

CATALYST



A PERSONAL NOTE FROM OUR CEO, TODD M. SCHOENBERGER

Welcome to this edition of *Catalyst*! The latest release of Nielsen's The Gauge shows what we've known all along—streaming is now the number one way audiences choose to watch content, capturing nearly 50% of total TV viewing. As traditional cable and broadcast continue to fade, streaming platforms are where viewers gather, learn, and engage.

That's exactly why *CrossCheck Media* and our proprietary network, *Biz Talk Today TV*, exist. We built a platform for today's world—where business leaders, investors, and everyday viewers want accessible, on-demand content they can trust. The success of our shows proves it: audiences come back week after week, and top experts seek us out because they know their insights will reach the right people.



Our programs continue to attract some of the brightest minds in finance and business. In the weeks ahead, you'll see in-depth interviews with renowned thought leaders like Dr. Ed Yardeni, Jim Bianco, Scott Ladner, and Erin Gibbs. These are the kinds of conversations you simply won't find anywhere else—timely, insightful, and tailored to a business-savvy audience.

The numbers validate the vision, but the real story is the connection we've built with you, our audience. As streaming continues to grow, *Biz Talk Today TV* is perfectly positioned to lead the way, delivering the programming you want and the experts you trust. Thank you for being part of this journey—we're just getting started!

STREAMING BLAZES PAST 47% IN JULY – NIELSEN CONFIRMS THE POWER OF CROSSCHECK MEDIA'S STREAMING NETWORK

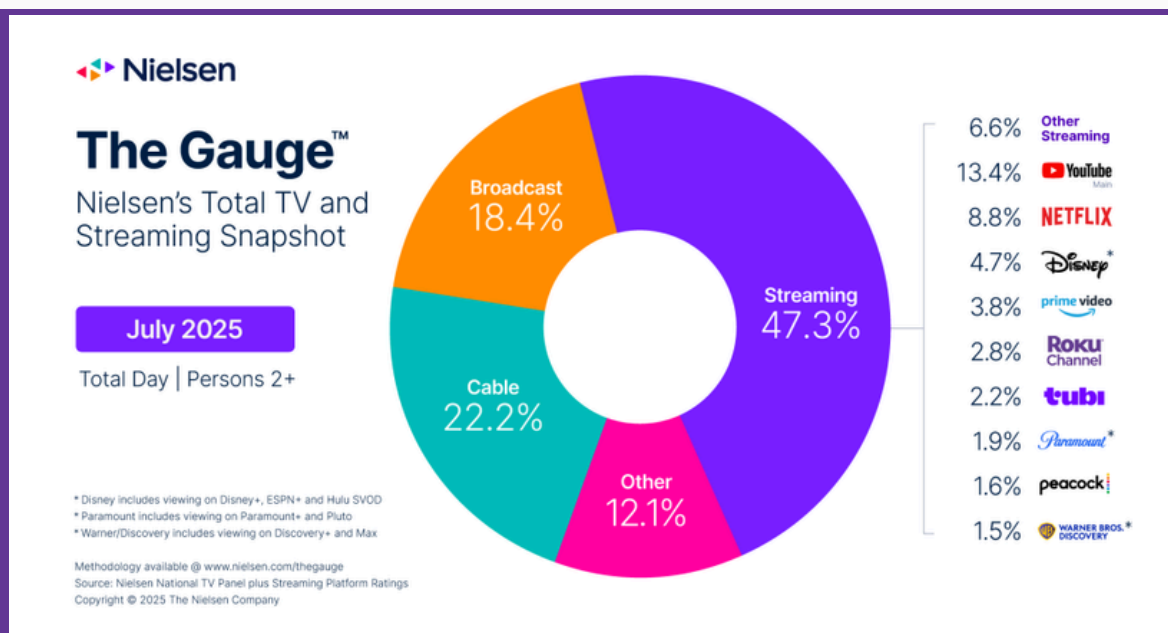
STREAMING DOMINATES TV VIEWING — AND CROSSCHECK MEDIA RIDES THE WAVE

According to Nielsen's July 2025 The Gauge™, streaming neared the 50% threshold—claiming 47.3% of all TV viewing. Cable and broadcast combined only held 40.6%, with streaming continuing its meteoric rise. Platforms like YouTube, Netflix, and Roku set record shares, underscoring shifting viewer habits.



WHY IT MATTERS FOR CROSSCHECK MEDIA

CrossCheck Media—with its worldwide streaming footprint across limited interruption platforms like *Biz Talk Today TV*—hits viewers where they are. The Gauge report highlights the success of streaming brands, boutique in nature, yet globally accessible—those delivering news, talk, and analysis without the old constraints of linear schedules or broadcast gatekeepers.



STREAMING'S LEAP, CROSSCHECK MEDIA'S VALIDATION

- Record streaming share (47.3%) validates the necessity of agile, digital-native companies like *CrossCheck Media*.
- Content-first momentum: Netflix's "*Squid Game*" dominated with 5.4 billion minutes watched, showing that compelling series still drive the platform economy.
- YouTube's growth (13.4%) proves mainstream viewers gravitate toward easily accessible, flexible programming.

CrossCheck Media's *Biz Talk Today TV* slots seamlessly into this media environment, delivering business, beyond talk—on demand, mobile, app-driven. As streaming continues to eclipse conventional TV, this positioning helps maintain growth, audience expansion, and valuation appreciation.

MUST-WATCH EPISODE OF THE WEEK!

MARKET MOMENTUM, SECTOR STRATEGY & GOLD OUTLOOK WITH CFRA'S SAM STOVALL | WEALTHWISE

In this insightful episode of *WealthWise*, host **Jeffrey Hirsch**, Editor-in-Chief of The Stock Trader's Almanac, welcomes **Sam Stovall**, Chief Investment Strategist at CFRA Research, to dissect current market conditions and strategic sector positioning. Stovall dives deep into the recent volatility in the S&P 500, analyzing the 10% pullback and its swift rebound. He explains why underperforming sectors could be the key to future gains and shares his outlook on communication services, consumer discretionary, and tech.

The conversation also tackles:

- ~ The historical impact of seasonal market trends in August and September
- ~ The role of inflation, interest rates, and tariffs in shaping GDP growth
- ~ Why short-term market corrections could be long-term buying opportunities
- ~ Sam's bullish case for gold and long-term strategy for navigating market uncertainty

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[SAM STOVALL & JEFFREY
HIRSCH ON WEALTHWISE](#)



**PARTNER WITH CROSSCHECK MEDIA –
EXPAND YOUR REACH ACROSS PLATFORMS**

CrossCheck Media offers advertisers a powerful way to connect with engaged, business-focused audiences across our dynamic portfolio: video programming on *Biz Talk Today TV* and streaming platforms, audio podcasts reaching listeners on the Evergreen Podcast Network, and digital print newsletters delivering targeted insights directly to inboxes.

Whether you want to sponsor a show, advertise across multiple channels, or create custom branded content, our multi-platform approach ensures your message cuts through the noise and drives real results. Ready to elevate your brand? Contact us today to explore tailored advertising opportunities with *CrossCheck Media*.

202-294-3376

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