
December 2025

Anonymized Look on How Currency Vendors See Key Audiences



(Anonymized) Comparative Looks at How Three “Big Data” Currency Vendors See Crucial Audiences

Three Vendors on HH & P25-54 Trends:

You will see TWO are in very tight agreement, and one is a negative outlier (particularly on P25-54)

Age Composition Analytics of THREE Vendors on P55+ & P25-54 Trends:

You will see TWO are in much tighter range, while one is a divergent outlier (very heavy P55+)

What Having Multiple Big Data Currency Options Might Look Like:

Broadcast + Cable, All Genres, All Languages

“Vendor A”

HH Audience
(000)

2023	2024	2025	2025 vs. 2023
24,290	22,864	20,279	-4,011

Diff +/-

-1,426 -2,585

% Diff +/-

-5.9% -11.3% -16.5%

P25-54 Aud.
(000)

2023	2024	2025	2025 vs. 2023
7,505	6,539	5,446	-2,059

Diff +/-

-964 -1,093

% Diff +/-

-12.9% -16.7% -27.4%

What Having Multiple Big Data Currency Options Might Look Like:

Broadcast + Cable, All Genres, All Languages

“Vendor B”

HH Audience
(000)

2023	2024	2025	2025 vs. 2023
29,424	27,897	27,223	-2,201

Diff +/-

-1,527 -647

% Diff +/-

-5.2% -2.4% -7.5%

P25-54 Aud.
(000)

2023	2024	2025	2025 vs. 2023
13,191	11,646	10,843	-2,348

Diff +/-

-1,545 -803

% Diff +/-

-11.7% -6.9% -17.8%

What Having Multiple Big Data Currency Options Might Look Like:

Broadcast + Cable, All Genres, All Languages

“Vendor C”

HH Audience
(000)

	2023	2024	2025	2025 vs. 2023
HH Audience # (000)	29,007	27,223	26,245	-2,762

Diff +/-

-1,784 -978

% Diff +/-

-6.2% -3.6% -9.5%

P25-54 Aud.
(000)

	2023	2024	2025	2025 vs. 2023
P25-54 Aud. # (000)	14,193	12,826	11,930	-2,263

Diff +/-

-1,367 -896

% Diff +/-

-9.6% -7.0% -15.9%

What Having Multiple Big Data Currency Options Might Look Like:

Cable Only, All Genres, All Languages

“Vendor A”

	2023	2024	2025	2025 vs. 2023
HH Audience # (000)	14,475	13,183	11,216	-3,259
# Diff +/-		-1,292	-1,967	
% Diff +/-		-8.9%	-14.9%	-22.5%
P25-54 Aud. # (000)	4,808	4,021	3,168	-1,640
# Diff +/-		-787	-853	
% Diff +/-		-16.4%	-21.2%	-34.1%

What Having Multiple Big Data Currency Options Might Look Like:

Cable Only, All Genres, All Languages

“Vendor B”

	2023	2024	2025	2025 vs. 2023
HH Audience # (000)	15,912	14,626	13,603	-2,309
# Diff +/-		-1,286	-1,023	
% Diff +/-		-8.1%	-7.0%	-14.5%
P25-54 Aud. # (000)	7,041	6,129	5,396	-1,645
# Diff +/-		-912	-773	
% Diff +/-		-12.9%	-12.0%	-23.4%

What Having Multiple Big Data Currency Options Might Look Like:

Cable Only, All Genres, All Languages

“Vendor C”

	2023	2024	2025	2025 vs. 2023
HH Audience # (000)	13,652	12,619	11,796	-1,856
# Diff +/-		-1,033	-823	
% Diff +/-		-7.6%	-6.5%	-13.6%
P25-54 Aud. # (000)	6,685	6,020	5,293	-1,393
# Diff +/-		-665	-727	
% Diff +/-		-10.0%	-12.1%	-20.8%

What Having Multiple Big Data Currency Options Might Look Like:

Broadcast Only, All Genres, All Languages

“Vendor A”

HH Audience
(000)

2023

2024

2025

2025
vs.
2023

9,815

9,681

9,063

-752

Diff +/-

-134

-618

-7.7%

% Diff +/-

-1.4%

-6.4%

P25-54 Aud.
(000)

2023

2024

2025

2,695

2,518

2,278

-417

Diff +/-

-177

-240

% Diff +/-

-6.6%

-9.5%

-15.5%

What Having Multiple Big Data Currency Options Might Look Like:

Broadcast Only, All Genres, All Languages

“Vendor B”

HH Audience
(000)

2023	2024	2025	2025 vs. 2023
13,489	13,277	13,622	+132

Diff +/-

-212 +344

% Diff +/-

-1.6% +2.6 +1.0%

P25-54 Aud.
(000)

2023	2024	2025	2025 vs. 2023
6,136	5,524	5,449	-688

Diff +/-

-612 -75

% Diff +/-

-10.0% -1.4% -11.2%

What Having Multiple Big Data Currency Options Might Look Like:

Broadcast Only, All Genres, All Languages

“Vendor C”

HH Audience
(000)

	2023	2024	2025	2025 vs. 2023
HH Audience # (000)	15,355	14,604	14,449	-907

Diff +/-

-751 -156

% Diff +/-

-4.9% -1.1% -5.9%

P25-54 Aud.
(000)

	2023	2024	2025	2025 vs. 2023
P25-54 Aud. # (000)	7,507	6,806	6,637	-870

Diff +/-

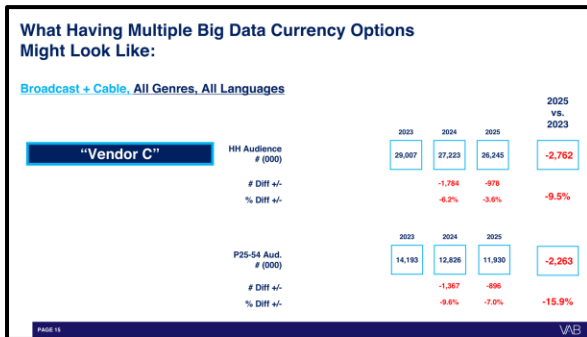
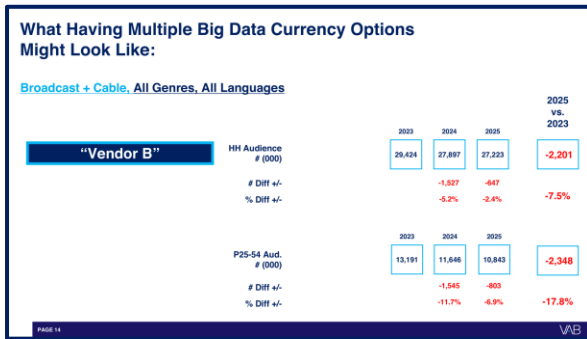
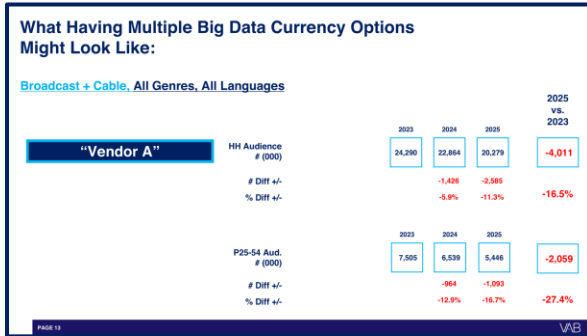
-702 -168

% Diff +/-

-9.3% -2.5% -11.6%

A Powerful 2025 Story - Three Anonymized Vendors on 25-54

There were always two in pretty tight agreement - and one severe negative outlier:



**Vendors
B&C
Within:**

**B&C Avg.
% Higher
Versus A:**

2025 Cable-Only (P25-54):

1.9%

+67%

2025 Broadcast + Cable (P25-54):

9%

+106%

2025 Broadcast-Only (P25-54):

18%

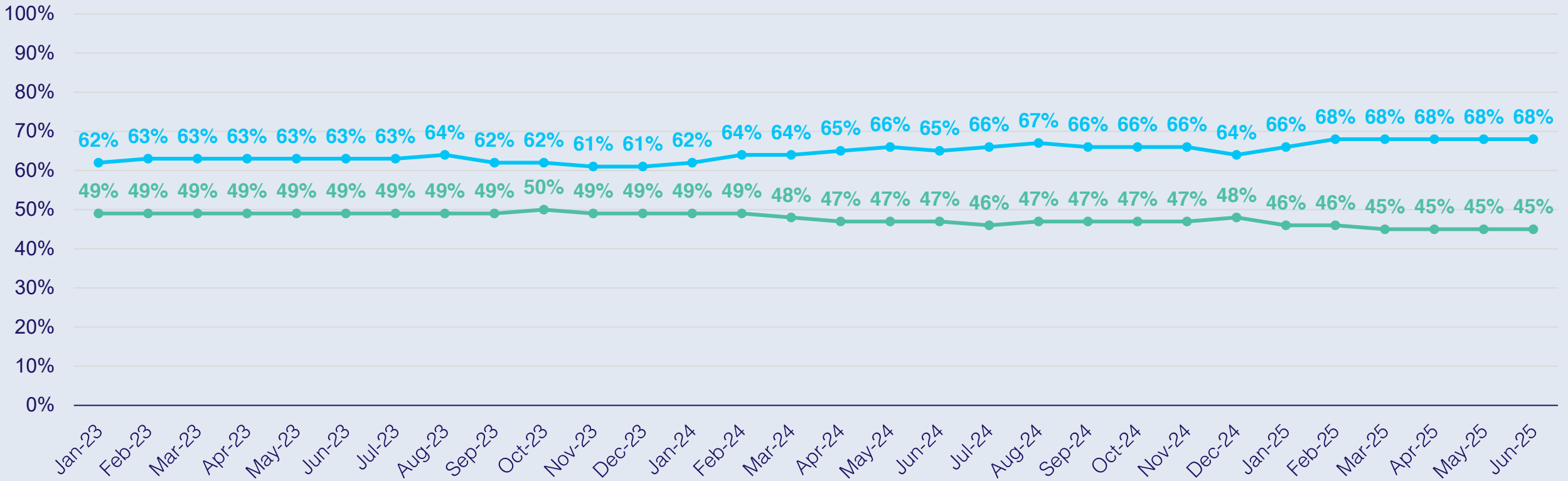
+158%

“Vendor C”: All Ad Supported Networks - Monthly Trend

“Vendor C”: All Ad Supported Networks – Monthly Trend: January 2023 - June 2025

Audience Comp Based on Persons Level Demo Data/HH

—●— P25-54 —●— P55+



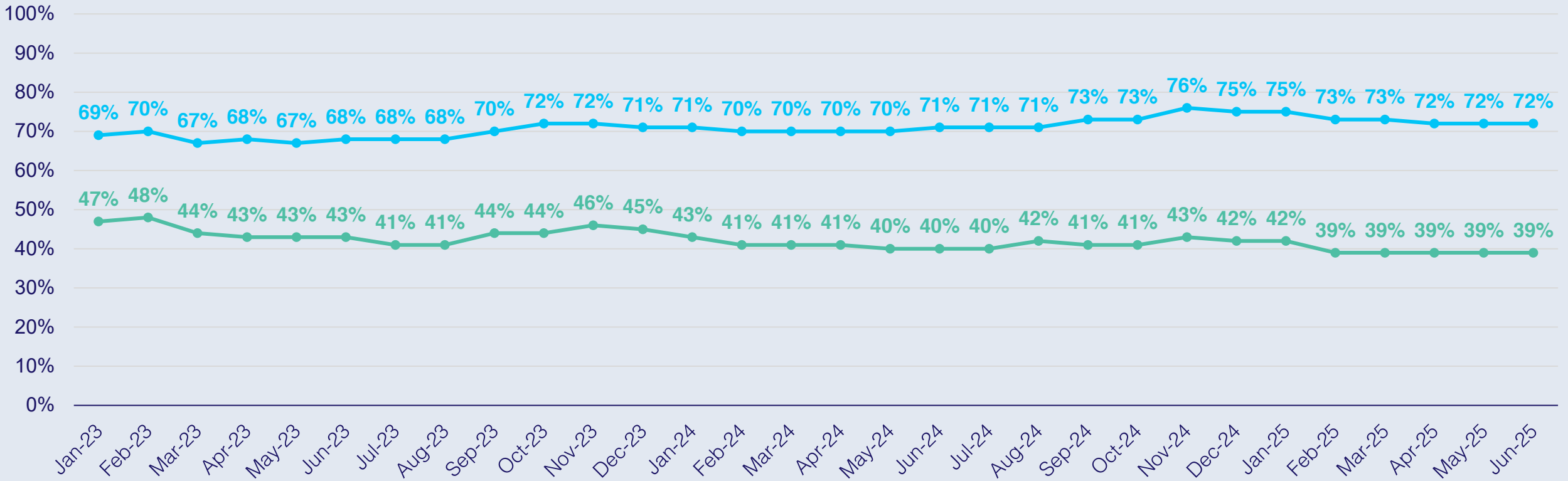
Source: Anonymized Big Data Age Comps, January 2023 – June 2025, P25-54 & P55+.

“Vendor B”: All Ad Supported Networks - Monthly Trend

“Vendor B”: All Ad Supported Networks – Monthly Trend: January 2023 - June 2025

Audience Comp Based on Persons Level Demo Data/HH

— P25-54 — P55+



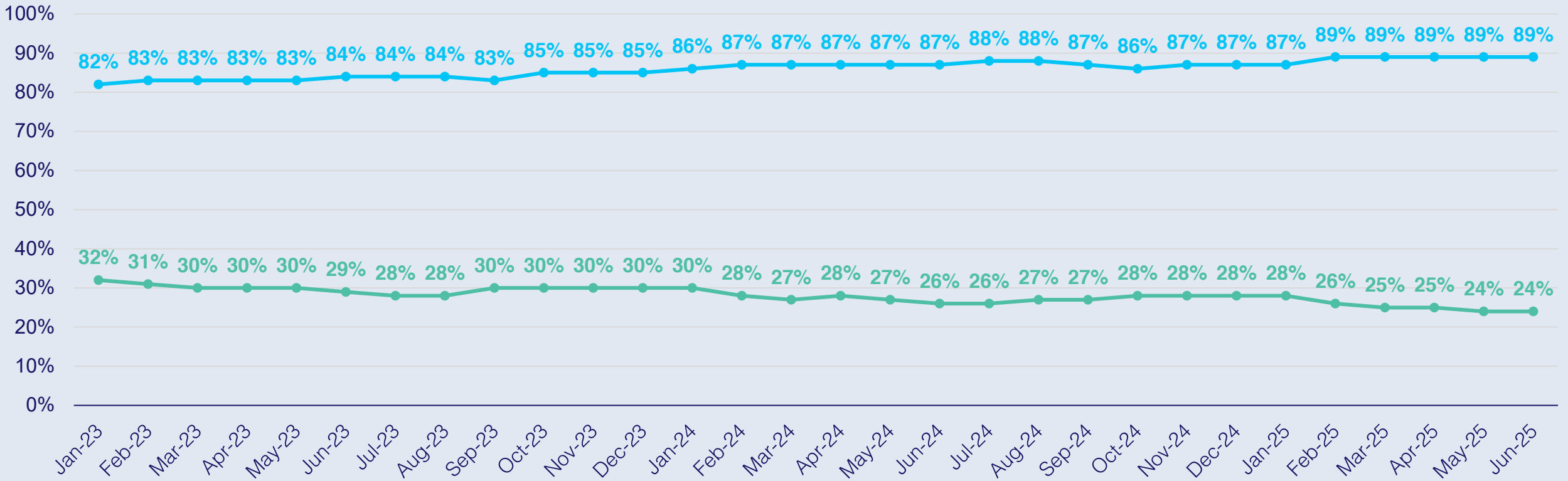
Source: Anonymized Big Data Age Comps, January 2023 – June 2025, P25-54 & P55+.

“Vendor A”: All Ad Supported Networks - Monthly Trend

“Vendor A”: All Ad Supported Networks – Monthly Trend: January 2023 - June 2025

Audience Comp Based on Persons Level Demo Data/HH

—●— P25-54 —●— P55+



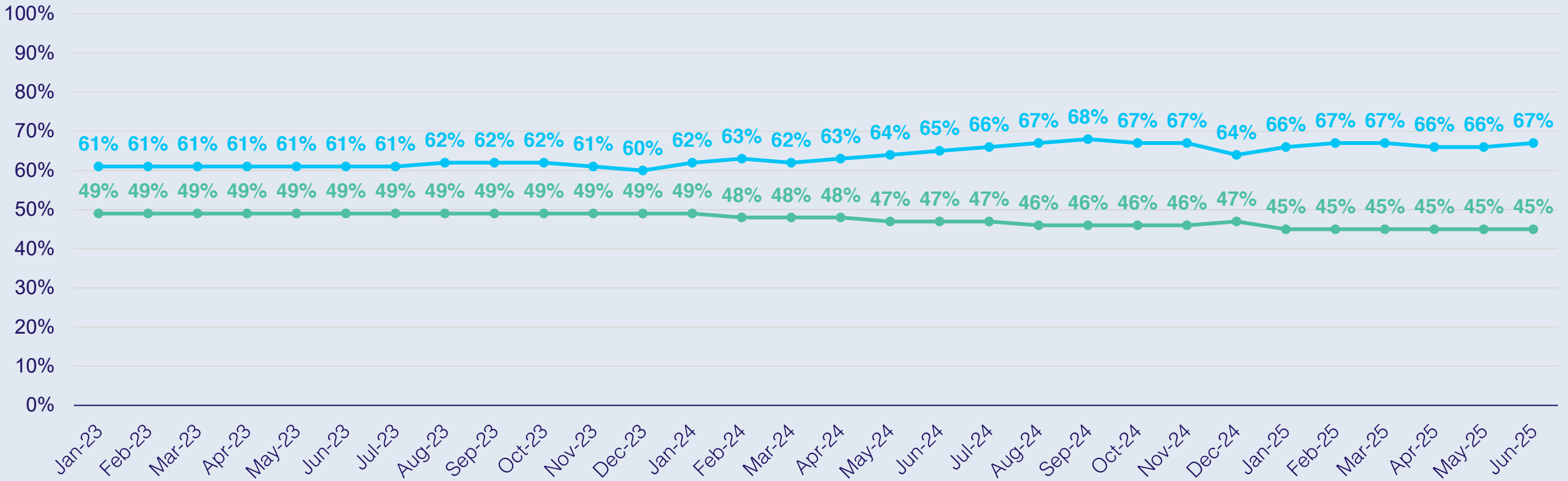
Source: Anonymized Big Data Age Comps, January 2023 – June 2025, P25-54 & P55+.

“Vendor C”: Ad Supported Cable Networks - Monthly Trend

“Vendor C”: Ad Supported Cable Networks – Monthly Trend: January 2023 - June 2025

Audience Comp Based on Persons Level Demo Data/HH

—●— P25-54 —●— P55+



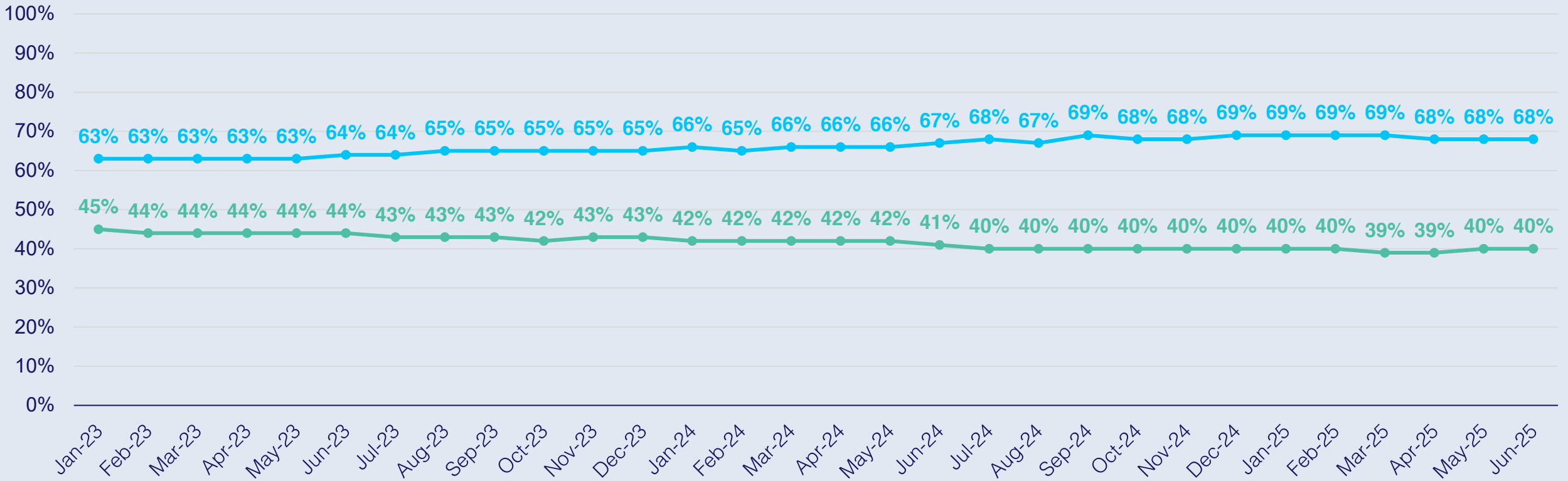
Source: Anonymized Big Data Age Comps, January 2023 – June 2025, P25-54 & P55+.

“Vendor B”: Ad Supported Cable Networks - Monthly Trend

“Vendor B”: Ad Supported Cable Networks – Monthly Trend: January 2023 - June 2025

Audience Comp Based on Persons Level Demo Data/HH

—●— P25-54 —●— P55+



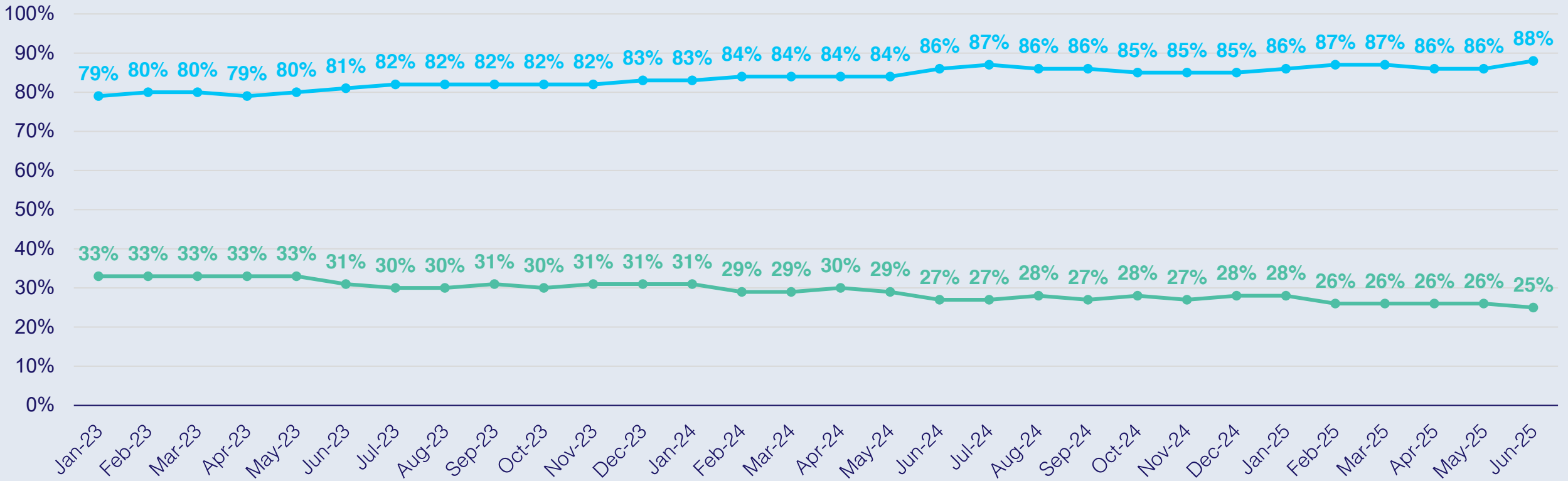
Source: Anonymized Big Data Age Comps, January 2023 – June 2025, P25-54 & P55+.

“Vendor A”: Ad Supported Cable Networks - Monthly Trend

“Vendor A”: Ad Supported Cable Networks – Monthly Trend: January 2023 - June 2025

Audience Comp Based on Persons Level Demo Data/HH

—●— P25-54 —●— P55+



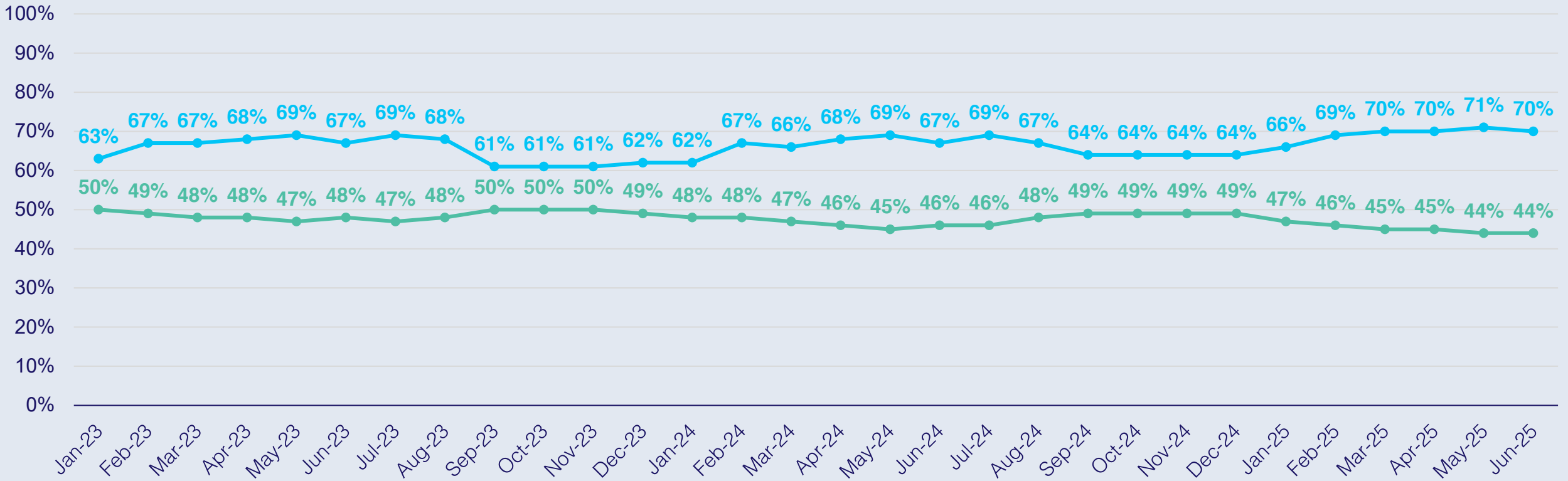
Source: Anonymized Big Data Age Comps, January 2023 – June 2025, P25-54 & P55+.

“Vendor C”: Broadcast Networks - Monthly Trend

“Vendor C”: Broadcast Networks – Monthly Trend: January 2023 - June 2025

Audience Comp Based on Persons Level Demo Data/HH

— P25-54 — P55+



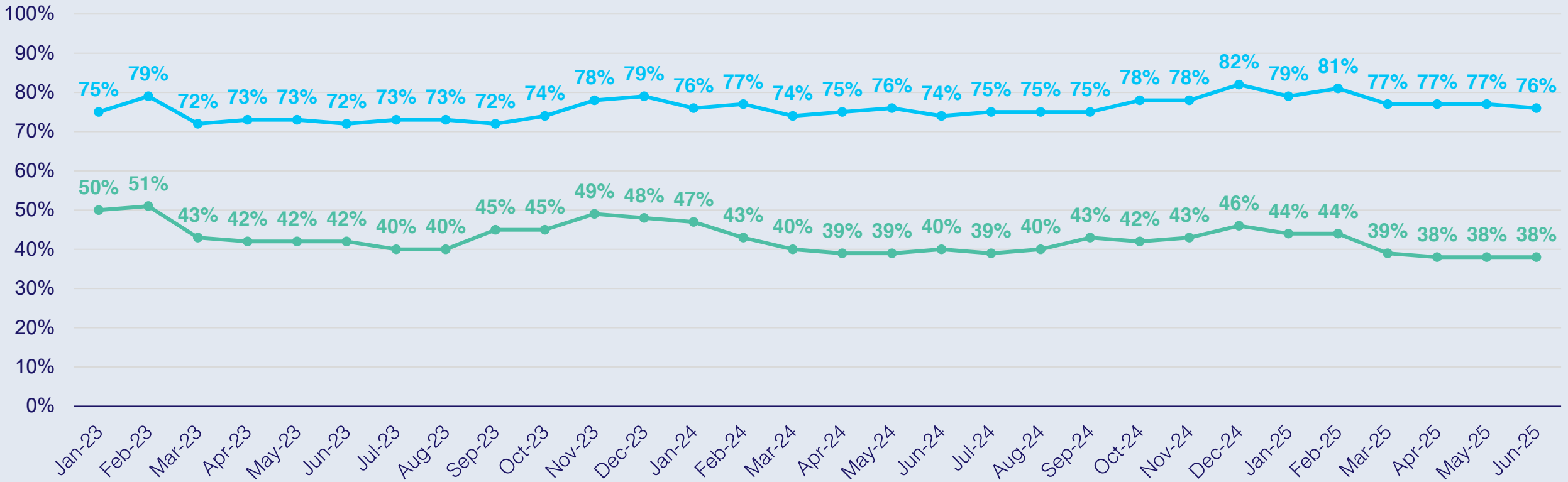
Source: Anonymized Big Data Age Comps, January 2023 – June 2025, P25-54 & P55+.

“Vendor B”: Broadcast Networks - Monthly Trend

“Vendor B”: Broadcast Networks – Monthly Trend: January 2023 - June 2025

Audience Comp Based on Persons Level Demo Data/HH

—●— P25-54 —●— P55+



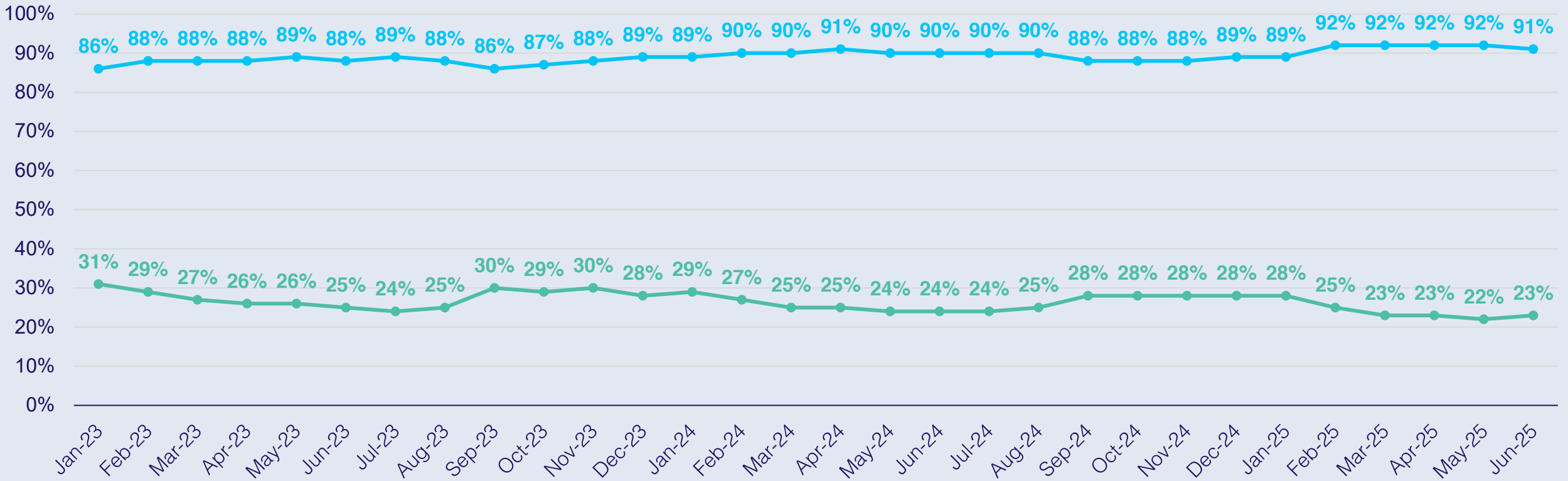
Source: Anonymized Big Data Age Comps, January 2023 – June 2025, P25-54 & P55+.

“Vendor A”: Broadcast Networks - Monthly Trend

“Vendor A”: Broadcast Networks – Monthly Trend: January 2023 - June 2025

Audience Comp Based on Persons Level Demo Data/HH

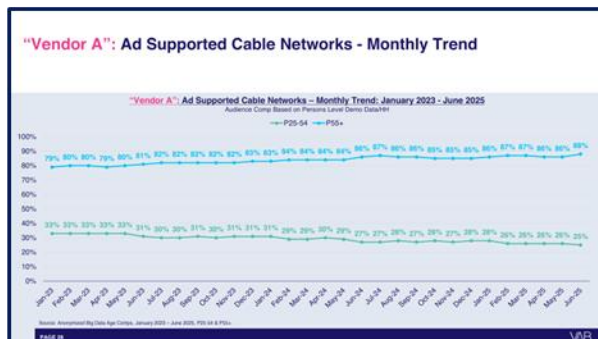
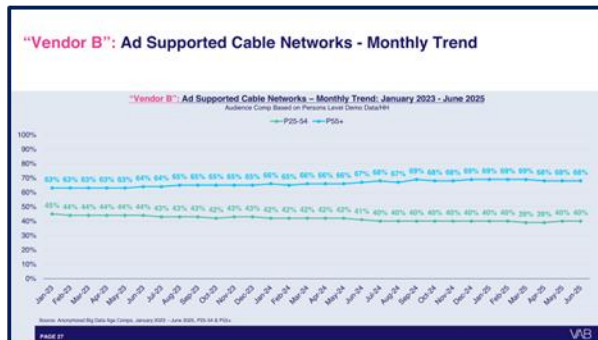
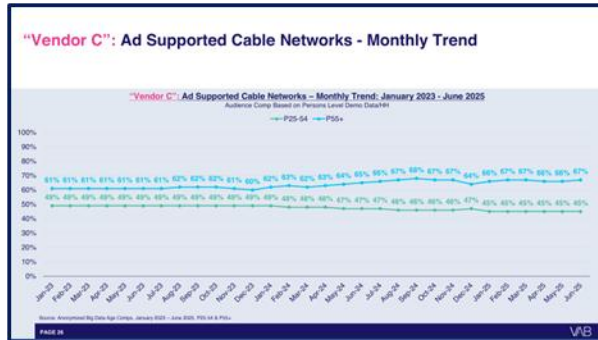
— P25-54 — P55+



Source: Anonymized Big Data Age Comps, January 2023 – June 2025, P25-54 & P55+.

The Clear “Why” - Three Anonymized Vendors on Age Comp

There were two in pretty good alignment - and one older outlier:



Avg. B&C
25-54 / 55+:

Vendor A
25-54 / 55+:

2025 Cable-Only:

42% / 67%

25% / 88%

2025 Broadcast + Cable:

42% / 70%

24% / 89%

2025 Broadcast-Only:

41% / 73%

23% / 91%

This reveals a **major dis-connect** on age composition

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Age Composition Analytics of THREE Vendors on P55+ & P25-54 Trends:

You will see TWO are in much tighter range, while one is a divergent outlier (very heavy P55+)

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on audience measurement](#)

December 16th 2025

4Q Currency Chasm:

**Instability & Unpredictability
Decimate the Demos**

VAB Insights.
Inspiration.
Impact.