Premium Video Remains Essential
And is Driving Persistent Increased Usage of the TV Screen

78% say they are watching more video content than usual, despite the disruption in regularly-scheduled events.

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

Consumption Growth Is Across All Demos

Total TV Users % Change

A18-34: +27% vs. Prior 4-wk
A35-49: +24% vs. Prior 4-wk
A50+: +16% vs. Prior 4-wk

COVID-19 Impact vs. Benchmark:

Premium Video Acts as a Lifeline
Keeping Viewers Informed & Permitting Escape

Agree that video keeps them informed with important updates

88%

Agree that TV/video helps them escape into a different world during these stressful times

84%

Source: NBCU Ad Sales Proprietary COVID-19 Research Wave 2, Executed Apr 3-10, N=1,597
The NBCUniversal Platform Offers Growth & Stability for Advertising Partners

A18-49 Prime Average Weekly Minutes Viewed

<table>
<thead>
<tr>
<th>Media Co. Rank (Mins Viewed)</th>
<th>Total Mins (Billions)</th>
<th>% vs. Benchmark</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 NBCUniversal</td>
<td>3.6</td>
<td>+21%</td>
</tr>
<tr>
<td>2 VIACOMCBS</td>
<td>3.5</td>
<td>+12%</td>
</tr>
<tr>
<td>3 Disney</td>
<td>3.0</td>
<td>-14%</td>
</tr>
<tr>
<td>4 Discovery Networks</td>
<td>2.9</td>
<td>+6%</td>
</tr>
<tr>
<td>5 WARNER MEDIA</td>
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<td>+4%</td>
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<tr>
<td>6 FOX</td>
<td>1.7</td>
<td>+21%</td>
</tr>
<tr>
<td>7 A&amp;E Networks</td>
<td>1.3</td>
<td>+2%</td>
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</tbody>
</table>
63% are open to watching different types of programming than usual as a result of the crisis.

73% are watching more classic/archival shows.

75% are watching 3+ Eps per Session during the public health crisis.

The Way Consumers Watch Is Not Changing

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 Day

#### % Change by Weekday Daypart: A18-49 Average Audience

**COVID to Date (Week 1-3) 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>
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<tbody>
<tr>
<td>NBC</td>
<td>33%</td>
<td>57%</td>
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<td>9%</td>
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<tr>
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<td>49%</td>
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<td>37%</td>
<td>-2%</td>
<td>12%</td>
<td>16%</td>
</tr>
</tbody>
</table>

In These Tough Times, Consumers Are Open to Advertising
The Majority Look to Brands to Set a Good Example & Assume Normalcy

In response to the public health crisis:

79% agree that brands should be advertising the same amount or more

75% agree that they look to brands to set a good example

71% look to my favorite brands to keep things feeling normal as possible

55% will stop purchasing products from brands that have not supported the community

Source: NBCU Ad Sales Proprietary COVID-19 Research Wave 2, Executed Apr 3-10, N=1,597
And Our Platform Can Deliver Impact

Receptivity to ads has grown for NBCU posting lifts in key brand engagement metrics

NBCU Ad Performance During COVID-19

Ad Memorability: 103
Brand Memorability: 106
Message Memorability: 108

Pre-COVID Benchmark

Key Takeaways

Viewership Continues to Grow
- TV and video viewing is surging; All eyes are on TV screen with nearly 80% of consumers watching more
- NBCUniversal is most watched portfolio; Continues to strengthen competitive advantage

Crisis Opens Door for Discovery
- Premium Video acts as a lifeline for consumers, keeping the public informed and permitting escape
- Viewers’ appetite for new content gives NBCUniversal’s diverse content library a chance to shine

Reimagining Brand Leadership
- Consumers expect to hear from brands and want to reward those making an impact
- NBCU can help Brands drive consumer engagement and trust