

IGNITING TODAY'S HEADLINES

How TV Brands Stoke the Fire For News



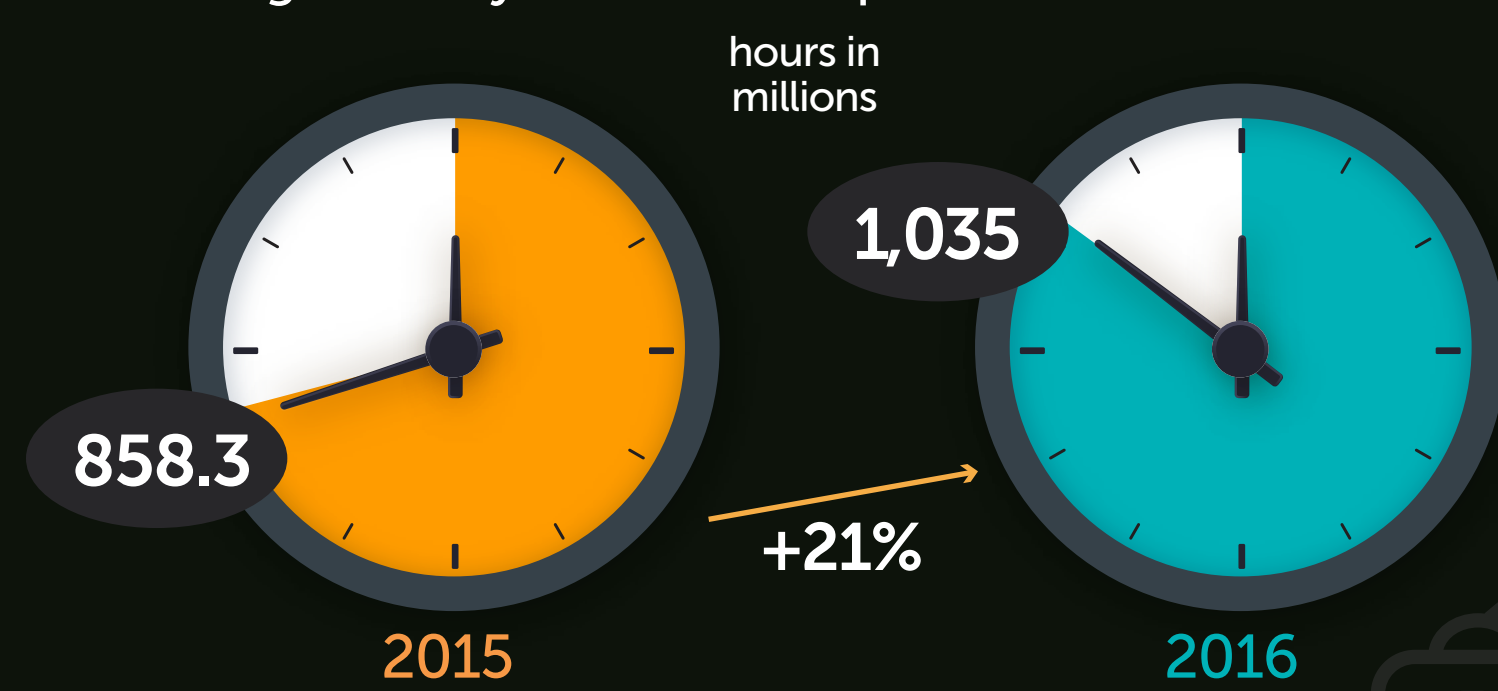
NEWS IS ON FIRE & ONE OF THE HOTTEST GENRES IN MEDIA!

OVER

1 BILLION HOURS

ARE COLLECTIVELY SPENT CONSUMING NEWS CONTENT ON VIDEO-ENABLED DEVICES **EACH WEEK**
A **DOUBLE-DIGIT INCREASE IN TOTAL TIME SPENT YOY**

Average Weekly Total Hours Spent With News Content

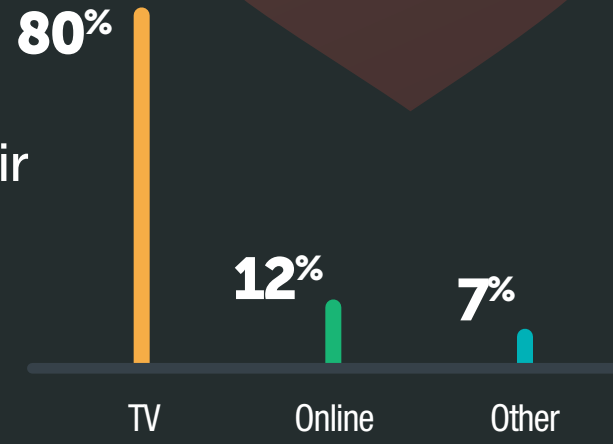


Source: Nielsen Total Audience Report Q4 2016 – Adults 18+ (reflects all activity, not just video)

TELEVISION: THE ANCHOR OF THE NEWS ECOSYSTEM

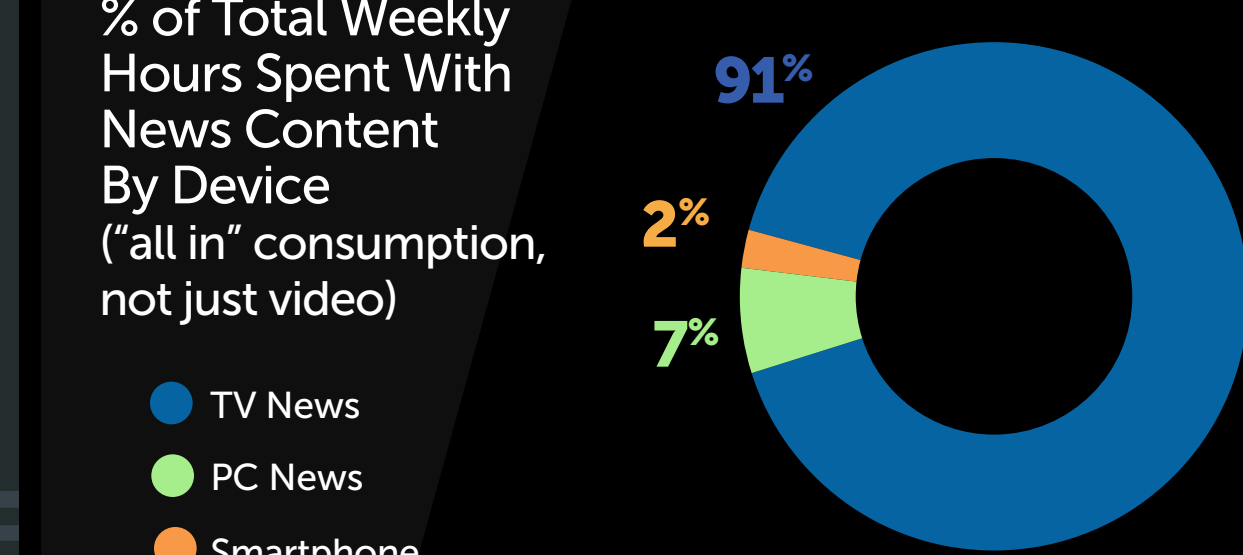
PEOPLE OVERWHELMINGLY PREFER TELEVISION OVER ONLINE TO CONSUME NEWS

Of Those Who Prefer "Watching" Their News, % Who Prefer Getting Their News On Each Platform



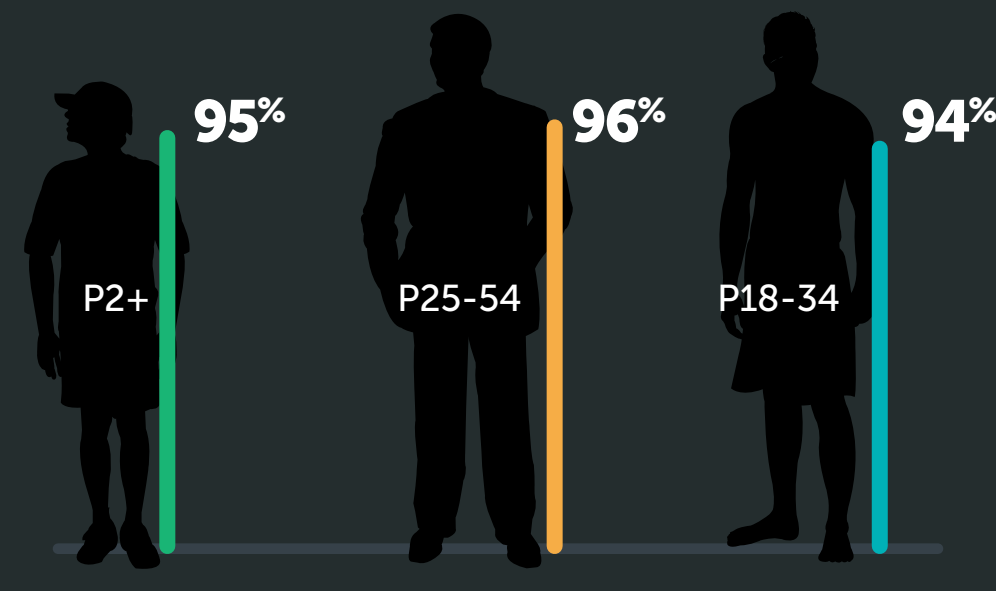
TV ACCOUNTS FOR 91% OF THE TOTAL TIME SPENT CONSUMING NEWS ON VIDEO-ENABLED DEVICES

% of Total Weekly Hours Spent With News Content By Device ("all in" consumption, not just video)



NEWS IS UBIQUITOUS AMONG THE TV VIEWER

Annual National TV News Reach



Sources: Pew Research Center, "The Modern News Consumer," Nielsen Total Audience Report Q4 2016 - Adults 18+ (reflects all activity, not just video); Nielsen NPower R&F Program Report (CY 2016)

TV NEWS CONTINUES TO EXPERIENCE EXPLOSIVE GROWTH

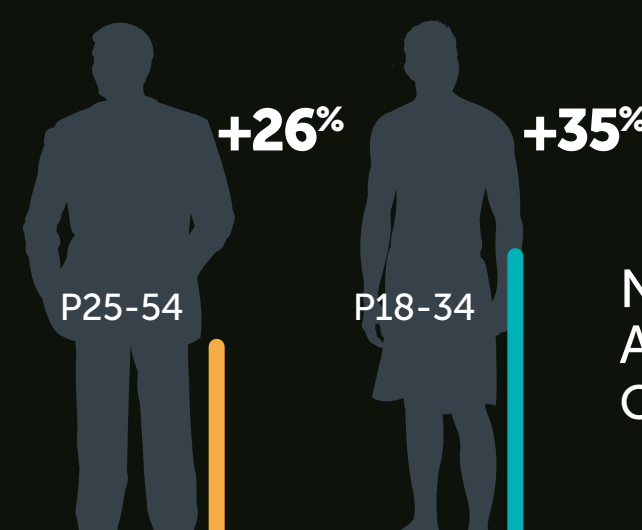
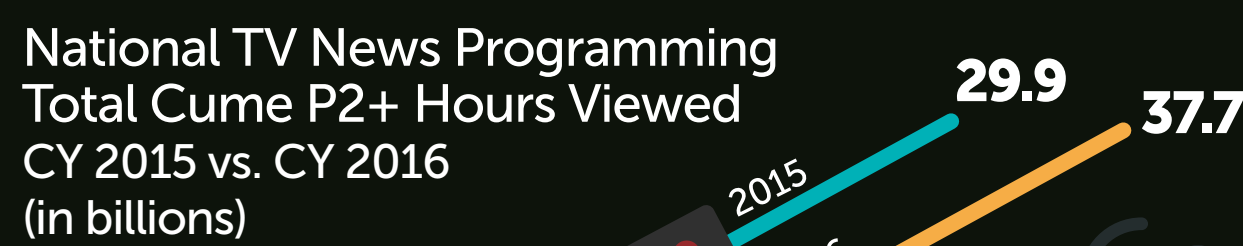
ALMOST

3.8 BILLION HOURS

OF NEWS PROGRAMMING WERE COLLECTIVELY VIEWED ON NATIONAL TV **IN 2016**

TOTAL NATIONAL TV NEWS HOURS VIEWED REPRESENTS A 26% YOY INCREASE

National TV News Programming Total Cume P2+ Hours Viewed CY 2015 vs. CY 2016 (in billions)

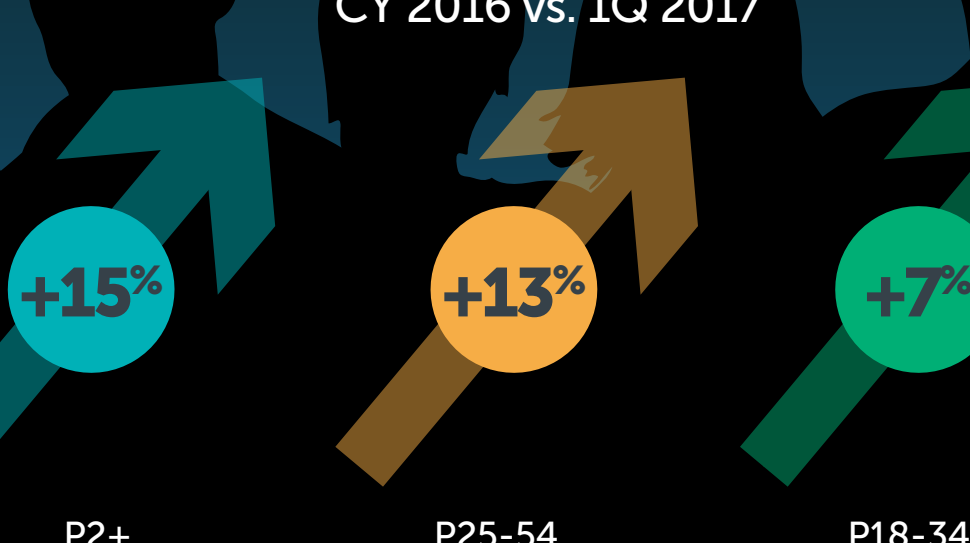


National TV News: Avg Audience % Increase CY 2015 vs. CY 2016

AVERAGE MINUTE AUDIENCES ALSO SAW DOUBLE-DIGIT INCREASES IN 2016

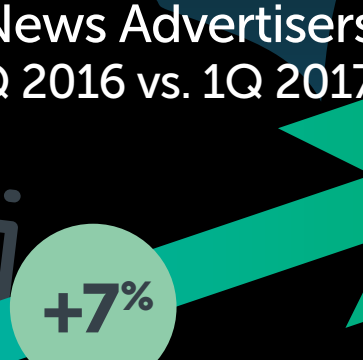
AUDIENCES ARE EVEN HIGHER IN 1Q 2017 THAN THEY WERE IN 2016

National TV News: Avg Audience % Increase CY 2016 vs. 1Q 2017



RATING INCREASES HAVE LED TO MORE ADVERTISERS ENTERING THE NEWS GENRE

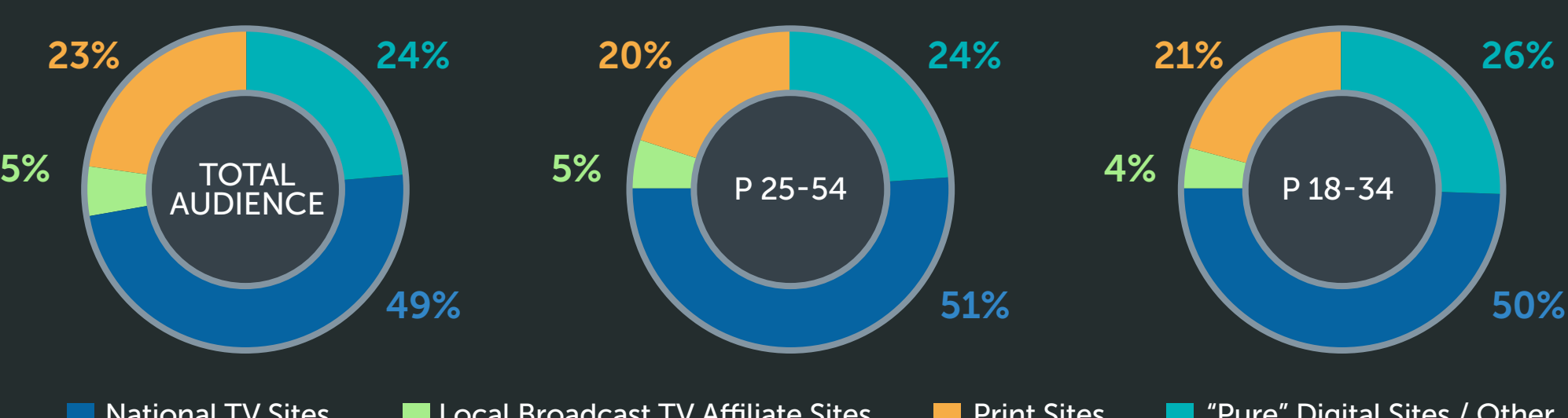
National TV News Advertisers % Increase 1Q 2016 vs. 1Q 2017



Sources: Nielsen NPower R&F Program Report, Nielsen Ad Intel

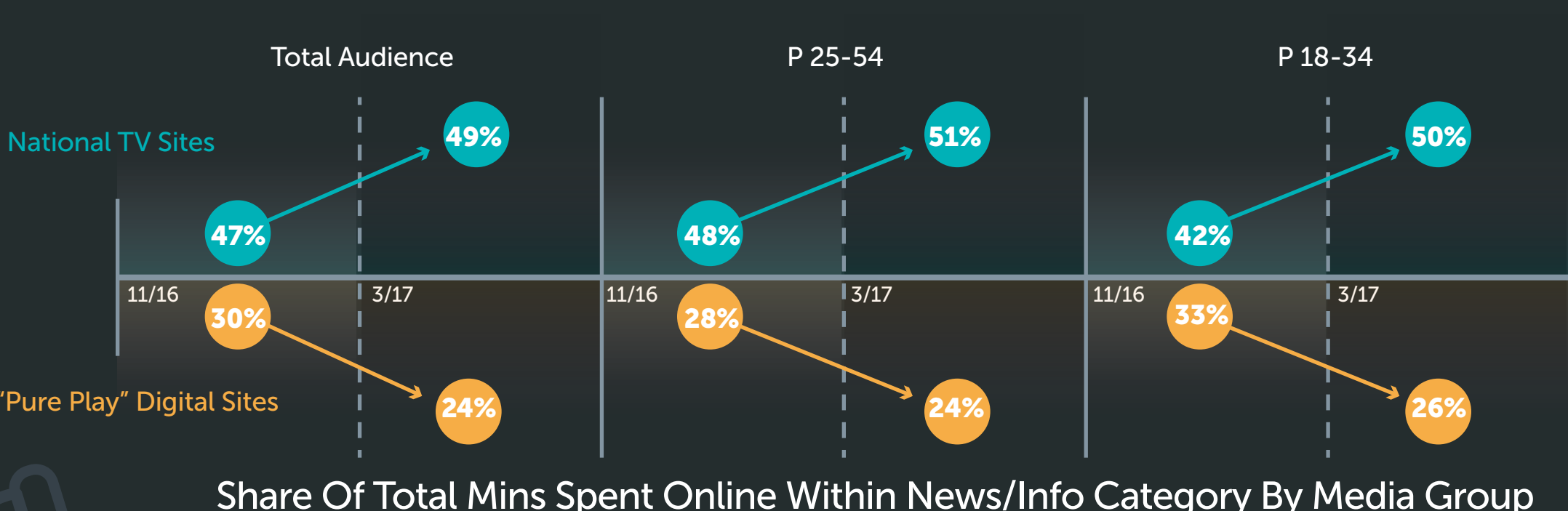
TRUSTED TV BRANDS ARE ALSO THE PREFERRED ONLINE SOURCE FOR NEWS

NATIONAL TV-BRANDED DIGITAL PLATFORMS ACCOUNT FOR HALF OF THE TOTAL MINUTES SPENT WITHIN THE NEWS CATEGORY



Share Of Total Mins Spent Online Within News/Info Category By Media Group March 2017

NATIONAL TV-BRANDED WEBSITES' SHARE OF TOTAL TIME SPENT WITH NEWS HAS GROWN SINCE THE ELECTION AS "PURE PLAY" DIGITAL SITES HAVE DECREASED



Share Of Total Mins Spent Online Within News/Info Category By Media Group November 2016 vs. March 2017

Sources: VAB analysis of comScore MediaMetrix, multiplatform, March 2017; VAB analysis of comScore MediaMetrix, multiplatform, November 2016 vs. March 2017



No platform drives business like TV's premium video-at-scale

thevab.com

