Media Consumption is Still Increasing Dramatically

A18+ (000) Total TV Users
(includes Linear and Non-Linear TV Usage)
% Change vs. 4 week Benchmark

And This Consumption Growth Is Across All Demos
A18+ Total TV Users % Change

Continued Consumption Growth for News & Entertainment

A18-49 Total Minutes Viewed (Linear + Digital) %Change by Brand
COVID Impact Weeks vs. Prior 4 Weeks Average

The Way Consumers Watch Is Not Changing

With the exception of NBC News which is seeing increased Digital Consumption as people seek information and updates

P18-49 Percent of Linear vs. Long Form vs. Short Form
COVID Impacted Dates vs. Prior 4 Weeks Average

## Consumers are Watching More Content Throughout the Workday

% Change by Weekday Daypart: A18-49 Average Audience
COVID to Date (Week 1-2) vs. Prior 4 Weeks

<table>
<thead>
<tr>
<th></th>
<th>Early Morning</th>
<th>Daytime</th>
<th>Early Fringe</th>
<th>Prime</th>
<th>Late Night</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>NBC</strong></td>
<td>35%</td>
<td>54%</td>
<td>80%</td>
<td>24%</td>
<td>31%</td>
</tr>
<tr>
<td><strong>TELEMUNDO</strong></td>
<td>32%</td>
<td>54%</td>
<td>15%</td>
<td>22%</td>
<td>56%</td>
</tr>
<tr>
<td><strong>MSNBC</strong></td>
<td>42%</td>
<td>107%</td>
<td>32%</td>
<td>20%</td>
<td>25%</td>
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<tr>
<td><strong>CNBC</strong></td>
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<td>108%</td>
<td>60%</td>
<td>15%</td>
<td>41%</td>
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<tr>
<td><strong>USA</strong></td>
<td>-13%</td>
<td>29%</td>
<td>27%</td>
<td>3%</td>
<td>-3%</td>
</tr>
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<td><strong>SYFY</strong></td>
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<td>105%</td>
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<tr>
<td><strong>BRAVO</strong></td>
<td>29%</td>
<td>28%</td>
<td>14%</td>
<td>7%</td>
<td>28%</td>
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<tr>
<td><strong>E!</strong></td>
<td>37%</td>
<td>68%</td>
<td>42%</td>
<td>30%</td>
<td>21%</td>
</tr>
<tr>
<td><strong>OXYGEN</strong></td>
<td>7%</td>
<td>36%</td>
<td>-2%</td>
<td>5%</td>
<td>8%</td>
</tr>
</tbody>
</table>

With the Shift in Consumption Patterns, NBCU One Platform Continues to Increase Share

% Share of total Linear TV Prime Consumption (Minutes)

P18+

NBCU Still #1 in A18+ Market Share

17% share

+1 pt. overall market share vs. prior 4 weeks

P18-34

NBCU Now #1 in A18-34 Market Share

17% share

+3 pts. overall market share vs. prior 4 weeks

P18-49

NBCU Now #1 in A18-49 Market Share

17% share

+2 pts. overall market share vs. prior 4 weeks

These Trends Have Led to

**Increased NBCU One Platform Reach & Effectiveness**

**NBCU Linear Is Driving +10% More Daily Reach**

+7M Adults 18+ reached every day vs. the prior 4-wk avg.

**NBCU Digital Time Spent is Up Significantly**

+29% Adults 18+ time spent viewing vs. the prior 4-wk. avg.

**Ad Performance on the Rise**
Memorability across the board is increasing in line with the consumption spikes.

**NBCU Ad Performance**

- Ad Memorability: +3%
- Brand Memorability: +6%
- Message Memorability: +8%

**Cross-Platform Works Hard**

NBCU cross-platform campaigns drive more impact than single platform campaigns.

- +26% Recall
- +14% Favorability
- +20% Intent
- +10% Recommendation

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Source: Linear TV: Lake 5 Media, Nielsen Media Research, Daily Average Reach, 2/15/20 – 3/13/20 vs. 3/14/20 – 3/27/20, P18+, LSD, All NBCU networks total day, 1 minute qualifier.


Source: custom research (vendors vary), average of NBCU measured campaign test cells; one platform = linear, digital or social; cross platform = linear, digital and social; Jun 18 – May 19, aided ad recall, top 2 box brand favorability, purchase intent and brand recommendation; all differences are statistically significant at 90% confidence level.
Marketer Considerations

1. Opportunity to engage with consumers at scale.

2. Capture share of mind as consumers turn to our platform for News, Information and Entertainment.
   Click here for information on Why News

3. Build brand equity with consumers throughout the day.