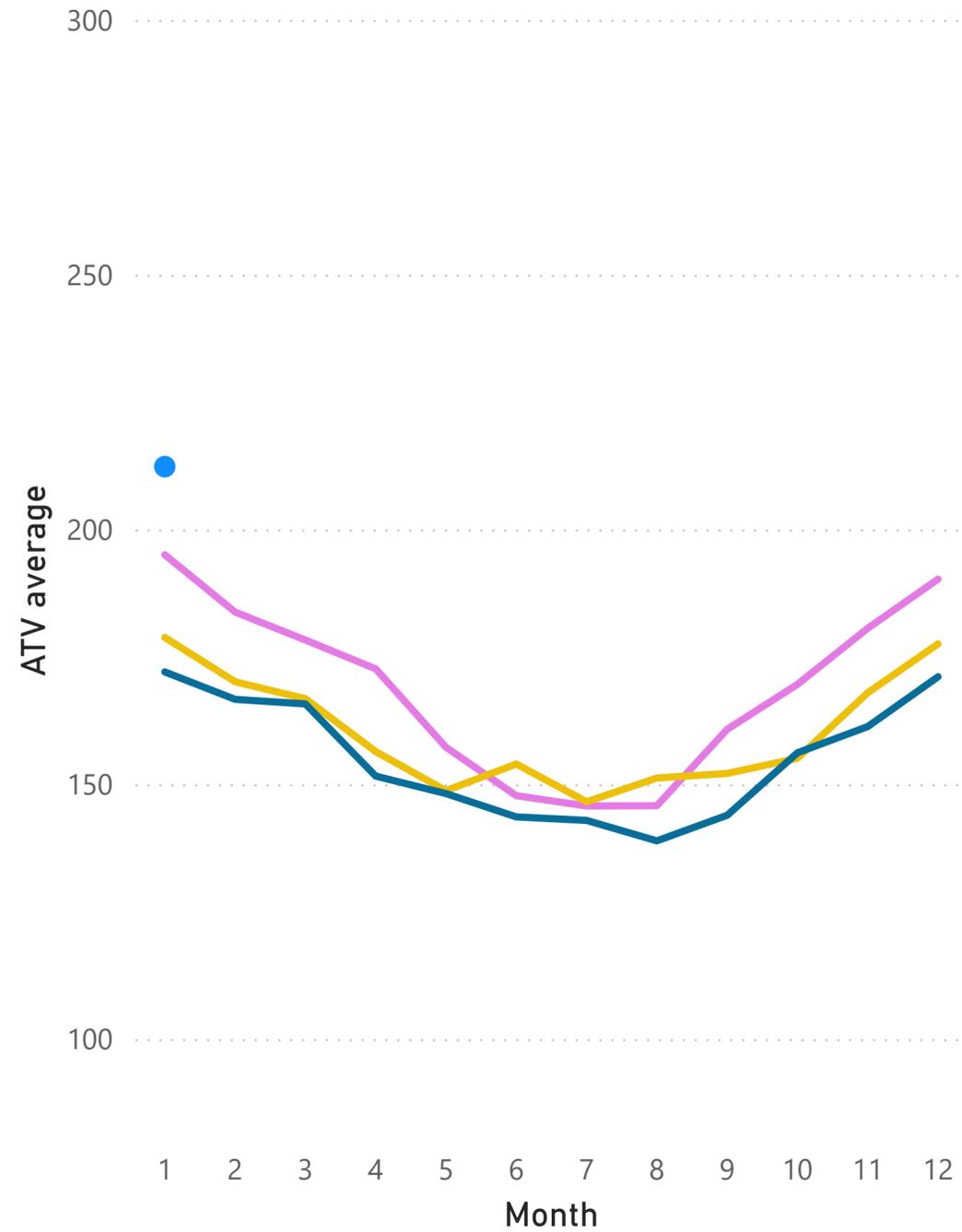


Monthly average Total TV ATV change (Linear TV channels)

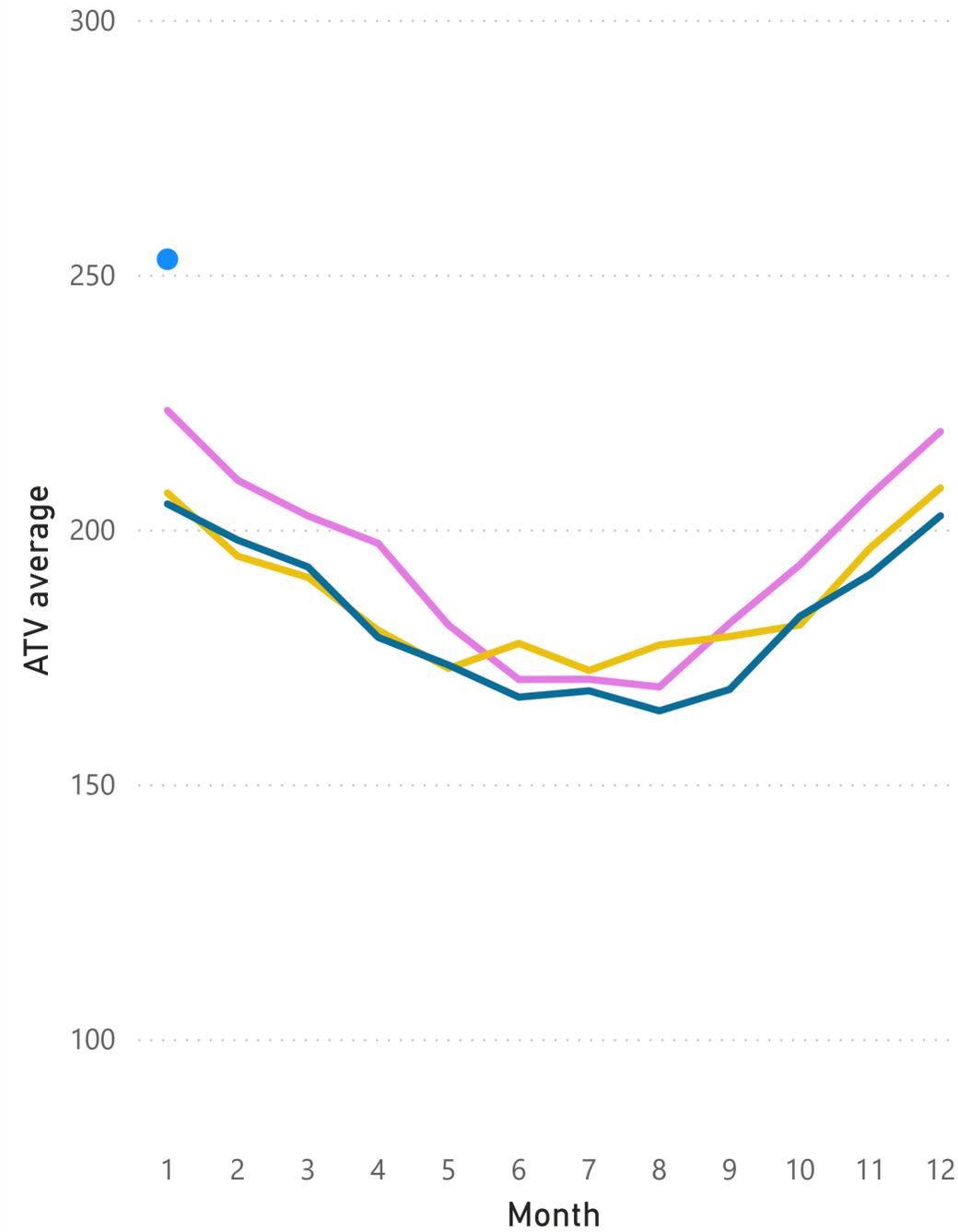
18-49 GTSV

Year ● 2023 ● 2024 ● 2025 ● 2026



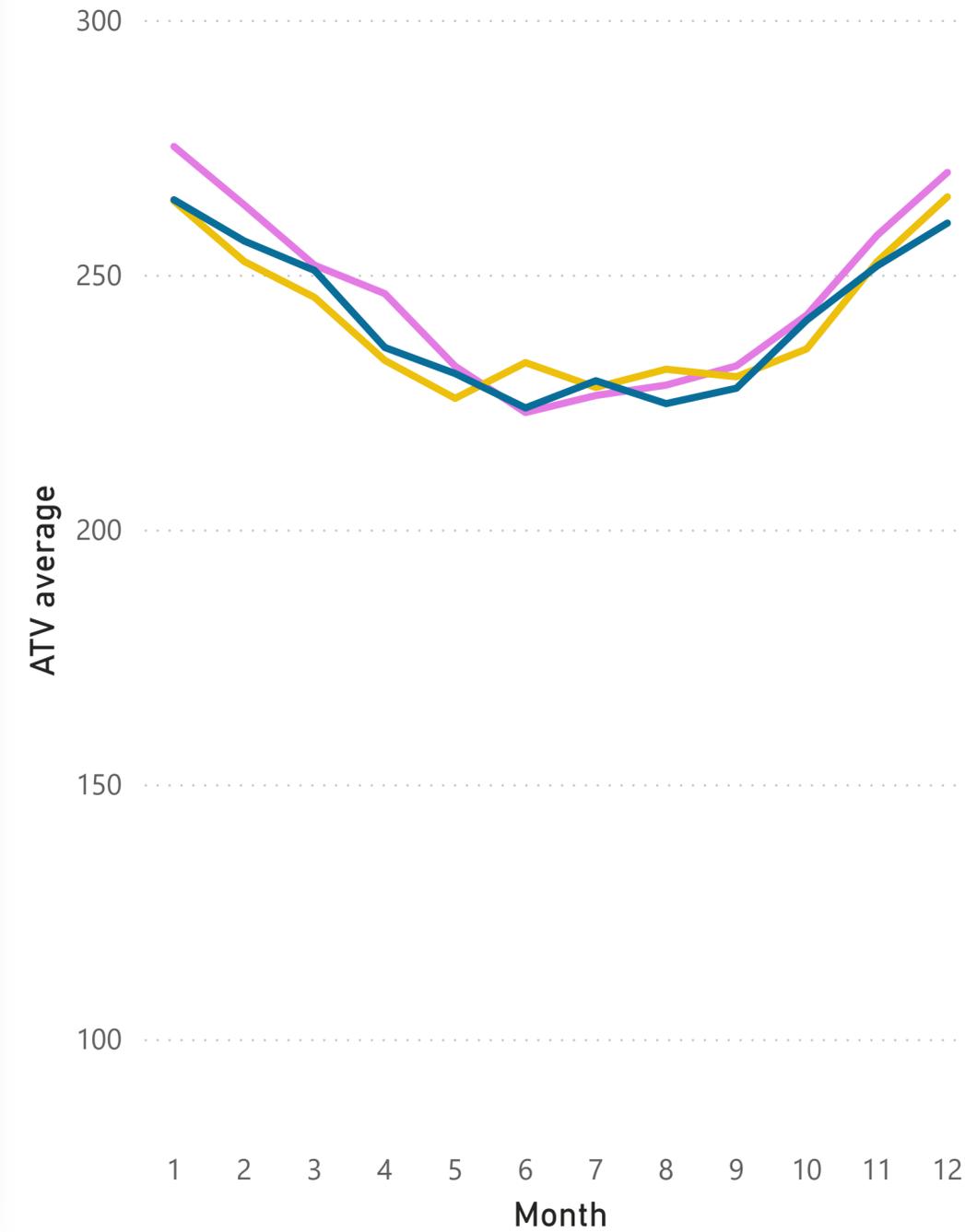
18-59 GTSV

Year ● 2023 ● 2024 ● 2025 ● 2026



4+ GTSV

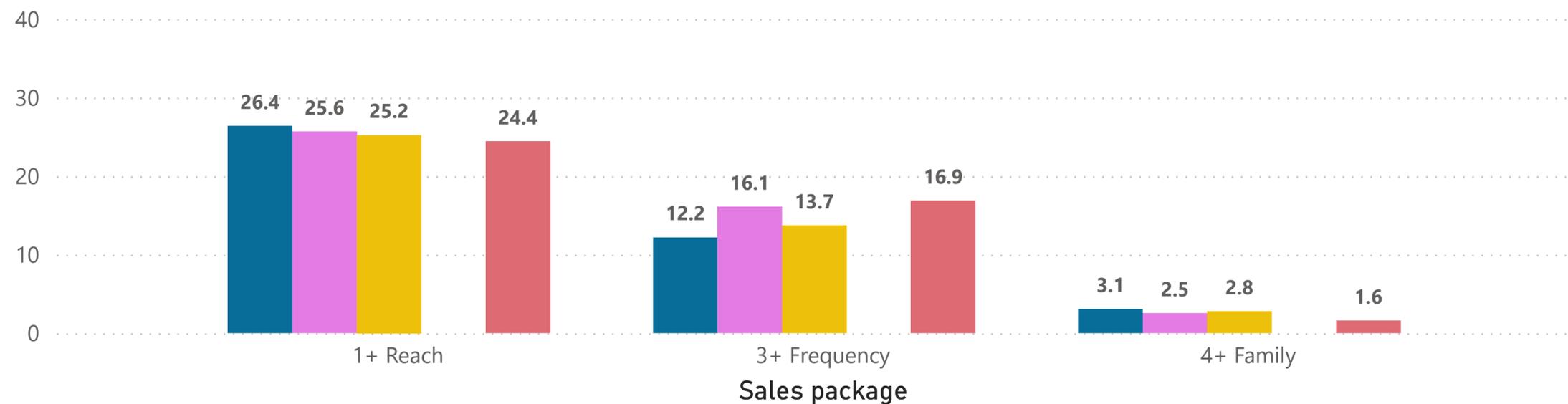
Year ● 2023 ● 2024 ● 2025 ● 2026



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

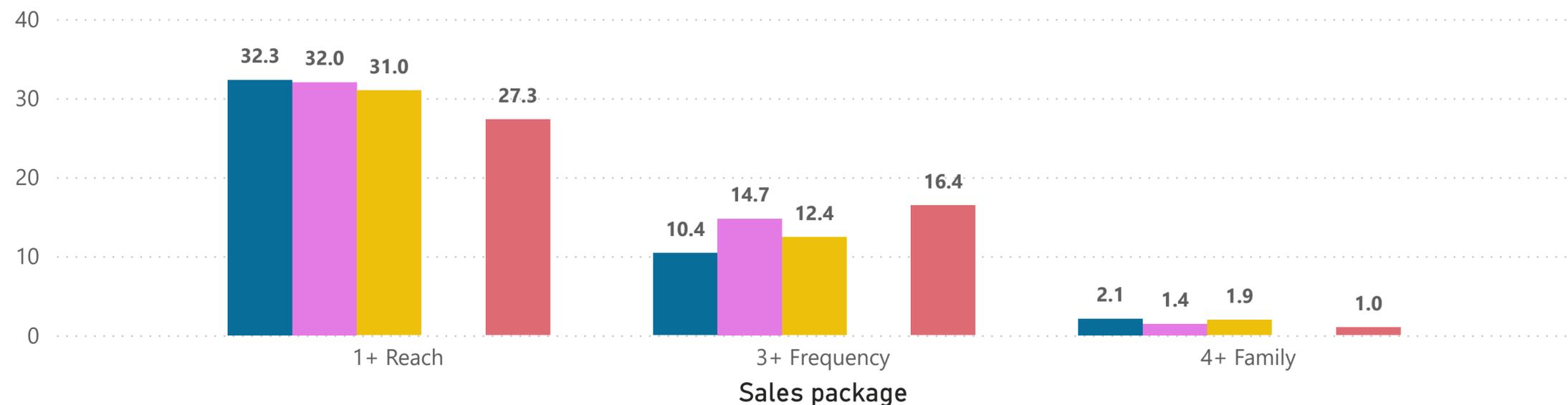
All day

● 2024 ● 2024 YTD ● 2025 ● 2nd to last week ● last week



Prime

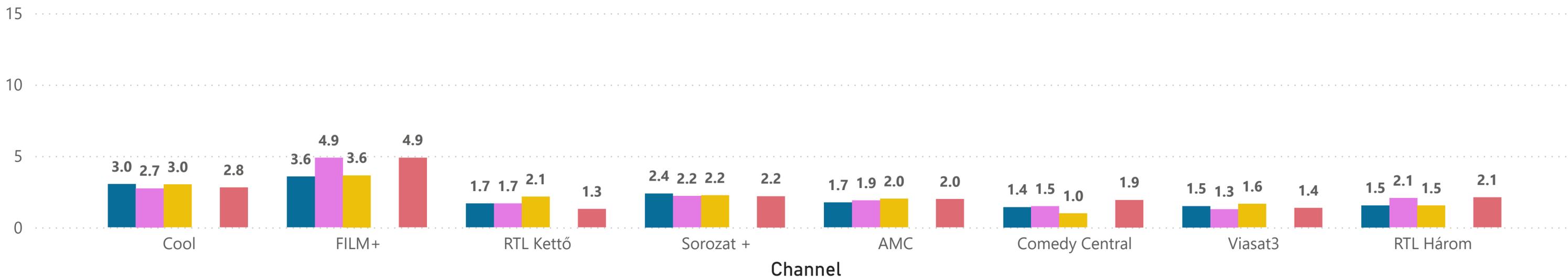
● 2024 ● 2024 YTD ● 2025 ● 2nd to last week ● last week



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

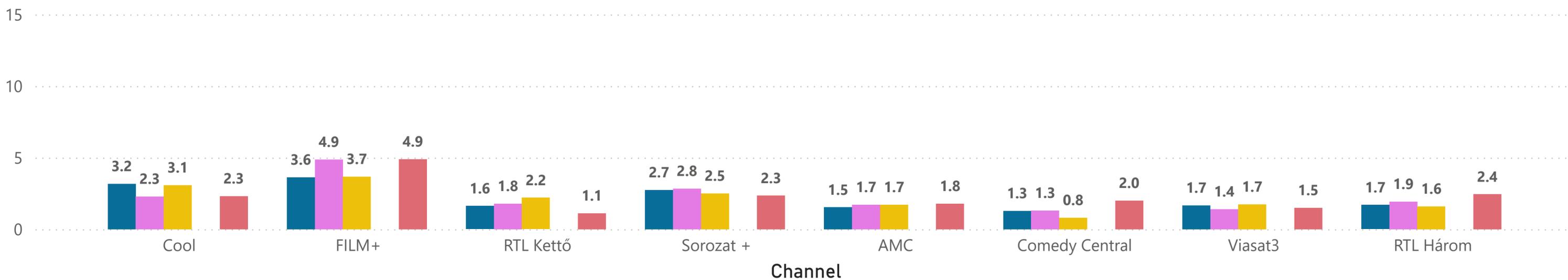
All day

● 2024 ● 2024 YTD ● 2025 ● 2nd to last week ● last week



Prime

● 2024 ● 2024 YTD ● 2025 ● 2nd to last week ● last week

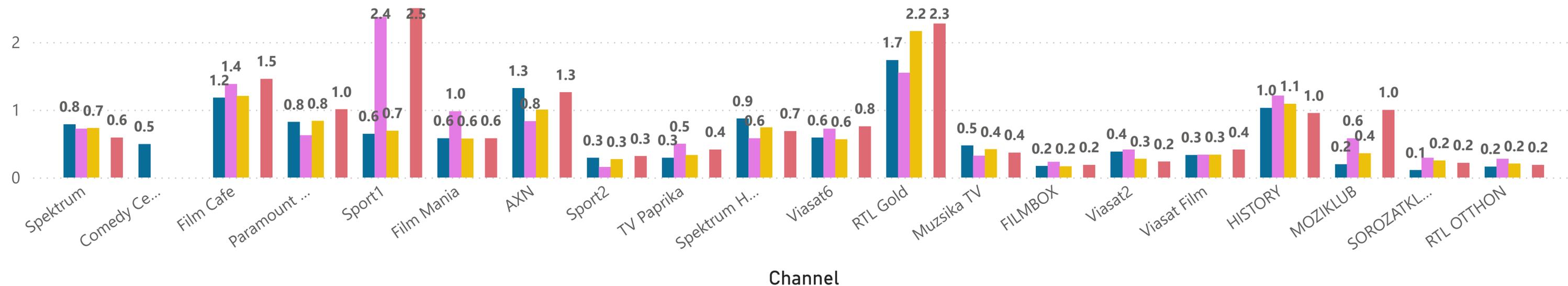




Audience shares of 3+ channels (A18-59 GTSV L-SHR%)

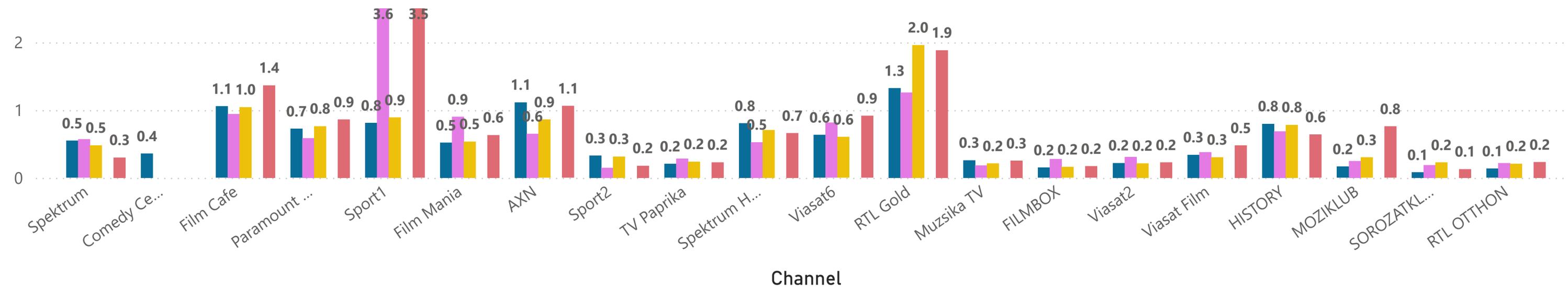
All day

● 2024 ● 2024 YTD ● 2025 ● 2nd to last week ● last week



Prime

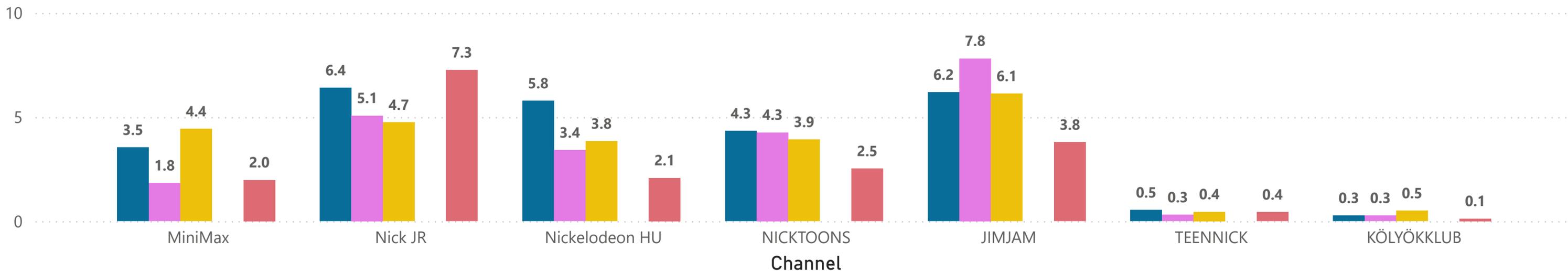
● 2024 ● 2024 YTD ● 2025 ● 2nd to last week ● last week



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

