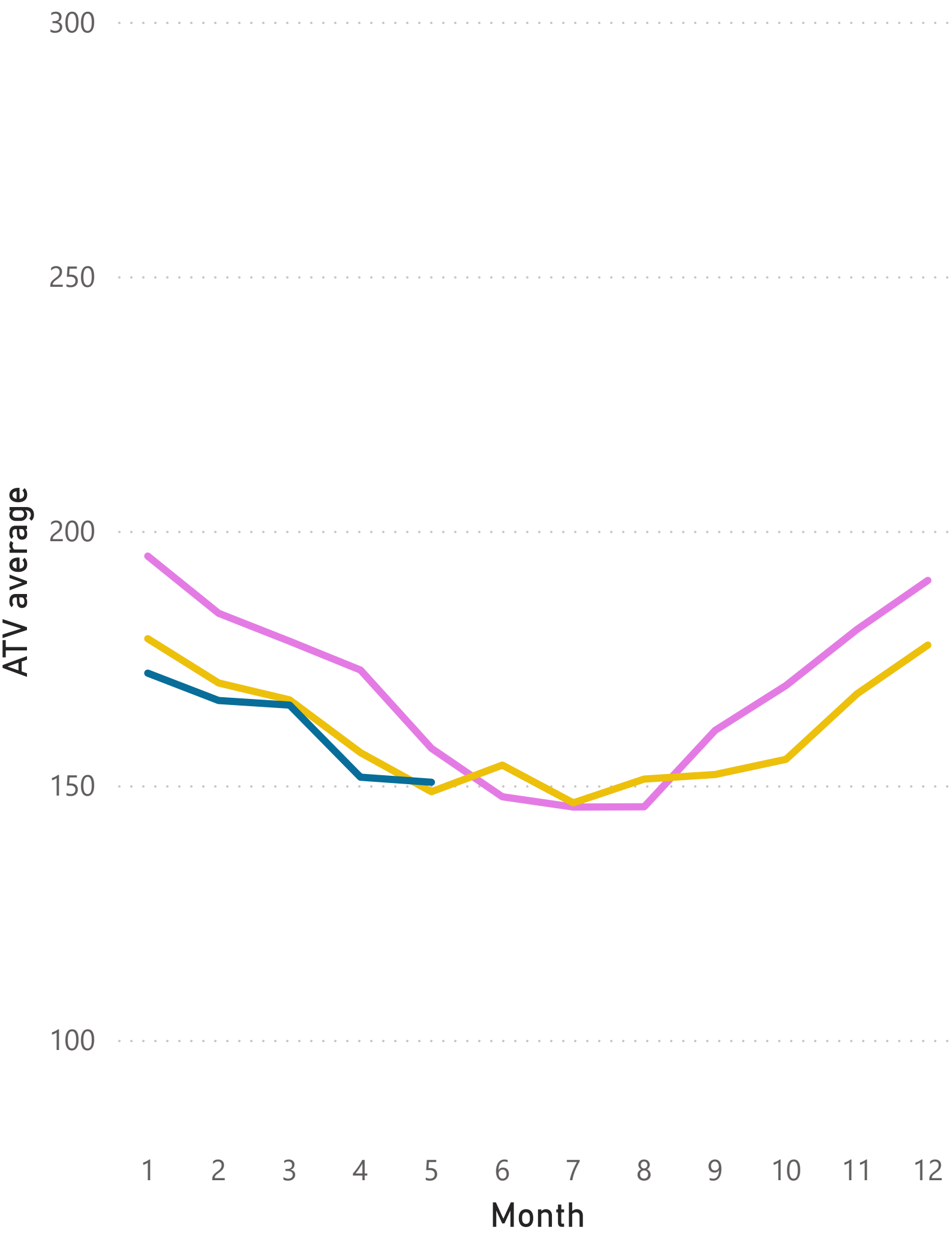


Monthly average Total TV ATV change (Linear TV channels)

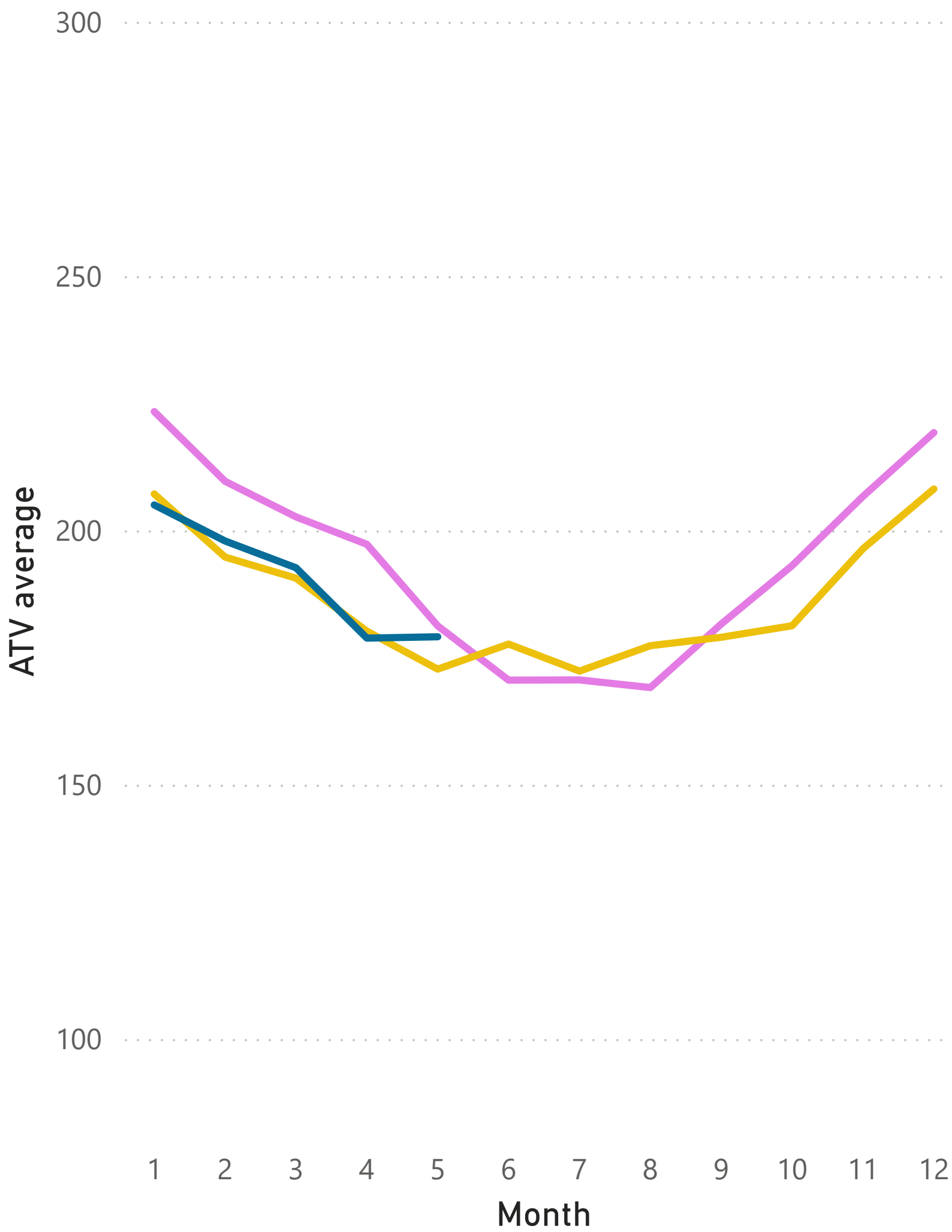
18-49 GTSV

Year 2023 2024 2025



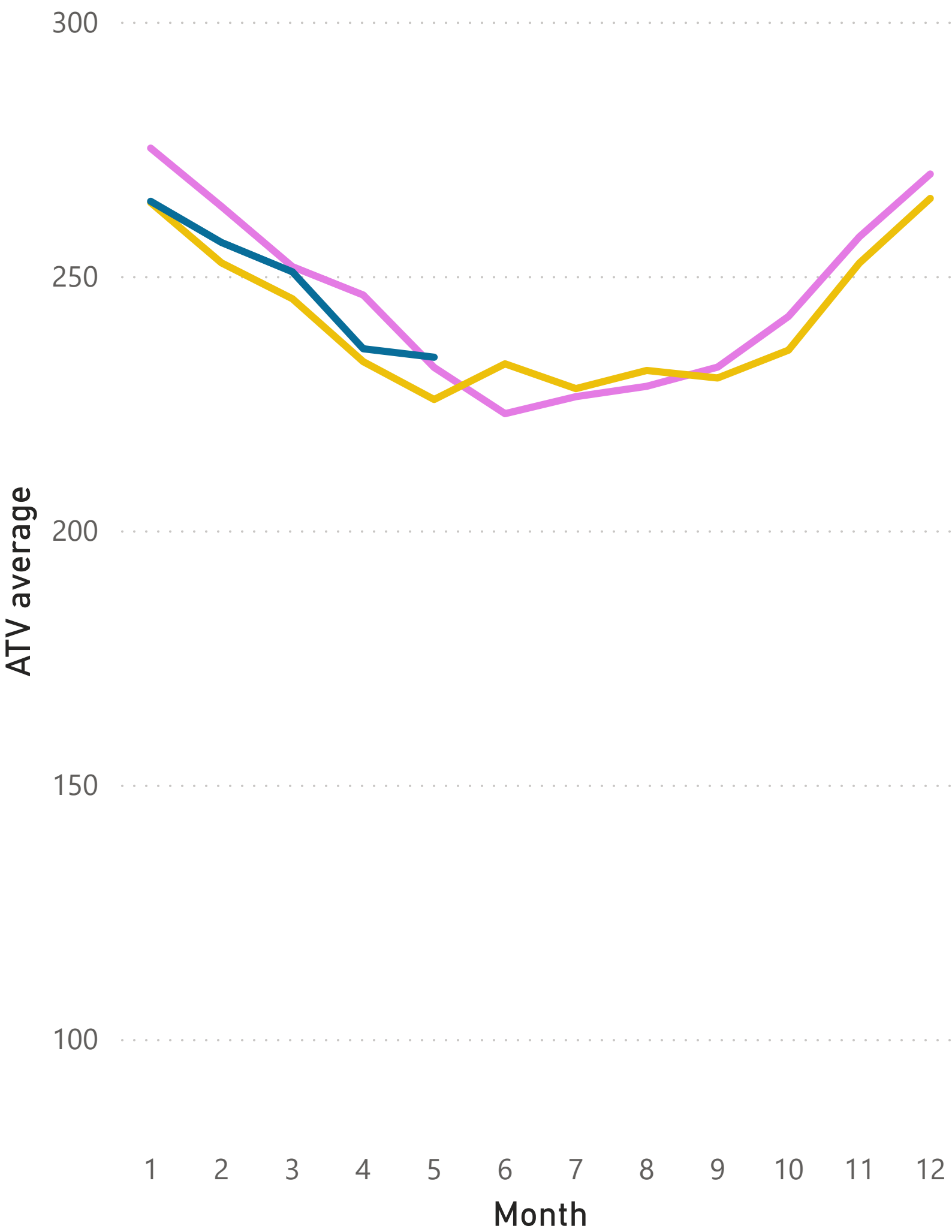
18-59 GTSV

Year 2023 2024 2025



4+ GTSV

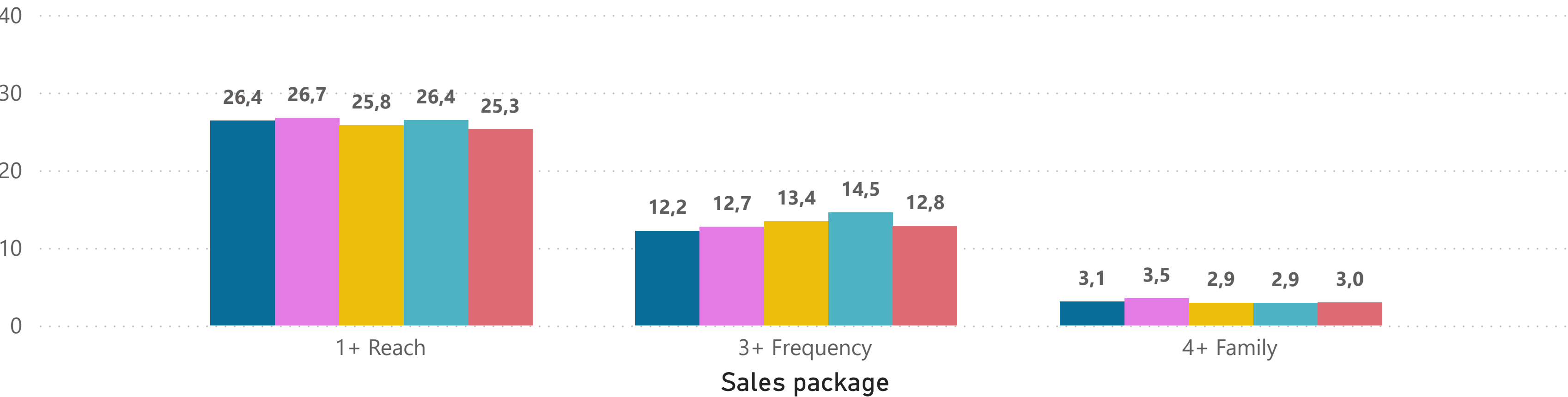
Year 2023 2024 2025



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

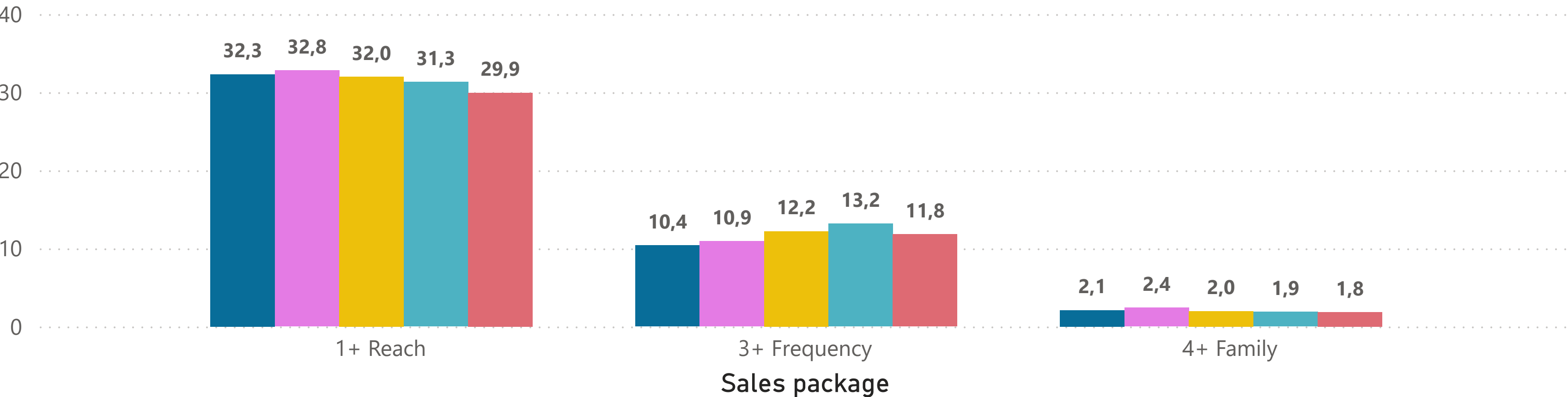
All day

2024 2024 YTD 2025 2nd to last week last week



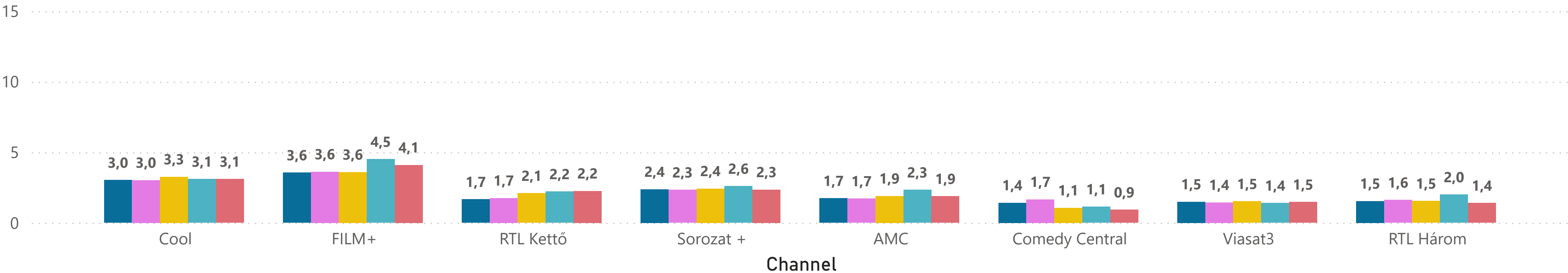
Prime

2024 2024 YTD 2025 2nd to last week last week



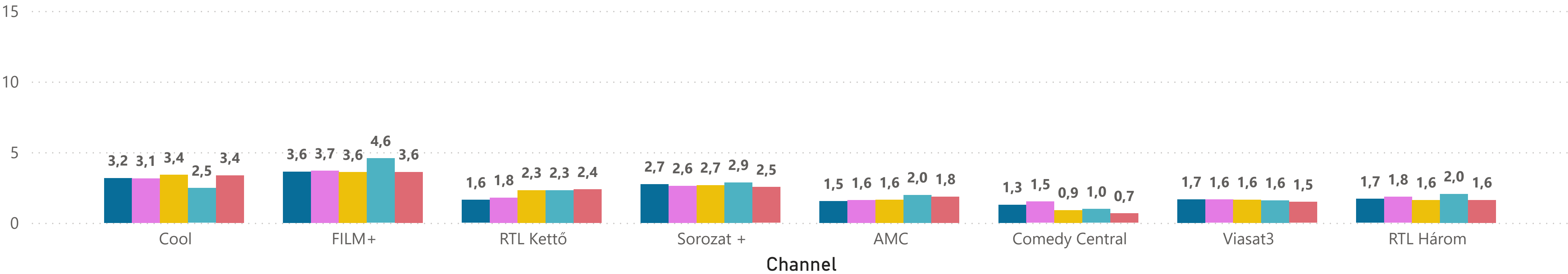
All day

2024 2024 YTD 2025 2nd to last week last week



Prime

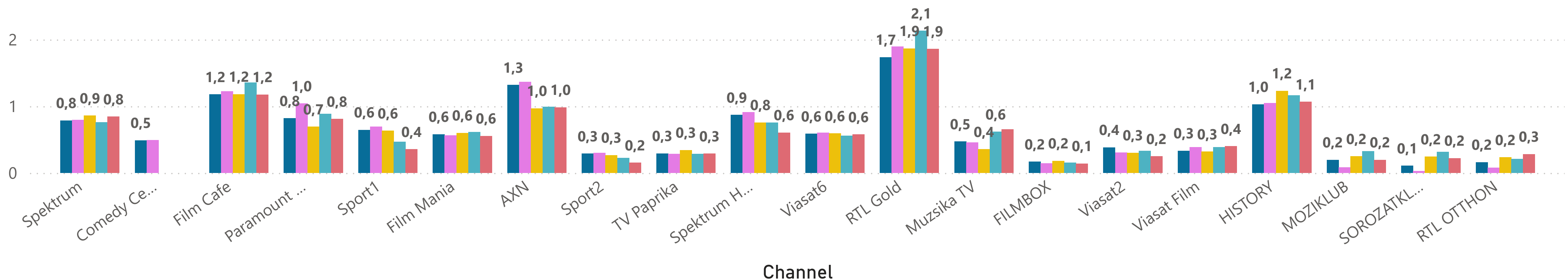
2024 2024 YTD 2025 2nd to last week last week



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

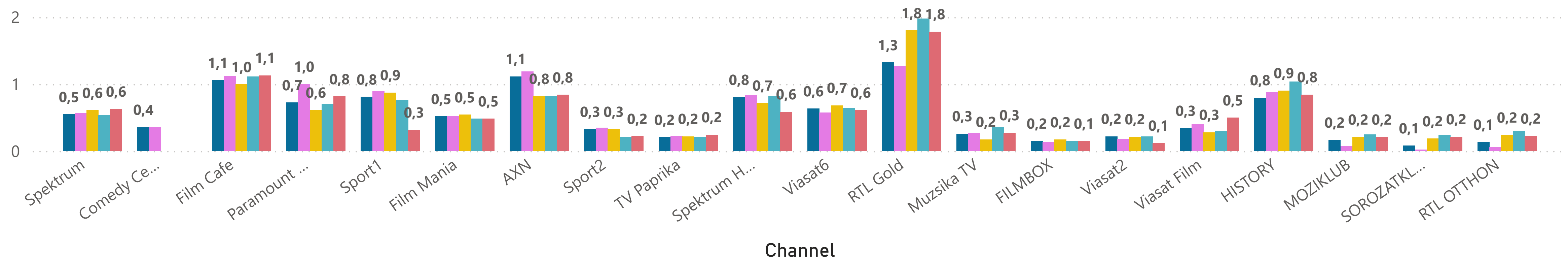
All day

2024 2024 YTD 2025 2nd to last week last week



Prime

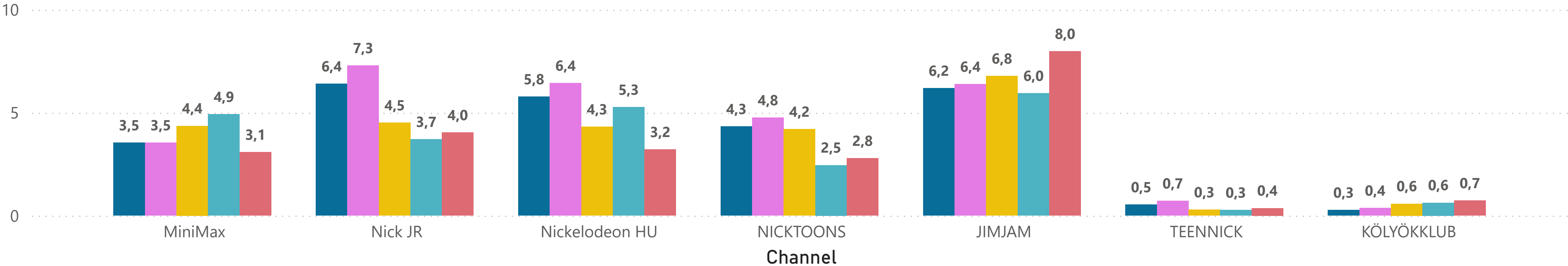
2024 2024 YTD 2025 2nd to last week last week



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

A4-14 GTSV All day

2024 2024 YTD 2025 2nd to last week last week



HW w/Kids 0-14 TSV All day

2024 2024 YTD 2025 2nd to last week last week

