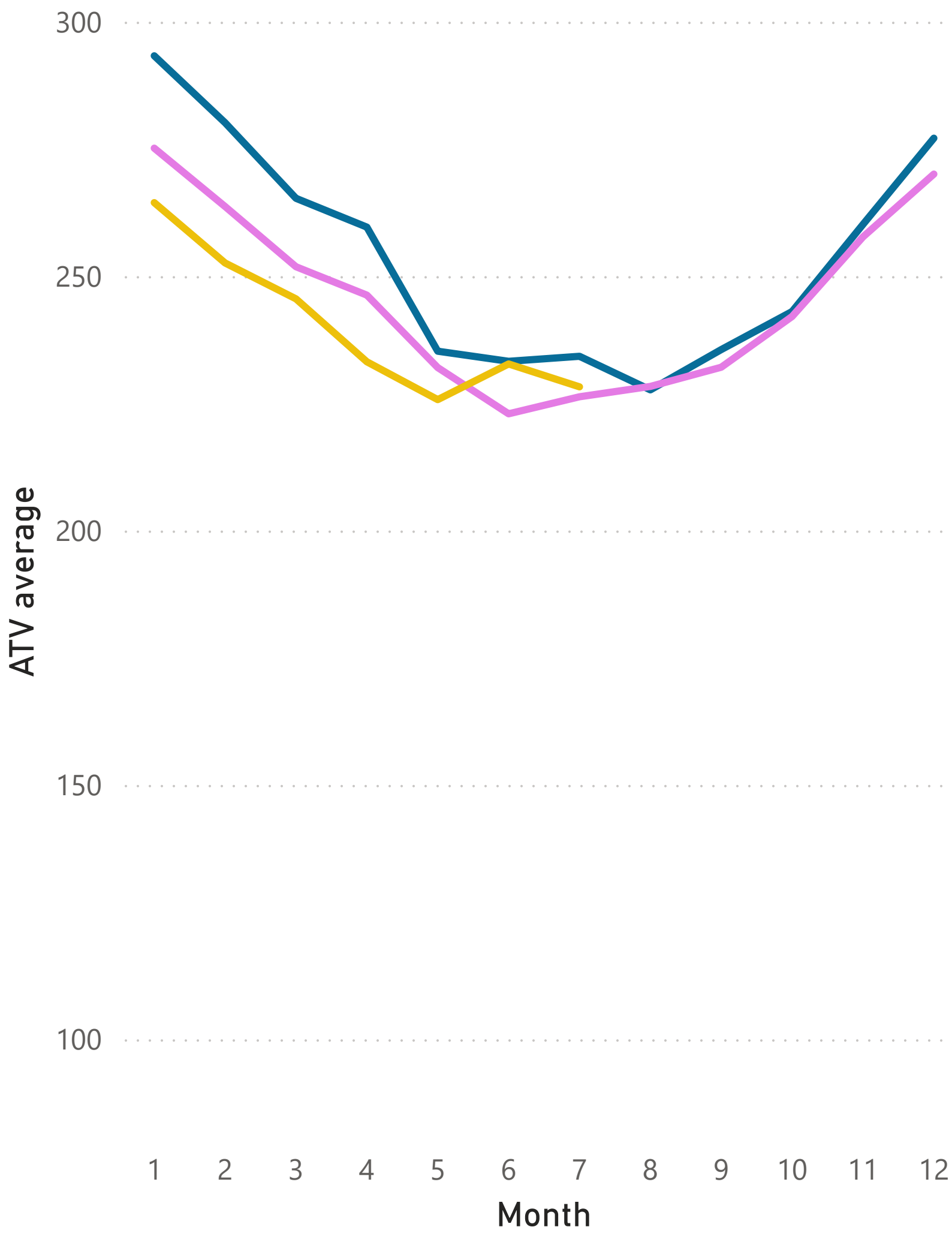
18-59 GTSV

Year ● 2022 ● 2023 ● 2024



4+ GTSV

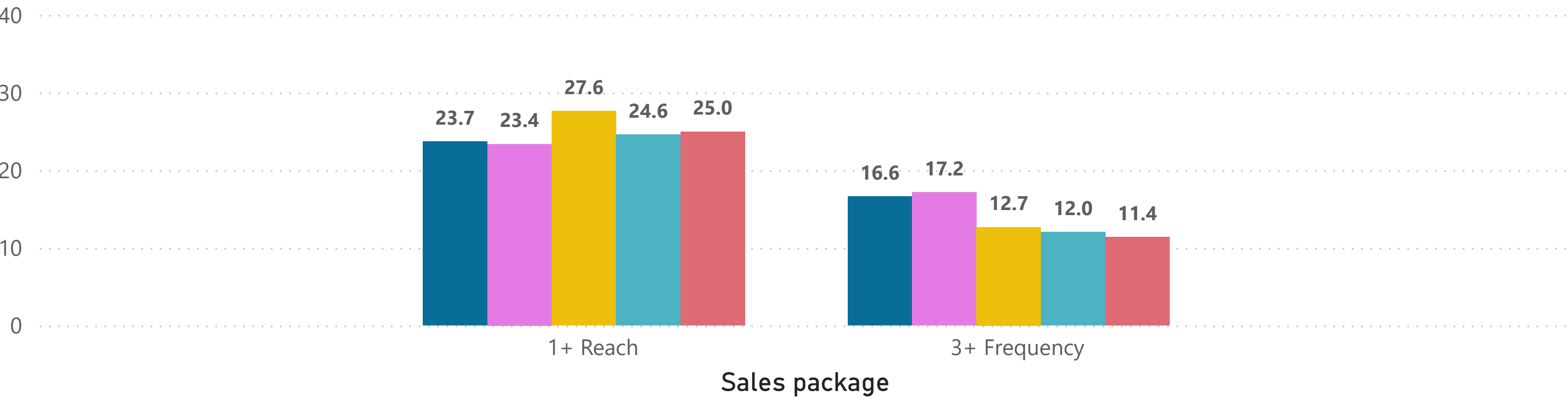
Year ● 2022 ● 2023 ● 2024



Audience shares of sales packages (18-49 GTSV L-SHR%)

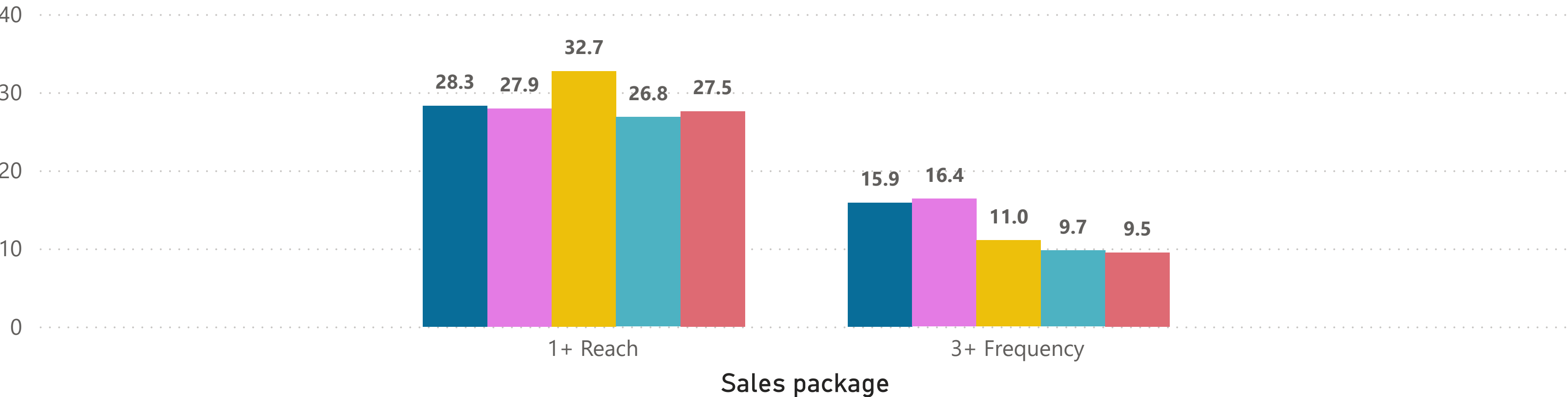
All day

2023 2023 YTD 2024 2nd to last week last week



Prime

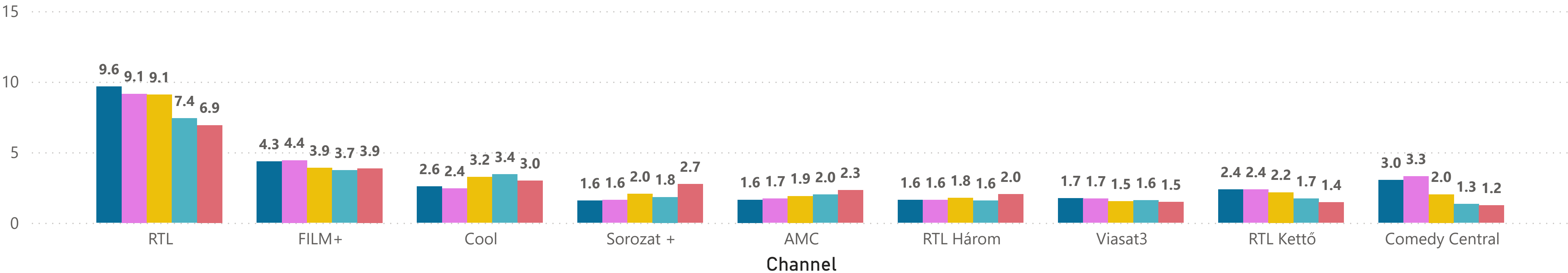
2023 2023 YTD 2024 2nd to last week last week



Audience shares of 1+ channels (18-49 GTSV L-SHR%)

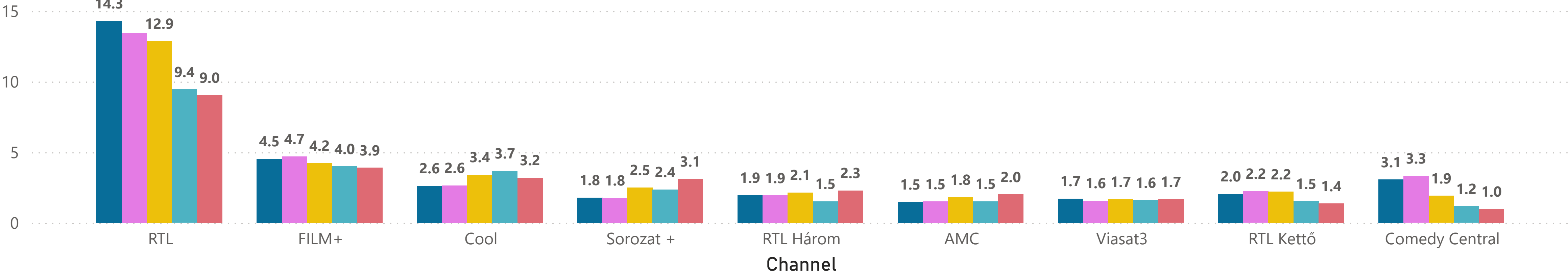
All day

2023 2023 YTD 2024 2nd to last week last week



Prime

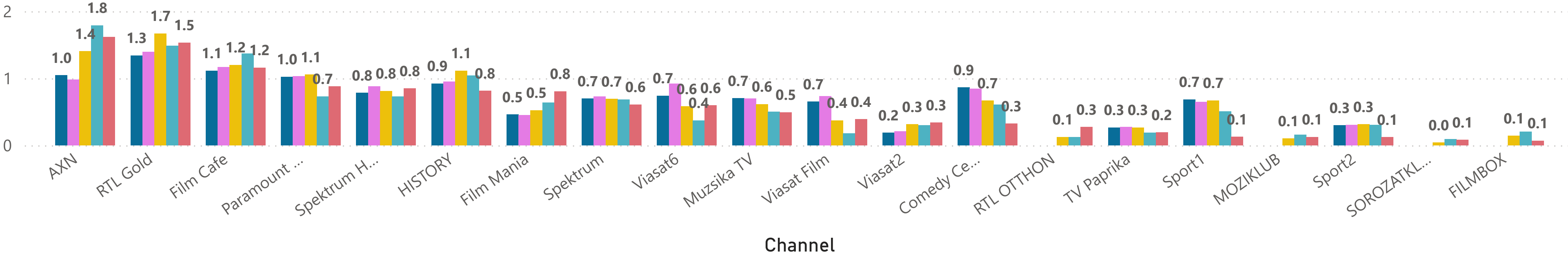
2023 2023 YTD 2024 2nd to last week last week



Audience shares of 3+ channels (18-49 GTSV L-SHR%)

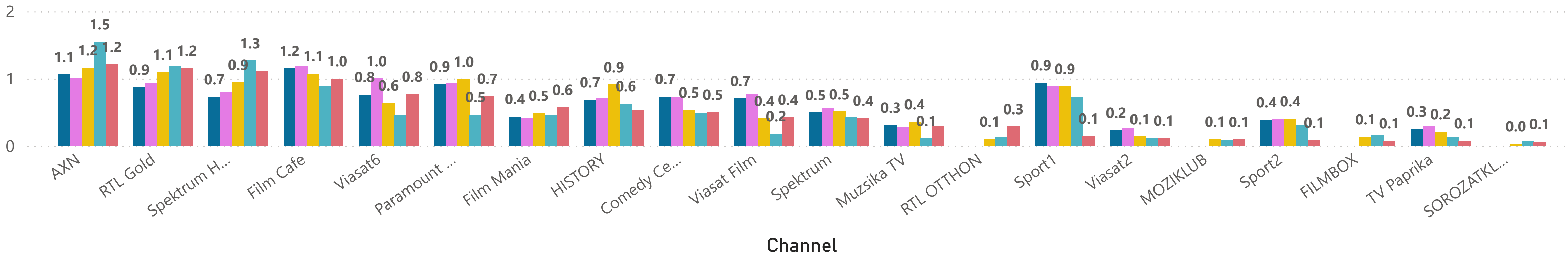
All day

2023 2023 YTD 2024 2nd to last week last week



Prime

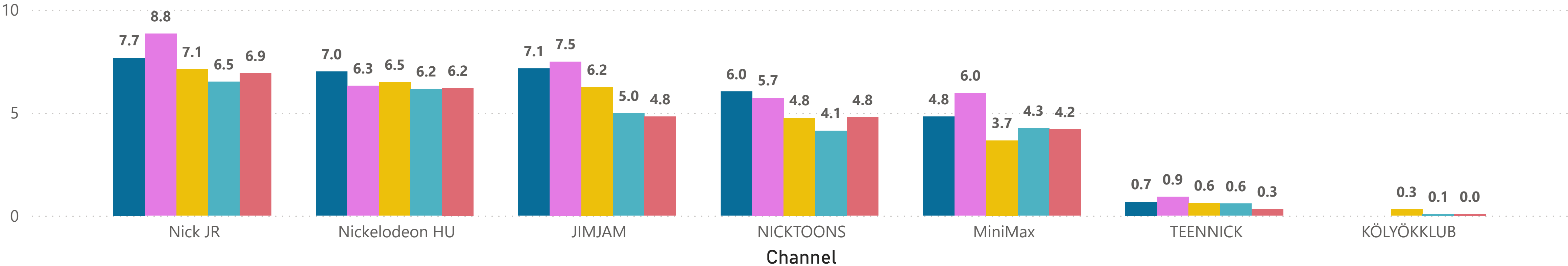
2023 2023 YTD 2024 2nd to last week last week



Audience shares of 4+ channels (L-SHR%)

A4-14 GTSV All day

2023 2023 YTD 2024 2nd to last week last week



HW w/Kids 0-14 TSV All day

2023 2023 YTD 2024 2nd to last week last week

