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December 16<sup>th</sup> 2025

# 4Q Currency Chasm

Full Appendix: 33 Anonymized Networks  
Detailed on BD+P vs. PO

December 16<sup>th</sup> 2025

**4Q Currency Chasm:**

**Instability & Unpredictability  
Decimate the Demos**

VAB Insights.  
Inspiration.  
Impact.

[Click here to download full report](#)  
on audience measurement

December 16<sup>th</sup> 2025

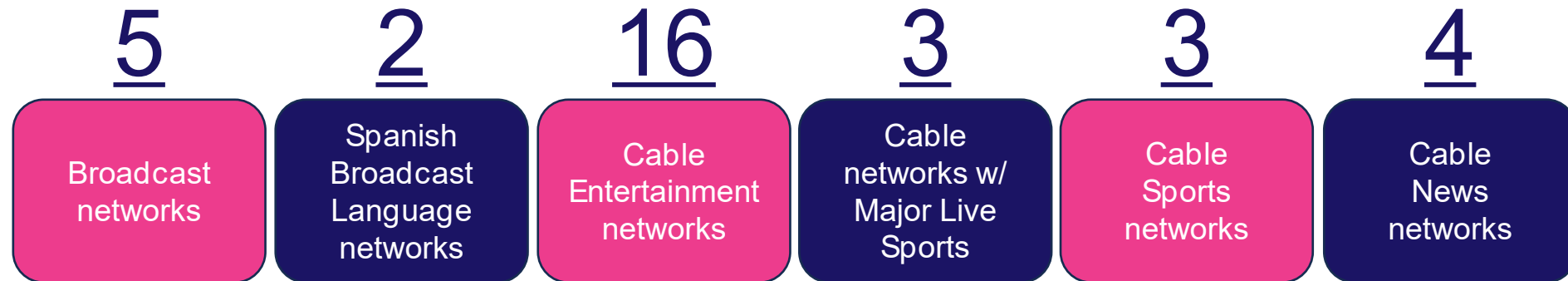
## 4Q Currency Chasm:

**Instability & Unpredictability  
Decimate the Demos**

**VAB** Insights.  
Inspiration.  
Impact.



## Appendix #1 - 33 Anonymized Networks Detailed on BD+P vs. PO



**Variance Levels:** We flagged the hourly occurrences where the difference between BD+P vs. PO was **+/-20%** or **+/-50%**

Note: BD+P = Big Data + Panel; PO = Panel Only

# Broadcast Network #1: Analyzed Hour-by-Hour Average Audience Variations (BD+P vs. PO) Over 4 Weeks in September & October 2025

## Differences in Average Audience (AA) by % of Hours

### Big Data + Panel (BD+P) vs. Panel Only (PO)

4-week period (w/o 9/15 – w/o 10/6)

<b>+/- 20% AA Difference</b>	<b>HH</b>	<b>P2+</b>	<b>P18-34</b>	<b>P18-49</b>	<b>P25-54</b>	<b>P55+</b>
% of Hours More Than +20% diff:	2%	3%	15%	6%	3%	5%
<u>% of Hours More Than -20% diff:</u>	<u>0%</u>	<u>0%</u>	<u>36%</u>	<u>13%</u>	<u>11%</u>	<u>0%</u>
<b>+/- 20% Diff Total (% of Hours):</b>	<b>2%</b>	<b>3%</b>	<b>51%</b>	<b>19%</b>	<b>14%</b>	<b>5%</b>
<b>+/- 50% AA Difference</b>	<b>HH</b>	<b>P2+</b>	<b>P18-34</b>	<b>P18-49</b>	<b>P25-54</b>	<b>P55+</b>
% of Hours More Than +50% diff:	0%	0%	5%	1%	0%	1%
<u>% of Hours More Than -50% diff:</u>	<u>0%</u>	<u>0%</u>	<u>6%</u>	<u>0%</u>	<u>0%</u>	<u>0%</u>
<b>+/- 50% Diff Total (% of Hours):</b>	<b>0%</b>	<b>0%</b>	<b>11%</b>	<b>1%</b>	<b>0%</b>	<b>1%</b>

How to read: BD+P average audience was more than 20% higher than PO average audience on Households for 2% of the total measured hours in the 4-week period and more than 20% lower on P18-34 for 36% of total measured hours.  
 Source: VAB analysis of Nielsen NPower Ratings Analysis Time Period Report data (as of 10/28/25). Live, 4-week period (672 total measured hours): w/o 9/15 – w/o 10/6 (9/15/25 – 10/12/25). Total Day (6a – 6a). Average Audience % Diff: Updated Big Data + Panel (BD+P) vs. National Panel (PO).

# Broadcast Network #2: Analyzed Hour-by-Hour Average Audience Variations (BD+P vs. PO) Over 4 Weeks in September & October 2025

## Differences in Average Audience (AA) by % of Hours

### Big Data + Panel (BD+P) vs. Panel Only (PO)

4-week period (w/o 9/15 – w/o 10/6)

<b>+/- 20% AA Difference</b>	<b>HH</b>	<b>P2+</b>	<b>P18-34</b>	<b>P18-49</b>	<b>P25-54</b>	<b>P55+</b>
% of Hours More Than +20% diff:	2%	2%	21%	5%	3%	3%
<u>% of Hours More Than -20% diff:</u>	<u>0%</u>	<u>0%</u>	<u>36%</u>	<u>29%</u>	<u>26%</u>	<u>0%</u>
<b>+/- 20% Diff Total (% of Hours):</b>	<b>2%</b>	<b>3%</b>	<b>56%</b>	<b>35%</b>	<b>29%</b>	<b>3%</b>
<b>+/- 50% AA Difference</b>	<b>HH</b>	<b>P2+</b>	<b>P18-34</b>	<b>P18-49</b>	<b>P25-54</b>	<b>P55+</b>
% of Hours More Than +50% diff:	1%	1%	9%	2%	1%	1%
<u>% of Hours More Than -50% diff:</u>	<u>0%</u>	<u>0%</u>	<u>9%</u>	<u>3%</u>	<u>1%</u>	<u>0%</u>
<b>+/- 50% Diff Total (% of Hours):</b>	<b>1%</b>	<b>1%</b>	<b>18%</b>	<b>5%</b>	<b>3%</b>	<b>1%</b>

How to read: BD+P average audience was more than 20% higher than PO average audience on Households for 2% of the total measured hours in the 4-week period and more than 20% lower on P18-34 for 36% of total measured hours.

Source: VAB analysis of Nielsen NPower Ratings Analysis Time Period Report data (as of 10/28/25). Live, 4-week period (672 total measured hours); w/o 9/15 – w/o 10/6 (9/15/25 – 10/12/25). Total Day (6a – 6a). Average Audience % Diff: Updated Big Data + Panel (BD+P) vs. National Panel (PO).

# Broadcast Network #3: Analyzed Hour-by-Hour Average Audience Variations (BD+P vs. PO) Over 4 Weeks in September & October 2025

## Differences in Average Audience (AA) by % of Hours

### Big Data + Panel (BD+P) vs. Panel Only (PO)

4-week period (w/o 9/15 – w/o 10/6)

<b>+/- 20% AA Difference</b>	<b>HH</b>	<b>P2+</b>	<b>P18-34</b>	<b>P18-49</b>	<b>P25-54</b>	<b>P55+</b>
% of Hours More Than +20% diff:	3%	6%	23%	9%	3%	14%
<u>% of Hours More Than -20% diff:</u>	<u>0%</u>	<u>0%</u>	<u>30%</u>	<u>13%</u>	<u>7%</u>	<u>0%</u>
<b>+/- 20% Diff Total (% of Hours):</b>	<b>4%</b>	<b>6%</b>	<b>54%</b>	<b>22%</b>	<b>10%</b>	<b>14%</b>
<b>+/- 50% AA Difference</b>	<b>HH</b>	<b>P2+</b>	<b>P18-34</b>	<b>P18-49</b>	<b>P25-54</b>	<b>P55+</b>
% of Hours More Than +50% diff:	0%	0%	8%	0%	0%	0%
<u>% of Hours More Than -50% diff:</u>	<u>0%</u>	<u>0%</u>	<u>7%</u>	<u>1%</u>	<u>0%</u>	<u>0%</u>
<b>+/- 50% Diff Total (% of Hours):</b>	<b>0%</b>	<b>0%</b>	<b>14%</b>	<b>1%</b>	<b>0%</b>	<b>0%</b>

How to read: BD+P average audience was more than 20% higher than PO average audience on Households for 3% of the total measured hours in the 4-week period and more than 20% lower on P18-34 for 30% of total measured hours.

Source: VAB analysis of Nielsen NPower Ratings Analysis Time Period Report data (as of 10/28/25). Live, 4-week period (672 total measured hours): w/o 9/15 – w/o 10/6 (9/15/25 – 10/12/25). Total Day (6a – 6a). Average Audience % Diff: Updated Big Data + Panel (BD+P) vs. National Panel (PO).

# Broadcast Network #4: Analyzed Hour-by-Hour Average Audience Variations (BD+P vs. PO) Over 4 Weeks in September & October 2025

## Differences in Average Audience (AA) by % of Hours

Big Data + Panel (BD+P) vs. Panel Only (PO)

4-week period (w/o 9/15 – w/o 10/6)

<b>+/- 20% AA Difference</b>	<b>HH</b>	<b>P2+</b>	<b>P18-34</b>	<b>P18-49</b>	<b>P25-54</b>	<b>P55+</b>
% of Hours More Than +20% diff:	3%	4%	27%	8%	5%	7%
<u>% of Hours More Than -20% diff:</u>	<u>0%</u>	<u>0%</u>	<u>29%</u>	<u>15%</u>	<u>8%</u>	<u>0%</u>
<b>+/- 20% Diff Total (% of Hours):</b>	<b>3%</b>	<b>4%</b>	<b>56%</b>	<b>22%</b>	<b>13%</b>	<b>7%</b>
<b>+/- 50% AA Difference</b>	<b>HH</b>	<b>P2+</b>	<b>P18-34</b>	<b>P18-49</b>	<b>P25-54</b>	<b>P55+</b>
% of Hours More Than +50% diff:	2%	2%	10%	3%	2%	2%
<u>% of Hours More Than -50% diff:</u>	<u>0%</u>	<u>0%</u>	<u>5%</u>	<u>0%</u>	<u>0%</u>	<u>0%</u>
<b>+/- 50% Diff Total (% of Hours):</b>	<b>2%</b>	<b>2%</b>	<b>15%</b>	<b>3%</b>	<b>3%</b>	<b>2%</b>

How to read: BD+P average audience was more than 20% higher than PO average audience on Households for 3% of the total measured hours in the 4-week period and more than 20% lower on P18-34 for 29% of total measured hours.

Source: VAB analysis of Nielsen NPower Ratings Analysis Time Period Report data (as of 10/28/25). Live, 4-week period (672 total measured hours); w/o 9/15 – w/o 10/6 (9/15/25 – 10/12/25). Total Day (6a – 6a). Average Audience % Diff: Updated Big Data + Panel (BD+P) vs. National Panel (PO).

# Broadcast Network #5: Analyzed Hour-by-Hour Average Audience Variations (BD+P vs. PO) Over 4 Weeks in September & October 2025

## Differences in Average Audience (AA) by % of Hours

Big Data + Panel (BD+P) vs. Panel Only (PO)

4-week period (w/o 9/15 – w/o 10/6)

<b>+/- 20% AA Difference</b>	<b>HH</b>	<b>P2+</b>	<b>P18-34</b>	<b>P18-49</b>	<b>P25-54</b>	<b>P55+</b>
% of Hours More Than +20% diff:	8%	9%	35%	23%	14%	14%
<u>% of Hours More Than -20% diff:</u>	<u>1%</u>	<u>1%</u>	<u>34%</u>	<u>27%</u>	<u>26%</u>	<u>1%</u>
<b>+/- 20% Diff Total (% of Hours):</b>	<b>9%</b>	<b>10%</b>	<b>69%</b>	<b>50%</b>	<b>40%</b>	<b>15%</b>
<b>+/- 50% AA Difference</b>	<b>HH</b>	<b>P2+</b>	<b>P18-34</b>	<b>P18-49</b>	<b>P25-54</b>	<b>P55+</b>
% of Hours More Than +50% diff:	1%	1%	20%	6%	2%	1%
<u>% of Hours More Than -50% diff:</u>	<u>0%</u>	<u>0%</u>	<u>14%</u>	<u>3%</u>	<u>3%</u>	<u>0%</u>
<b>+/- 50% Diff Total (% of Hours):</b>	<b>1%</b>	<b>1%</b>	<b>34%</b>	<b>9%</b>	<b>5%</b>	<b>1%</b>

How to read: BD+P average audience was more than 20% higher than PO average audience on Households for 8% of the total measured hours in the 4-week period and more than 20% lower on P18-34 for 34% of total measured hours.  
 Source: VAB analysis of Nielsen NPower Ratings Analysis Time Period Report data (as of 10/28/25). Live, 4-week period (672 total measured hours): w/o 9/15 – w/o 10/6 (9/15/25 – 10/12/25). Total Day (6a – 6a). Average Audience % Diff: Updated Big Data + Panel (BD+P) vs. National Panel (PO).

# Spanish Language Network #1: Analyzed Hour-by-Hour Average Audience Variations (BD+P vs. PO) Over 4 Weeks in September & October 2025

## Differences in Average Audience (AA) by % of Hours

Big Data + Panel (BD+P) vs. Panel Only (PO)

4-week period (w/o 9/15 – w/o 10/6)

<b>+/- 20% AA Difference</b>	<b>HH</b>	<b>P2+</b>	<b>P18-34</b>	<b>P18-49</b>	<b>P25-54</b>	<b>P55+</b>
% of Hours More Than +20% diff:	32%	42%	47%	42%	36%	46%
<u>% of Hours More Than -20% diff:</u>	<u>0%</u>	<u>0%</u>	<u>13%</u>	<u>9%</u>	<u>8%</u>	<u>0%</u>
<b>+/- 20% Diff Total (% of Hours):</b>	<b>32%</b>	<b>42%</b>	<b>60%</b>	<b>51%</b>	<b>43%</b>	<b>46%</b>
<b>+/- 50% AA Difference</b>	<b>HH</b>	<b>P2+</b>	<b>P18-34</b>	<b>P18-49</b>	<b>P25-54</b>	<b>P55+</b>
% of Hours More Than +50% diff:	5%	9%	22%	19%	10%	13%
<u>% of Hours More Than -50% diff:</u>	<u>0%</u>	<u>0%</u>	<u>5%</u>	<u>3%</u>	<u>1%</u>	<u>0%</u>
<b>+/- 50% Diff Total (% of Hours):</b>	<b>5%</b>	<b>9%</b>	<b>27%</b>	<b>22%</b>	<b>10%</b>	<b>13%</b>

How to read: BD+P average audience was more than 20% higher than PO average audience on Households for 32% of the total measured hours in the 4-week period and more than 20% lower on P18-34 for 13% of total measured hours.

Source: VAB analysis of Nielsen NPower Ratings Analysis Time Period Report data (as of 10/28/25). Live, 4-week period (672 total measured hours); w/o 9/15 – w/o 10/6 (9/15/25 – 10/12/25). Total Day (6a – 6a). Average Audience % Diff: Updated Big Data + Panel (BD+P) vs. National Panel (PO).

# Spanish Language Network #2: Analyzed Hour-by-Hour Average Audience Variations (BD+P vs. PO) Over 4 Weeks in September & October 2025

## Differences in Average Audience (AA) by % of Hours

Big Data + Panel (BD+P) vs. Panel Only (PO)

4-week period (w/o 9/15 – w/o 10/6)

<b>+/- 20% AA Difference</b>	<b>HH</b>	<b>P2+</b>	<b>P18-34</b>	<b>P18-49</b>	<b>P25-54</b>	<b>P55+</b>
% of Hours More Than +20% diff:	22%	35%	50%	26%	14%	61%
<u>% of Hours More Than -20% diff:</u>	<u>1%</u>	<u>2%</u>	<u>12%</u>	<u>20%</u>	<u>19%</u>	<u>1%</u>
<b>+/- 20% Diff Total (% of Hours):</b>	<b>23%</b>	<b>37%</b>	<b>62%</b>	<b>46%</b>	<b>33%</b>	<b>63%</b>
<b>+/- 50% AA Difference</b>	<b>HH</b>	<b>P2+</b>	<b>P18-34</b>	<b>P18-49</b>	<b>P25-54</b>	<b>P55+</b>
% of Hours More Than +50% diff:	4%	6%	28%	7%	3%	20%
<u>% of Hours More Than -50% diff:</u>	<u>0%</u>	<u>0%</u>	<u>2%</u>	<u>4%</u>	<u>4%</u>	<u>0%</u>
<b>+/- 50% Diff Total (% of Hours):</b>	<b>4%</b>	<b>6%</b>	<b>30%</b>	<b>10%</b>	<b>7%</b>	<b>20%</b>

How to read: BD+P average audience was more than 20% higher than PO average audience on Households for 22% of the total measured hours in the 4-week period and more than 20% lower on P18-34 for 12% of total measured hours.

Source: VAB analysis of Nielsen NPower Ratings Analysis Time Period Report data (as of 10/28/25). Live, 4-week period (672 total measured hours): w/o 9/15 – w/o 10/6 (9/15/25 – 10/12/25). Total Day (6a – 6a). Average Audience % Diff. Updated Big Data + Panel (BD+P) vs. National Panel (PO).

# Cable Entertainment Network #1: Analyzed Hour-by-Hour Average Audience Variations (BD+P vs. PO) Over 4 Weeks in September & October 2025

## Differences in Average Audience (AA) by % of Hours

Big Data + Panel (BD+P) vs. Panel Only (PO)

4-week period (w/o 9/15 – w/o 10/6)

<b>+/- 20% AA Difference</b>	<b>HH</b>	<b>P2+</b>	<b>P18-34</b>	<b>P18-49</b>	<b>P25-54</b>	<b>P55+</b>
% of Hours More Than +20% diff:	0%	1%	15%	4%	3%	3%
<u>% of Hours More Than -20% diff:</u>	<u>60%</u>	<u>68%</u>	<u>41%</u>	<u>56%</u>	<u>58%</u>	<u>62%</u>
<b>+/- 20% Diff Total (% of Hours):</b>	<b>60%</b>	<b>69%</b>	<b>56%</b>	<b>60%</b>	<b>61%</b>	<b>65%</b>
<b>+/- 50% AA Difference</b>	<b>HH</b>	<b>P2+</b>	<b>P18-34</b>	<b>P18-49</b>	<b>P25-54</b>	<b>P55+</b>
% of Hours More Than +50% diff:	0%	0%	4%	1%	1%	1%
<u>% of Hours More Than -50% diff:</u>	<u>1%</u>	<u>6%</u>	<u>10%</u>	<u>7%</u>	<u>4%</u>	<u>4%</u>
<b>+/- 50% Diff Total (% of Hours):</b>	<b>1%</b>	<b>6%</b>	<b>14%</b>	<b>9%</b>	<b>5%</b>	<b>5%</b>

How to read: BD+P average audience was more than 20% higher than PO average audience on Households for 0% of the total measured hours in the 4-week period and more than 20% lower on P18-34 for 41% of total measured hours.

Source: VAB analysis of Nielsen NPower Ratings Analysis Time Period Report data (as of 10/28/25). Live, 4-week period (364 total measured hours): w/o 9/15 – w/o 10/6 (9/15/25 – 10/12/25). Total Day (6a – 6a). Average Audience % Diff: Updated Big Data + Panel (BD+P) vs. National Panel (PO).

# Cable Entertainment Network #2: Analyzed Hour-by-Hour Average Audience Variations (BD+P vs. PO) Over 4 Weeks in September & October 2025

## Differences in Average Audience (AA) by % of Hours

Big Data + Panel (BD+P) vs. Panel Only (PO)

4-week period (w/o 9/15 – w/o 10/6)

<b>+/- 20% AA Difference</b>	<b>HH</b>	<b>P2+</b>	<b>P18-34</b>	<b>P18-49</b>	<b>P25-54</b>	<b>P55+</b>
% of Hours More Than +20% diff:	6%	7%	24%	20%	9%	14%
<u>% of Hours More Than -20% diff:</u>	<u>5%</u>	<u>10%</u>	<u>30%</u>	<u>35%</u>	<u>45%</u>	<u>4%</u>
<b>+/- 20% Diff Total (% of Hours):</b>	<b>11%</b>	<b>17%</b>	<b>54%</b>	<b>55%</b>	<b>54%</b>	<b>18%</b>
<b>+/- 50% AA Difference</b>	<b>HH</b>	<b>P2+</b>	<b>P18-34</b>	<b>P18-49</b>	<b>P25-54</b>	<b>P55+</b>
% of Hours More Than +50% diff:	1%	2%	17%	9%	1%	3%
<u>% of Hours More Than -50% diff:</u>	<u>0%</u>	<u>0%</u>	<u>11%</u>	<u>10%</u>	<u>9%</u>	<u>0%</u>
<b>+/- 50% Diff Total (% of Hours):</b>	<b>1%</b>	<b>2%</b>	<b>28%</b>	<b>19%</b>	<b>10%</b>	<b>3%</b>

How to read: BD+P average audience was more than 20% higher than PO average audience on Households for 6% of the total measured hours in the 4-week period and more than 20% lower on P18-34 for 30% of total measured hours.

Source: VAB analysis of Nielsen NPower Ratings Analysis Time Period Report data (as of 10/28/25). Live, 4-week period (568 total measured hours): w/o 9/15 – w/o 10/6 (9/15/25 – 10/12/25). Total Day (6a – 6a). Average Audience % Diff: Updated Big Data + Panel (BD+P) vs. National Panel (PO).

# Cable Entertainment Network #3: Analyzed Hour-by-Hour Average Audience Variations (BD+P vs. PO) Over 4 Weeks in September & October 2025

## Differences in Average Audience (AA) by % of Hours

Big Data + Panel (BD+P) vs. Panel Only (PO)

4-week period (w/o 9/15 – w/o 10/6)

<b>+/- 20% AA Difference</b>	<b>HH</b>	<b>P2+</b>	<b>P18-34</b>	<b>P18-49</b>	<b>P25-54</b>	<b>P55+</b>
% of Hours More Than +20% diff:	16%	17%	31%	24%	15%	32%
<u>% of Hours More Than -20% diff:</u>	<u>11%</u>	<u>17%</u>	<u>38%</u>	<u>39%</u>	<u>44%</u>	<u>9%</u>
<b>+/- 20% Diff Total (% of Hours):</b>	<b>28%</b>	<b>34%</b>	<b>69%</b>	<b>62%</b>	<b>59%</b>	<b>41%</b>
<b>+/- 50% AA Difference</b>	<b>HH</b>	<b>P2+</b>	<b>P18-34</b>	<b>P18-49</b>	<b>P25-54</b>	<b>P55+</b>
% of Hours More Than +50% diff:	2%	3%	17%	13%	5%	10%
<u>% of Hours More Than -50% diff:</u>	<u>0%</u>	<u>0%</u>	<u>22%</u>	<u>12%</u>	<u>9%</u>	<u>0%</u>
<b>+/- 50% Diff Total (% of Hours):</b>	<b>2%</b>	<b>3%</b>	<b>39%</b>	<b>24%</b>	<b>14%</b>	<b>10%</b>

How to read: BD+P average audience was more than 20% higher than PO average audience on Households for 16% of the total measured hours in the 4-week period and more than 20% lower on P18-34 for 38% of total measured hours.

Source: VAB analysis of Nielsen NPower Ratings Analysis Time Period Report data (as of 10/28/25). Live, 4-week period (612 total measured hours): w/o 9/15 – w/o 10/6 (9/15/25 – 10/12/25). Total Day (6a – 6a). Average Audience % Diff: Updated Big Data + Panel (BD+P) vs. National Panel (PO).

# Cable Entertainment Network #4: Analyzed Hour-by-Hour Average Audience Variations (BD+P vs. PO) Over 4 Weeks in September & October 2025

## Differences in Average Audience (AA) by % of Hours

Big Data + Panel (BD+P) vs. Panel Only (PO)

4-week period (w/o 9/15 – w/o 10/6)

<b>+/- 20% AA Difference</b>	<b>HH</b>	<b>P2+</b>	<b>P18-34</b>	<b>P18-49</b>	<b>P25-54</b>	<b>P55+</b>
% of Hours More Than +20% diff:	15%	30%	32%	38%	35%	39%
<u>% of Hours More Than -20% diff:</u>	<u>5%</u>	<u>8%</u>	<u>26%</u>	<u>20%</u>	<u>18%</u>	<u>7%</u>
<b>+/- 20% Diff Total (% of Hours):</b>	<b>20%</b>	<b>38%</b>	<b>58%</b>	<b>59%</b>	<b>53%</b>	<b>46%</b>
<b>+/- 50% AA Difference</b>	<b>HH</b>	<b>P2+</b>	<b>P18-34</b>	<b>P18-49</b>	<b>P25-54</b>	<b>P55+</b>
% of Hours More Than +50% diff:	1%	3%	15%	17%	14%	10%
<u>% of Hours More Than -50% diff:</u>	<u>0%</u>	<u>0%</u>	<u>9%</u>	<u>3%</u>	<u>1%</u>	<u>0%</u>
<b>+/- 50% Diff Total (% of Hours):</b>	<b>1%</b>	<b>3%</b>	<b>23%</b>	<b>20%</b>	<b>15%</b>	<b>10%</b>

How to read: BD+P average audience was more than 20% higher than PO average audience on Households for 15% of the total measured hours in the 4-week period and more than 20% lower on P18-34 for 26% of total measured hours.  
Source: VAB analysis of Nielsen NPower Ratings Analysis Time Period Report data (as of 10/28/25). Live, 4-week period (572 total measured hours); w/o 9/15 – w/o 10/6 (9/15/25 – 10/12/25). Total Day (6a – 6a). Average Audience % Diff: Updated Big Data + Panel (BD+P) vs. National Panel (PO).

# Cable Entertainment Network #5: Analyzed Hour-by-Hour Average Audience Variations (BD+P vs. PO) Over 4 Weeks in September & October 2025

## Differences in Average Audience (AA) by % of Hours

Big Data + Panel (BD+P) vs. Panel Only (PO)

4-week period (w/o 9/15 – w/o 10/6)

<b>+/- 20% AA Difference</b>	<b>HH</b>	<b>P2+</b>	<b>P18-34</b>	<b>P18-49</b>	<b>P25-54</b>	<b>P55+</b>
% of Hours More Than +20% diff:	16%	22%	46%	35%	29%	30%
<u>% of Hours More Than -20% diff:</u>	<u>3%</u>	<u>8%</u>	<u>26%</u>	<u>21%</u>	<u>11%</u>	<u>14%</u>
<b>+/- 20% Diff Total (% of Hours):</b>	<b>19%</b>	<b>30%</b>	<b>72%</b>	<b>56%</b>	<b>40%</b>	<b>44%</b>
<b>+/- 50% AA Difference</b>	<b>HH</b>	<b>P2+</b>	<b>P18-34</b>	<b>P18-49</b>	<b>P25-54</b>	<b>P55+</b>
% of Hours More Than +50% diff:	1%	2%	27%	11%	6%	11%
<u>% of Hours More Than -50% diff:</u>	<u>0%</u>	<u>0%</u>	<u>10%</u>	<u>4%</u>	<u>0%</u>	<u>1%</u>
<b>+/- 50% Diff Total (% of Hours):</b>	<b>1%</b>	<b>3%</b>	<b>38%</b>	<b>15%</b>	<b>7%</b>	<b>12%</b>

How to read: BD+P average audience was more than 20% higher than PO average audience on Households for 16% of the total measured hours in the 4-week period and more than 20% lower on P18-34 for 26% of total measured hours.  
 Source: VAB analysis of Nielsen NPower Ratings Analysis Time Period Report data (as of 10/28/25). Live, 4-week period (620 total measured hours): w/o 9/15 – w/o 10/6 (9/15/25 – 10/12/25). Total Day (6a – 6a). Average Audience % Diff. Updated Big Data + Panel (BD+P) vs. National Panel (PO).

# Cable Entertainment Network #6: Analyzed Hour-by-Hour Average Audience Variations (BD+P vs. PO) Over 4 Weeks in September & October 2025

## Differences in Average Audience (AA) by % of Hours

Big Data + Panel (BD+P) vs. Panel Only (PO)

4-week period (w/o 9/15 – w/o 10/6)

<b>+/- 20% AA Difference</b>	<b>HH</b>	<b>P2+</b>	<b>P18-34</b>	<b>P18-49</b>	<b>P25-54</b>	<b>P55+</b>
% of Hours More Than +20% diff:	7%	8%	19%	34%	27%	10%
<u>% of Hours More Than -20% diff:</u>	<u>10%</u>	<u>13%</u>	<u>28%</u>	<u>27%</u>	<u>29%</u>	<u>15%</u>
<b>+/- 20% Diff Total (% of Hours):</b>	<b>17%</b>	<b>21%</b>	<b>48%</b>	<b>61%</b>	<b>56%</b>	<b>25%</b>
<b>+/- 50% AA Difference</b>	<b>HH</b>	<b>P2+</b>	<b>P18-34</b>	<b>P18-49</b>	<b>P25-54</b>	<b>P55+</b>
% of Hours More Than +50% diff:	0%	1%	12%	16%	11%	2%
<u>% of Hours More Than -50% diff:</u>	<u>0%</u>	<u>0%</u>	<u>15%</u>	<u>7%</u>	<u>6%</u>	<u>0%</u>
<b>+/- 50% Diff Total (% of Hours):</b>	<b>1%</b>	<b>1%</b>	<b>26%</b>	<b>23%</b>	<b>17%</b>	<b>2%</b>

How to read: BD+P average audience was more than 20% higher than PO average audience on Households for 7% of the total measured hours in the 4-week period and more than 20% lower on P18-34 for 28% of total measured hours.

Source: VAB analysis of Nielsen NPower Ratings Analysis Time Period Report data (as of 10/28/25). Live, 4-week period (616 total measured hours); w/o 9/15 – w/o 10/6 (9/15/25 – 10/12/25). Total Day (6a – 6a). Average Audience % Diff: Updated Big Data + Panel (BD+P) vs. National Panel (PO).

# Cable Entertainment Network #7: Analyzed Hour-by-Hour Average Audience Variations (BD+P vs. PO) Over 4 Weeks in September & October 2025

## Differences in Average Audience (AA) by % of Hours

Big Data + Panel (BD+P) vs. Panel Only (PO)

4-week period (w/o 9/15 – w/o 10/6)

<b>+/- 20% AA Difference</b>	<b>HH</b>	<b>P2+</b>	<b>P18-34</b>	<b>P18-49</b>	<b>P25-54</b>	<b>P55+</b>
% of Hours More Than +20% diff:	14%	19%	42%	27%	19%	27%
<u>% of Hours More Than -20% diff:</u>	<u>3%</u>	<u>5%</u>	<u>23%</u>	<u>28%</u>	<u>33%</u>	<u>2%</u>
<b>+/- 20% Diff Total (% of Hours):</b>	<b>17%</b>	<b>24%</b>	<b>65%</b>	<b>56%</b>	<b>53%</b>	<b>29%</b>
<b>+/- 50% AA Difference</b>	<b>HH</b>	<b>P2+</b>	<b>P18-34</b>	<b>P18-49</b>	<b>P25-54</b>	<b>P55+</b>
% of Hours More Than +50% diff:	0%	2%	30%	13%	7%	3%
<u>% of Hours More Than -50% diff:</u>	<u>0%</u>	<u>0%</u>	<u>11%</u>	<u>5%</u>	<u>4%</u>	<u>0%</u>
<b>+/- 50% Diff Total (% of Hours):</b>	<b>0%</b>	<b>2%</b>	<b>41%</b>	<b>17%</b>	<b>11%</b>	<b>3%</b>

How to read: BD+P average audience was more than 20% higher than PO average audience on Households for 14% of the total measured hours in the 4-week period and more than 20% lower on P18-34 for 23% of total measured hours.

Source: VAB analysis of Nielsen NPower Ratings Analysis Time Period Report data (as of 10/28/25). Live, 4-week period (612 total measured hours): w/o 9/15 – w/o 10/6 (9/15/25 – 10/12/25). Total Day (6a – 6a). Average Audience % Diff: Updated Big Data + Panel (BD+P) vs. National Panel (PO).

# Cable Entertainment Network #8: Analyzed Hour-by-Hour Average Audience Variations (BD+P vs. PO) Over 4 Weeks in September & October 2025

## Differences in Average Audience (AA) by % of Hours

Big Data + Panel (BD+P) vs. Panel Only (PO)

4-week period (w/o 9/15 – w/o 10/6)

<b>+/- 20% AA Difference</b>	<b>HH</b>	<b>P2+</b>	<b>P18-34</b>	<b>P18-49</b>	<b>P25-54</b>	<b>P55+</b>
% of Hours More Than +20% diff:	8%	8%	32%	25%	17%	14%
<u>% of Hours More Than -20% diff:</u>	<u>11%</u>	<u>16%</u>	<u>31%</u>	<u>29%</u>	<u>31%</u>	<u>17%</u>
<b>+/- 20% Diff Total (% of Hours):</b>	<b>19%</b>	<b>24%</b>	<b>63%</b>	<b>55%</b>	<b>47%</b>	<b>31%</b>
<b>+/- 50% AA Difference</b>	<b>HH</b>	<b>P2+</b>	<b>P18-34</b>	<b>P18-49</b>	<b>P25-54</b>	<b>P55+</b>
% of Hours More Than +50% diff:	0%	1%	21%	10%	7%	2%
<u>% of Hours More Than -50% diff:</u>	<u>0%</u>	<u>0%</u>	<u>15%</u>	<u>5%</u>	<u>4%</u>	<u>1%</u>
<b>+/- 50% Diff Total (% of Hours):</b>	<b>0%</b>	<b>1%</b>	<b>36%</b>	<b>16%</b>	<b>11%</b>	<b>3%</b>

How to read: BD+P average audience was more than 20% higher than PO average audience on Households for 8% of the total measured hours in the 4-week period and more than 20% lower on P18-34 for 31% of total measured hours.

Source: VAB analysis of Nielsen NPower Ratings Analysis Time Period Report data (as of 10/28/25). Live, 4-week period (584 total measured hours): w/o 9/15 – w/o 10/6 (9/15/25 – 10/12/25). Total Day (6a – 6a). Average Audience % Diff: Updated Big Data + Panel (BD+P) vs. National Panel (PO).

# Cable Entertainment Network #9: Analyzed Hour-by-Hour Average Audience Variations (BD+P vs. PO) Over 4 Weeks in September & October 2025

## Differences in Average Audience (AA) by % of Hours

Big Data + Panel (BD+P) vs. Panel Only (PO)

4-week period (w/o 9/15 – w/o 10/6)

<b>+/- 20% AA Difference</b>	<b>HH</b>	<b>P2+</b>	<b>P18-34</b>	<b>P18-49</b>	<b>P25-54</b>	<b>P55+</b>
% of Hours More Than +20% diff:	16%	26%	5%	15%	19%	25%
<u>% of Hours More Than -20% diff:</u>	<u>17%</u>	<u>16%</u>	<u>11%</u>	<u>25%</u>	<u>29%</u>	<u>14%</u>
<b>+/- 20% Diff Total (% of Hours):</b>	<b>33%</b>	<b>42%</b>	<b>17%</b>	<b>40%</b>	<b>47%</b>	<b>39%</b>
<b>+/- 50% AA Difference</b>	<b>HH</b>	<b>P2+</b>	<b>P18-34</b>	<b>P18-49</b>	<b>P25-54</b>	<b>P55+</b>
% of Hours More Than +50% diff:	4%	6%	3%	11%	14%	6%
<u>% of Hours More Than -50% diff:</u>	<u>1%</u>	<u>1%</u>	<u>10%</u>	<u>13%</u>	<u>15%</u>	<u>0%</u>
<b>+/- 50% Diff Total (% of Hours):</b>	<b>5%</b>	<b>6%</b>	<b>13%</b>	<b>24%</b>	<b>29%</b>	<b>6%</b>

How to read: BD+P average audience was more than 20% higher than PO average audience on Households for 16% of the total measured hours in the 4-week period and more than 20% lower on P18-34 for 11% of total measured hours.

Source: VAB analysis of Nielsen NPower Ratings Analysis Time Period Report data (as of 10/28/25). Live, 4-week period (672 total measured hours); w/o 9/15 – w/o 10/6 (9/15/25 – 10/12/25). Total Day (6a – 6a). Average Audience % Diff: Updated Big Data + Panel (BD+P) vs. National Panel (PO).

# Cable Entertainment Network #10: Analyzed Hour-by-Hour Average Audience Variations (BD+P vs. PO) Over 4 Weeks in Sept & Oct 2025

## Differences in Average Audience (AA) by % of Hours

### Big Data + Panel (BD+P) vs. Panel Only (PO)

4-week period (w/o 9/15 – w/o 10/6)

<b>+/- 20% AA Difference</b>	<b>HH</b>	<b>P2+</b>	<b>P18-34</b>	<b>P18-49</b>	<b>P25-54</b>	<b>P55+</b>
% of Hours More Than +20% diff:	2%	5%	34%	12%	9%	8%
<u>% of Hours More Than -20% diff:</u>	<u>1%</u>	<u>2%</u>	<u>27%</u>	<u>64%</u>	<u>64%</u>	<u>0%</u>
<b>+/- 20% Diff Total (% of Hours):</b>	<b>3%</b>	<b>7%</b>	<b>61%</b>	<b>75%</b>	<b>73%</b>	<b>8%</b>
<b>+/- 50% AA Difference</b>	<b>HH</b>	<b>P2+</b>	<b>P18-34</b>	<b>P18-49</b>	<b>P25-54</b>	<b>P55+</b>
% of Hours More Than +50% diff:	0%	0%	22%	5%	3%	0%
<u>% of Hours More Than -50% diff:</u>	<u>0%</u>	<u>0%</u>	<u>8%</u>	<u>18%</u>	<u>18%</u>	<u>0%</u>
<b>+/- 50% Diff Total (% of Hours):</b>	<b>0%</b>	<b>0%</b>	<b>30%</b>	<b>23%</b>	<b>22%</b>	<b>0%</b>

How to read: BD+P average audience was more than 20% higher than PO average audience on Households for 2% of the total measured hours in the 4-week period and more than 20% lower on P18-34 for 27% of total measured hours.

Source: VAB analysis of Nielsen NPower Ratings Analysis Time Period Report data (as of 10/28/25). Live, 4-week period (552 total measured hours); w/o 9/15 – w/o 10/6 (9/15/25 – 10/12/25). Total Day (6a – 6a). Average Audience % Diff: Updated Big Data + Panel (BD+P) vs. National Panel (PO).

# Cable Entertainment Network #11: Analyzed Hour-by-Hour Average Audience Variations (BD+P vs. PO) Over 4 Weeks in Sept & Oct 2025

## Differences in Average Audience (AA) by % of Hours

Big Data + Panel (BD+P) vs. Panel Only (PO)

4-week period (w/o 9/15 – w/o 10/6)

<b>+/- 20% AA Difference</b>	<b>HH</b>	<b>P2+</b>	<b>P18-34</b>	<b>P18-49</b>	<b>P25-54</b>	<b>P55+</b>
% of Hours More Than +20% diff:	13%	21%	39%	39%	29%	23%
<u>% of Hours More Than -20% diff:</u>	<u>0%</u>	<u>1%</u>	<u>25%</u>	<u>22%</u>	<u>27%</u>	<u>0%</u>
<b>+/- 20% Diff Total (% of Hours):</b>	<b>13%</b>	<b>22%</b>	<b>64%</b>	<b>61%</b>	<b>56%</b>	<b>24%</b>
<b>+/- 50% AA Difference</b>	<b>HH</b>	<b>P2+</b>	<b>P18-34</b>	<b>P18-49</b>	<b>P25-54</b>	<b>P55+</b>
% of Hours More Than +50% diff:	0%	0%	28%	15%	9%	0%
<u>% of Hours More Than -50% diff:</u>	<u>0%</u>	<u>0%</u>	<u>12%</u>	<u>5%</u>	<u>3%</u>	<u>0%</u>
<b>+/- 50% Diff Total (% of Hours):</b>	<b>0%</b>	<b>0%</b>	<b>40%</b>	<b>20%</b>	<b>12%</b>	<b>0%</b>

How to read: BD+P average audience was more than 20% higher than PO average audience on Households for 13% of the total measured hours in the 4-week period and more than 20% lower on P18-34 for 25% of total measured hours.

Source: VAB analysis of Nielsen NPower Ratings Analysis Time Period Report data (as of 10/28/25). Live, 4-week period (672 total measured hours); w/o 9/15 – w/o 10/6 (9/15/25 – 10/12/25). Total Day (6a – 6a). Average Audience % Diff: Updated Big Data + Panel (BD+P) vs. National Panel (PO).

# Cable Entertainment Network #12: Analyzed Hour-by-Hour Average Audience Variations (BD+P vs. PO) Over 4 Weeks in Sept & Oct 2025

## Differences in Average Audience (AA) by % of Hours

Big Data + Panel (BD+P) vs. Panel Only (PO)

4-week period (w/o 9/15 – w/o 10/6)

<b>+/- 20% AA Difference</b>	<b>HH</b>	<b>P2+</b>	<b>P18-34</b>	<b>P18-49</b>	<b>P25-54</b>	<b>P55+</b>
% of Hours More Than +20% diff:	6%	16%	47%	60%	52%	9%
<u>% of Hours More Than -20% diff:</u>	<u>1%</u>	<u>1%</u>	<u>13%</u>	<u>7%</u>	<u>8%</u>	<u>2%</u>
<b>+/- 20% Diff Total (% of Hours):</b>	<b>7%</b>	<b>17%</b>	<b>60%</b>	<b>67%</b>	<b>60%</b>	<b>11%</b>
<b>+/- 50% AA Difference</b>	<b>HH</b>	<b>P2+</b>	<b>P18-34</b>	<b>P18-49</b>	<b>P25-54</b>	<b>P55+</b>
% of Hours More Than +50% diff:	0%	0%	33%	40%	26%	0%
<u>% of Hours More Than -50% diff:</u>	<u>0%</u>	<u>0%</u>	<u>4%</u>	<u>0%</u>	<u>0%</u>	<u>0%</u>
<b>+/- 50% Diff Total (% of Hours):</b>	<b>0%</b>	<b>0%</b>	<b>37%</b>	<b>40%</b>	<b>26%</b>	<b>0%</b>

How to read: BD+P average audience was more than 20% higher than PO average audience on Households for 6% of the total measured hours in the 4-week period and more than 20% lower on P18-34 for 13% of total measured hours.

Source: VAB analysis of Nielsen NPower Ratings Analysis Time Period Report data (as of 10/28/25). Live, 4-week period (652 total measured hours): w/o 9/15 – w/o 10/6 (9/15/25 – 10/12/25). Total Day (6a – 6a). Average Audience % Diff: Updated Big Data + Panel (BD+P) vs. National Panel (PO).

# Cable Entertainment Network #13: Analyzed Hour-by-Hour Average Audience Variations (BD+P vs. PO) Over 4 Weeks in Sept & Oct 2025

## Differences in Average Audience (AA) by % of Hours

Big Data + Panel (BD+P) vs. Panel Only (PO)

4-week period (w/o 9/15 – w/o 10/6)

<b>+/- 20% AA Difference</b>	<b>HH</b>	<b>P2+</b>	<b>P18-34</b>	<b>P18-49</b>	<b>P25-54</b>	<b>P55+</b>
% of Hours More Than +20% diff:	1%	1%	24%	19%	12%	3%
<u>% of Hours More Than -20% diff:</u>	<u>6%</u>	<u>11%</u>	<u>47%</u>	<u>37%</u>	<u>32%</u>	<u>11%</u>
<b>+/- 20% Diff Total (% of Hours):</b>	<b>7%</b>	<b>13%</b>	<b>71%</b>	<b>56%</b>	<b>44%</b>	<b>14%</b>
<b>+/- 50% AA Difference</b>	<b>HH</b>	<b>P2+</b>	<b>P18-34</b>	<b>P18-49</b>	<b>P25-54</b>	<b>P55+</b>
% of Hours More Than +50% diff:	0%	0%	16%	6%	3%	0%
<u>% of Hours More Than -50% diff:</u>	<u>0%</u>	<u>0%</u>	<u>26%</u>	<u>6%</u>	<u>2%</u>	<u>0%</u>
<b>+/- 50% Diff Total (% of Hours):</b>	<b>0%</b>	<b>0%</b>	<b>42%</b>	<b>13%</b>	<b>5%</b>	<b>0%</b>

How to read: BD+P average audience was more than 20% higher than PO average audience on Households for 1% of the total measured hours in the 4-week period and more than 20% lower on P18-34 for 47% of total measured hours.

Source: VAB analysis of Nielsen NPower Ratings Analysis Time Period Report data (as of 10/28/25). Live, 4-week period (672 total measured hours): w/o 9/15 – w/o 10/6 (9/15/25 – 10/12/25). Total Day (6a – 6a). Average Audience % Diff: Updated Big Data + Panel (BD+P) vs. National Panel (PO).

# Cable Entertainment Network #14: Analyzed Hour-by-Hour Average Audience Variations (BD+P vs. PO) Over 4 Weeks in Sept & Oct 2025

## Differences in Average Audience (AA) by % of Hours

Big Data + Panel (BD+P) vs. Panel Only (PO)

4-week period (w/o 9/15 – w/o 10/6)

<b>+/- 20% AA Difference</b>	<b>HH</b>	<b>P2+</b>	<b>P18-34</b>	<b>P18-49</b>	<b>P25-54</b>	<b>P55+</b>
% of Hours More Than +20% diff:	4%	4%	25%	8%	4%	5%
<u>% of Hours More Than -20% diff:</u>	<u>12%</u>	<u>7%</u>	<u>10%</u>	<u>13%</u>	<u>10%</u>	<u>17%</u>
<b>+/- 20% Diff Total (% of Hours):</b>	<b>16%</b>	<b>11%</b>	<b>35%</b>	<b>21%</b>	<b>14%</b>	<b>22%</b>
<b>+/- 50% AA Difference</b>	<b>HH</b>	<b>P2+</b>	<b>P18-34</b>	<b>P18-49</b>	<b>P25-54</b>	<b>P55+</b>
% of Hours More Than +50% diff:	0%	0%	15%	1%	0%	2%
<u>% of Hours More Than -50% diff:</u>	<u>0%</u>	<u>0%</u>	<u>3%</u>	<u>0%</u>	<u>0%</u>	<u>0%</u>
<b>+/- 50% Diff Total (% of Hours):</b>	<b>0%</b>	<b>0%</b>	<b>18%</b>	<b>1%</b>	<b>0%</b>	<b>2%</b>

How to read: BD+P average audience was more than 20% higher than PO average audience on Households for 4% of the total measured hours in the 4-week period and more than 20% lower on P18-34 for 10% of total measured hours.

Source: VAB analysis of Nielsen NPower Ratings Analysis Time Period Report data (as of 10/28/25). Live, 4-week period (322 total measured hours); w/o 9/15 – w/o 10/6 (9/15/25 – 10/12/25). Total Day (6a – 6a). Average Audience % Diff: Updated Big Data + Panel (BD+P) vs. National Panel (PO).

# Cable Entertainment Network #15: Analyzed Hour-by-Hour Average Audience Variations (BD+P vs. PO) Over 4 Weeks in Sept & Oct 2025

## Differences in Average Audience (AA) by % of Hours

Big Data + Panel (BD+P) vs. Panel Only (PO)

4-week period (w/o 9/15 – w/o 10/6)

<b>+/- 20% AA Difference</b>	<b>HH</b>	<b>P2+</b>	<b>P18-34</b>	<b>P18-49</b>	<b>P25-54</b>	<b>P55+</b>
% of Hours More Than +20% diff:	12%	14%	23%	25%	17%	27%
<u>% of Hours More Than -20% diff:</u>	<u>9%</u>	<u>13%</u>	<u>28%</u>	<u>35%</u>	<u>35%</u>	<u>8%</u>
<b>+/- 20% Diff Total (% of Hours):</b>	<b>21%</b>	<b>27%</b>	<b>51%</b>	<b>59%</b>	<b>51%</b>	<b>35%</b>
<b>+/- 50% AA Difference</b>	<b>HH</b>	<b>P2+</b>	<b>P18-34</b>	<b>P18-49</b>	<b>P25-54</b>	<b>P55+</b>
% of Hours More Than +50% diff:	1%	3%	16%	12%	4%	10%
<u>% of Hours More Than -50% diff:</u>	<u>0%</u>	<u>0%</u>	<u>16%</u>	<u>13%</u>	<u>9%</u>	<u>0%</u>
<b>+/- 50% Diff Total (% of Hours):</b>	<b>1%</b>	<b>3%</b>	<b>32%</b>	<b>24%</b>	<b>13%</b>	<b>10%</b>

How to read: BD+P average audience was more than 20% higher than PO average audience on Households for 12% of the total measured hours in the 4-week period and more than 20% lower on P18-34 for 28% of total measured hours.

Source: VAB analysis of Nielsen NPower Ratings Analysis Time Period Report data (as of 10/28/25). Live, 4-week period (602 total measured hours); w/o 9/15 – w/o 10/6 (9/15/25 – 10/12/25). Total Day (6a – 6a). Average Audience % Diff: Updated Big Data + Panel (BD+P) vs. National Panel (PO).

# Cable Entertainment Network #16: Analyzed Hour-by-Hour Average Audience Variations (BD+P vs. PO) Over 4 Weeks in Sept & Oct 2025

## Differences in Average Audience (AA) by % of Hours

Big Data + Panel (BD+P) vs. Panel Only (PO)

4-week period (w/o 9/15 – w/o 10/6)

<b>+/- 20% AA Difference</b>	<b>HH</b>	<b>P2+</b>	<b>P18-34</b>	<b>P18-49</b>	<b>P25-54</b>	<b>P55+</b>
% of Hours More Than +20% diff:	12%	17%	22%	32%	24%	20%
<u>% of Hours More Than -20% diff:</u>	<u>5%</u>	<u>7%</u>	<u>31%</u>	<u>33%</u>	<u>27%</u>	<u>5%</u>
<b>+/- 20% Diff Total (% of Hours):</b>	<b>17%</b>	<b>23%</b>	<b>53%</b>	<b>65%</b>	<b>50%</b>	<b>25%</b>
<b>+/- 50% AA Difference</b>	<b>HH</b>	<b>P2+</b>	<b>P18-34</b>	<b>P18-49</b>	<b>P25-54</b>	<b>P55+</b>
% of Hours More Than +50% diff:	0%	1%	17%	15%	10%	3%
<u>% of Hours More Than -50% diff:</u>	<u>0%</u>	<u>0%</u>	<u>13%</u>	<u>9%</u>	<u>5%</u>	<u>0%</u>
<b>+/- 50% Diff Total (% of Hours):</b>	<b>0%</b>	<b>1%</b>	<b>30%</b>	<b>24%</b>	<b>15%</b>	<b>3%</b>

How to read: BD+P average audience was more than 20% higher than PO average audience on Households for 12% of the total measured hours in the 4-week period and more than 20% lower on P18-34 for 31% of total measured hours.

Source: VAB analysis of Nielsen NPower Ratings Analysis Time Period Report data (as of 10/28/25). Live, 4-week period (616 total measured hours): w/o 9/15 – w/o 10/6 (9/15/25 – 10/12/25). Total Day (6a – 6a). Average Audience % Diff. Updated Big Data + Panel (BD+P) vs. National Panel (PO).

# Cable Network w/ Major Live Sports #1: Analyzed Hour-by-Hour Average Audience Variations (BD+P vs. PO) Over 4 Weeks in Sept & Oct 2025

## Differences in Average Audience (AA) by % of Hours

Big Data + Panel (BD+P) vs. Panel Only (PO)

4-week period (w/o 9/15 – w/o 10/6)

<b>+/- 20% AA Difference</b>	<b>HH</b>	<b>P2+</b>	<b>P18-34</b>	<b>P18-49</b>	<b>P25-54</b>	<b>P55+</b>
% of Hours More Than +20% diff:	5%	10%	41%	14%	12%	22%
<u>% of Hours More Than -20% diff:</u>	<u>5%</u>	<u>7%</u>	<u>19%</u>	<u>30%</u>	<u>31%</u>	<u>6%</u>
<b>+/- 20% Diff Total (% of Hours):</b>	<b>10%</b>	<b>17%</b>	<b>60%</b>	<b>44%</b>	<b>42%</b>	<b>29%</b>
<b>+/- 50% AA Difference</b>	<b>HH</b>	<b>P2+</b>	<b>P18-34</b>	<b>P18-49</b>	<b>P25-54</b>	<b>P55+</b>
% of Hours More Than +50% diff:	0%	0%	27%	5%	2%	5%
<u>% of Hours More Than -50% diff:</u>	<u>0%</u>	<u>0%</u>	<u>3%</u>	<u>4%</u>	<u>3%</u>	<u>0%</u>
<b>+/- 50% Diff Total (% of Hours):</b>	<b>0%</b>	<b>0%</b>	<b>31%</b>	<b>9%</b>	<b>5%</b>	<b>5%</b>

How to read: BD+P average audience was more than 20% higher than PO average audience on Households for 5% of the total measured hours in the 4-week period and more than 20% lower on P18-34 for 19% of total measured hours.

Source: VAB analysis of Nielsen NPower Ratings Analysis Time Period Report data (as of 10/28/25). Live, 4-week period (672 total measured hours): w/o 9/15 – w/o 10/6 (9/15/25 – 10/12/25). Total Day (6a – 6a). Average Audience % Diff. Updated Big Data + Panel (BD+P) vs. National Panel (PO).

# Cable Network w/ Major Live Sports #2: Analyzed Hour-by-Hour Average Audience Variations (BD+P vs. PO) Over 4 Weeks in Sept & Oct 2025

## Differences in Average Audience (AA) by % of Hours

Big Data + Panel (BD+P) vs. Panel Only (PO)

4-week period (w/o 9/15 – w/o 10/6)

<b>+/- 20% AA Difference</b>	<b>HH</b>	<b>P2+</b>	<b>P18-34</b>	<b>P18-49</b>	<b>P25-54</b>	<b>P55+</b>
% of Hours More Than +20% diff:	15%	14%	34%	26%	18%	24%
<u>% of Hours More Than -20% diff:</u>	<u>15%</u>	<u>15%</u>	<u>30%</u>	<u>32%</u>	<u>35%</u>	<u>12%</u>
<b>+/- 20% Diff Total (% of Hours):</b>	<b>30%</b>	<b>29%</b>	<b>64%</b>	<b>57%</b>	<b>54%</b>	<b>36%</b>
<b>+/- 50% AA Difference</b>	<b>HH</b>	<b>P2+</b>	<b>P18-34</b>	<b>P18-49</b>	<b>P25-54</b>	<b>P55+</b>
% of Hours More Than +50% diff:	2%	2%	22%	11%	5%	7%
<u>% of Hours More Than -50% diff:</u>	<u>0%</u>	<u>0%</u>	<u>14%</u>	<u>8%</u>	<u>9%</u>	<u>0%</u>
<b>+/- 50% Diff Total (% of Hours):</b>	<b>2%</b>	<b>2%</b>	<b>35%</b>	<b>19%</b>	<b>14%</b>	<b>7%</b>

How to read: BD+P average audience was more than 20% higher than PO average audience on Households for 15% of the total measured hours in the 4-week period and more than 20% lower on P18-34 for 30% of total measured hours.  
Source: VAB analysis of Nielsen NPower Ratings Analysis Time Period Report data (as of 10/28/25). Live, 4-week period (672 total measured hours); w/o 9/15 – w/o 10/6 (9/15/25 – 10/12/25). Total Day (6a – 6a). Average Audience % Diff: Updated Big Data + Panel (BD+P) vs. National Panel (PO).

# Cable Network w/ Major Live Sports #3: Analyzed Hour-by-Hour Average Audience Variations (BD+P vs. PO) Over 4 Weeks in Sept & Oct 2025

## Differences in Average Audience (AA) by % of Hours

Big Data + Panel (BD+P) vs. Panel Only (PO)

4-week period (w/o 9/15 – w/o 10/6)

<b>+/- 20% AA Difference</b>	<b>HH</b>	<b>P2+</b>	<b>P18-34</b>	<b>P18-49</b>	<b>P25-54</b>	<b>P55+</b>
% of Hours More Than +20% diff:	2%	4%	29%	17%	13%	6%
<u>% of Hours More Than -20% diff:</u>	<u>29%</u>	<u>33%</u>	<u>42%</u>	<u>40%</u>	<u>40%</u>	<u>28%</u>
<b>+/- 20% Diff Total (% of Hours):</b>	<b>31%</b>	<b>36%</b>	<b>71%</b>	<b>57%</b>	<b>53%</b>	<b>34%</b>
<b>+/- 50% AA Difference</b>	<b>HH</b>	<b>P2+</b>	<b>P18-34</b>	<b>P18-49</b>	<b>P25-54</b>	<b>P55+</b>
% of Hours More Than +50% diff:	0%	1%	18%	5%	3%	0%
<u>% of Hours More Than -50% diff:</u>	<u>0%</u>	<u>0%</u>	<u>20%</u>	<u>8%</u>	<u>6%</u>	<u>0%</u>
<b>+/- 50% Diff Total (% of Hours):</b>	<b>0%</b>	<b>1%</b>	<b>38%</b>	<b>13%</b>	<b>9%</b>	<b>0%</b>

How to read: BD+P average audience was more than 20% higher than PO average audience on Households for 2% of the total measured hours in the 4-week period and more than 20% lower on P18-34 for 42% of total measured hours.  
 Source: VAB analysis of Nielsen NPower Ratings Analysis Time Period Report data (as of 10/28/25). Live, 4-week period (672 total measured hours): w/o 9/15 – w/o 10/6 (9/15/25 – 10/12/25). Total Day (6a – 6a). Average Audience % Diff: Updated Big Data + Panel (BD+P) vs. National Panel (PO).

# Cable Sports Network #1: Analyzed Hour-by-Hour Average Audience Variations (BD+P vs. PO) Over 4 Weeks in September & October 2025

## Differences in Average Audience (AA) by % of Hours

Big Data + Panel (BD+P) vs. Panel Only (PO)

4-week period (w/o 9/15 – w/o 10/6)

<b>+/- 20% AA Difference</b>	<b>HH</b>	<b>P2+</b>	<b>P18-34</b>	<b>P18-49</b>	<b>P25-54</b>	<b>P55+</b>
% of Hours More Than +20% diff:	17%	18%	44%	21%	17%	28%
<u>% of Hours More Than -20% diff:</u>	<u>1%</u>	<u>1%</u>	<u>12%</u>	<u>9%</u>	<u>7%</u>	<u>1%</u>
<b>+/- 20% Diff Total (% of Hours):</b>	<b>18%</b>	<b>19%</b>	<b>56%</b>	<b>30%</b>	<b>24%</b>	<b>30%</b>
<b>+/- 50% AA Difference</b>	<b>HH</b>	<b>P2+</b>	<b>P18-34</b>	<b>P18-49</b>	<b>P25-54</b>	<b>P55+</b>
% of Hours More Than +50% diff:	1%	2%	22%	3%	3%	3%
<u>% of Hours More Than -50% diff:</u>	<u>0%</u>	<u>0%</u>	<u>2%</u>	<u>0%</u>	<u>0%</u>	<u>0%</u>
<b>+/- 50% Diff Total (% of Hours):</b>	<b>1%</b>	<b>2%</b>	<b>23%</b>	<b>3%</b>	<b>3%</b>	<b>3%</b>

How to read: BD+P average audience was more than 20% higher than PO average audience on Households for 17% of the total measured hours in the 4-week period and more than 20% lower on P18-34 for 12% of total measured hours.  
 Source: VAB analysis of Nielsen NPower Ratings Analysis Time Period Report data (as of 10/28/25). Live, 4-week period (672 total measured hours); w/o 9/15 – w/o 10/6 (9/15/25 – 10/12/25). Total Day (6a – 6a). Average Audience % Diff: Updated Big Data + Panel (BD+P) vs. National Panel (PO).

# Cable Sports Network #2: Analyzed Hour-by-Hour Average Audience Variations (BD+P vs. PO) Over 4 Weeks in September & October 2025

## Differences in Average Audience (AA) by % of Hours

Big Data + Panel (BD+P) vs. Panel Only (PO)

4-week period (w/o 9/15 – w/o 10/6)

<b>+/- 20% AA Difference</b>	<b>HH</b>	<b>P2+</b>	<b>P18-34</b>	<b>P18-49</b>	<b>P25-54</b>	<b>P55+</b>
% of Hours More Than +20% diff:	40%	41%	25%	41%	42%	35%
<u>% of Hours More Than -20% diff:</u>	<u>10%</u>	<u>10%</u>	<u>11%</u>	<u>15%</u>	<u>14%</u>	<u>12%</u>
<b>+/- 20% Diff Total (% of Hours):</b>	<b>50%</b>	<b>51%</b>	<b>36%</b>	<b>56%</b>	<b>57%</b>	<b>48%</b>
<b>+/- 50% AA Difference</b>	<b>HH</b>	<b>P2+</b>	<b>P18-34</b>	<b>P18-49</b>	<b>P25-54</b>	<b>P55+</b>
% of Hours More Than +50% diff:	19%	20%	16%	25%	28%	20%
<u>% of Hours More Than -50% diff:</u>	<u>3%</u>	<u>2%</u>	<u>5%</u>	<u>4%</u>	<u>2%</u>	<u>3%</u>
<b>+/- 50% Diff Total (% of Hours):</b>	<b>22%</b>	<b>22%</b>	<b>21%</b>	<b>29%</b>	<b>30%</b>	<b>23%</b>

How to read: BD+P average audience was more than 20% higher than PO average audience on Households for 40% of the total measured hours in the 4-week period and more than 20% lower on P18-34 for 11% of total measured hours.

Source: VAB analysis of Nielsen NPower Ratings Analysis Time Period Report data (as of 10/28/25). Live, 4-week period (672 total measured hours); w/o 9/15 – w/o 10/6 (9/15/25 – 10/12/25). Total Day (6a – 6a). Average Audience % Diff: Updated Big Data + Panel (BD+P) vs. National Panel (PO).

# Cable Sports Network #3: Analyzed Hour-by-Hour Average Audience Variations (BD+P vs. PO) Over 4 Weeks in September & October 2025

## Differences in Average Audience (AA) by % of Hours

Big Data + Panel (BD+P) vs. Panel Only (PO)

4-week period (w/o 9/15 – w/o 10/6)

<b>+/- 20% AA Difference</b>	<b>HH</b>	<b>P2+</b>	<b>P18-34</b>	<b>P18-49</b>	<b>P25-54</b>	<b>P55+</b>
% of Hours More Than +20% diff:	52%	50%	35%	50%	47%	55%
<u>% of Hours More Than -20% diff:</u>	<u>1%</u>	<u>1%</u>	<u>21%</u>	<u>10%</u>	<u>9%</u>	<u>3%</u>
<b>+/- 20% Diff Total (% of Hours):</b>	<b>53%</b>	<b>52%</b>	<b>56%</b>	<b>60%</b>	<b>56%</b>	<b>57%</b>
<b>+/- 50% AA Difference</b>	<b>HH</b>	<b>P2+</b>	<b>P18-34</b>	<b>P18-49</b>	<b>P25-54</b>	<b>P55+</b>
% of Hours More Than +50% diff:	15%	15%	25%	33%	24%	18%
<u>% of Hours More Than -50% diff:</u>	<u>0%</u>	<u>0%</u>	<u>8%</u>	<u>1%</u>	<u>1%</u>	<u>0%</u>
<b>+/- 50% Diff Total (% of Hours):</b>	<b>15%</b>	<b>15%</b>	<b>33%</b>	<b>34%</b>	<b>25%</b>	<b>18%</b>

How to read: BD+P average audience was more than 20% higher than PO average audience on Households for 52% of the total measured hours in the 4-week period and more than 20% lower on P18-34 for 21% of total measured hours.

Source: VAB analysis of Nielsen NPower Ratings Analysis Time Period Report data (as of 10/28/25). Live, 4-week period (672 total measured hours); w/o 9/15 – w/o 10/6 (9/15/25 – 10/12/25). Total Day (6a – 6a). Average Audience % Diff: Updated Big Data + Panel (BD+P) vs. National Panel (PO).

# Cable News Network #1: Analyzed Hour-by-Hour Average Audience Variations (BD+P vs. PO) Over 4 Weeks in September & October 2025

## Differences in Average Audience (AA) by % of Hours

Big Data + Panel (BD+P) vs. Panel Only (PO)

4-week period (w/o 9/15 – w/o 10/6)

<b>+/- 20% AA Difference</b>	<b>HH</b>	<b>P2+</b>	<b>P18-34</b>	<b>P18-49</b>	<b>P25-54</b>	<b>P55+</b>
% of Hours More Than +20% diff:	4%	5%	28%	26%	15%	6%
<u>% of Hours More Than -20% diff:</u>	<u>0%</u>	<u>0%</u>	<u>41%</u>	<u>25%</u>	<u>19%</u>	<u>0%</u>
<b>+/- 20% Diff Total (% of Hours):</b>	<b>4%</b>	<b>5%</b>	<b>69%</b>	<b>51%</b>	<b>34%</b>	<b>6%</b>
<b>+/- 50% AA Difference</b>	<b>HH</b>	<b>P2+</b>	<b>P18-34</b>	<b>P18-49</b>	<b>P25-54</b>	<b>P55+</b>
% of Hours More Than +50% diff:	0%	0%	16%	10%	4%	0%
<u>% of Hours More Than -50% diff:</u>	<u>0%</u>	<u>0%</u>	<u>15%</u>	<u>1%</u>	<u>0%</u>	<u>0%</u>
<b>+/- 50% Diff Total (% of Hours):</b>	<b>0%</b>	<b>0%</b>	<b>32%</b>	<b>12%</b>	<b>4%</b>	<b>0%</b>

How to read: BD+P average audience was more than 20% higher than PO average audience on Households for 4% of the total measured hours in the 4-week period and more than 20% lower on P18-34 for 41% of total measured hours.  
 Source: VAB analysis of Nielsen NPower Ratings Analysis Time Period Report data (as of 10/28/25). Live, 4-week period (672 total measured hours): w/o 9/15 – w/o 10/6 (9/15/25 – 10/12/25). Total Day (6a – 6a). Average Audience % Diff: Updated Big Data + Panel (BD+P) vs. National Panel (PO).

# Cable News Network #2: Analyzed Hour-by-Hour Average Audience Variations (BD+P vs. PO) Over 4 Weeks in September & October 2025

## Differences in Average Audience (AA) by % of Hours

Big Data + Panel (BD+P) vs. Panel Only (PO)

4-week period (w/o 9/15 – w/o 10/6)

<b>+/- 20% AA Difference</b>	<b>HH</b>	<b>P2+</b>	<b>P18-34</b>	<b>P18-49</b>	<b>P25-54</b>	<b>P55+</b>
% of Hours More Than +20% diff:	0%	0%	42%	6%	1%	0%
<u>% of Hours More Than -20% diff:</u>	<u>0%</u>	<u>1%</u>	<u>22%</u>	<u>40%</u>	<u>39%</u>	<u>0%</u>
<b>+/- 20% Diff Total (% of Hours):</b>	<b>0%</b>	<b>1%</b>	<b>64%</b>	<b>46%</b>	<b>40%</b>	<b>0%</b>
<b>+/- 50% AA Difference</b>	<b>HH</b>	<b>P2+</b>	<b>P18-34</b>	<b>P18-49</b>	<b>P25-54</b>	<b>P55+</b>
% of Hours More Than +50% diff:	0%	0%	23%	1%	0%	0%
<u>% of Hours More Than -50% diff:</u>	<u>0%</u>	<u>0%</u>	<u>4%</u>	<u>5%</u>	<u>3%</u>	<u>0%</u>
<b>+/- 50% Diff Total (% of Hours):</b>	<b>0%</b>	<b>0%</b>	<b>27%</b>	<b>6%</b>	<b>3%</b>	<b>0%</b>

How to read: BD+P average audience was more than 20% higher than PO average audience on Households for 0% of the total measured hours in the 4-week period and more than 20% lower on P18-34 for 22% of total measured hours.  
 Source: VAB analysis of Nielsen NPower Ratings Analysis Time Period Report data (as of 10/28/25). Live, 4-week period (672 total measured hours): w/o 9/15 – w/o 10/6 (9/15/25 – 10/12/25). Total Day (6a – 6a). Average Audience % Diff: Updated Big Data + Panel (BD+P) vs. National Panel (PO).

# Cable News Network #3: Analyzed Hour-by-Hour Average Audience Variations (BD+P vs. PO) Over 4 Weeks in September & October 2025

## Differences in Average Audience (AA) by % of Hours

Big Data + Panel (BD+P) vs. Panel Only (PO)

4-week period (w/o 9/15 – w/o 10/6)

<b>+/- 20% AA Difference</b>	<b>HH</b>	<b>P2+</b>	<b>P18-34</b>	<b>P18-49</b>	<b>P25-54</b>	<b>P55+</b>
% of Hours More Than +20% diff:	0%	0%	25%	20%	10%	0%
<u>% of Hours More Than -20% diff:</u>	<u>9%</u>	<u>14%</u>	<u>40%</u>	<u>38%</u>	<u>47%</u>	<u>12%</u>
<b>+/- 20% Diff Total (% of Hours):</b>	<b>9%</b>	<b>14%</b>	<b>66%</b>	<b>58%</b>	<b>57%</b>	<b>12%</b>
<b>+/- 50% AA Difference</b>	<b>HH</b>	<b>P2+</b>	<b>P18-34</b>	<b>P18-49</b>	<b>P25-54</b>	<b>P55+</b>
% of Hours More Than +50% diff:	0%	0%	17%	9%	2%	0%
<u>% of Hours More Than -50% diff:</u>	<u>0%</u>	<u>0%</u>	<u>19%</u>	<u>10%</u>	<u>11%</u>	<u>0%</u>
<b>+/- 50% Diff Total (% of Hours):</b>	<b>0%</b>	<b>0%</b>	<b>37%</b>	<b>19%</b>	<b>13%</b>	<b>0%</b>

How to read: BD+P average audience was more than 20% higher than PO average audience on Households for 0% of the total measured hours in the 4-week period and more than 20% lower on P18-34 for 40% of total measured hours.

Source: VAB analysis of Nielsen NPower Ratings Analysis Time Period Report data (as of 10/28/25). Live, 4-week period (672 total measured hours): w/o 9/15 – w/o 10/6 (9/15/25 – 10/12/25). Total Day (6a – 6a). Average Audience % Diff: Updated Big Data + Panel (BD+P) vs. National Panel (PO).

# Cable News Network #4: Analyzed Hour-by-Hour Average Audience Variations (BD+P vs. PO) Over 4 Weeks in September & October 2025

## Differences in Average Audience (AA) by % of Hours

Big Data + Panel (BD+P) vs. Panel Only (PO)

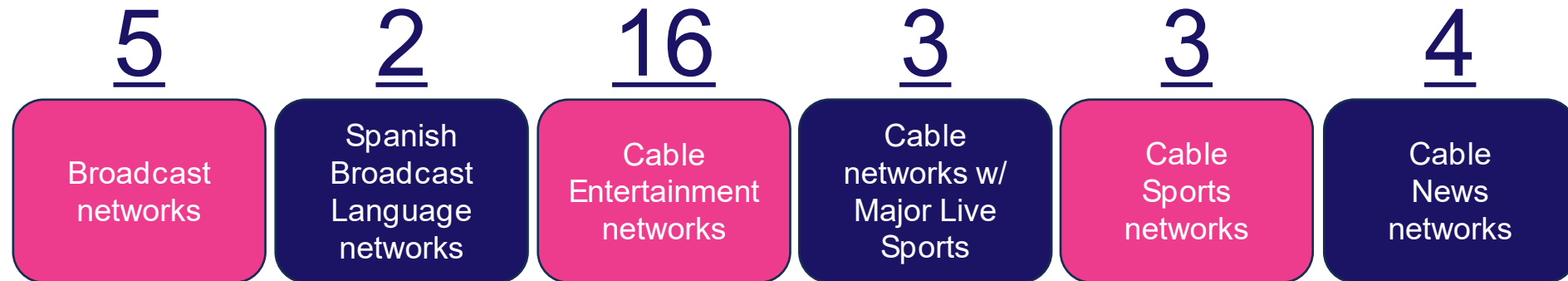
4-week period (w/o 9/15 – w/o 10/6)

<b>+/- 20% AA Difference</b>	<b>HH</b>	<b>P2+</b>	<b>P18-34</b>	<b>P18-49</b>	<b>P25-54</b>	<b>P55+</b>
% of Hours More Than +20% diff:	16%	20%	10%	18%	30%	24%
<u>% of Hours More Than -20% diff:</u>	<u>10%</u>	<u>19%</u>	<u>11%</u>	<u>47%</u>	<u>38%</u>	<u>10%</u>
<b>+/- 20% Diff Total (% of Hours):</b>	<b>26%</b>	<b>39%</b>	<b>21%</b>	<b>65%</b>	<b>67%</b>	<b>34%</b>
<b>+/- 50% AA Difference</b>	<b>HH</b>	<b>P2+</b>	<b>P18-34</b>	<b>P18-49</b>	<b>P25-54</b>	<b>P55+</b>
% of Hours More Than +50% diff:	2%	4%	8%	10%	16%	6%
<u>% of Hours More Than -50% diff:</u>	<u>0%</u>	<u>0%</u>	<u>8%</u>	<u>26%</u>	<u>19%</u>	<u>0%</u>
<b>+/- 50% Diff Total (% of Hours):</b>	<b>2%</b>	<b>5%</b>	<b>15%</b>	<b>36%</b>	<b>35%</b>	<b>6%</b>

How to read: BD+P average audience was more than 20% higher than PO average audience on Households for 16% of the total measured hours in the 4-week period and more than 20% lower on P18-34 for 11% of total measured hours.  
 Source: VAB analysis of Nielsen NPower Ratings Analysis Time Period Report data (as of 10/28/25). Live, 4-week period (672 total measured hours); w/o 9/15 – w/o 10/6 (9/15/25 – 10/12/25). Total Day (6a – 6a). Average Audience % Diff: Updated Big Data + Panel (BD+P) vs. National Panel (PO).



## Appendix #2 - 33 Anonymized Networks Detailed on BD+P vs. PO



**Variance Levels:** We flagged the hourly occurrences where the difference between BD+P vs. PO was **+100% / -75%**

Note: BD+P = Big Data + Panel; PO = Panel Only

# Broadcast Networks: Analyzed Hour-by-Hour Average Audience Variations (BD+P vs. PO) Over 4 Weeks in September & October 2025

## Differences in Average Audience (AA) by # of Hours

Big Data + Panel (BD+P) vs. Panel Only (PO)

4-week period (w/o 9/15 – w/o 10/6)

Broadcast Network #1	HH	P2+	P18-34	P18-49	P25-54	P55+
# of Hours More Than +100% diff:	0	0	11	0	0	0
<u># of Hours More Than -75% diff:</u>	<u>0</u>	<u>0</u>	<u>0</u>	<u>0</u>	<u>0</u>	<u>0</u>
<b>+100% / -75% AA Diff Total:</b>	<b>0</b>	<b>0</b>	<b>11</b>	<b>0</b>	<b>0</b>	<b>0</b>

Broadcast Network #2	HH	P2+	P18-34	P18-49	P25-54	P55+
# of Hours More Than +100% diff:	6	6	21	8	6	6
<u># of Hours More Than -75% diff:</u>	<u>0</u>	<u>0</u>	<u>12</u>	<u>1</u>	<u>0</u>	<u>0</u>
<b>+100% / -75% AA Diff Total:</b>	<b>6</b>	<b>6</b>	<b>33</b>	<b>9</b>	<b>6</b>	<b>6</b>

How to read: BD+P average audience was more than 100% higher than PO average audience on P18-34 for 11 of the total measured hours in the 4-week period for 'Broadcast Network #1.'

Source: VAB analysis of Nielsen NPower Ratings Analysis Time Period Report data (as of 10/28/25). Live. 4-week period: w/o 9/15 – w/o 10/6 (9/15/25 – 10/12/25). Total Day (6a – 6a). Average Audience % Diff: Updated Big Data + Panel (BD+P) vs. National Panel (PO).

# Broadcast Networks: Analyzed Hour-by-Hour Average Audience Variations (BD+P vs. PO) Over 4 Weeks in September & October 2025

## Differences in Average Audience (AA) by # of Hours

Big Data + Panel (BD+P) vs. Panel Only (PO)

4-week period (w/o 9/15 – w/o 10/6)

Broadcast Network #3	HH	P2+	P18-34	P18-49	P25-54	P55+
# of Hours More Than +100% diff:	0	1	10	1	0	0
<u># of Hours More Than -75% diff:</u>	<u>0</u>	<u>0</u>	<u>6</u>	<u>0</u>	<u>0</u>	<u>0</u>
<b>+100% / -75% AA Diff Total:</b>	<b>0</b>	<b>1</b>	<b>16</b>	<b>1</b>	<b>0</b>	<b>0</b>

Broadcast Network #4	HH	P2+	P18-34	P18-49	P25-54	P55+
# of Hours More Than +100% diff:	8	13	32	14	13	7
<u># of Hours More Than -75% diff:</u>	<u>0</u>	<u>0</u>	<u>5</u>	<u>0</u>	<u>0</u>	<u>0</u>
<b>+100% / -75% AA Diff Total:</b>	<b>8</b>	<b>13</b>	<b>37</b>	<b>14</b>	<b>13</b>	<b>7</b>

How to read: BD+P average audience was more than 100% higher than PO average audience on P18-34 for 10 of the total measured hours in the 4-week period for 'Broadcast Network #3.'

Source: VAB analysis of Nielsen NPower Ratings Analysis Time Period Report data (as of 10/28/25). Live. 4-week period: w/o 9/15 – w/o 10/6 (9/15/25 – 10/12/25). Total Day (6a – 6a). Average Audience % Diff: Updated Big Data + Panel (BD+P) vs. National Panel (PO).

# Broadcast Networks: Analyzed Hour-by-Hour Average Audience Variations (BD+P vs. PO) Over 4 Weeks in September & October 2025

## Differences in Average Audience (AA) by # of Hours

### Big Data + Panel (BD+P) vs. Panel Only (PO)

4-week period (w/o 9/15 – w/o 10/6)

Broadcast Network #5	HH	P2+	P18-34	P18-49	P25-54	P55+
# of Hours More Than +100% diff:	0	0	52	5	2	0
<u># of Hours More Than -75% diff:</u>	<u>0</u>	<u>0</u>	<u>19</u>	<u>0</u>	<u>2</u>	<u>0</u>
<b>+100% / -75% AA Diff Total:</b>	<b>0</b>	<b>0</b>	<b>71</b>	<b>5</b>	<b>4</b>	<b>0</b>

How to read: BD+P average audience was more than 100% higher than PO average audience on P18-34 for 52 of the total measured hours in the 4-week period for 'Broadcast Network #5.'

Source: VAB analysis of Nielsen NPower Ratings Analysis Time Period Report data (as of 10/28/25). Live. 4-week period: w/o 9/15 – w/o 10/6 (9/15/25 – 10/12/25). Total Day (6a – 6a). Average Audience % Diff: Updated Big Data + Panel (BD+P) vs. National Panel (PO).

# Spanish Language Networks: Analyzed Hour-by-Hour Average Audience Variations (BD+P vs. PO) Over 4 Weeks in September & October 2025

## Differences in Average Audience (AA) by # of Hours

Big Data + Panel (BD+P) vs. Panel Only (PO)

4-week period (w/o 9/15 – w/o 10/6)

Spanish Language Network #1	HH	P2+	P18-34	P18-49	P25-54	P55+
# of Hours More Than +100% diff:	2	5	55	31	13	12
<u># of Hours More Than -75% diff:</u>	<u>0</u>	<u>0</u>	<u>8</u>	<u>7</u>	<u>1</u>	<u>0</u>
<b>+100% / -75% AA Diff Total:</b>	<b>2</b>	<b>5</b>	<b>63</b>	<b>38</b>	<b>14</b>	<b>12</b>

Spanish Language Network #2	HH	P2+	P18-34	P18-49	P25-54	P55+
# of Hours More Than +100% diff:	0	5	60	10	5	31
<u># of Hours More Than -75% diff:</u>	<u>0</u>	<u>0</u>	<u>4</u>	<u>2</u>	<u>3</u>	<u>0</u>
<b>+100% / -75% AA Diff Total:</b>	<b>0</b>	<b>5</b>	<b>64</b>	<b>12</b>	<b>8</b>	<b>31</b>

How to read: BD+P average audience was more than 100% higher than PO average audience on P18-34 for 55 of the total measured hours in the 4-week period for 'Spanish Language Network #1.'

Source: VAB analysis of Nielsen NPower Ratings Analysis Time Period Report data (as of 10/28/25). Live. 4-week period: w/o 9/15 – w/o 10/6 (9/15/25 – 10/12/25). Total Day (6a – 6a). Average Audience % Diff: Updated Big Data + Panel (BD+P) vs. National Panel (PO).

# Cable Entertainment Networks: Analyzed Hour-by-Hour Average Audience Variations (BD+P vs. PO) Over 4 Weeks in September & October 2025

## Differences in Average Audience (AA) by # of Hours

Big Data + Panel (BD+P) vs. Panel Only (PO)

4-week period (w/o 9/15 – w/o 10/6)

Cable Entertainment Net #1	HH	P2+	P18-34	P18-49	P25-54	P55+
# of Hours More Than +100% diff:	0	0	8	0	0	1
<u># of Hours More Than -75% diff:</u>	<u>0</u>	<u>0</u>	<u>3</u>	<u>1</u>	<u>0</u>	<u>0</u>
<b>+100% / -75% AA Diff Total:</b>	<b>0</b>	<b>0</b>	<b>11</b>	<b>1</b>	<b>0</b>	<b>1</b>

Cable Entertainment Net #2	HH	P2+	P18-34	P18-49	P25-54	P55+
# of Hours More Than +100% diff:	0	0	47	14	1	2
<u># of Hours More Than -75% diff:</u>	<u>0</u>	<u>0</u>	<u>18</u>	<u>3</u>	<u>0</u>	<u>0</u>
<b>+100% / -75% AA Diff Total:</b>	<b>0</b>	<b>0</b>	<b>65</b>	<b>17</b>	<b>1</b>	<b>2</b>

How to read: BD+P average audience was more than 100% higher than PO average audience on P18-34 for 8 of the total measured hours in the 4-week period for 'Cable Entertainment Net #1.'

Source: VAB analysis of Nielsen NPower Ratings Analysis Time Period Report data (as of 10/28/25). Live. 4-week period: w/o 9/15 – w/o 10/6 (9/15/25 – 10/12/25). Total Day (6a – 6a). Average Audience % Diff: Updated Big Data + Panel (BD+P) vs. National Panel (PO).

# Cable Entertainment Networks: Analyzed Hour-by-Hour Average Audience Variations (BD+P vs. PO) Over 4 Weeks in September & October 2025

## Differences in Average Audience (AA) by # of Hours

Big Data + Panel (BD+P) vs. Panel Only (PO)

4-week period (w/o 9/15 – w/o 10/6)

Cable Entertainment Net #3	HH	P2+	P18-34	P18-49	P25-54	P55+
# of Hours More Than +100% diff:	0	1	44	31	4	8
<u># of Hours More Than -75% diff:</u>	<u>0</u>	<u>0</u>	<u>47</u>	<u>9</u>	<u>3</u>	<u>0</u>
<b>+100% / -75% AA Diff Total:</b>	<b>0</b>	<b>1</b>	<b>91</b>	<b>40</b>	<b>7</b>	<b>8</b>

Cable Entertainment Net #4	HH	P2+	P18-34	P18-49	P25-54	P55+
# of Hours More Than +100% diff:	0	2	23	15	17	5
<u># of Hours More Than -75% diff:</u>	<u>0</u>	<u>0</u>	<u>4</u>	<u>0</u>	<u>0</u>	<u>0</u>
<b>+100% / -75% AA Diff Total:</b>	<b>0</b>	<b>2</b>	<b>27</b>	<b>15</b>	<b>17</b>	<b>5</b>

How to read: BD+P average audience was more than 100% higher than PO average audience on P18-34 for 44 of the total measured hours in the 4-week period for 'Cable Entertainment Net #3.'  
 Source: VAB analysis of Nielsen NPower Ratings Analysis Time Period Report data (as of 10/28/25). Live. 4-week period: w/o 9/15 – w/o 10/6 (9/15/25 – 10/12/25). Total Day (6a – 6a). Average Audience % Diff: Updated Big Data + Panel (BD+P) vs. National Panel (PO).

# Cable Entertainment Networks: Analyzed Hour-by-Hour Average Audience Variations (BD+P vs. PO) Over 4 Weeks in September & October 2025

## Differences in Average Audience (AA) by # of Hours

Big Data + Panel (BD+P) vs. Panel Only (PO)

4-week period (w/o 9/15 – w/o 10/6)

Cable Entertainment Net #5	HH	P2+	P18-34	P18-49	P25-54	P55+
# of Hours More Than +100% diff:	0	0	37	5	3	19
<u># of Hours More Than -75% diff:</u>	<u>0</u>	<u>0</u>	<u>14</u>	<u>2</u>	<u>0</u>	<u>0</u>
<b>+100% / -75% AA Diff Total:</b>	<b>0</b>	<b>0</b>	<b>51</b>	<b>7</b>	<b>3</b>	<b>19</b>

Cable Entertainment Net #6	HH	P2+	P18-34	P18-49	P25-54	P55+
# of Hours More Than +100% diff:	0	1	22	37	23	2
<u># of Hours More Than -75% diff:</u>	<u>0</u>	<u>0</u>	<u>42</u>	<u>4</u>	<u>2</u>	<u>0</u>
<b>+100% / -75% AA Diff Total:</b>	<b>0</b>	<b>1</b>	<b>64</b>	<b>41</b>	<b>25</b>	<b>2</b>

How to read: BD+P average audience was more than 100% higher than PO average audience on P18-34 for 37 of the total measured hours in the 4-week period for 'Cable Entertainment Net #5.'

Source: VAB analysis of Nielsen NPower Ratings Analysis Time Period Report data (as of 10/28/25). Live. 4-week period: w/o 9/15 – w/o 10/6 (9/15/25 – 10/12/25). Total Day (6a – 6a). Average Audience % Diff: Updated Big Data + Panel (BD+P) vs. National Panel (PO).

# Cable Entertainment Networks: Analyzed Hour-by-Hour Average Audience Variations (BD+P vs. PO) Over 4 Weeks in September & October 2025

## Differences in Average Audience (AA) by # of Hours

Big Data + Panel (BD+P) vs. Panel Only (PO)

4-week period (w/o 9/15 – w/o 10/6)

Cable Entertainment Net #7	HH	P2+	P18-34	P18-49	P25-54	P55+
# of Hours More Than +100% diff:	0	1	81	25	11	0
<u># of Hours More Than -75% diff:</u>	<u>0</u>	<u>0</u>	<u>22</u>	<u>4</u>	<u>2</u>	<u>0</u>
<b>+100% / -75% AA Diff Total:</b>	<b>0</b>	<b>1</b>	<b>103</b>	<b>29</b>	<b>13</b>	<b>0</b>

Cable Entertainment Net #8	HH	P2+	P18-34	P18-49	P25-54	P55+
# of Hours More Than +100% diff:	0	0	55	13	10	1
<u># of Hours More Than -75% diff:</u>	<u>0</u>	<u>0</u>	<u>21</u>	<u>1</u>	<u>1</u>	<u>0</u>
<b>+100% / -75% AA Diff Total:</b>	<b>0</b>	<b>0</b>	<b>76</b>	<b>14</b>	<b>11</b>	<b>1</b>

How to read: BD+P average audience was more than 100% higher than PO average audience on P18-34 for 81 of the total measured hours in the 4-week period for 'Cable Entertainment Net #7.'

Source: VAB analysis of Nielsen NPower Ratings Analysis Time Period Report data (as of 10/28/25). Live. 4-week period: w/o 9/15 – w/o 10/6 (9/15/25 – 10/12/25). Total Day (6a – 6a). Average Audience % Diff: Updated Big Data + Panel (BD+P) vs. National Panel (PO).

# Cable Entertainment Networks: Analyzed Hour-by-Hour Average Audience Variations (BD+P vs. PO) Over 4 Weeks in September & October 2025

## Differences in Average Audience (AA) by # of Hours

Big Data + Panel (BD+P) vs. Panel Only (PO)

4-week period (w/o 9/15 – w/o 10/6)

Cable Entertainment Net #9	HH	P2+	P18-34	P18-49	P25-54	P55+
# of Hours More Than +100% diff:	7	8	4	34	39	8
<u># of Hours More Than -75% diff:</u>	<u>0</u>	<u>0</u>	<u>65</u>	<u>49</u>	<u>37</u>	<u>0</u>
<b>+100% / -75% AA Diff Total:</b>	<b>7</b>	<b>8</b>	<b>69</b>	<b>83</b>	<b>76</b>	<b>8</b>

Cable Entertainment Net #10	HH	P2+	P18-34	P18-49	P25-54	P55+
# of Hours More Than +100% diff:	0	0	53	14	6	0
<u># of Hours More Than -75% diff:</u>	<u>0</u>	<u>0</u>	<u>6</u>	<u>4</u>	<u>5</u>	<u>0</u>
<b>+100% / -75% AA Diff Total:</b>	<b>0</b>	<b>0</b>	<b>59</b>	<b>18</b>	<b>11</b>	<b>0</b>

How to read: BD+P average audience was more than 100% higher than PO average audience on P18-34 for 4 of the total measured hours in the 4-week period for 'Cable Entertainment Net #9.'

Source: VAB analysis of Nielsen NPower Ratings Analysis Time Period Report data (as of 10/28/25). Live. 4-week period: w/o 9/15 – w/o 10/6 (9/15/25 – 10/12/25). Total Day (6a – 6a). Average Audience % Diff: Updated Big Data + Panel (BD+P) vs. National Panel (PO).

# Cable Entertainment Networks: Analyzed Hour-by-Hour Average Audience Variations (BD+P vs. PO) Over 4 Weeks in September & October 2025

## Differences in Average Audience (AA) by # of Hours

Big Data + Panel (BD+P) vs. Panel Only (PO)

4-week period (w/o 9/15 – w/o 10/6)

Cable Entertainment Net #11	HH	P2+	P18-34	P18-49	P25-54	P55+
# of Hours More Than +100% diff:	0	0	93	25	12	0
<u># of Hours More Than -75% diff:</u>	<u>0</u>	<u>0</u>	<u>12</u>	<u>1</u>	<u>0</u>	<u>0</u>
<b>+100% / -75% AA Diff Total:</b>	<b>0</b>	<b>0</b>	<b>105</b>	<b>26</b>	<b>12</b>	<b>0</b>

Cable Entertainment Net #12	HH	P2+	P18-34	P18-49	P25-54	P55+
# of Hours More Than +100% diff:	0	0	101	109	50	0
<u># of Hours More Than -75% diff:</u>	<u>0</u>	<u>0</u>	<u>4</u>	<u>0</u>	<u>0</u>	<u>0</u>
<b>+100% / -75% AA Diff Total:</b>	<b>0</b>	<b>0</b>	<b>105</b>	<b>109</b>	<b>50</b>	<b>0</b>

How to read: BD+P average audience was more than 100% higher than PO average audience on P18-34 for 93 of the total measured hours in the 4-week period for 'Cable Entertainment Net #11.'  
 Source: VAB analysis of Nielsen NPower Ratings Analysis Time Period Report data (as of 10/28/25). Live. 4-week period: w/o 9/15 – w/o 10/6 (9/15/25 – 10/12/25). Total Day (6a – 6a). Average Audience % Diff: Updated Big Data + Panel (BD+P) vs. National Panel (PO).

# Cable Entertainment Networks: Analyzed Hour-by-Hour Average Audience Variations (BD+P vs. PO) Over 4 Weeks in September & October 2025

## Differences in Average Audience (AA) by # of Hours

Big Data + Panel (BD+P) vs. Panel Only (PO)

4-week period (w/o 9/15 – w/o 10/6)

Cable Entertainment Net #13	HH	P2+	P18-34	P18-49	P25-54	P55+
# of Hours More Than +100% diff:	0	0	48	6	5	0
<u># of Hours More Than -75% diff:</u>	<u>0</u>	<u>0</u>	<u>63</u>	<u>0</u>	<u>0</u>	<u>0</u>
<b>+100% / -75% AA Diff Total:</b>	<b>0</b>	<b>0</b>	<b>111</b>	<b>6</b>	<b>5</b>	<b>0</b>

Cable Entertainment Net #14	HH	P2+	P18-34	P18-49	P25-54	P55+
# of Hours More Than +100% diff:	0	0	41	1	1	1
<u># of Hours More Than -75% diff:</u>	<u>0</u>	<u>0</u>	<u>0</u>	<u>0</u>	<u>0</u>	<u>0</u>
<b>+100% / -75% AA Diff Total:</b>	<b>0</b>	<b>0</b>	<b>41</b>	<b>1</b>	<b>1</b>	<b>1</b>

How to read: BD+P average audience was more than 100% higher than PO average audience on P18-34 for 48 of the total measured hours in the 4-week period for 'Cable Entertainment Net #13.'  
 Source: VAB analysis of Nielsen NPower Ratings Analysis Time Period Report data (as of 10/28/25). Live. 4-week period: w/o 9/15 – w/o 10/6 (9/15/25 – 10/12/25). Total Day (6a – 6a). Average Audience % Diff: Updated Big Data + Panel (BD+P) vs. National Panel (PO).



# Cable Entertainment Networks: Analyzed Hour-by-Hour Average Audience Variations (BD+P vs. PO) Over 4 Weeks in September & October 2025

## Differences in Average Audience (AA) by # of Hours

Big Data + Panel (BD+P) vs. Panel Only (PO)

4-week period (w/o 9/15 – w/o 10/6)

Cable Entertainment Net #15	HH	P2+	P18-34	P18-49	P25-54	P55+
# of Hours More Than +100% diff:	0	1	45	26	8	13
<u># of Hours More Than -75% diff:</u>	<u>0</u>	<u>0</u>	<u>39</u>	<u>5</u>	<u>4</u>	<u>0</u>
<b>+100% / -75% AA Diff Total:</b>	<b>0</b>	<b>1</b>	<b>84</b>	<b>31</b>	<b>12</b>	<b>13</b>

Cable Entertainment Net #16	HH	P2+	P18-34	P18-49	P25-54	P55+
# of Hours More Than +100% diff:	0	0	47	31	14	2
<u># of Hours More Than -75% diff:</u>	<u>0</u>	<u>0</u>	<u>31</u>	<u>2</u>	<u>0</u>	<u>0</u>
<b>+100% / -75% AA Diff Total:</b>	<b>0</b>	<b>0</b>	<b>78</b>	<b>33</b>	<b>14</b>	<b>2</b>

How to read: BD+P average audience was more than 100% higher than PO average audience on P18-34 for 45 of the total measured hours in the 4-week period for 'Cable Entertainment Net #15.'  
 Source: VAB analysis of Nielsen NPower Ratings Analysis Time Period Report data (as of 10/28/25). Live. 4-week period: w/o 9/15 – w/o 10/6 (9/15/25 – 10/12/25). Total Day (6a – 6a). Average Audience % Diff: Updated Big Data + Panel (BD+P) vs. National Panel (PO).

# Cable Networks w/ Major Live Sports: Analyzed Hour-by-Hour Average Audience Variations (BD+P vs. PO) Over 4 Weeks in Sept & Oct 2025

## Differences in Average Audience (AA) by # of Hours

Big Data + Panel (BD+P) vs. Panel Only (PO)

4-week period (w/o 9/15 – w/o 10/6)

Cable Net w/ Live Sports #1	HH	P2+	P18-34	P18-49	P25-54	P55+
# of Hours More Than +100% diff:	0	0	86	4	3	0
<u># of Hours More Than -75% diff:</u>	<u>0</u>	<u>0</u>	<u>1</u>	<u>3</u>	<u>0</u>	<u>0</u>
<b>+100% / -75% AA Diff Total:</b>	<b>0</b>	<b>0</b>	<b>87</b>	<b>7</b>	<b>3</b>	<b>0</b>

Cable Net w/ Live Sports #2	HH	P2+	P18-34	P18-49	P25-54	P55+
# of Hours More Than +100% diff:	0	0	62	19	7	4
<u># of Hours More Than -75% diff:</u>	<u>0</u>	<u>0</u>	<u>28</u>	<u>4</u>	<u>1</u>	<u>0</u>
<b>+100% / -75% AA Diff Total:</b>	<b>0</b>	<b>0</b>	<b>90</b>	<b>23</b>	<b>8</b>	<b>4</b>

How to read: BD+P average audience was more than 100% higher than PO average audience on P18-34 for 86 of the total measured hours in the 4-week period for 'Cable Network w/ Major Live Sports #1.'

Source: VAB analysis of Nielsen NPower Ratings Analysis Time Period Report data (as of 10/28/25). Live. 4-week period: w/o 9/15 – w/o 10/6 (9/15/25 – 10/12/25). Total Day (6a – 6a). Average Audience % Diff: Updated Big Data + Panel (BD+P) vs. National Panel (PO).

# Cable Networks w/ Major Live Sports: Analyzed Hour-by-Hour Average Audience Variations (BD+P vs. PO) Over 4 Weeks in Sept & Oct 2025

## Differences in Average Audience (AA) by # of Hours

Big Data + Panel (BD+P) vs. Panel Only (PO)

4-week period (w/o 9/15 – w/o 10/6)

Cable Net w/ Live Sports #3	HH	P2+	P18-34	P18-49	P25-54	P55+
# of Hours More Than +100% diff:	0	0	45	9	0	0
<u># of Hours More Than -75% diff:</u>	<u>0</u>	<u>0</u>	<u>40</u>	<u>3</u>	<u>0</u>	<u>0</u>
<b>+100% / -75% AA Diff Total:</b>	<b>0</b>	<b>0</b>	<b>85</b>	<b>12</b>	<b>0</b>	<b>0</b>

How to read: BD+P average audience was more than 100% higher than PO average audience on P18-34 for 45 of the total measured hours in the 4-week period for 'Cable Network w/ Major Live Sports #3.'

Source: VAB analysis of Nielsen NPower Ratings Analysis Time Period Report data (as of 10/28/25). Live. 4-week period: w/o 9/15 – w/o 10/6 (9/15/25 – 10/12/25). Total Day (6a – 6a). Average Audience % Diff: Updated Big Data + Panel (BD+P) vs. National Panel (PO).

# Cable Sports Networks: Analyzed Hour-by-Hour Average Audience Variations (BD+P vs. PO) Over 4 Weeks in September & October 2025

## Differences in Average Audience (AA) by # of Hours

Big Data + Panel (BD+P) vs. Panel Only (PO)

4-week period (w/o 9/15 – w/o 10/6)

Cable Sports Network #1	HH	P2+	P18-34	P18-49	P25-54	P55+
# of Hours More Than +100% diff:	0	0	44	2	1	1
<u># of Hours More Than -75% diff:</u>	<u>0</u>	<u>0</u>	<u>0</u>	<u>0</u>	<u>0</u>	<u>0</u>
<b>+100% / -75% AA Diff Total:</b>	<b>0</b>	<b>0</b>	<b>44</b>	<b>2</b>	<b>1</b>	<b>1</b>

Cable Sports Network #2	HH	P2+	P18-34	P18-49	P25-54	P55+
# of Hours More Than +100% diff:	37	54	47	60	70	52
<u># of Hours More Than -75% diff:</u>	<u>2</u>	<u>1</u>	<u>14</u>	<u>7</u>	<u>4</u>	<u>1</u>
<b>+100% / -75% AA Diff Total:</b>	<b>39</b>	<b>55</b>	<b>61</b>	<b>67</b>	<b>74</b>	<b>53</b>

How to read: BD+P average audience was more than 100% higher than PO average audience on P18-34 for 44 of the total measured hours in the 4-week period for 'Cable Sports Network #1.'

Source: VAB analysis of Nielsen NPower Ratings Analysis Time Period Report data (as of 10/28/25). Live. 4-week period: w/o 9/15 – w/o 10/6 (9/15/25 – 10/12/25). Total Day (6a – 6a). Average Audience % Diff: Updated Big Data + Panel (BD+P) vs. National Panel (PO).

# Cable Sports Networks: Analyzed Hour-by-Hour Average Audience Variations (BD+P vs. PO) Over 4 Weeks in September & October 2025

## Differences in Average Audience (AA) by # of Hours

Big Data + Panel (BD+P) vs. Panel Only (PO)

4-week period (w/o 9/15 – w/o 10/6)

Cable Sports Network #3	HH	P2+	P18-34	P18-49	P25-54	P55+
# of Hours More Than +100% diff:	6	13	68	92	56	29
<u># of Hours More Than -75% diff:</u>	<u>0</u>	<u>0</u>	<u>18</u>	<u>0</u>	<u>0</u>	<u>0</u>
<b>+100% / -75% AA Diff Total:</b>	<b>6</b>	<b>13</b>	<b>86</b>	<b>92</b>	<b>56</b>	<b>29</b>

How to read: BD+P average audience was more than 100% higher than PO average audience on P18-34 for 68 of the total measured hours in the 4-week period for 'Cable Sports Network #3.'

Source: VAB analysis of Nielsen NPower Ratings Analysis Time Period Report data (as of 10/28/25). Live. 4-week period: w/o 9/15 – w/o 10/6 (9/15/25 – 10/12/25). Total Day (6a – 6a). Average Audience % Diff: Updated Big Data + Panel (BD+P) vs. National Panel (PO).

# Cable News Networks: Analyzed Hour-by-Hour Average Audience Variations (BD+P vs. PO) Over 4 Weeks in September & October 2025

## Differences in Average Audience (AA) by # of Hours

Big Data + Panel (BD+P) vs. Panel Only (PO)

4-week period (w/o 9/15 – w/o 10/6)

Cable News Network #1	HH	P2+	P18-34	P18-49	P25-54	P55+
# of Hours More Than +100% diff:	0	0	45	22	9	0
<u># of Hours More Than -75% diff:</u>	<u>0</u>	<u>0</u>	<u>11</u>	<u>0</u>	<u>0</u>	<u>0</u>
<b>+100% / -75% AA Diff Total:</b>	<b>0</b>	<b>0</b>	<b>56</b>	<b>22</b>	<b>9</b>	<b>0</b>

Cable News Network #2	HH	P2+	P18-34	P18-49	P25-54	P55+
# of Hours More Than +100% diff:	0	0	73	0	0	0
<u># of Hours More Than -75% diff:</u>	<u>0</u>	<u>0</u>	<u>1</u>	<u>0</u>	<u>0</u>	<u>0</u>
<b>+100% / -75% AA Diff Total:</b>	<b>0</b>	<b>0</b>	<b>74</b>	<b>0</b>	<b>0</b>	<b>0</b>

How to read: BD+P average audience was more than 100% higher than PO average audience on P18-34 for 45 of the total measured hours in the 4-week period for 'Cable News Network #1.'

Source: VAB analysis of Nielsen NPower Ratings Analysis Time Period Report data (as of 10/28/25). Live. 4-week period: w/o 9/15 – w/o 10/6 (9/15/25 – 10/12/25). Total Day (6a – 6a). Average Audience % Diff: Updated Big Data + Panel (BD+P) vs. National Panel (PO).

# Cable News Networks: Analyzed Hour-by-Hour Average Audience Variations (BD+P vs. PO) Over 4 Weeks in September & October 2025

## Differences in Average Audience (AA) by # of Hours

Big Data + Panel (BD+P) vs. Panel Only (PO)

4-week period (w/o 9/15 – w/o 10/6)

Cable News Network #3	HH	P2+	P18-34	P18-49	P25-54	P55+
# of Hours More Than +100% diff:	0	0	47	13	4	0
<u># of Hours More Than -75% diff:</u>	<u>0</u>	<u>0</u>	<u>46</u>	<u>3</u>	<u>12</u>	<u>0</u>
<b>+100% / -75% AA Diff Total:</b>	<b>0</b>	<b>0</b>	<b>93</b>	<b>16</b>	<b>16</b>	<b>0</b>

Cable News Network #4	HH	P2+	P18-34	P18-49	P25-54	P55+
# of Hours More Than +100% diff:	0	2	18	22	30	6
<u># of Hours More Than -75% diff:</u>	<u>0</u>	<u>0</u>	<u>45</u>	<u>17</u>	<u>8</u>	<u>0</u>
<b>+100% / -75% AA Diff Total:</b>	<b>0</b>	<b>2</b>	<b>63</b>	<b>39</b>	<b>38</b>	<b>6</b>

How to read: BD+P average audience was more than 100% higher than PO average audience on P18-34 for 47 of the total measured hours in the 4-week period for 'Cable News Network #3.'

Source: VAB analysis of Nielsen NPower Ratings Analysis Time Period Report data (as of 10/28/25). Live. 4-week period: w/o 9/15 – w/o 10/6 (9/15/25 – 10/12/25). Total Day (6a – 6a). Average Audience % Diff: Updated Big Data + Panel (BD+P) vs. National Panel (PO).

# About VAB

VAB plays a dual role in the video advertising industry. We are leading the change to bring about a more innovative and transparent marketplace. We also provide the insights and thought leadership that enables marketers to develop business-driving marketing strategies.

Drawing on our marketing expertise, we **simplify** the complexities in our industry and **discover** new insights that **transform** the way marketers look at their media strategy.



We are committed to your business growth and proud to offer VAB members, brand marketers and agencies ***complimentary access*** to our continuously-growing Insights library. **Get immediate access at [theVAB.com](https://theVAB.com).**

