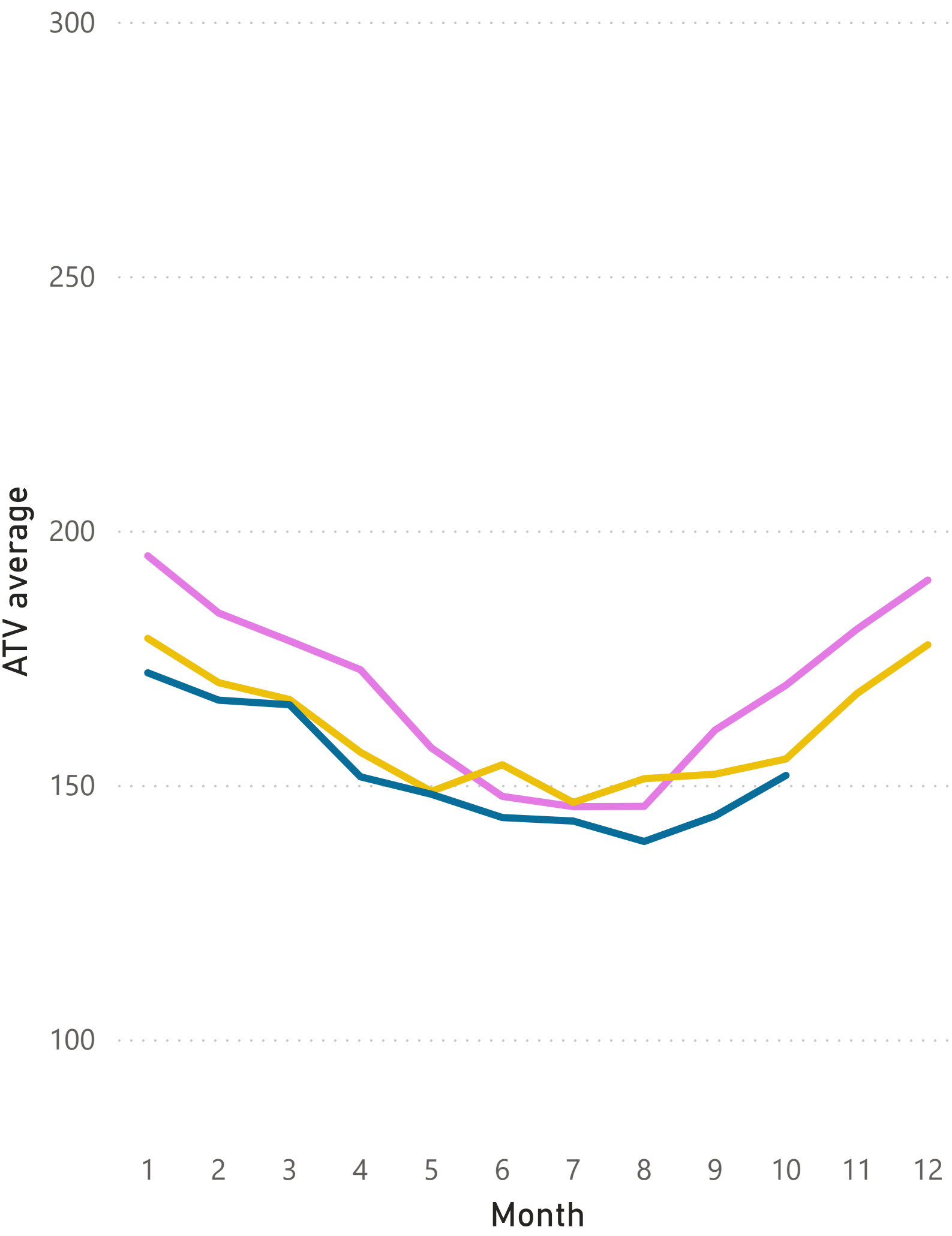


Monthly average Total TV ATV change (Linear TV channels)

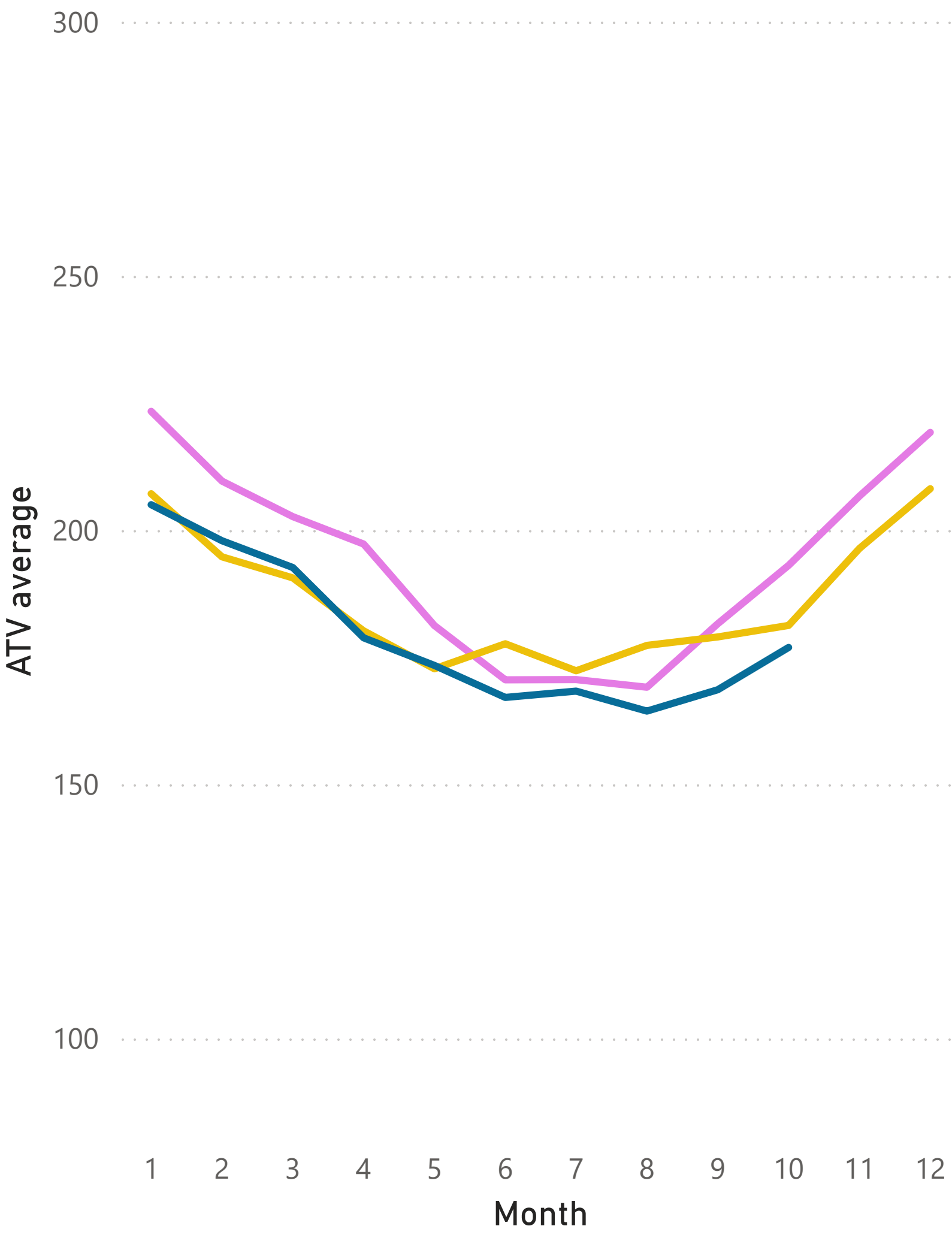
18-49 GTSV

Year 2023 2024 2025



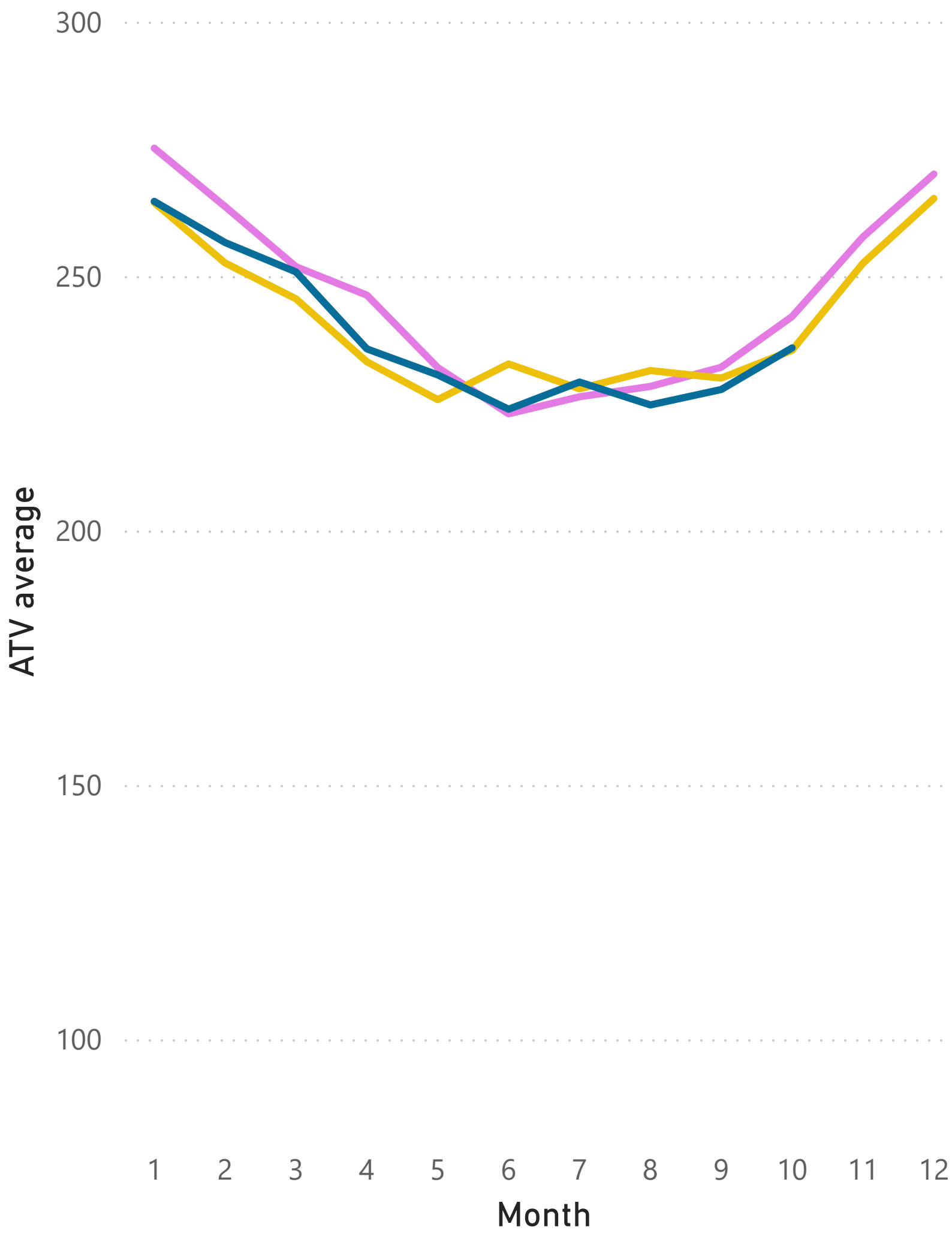
18-59 GTSV

Year 2023 2024 2025



4+ GTSV

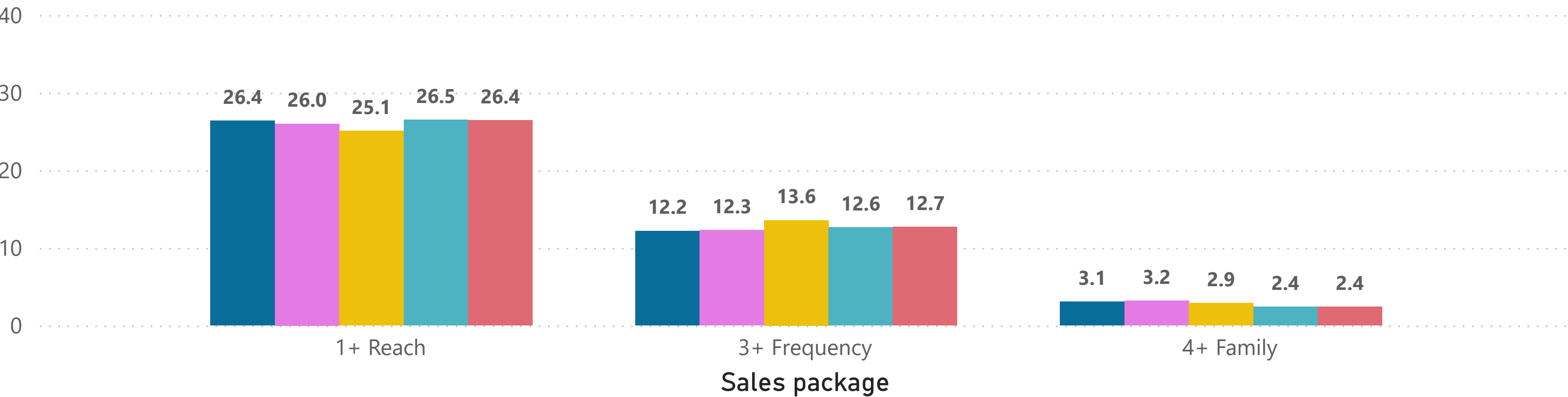
Year 2023 2024 2025



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

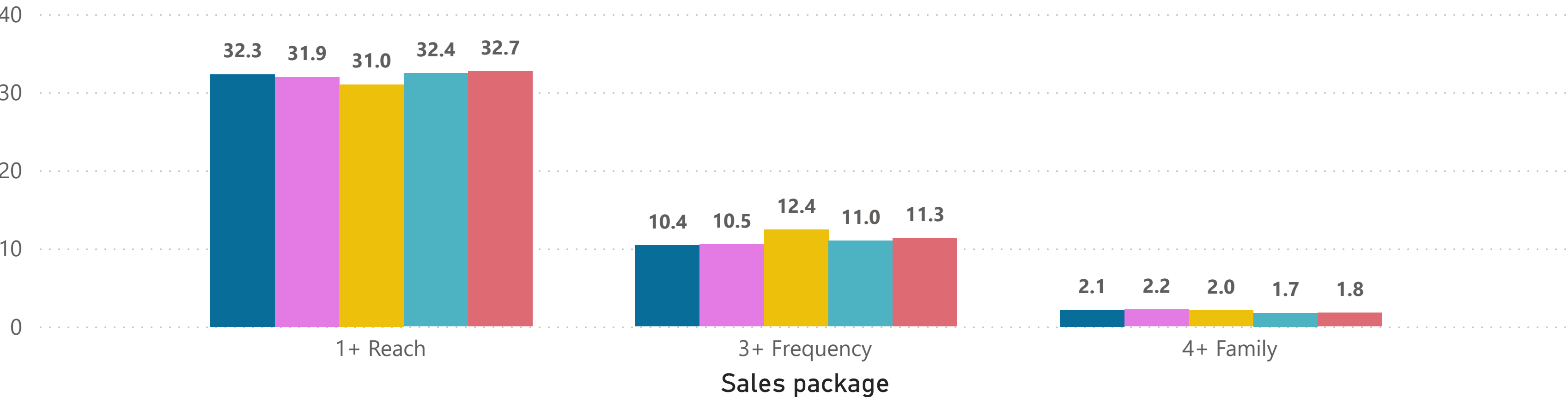
All day

2024 2024 YTD 2025 2nd to last week last week



Prime

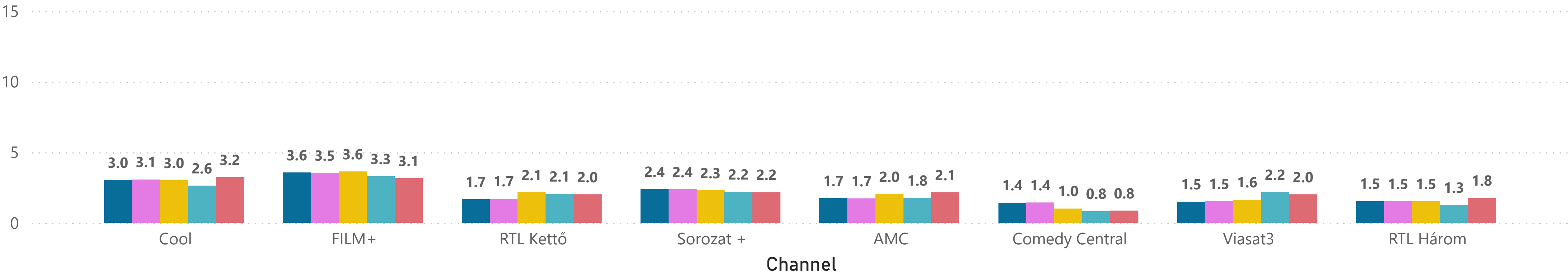
2024 2024 YTD 2025 2nd to last week last week



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

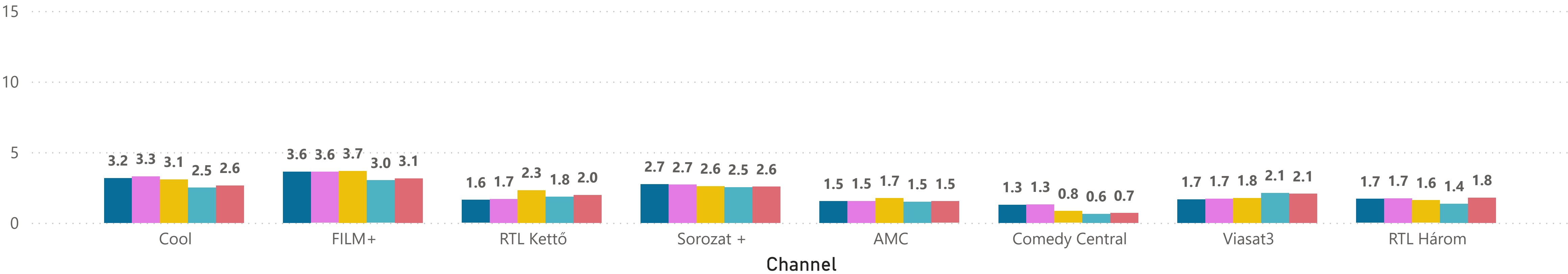
All day

2024 2024 YTD 2025 2nd to last week last week



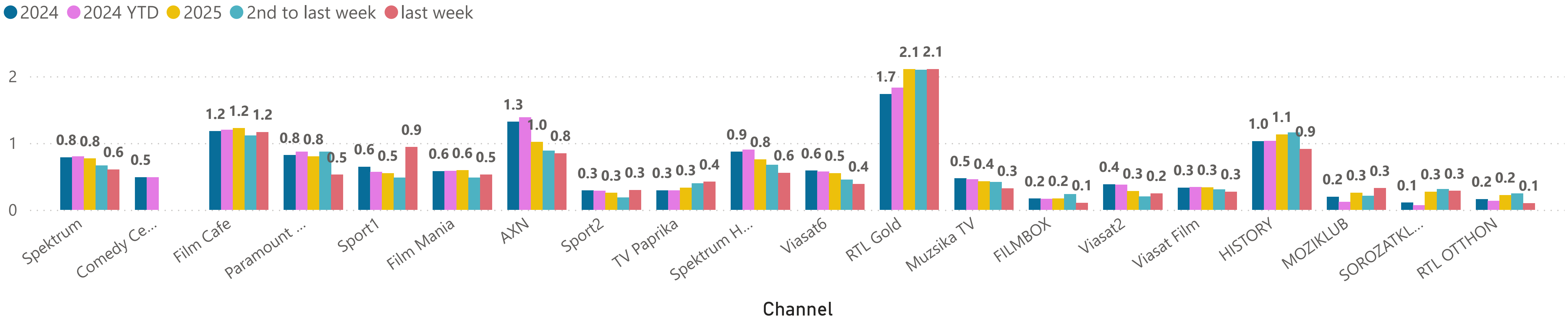
Prime

2024 2024 YTD 2025 2nd to last week last week

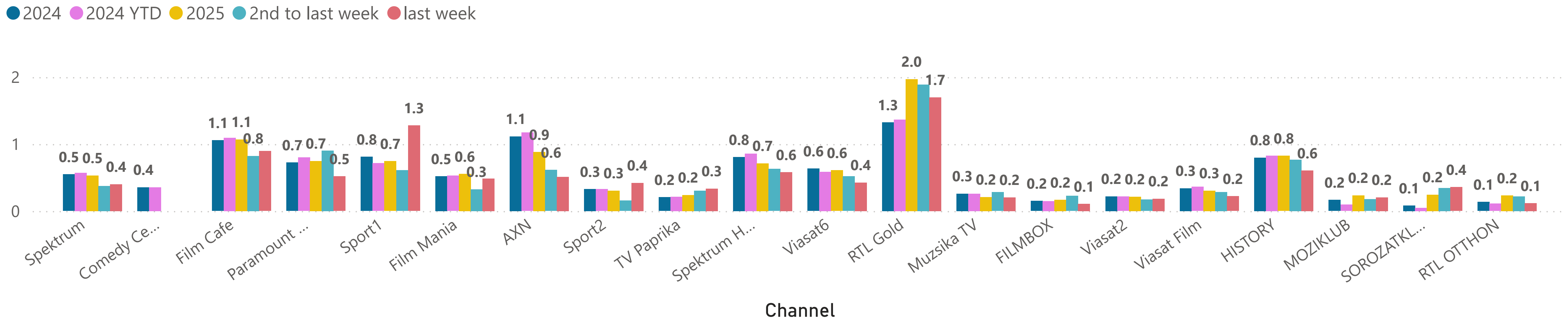


Audience shares of 3+ channels (A18-59 GTSV L-SHR%)

All day



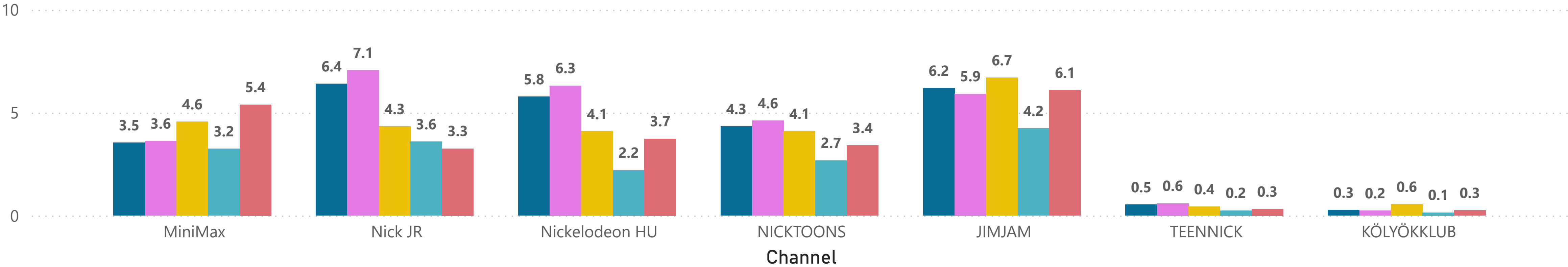
Prime



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

