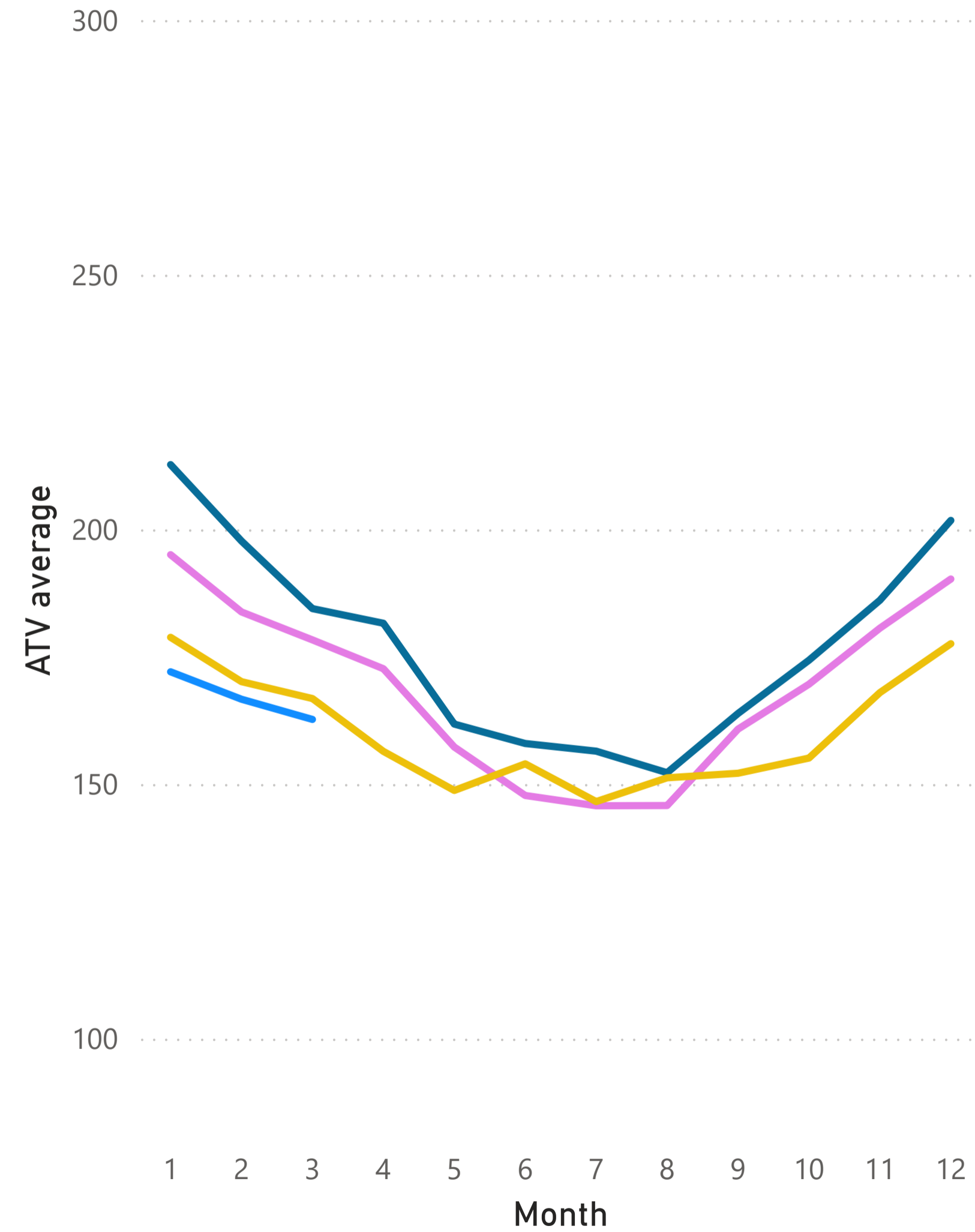




# Monthly average Total TV ATV change (Linear TV channels)

### 18-49 GTSV

Year ● 2022 ● 2023 ● 2024 ● 2025



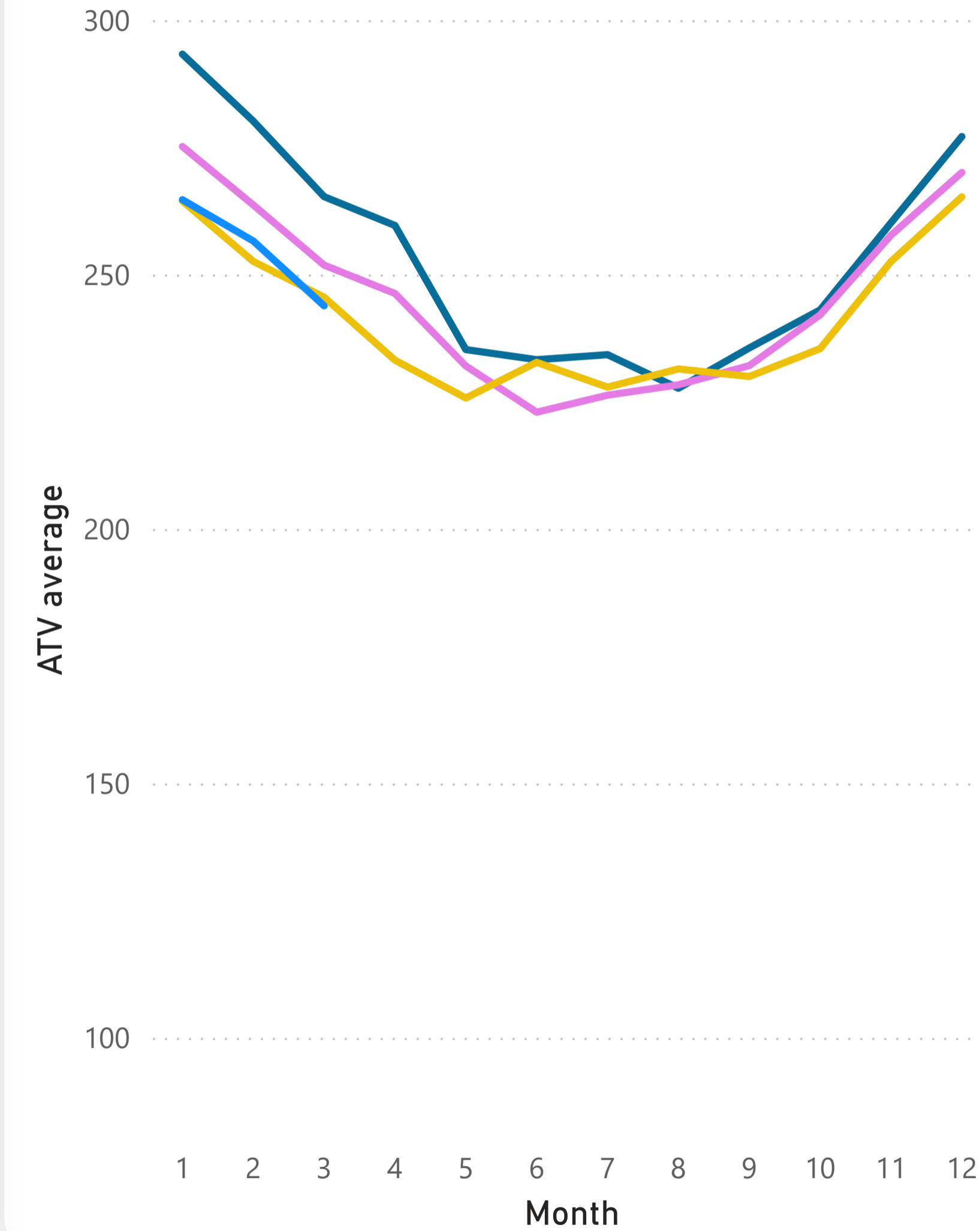
### 18-59 GTSV

Year ● 2022 ● 2023 ● 2024 ● 2025



### 4+ GTSV

Year ● 2022 ● 2023 ● 2024 ● 2025

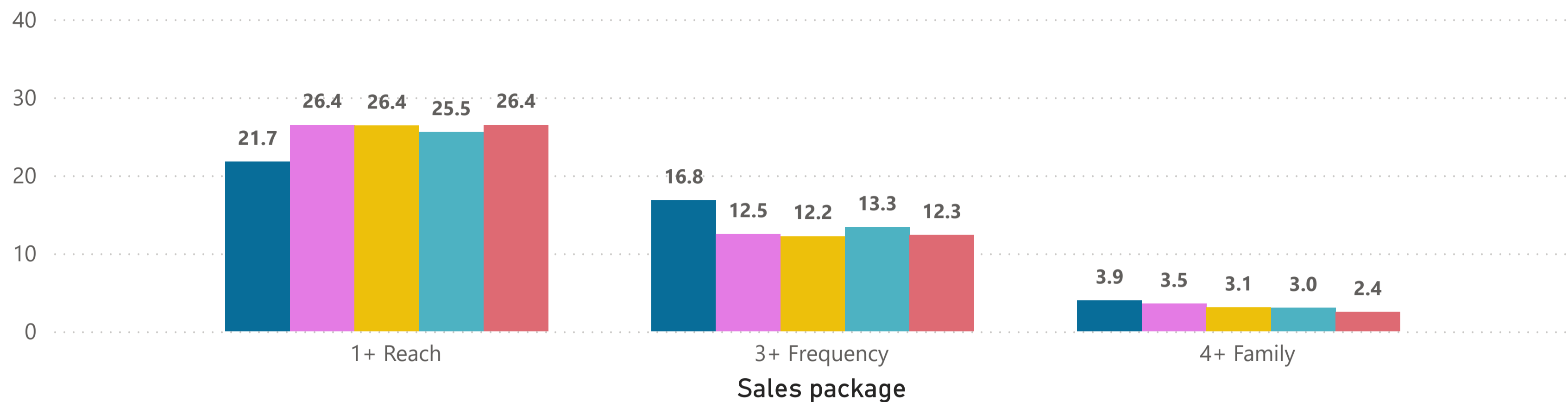


Last fact day: 2025-03-06

# Audience shares of sales packages (18-59 GTSV L-SHR%)

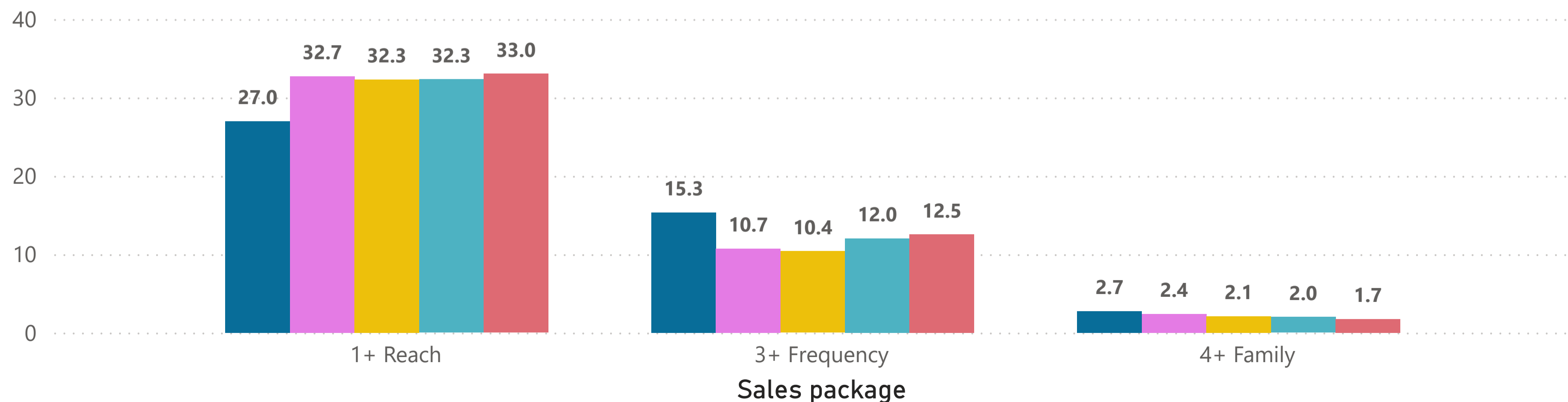
## All day

● 2023 ● 2023 YTD ● 2024 ● 2nd to last week ● last week



## Prime

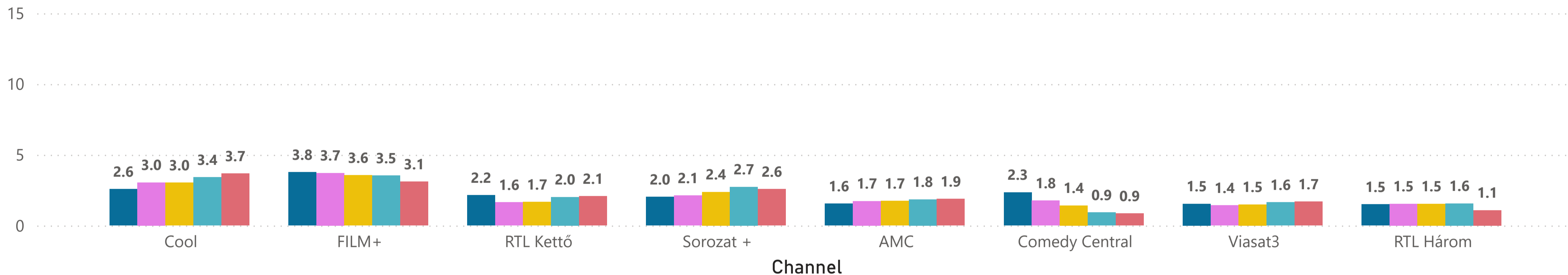
● 2023 ● 2023 YTD ● 2024 ● 2nd to last week ● last week



# Audience shares of 1+ channels (18-59 GTSV L-SHR%)

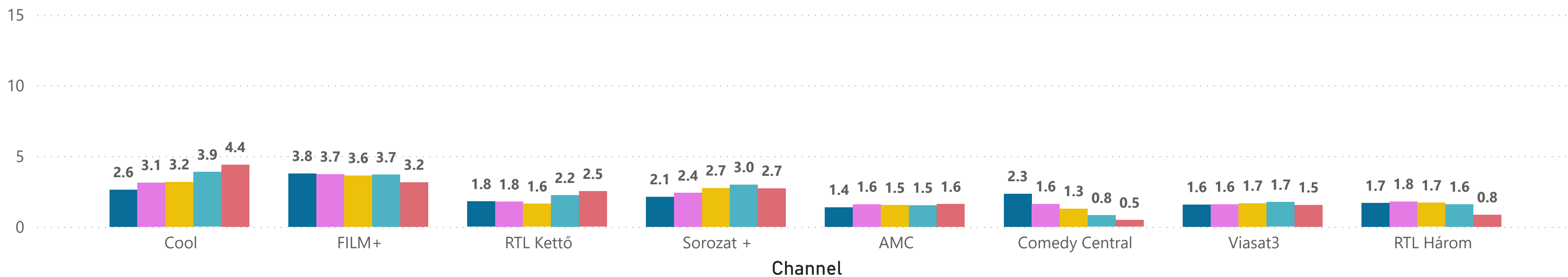
## All day

● 2023 ● 2023 YTD ● 2024 ● 2nd to last week ● last week



## Prime

● 2023 ● 2023 YTD ● 2024 ● 2nd to last week ● last week

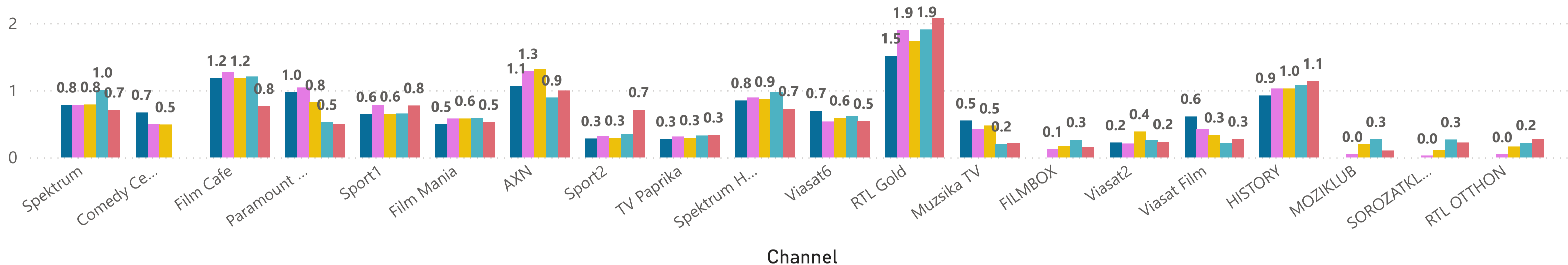




# Audience shares of 3+ channels (A18-59 GTSV L-SHR%)

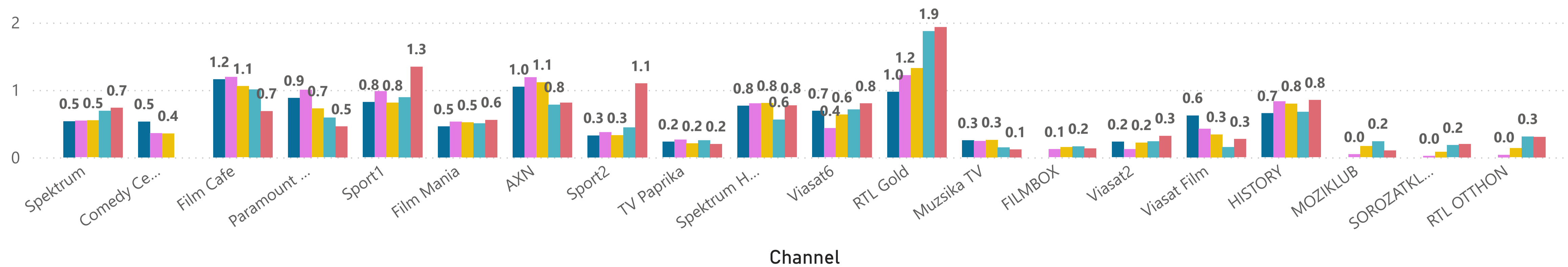
## All day

● 2023 ● 2023 YTD ● 2024 ● 2nd to last week ● last week



## Prime

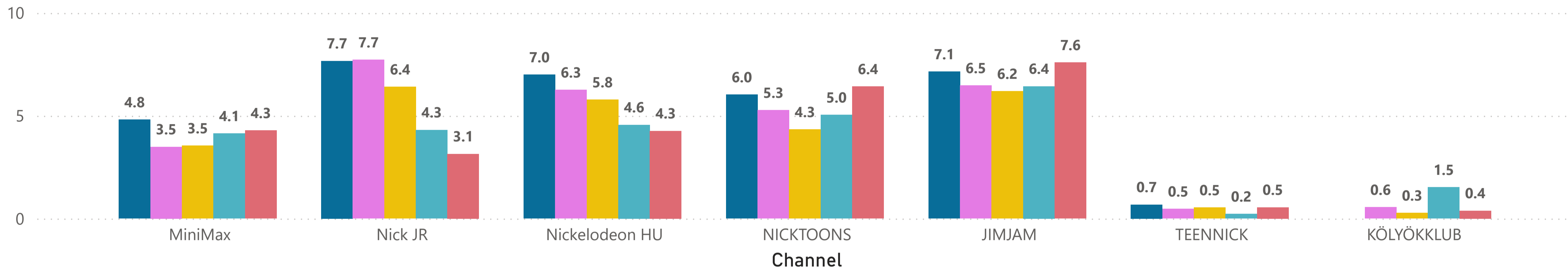
● 2023 ● 2023 YTD ● 2024 ● 2nd to last week ● last week



# 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

