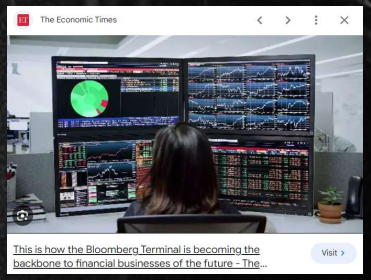
USA+4 DMAs – P18+ who Watch/Stream/Attend/Follow PROFESSIONAL VIDEO GAMING!

Complete Demographic & Media Use Profiles



Complete Demographic, Psychographic, and Total Media Usage Profiles of **USA, CHICAGO, WASHINGTON, DC, SEATTLE-TACOMA and PHOENIX DMA P18+ who Watched/ Streamed/Attended/Followed Professional Video Gaming in the past 12 months** as of March 31, 2025.



GGL GLOBAL GAMING LEAGUE

GLOBAL GAMING LEAGUE

A GAMING ENTERTAINMENT COMPANY

GGL GLOBAL GAMING LEAGUE USA

GGL GLOBAL GAMING LEAGUE CHI

GGL GLOBAL GAMING LEAGUE WDC

GGL GLOBAL GAMING LEAGUE SEA

GGL GLOBAL GAMING LEAGUE PHX

P18+

THE GGL IS COMPOSED OF HIGH PROFILE CELEBRITY TEAM OWNERS, WHOSE FOUR-PLAYER TEAMS OF SKILLED & CASUAL GAMERS, POPULAR PERSONALITIES & INFLUENCERS COMPETE IN LIVE GAMING EVENTS.

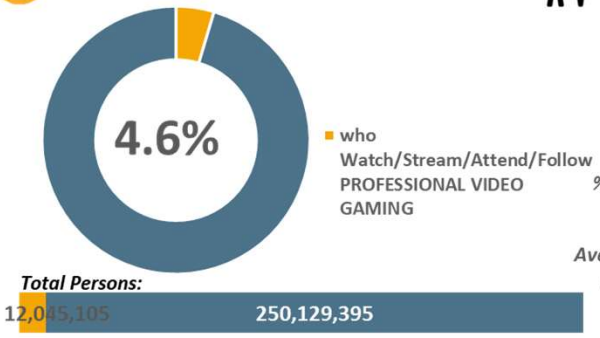
HUBBARD BROADCASTING INC. HB INC.

And, Yes! You ARE Smart Enough to Read a Bloomberg Terminal. So get ready to Learn!

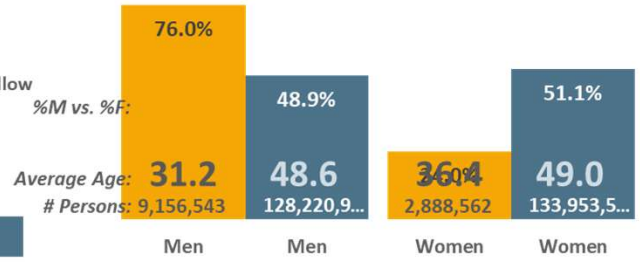
(Sports watched on TV (broadcast or cable) past 12 months: eSports (professional video gaming) OR Sports streamed online past 12 months: eSports (professional video gaming) OR No. of eSports (pro video gaming) events attd past 12 months: 1 - 2 events OR No. of eSports (pro video gaming) events attd past 12 months: 3 - 9 events OR No. of eSports (pro video gaming) events attd past 12 months: 10+ events OR Sports followed on social media past 12 months: eSports (professional video gaming))

4.6% or 12,045,105 of USA Adults 18 or older Watch/Stream/Attend/Follow PROFESSIONAL VIDEO GAMING. Typical Adults 18 or older who Watch/Stream/Attend/Follow PROFESSIONAL VIDEO GAMING are 33.7 years old (30.9% younger than average) and have a $92,285 (1.5% lower than average) annual household income.

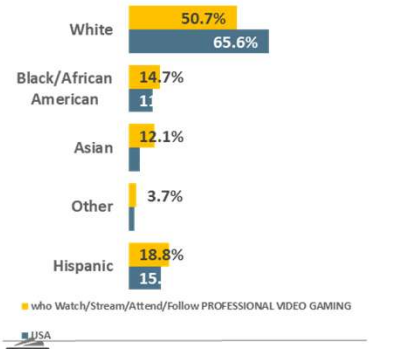
Percent of Market: Adults 18 or older



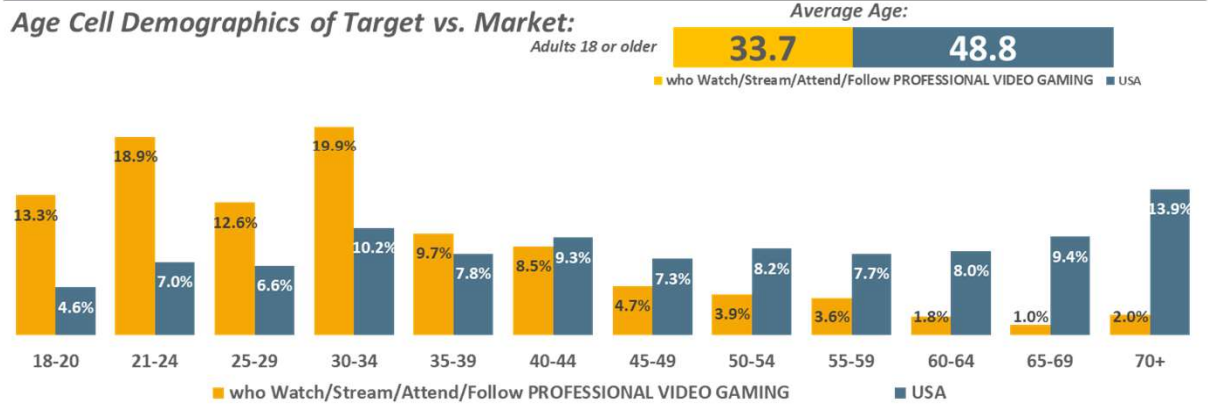
Gender of Target vs. Market: Adults 18 or older



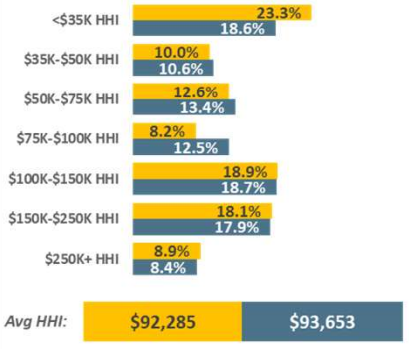
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



USA USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 972

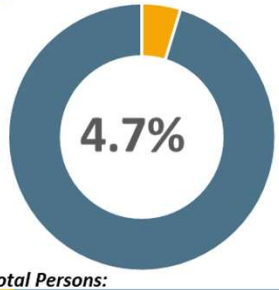
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USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 24,890

(Sports watched on TV (broadcast or cable) past 12 months: eSports (professional video gaming) OR Sports streamed online past 12 months: eSports (professional video gaming) OR No. of eSports (pro video gaming) events attd past 12 months: 1 - 2 events OR No. of eSports (pro video gaming) events attd past 12 months: 3 - 9 events OR No. of eSports (pro video gaming) events attd past 12 months: 10+ events OR Sports followed on social media past 12 months: eSports (professional video gaming))

4.7% or 355,736 of CHI DMA Adults 18 or older Watch/Stream/Attend/Follow PROFESSIONAL VIDEO GAMING. Typical Adults 18 or older who Watch/Stream/Attend/Follow PROFESSIONAL VIDEO GAMING are 34.5 years old (28.7% younger than average) and have a $99,993 (5.8% lower than average) annual household income.

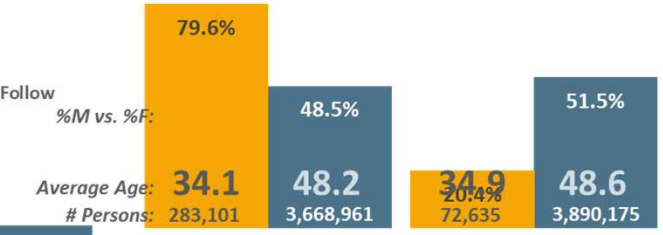
Percent of Market: Adults 18 or older



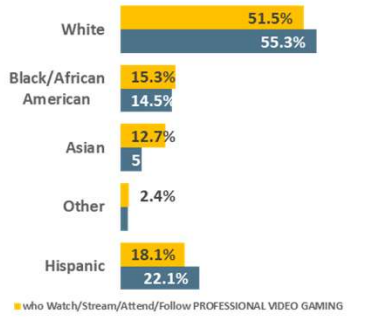
Total Persons:



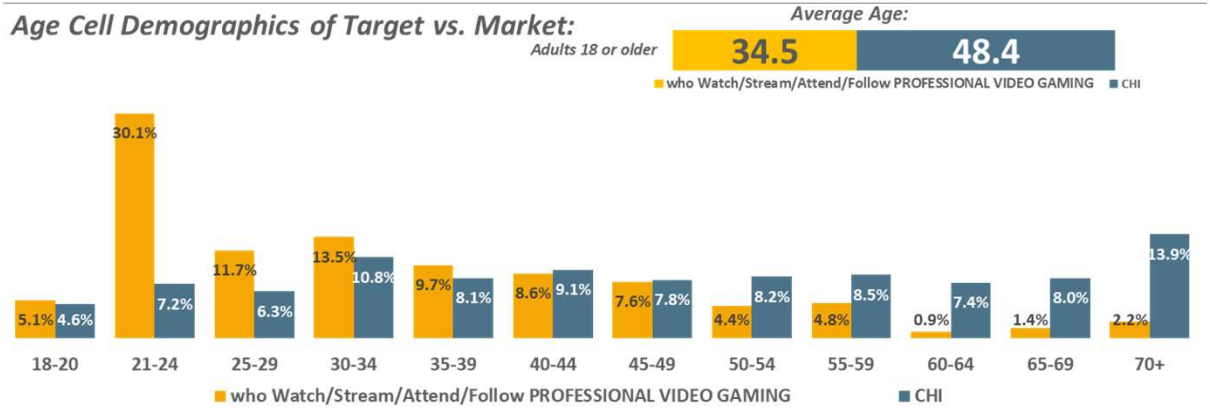
Gender of Target vs. Market: Adults 18 or older



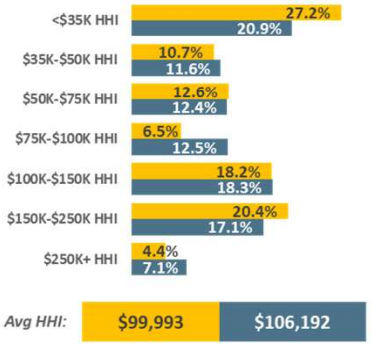
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



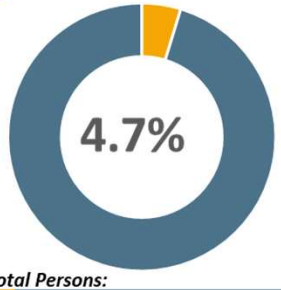
CHI DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 151

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(Sports watched on TV (broadcast or cable) past 12 months: eSports (professional video gaming) OR Sports streamed online past 12 months: eSports (professional video gaming) OR No. of eSports (pro video gaming) events attd past 12 months: 1 - 2 events OR No. of eSports (pro video gaming) events attd past 12 months: 3 - 9 events OR No. of eSports (pro video gaming) events attd past 12 months: 10+ events OR Sports followed on social media past 12 months: eSports (professional video gaming))

4.7% or 268,764 of WDC DMA Adults 18 or older Watch/Stream/Attend/Follow PROFESSIONAL VIDEO GAMING. Typical Adults 18 or older who Watch/Stream/Attend/Follow PROFESSIONAL VIDEO GAMING are 33.7 years old (29.4% younger than average) and have a $134,576 (.4% lower than average) annual household income.

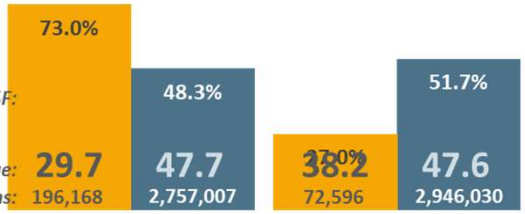
Percent of Market: Adults 18 or older



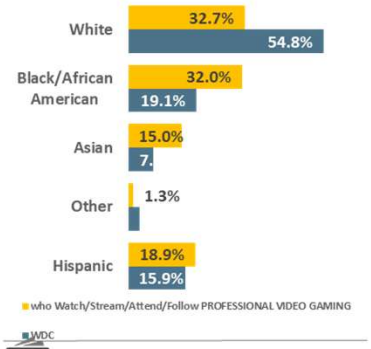
Total Persons:

268,764 | 5,434,273

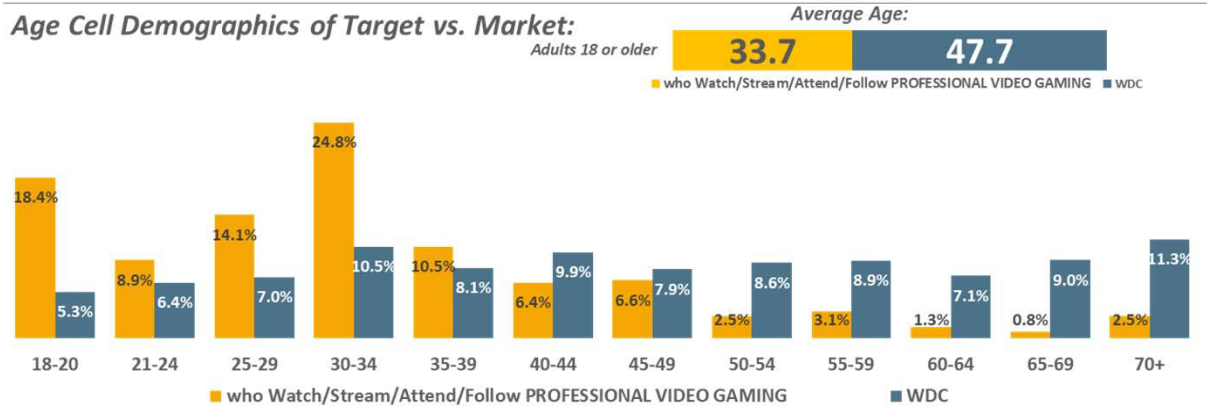
Gender of Target vs. Market: Adults 18 or older



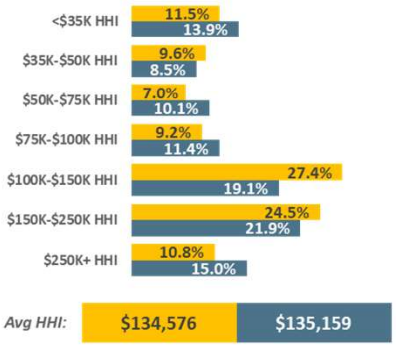
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



WDC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 282

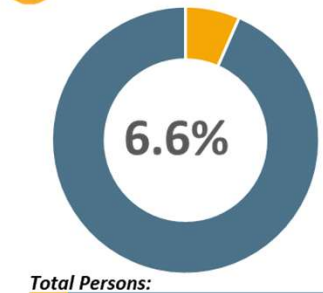
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(Sports watched on TV (broadcast or cable) past 12 months: eSports (professional video gaming) OR Sports streamed online past 12 months: eSports (professional video gaming) OR No. of eSports (pro video gaming) events attd past 12 months: 1 - 2 events OR No. of eSports (pro video gaming) events attd past 12 months: 3 - 9 events OR No. of eSports (pro video gaming) events attd past 12 months: 10+ events OR Sports followed on social media past 12 months: eSports (professional video gaming))

GLOBAL GAMING LEAGUE SEA

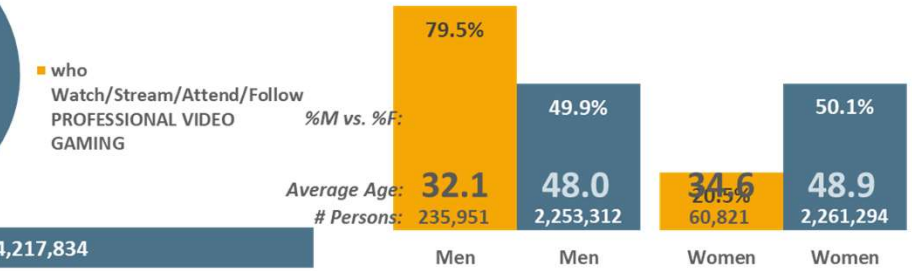
6.6% or 296,772 of SEA DMA Adults 18 or older Watch/Stream/Attend/Follow PROFESSIONAL VIDEO GAMING. Typical Adults 18 or older who Watch/Stream/Attend/Follow PROFESSIONAL VIDEO GAMING are 33.3 years old (31.2% younger than average) and have a $138,151 (11.8% higher than average) annual household income.

Percent of Market: Adults 18 or older

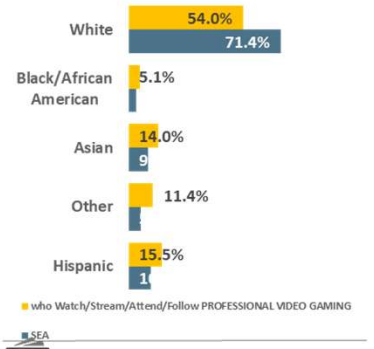


Total Persons:
296,772 | 4,217,834

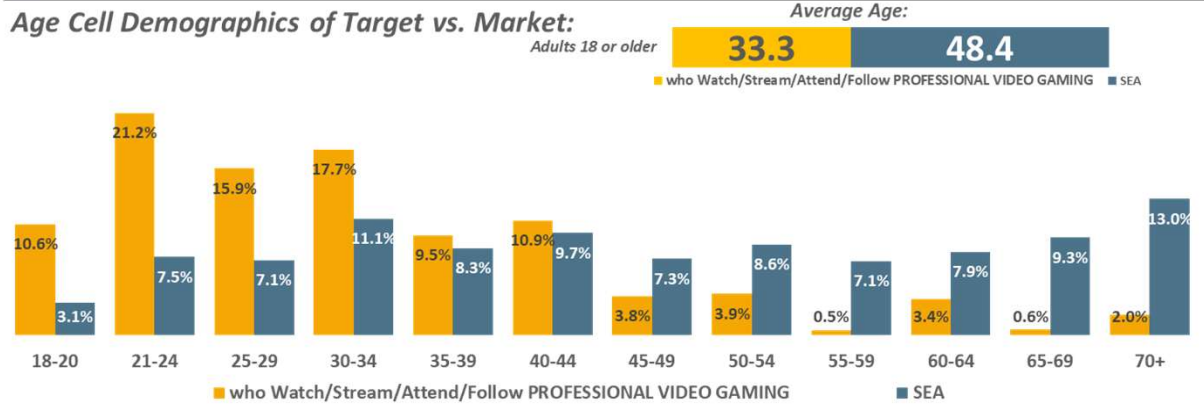
Gender of Target vs. Market: Adults 18 or older



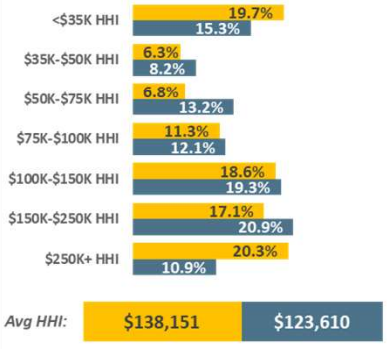
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



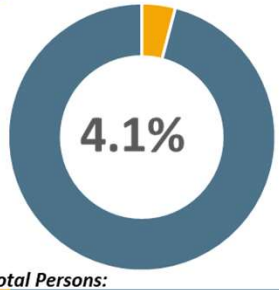
SEA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 194

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(Sports watched on TV (broadcast or cable) past 12 months: eSports (professional video gaming) OR Sports streamed online past 12 months: eSports (professional video gaming) OR No. of eSports (pro video gaming) events attd past 12 months: 1 - 2 events OR No. of eSports (pro video gaming) events attd past 12 months: 3 - 9 events OR No. of eSports (pro video gaming) events attd past 12 months: 10+ events OR Sports followed on social media past 12 months: eSports (professional video gaming))

4.1% or 191,802 of PHX DMA Adults 18 or older Watch/Stream/Attend/Follow PROFESSIONAL VIDEO GAMING. Typical Adults 18 or older who Watch/Stream/Attend/Follow PROFESSIONAL VIDEO GAMING are 31. years old (36.9% younger than average) and have a $76,182 (25.1% lower than average) annual household…

Percent of Market: Adults 18 or older

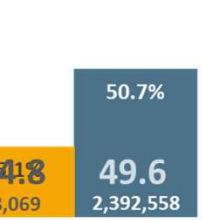


who Watch/Stream/Attend/Follow PROFESSIONAL VIDEO GAMING

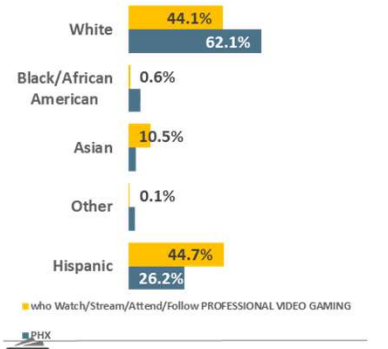
Total Persons:

191,802 | 4,526,405

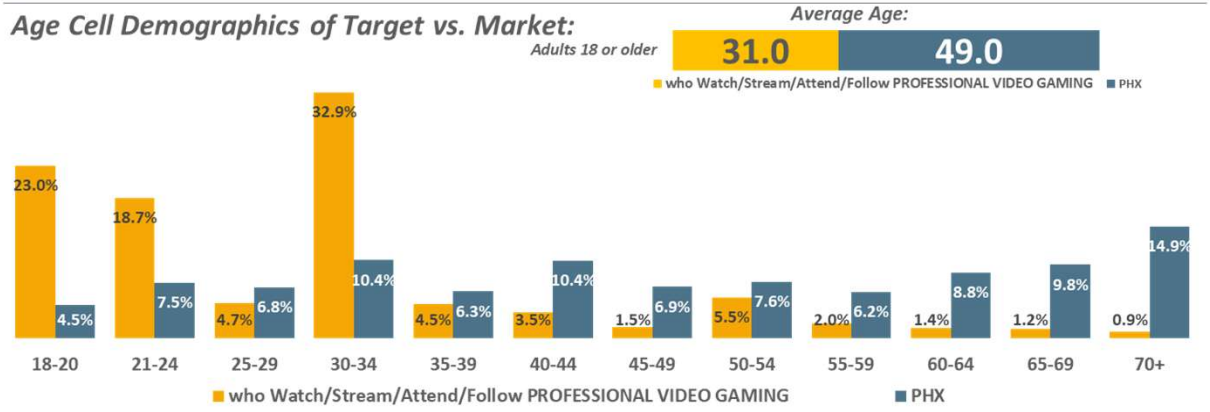
Gender of Target vs. Market: Adults 18 or older



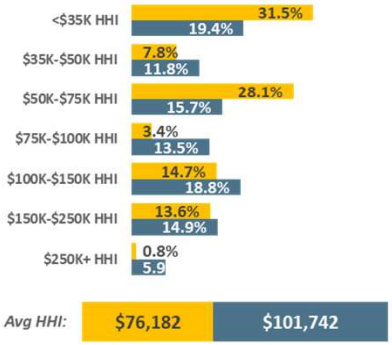
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



Avg HHI: $76,182 | $101,742

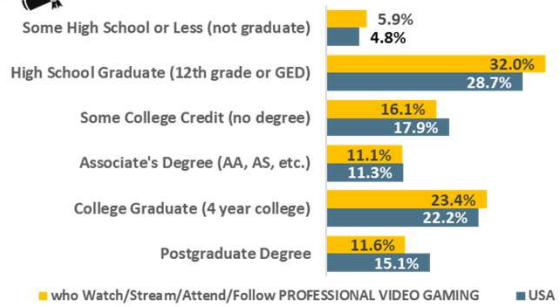
PHX DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 85

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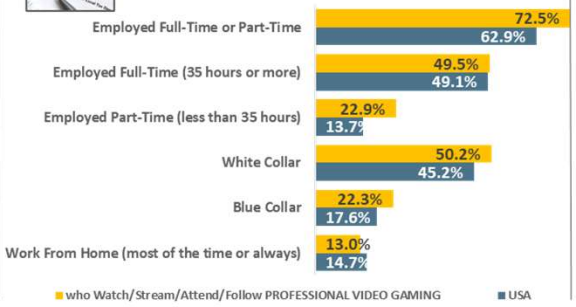
GLOBAL GAMING LEAGUE USA

4.6% or 12,045,105 of USA Adults 18 or older Watch/Stream/Attend/Follow PROFESSIONAL VIDEO GAMING. Adults 18 or older who Watch/Stream/Attend/Follow PROFESSIONAL VIDEO GAMING are 6.2% less likely to be a college graduate, .8% more likely to work full-time, 33.2% less likely to be married, 7.7% more likely to be a parent of 1 or more children under 18.

Education Levels: Adults 18 or older



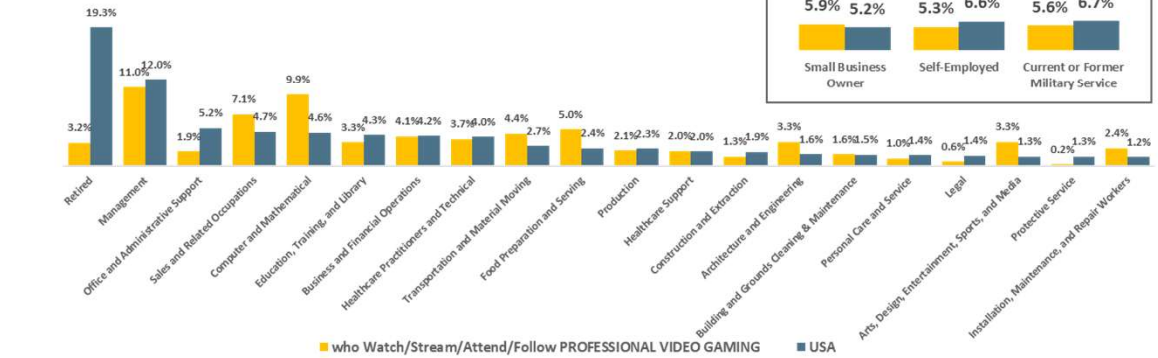
Employment: Adults 18 or older



Marital Status: Adults 18 or older

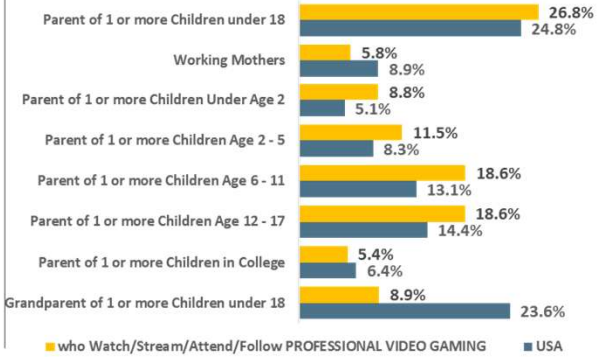


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



USA USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 972

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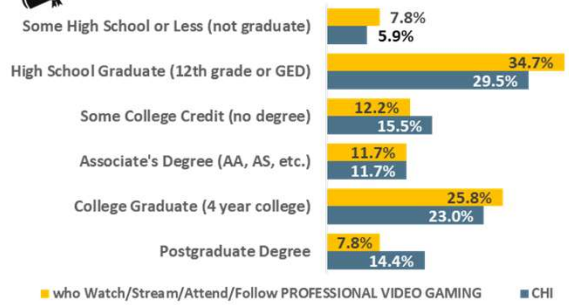
USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 24,890

(Sports watched on TV (broadcast or cable) past 12 months: eSports (professional video gaming) OR Sports streamed online past 12 months: eSports (professional video gaming) OR No. of eSports (pro video gaming) events attd past 12 months: 1 - 2 events OR No. of eSports (pro video gaming) events attd past 12 months: 3 - 9 events OR No. of eSports (pro video gaming) events attd past 12 months: 10+ events OR Sports followed on social media past 12 months: eSports (professional video gaming))

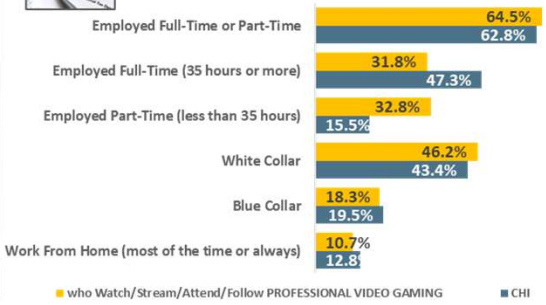
GLOBAL GAMING LEAGUE — CHI

4.7% or 355,736 of CHI DMA Adults 18 or older Watch/Stream/Attend/Follow PROFESSIONAL VIDEO GAMING. Adults 18 or older who Watch/Stream/Attend/Follow PROFESSIONAL VIDEO GAMING are 10.1% less likely to be a college graduate, 32.9% less likely to work full-time, 38.2% less likely to be married, 21.9% less likely to be a parent of 1 or more children under

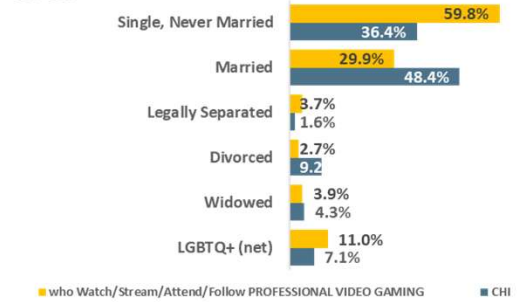
Education Levels: Adults 18 or older



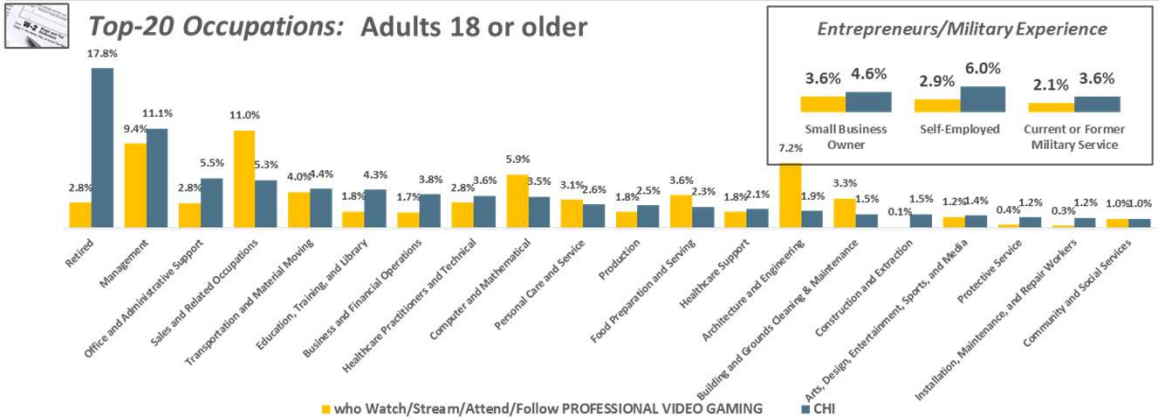
Employment: Adults 18 or older



Marital Status: Adults 18 or older

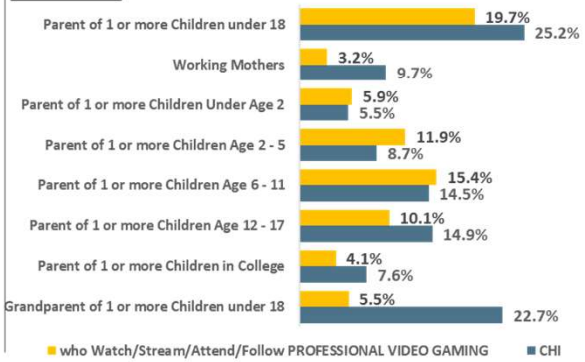


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



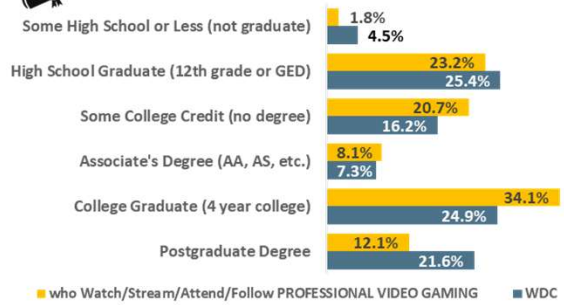
CHI DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 151

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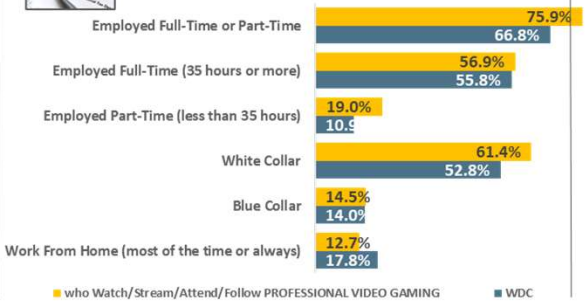
(Sports watched on TV (broadcast or cable) past 12 months: eSports (professional video gaming) OR Sports streamed online past 12 months: eSports (professional video gaming) OR No. of eSports (pro video gaming) events attd past 12 months: 1 - 2 events OR No. of eSports (pro video gaming) events attd past 12 months: 3 - 9 events OR No. of eSports (pro video gaming) events attd past 12 months: 10+ events OR Sports followed on social media past 12 months: eSports (professional video gaming))

4.7% or 268,764 of WDC DMA Adults 18 or older Watch/Stream/Attend/Follow PROFESSIONAL VIDEO GAMING. Adults 18 or older who Watch/Stream/Attend/Follow PROFESSIONAL VIDEO GAMING are .8% less likely to be a college graduate, 1.9% more likely to work full-time, 24.1% less likely to be married, 11.4% more likely to be a parent of 1 or more children under 18.

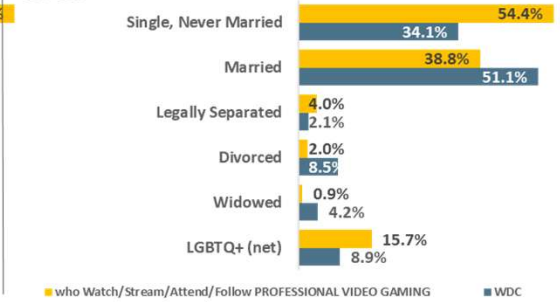
Education Levels: Adults 18 or older



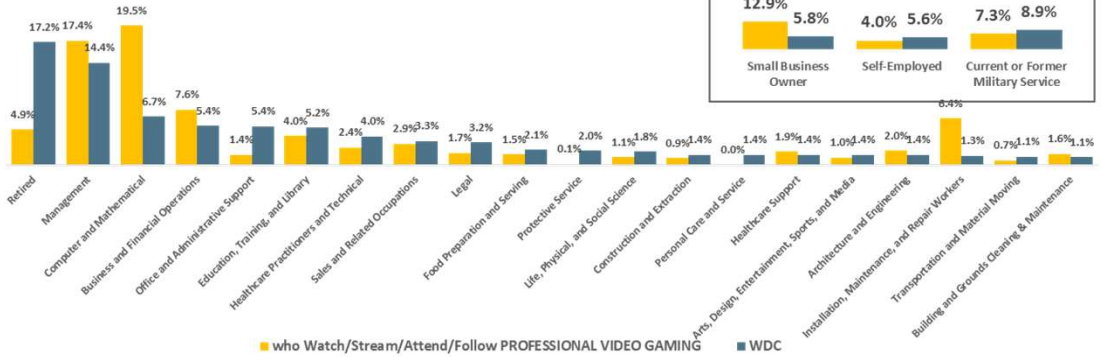
Employment: Adults 18 or older



Marital Status: Adults 18 or older

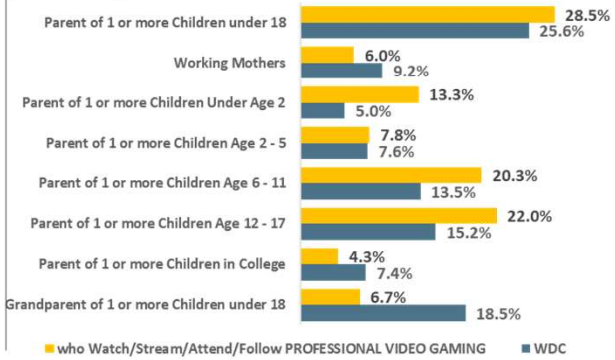


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



WDC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 282

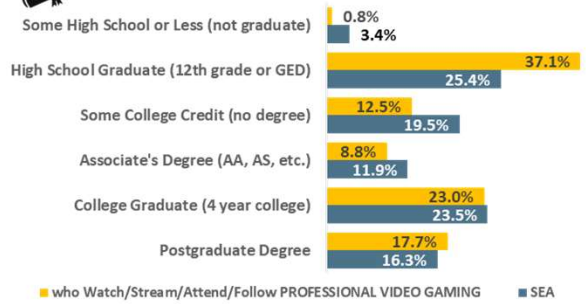
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(Sports watched on TV (broadcast or cable) past 12 months: eSports (professional video gaming) OR Sports streamed online past 12 months: eSports (professional video gaming) OR No. of eSports (pro video gaming) events attd past 12 months: 1 - 2 events OR No. of eSports (pro video gaming) events attd past 12 months: 3 - 9 events OR No. of eSports (pro video gaming) events attd past 12 months: 10+ events OR Sports followed on social media past 12 months: eSports (professional video gaming))

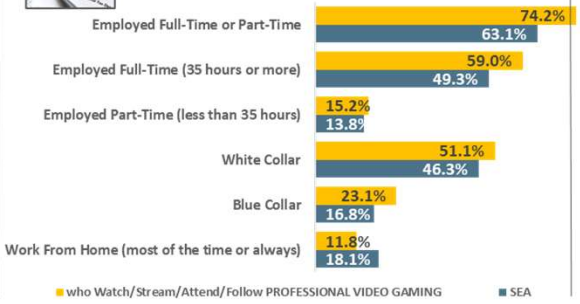
GLOBAL GAMING LEAGUE SEA

6.6% or 296,772 of SEA DMA Adults 18 or older Watch/Stream/Attend/Follow PROFESSIONAL VIDEO GAMING. Adults 18 or older who Watch/Stream/Attend/Follow PROFESSIONAL VIDEO GAMING are 2.4% more likely to be a college graduate, 19.6% more likely to work full-time, 29.8% less likely to be married, 43.1% more likely to be a parent of 1 or more children under 1

Education Levels: Adults 18 or older



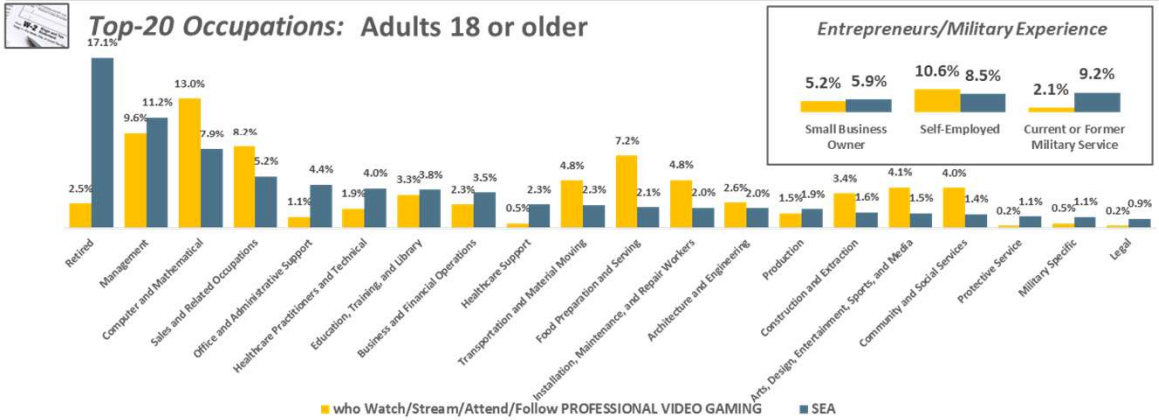
Employment: Adults 18 or older



Marital Status: Adults 18 or older

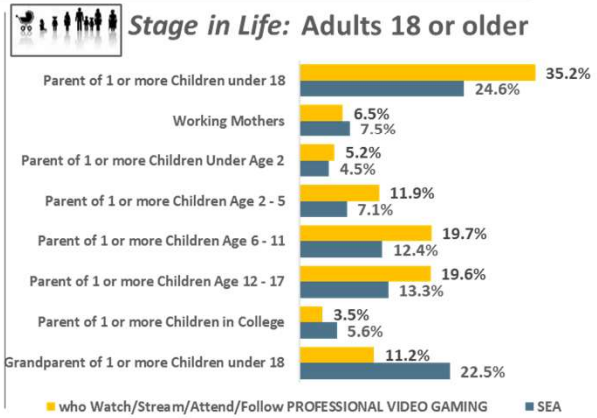


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



SEA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 194

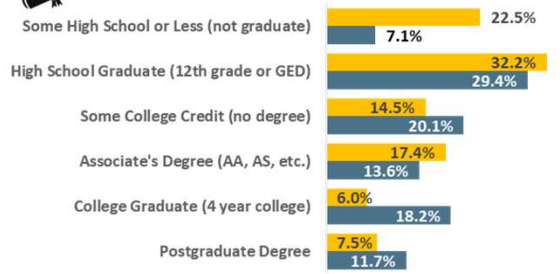
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(Sports watched on TV (broadcast or cable) past 12 months: eSports (professional video gaming) OR Sports streamed online past 12 months: eSports (professional video gaming) OR No. of eSports (pro video gaming) events attd past 12 months: 1 - 2 events OR No. of eSports (pro video gaming) events attd past 12 months: 3 - 9 events OR No. of eSports (pro video gaming) events attd past 12 months: 10+ events OR Sports followed on social media past 12 months: eSports (professional video gaming))

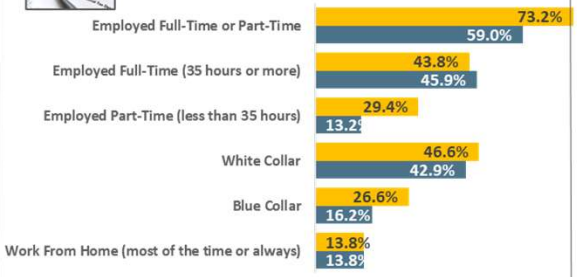
GLOBAL GAMING LEAGUE PHX

4.1% or 191,802 of PHX DMA Adults 18 or older Watch/Stream/Attend/Follow PROFESSIONAL VIDEO GAMING. Adults 18 or older who Watch/Stream/Attend/Follow PROFESSIONAL VIDEO GAMING are 55.% less likely to be a college graduate, 4.5% less likely to work full-time, 61.5% less likely to be married, 6.5% more likely to be a parent of 1 or more children under 18.

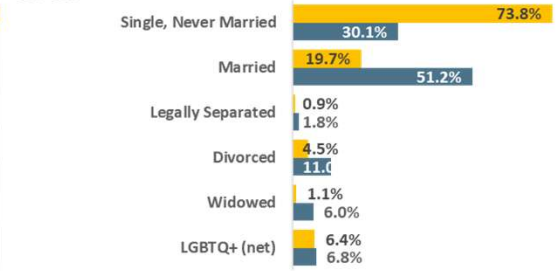
Education Levels: Adults 18 or older



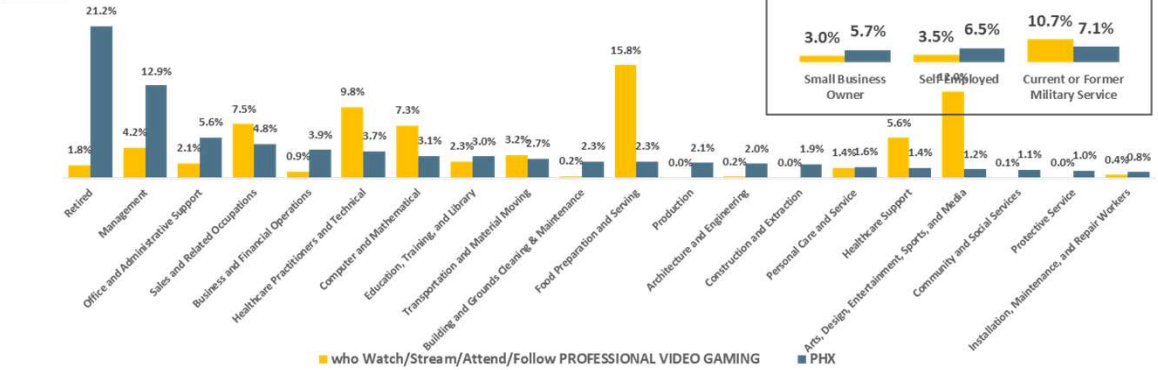
Employment: Adults 18 or older



Marital Status: Adults 18 or older

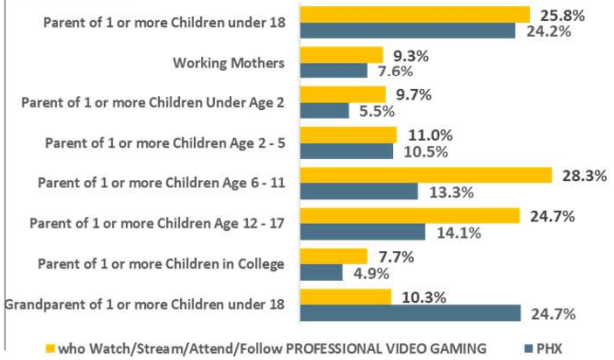


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



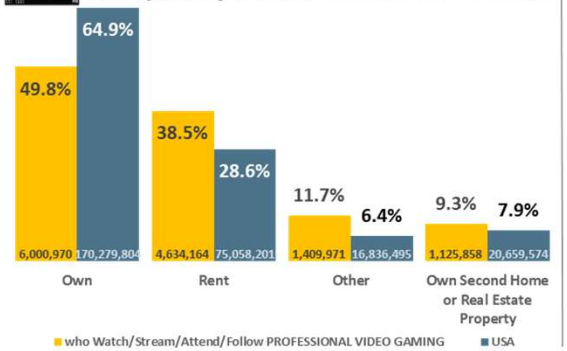
PHX DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 85

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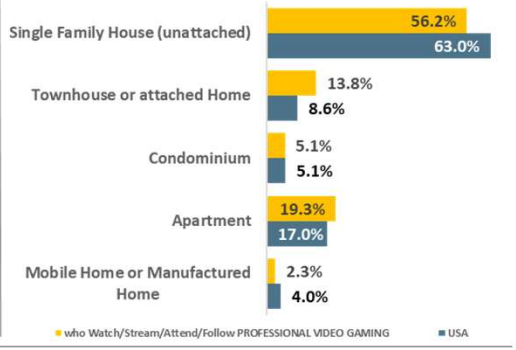
GLOBAL GAMING LEAGUE USA

4.6% or 12,045,105 of USA Adults 18 or older Watch/Stream/Attend/Follow PROFESSIONAL VIDEO GAMING. Adults 18 or older who Watch/Stream/Attend/Follow PROFESSIONAL VIDEO GAMING are 23.3% less likely to own their home, 19.1% more likely to own a higher valued home, 10.7% less likely to have a single-family home, 13.5% more likely to have a dog.

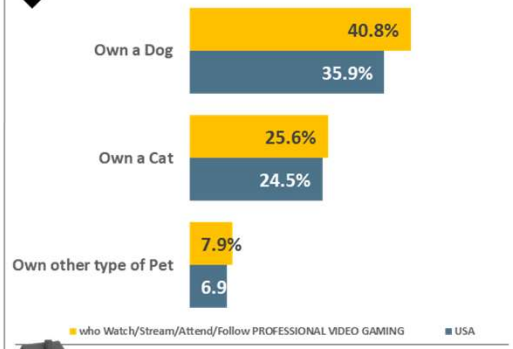
Own/Rent/Other: Adults 18 or older



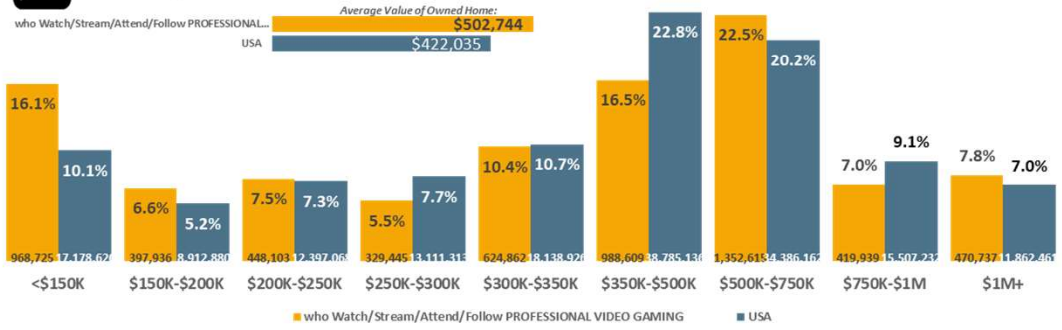
Type of Home: Adults 18 or older



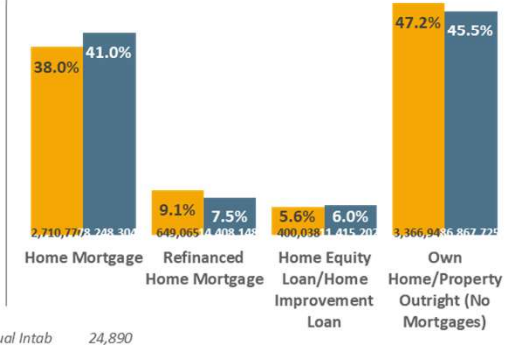
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



USA USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 972

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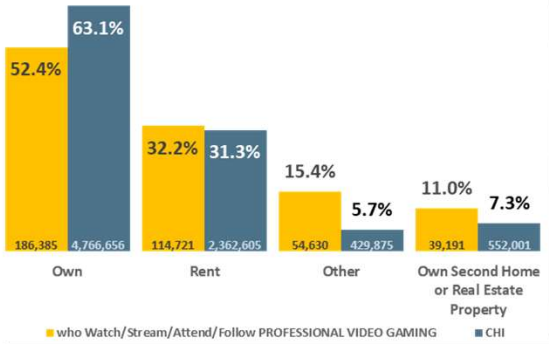
USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 24,890

(Sports watched on TV (broadcast or cable) past 12 months: eSports (professional video gaming) OR Sports streamed online past 12 months: eSports (professional video gaming) OR No. of eSports (pro video gaming) events attd past 12 months: 1 - 2 events OR No. of eSports (pro video gaming) events attd past 12 months: 3 - 9 events OR No. of eSports (pro video gaming) events attd past 12 months: 10+ events OR Sports followed on social media past 12 months: eSports (professional video gaming))

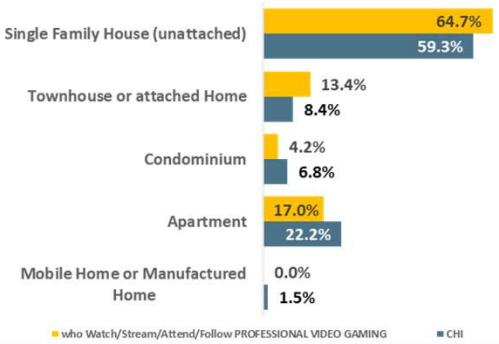
GLOBAL GAMING LEAGUE = CHI

4.7% or 355,736 of CHI DMA Adults 18 or older Watch/Stream/Attend/Follow PROFESSIONAL VIDEO GAMING. Adults 18 or older who Watch/Stream/Attend/Follow PROFESSIONAL VIDEO GAMING are 16.9% less likely to own their home, 6.9% more likely to own a lower valued home, 9.1% more likely to have a single-family home, 29.2% more likely to have a dog.

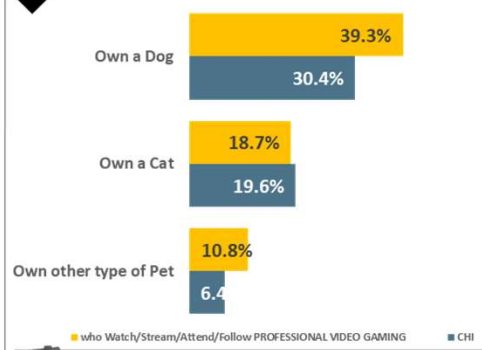
Own/Rent/Other: Adults 18 or older



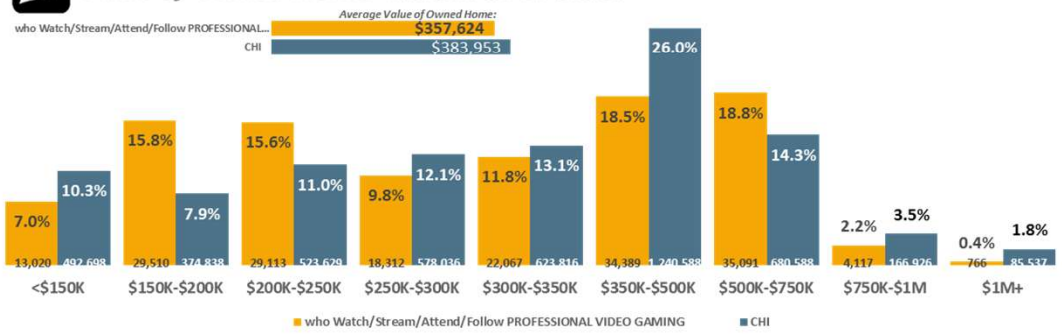
Type of Home: Adults 18 or older



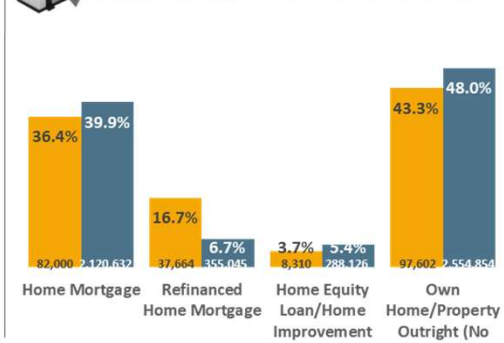
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



CHI DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 151

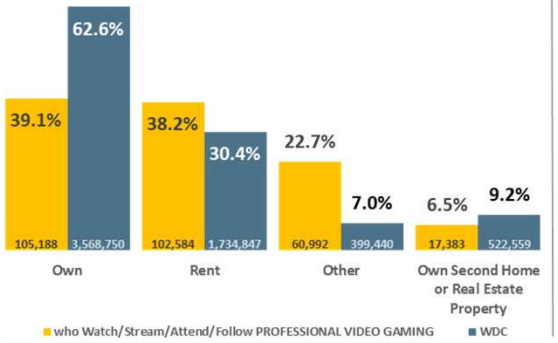
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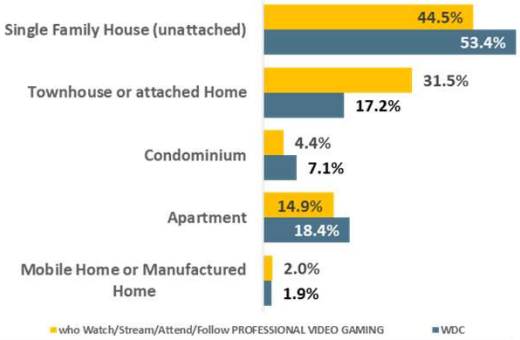
GLOBAL GAMING LEAGUE — WDC

4.7% or 268,764 of WDC DMA Adults 18 or older Watch/Stream/Attend/Follow PROFESSIONAL VIDEO GAMING. Adults 18 or older who Watch/Stream/Attend/Follow PROFESSIONAL VIDEO GAMING are 37.5% less likely to own their home, 15.7% more likely to own a lower valued home, 16.8% less likely to have a single-family home, 27.4% more likely to have a dog.

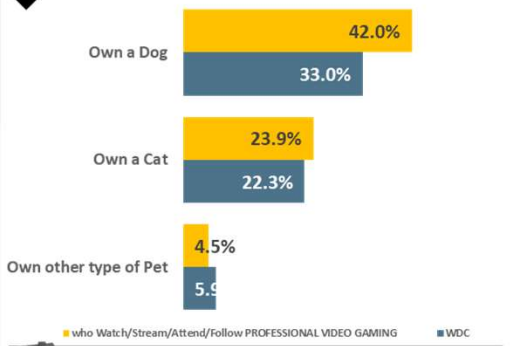
Own/Rent/Other: Adults 18 or older



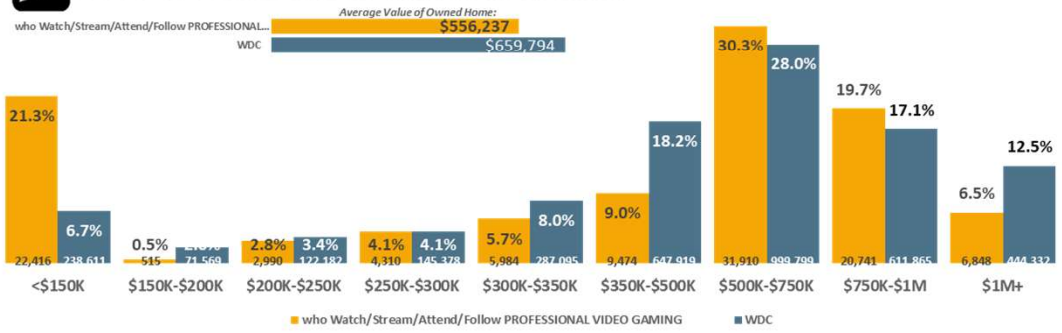
Type of Home: Adults 18 or older



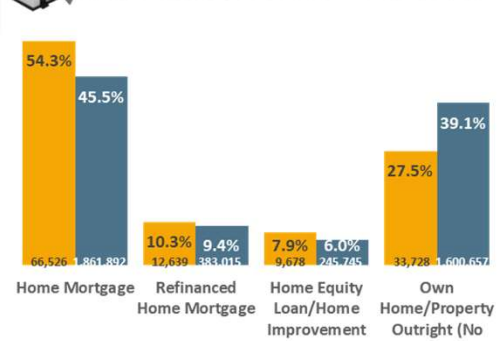
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



WDC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 282

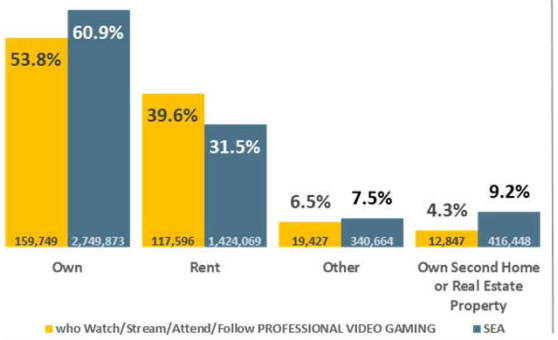
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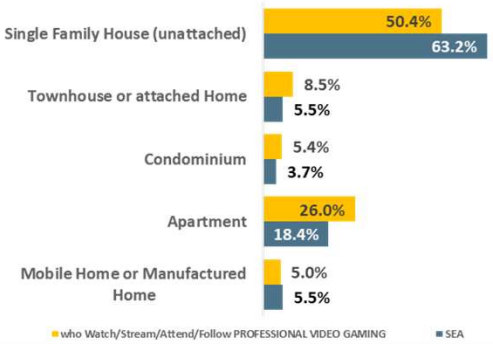
GLOBAL GAMING LEAGUE SEA

6.6% or 296,772 of SEA DMA Adults 18 or older Watch/Stream/Attend/Follow PROFESSIONAL VIDEO GAMING. Adults 18 or older who Watch/Stream/Attend/Follow PROFESSIONAL VIDEO GAMING are 11.6% less likely to own their home, 6.7% more likely to own a higher valued home, 20.2% less likely to have a single-family home, .5% more likely to have a dog.

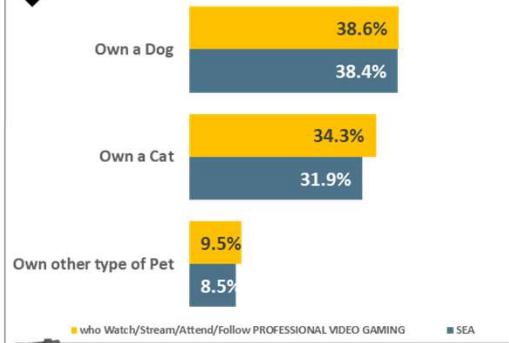
Own/Rent/Other: Adults 18 or older



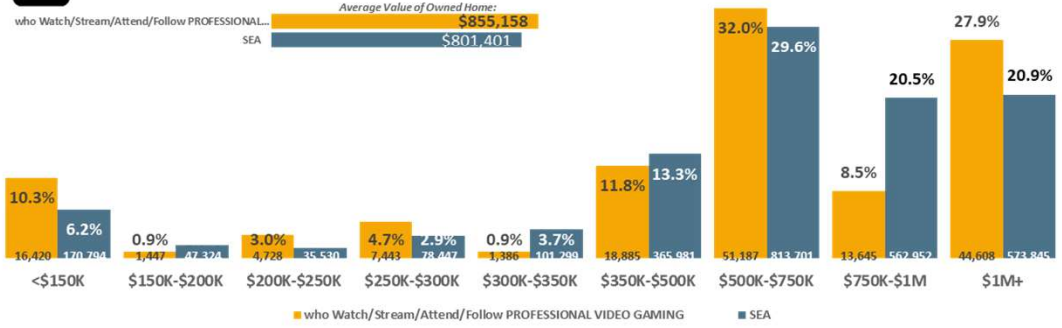
Type of Home: Adults 18 or older



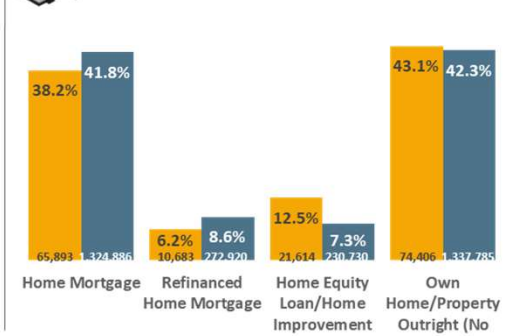
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



SEA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 194

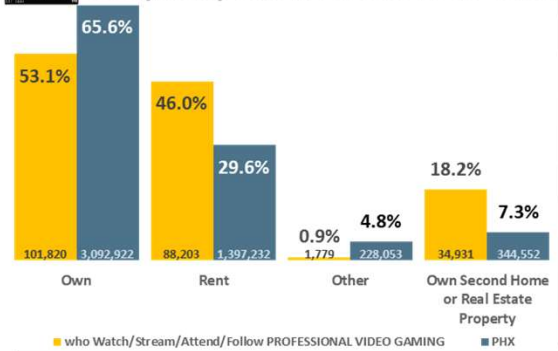
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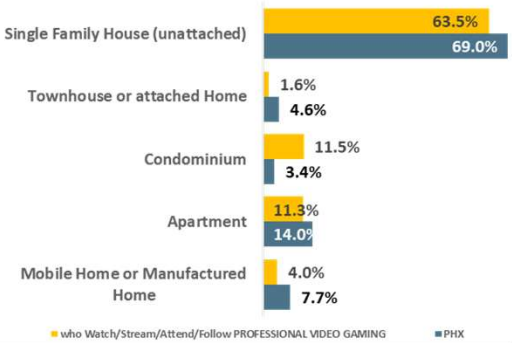
GLOBAL GAMING LEAGUE PHX

4.1% or 191,802 of PHX DMA Adults 18 or older Watch/Stream/Attend/Follow PROFESSIONAL VIDEO GAMING. Adults 18 or older who Watch/Stream/Attend/Follow PROFESSIONAL VIDEO GAMING are 19.% less likely to own their home, 18.8% more likely to own a lower valued home, 7.9% less likely to have a single-family home, 22.1% more likely to have a dog.

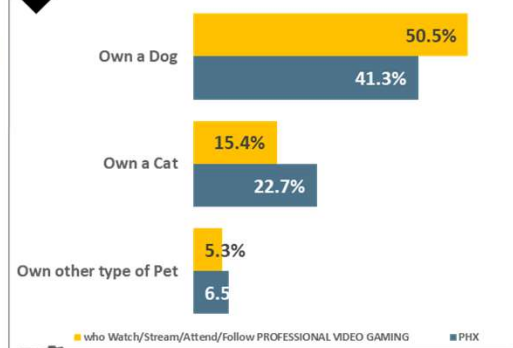
Own/Rent/Other: Adults 18 or older



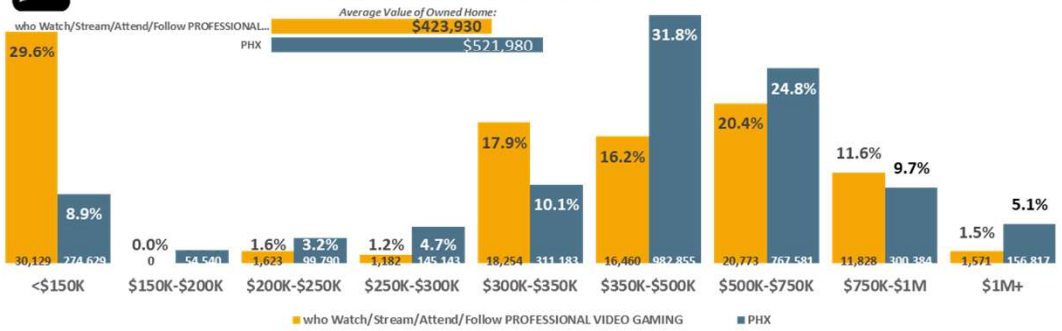
Type of Home: Adults 18 or older



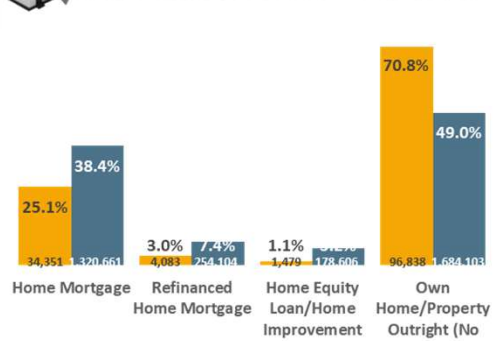
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older

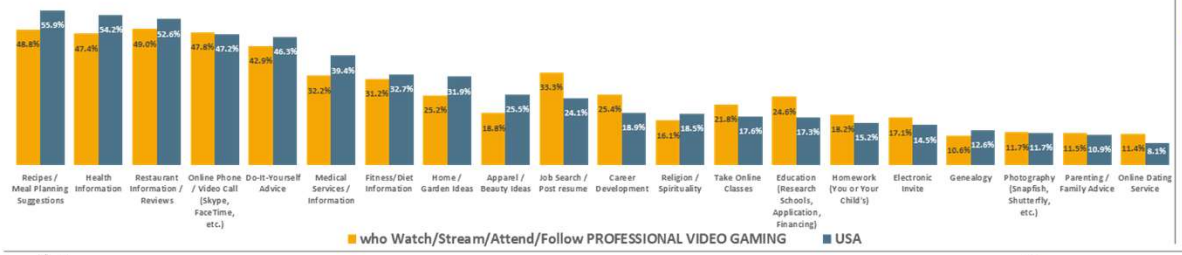


PHX DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 85

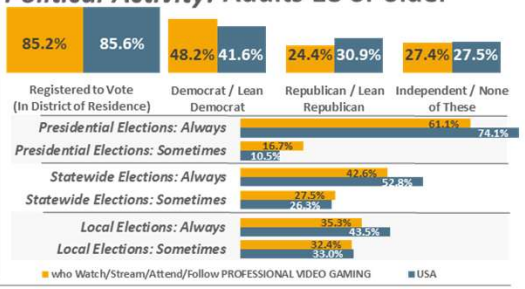
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4.6% or 12,045,105 of USA Adults 18 or older Watch/Stream/Attend/Follow PROFESSIONAL VIDEO GAMING. Adults 18 or older who Watch/Stream/Attend/Follow PROFESSIONAL VIDEO GAMING are 7.3% less likely to look up D-I-Y advice online, 18.8% less likely to always vote in local elections, 26.1% more likely to belong to a gym, 17.3% more likely to fly domestic p

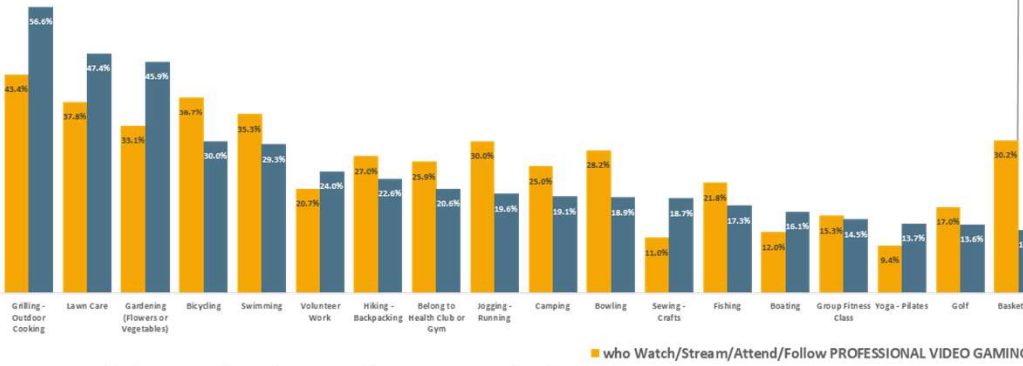
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



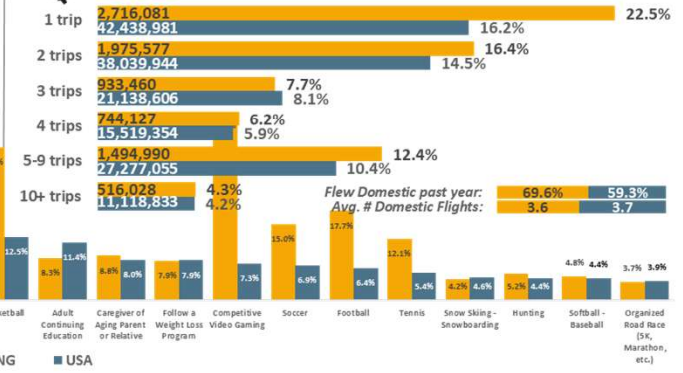
Political Activity: Adults 18 or older



Top-30 past 12-months Active Lifestyle Activites: Adults 18 or older



Past 12-months Domestic Airline Trips: Adults 18 or older



USA USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 972

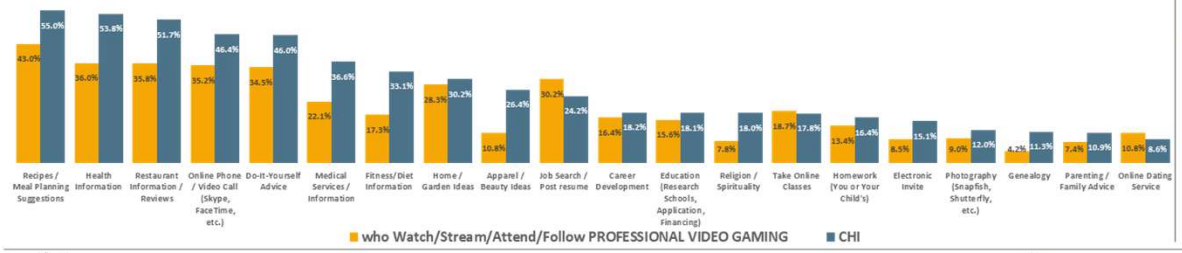
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USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 24,890

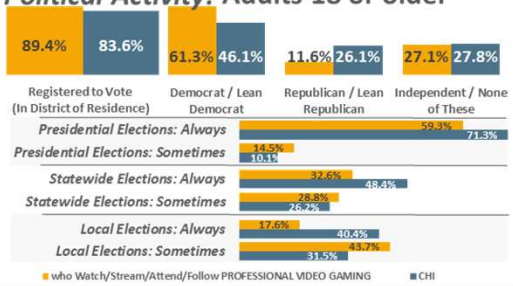
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4.7% or 355,736 of CHI DMA Adults 18 or older Watch/Stream/Attend/Follow PROFESSIONAL VIDEO GAMING. Adults 18 or older who Watch/Stream/Attend/Follow PROFESSIONAL VIDEO GAMING are 25.% less likely to look up D-I-Y advice online, 56.6% less likely to always vote in local elections, 9.1% less likely to belong to a gym, 1.7% less likely to fly domestic pas

Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



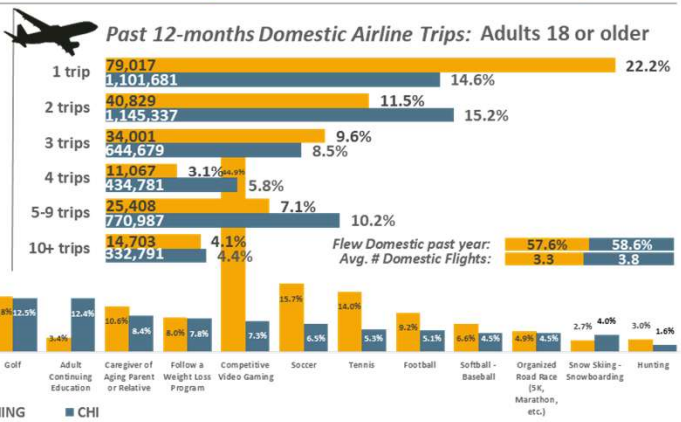
Political Activity: Adults 18 or older



Top-30 past 12-months Active Lifestyle Activites: Adults 18 or older



Past 12-months Domestic Airline Trips: Adults 18 or older



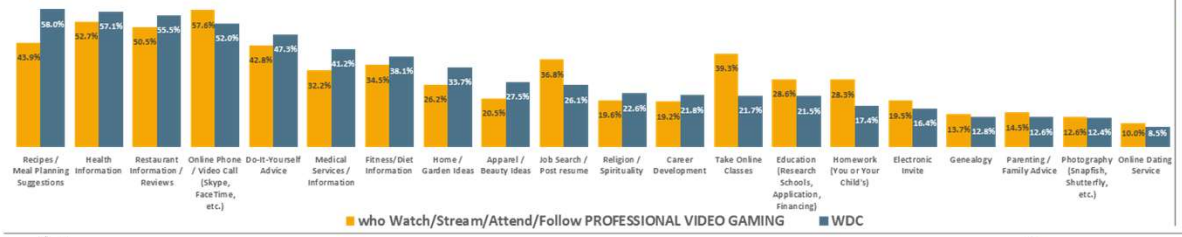
CHI DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 151

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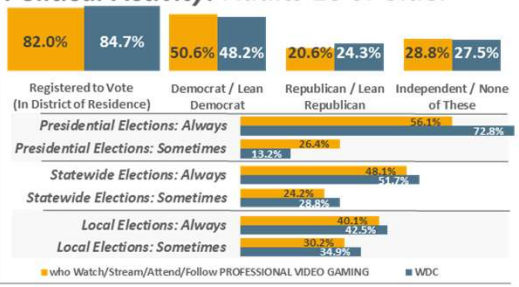
(Sports watched on TV (broadcast or cable) past 12 months: eSports (professional video gaming) OR Sports streamed online past 12 months: eSports (professional video gaming) OR No. of eSports (pro video gaming) events attd past 12 months: 1 - 2 events OR No. of eSports (pro video gaming) events attd past 12 months: 3 - 9 events OR No. of eSports (pro video gaming) events attd past 12 months: 10+ events OR Sports followed on social media past 12 months: eSports (professional video gaming))

4.7% or 268,764 of WDC DMA Adults 18 or older Watch/Stream/Attend/Follow PROFESSIONAL VIDEO… Adults 18 or older who Watch/Stream/Attend/Follow PROFESSIONAL VIDEO GAMING are 9.7% less likely to look up D-I-Y advice online, 5.6% less likely to always vote in local elections, 93.4% more likely to belong to a gym, 20.2% more likely to fly domestic pa

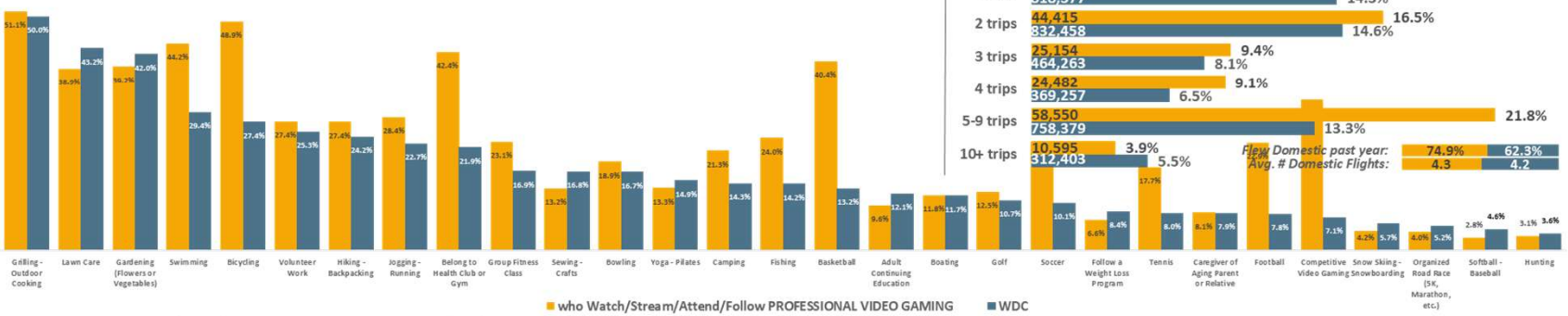
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



Political Activity: Adults 18 or older



Top-30 past 12-months Active Lifestyle Activites: Adults 18 or older



Past 12-months Domestic Airline Trips: Adults 18 or older

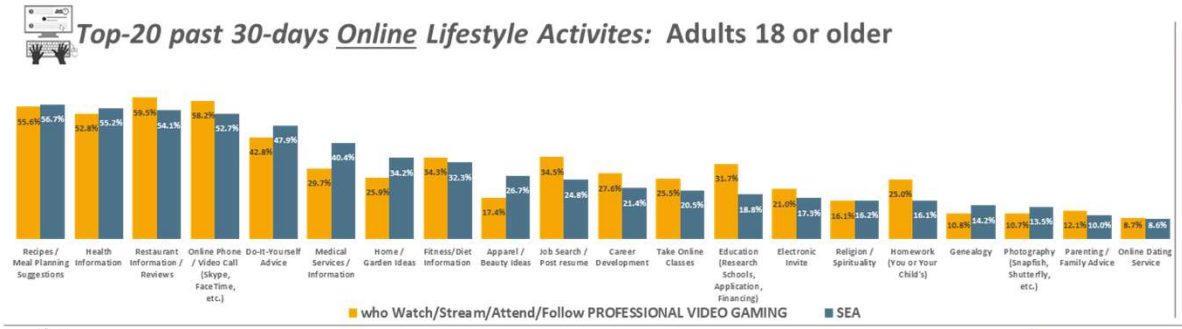
WDC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 282

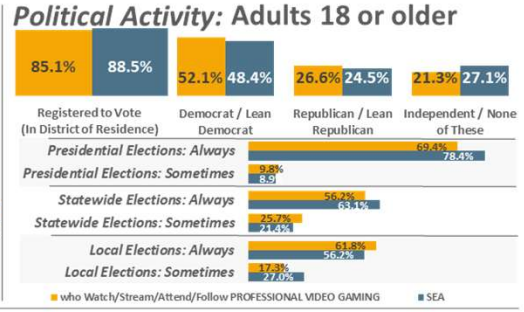
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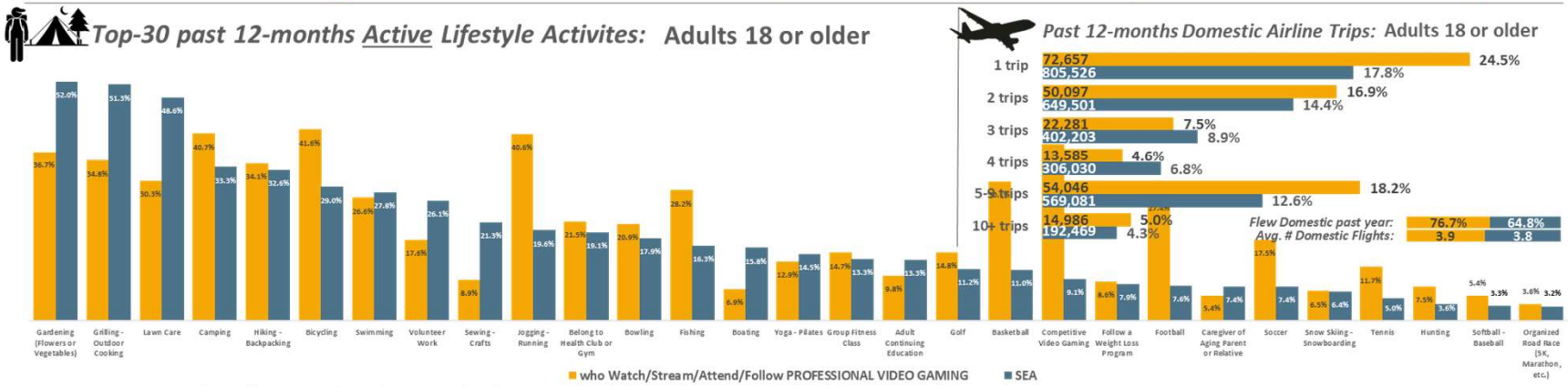
(Sports watched on TV (broadcast or cable) past 12 months: eSports (professional video gaming) OR Sports streamed online past 12 months: eSports (professional video gaming) OR No. of eSports (pro video gaming) events attd past 12 months: 1 - 2 events OR No. of eSports (pro video gaming) events attd past 12 months: 3 - 9 events OR No. of eSports (pro video gaming) events attd past 12 months: 10+ events OR Sports followed on social media past 12 months: eSports (professional video gaming))

GLOBAL GAMING LEAGUE SEA

6.6% or 296,772 of SEA DMA Adults 18 or older Watch/Stream/Attend/Follow PROFESSIONAL VIDEO GAMING. Adults 18 or older who Watch/Stream/Attend/Follow PROFESSIONAL VIDEO GAMING are 10.7% less likely to look up D-I-Y advice online, 9.9% more likely to always vote in local elections, 12.5% more likely to belong to a gym, 18.4% more likely to fly domestic p







SEA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 194

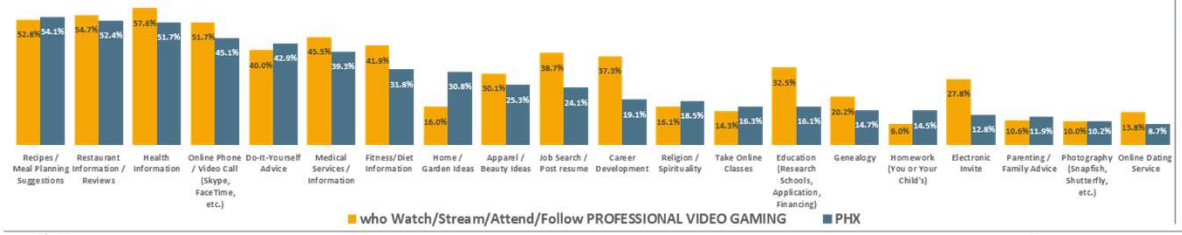
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(Sports watched on TV (broadcast or cable) past 12 months: eSports (professional video gaming) OR Sports streamed online past 12 months: eSports (professional video gaming) OR No. of eSports (pro video gaming) events attd past 12 months: 1 - 2 events OR No. of eSports (pro video gaming) events attd past 12 months: 3 - 9 events OR No. of eSports (pro video gaming) events attd past 12 months: 10+ events OR Sports followed on social media past 12 months: eSports (professional video gaming))

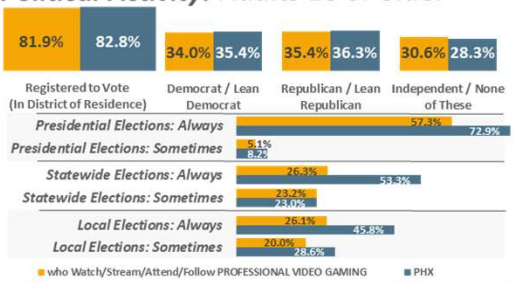
GLOBAL GAMING LEAGUE PHX

4.1% or 191,802 of PHX DMA Adults 18 or older Watch/Stream/Attend/Follow PROFESSIONAL VIDEO GAMING. Adults 18 or older who Watch/Stream/Attend/Follow PROFESSIONAL VIDEO GAMING are 6.8% less likely to look up D-I-Y advice online, 43.1% less likely to always vote in local elections, 23.% less likely to belong to a gym, 10.8% more likely to fly domestic pa

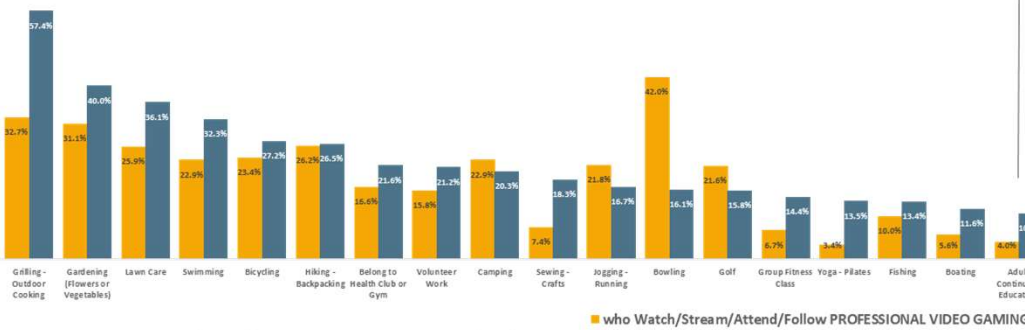
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



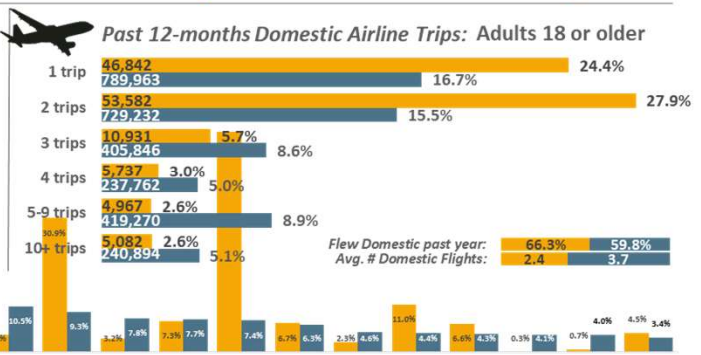
Political Activity: Adults 18 or older



Top-30 past 12-months Active Lifestyle Activites: Adults 18 or older



Past 12-months Domestic Airline Trips: Adults 18 or older



PHX DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 85

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GLOBAL GAMING LEAGUE USA

4.6% or 12,045,105 of USA Adults 18 or older Watch/Stream/Attend/Follow PROFESSIONAL VIDEO GAMING. Adults 18 or older who Watch/Stream/Attend/Follow PROFESSIONAL VIDEO GAMING are 7.9% more likely to use QSRs past mo., 6.1% more likely to use Sit-Down Restaurants past mo., 14.7% more likely to use Casinos past yr., 16.3% more likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users: 91.5% 84.8% — 11,016,04 0 — 222,309,9 22

Avg. Monthly QSR Meals: 7.7 — 6.1

Past 30-days Sit-Down Restaurant Users: Adults 18 or older



Total Monthly Sit-Down Restaurant Users: 76.9% 72.4% — 9,260,727 — 189,924,0 98

Avg. Monthly Sit-Down Restaurant Meals: 4.4 — 3.9

Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)



Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)

who Watch/Stream/Attend/Follow PROFESSIONAL... 4,011,501 — 33.3%

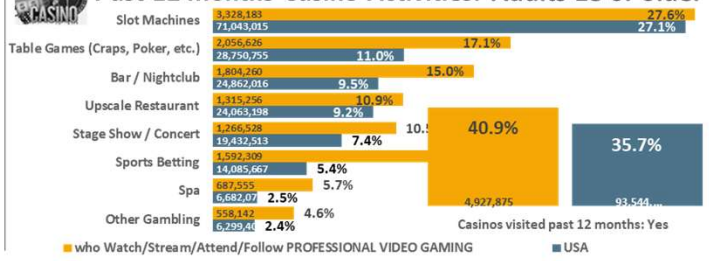
USA — 19.8%

Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



USA USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 972

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USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 24,890

(Sports watched on TV (broadcast or cable) past 12 months: eSports (professional video gaming) OR Sports streamed online past 12 months: eSports (professional video gaming) OR No. of eSports (pro video gaming) events attd past 12 months: 1 - 2 events OR No. of eSports (pro video gaming) events attd past 12 months: 3 - 9 events OR No. of eSports (pro video gaming) events attd past 12 months: 10+ events OR Sports followed on social media past 12 months: eSports (professional video gaming))

GLOBAL GAMING LEAGUE — CHI

4.7% or 355,736 of CHI DMA Adults 18 or older Watch/Stream/Attend/Follow PROFESSIONAL VIDEO GAMING. Adults 18 or older who Watch/Stream/Attend/Follow PROFESSIONAL VIDEO GAMING are .9% more likely to use QSRs past mo., 14.4% less likely to use Sit-Down Restaurants past mo., 21.6% less likely to use Casinos past yr., 27.5% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



	who Watch/Stream/Attend/Follow PROFESSIONAL VIDEO GAMING	CHI
1 time	1.9%	7.3%
2 times	8.2%	10.8%
3 times	14.7%	11.1%
4 times	9.9%	10.9%
5 times	15.2%	9.4%
6 - 9 times	14.2%	20.1%
10 times or more	23.5%	17.3%

Total Monthly QSR Users:		Avg. Monthly QSR Meals:	
87.6%	86.9%	7.3	6.5
311,707	6,566,264		

Past 30-days Sit-Down Restaurant Users: Adults 18 or older



	who Watch/Stream/Attend/Follow PROFESSIONAL VIDEO GAMING	CHI
1 time	8.3%	13.8%
2 times	8.8%	14.8%
3 times	14.5%	14.3%
4 times	11.6%	9.6%
5 times	8.3%	7.3%
6 - 9 times	8.2%	7.3%
10 times or more	1.8%	4.7%

Total Monthly Sit-Down Restaurant Users:		Avg. Monthly Sit-Down Restaurant Meals:	
61.6%	72.0%	4.0	4.0
219,181	5,441,044		

Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)



Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)

who Watch/Stream/Attend/Follow PROFESSIONAL...	94,220	26.5%
CHI	1,687,560	22.3%

Drank Past 30-days: Adults 18 or older



	who Watch/Stream/Attend/Follow PROFESSIONAL VIDEO GAMING		CHI	
Liquor	176,360	49.6%	3,392,970	44.9%
Any Type of Beer	179,480	50.5%	3,374,687	44.6%
Wine	99,749	28.0%	2,633,527	34.8%
Imported Beer	130,695	36.7%	2,138,484	28.3%
Domestic Light Beer	109,733	30.8%	2,024,092	26.8%
Domestic Regular Beer	130,156	36.6%	2,001,982	26.5%
Microbrew / Craft Beer	94,738	26.6%	1,087,650	14.4%

Past 12 months Casino Activities: Adults 18 or older



	who Watch/Stream/Attend/Follow PROFESSIONAL VIDEO GAMING		CHI	
Slot Machines	59,295	16.7%	1,690,627	22.4%
Table Games (Craps, Poker, etc.)	19,106	5.4%	690,671	9.1%
Bar / Nightclub	41,616	11.7%	555,525	7.3%
Upscale Restaurant	21,140	5.9%	541,604	7.2%
Stage Show / Concert	24,054	6.8%	348,614	4.6%
Sports Betting	23,997	6.7%	315,808	4.2%
Spa	11,479	3.2%	187,629	2.5%
Other Gambling	10,911	3.1%	163,751	2.2%

Casinos visited past 12 months: Yes		
	22.0%	28.0%
	78,111	2,117,083

Used Past 30-days: Adults 18 or older



CHI DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 151

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(Sports watched on TV (broadcast or cable) past 12 months: eSports (professional video gaming) OR Sports streamed online past 12 months: eSports (professional video gaming) OR No. of eSports (pro video gaming) events attd past 12 months: 1 - 2 events OR No. of eSports (pro video gaming) events attd past 12 months: 3 - 9 events OR No. of eSports (pro video gaming) events attd past 12 months: 10+ events OR Sports followed on social media past 12 months: eSports (professional video gaming))



4.7% or 268,764 of WDC DMA Adults 18 or older Watch/Stream/Attend/Follow PROFESSIONAL VIDEO GAMING. Adults 18 or older who Watch/Stream/Attend/Follow PROFESSIONAL VIDEO GAMING are 12.% more likely to use QSRs past mo., 15.2% more likely to use Sit-Down Restaurants past mo., 26.2% more likely to use Casinos past yr., 51.7% more likely to smoke cigarettes

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users: 94.6% 254,145 | 84.4% 4,815,920

Avg. Monthly QSR Meals: 7.3 | 5.8

Past 30-days Sit-Down Restaurant Users: Adults 18 or older



Total Monthly Sit-Down Restaurant Users: 84.3% 226,450 | 73.1% 4,169,580

Avg. Monthly Sit-Down Restaurant Meals: 4.8 | 3.8

Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)



Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)

who Watch/Stream/Attend/Follow PROFESSIONAL... 125,361 46.6%

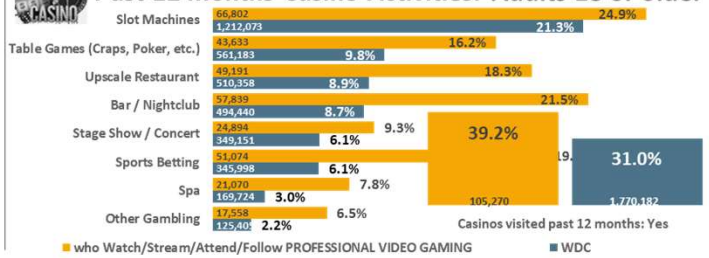
WDC 1,433,053 25.1%

Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



WDC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 282

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(Sports watched on TV (broadcast or cable) past 12 months: eSports (professional video gaming) OR Sports streamed online past 12 months: eSports (professional video gaming) OR No. of eSports (pro video gaming) events attd past 12 months: 1 - 2 events OR No. of eSports (pro video gaming) events attd past 12 months: 3 - 9 events OR No. of eSports (pro video gaming) events attd past 12 months: 10+ events OR Sports followed on social media past 12 months: eSports (professional video gaming))



6.6% or 296,772 of SEA DMA Adults 18 or older Watch/Stream/Attend/Follow PROFESSIONAL VIDEO GAMING. Adults 18 or older who Watch/Stream/Attend/Follow PROFESSIONAL VIDEO GAMING are 10.5% more likely to use QSRs past mo., 14.9% more likely to use Sit-Down Restaurants past mo., 4.% more likely to use Casinos past yr., 98.3% more likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:



Avg. Monthly QSR Meals:



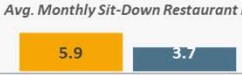
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



Total Monthly Sit-Down Restaurant Users:



Avg. Monthly Sit-Down Restaurant Meals:



Top-10 Cuisines: Adults 18 or older

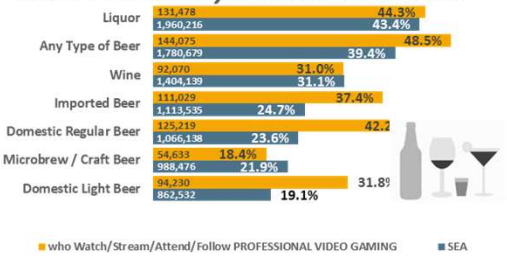
(Sit-Down Restaurants Used Past 30-days)



Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)

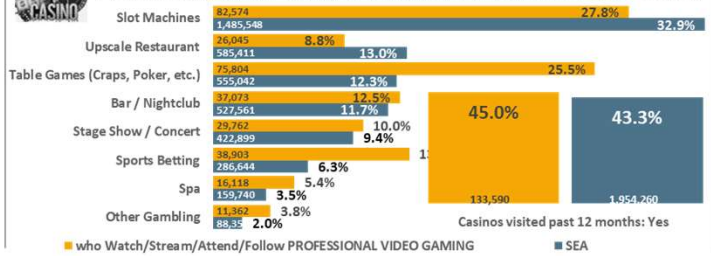


Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



SEA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 194

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(Sports watched on TV (broadcast or cable) past 12 months: eSports (professional video gaming) OR Sports streamed online past 12 months: eSports (professional video gaming) OR No. of eSports (pro video gaming) events attd past 12 months: 1 - 2 events OR No. of eSports (pro video gaming) events attd past 12 months: 3 - 9 events OR No. of eSports (pro video gaming) events attd past 12 months: 10+ events OR Sports followed on social media past 12 months: eSports (professional video gaming))

GLOBAL GAMING LEAGUE PHX

4.1% or 191,802 of PHX DMA Adults 18 or older Watch/Stream/Attend/Follow PROFESSIONAL VIDEO GAMING. Adults 18 or older who Watch/Stream/Attend/Follow PROFESSIONAL VIDEO GAMING are 14.5% more likely to use QSRs past mo., 1.9% less likely to use Sit-Down Restaurants past mo., 31.5% more likely to use Casinos past yr., 19.3% less likely to smoke cigarettes

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users: 98.9% 189,764 | 86.4% 4,078,176

Avg. Monthly QSR Meals: 9.9

Past 30-days Sit-Down Restaurant Users: Adults 18 or older



Total Monthly Sit-Down Restaurant Users: 72.0% 138,187 | 73.4% 3,463,510

Avg. Monthly Sit-Down Restaurant Meals: 3.2 | 4.1

Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)



Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)

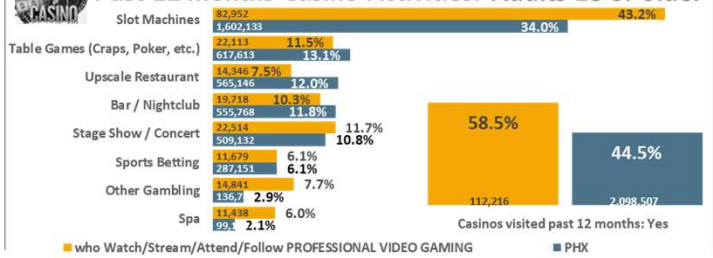
who Watch/Stream/Attend/Follow PROFESSIONAL...	40,045	20.9%
PHX	860,876	18.2%

Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



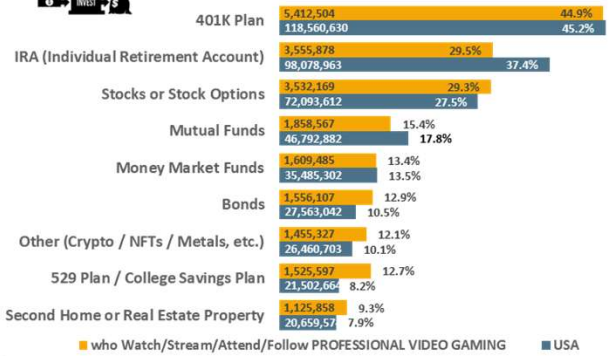
PHX DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 85

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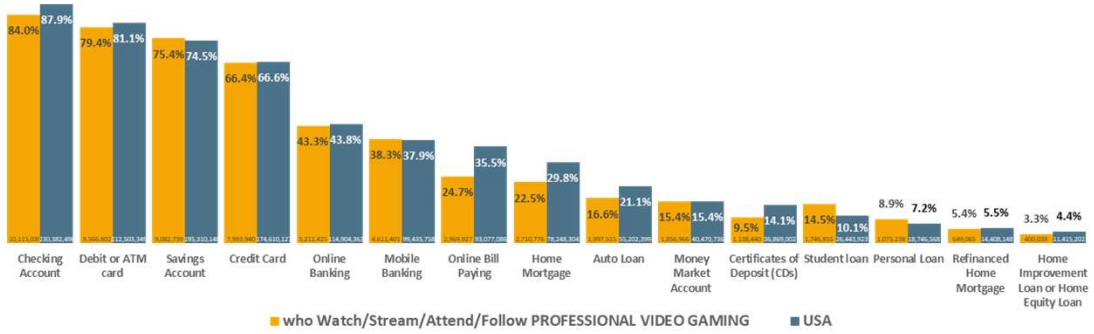
GLOBAL GAMING LEAGUE USA

4.6% or 12,045,105 of USA Adults 18 or older Watch/Stream/Attend/Follow PROFESSIONAL VIDEO GAMING. Adults 18 or older who Watch/Stream/Attend/Follow PROFESSIONAL VIDEO GAMING are .6% less likely to have a 401K, 21.2% less likely to have an Auto Loan, 36.9% more likely to Invest/Trade Stocks Online, 2.1% less likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



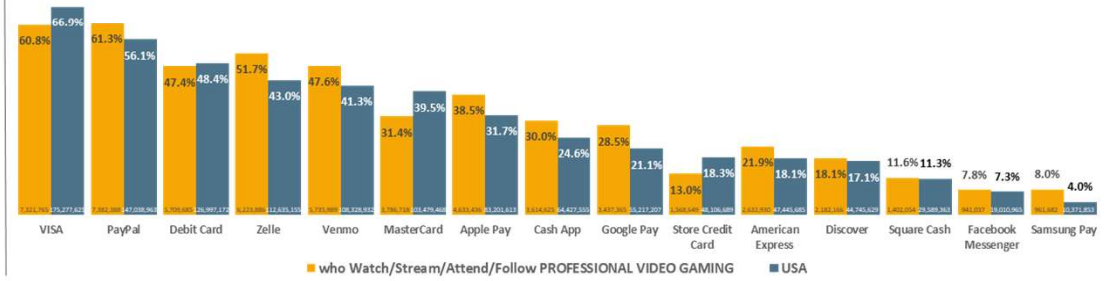
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



Past 3-Months Payment Methods Used: Adults 18 or older



USA USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 972

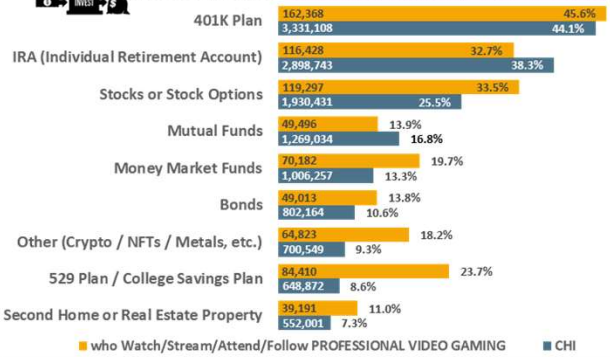
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USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 24,890

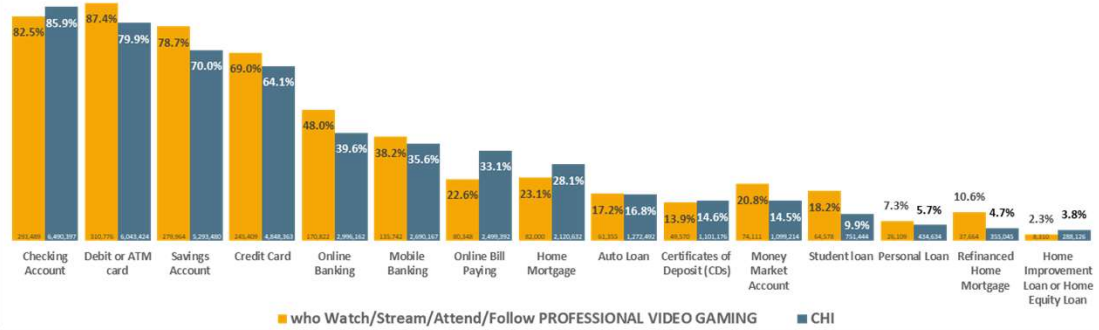
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4.7% or 355,736 of CHI DMA Adults 18 or older Watch/Stream/Attend/Follow PROFESSIONAL VIDEO GAMING. Adults 18 or older who Watch/Stream/Attend/Follow PROFESSIONAL VIDEO GAMING are 3.6% more likely to have a 401K, 2.5% more likely to have an Auto Loan, 33.9% more likely to Invest/Trade Stocks Online, 2.3% more likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



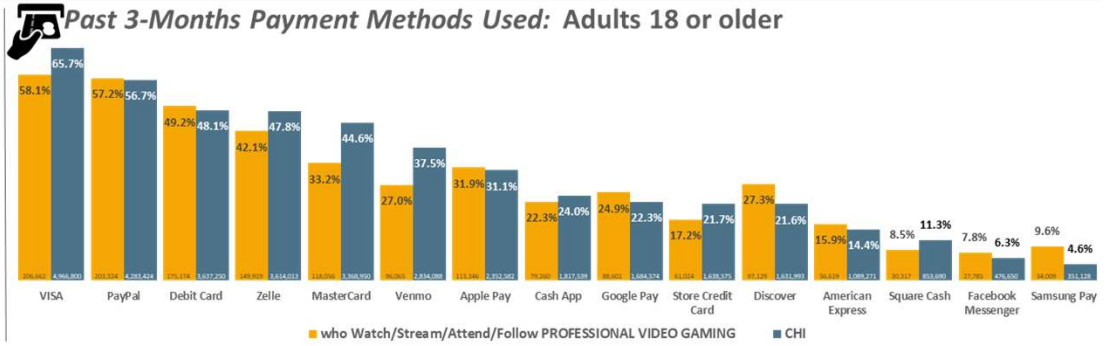
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



Past 3-Months Payment Methods Used: Adults 18 or older



CHI DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 151

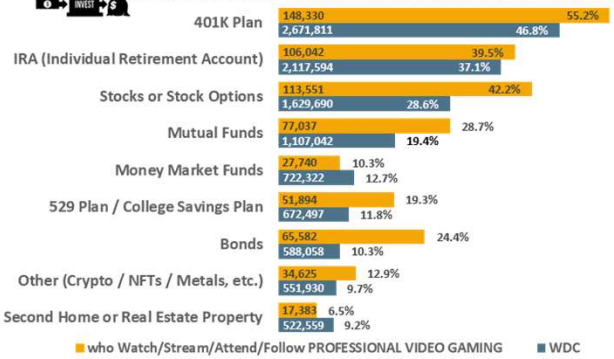
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(Sports watched on TV (broadcast or cable) past 12 months: eSports (professional video gaming) OR Sports streamed online past 12 months: eSports (professional video gaming) OR No. of eSports (pro video gaming) events attd past 12 months: 1 - 2 events OR No. of eSports (pro video gaming) events attd past 12 months: 3 - 9 events OR No. of eSports (pro video gaming) events attd past 12 months: 10+ events OR Sports followed on social media past 12 months: eSports (professional video gaming))

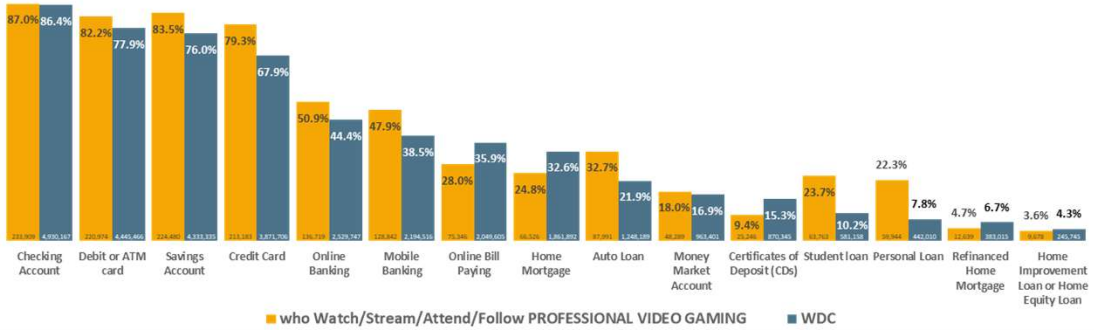


4.7% or 268,764 of WDC DMA Adults 18 or older Watch/Stream/Attend/Follow PROFESSIONAL VIDEO GAMING. Adults 18 or older who Watch/Stream/Attend/Follow PROFESSIONAL VIDEO GAMING are 17.8% more likely to have a 401K, 49.6% more likely to have an Auto Loan, 68.8% more likely to Invest/Trade Stocks Online, 17.9% more likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



Financial Services Has and/or Uses: Adults 18 or older

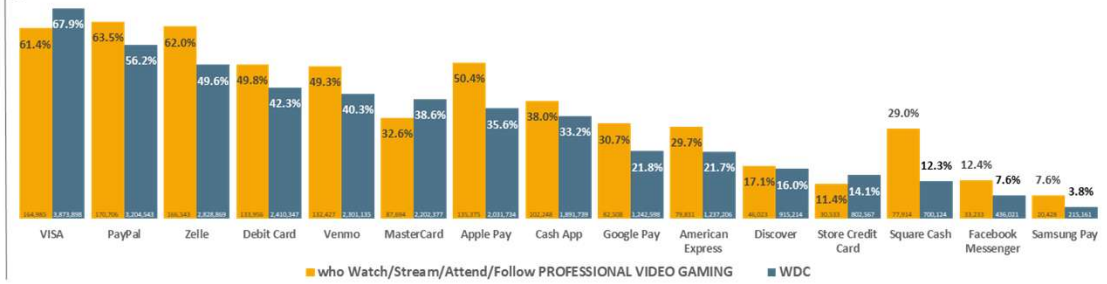


Professional Services Used:* Adults 18 or older



*(*Past 12 Months)*

Past 3-Months Payment Methods Used: Adults 18 or older



WDC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 282

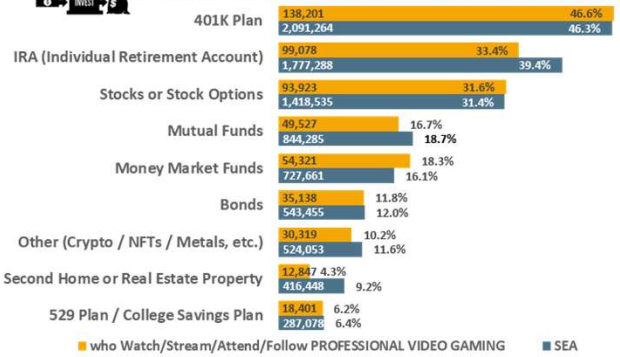
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(Sports watched on TV (broadcast or cable) past 12 months: eSports (professional video gaming) OR Sports streamed online past 12 months: eSports (professional video gaming) OR No. of eSports (pro video gaming) events attd past 12 months: 1 - 2 events OR No. of eSports (pro video gaming) events attd past 12 months: 3 - 9 events OR No. of eSports (pro video gaming) events attd past 12 months: 10+ events OR Sports followed on social media past 12 months: eSports (professional video gaming))

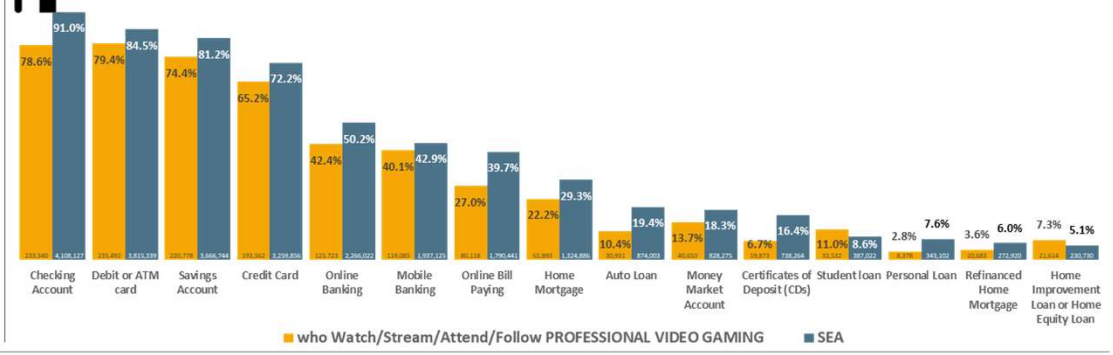
GLOBAL GAMING LEAGUE — SEA

6.6% or 296,772 of SEA DMA Adults 18 or older Watch/Stream/Attend/Follow PROFESSIONAL VIDEO GAMING. Adults 18 or older who Watch/Stream/Attend/Follow PROFESSIONAL VIDEO GAMING are .5% more likely to have a 401K, 46.2% less likely to have an Auto Loan, 25.3% more likely to Invest/Trade Stocks Online, .2% less likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



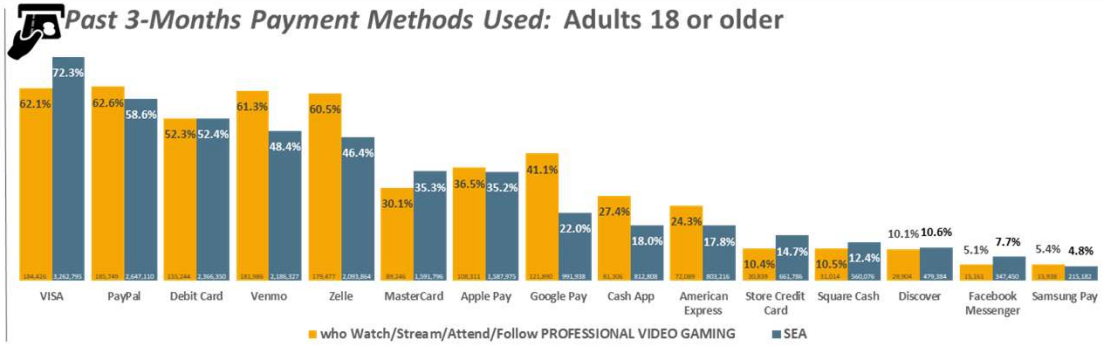
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



Past 3-Months Payment Methods Used: Adults 18 or older



SEA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 194

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(Sports watched on TV (broadcast or cable) past 12 months: eSports (professional video gaming) OR Sports streamed online past 12 months: eSports (professional video gaming) OR No. of eSports (pro video gaming) events attd past 12 months: 1 - 2 events OR No. of eSports (pro video gaming) events attd past 12 months: 3 - 9 events OR No. of eSports (pro video gaming) events attd past 12 months: 10+ events OR Sports followed on social media past 12 months: eSports (professional video gaming))

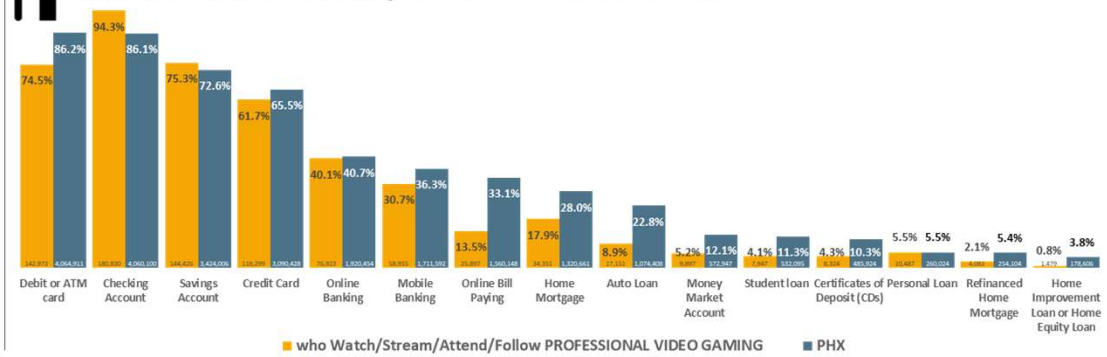
GLOBAL GAMING LEAGUE PHX

4.1% or 191,802 of PHX DMA Adults 18 or older Watch/Stream/Attend/Follow PROFESSIONAL VIDEO GAMING. Adults 18 or older who Watch/Stream/Attend/Follow PROFESSIONAL VIDEO GAMING are 45.3% less likely to have a 401K, 60.7% less likely to have an Auto Loan, 38.3% less likely to Invest/Trade Stocks Online, 19.7% less likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



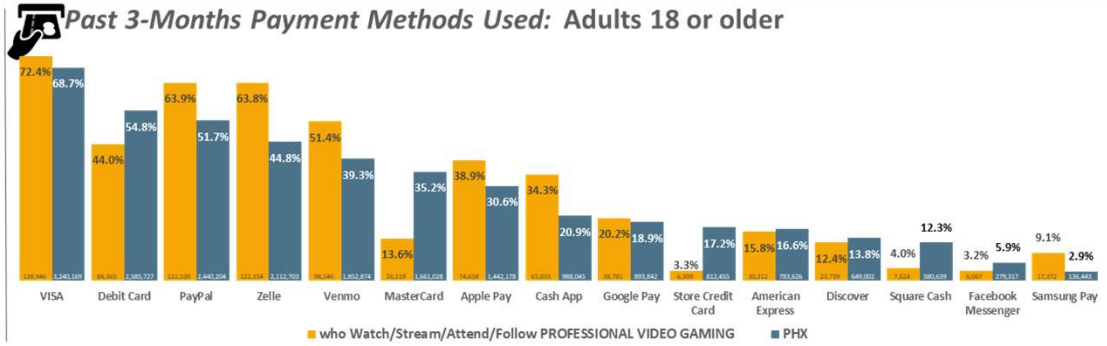
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older

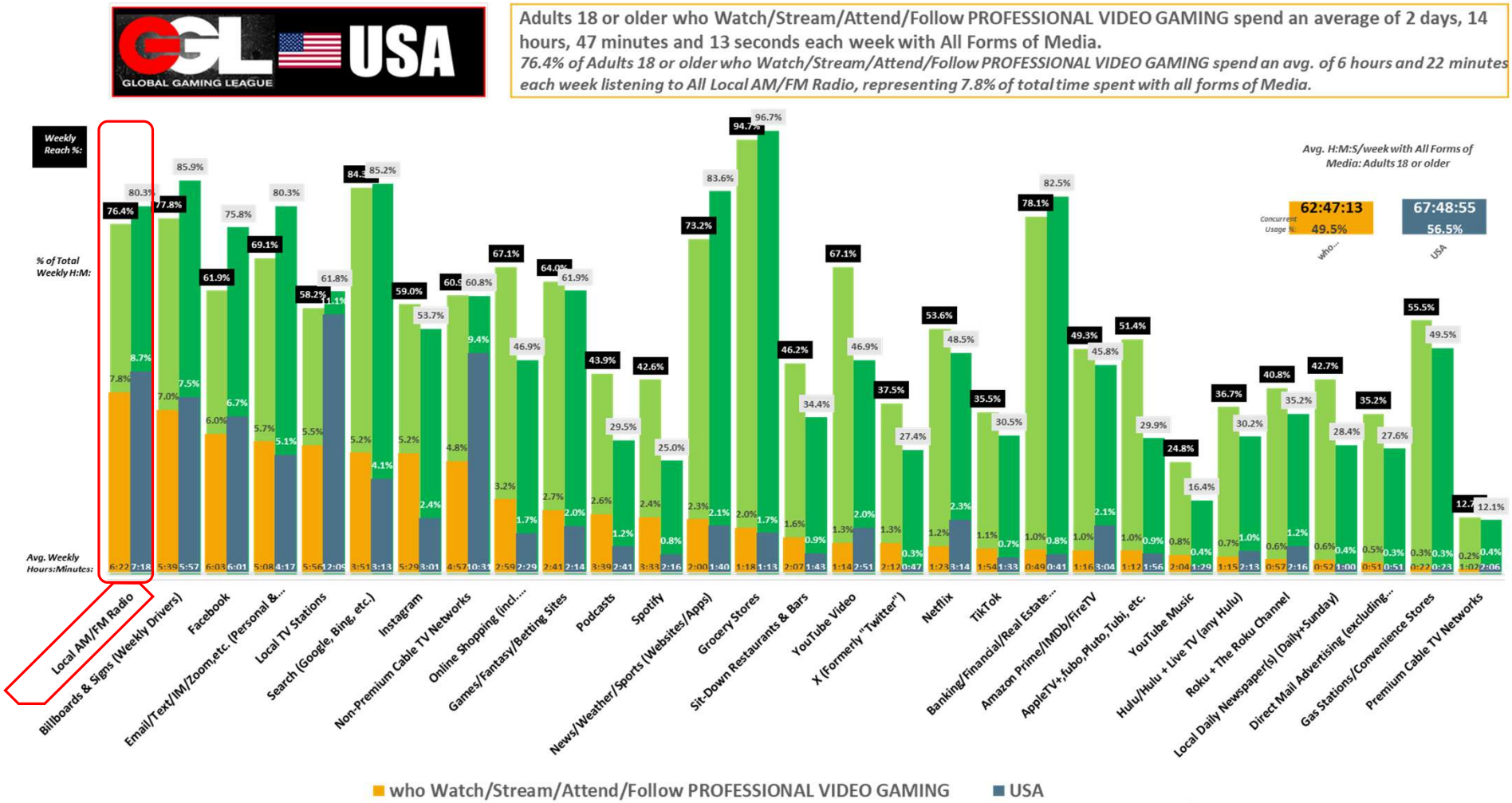


Past 3-Months Payment Methods Used: Adults 18 or older



PHX DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 85

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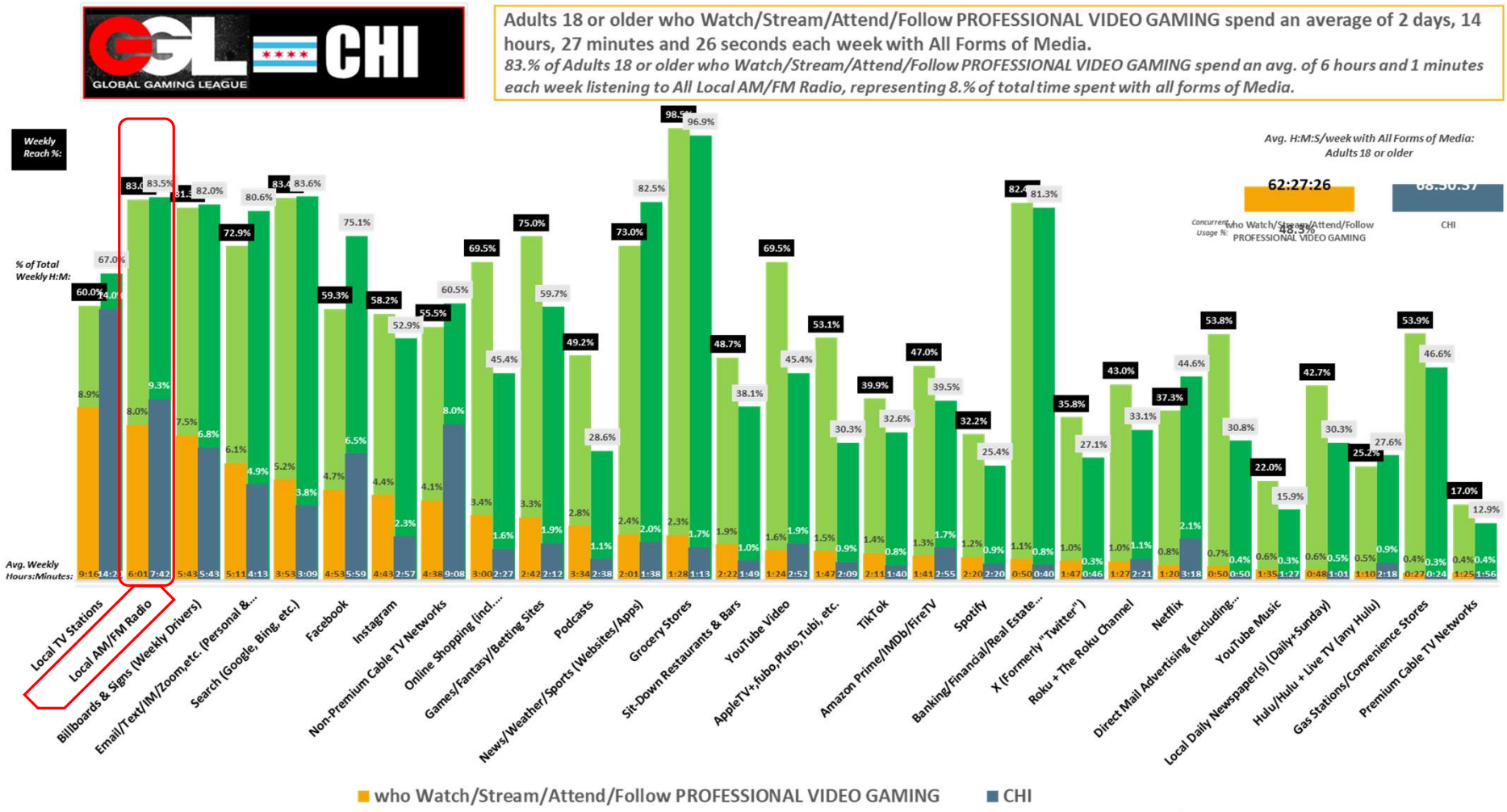


USA USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 972 USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 24,890

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CHI DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 151 CHICAGO DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 3,846

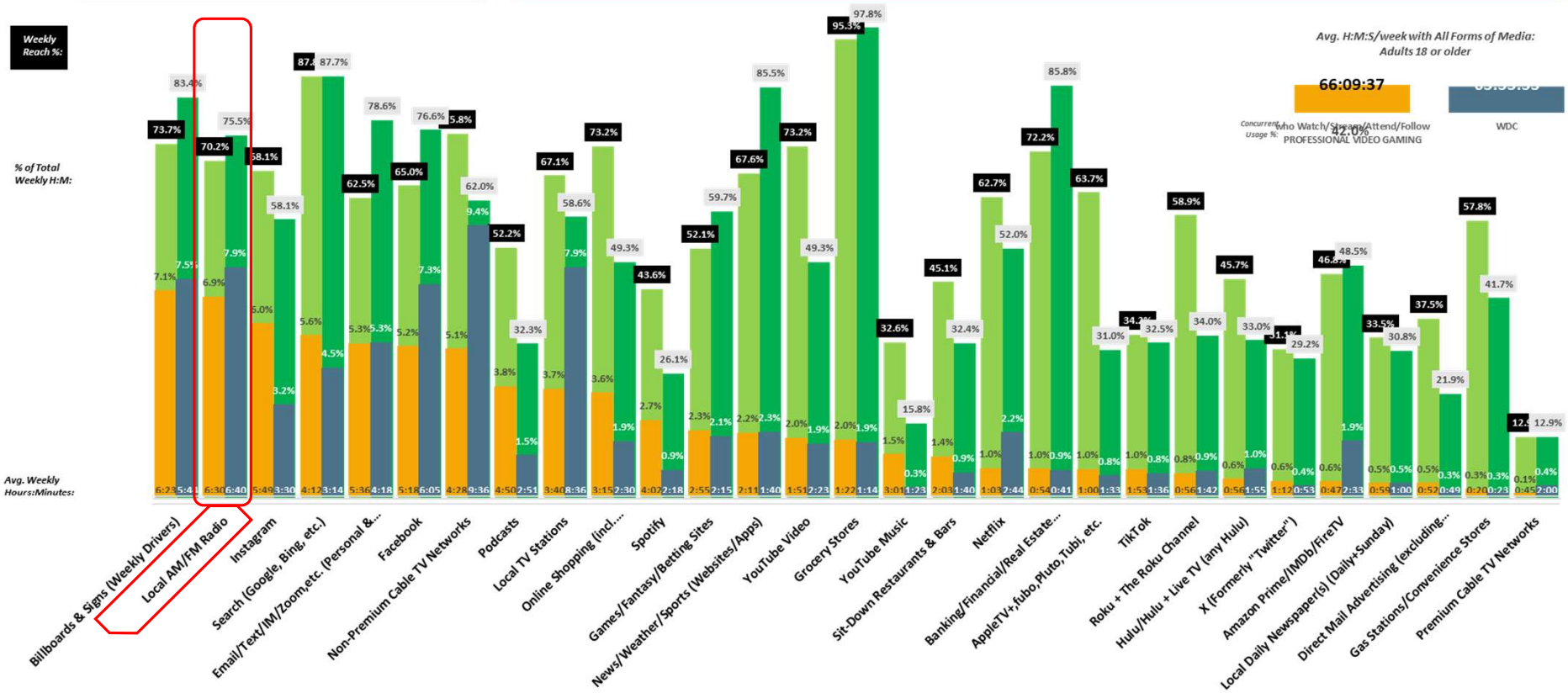
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Adults 18 or older who Watch/Stream/Attend/Follow PROFESSIONAL VIDEO GAMING spend an average of 2 days, 18 hours, 9 minutes and 37 seconds each week with All Forms of Media.

70.2% of Adults 18 or older who Watch/Stream/Attend/Follow PROFESSIONAL VIDEO GAMING spend an avg. of 6 hours and 30 minutes each week listening to All Local AM/FM Radio, representing 6.9% of total time spent with all forms of Media.

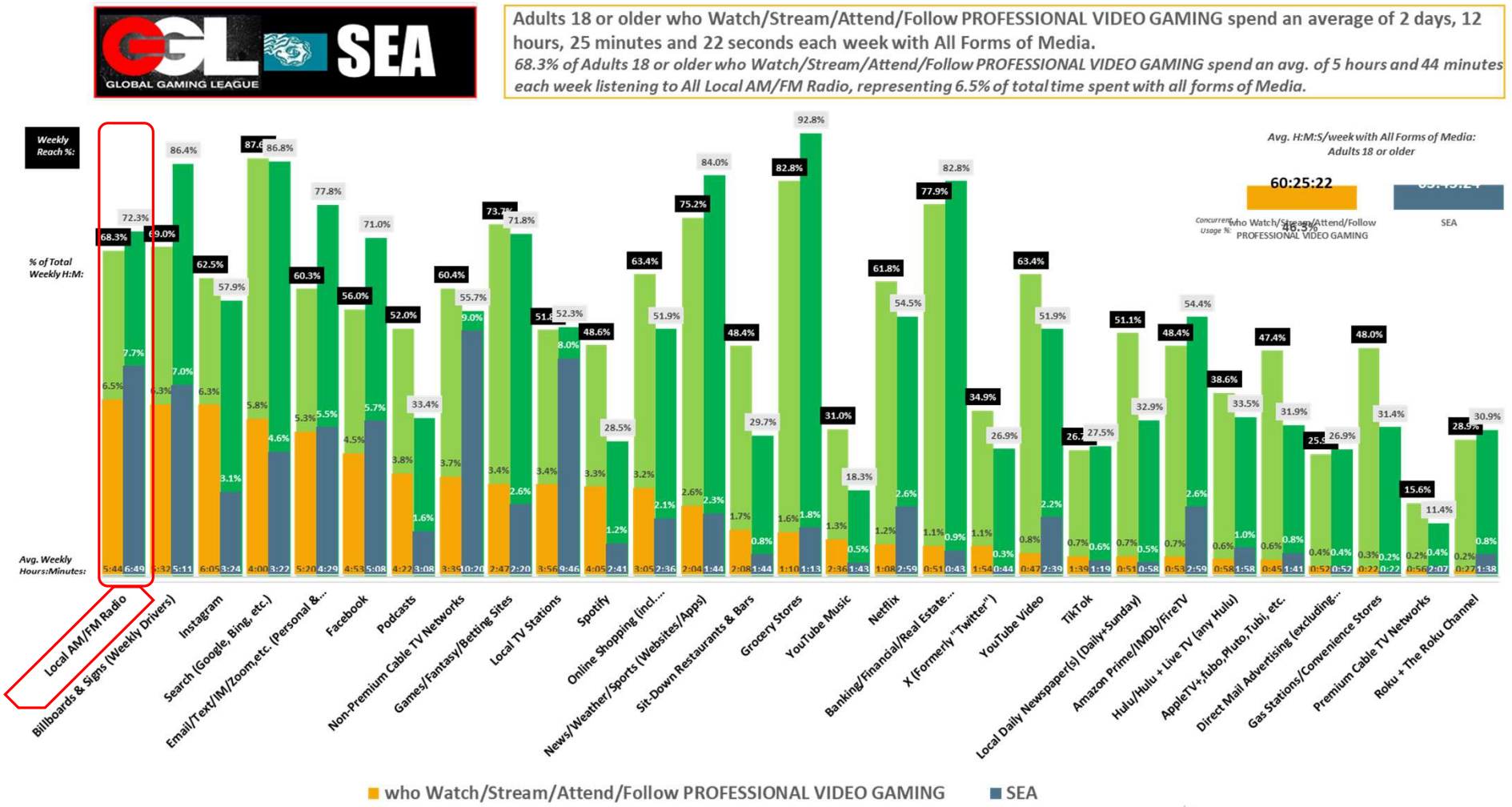


WDC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 282 WASHINGTON, DC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 5,857

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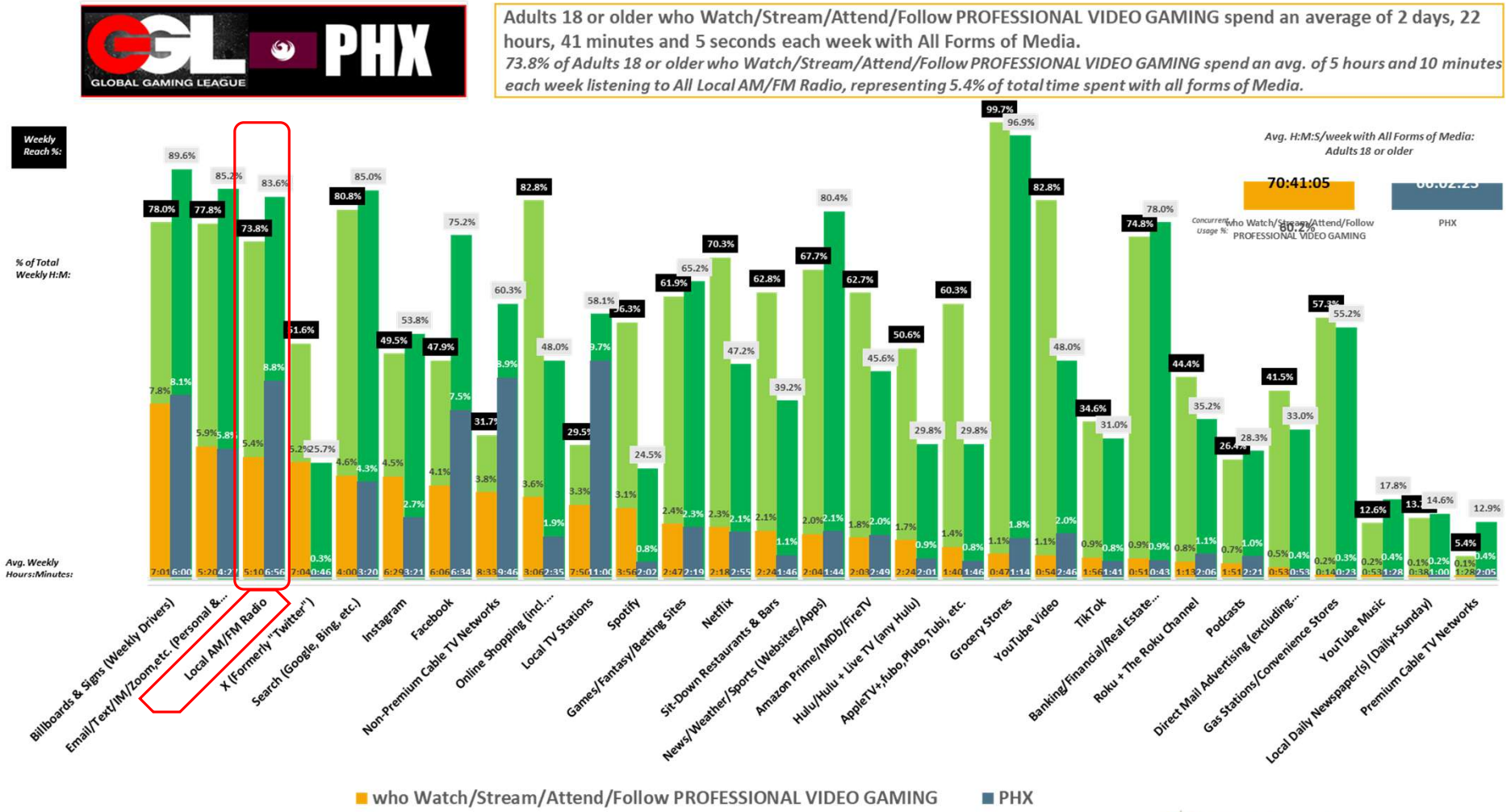


SEA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 194 SEATTLE-TACOMA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 3,920

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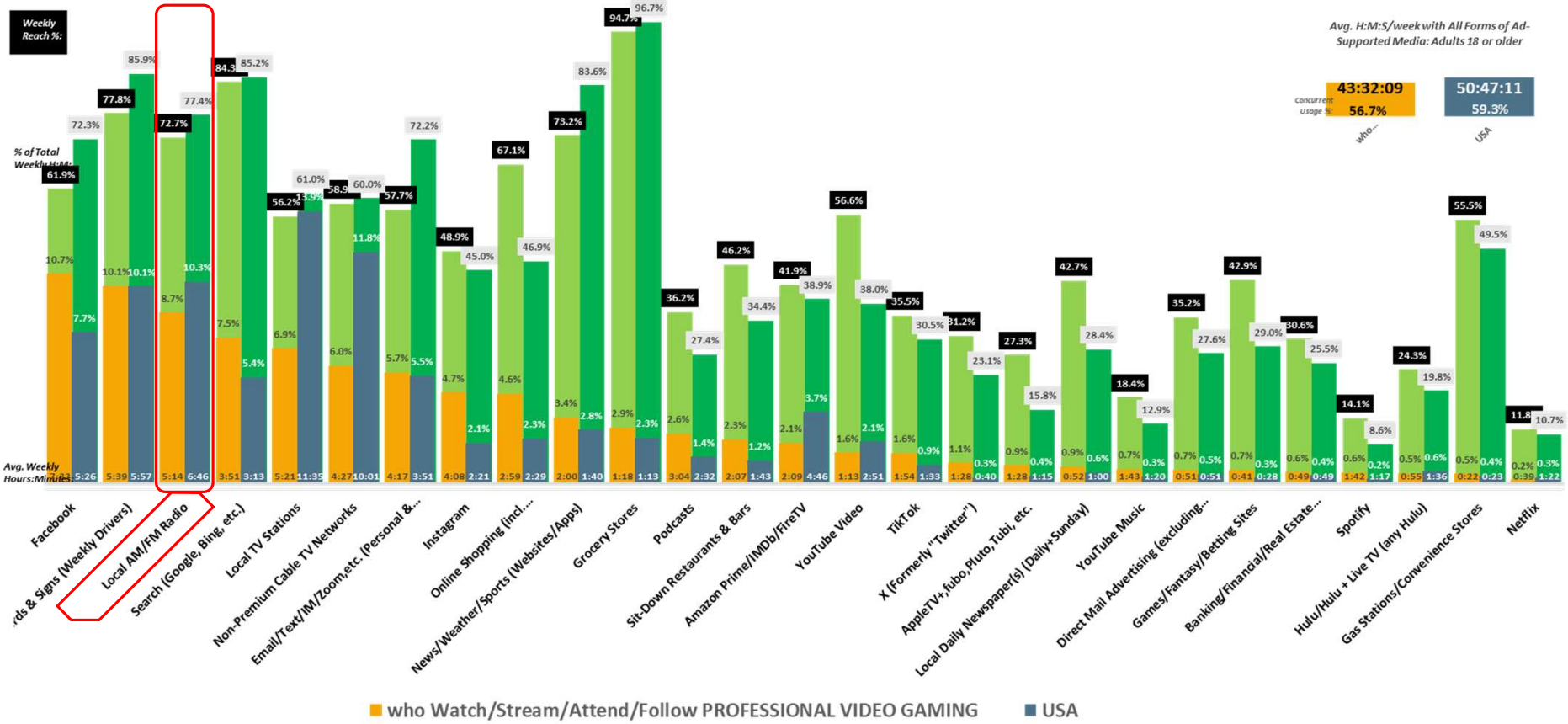
PHX DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 85 PHOENIX DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 2,461

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Adults 18 or older who Watch/Stream/Attend/Follow PROFESSIONAL VIDEO GAMING spend an average of 1 days, 19 hours, 32 minutes and 9 seconds each week with All Forms of Ad-Supported Media.

72.7% of Adults 18 or older who Watch/Stream/Attend/Follow PROFESSIONAL VIDEO GAMING spend an avg. of 5 hours and 14 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 8.7% of total time spent with all forms of Ad-Supported Media.

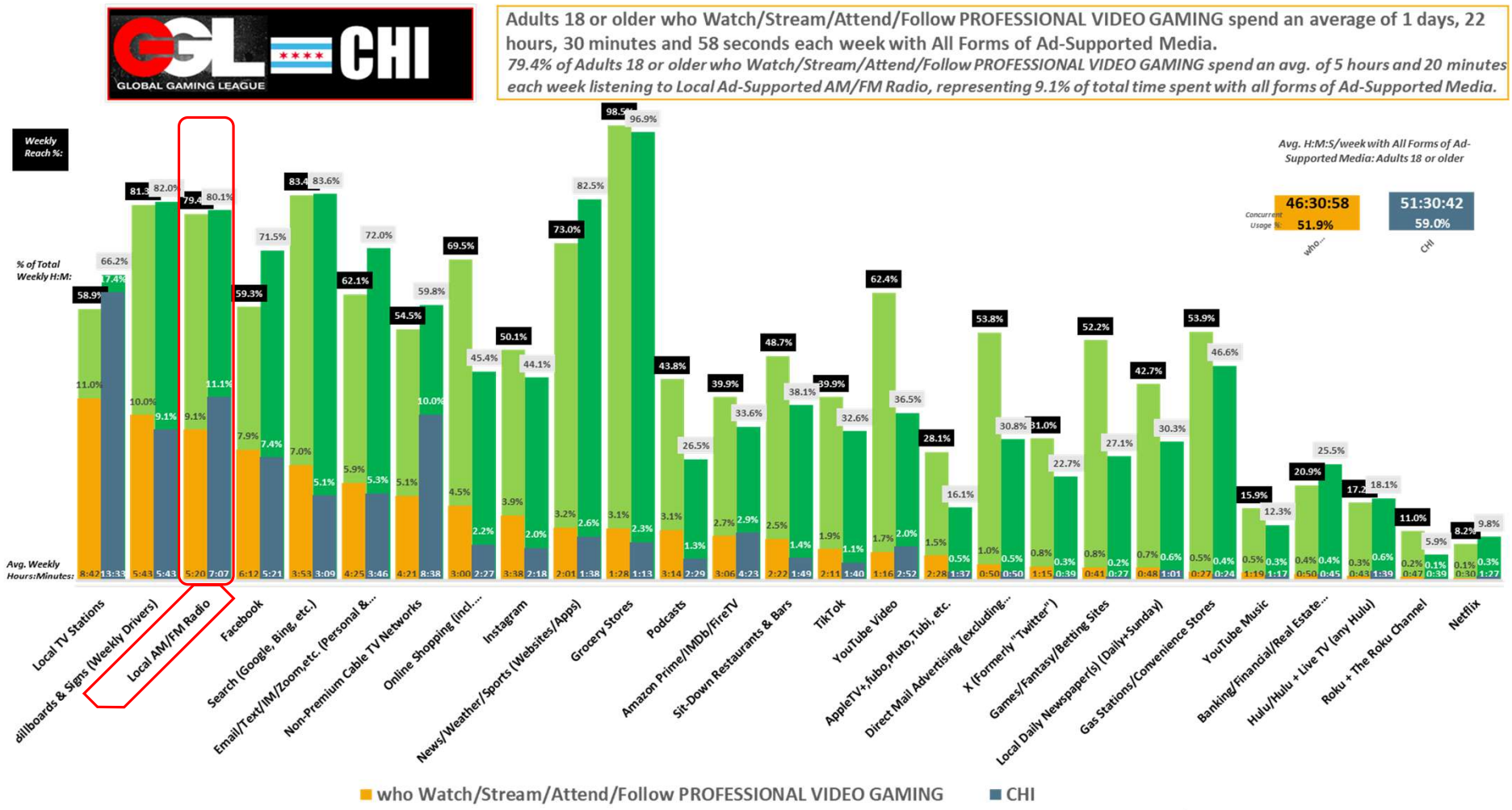


USA USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 972 USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 24,890

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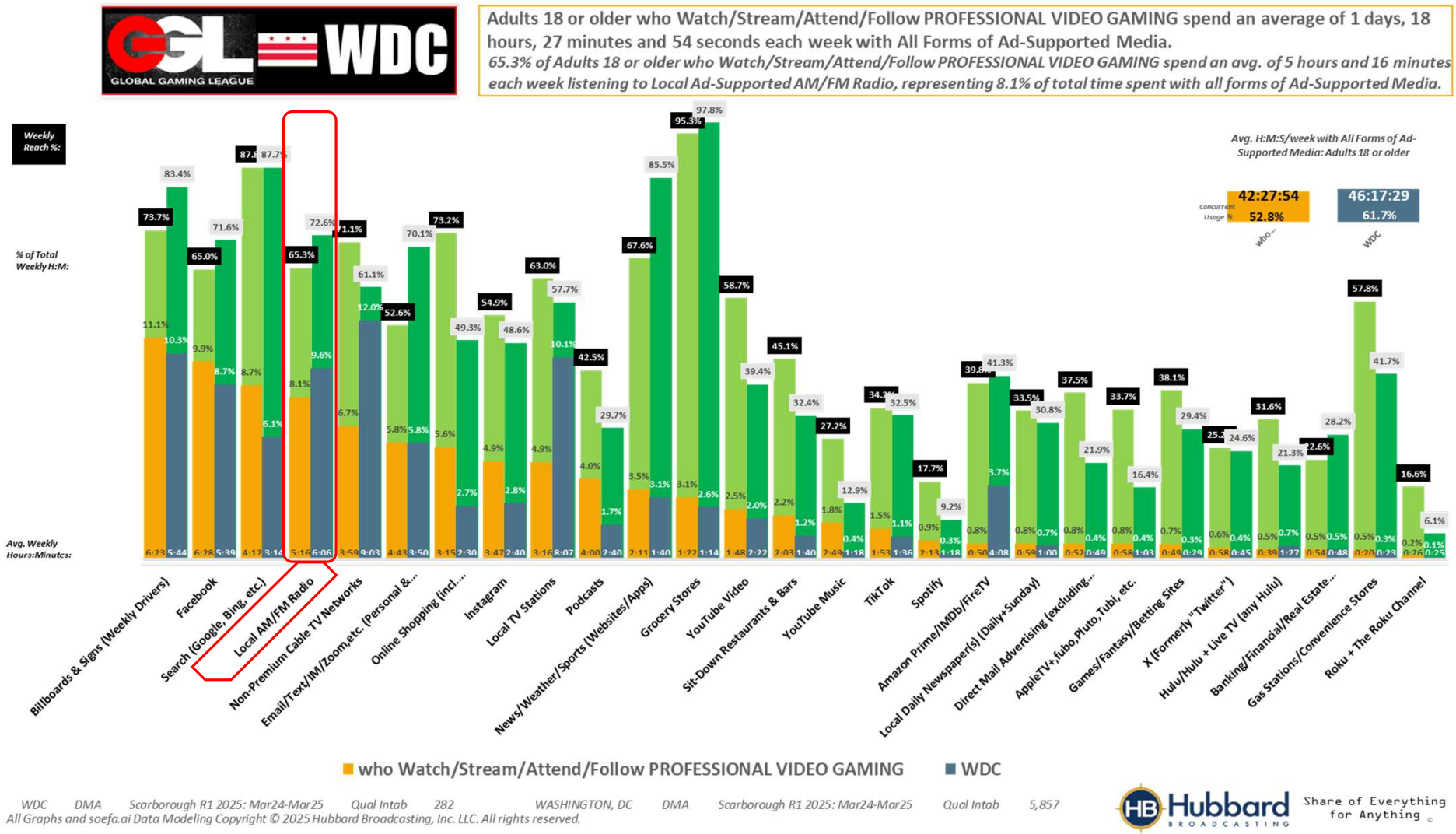


CHI DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 151 CHICAGO DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 3,846

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WDC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 282 WASHINGTON, DC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 5,857

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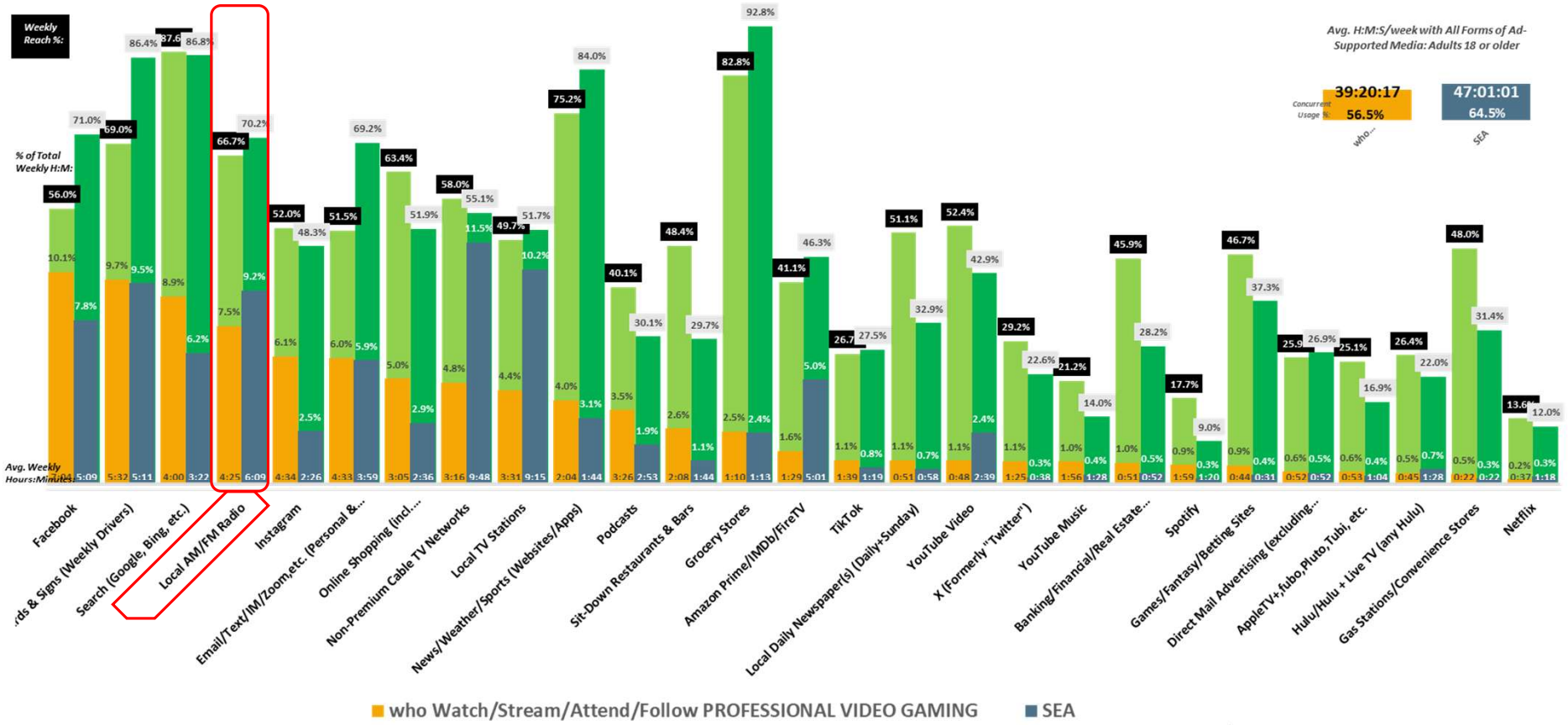
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(Sports watched on TV (broadcast or cable) past 12 months: eSports (professional video gaming) OR Sports streamed online past 12 months: eSports (professional video gaming) OR No. of eSports (pro video gaming) events attd past 12 months: 1 - 2 events OR No. of eSports (pro video gaming) events attd past 12 months: 3 - 9 events OR No. of eSports (pro video gaming) events attd past 12 months: 10+ events OR Sports followed on social media past 12 months: eSports (professional video gaming))

GLOBAL GAMING LEAGUE SEA

Adults 18 or older who Watch/Stream/Attend/Follow PROFESSIONAL VIDEO GAMING spend an average of 1 days, 15 hours, 20 minutes and 17 seconds each week with All Forms of Ad-Supported Media.

66.7% of Adults 18 or older who Watch/Stream/Attend/Follow PROFESSIONAL VIDEO GAMING spend an avg. of 4 hours and 25 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 7.5% of total time spent with all forms of Ad-Supported Media.

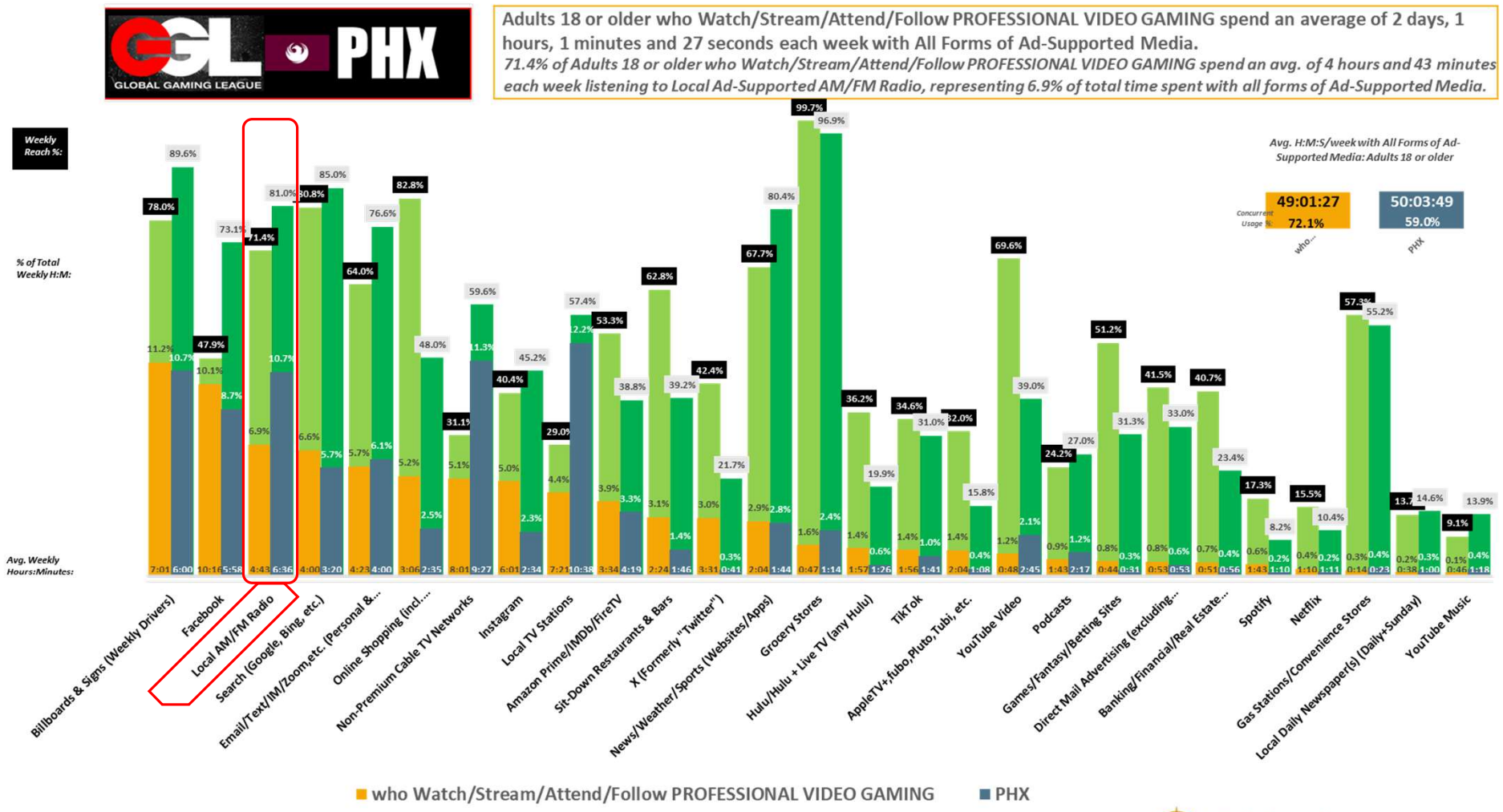


SEA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 194 SEATTLE-TACOMA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 3,920

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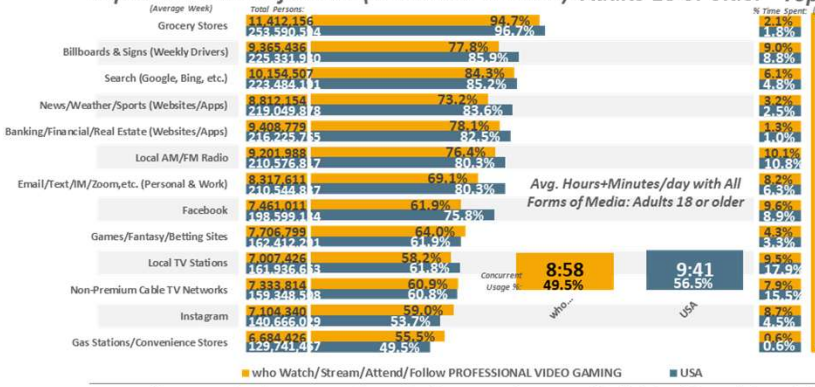
PHX DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 85 PHOENIX DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 2,461

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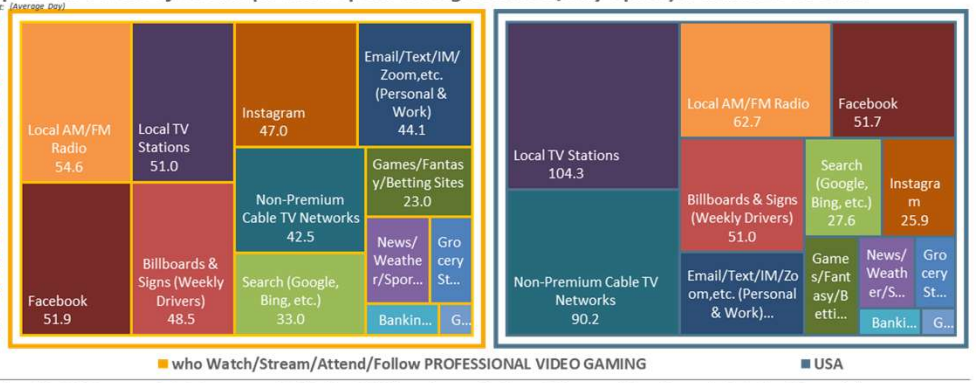
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Adults 18 or older who Watch/Stream/Attend/Follow PROFESSIONAL VIDEO GAMING spend an average of 6 hours and 13 minutes each day with All Forms of Ad-Supported Media. 72.7% listen to Local AM/FM Radio for an avg. of 44.9 minutes/day. *(Local Radio delivers 8.7% of Time with Ad-Supported Media.)*

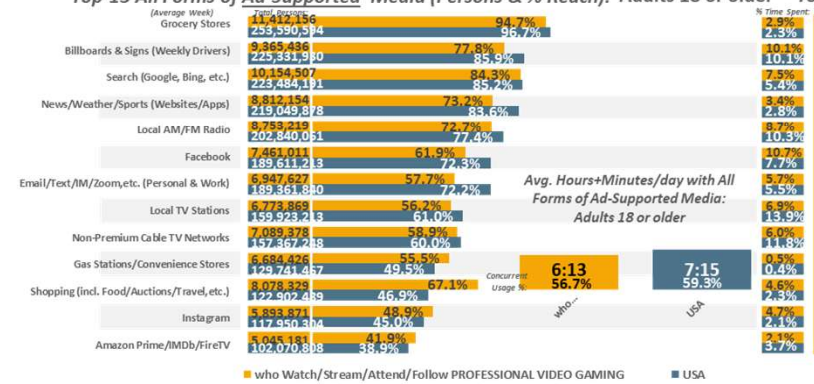
Top-13 All Forms of Media (Persons & % Reach): **Adults 18 or older**



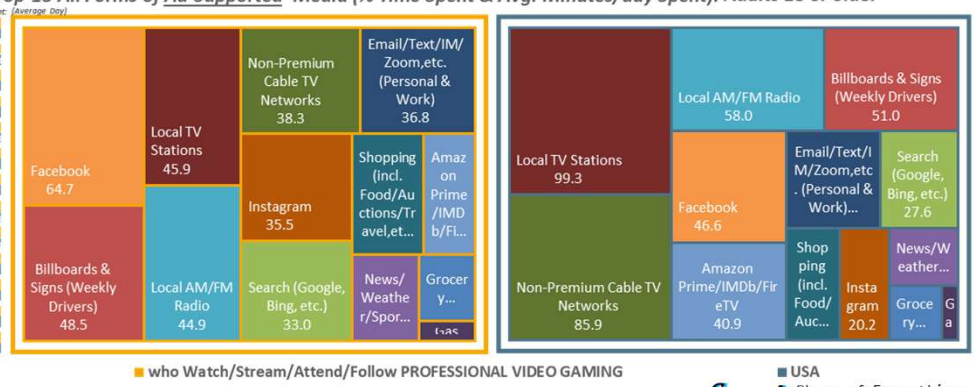
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): **Adults 18 or older**



Top-13 All Forms of <u>Ad-Supported</u> Media (Persons & % Reach): **Adults 18 or older**



Top-13 All Forms of <u>Ad-Supported</u> Media (% Time Spent & Avg. Minutes/day Spent): **Adults 18 or older**



USA USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 972

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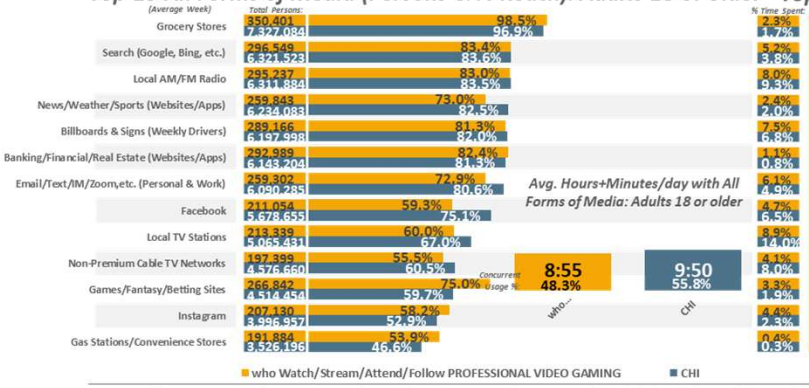
USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 24,890

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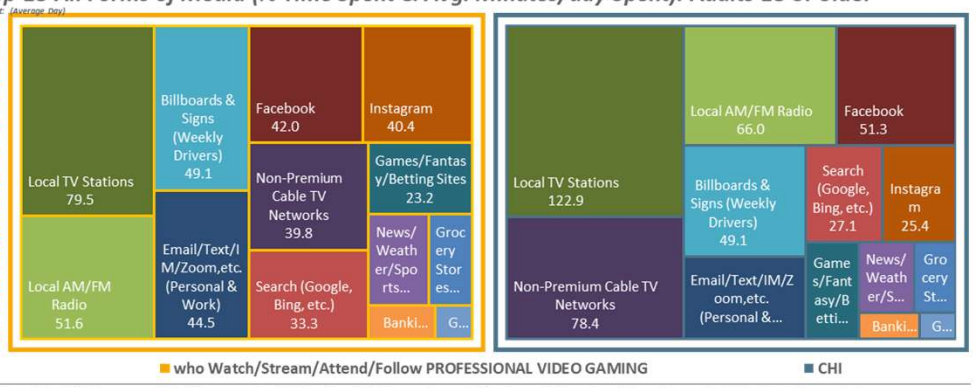
(Sports watched on TV (broadcast or cable) past 12 months: eSports (professional video gaming) OR Sports streamed online past 12 months: eSports (professional video gaming) OR No. of eSports (pro video gaming) events attd past 12 months: 1 - 2 events OR No. of eSports (pro video gaming) events attd past 12 months: 3 - 9 events OR No. of eSports (pro video gaming) events attd past 12 months: 10+ events OR Sports followed on social media past 12 months: eSports (professional video gaming))

Adults 18 or older who Watch/Stream/Attend/Follow PROFESSIONAL VIDEO GAMING spend an average of 6 hours and 38 minutes each day with All Forms of Ad-Supported Media. 79.4% listen to Local AM/FM Radio for an avg. of 45.8 minutes/day. *(Local Radio delivers 9.1% of Time with Ad-Supported Media.)*

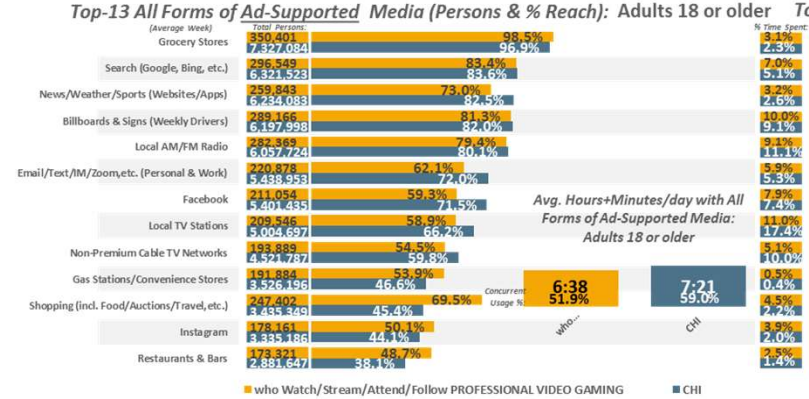
Top-13 All Forms of Media (Persons & % Reach): **Adults 18 or older**



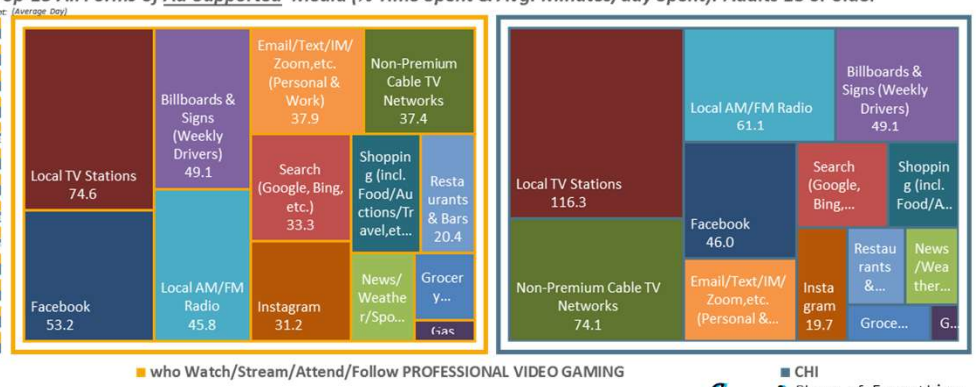
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): **Adults 18 or older**



Top-13 All Forms of Ad-Supported Media (Persons & % Reach): **Adults 18 or older**



Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): **Adults 18 or older**



CHI DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 151

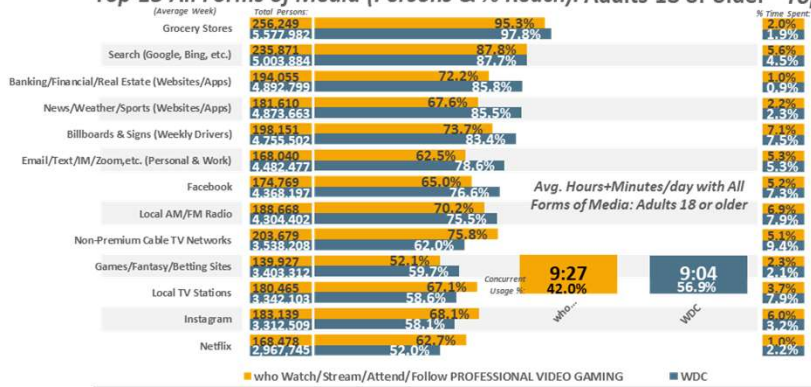
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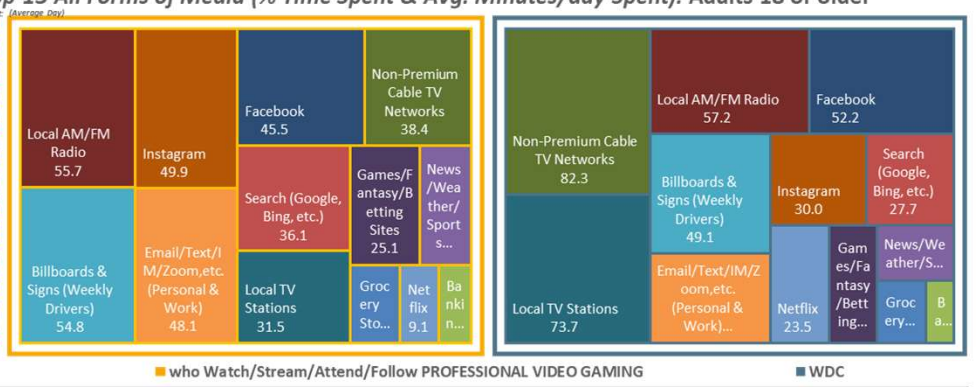
(Sports watched on TV (broadcast or cable) past 12 months: eSports (professional video gaming) OR Sports streamed online past 12 months: eSports (professional video gaming) OR No. of eSports (pro video gaming) events attd past 12 months: 1 - 2 events OR No. of eSports (pro video gaming) events attd past 12 months: 3 - 9 events OR No. of eSports (pro video gaming) events attd past 12 months: 10+ events OR Sports followed on social media past 12 months: eSports (professional video gaming))

Adults 18 or older who Watch/Stream/Attend/Follow PROFESSIONAL VIDEO GAMING spend an average of 6 hours and 3 minutes each day with All Forms of Ad-Supported Media. 65.3% listen to Local AM/FM Radio for an avg. of 45.2 minutes/day. *(Local Radio delivers 8.1% of Time with Ad-Supported Media.)*

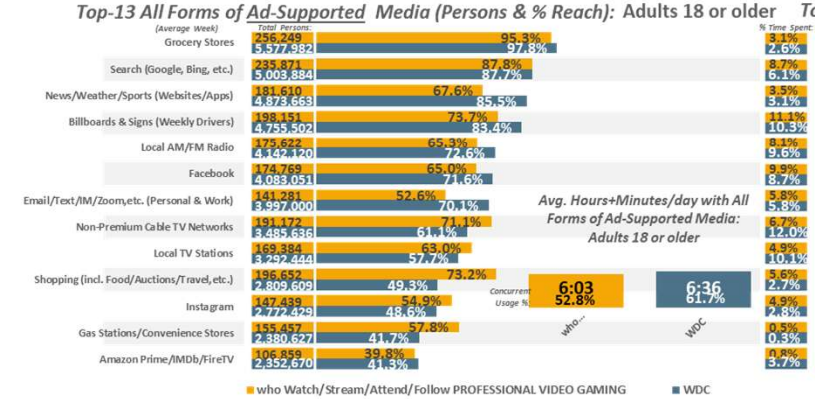
Top-13 All Forms of Media (Persons & % Reach): **Adults 18 or older**



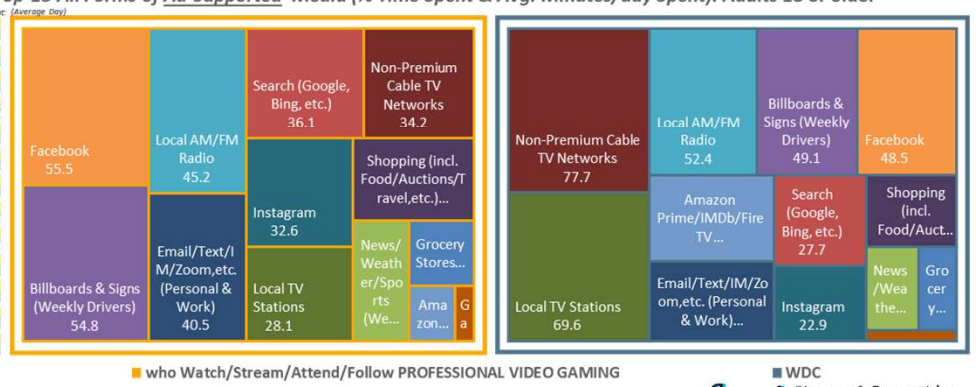
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): **Adults 18 or older**



Top-13 All Forms of Ad-Supported Media (Persons & % Reach): **Adults 18 or older**



Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): **Adults 18 or older**



WDC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 282

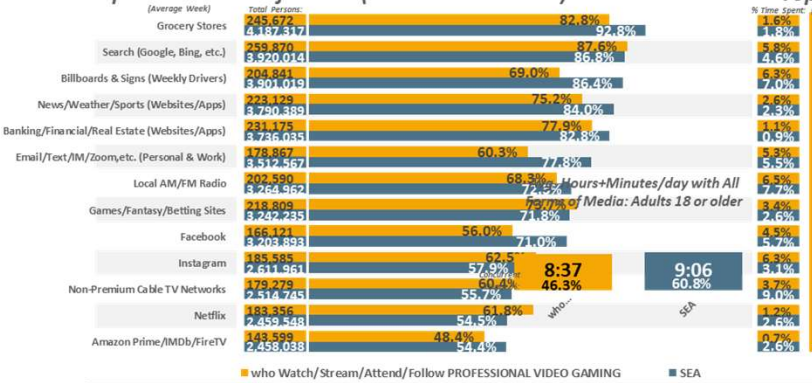
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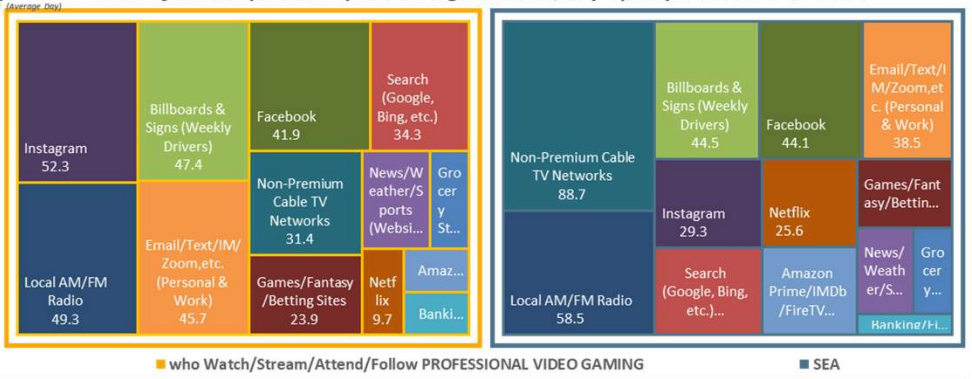
(Sports watched on TV (broadcast or cable) past 12 months: eSports (professional video gaming) OR Sports streamed online past 12 months: eSports (professional video gaming) OR No. of eSports (pro video gaming) events attd past 12 months: 1 - 2 events OR No. of eSports (pro video gaming) events attd past 12 months: 3 - 9 events OR No. of eSports (pro video gaming) events attd past 12 months: 10+ events OR Sports followed on social media past 12 months: eSports (professional video gaming))

Adults 18 or older who Watch/Stream/Attend/Follow PROFESSIONAL VIDEO GAMING spend an average of 5 hours and 37 minutes each day with All Forms of Ad-Supported Media. 66.7% listen to Local AM/FM Radio for an avg. of 37.9 minutes/day. *(Local Radio delivers 7.5% of Time with Ad-Supported Media.)*

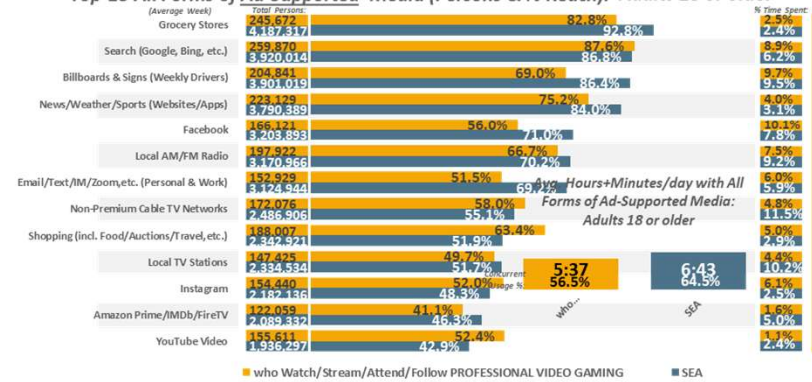
Top-13 All Forms of Media (Persons & % Reach): **Adults 18 or older**



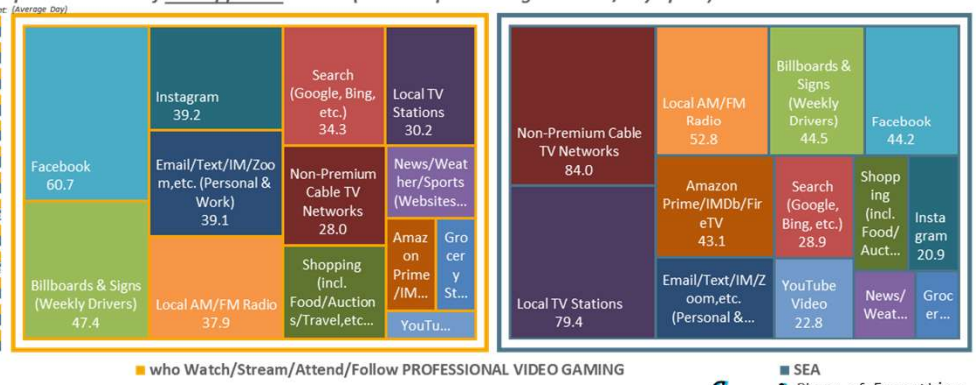
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): **Adults 18 or older**



Top-13 All Forms of Ad-Supported Media (Persons & % Reach): **Adults 18 or older**



Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): **Adults 18 or older**



SEA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 194

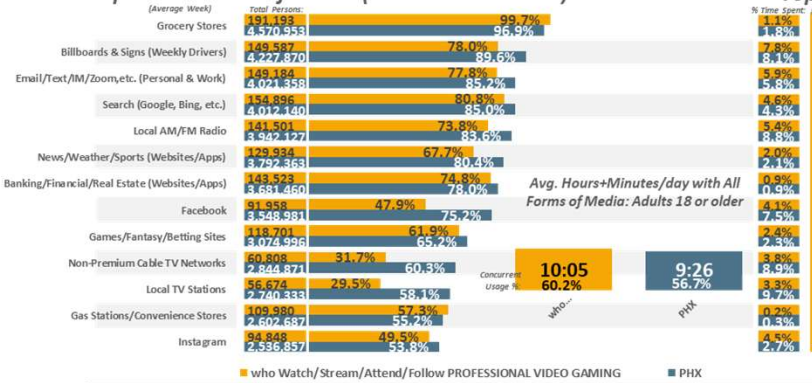
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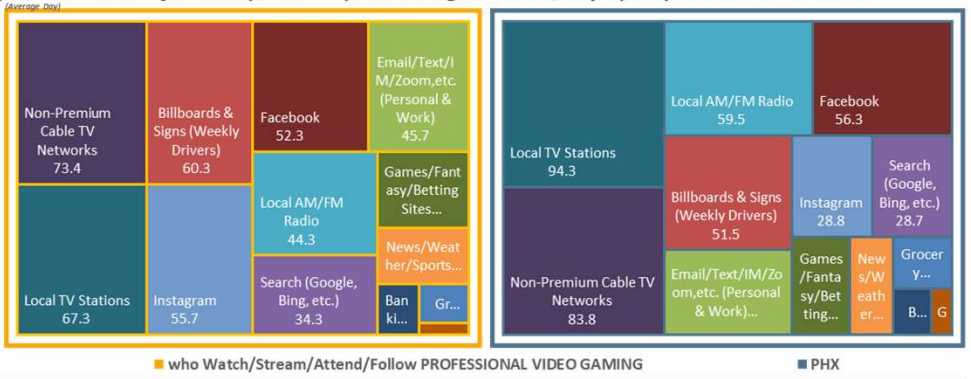
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Adults 18 or older who Watch/Stream/Attend/Follow PROFESSIONAL VIDEO GAMING spend an average of 7 hours and 0 minutes each day with All Forms of Ad-Supported Media. 71.4% listen to Local AM/FM Radio for an avg. of 40.5 minutes/day. *(Local Radio delivers 6.9% of Time with Ad-Supported Media.)*

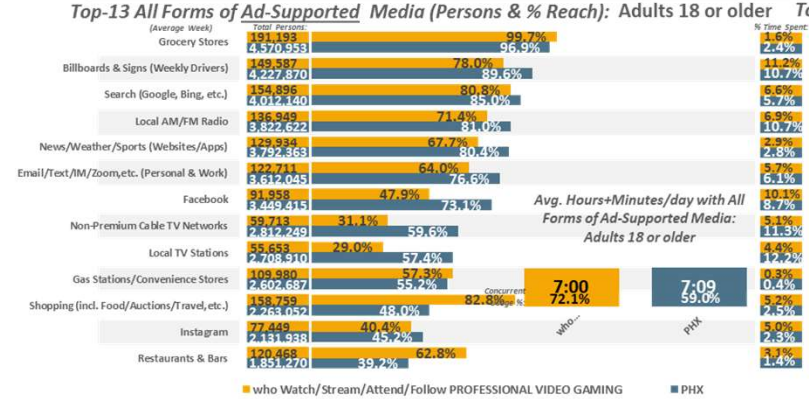
Top-13 All Forms of Media (Persons & % Reach): **Adults 18 or older**



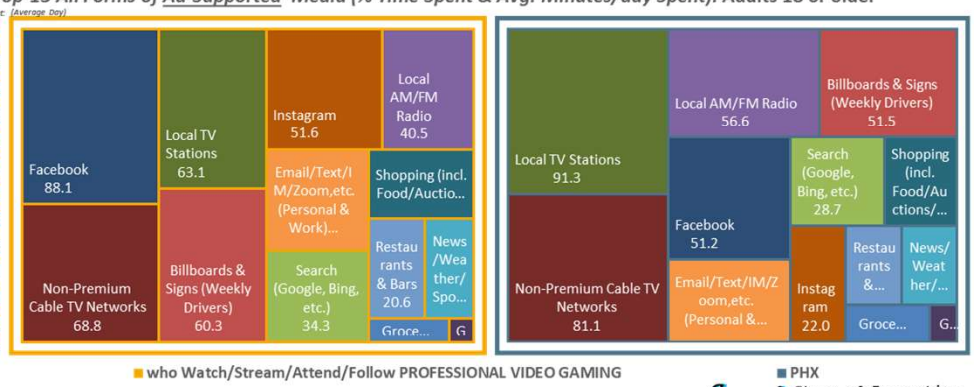
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): **Adults 18 or older**



Top-13 All Forms of <u>Ad-Supported</u> Media (Persons & % Reach): **Adults 18 or older**



Top-13 All Forms of <u>Ad-Supported</u> Media (% Time Spent & Avg. Minutes/day Spent): **Adults 18 or older**



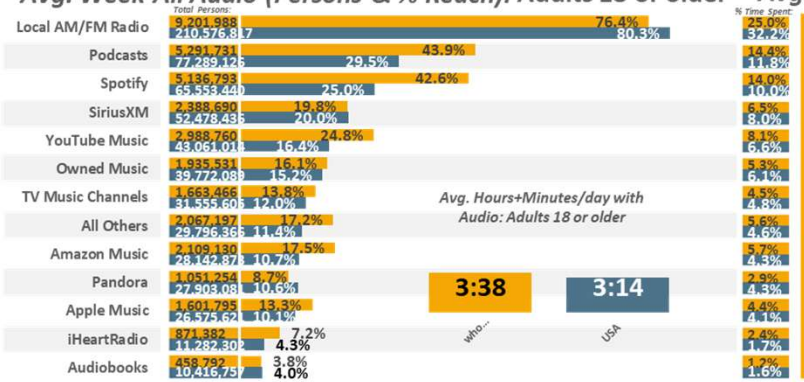
PHX DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 85

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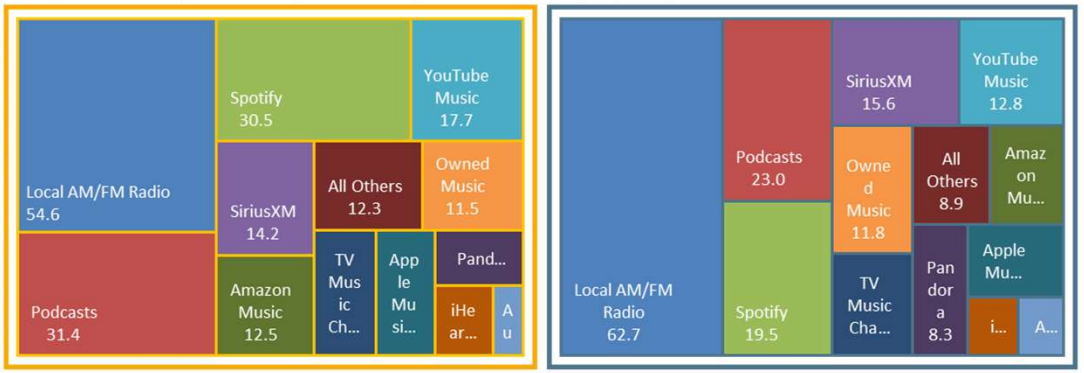
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8,753,219 or 72.7% of Adults 18 or older who Watch/Stream/Attend/Follow PROFESSIONAL VIDEO GAMING listen to Ad-Supported Local AM/FM Radio for an average of 44.9 minutes every day representing 31.9% of all time spent daily with Ad-Supported Audio.

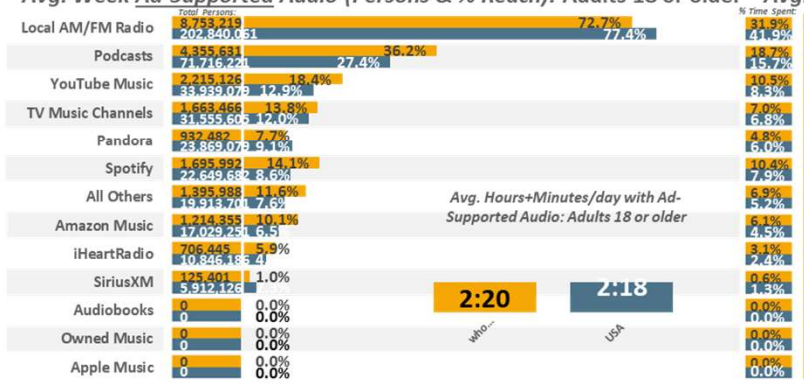
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



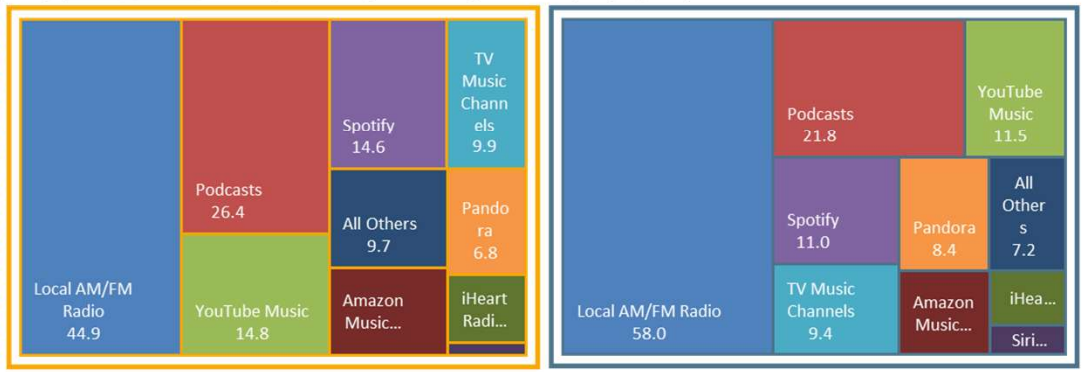
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 18 or older



Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



USA USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 972

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Scarborough R1 2025: Feb24-Mar25 USA Projection

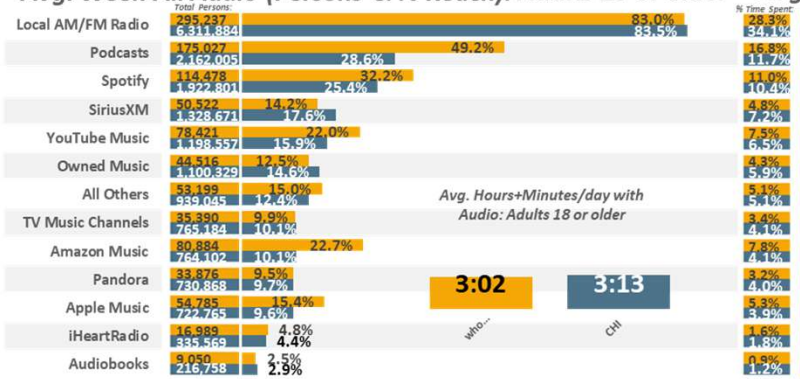
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(Sports watched on TV (broadcast or cable) past 12 months: eSports (professional video gaming) OR Sports streamed online past 12 months: eSports (professional video gaming) OR No. of eSports (pro video gaming) events attd past 12 months: 1 - 2 events OR No. of eSports (pro video gaming) events attd past 12 months: 3 - 9 events OR No. of eSports (pro video gaming) events attd past 12 months: 10+ events OR Sports followed on social media past 12 months: eSports (professional video gaming))

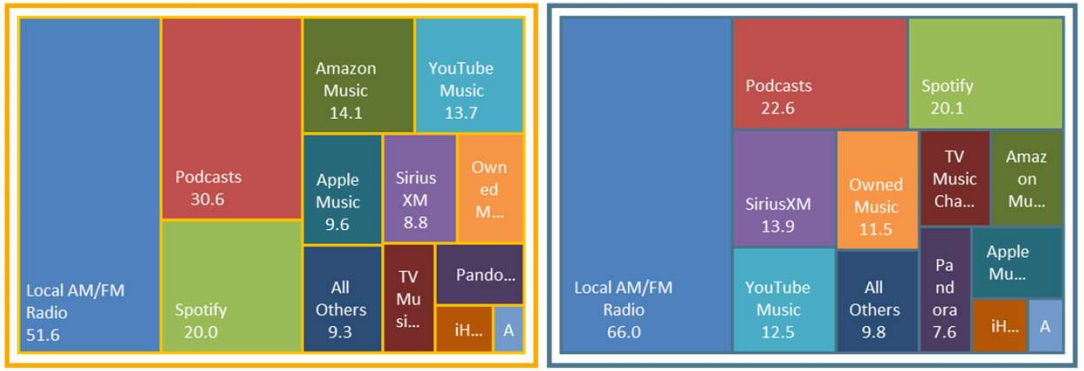
GGL CHI
GLOBAL GAMING LEAGUE

282,369 or 79.4% of Adults 18 or older who Watch/Stream/Attend/Follow PROFESSIONAL VIDEO GAMING listen to Ad-Supported Local AM/FM Radio for an average of 45.8 minutes every day representing 37.% of all time spent daily with Ad-Supported Audio.

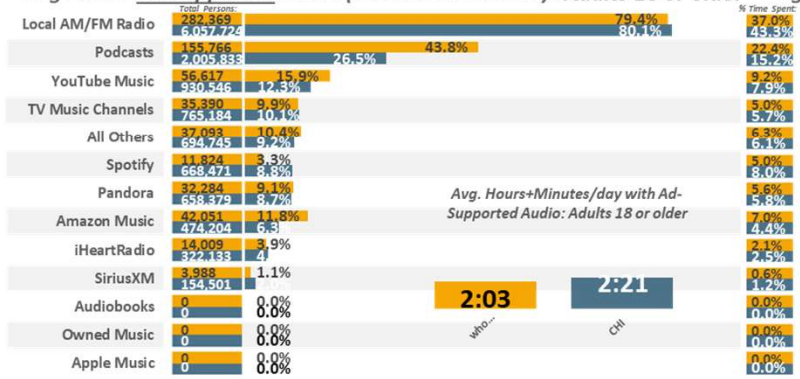
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



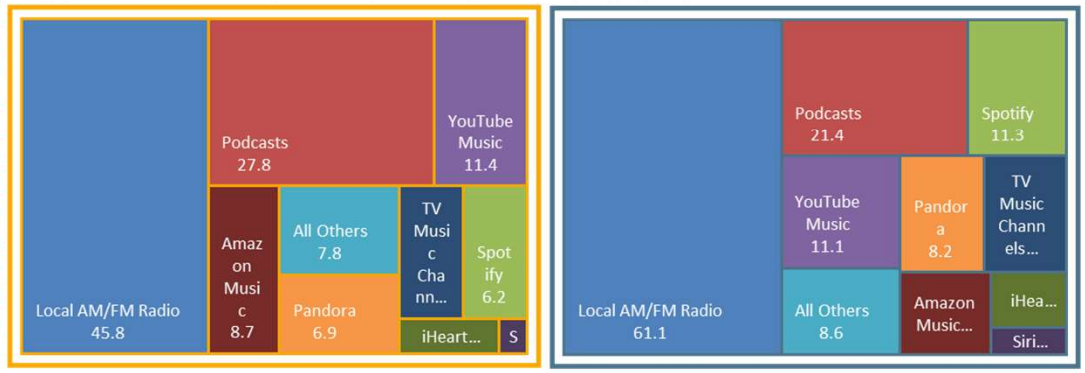
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 18 or older



Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



CHI DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 151

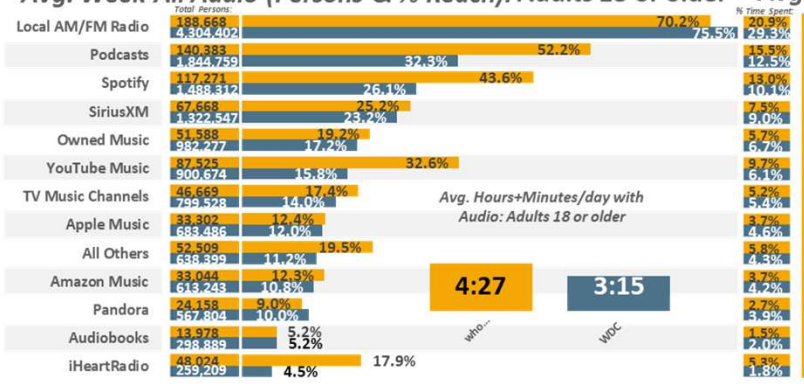
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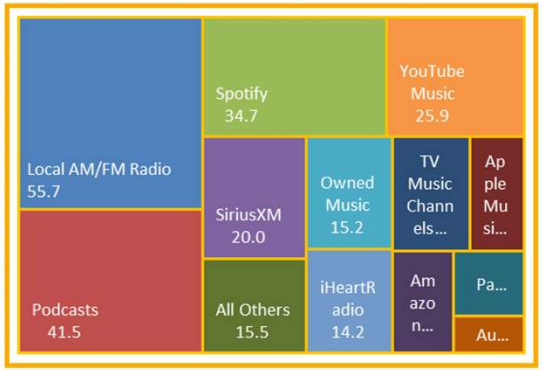
(Sports watched on TV (broadcast or cable) past 12 months: eSports (professional video gaming) OR Sports streamed online past 12 months: eSports (professional video gaming) OR No. of eSports (pro video gaming) events attd past 12 months: 1 - 2 events OR No. of eSports (pro video gaming) events attd past 12 months: 3 - 9 events OR No. of eSports (pro video gaming) events attd past 12 months: 10+ events OR Sports followed on social media past 12 months: eSports (professional video gaming))

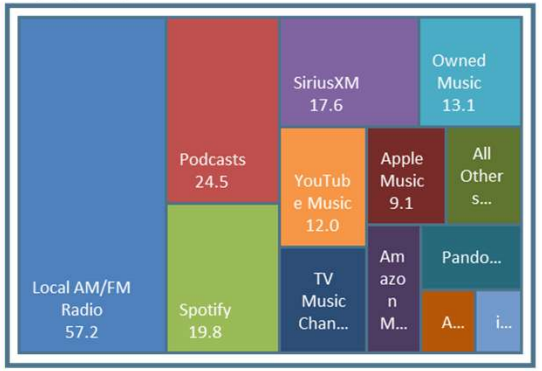
175,622 or 65.3% of Adults 18 or older who Watch/Stream/Attend/Follow PROFESSIONAL VIDEO GAMING listen to Ad-Supported Local AM/FM Radio for an average of 45.2 minutes every day representing 25.2% of all time spent daily with Ad-Supported Audio.

Avg. Week All Audio (Persons & % Reach): Adults 18 or older

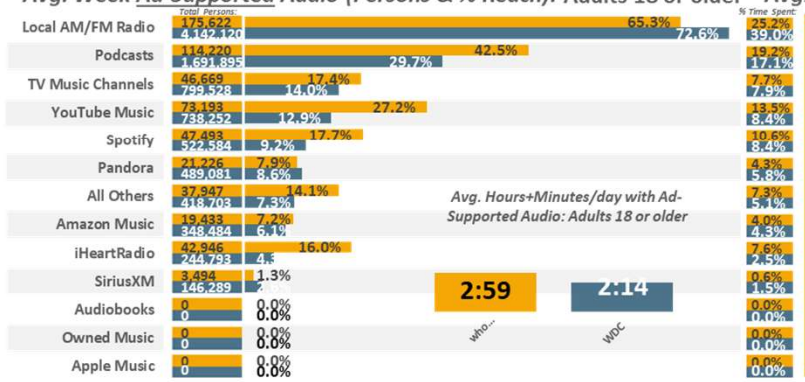


Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

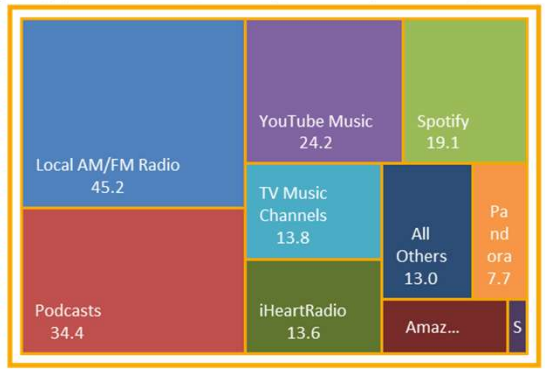


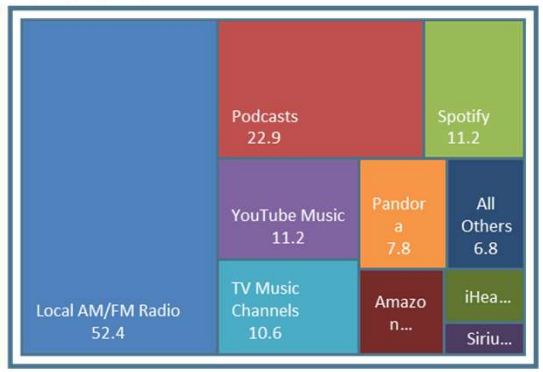


Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 18 or older



Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older





WDC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 282

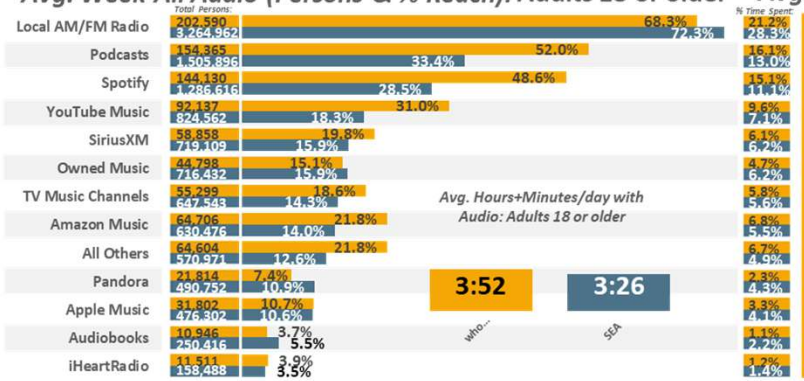
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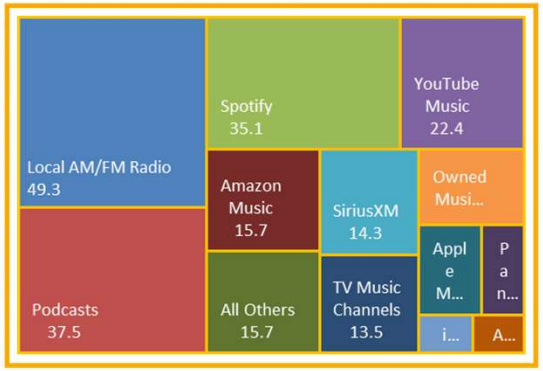
(Sports watched on TV (broadcast or cable) past 12 months: eSports (professional video gaming) OR Sports streamed online past 12 months: eSports (professional video gaming) OR No. of eSports (pro video gaming) events attd past 12 months: 1 - 2 events OR No. of eSports (pro video gaming) events attd past 12 months: 3 - 9 events OR No. of eSports (pro video gaming) events attd past 12 months: 10+ events OR Sports followed on social media past 12 months: eSports (professional video gaming))

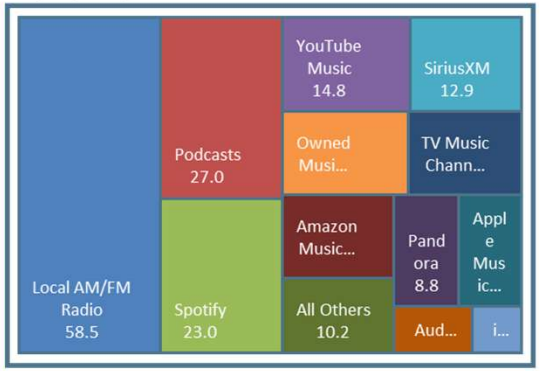
197,922 or 66.7% of Adults 18 or older who Watch/Stream/Attend/Follow PROFESSIONAL VIDEO GAMING listen to Ad-Supported Local AM/FM Radio for an average of 37.9 minutes every day representing 26.7% of all time spent daily with Ad-Supported Audio.

Avg. Week All Audio (Persons & % Reach): Adults 18 or older

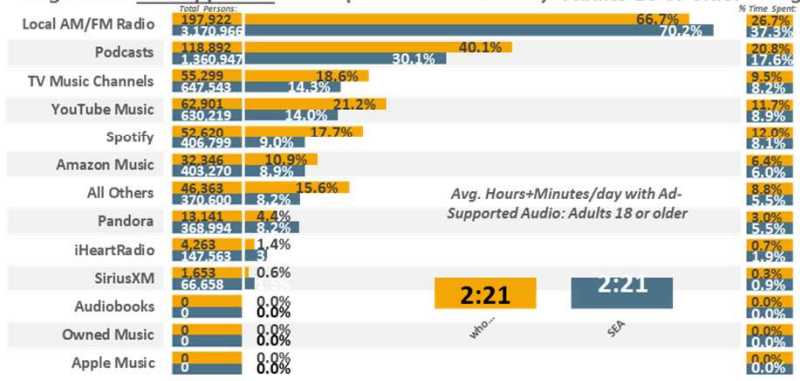


Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

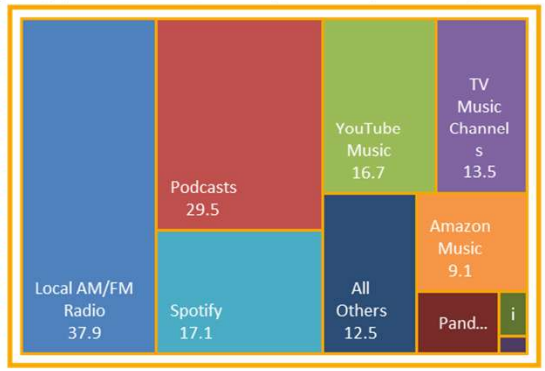


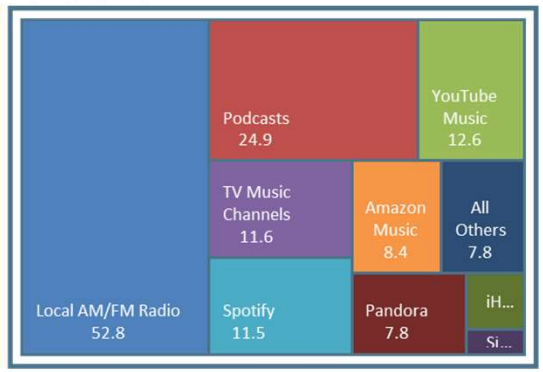


Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 18 or older



Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older





SEA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 194

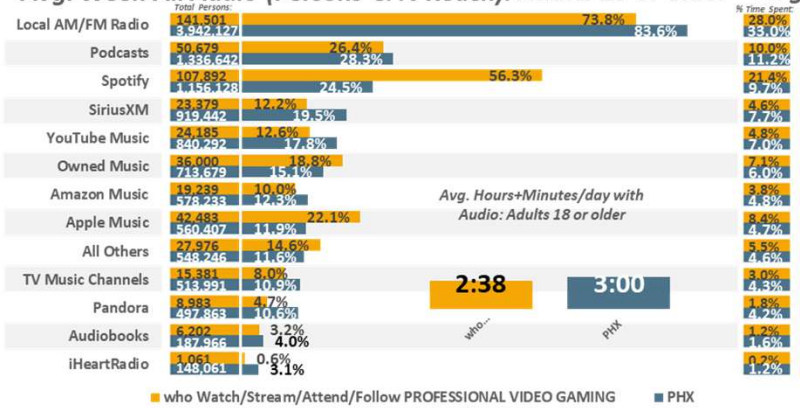
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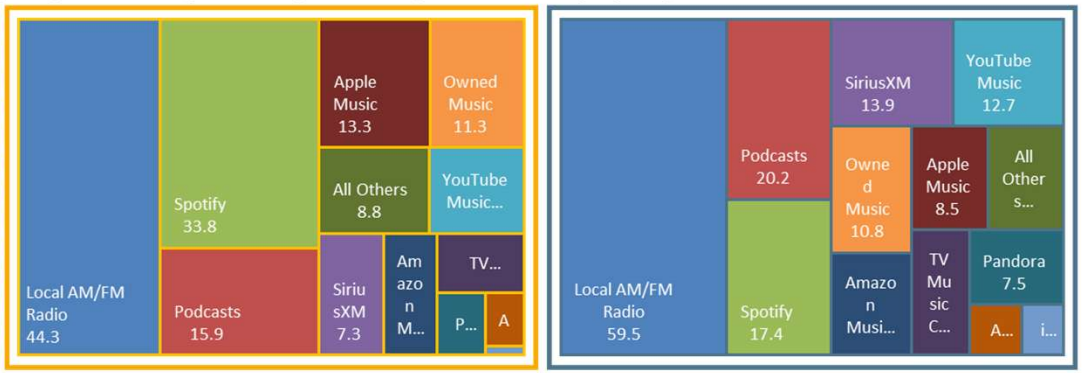
(Sports watched on TV (broadcast or cable) past 12 months: eSports (professional video gaming) OR Sports streamed online past 12 months: eSports (professional video gaming) OR No. of eSports (pro video gaming) events attd past 12 months: 1 - 2 events OR No. of eSports (pro video gaming) events attd past 12 months: 3 - 9 events OR No. of eSports (pro video gaming) events attd past 12 months: 10+ events OR Sports followed on social media past 12 months: eSports (professional video gaming))

136,949 or 71.4% of Adults 18 or older who Watch/Stream/Attend/Follow PROFESSIONAL VIDEO GAMING listen to Ad-Supported Local AM/FM Radio for an average of 40.5 minutes every day representing 41.6% of all time spent daily with Ad-Supported Audio.

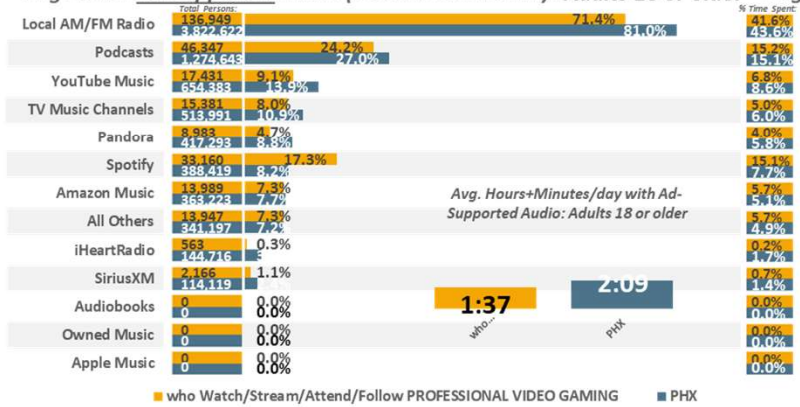
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



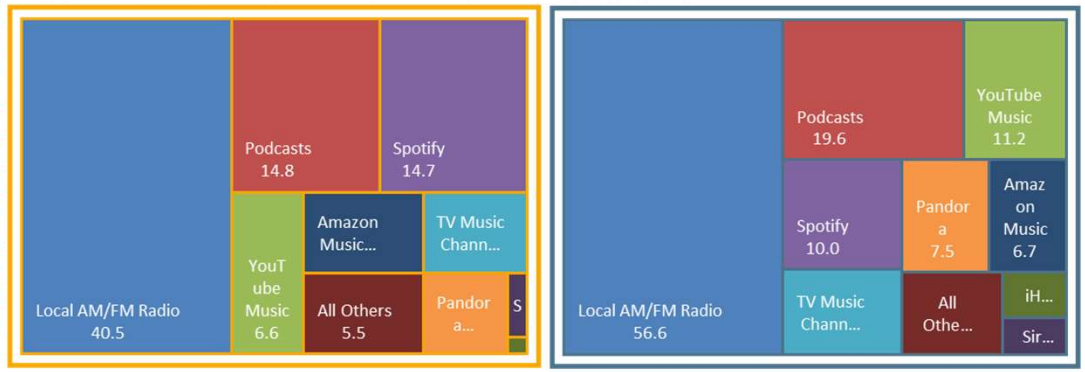
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 18 or older



Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

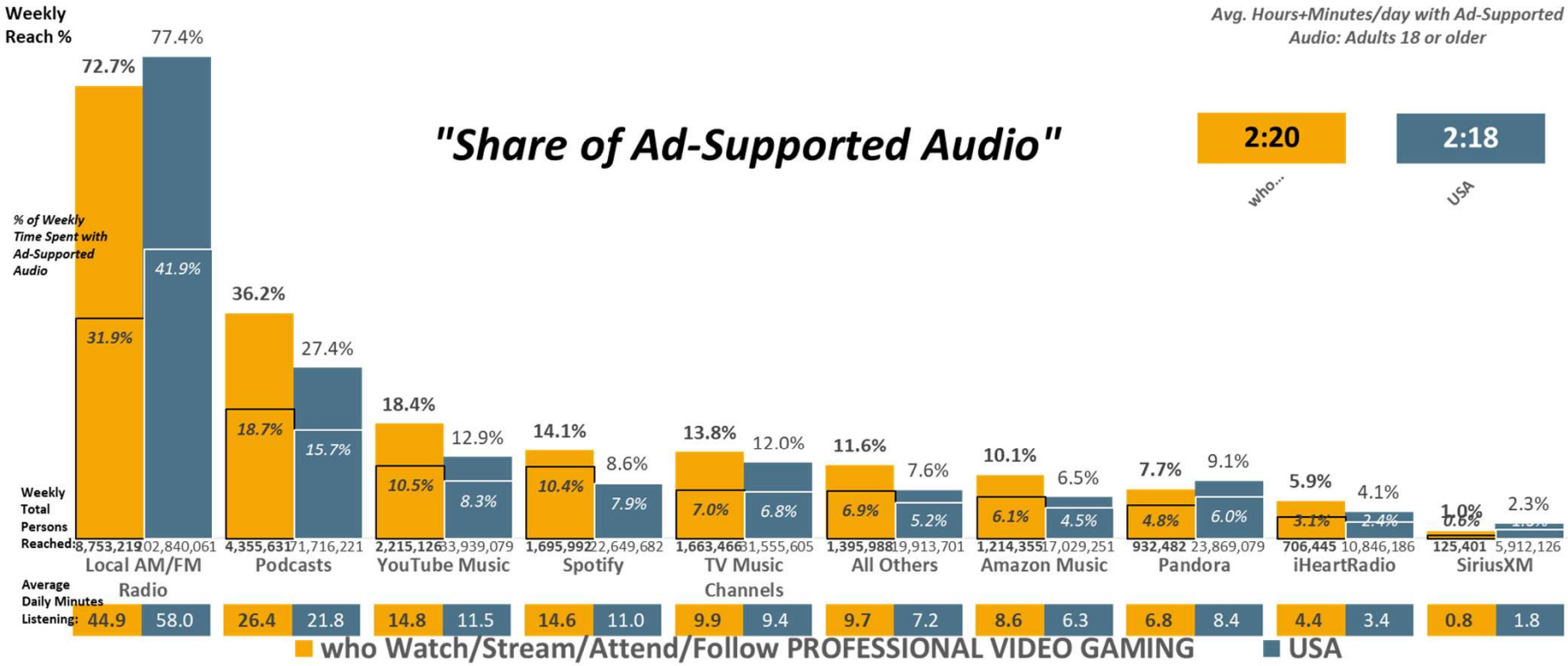


PHX DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 85

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8,753,219 or 72.7% of Adults 18 or older who Watch/Stream/Attend/Follow PROFESSIONAL VIDEO GAMING listen to Ad-Supported Local AM/FM Radio for an average of 44.9 minutes every day representing 31.9% of all time spent daily with Ad-Supported Audio.



USA USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 972

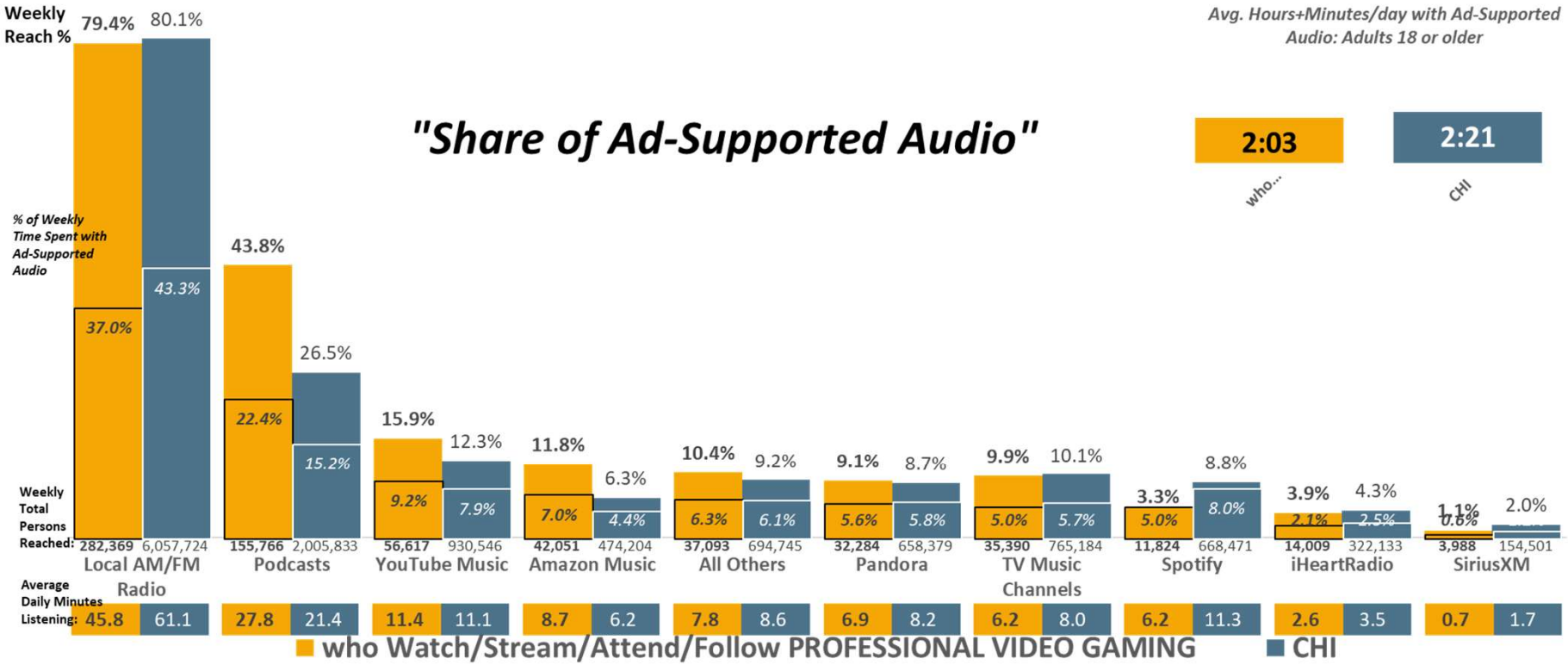
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USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 24,890

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282,369 or 79.4% of Adults 18 or older who Watch/Stream/Attend/Follow PROFESSIONAL VIDEO GAMING listen to Ad-Supported Local AM/FM Radio for an average of 45.8 minutes every day representing 37.% of all time spent daily with Ad-Supported Audio.



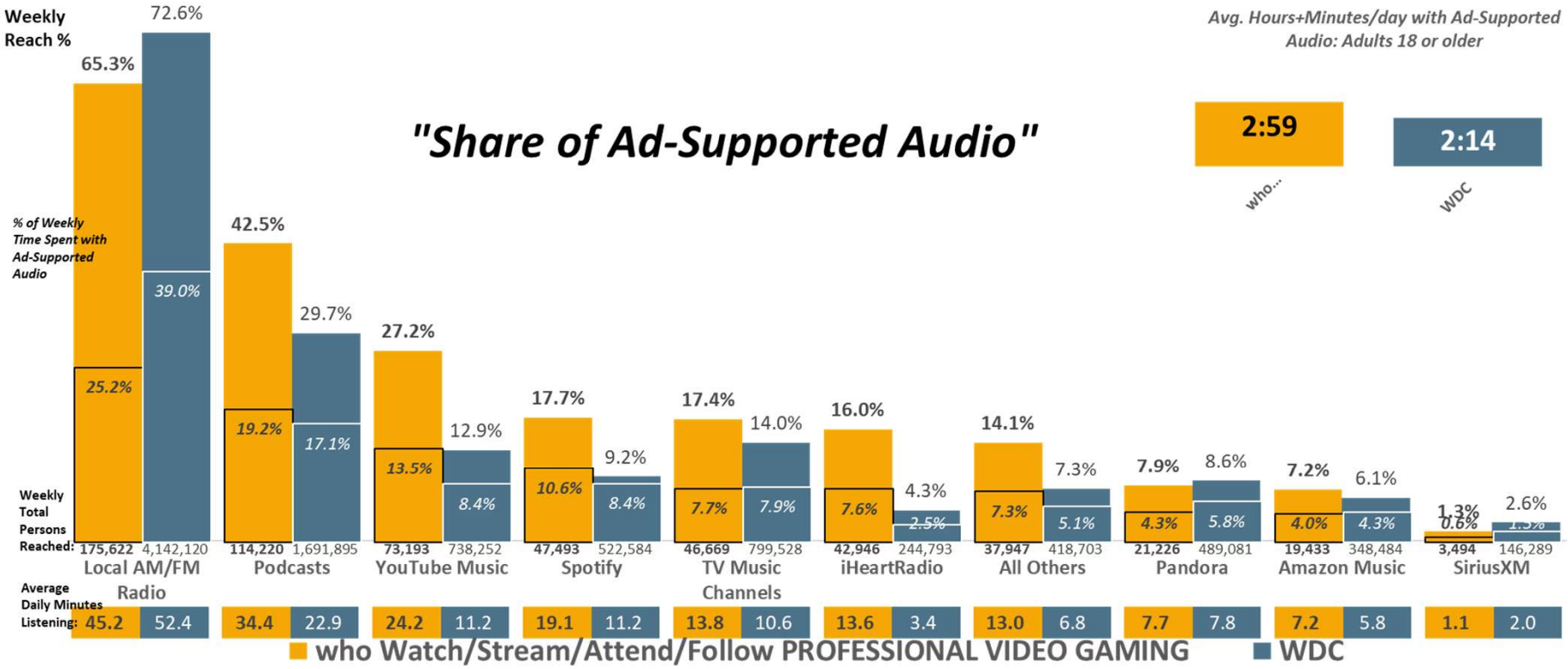
CHI DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 151 CHICAGO DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 3,846

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(Sports watched on TV (broadcast or cable) past 12 months: eSports (professional video gaming) OR Sports streamed online past 12 months: eSports (professional video gaming) OR No. of eSports (pro video gaming) events attd past 12 months: 1 - 2 events OR No. of eSports (pro video gaming) events attd past 12 months: 3 - 9 events OR No. of eSports (pro video gaming) events attd past 12 months: 10+ events OR Sports followed on social media past 12 months: eSports (professional video gaming))

175,622 or 65.3% of Adults 18 or older who Watch/Stream/Attend/Follow PROFESSIONAL VIDEO GAMING listen to Ad-Supported Local AM/FM Radio for an average of 45.2 minutes every day representing 25.2% of all time spent daily with Ad-Supported Audio.



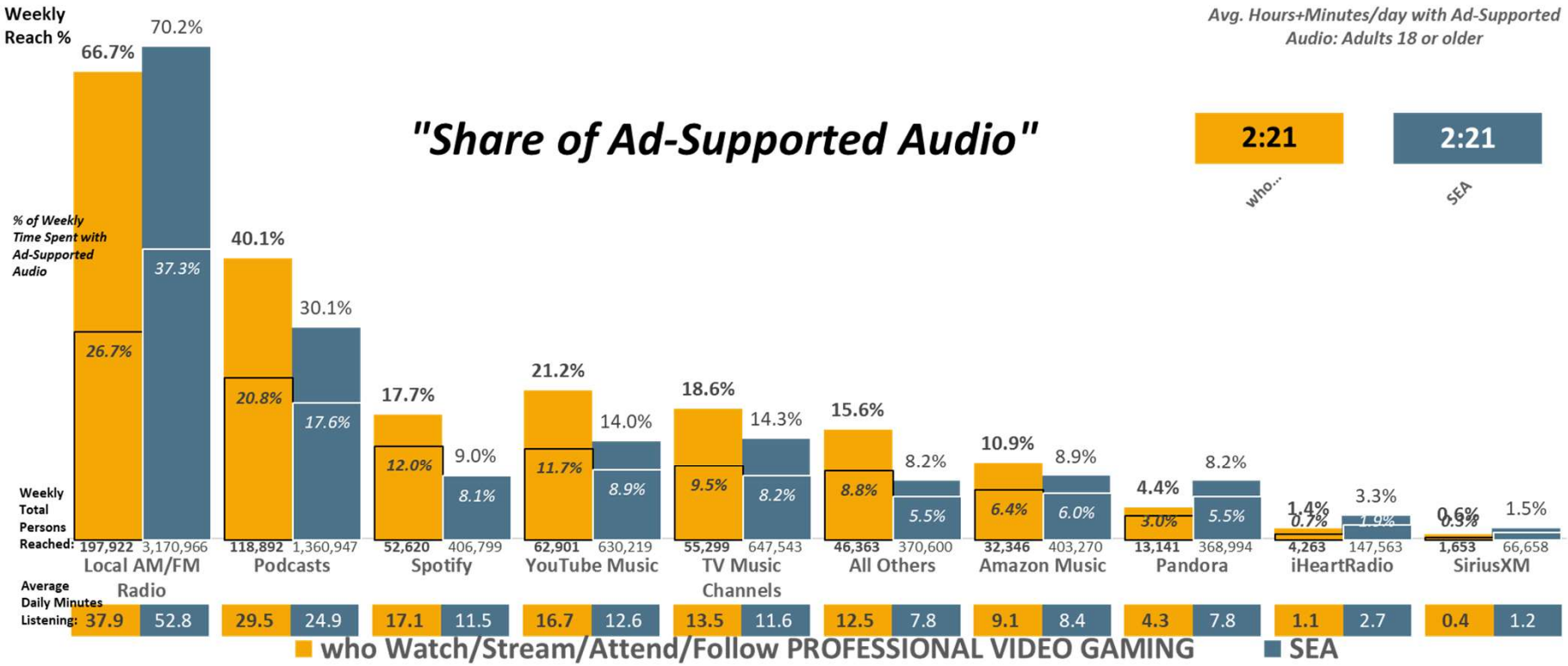
WDC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 282 WASHINGTON, DC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 5,857

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(Sports watched on TV (broadcast or cable) past 12 months: eSports (professional video gaming) OR Sports streamed online past 12 months: eSports (professional video gaming) OR No. of eSports (pro video gaming) events attd past 12 months: 1 - 2 events OR No. of eSports (pro video gaming) events attd past 12 months: 3 - 9 events OR No. of eSports (pro video gaming) events attd past 12 months: 10+ events OR Sports followed on social media past 12 months: eSports (professional video gaming))

197,922 or 66.7% of Adults 18 or older who Watch/Stream/Attend/Follow PROFESSIONAL VIDEO GAMING listen to Ad-Supported Local AM/FM Radio for an average of 37.9 minutes every day representing 26.7% of all time spent daily with Ad-Supported Audio.



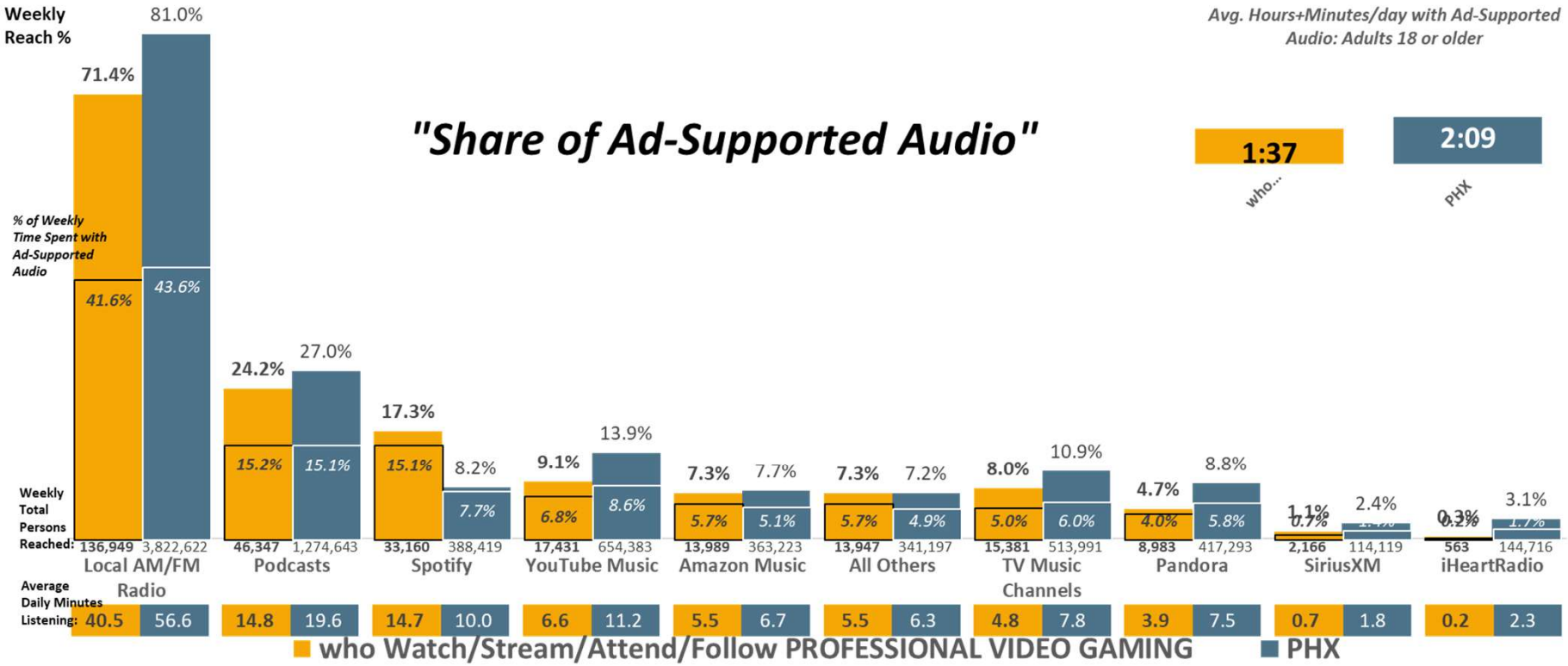
SEA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 194 SEATTLE-TACOMA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 3,920

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(Sports watched on TV (broadcast or cable) past 12 months: eSports (professional video gaming) OR Sports streamed online past 12 months: eSports (professional video gaming) OR No. of eSports (pro video gaming) events attd past 12 months: 1 - 2 events OR No. of eSports (pro video gaming) events attd past 12 months: 3 - 9 events OR No. of eSports (pro video gaming) events attd past 12 months: 10+ events OR Sports followed on social media past 12 months: eSports (professional video gaming))

136,949 or 71.4% of Adults 18 or older who Watch/Stream/Attend/Follow PROFESSIONAL VIDEO GAMING listen to Ad-Supported Local AM/FM Radio for an average of 40.5 minutes every day representing 41.6% of all time spent daily with Ad-Supported Audio.



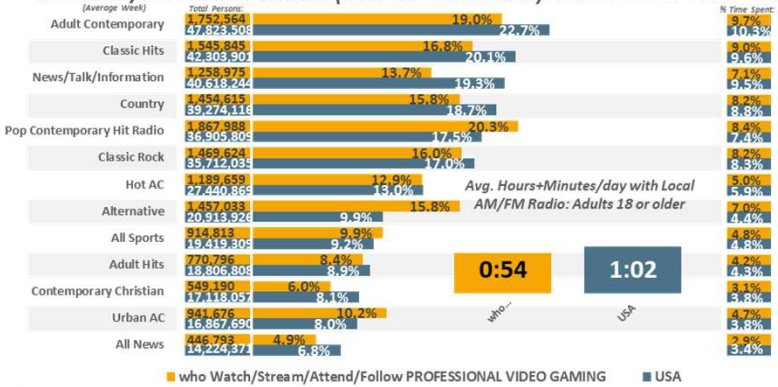
PHX DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 85 PHOENIX DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 2,461

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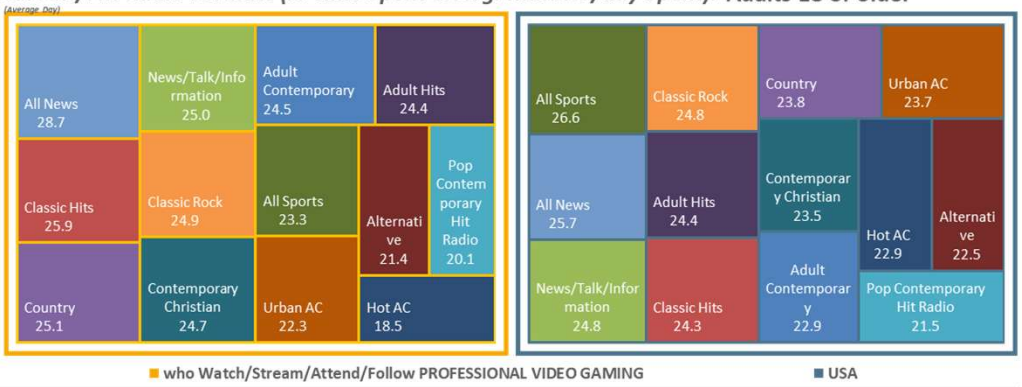
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8,753,219 or 72.7% of Adults 18 or older who Watch/Stream/Attend/Follow PROFESSIONAL VIDEO GAMING listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Pop Contemporary Hit Radio, Adult Contemporary, Classic Hits, Classic Rock, and Alternative.

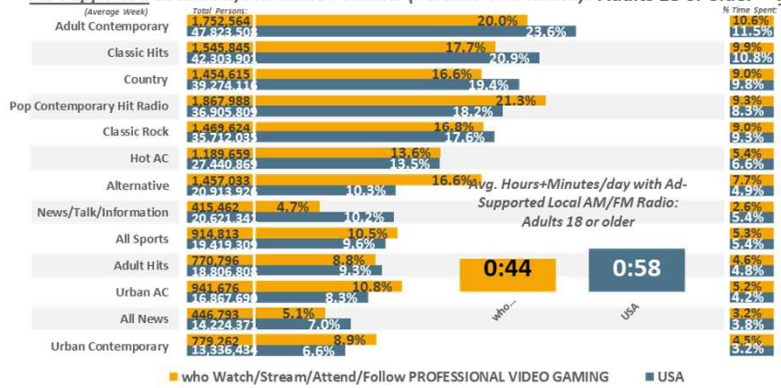
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



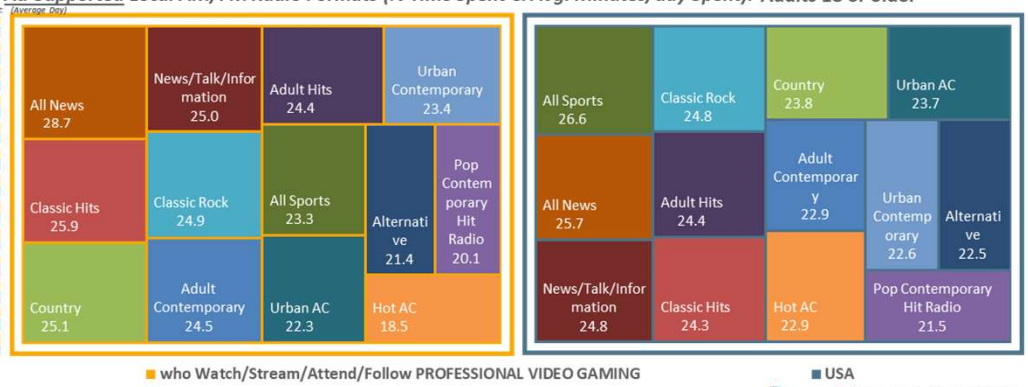
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



USA USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 972

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USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 24,890

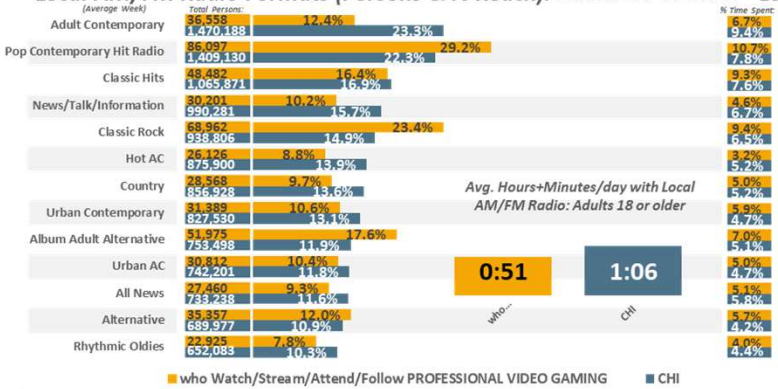
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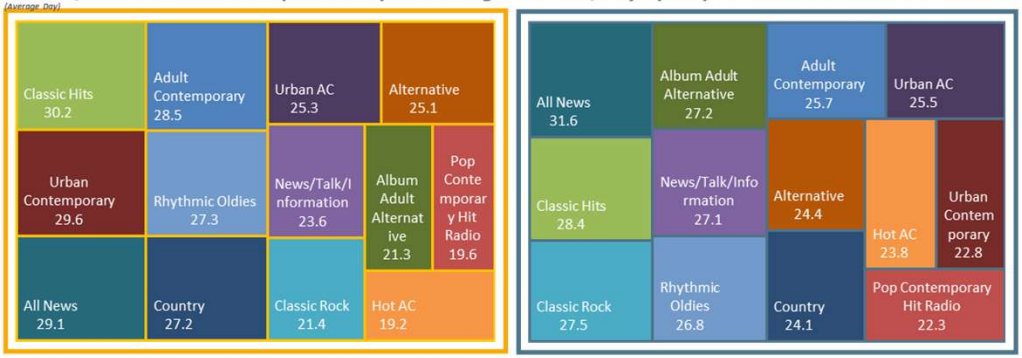
GLOBAL GAMING LEAGUE — CHI

282,369 or 79.4% of Adults 18 or older who Watch/Stream/Attend/Follow PROFESSIONAL VIDEO GAMING listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Pop Contemporary Hit Radio, Classic Rock, Album Adult Alternative, Classic Hits, and Adult Cont

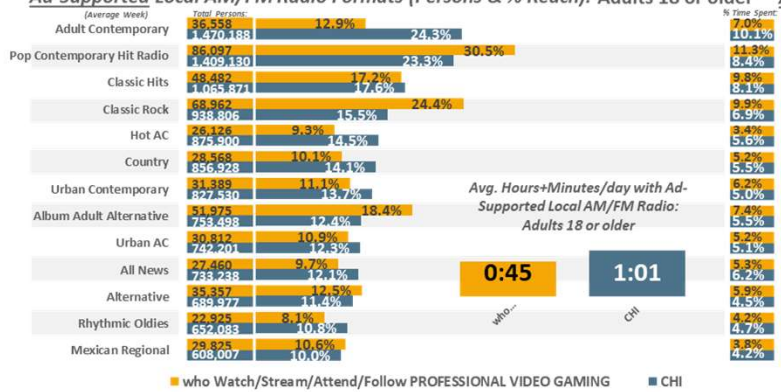
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



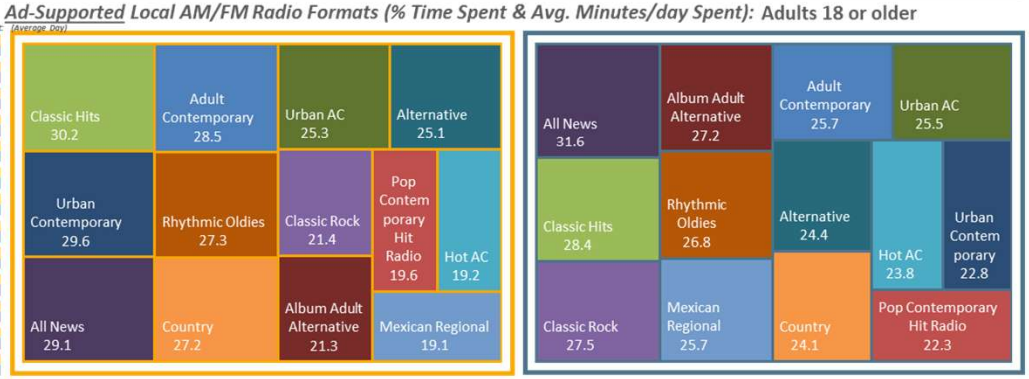
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



CHI DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 151

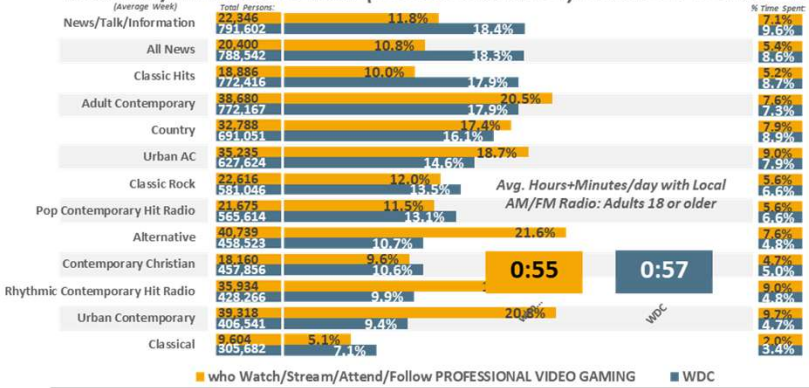
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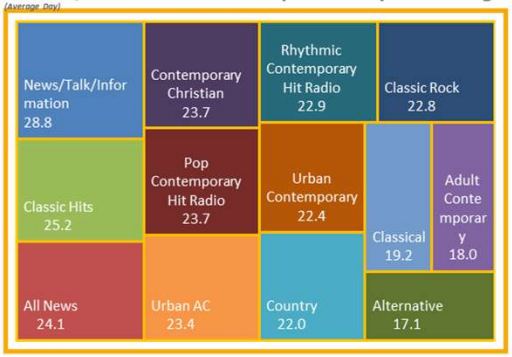
(Sports watched on TV (broadcast or cable) past 12 months: eSports (professional video gaming) OR Sports streamed online past 12 months: eSports (professional video gaming) OR No. of eSports (pro video gaming) events attd past 12 months: 1 - 2 events OR No. of eSports (pro video gaming) events attd past 12 months: 3 - 9 events OR No. of eSports (pro video gaming) events attd past 12 months: 10+ events OR Sports followed on social media past 12 months: eSports (professional video gaming))

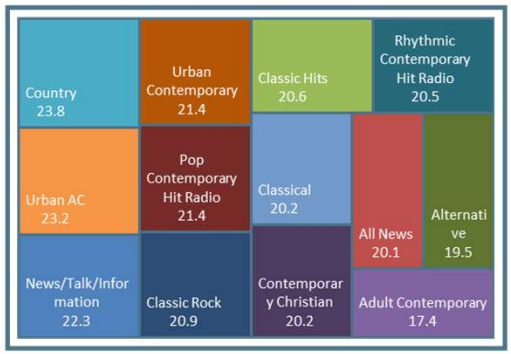
175,622 or 65.3% of Adults 18 or older who Watch/Stream/Attend/Follow PROFESSIONAL VIDEO GAMING listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Alternative, Urban Contemporary, Adult Contemporary, Rhythmic Contemporary Hit Radio, and Urban

Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older

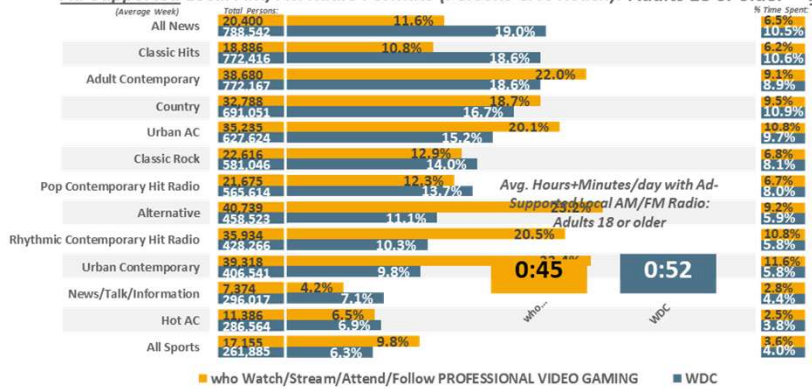


Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

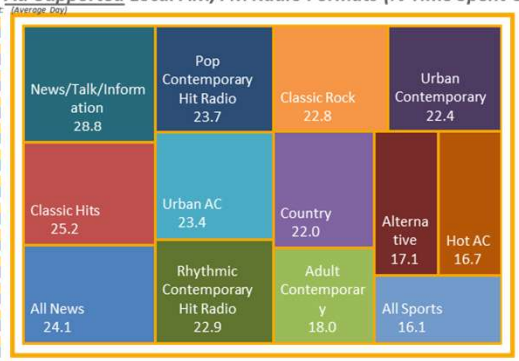


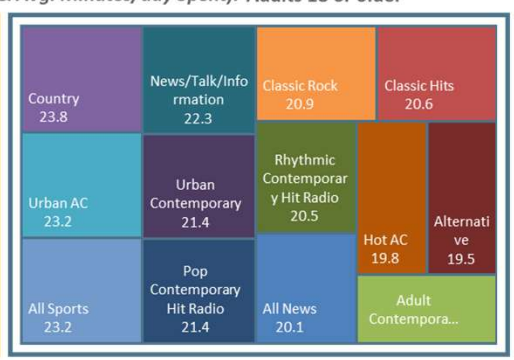


Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older





WDC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 282

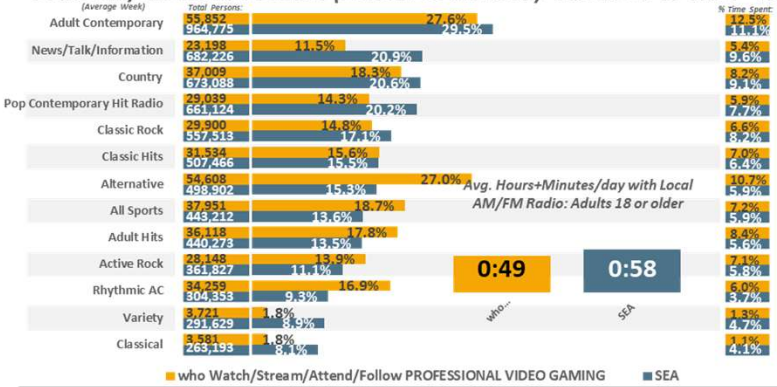
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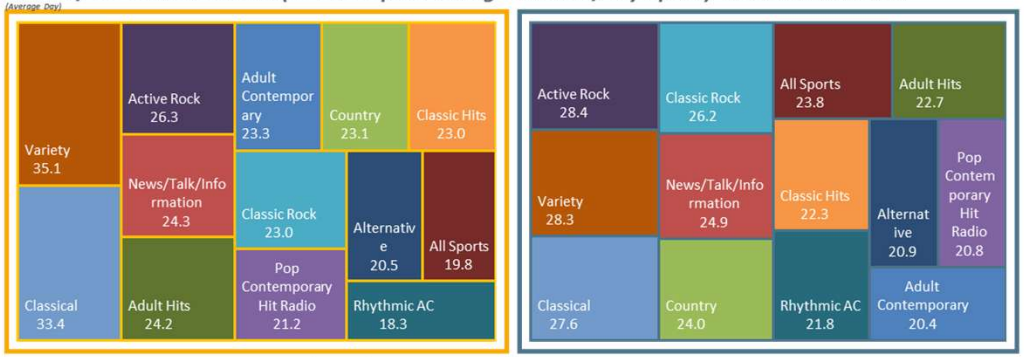
(Sports watched on TV (broadcast or cable) past 12 months: eSports (professional video gaming) OR Sports streamed online past 12 months: eSports (professional video gaming) OR No. of eSports (pro video gaming) events attd past 12 months: 1 - 2 events OR No. of eSports (pro video gaming) events attd past 12 months: 3 - 9 events OR No. of eSports (pro video gaming) events attd past 12 months: 10+ events OR Sports followed on social media past 12 months: eSports (professional video gaming))

197,922 or 66.7% of Adults 18 or older who Watch/Stream/Attend/Follow PROFESSIONAL VIDEO GAMING listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Alternative, All Sports, Country, and Adult Hits.

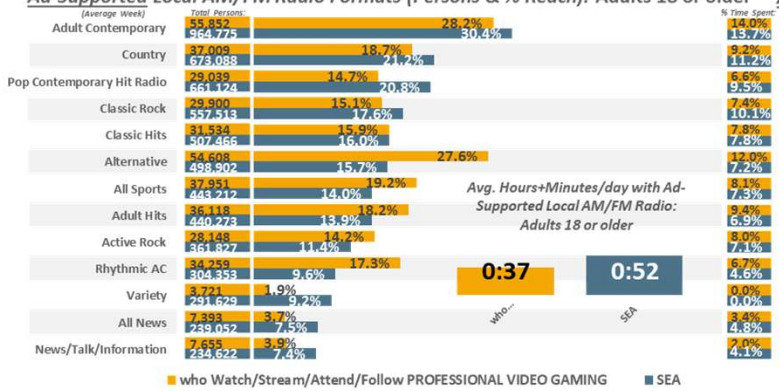
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



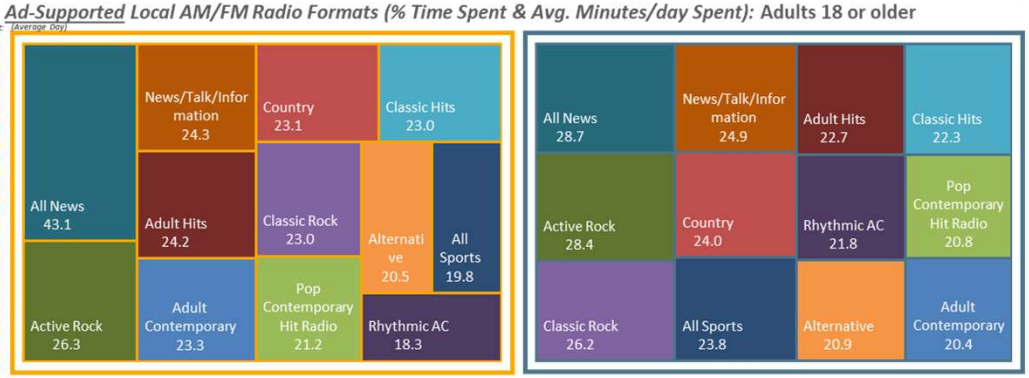
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



SEA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 194

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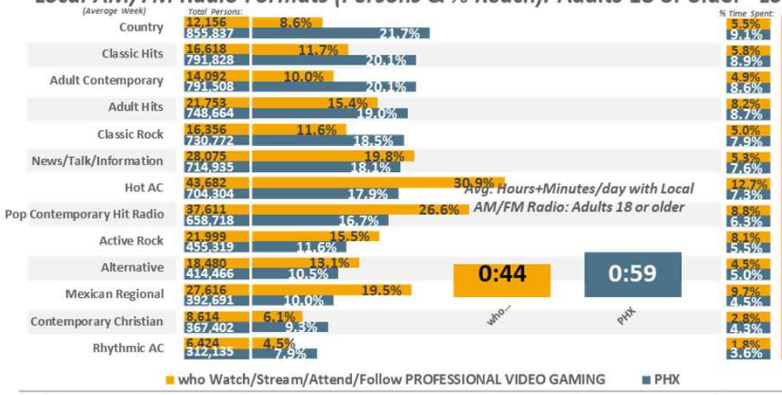
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(Sports watched on TV (broadcast or cable) past 12 months: eSports (professional video gaming) OR Sports streamed online past 12 months: eSports (professional video gaming) OR No. of eSports (pro video gaming) events attd past 12 months: 1 - 2 events OR No. of eSports (pro video gaming) events attd past 12 months: 3 - 9 events OR No. of eSports (pro video gaming) events attd past 12 months: 10+ events OR Sports followed on social media past 12 months: eSports (professional video gaming))

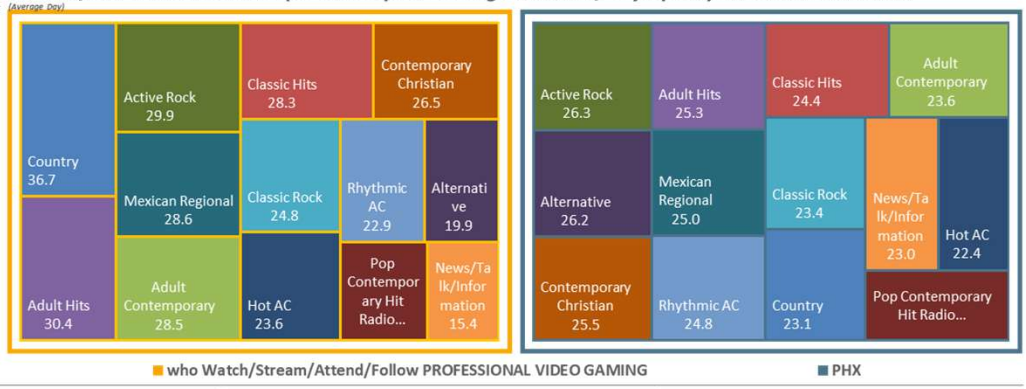
GLOBAL GAMING LEAGUE — PHX

136,949 or 71.4% of Adults 18 or older who Watch/Stream/Attend/Follow PROFESSIONAL VIDEO GAMING listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Hot AC, Spanish Adult Hits, Pop Contemporary Hit Radio, Mexican Regional, and Active Rock.

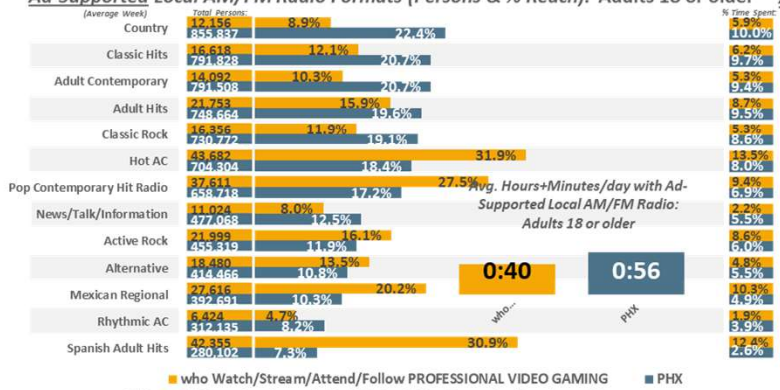
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



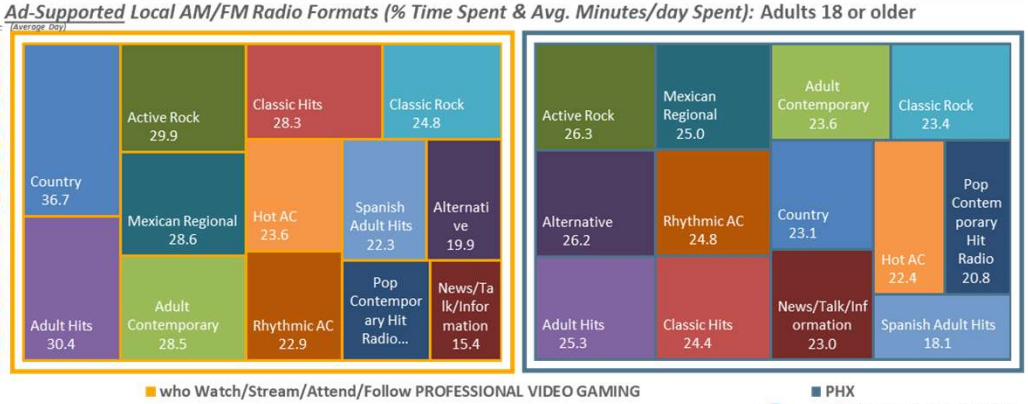
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



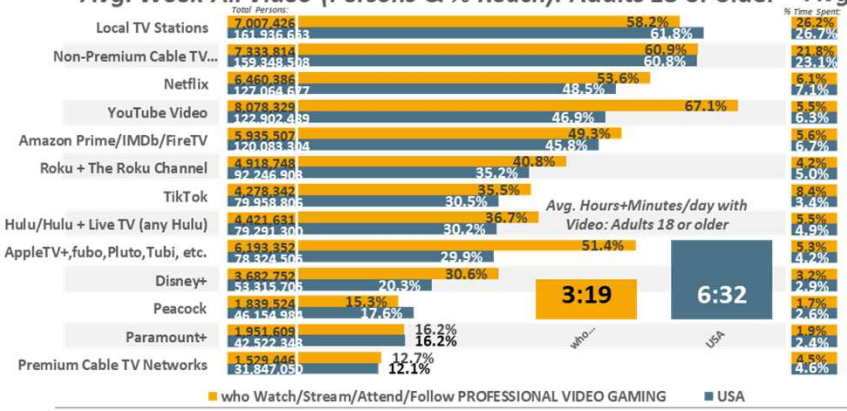
PHX DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 85

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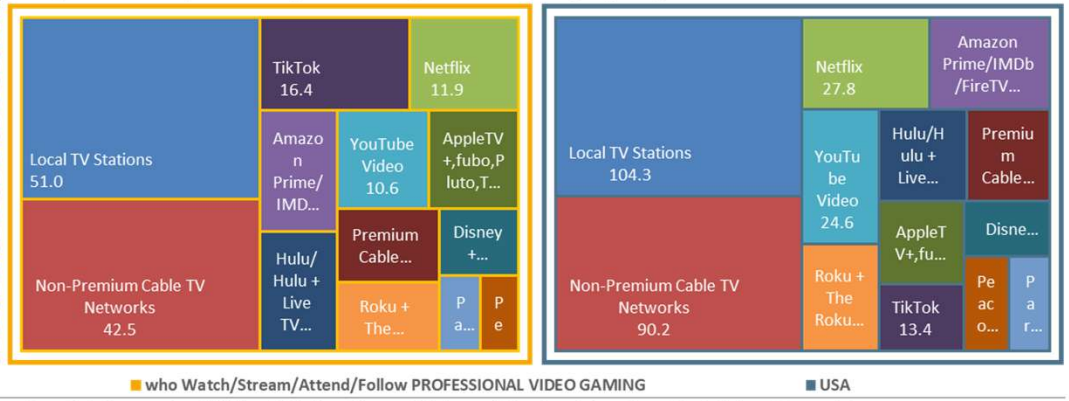
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6,773,869 or 56.2% of Adults 18 or older who Watch/Stream/Attend/Follow PROFESSIONAL VIDEO GAMING watch Ad-Supported Local TV Stations for an average of 45.9 minutes every day representing 27.7% of all time spent daily with Ad-Supported Video.

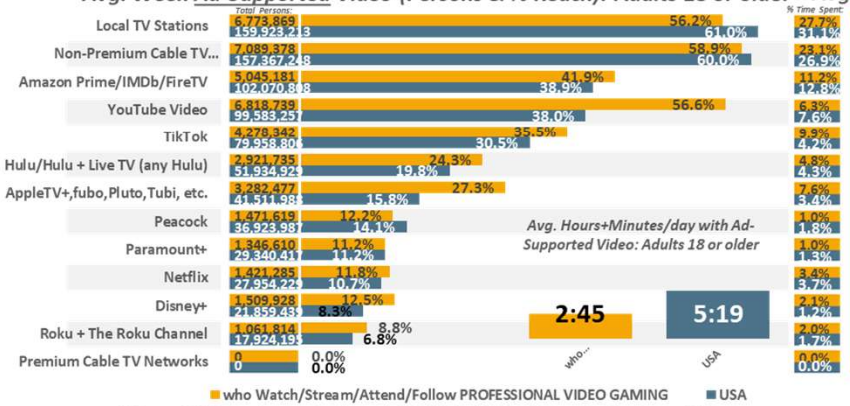
Avg. Week All Video (Persons & % Reach): Adults 18 or older



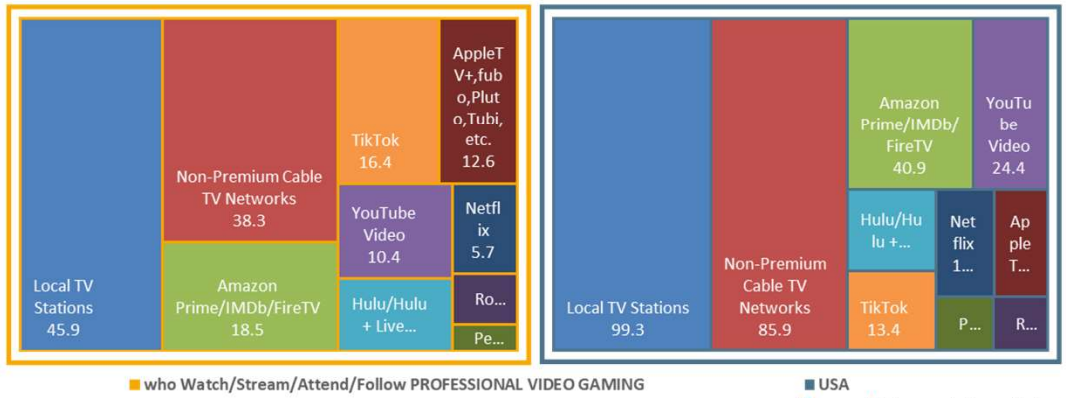
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Avg. Week Ad-Supported Video (Persons & % Reach): Adults 18 or older



Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



USA USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 972

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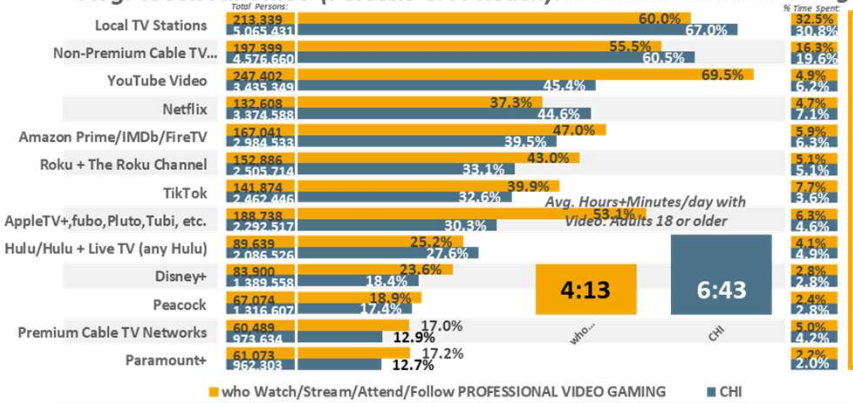
USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 24,890

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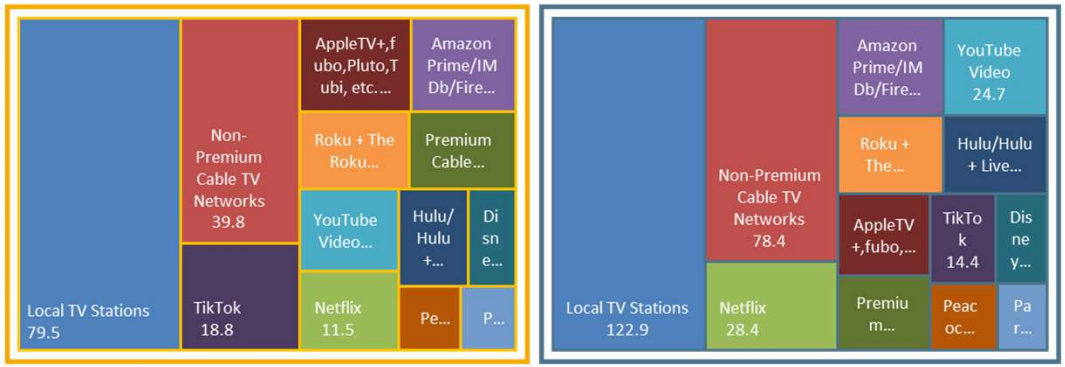
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209,546 or 58.9% of Adults 18 or older who Watch/Stream/Attend/Follow PROFESSIONAL VIDEO GAMING watch Ad-Supported Local TV Stations for an average of 74.6 minutes every day representing 34.4% of all time spent daily with Ad-Supported Video.

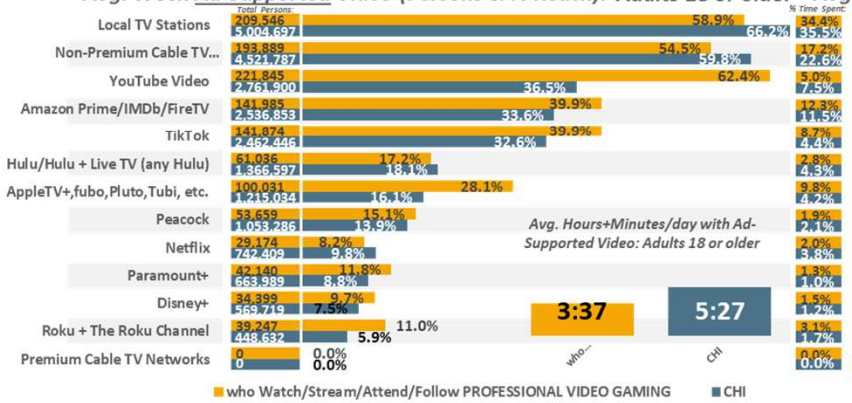
Avg. Week All Video (Persons & % Reach): Adults 18 or older



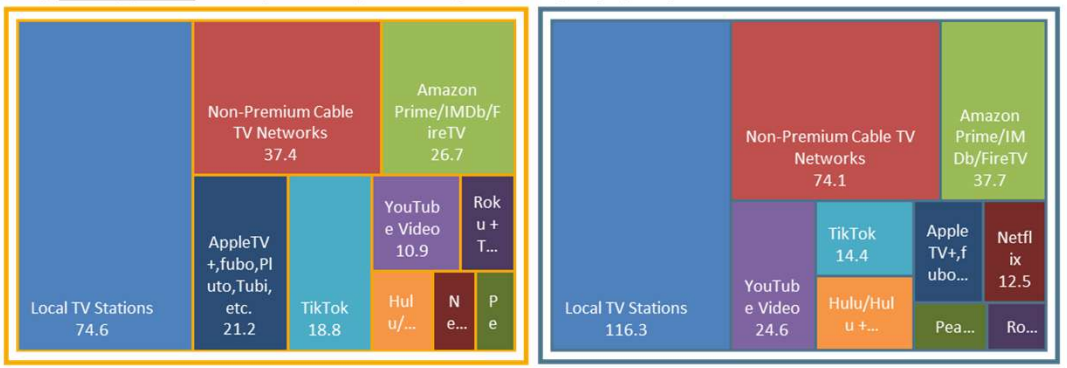
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Avg. Week Ad-Supported Video (Persons & % Reach): Adults 18 or older



Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



CHI DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 151

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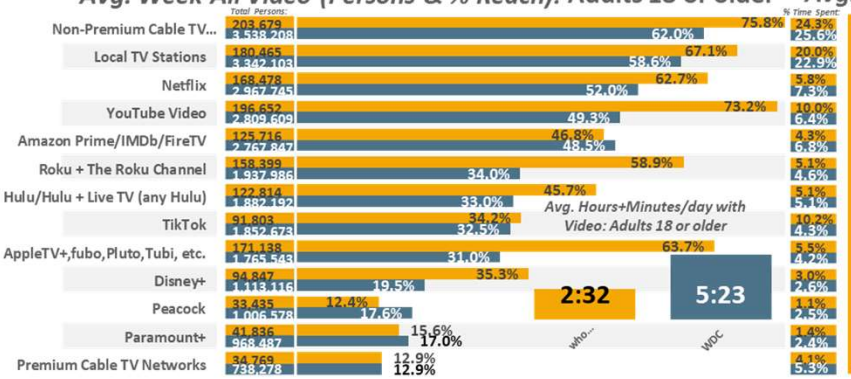
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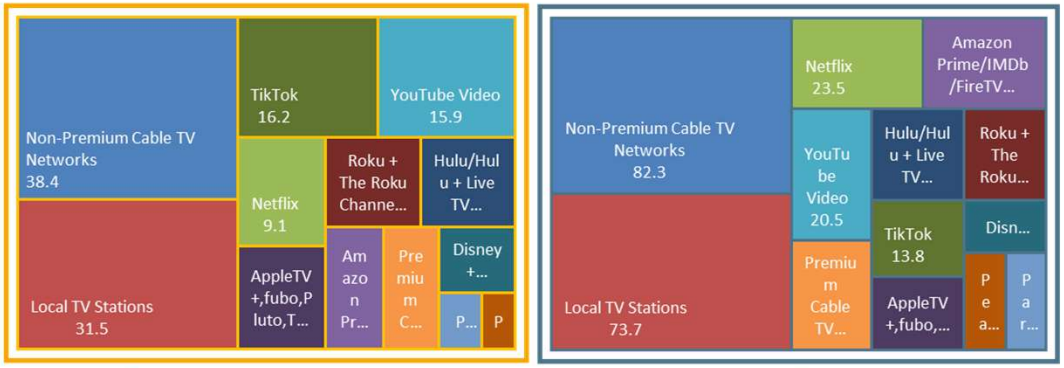


169,384 or 63.% of Adults 18 or older who Watch/Stream/Attend/Follow PROFESSIONAL VIDEO GAMING watch Ad-Supported Local TV Stations for an average of 28.1 minutes every day representing 22.4% of all time spent daily with Ad-Supported Video.

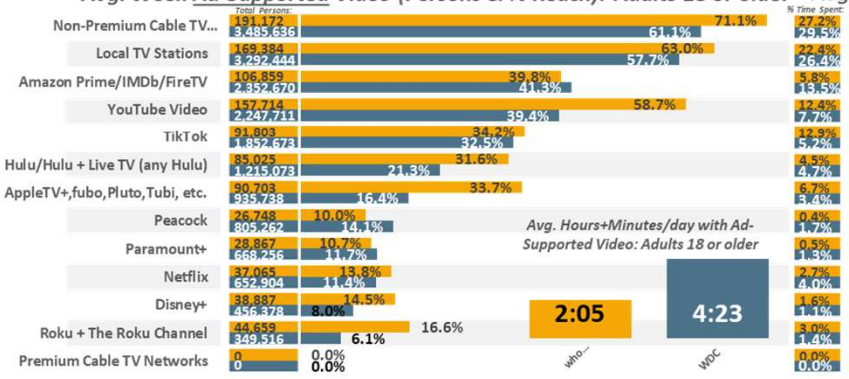
Avg. Week All Video (Persons & % Reach): Adults 18 or older



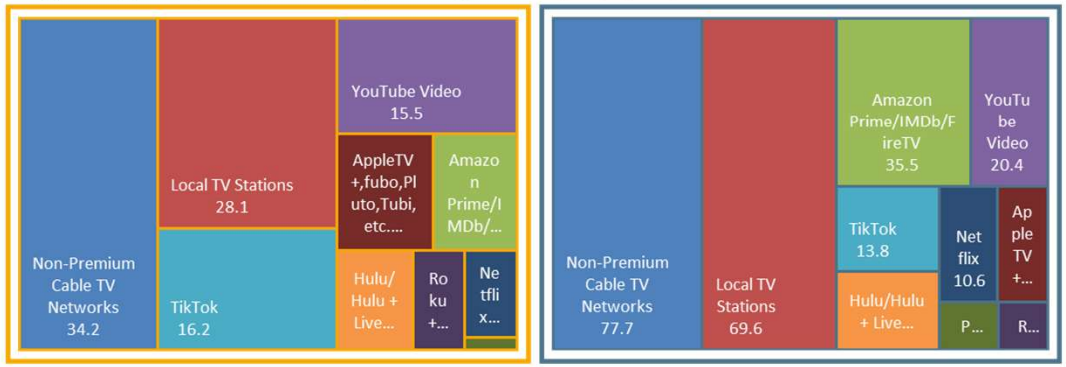
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Avg. Week Ad-Supported Video (Persons & % Reach): Adults 18 or older



Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



WDC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 282

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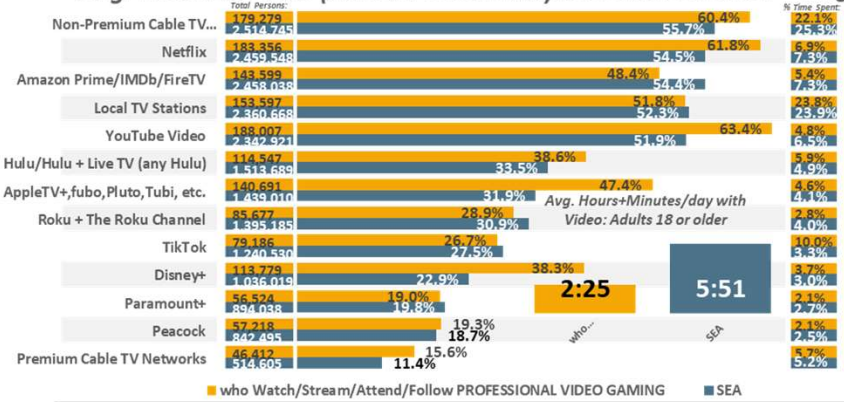
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(Sports watched on TV (broadcast or cable) past 12 months: eSports (professional video gaming) OR Sports streamed online past 12 months: eSports (professional video gaming) OR No. of eSports (pro video gaming) events attd past 12 months: 1 - 2 events OR No. of eSports (pro video gaming) events attd past 12 months: 3 - 9 events OR No. of eSports (pro video gaming) events attd past 12 months: 10+ events OR Sports followed on social media past 12 months: eSports (professional video gaming))

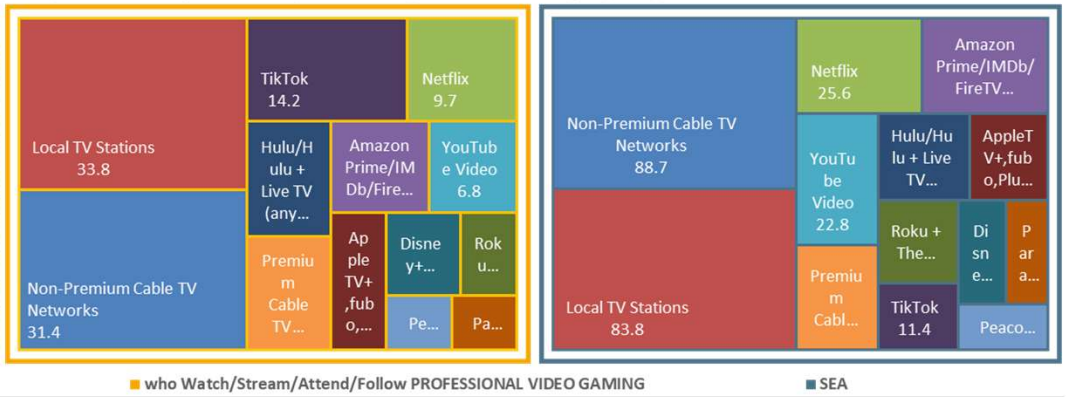


147,425 or 49.7% of Adults 18 or older who Watch/Stream/Attend/Follow PROFESSIONAL VIDEO GAMING watch Ad-Supported Local TV Stations for an average of 30.2 minutes every day representing 25.% of all time spent daily with Ad-Supported Video.

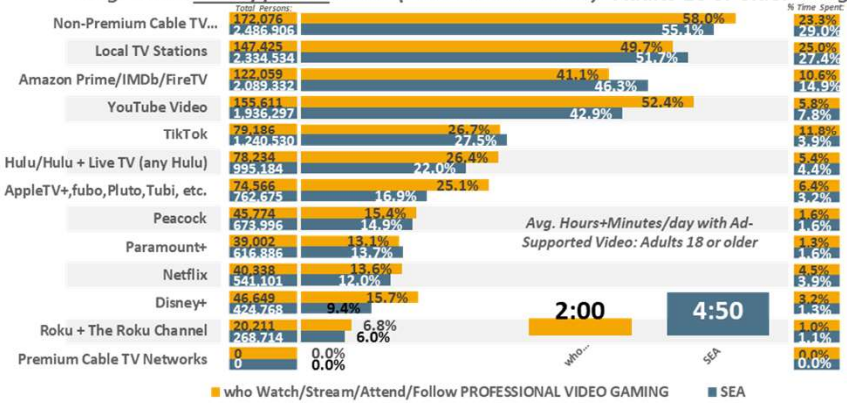
Avg. Week All Video (Persons & % Reach): Adults 18 or older



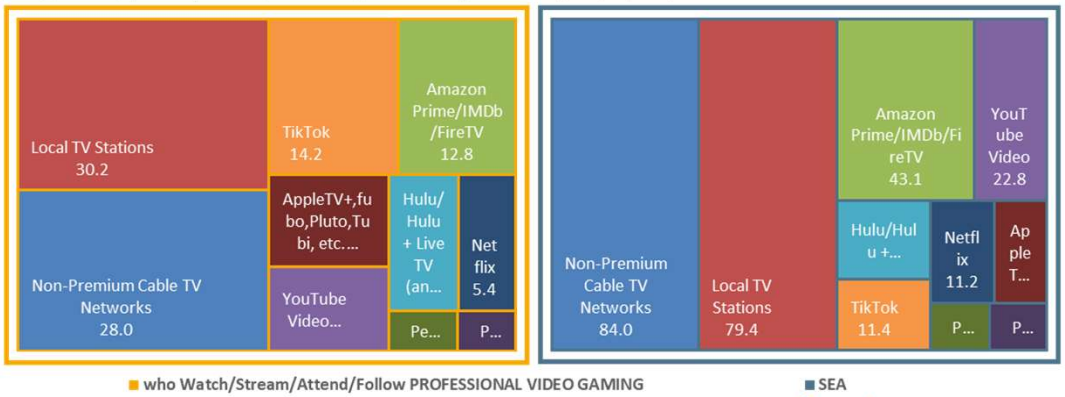
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Avg. Week Ad-Supported Video (Persons & % Reach): Adults 18 or older



Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



SEA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 194

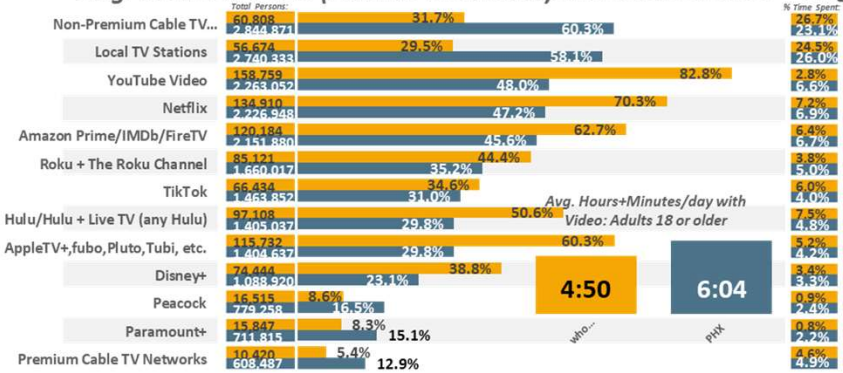
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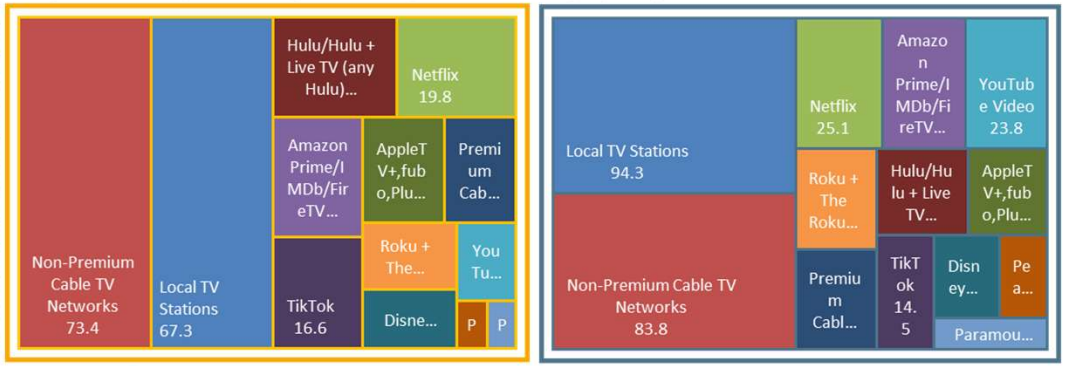
(Sports watched on TV (broadcast or cable) past 12 months: eSports (professional video gaming) OR Sports streamed online past 12 months: eSports (professional video gaming) OR No. of eSports (pro video gaming) events attd past 12 months: 1 - 2 events OR No. of eSports (pro video gaming) events attd past 12 months: 3 - 9 events OR No. of eSports (pro video gaming) events attd past 12 months: 10+ events OR Sports followed on social media past 12 months: eSports (professional video gaming))

55,653 or 29.% of Adults 18 or older who Watch/Stream/Attend/Follow PROFESSIONAL VIDEO GAMING watch Ad-Supported Local TV Stations for an average of 63.1 minutes every day representing 26.2% of all time spent daily with Ad-Supported Video.

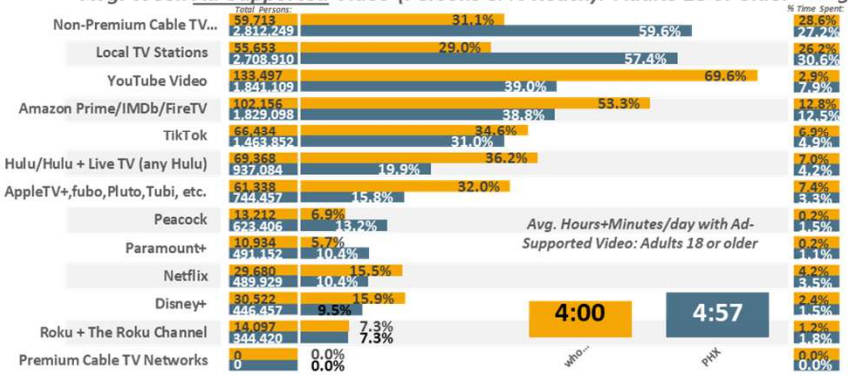
Avg. Week All Video (Persons & % Reach): Adults 18 or older



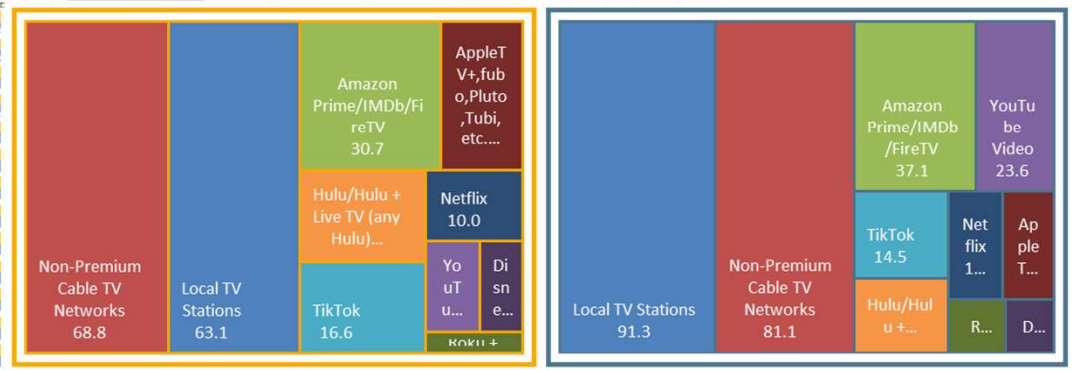
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Avg. Week Ad-Supported Video (Persons & % Reach): Adults 18 or older



Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

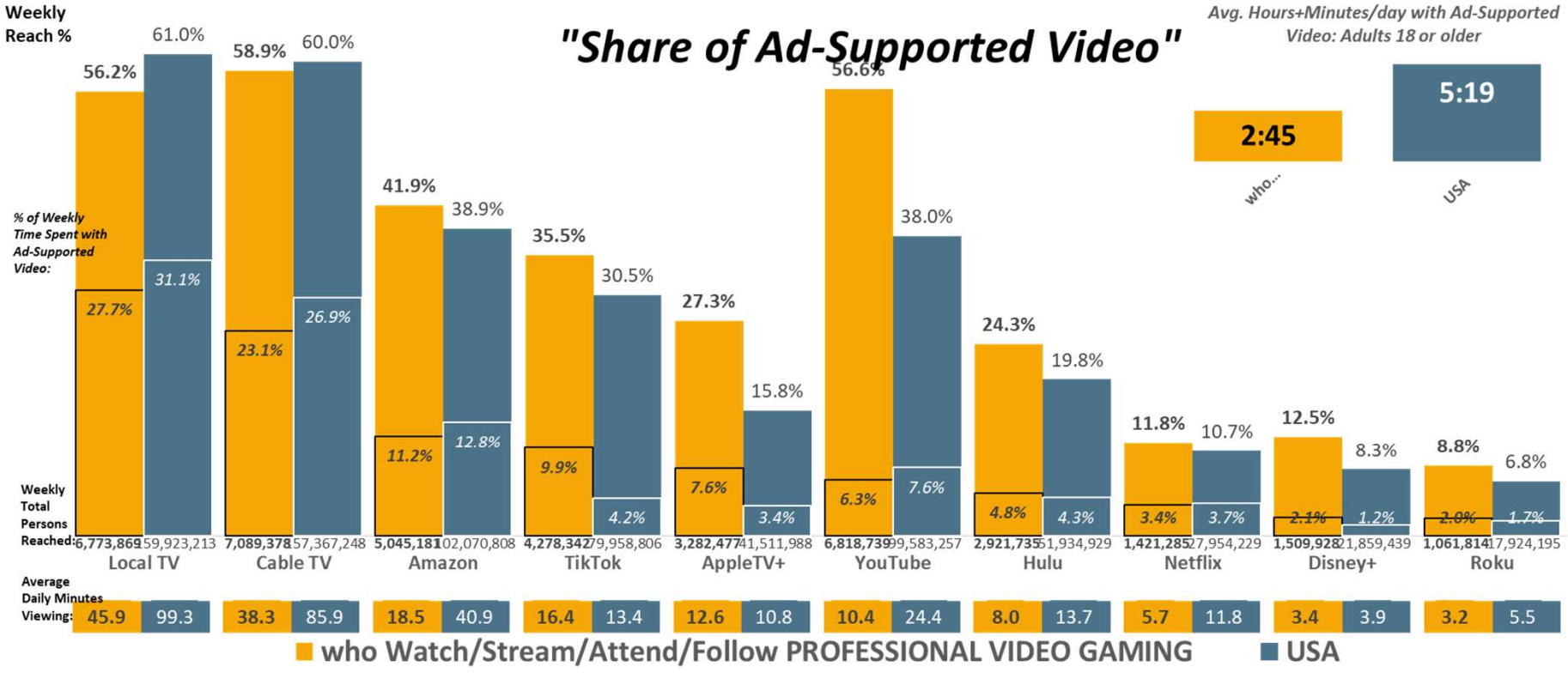


PHX DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 85

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6,773,869 or 56.2% of Adults 18 or older who Watch/Stream/Attend/Follow PROFESSIONAL VIDEO GAMING watch Ad-Supported Local TV Stations for an average of 45.9 minutes every day representing 27.7% of all time spent daily with Ad-Supported Video.



USA USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 972

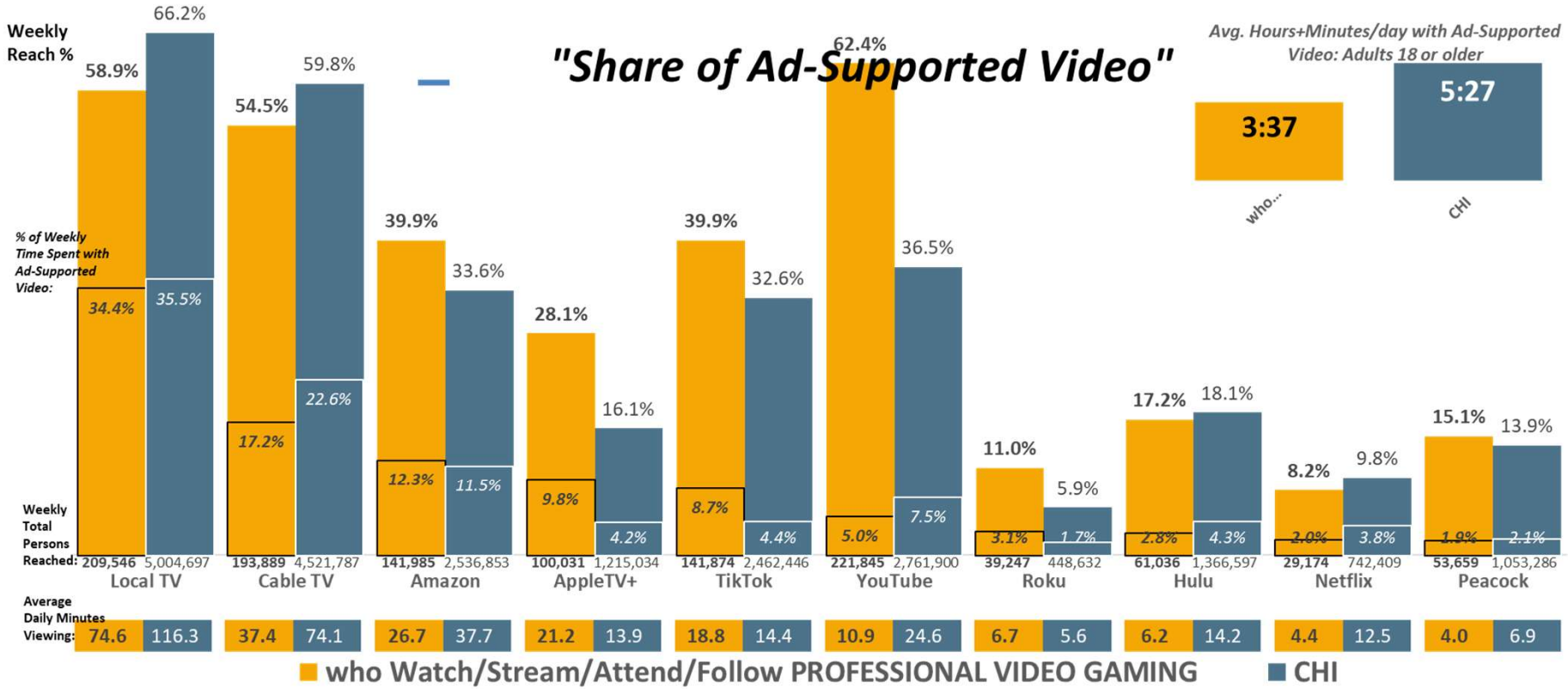
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USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 24,890

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(Sports watched on TV (broadcast or cable) past 12 months: eSports (professional video gaming) OR Sports streamed online past 12 months: eSports (professional video gaming) OR No. of eSports (pro video gaming) events attd past 12 months: 1 - 2 events OR No. of eSports (pro video gaming) events attd past 12 months: 3 - 9 events OR No. of eSports (pro video gaming) events attd past 12 months: 10+ events OR Sports followed on social media past 12 months: eSports (professional video gaming))

209,546 or 58.9% of Adults 18 or older who Watch/Stream/Attend/Follow PROFESSIONAL VIDEO GAMING watch Ad-Supported Local TV Stations for an average of 74.6 minutes every day representing 34.4% of all time spent daily with Ad-Supported Video.



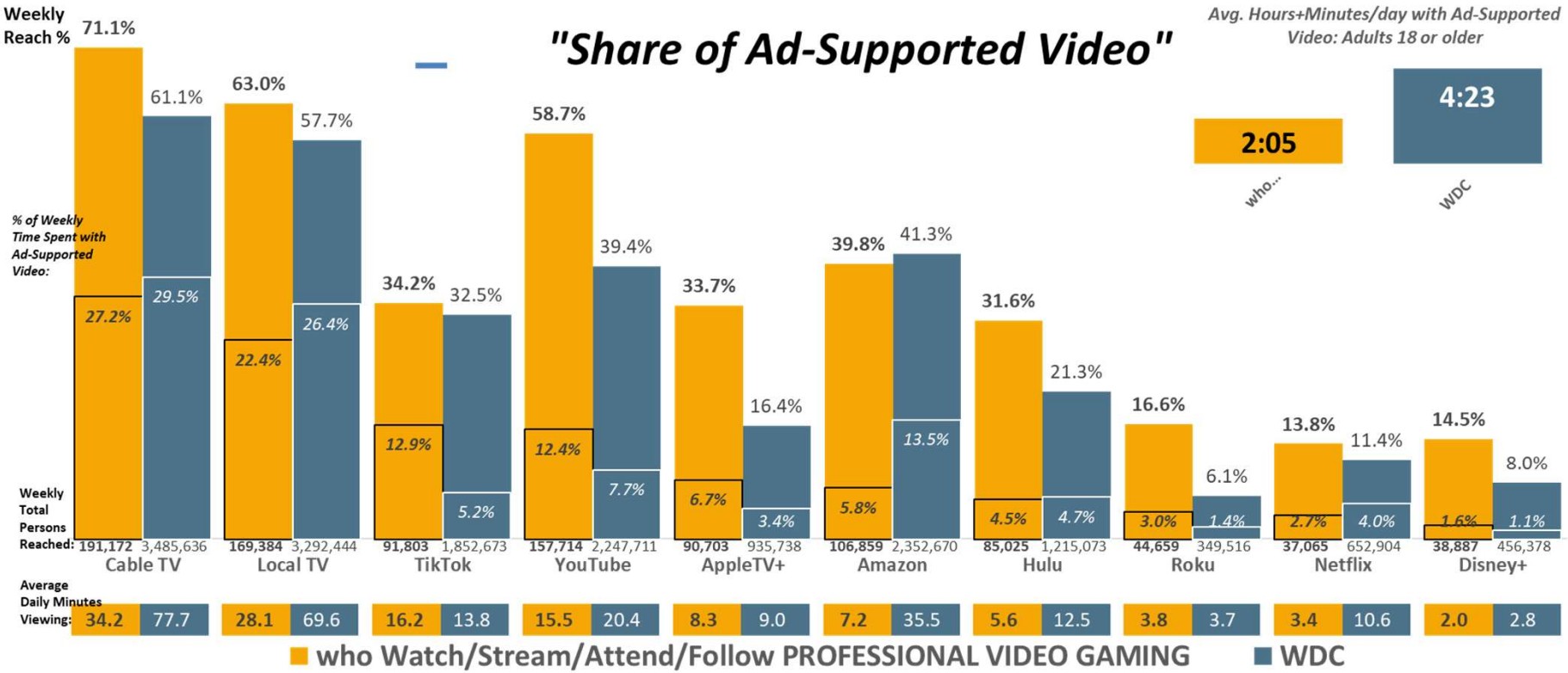
CHI DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 151 CHICAGO DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 3,846

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(Sports watched on TV (broadcast or cable) past 12 months: eSports (professional video gaming) OR Sports streamed online past 12 months: eSports (professional video gaming) OR No. of eSports (pro video gaming) events attd past 12 months: 1 - 2 events OR No. of eSports (pro video gaming) events attd past 12 months: 3 - 9 events OR No. of eSports (pro video gaming) events attd past 12 months: 10+ events OR Sports followed on social media past 12 months: eSports (professional video gaming))

169,384 or 63.% of Adults 18 or older who Watch/Stream/Attend/Follow PROFESSIONAL VIDEO GAMING watch Ad-Supported Local TV Stations for an average of 28.1 minutes every day representing 22.4% of all time spent daily with Ad-Supported Video.



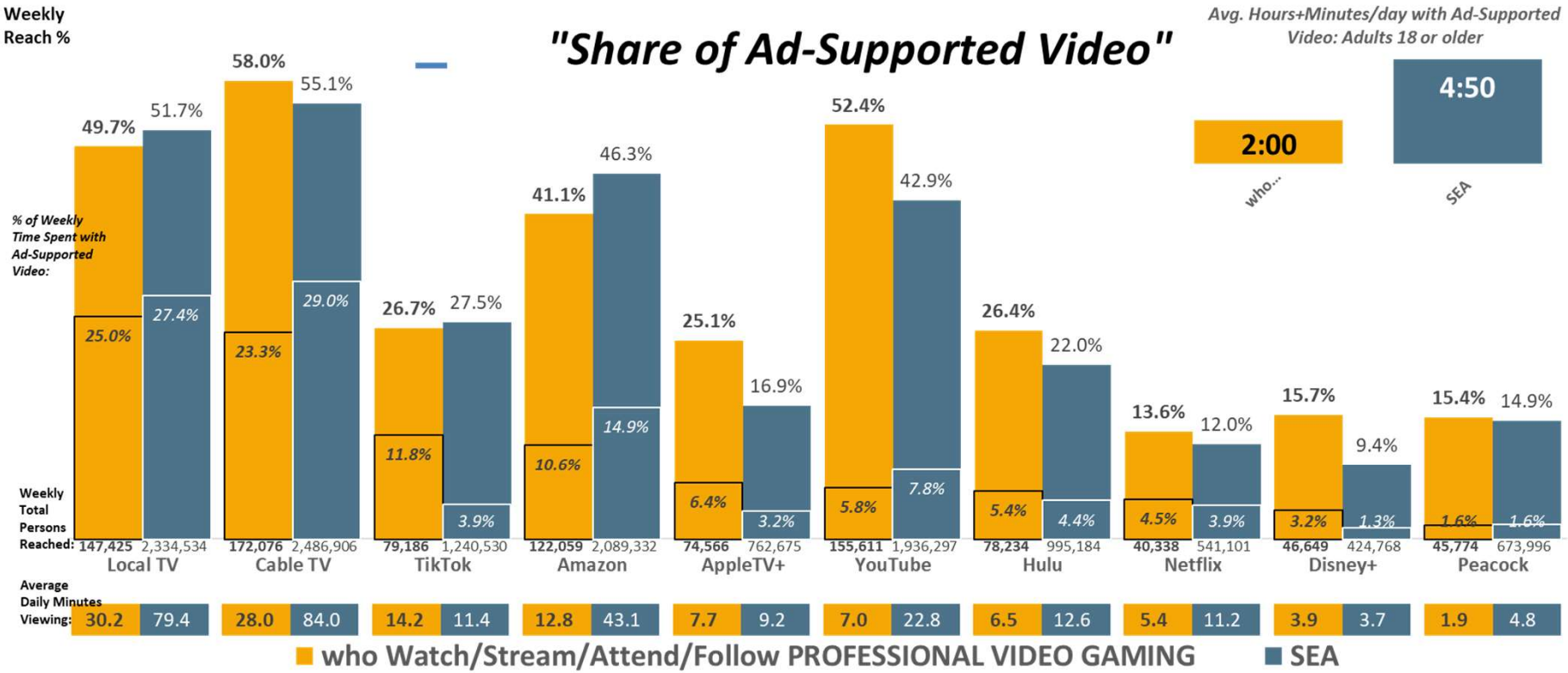
WDC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 282 WASHINGTON, DC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 5,857

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(Sports watched on TV (broadcast or cable) past 12 months: eSports (professional video gaming) OR Sports streamed online past 12 months: eSports (professional video gaming) OR No. of eSports (pro video gaming) events attd past 12 months: 1 - 2 events OR No. of eSports (pro video gaming) events attd past 12 months: 3 - 9 events OR No. of eSports (pro video gaming) events attd past 12 months: 10+ events OR Sports followed on social media past 12 months: eSports (professional video gaming))

147,425 or 49.7% of Adults 18 or older who Watch/Stream/Attend/Follow PROFESSIONAL VIDEO GAMING watch Ad-Supported Local TV Stations for an average of 30.2 minutes every day representing 25.% of all time spent daily with Ad-Supported Video.



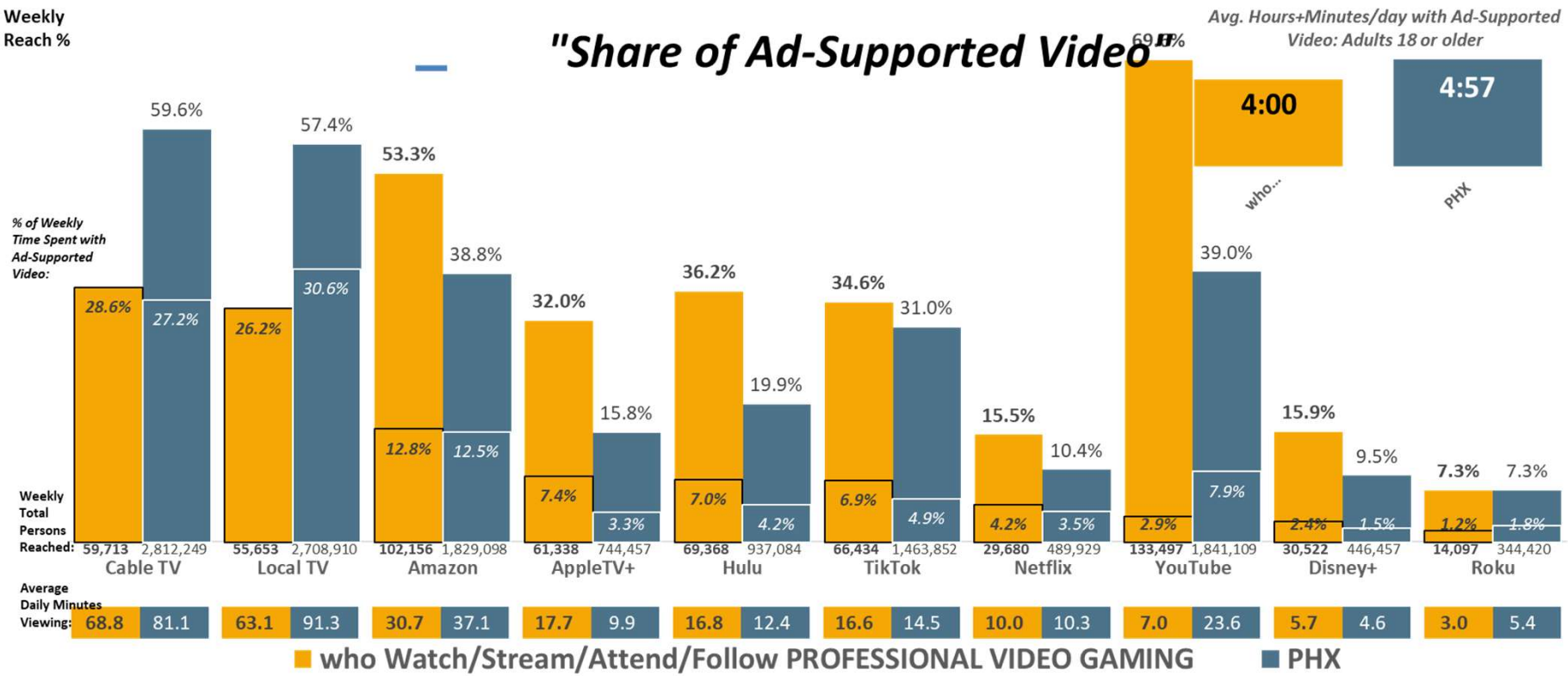
SEA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 194 SEATTLE-TACOMA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 3,920

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(Sports watched on TV (broadcast or cable) past 12 months: eSports (professional video gaming) OR Sports streamed online past 12 months: eSports (professional video gaming) OR No. of eSports (pro video gaming) events attd past 12 months: 1 - 2 events OR No. of eSports (pro video gaming) events attd past 12 months: 3 - 9 events OR No. of eSports (pro video gaming) events attd past 12 months: 10+ events OR Sports followed on social media past 12 months: eSports (professional video gaming))

55,653 or 29.% of Adults 18 or older who Watch/Stream/Attend/Follow PROFESSIONAL VIDEO GAMING watch Ad-Supported Local TV Stations for an average of 63.1 minutes every day representing 26.2% of all time spent daily with Ad-Supported Video.



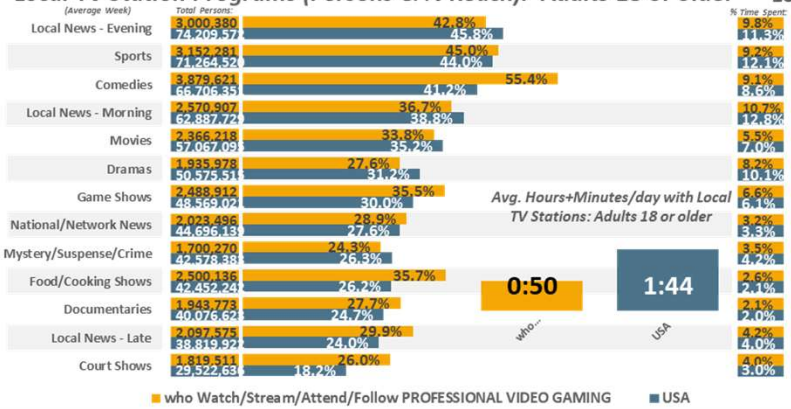
PHX DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 85 PHOENIX DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 2,461

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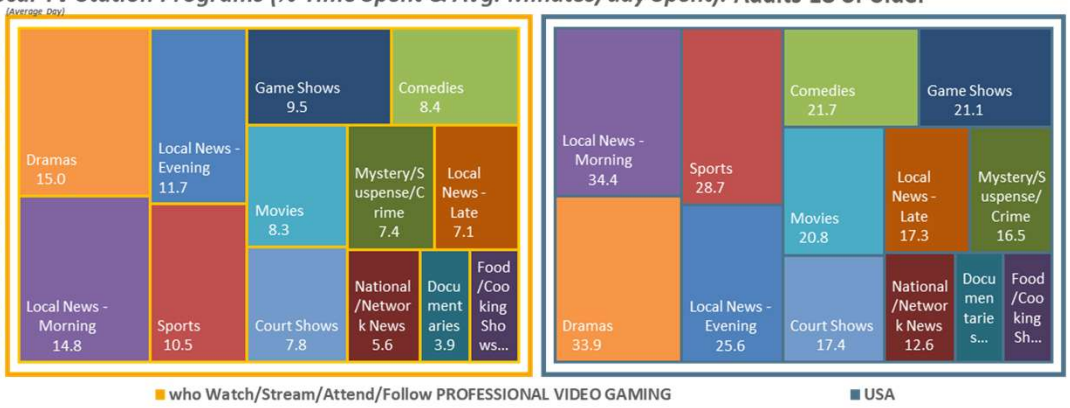
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6,773,869 or 56.2% of Adults 18 or older who Watch/Stream/Attend/Follow PROFESSIONAL VIDEO GAMING watch Ad-Supported Local TV Stations. The Top 6-Programs are Comedies, Sports, Local News - Evening, Local News - Morning, Game Shows, and Movies.

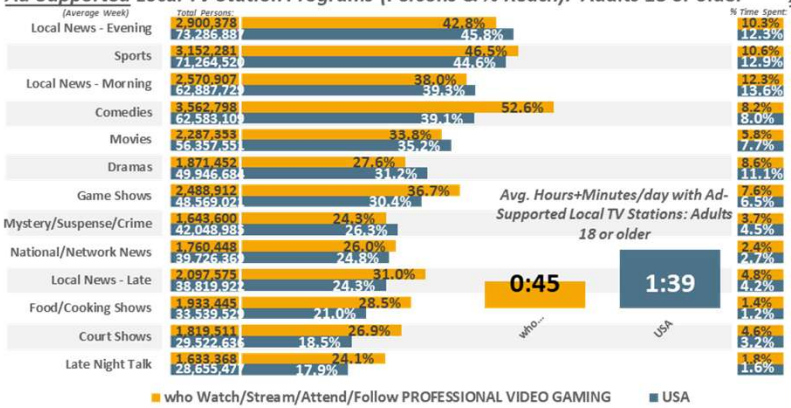
Local TV Station Programs (Persons & % Reach): Adults 18 or older



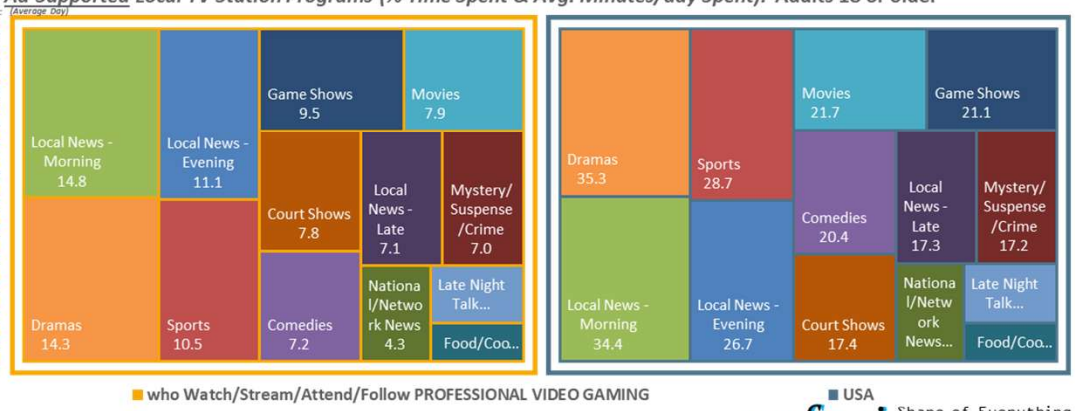
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Ad-Supported Local TV Station Programs (Persons & % Reach): Adults 18 or older



Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



USA USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 972

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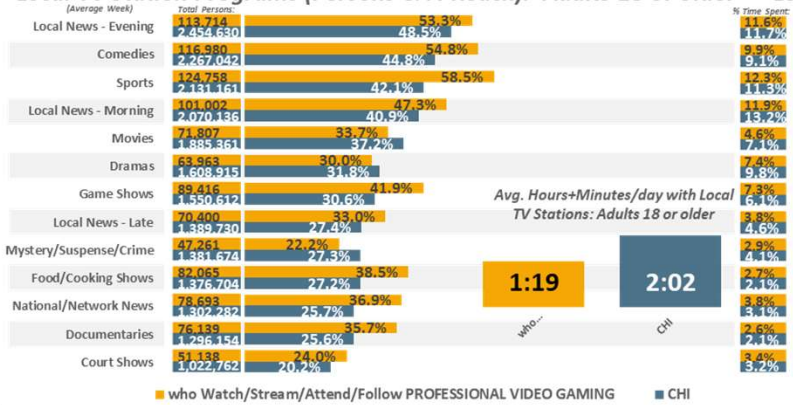
USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 24,890

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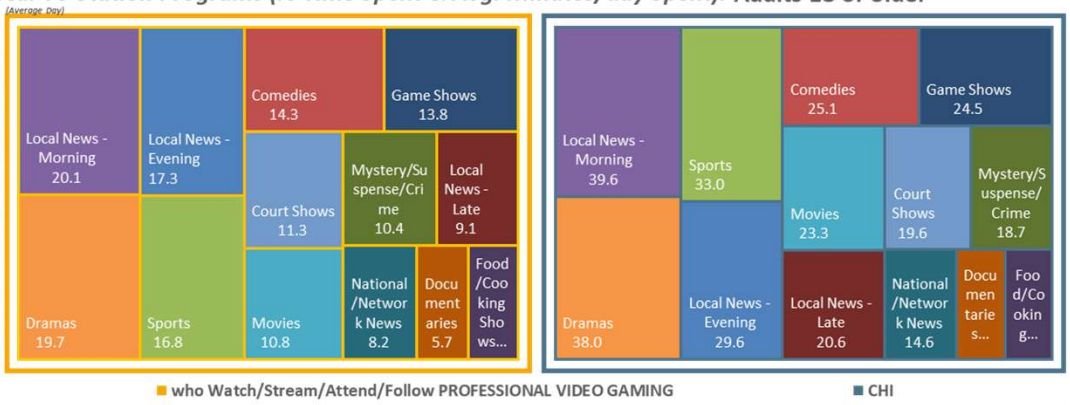
(Sports watched on TV (broadcast or cable) past 12 months: eSports (professional video gaming) OR Sports streamed online past 12 months: eSports (professional video gaming) OR No. of eSports (pro video gaming) events attd past 12 months: 1 - 2 events OR No. of eSports (pro video gaming) events attd past 12 months: 3 - 9 events OR No. of eSports (pro video gaming) events attd past 12 months: 10+ events OR Sports followed on social media past 12 months: eSports (professional video gaming))

209,546 or 58.9% of Adults 18 or older who Watch/Stream/Attend/Follow PROFESSIONAL VIDEO GAMING watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Comedies, Local News - Morning, Game Shows, and Movies.

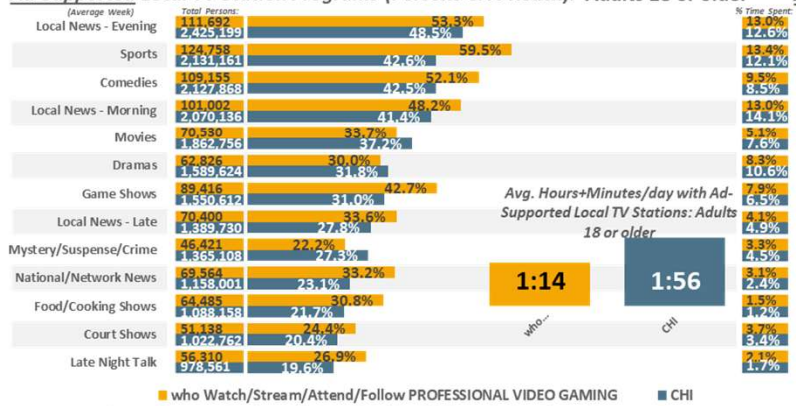
Local TV Station Programs (Persons & % Reach): Adults 18 or older



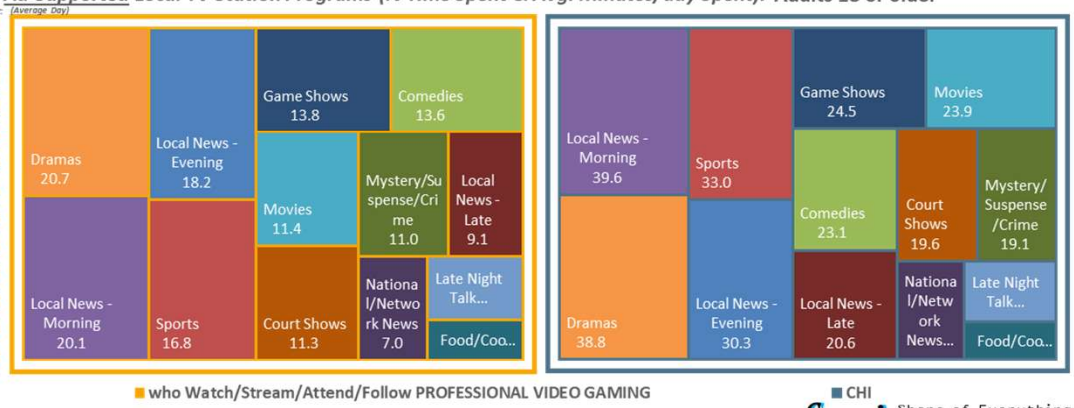
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Ad-Supported Local TV Station Programs (Persons & % Reach): Adults 18 or older



Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



CHI DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 151

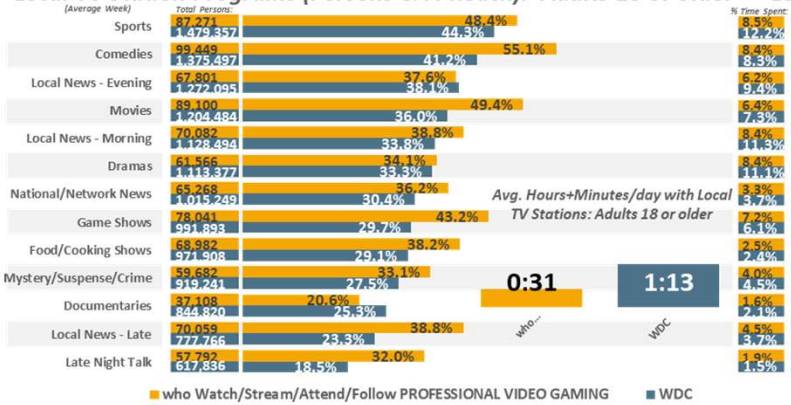
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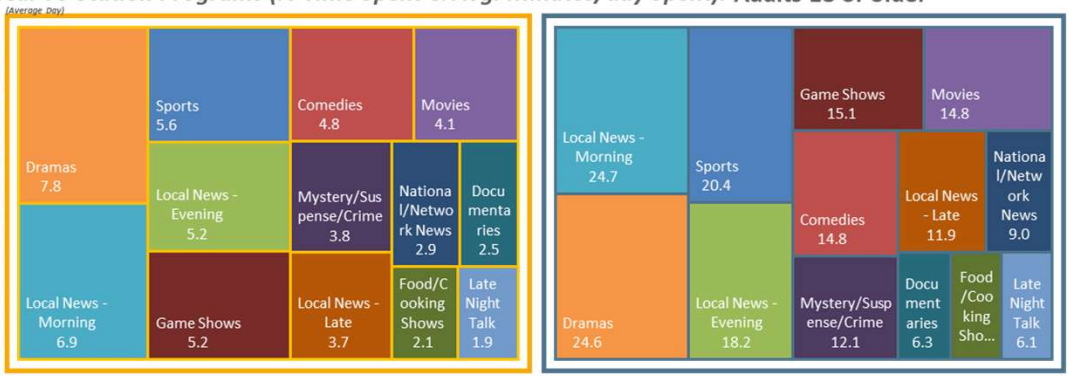
(Sports watched on TV (broadcast or cable) past 12 months: eSports (professional video gaming) OR Sports streamed online past 12 months: eSports (professional video gaming) OR No. of eSports (pro video gaming) events attd past 12 months: 1 - 2 events OR No. of eSports (pro video gaming) events attd past 12 months: 3 - 9 events OR No. of eSports (pro video gaming) events attd past 12 months: 10+ events OR Sports followed on social media past 12 months: eSports (professional video gaming))

169,384 or 63.% of Adults 18 or older who Watch/Stream/Attend/Follow PROFESSIONAL VIDEO GAMING watch Ad-Supported Local TV Stations. The Top 6-Programs are Comedies, Sports, Movies, Game Shows, Local News - Morning, and Local News - Late.

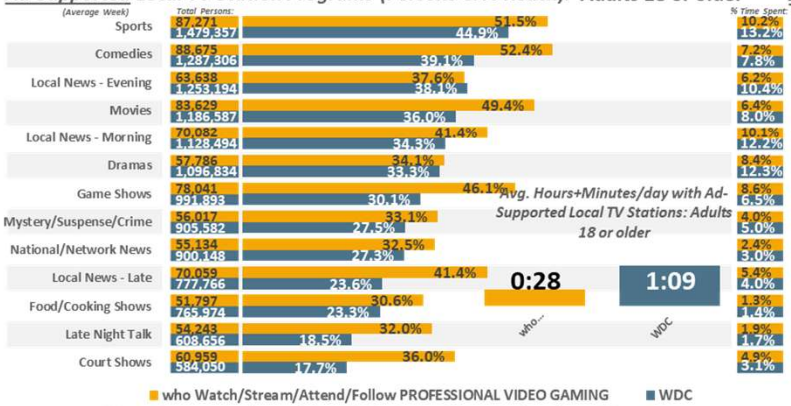
Local TV Station Programs (Persons & % Reach): Adults 18 or older



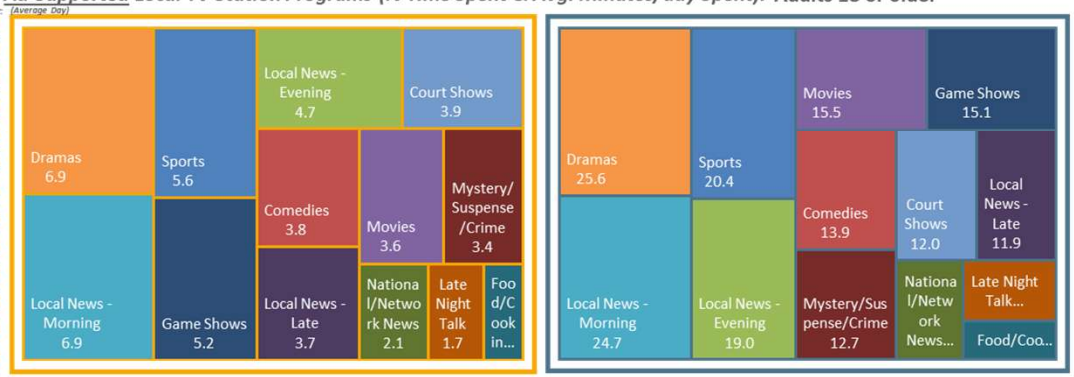
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Ad-Supported Local TV Station Programs (Persons & % Reach): Adults 18 or older



Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



WDC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 282

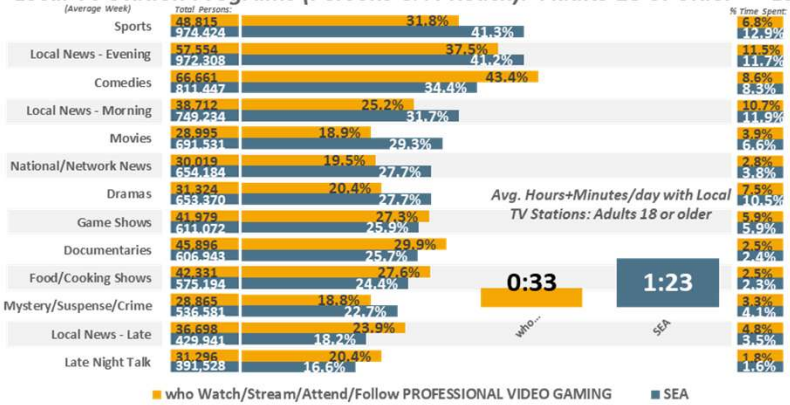
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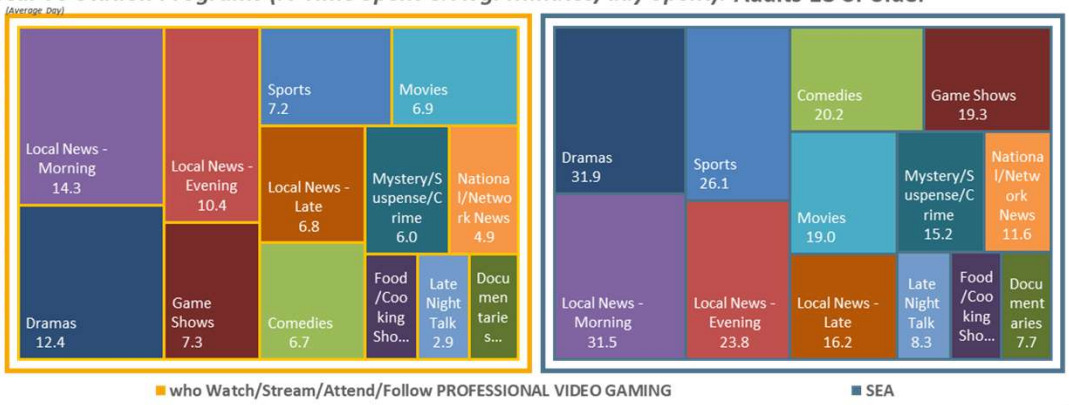
(Sports watched on TV (broadcast or cable) past 12 months: eSports (professional video gaming) OR Sports streamed online past 12 months: eSports (professional video gaming) OR No. of eSports (pro video gaming) events attd past 12 months: 1 - 2 events OR No. of eSports (pro video gaming) events attd past 12 months: 3 - 9 events OR No. of eSports (pro video gaming) events attd past 12 months: 10+ events OR Sports followed on social media past 12 months: eSports (professional video gaming))

147,425 or 49.7% of Adults 18 or older who Watch/Stream/Attend/Follow PROFESSIONAL VIDEO GAMING watch Ad-Supported Local TV Stations. The Top 6-Programs are Comedies, Local News - Evening, Sports, Game Shows, Court Shows, and Local News - Morning.

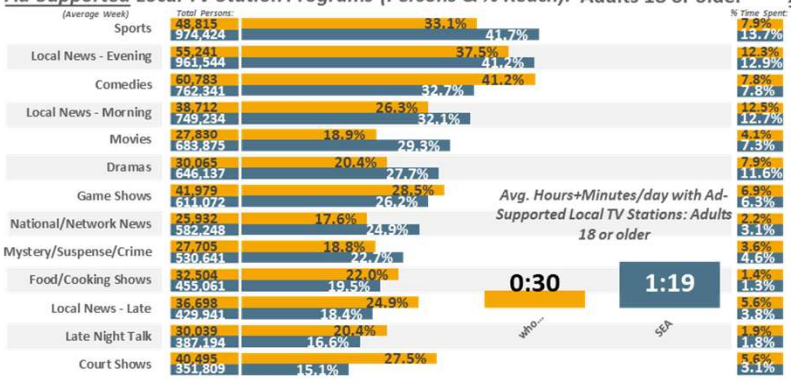
Local TV Station Programs (Persons & % Reach): Adults 18 or older



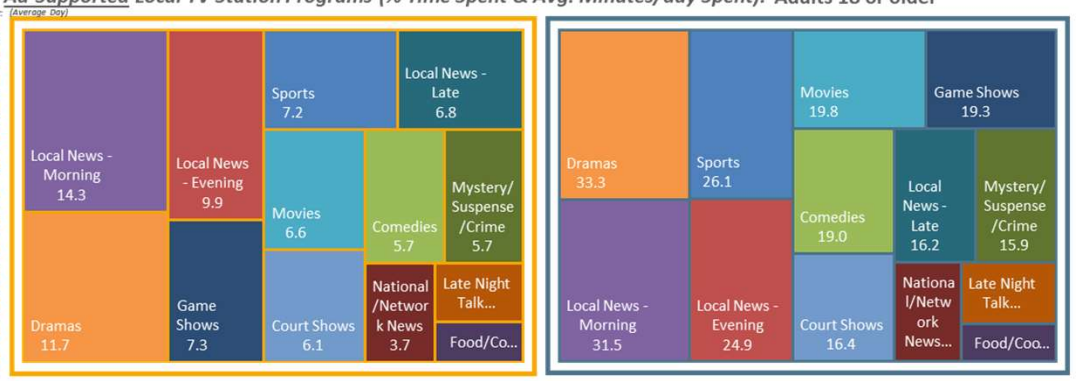
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Ad-Supported Local TV Station Programs (Persons & % Reach): Adults 18 or older



Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



SEA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 194

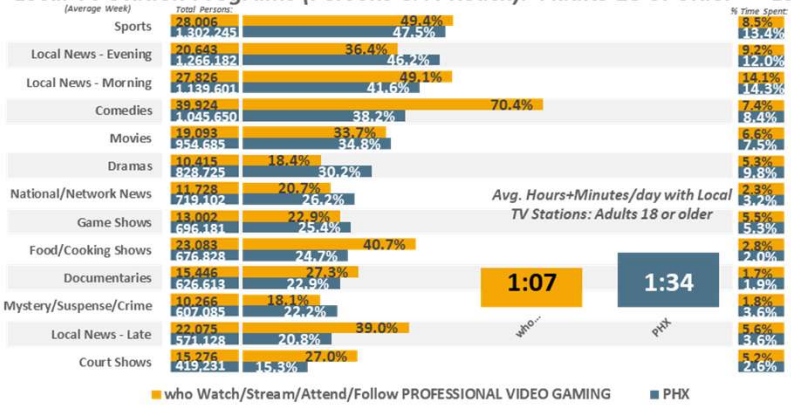
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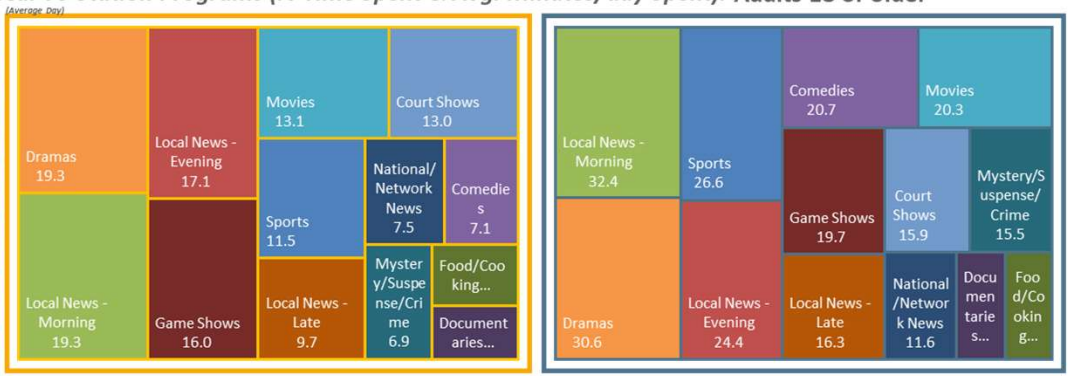
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55,653 or 29.% of Adults 18 or older who Watch/Stream/Attend/Follow PROFESSIONAL VIDEO GAMING watch Ad-Supported Local TV Stations. The Top 6-Programs are Comedies, Sports, Local News - Morning, Reality - Dating, Local News - Late, and Local News - Evenin

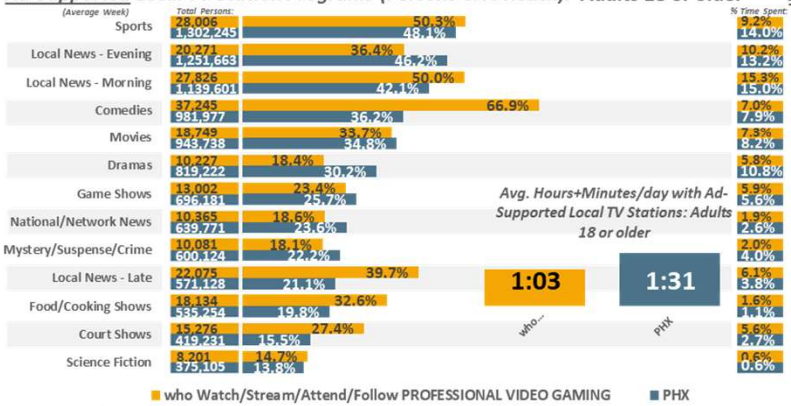
Local TV Station Programs (Persons & % Reach): Adults 18 or older



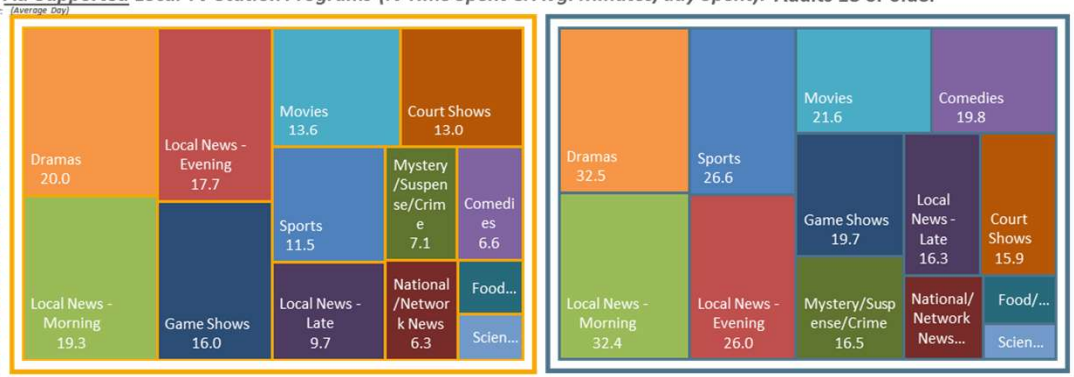
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Ad-Supported Local TV Station Programs (Persons & % Reach): Adults 18 or older



Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



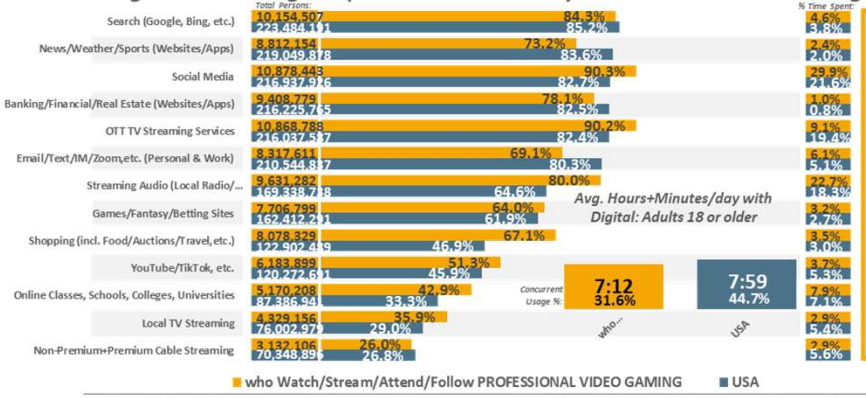
PHX DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 85

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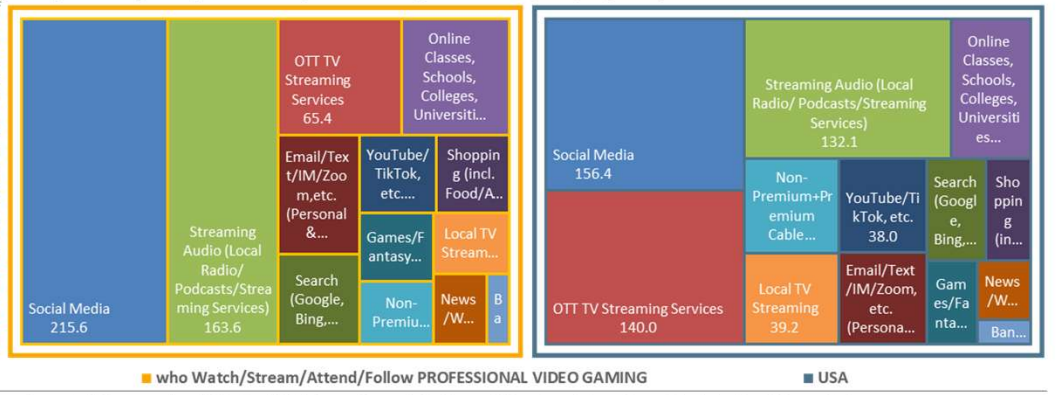
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9,407,243 or 78.1% of Adults 18 or older who Watch/Stream/Attend/Follow PROFESSIONAL VIDEO GAMING use Ad-Supported Social Media for an average of 186.4 minutes every day representing 35.8% of all time spent daily with Ad-Supported Digital Media.

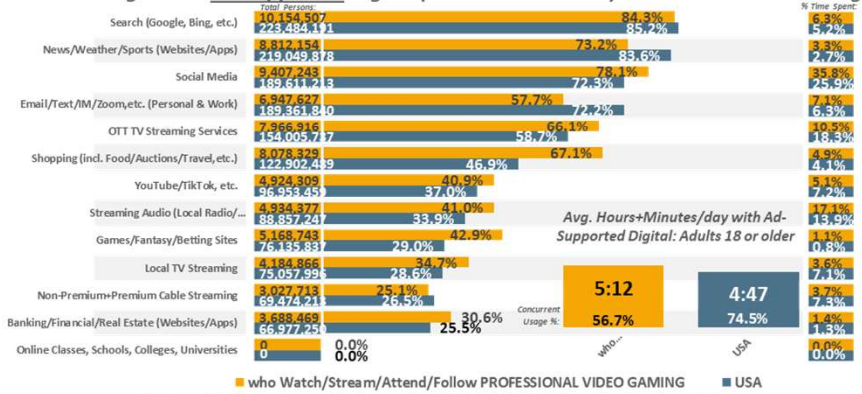
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



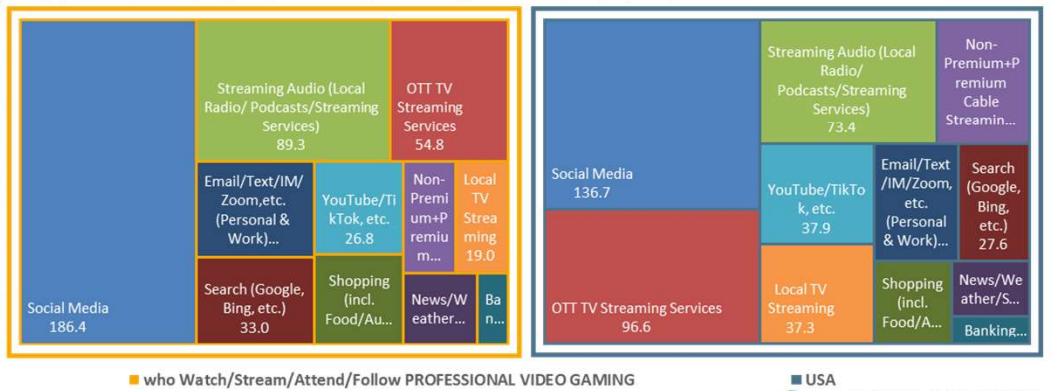
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 18 or older



Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



USA USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 972

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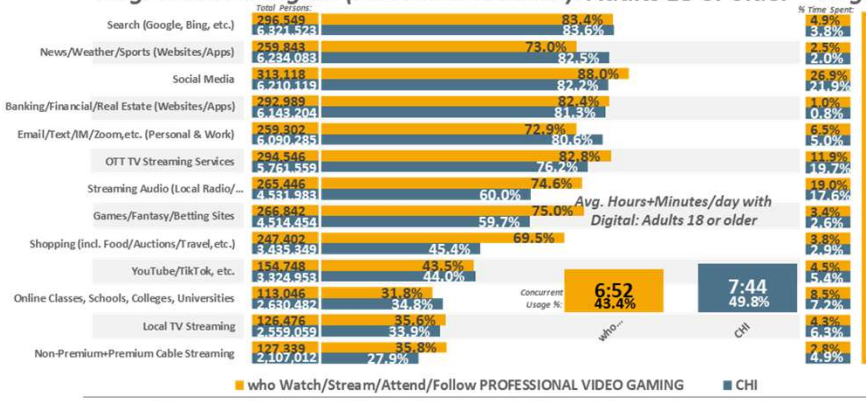
USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 24,890

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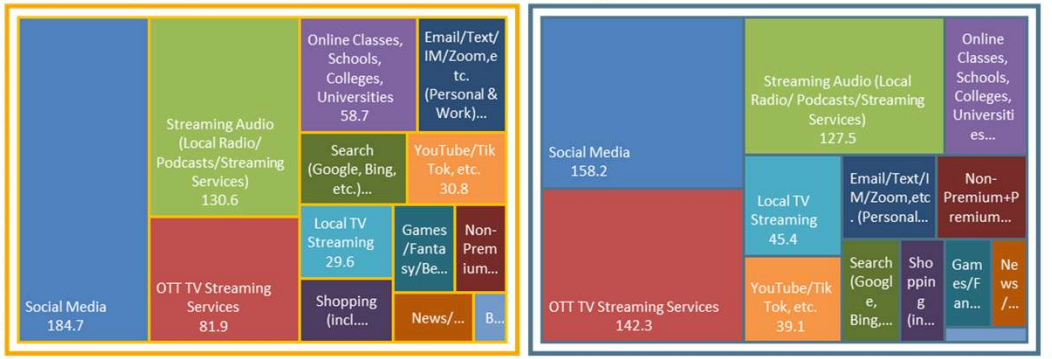
(Sports watched on TV (broadcast or cable) past 12 months: eSports (professional video gaming) OR Sports streamed online past 12 months: eSports (professional video gaming) OR No. of eSports (pro video gaming) events attd past 12 months: 1 - 2 events OR No. of eSports (pro video gaming) events attd past 12 months: 3 - 9 events OR No. of eSports (pro video gaming) events attd past 12 months: 10+ events OR Sports followed on social media past 12 months: eSports (professional video gaming))

280,735 or 78.9% of Adults 18 or older who Watch/Stream/Attend/Follow PROFESSIONAL VIDEO GAMING use Ad-Supported Social Media for an average of 165.6 minutes every day representing 32.1% of all time spent daily with Ad-Supported Digital Media.

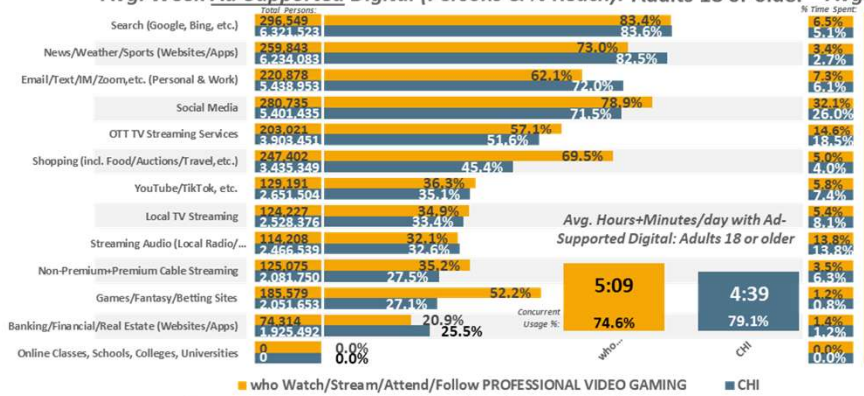
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



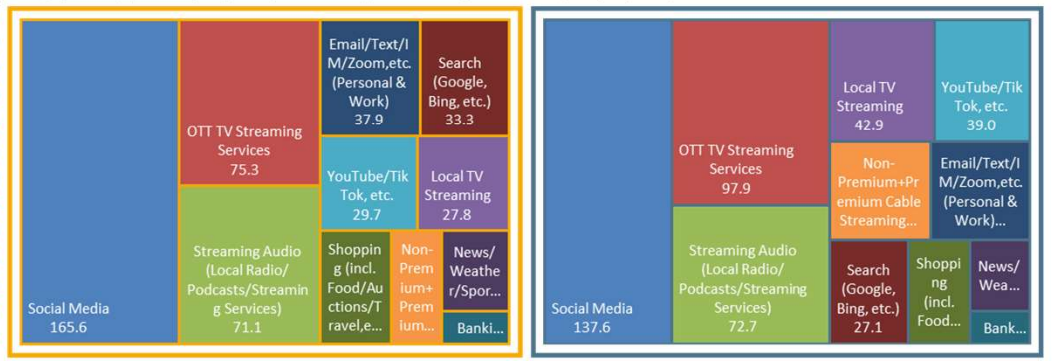
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 18 or older



Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



CHI DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 151

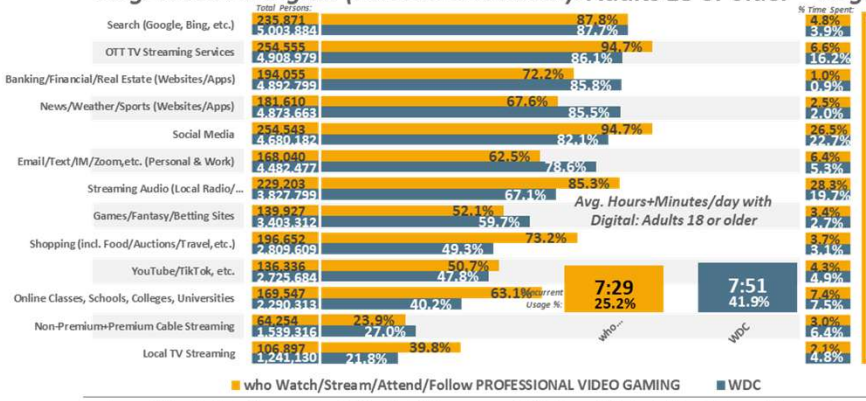
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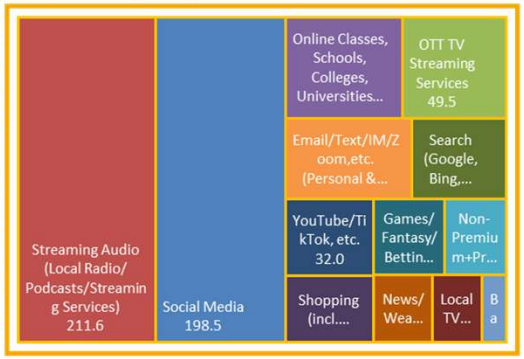
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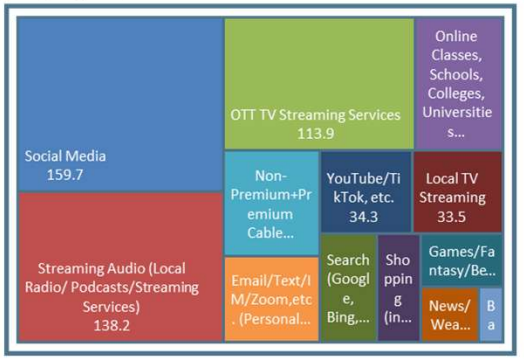
(Sports watched on TV (broadcast or cable) past 12 months: eSports (professional video gaming) OR Sports streamed online past 12 months: eSports (professional video gaming) OR No. of eSports (pro video gaming) events attd past 12 months: 1 - 2 events OR No. of eSports (pro video gaming) events attd past 12 months: 3 - 9 events OR No. of eSports (pro video gaming) events attd past 12 months: 10+ events OR Sports followed on social media past 12 months: eSports (professional video gaming))

213,605 or 79.5% of Adults 18 or older who Watch/Stream/Attend/Follow PROFESSIONAL VIDEO GAMING use Ad-Supported Social Media for an average of 166.6 minutes every day representing 31.4% of all time spent daily with Ad-Supported Digital Media.

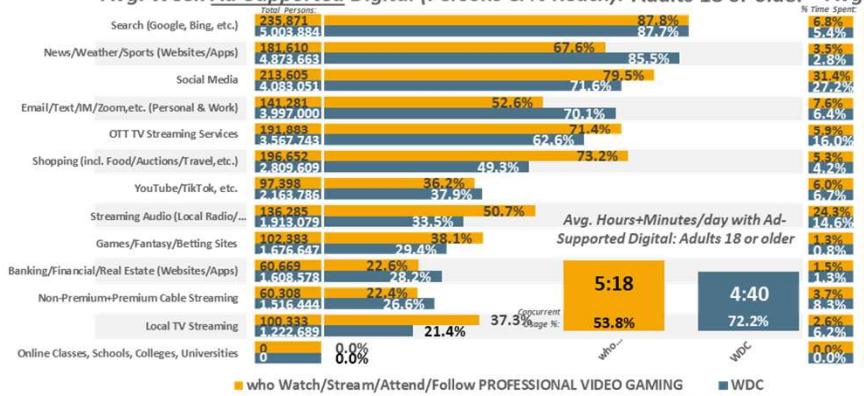
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



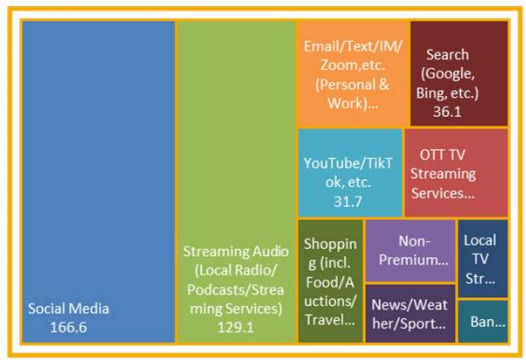


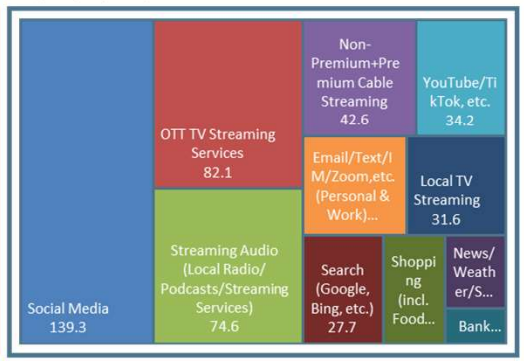


Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 18 or older



Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older





WDC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 282

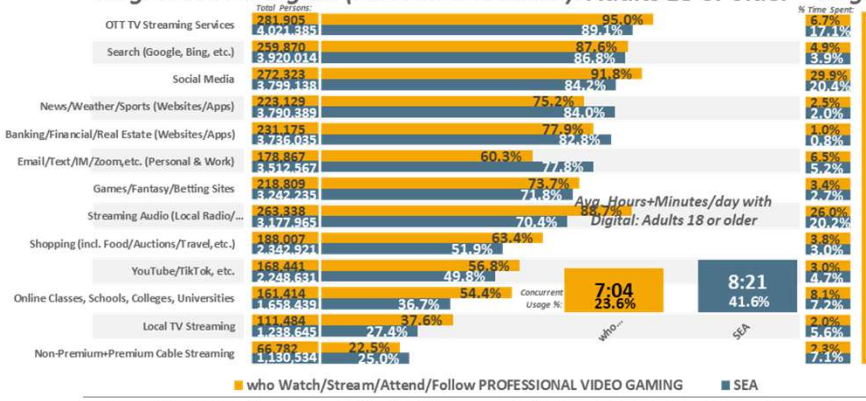
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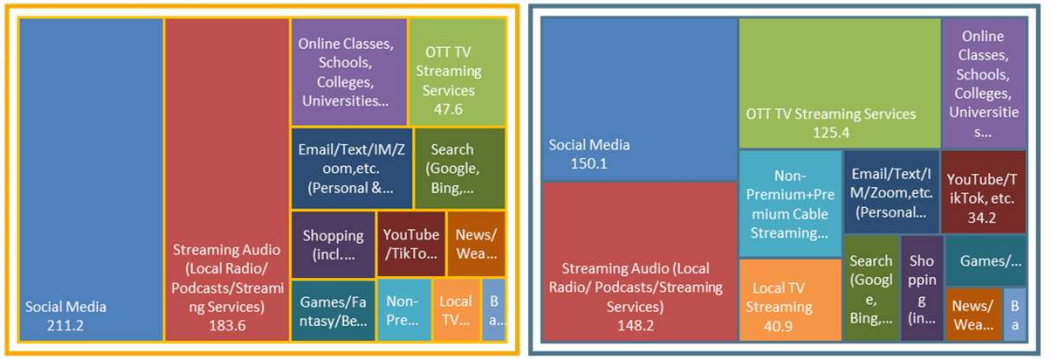
(Sports watched on TV (broadcast or cable) past 12 months: eSports (professional video gaming) OR Sports streamed online past 12 months: eSports (professional video gaming) OR No. of eSports (pro video gaming) events attd past 12 months: 1 - 2 events OR No. of eSports (pro video gaming) events attd past 12 months: 3 - 9 events OR No. of eSports (pro video gaming) events attd past 12 months: 10+ events OR Sports followed on social media past 12 months: eSports (professional video gaming))

236,222 or 79.6% of Adults 18 or older who Watch/Stream/Attend/Follow PROFESSIONAL VIDEO GAMING use Ad-Supported Social Media for an average of 183.2 minutes every day representing 36.6% of all time spent daily with Ad-Supported Digital Media.

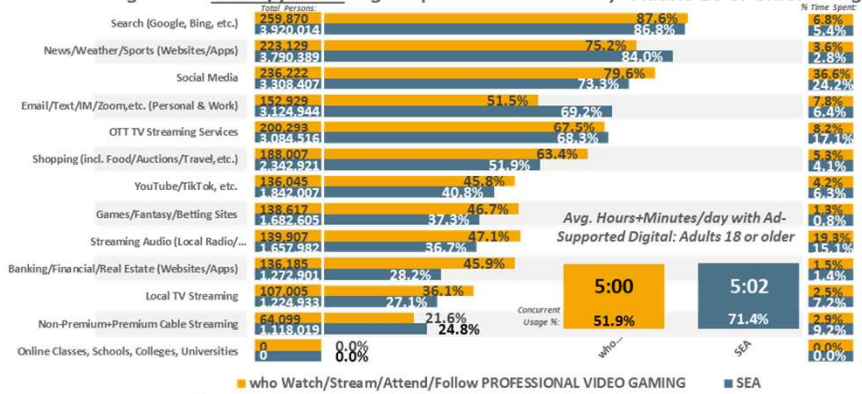
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



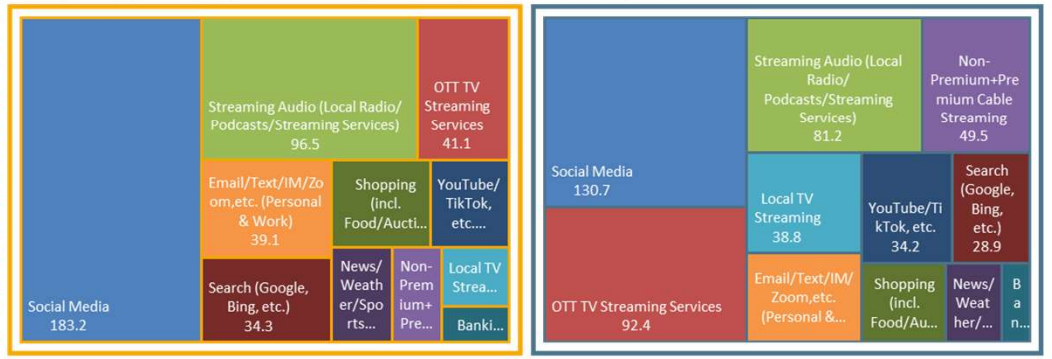
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 18 or older



Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



SEA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 194

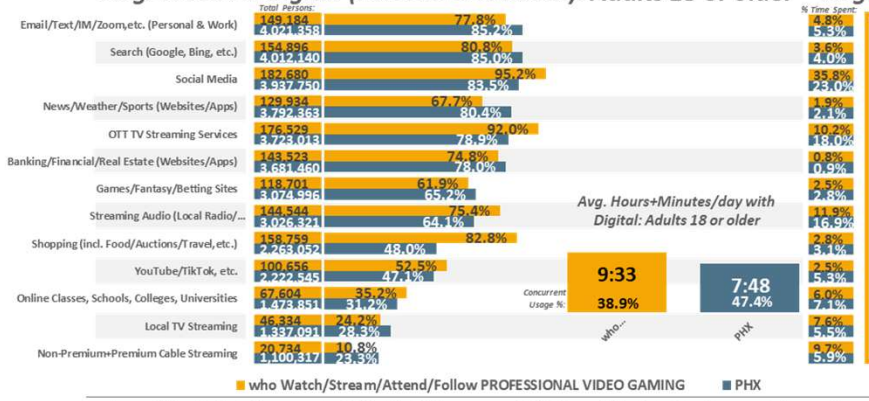
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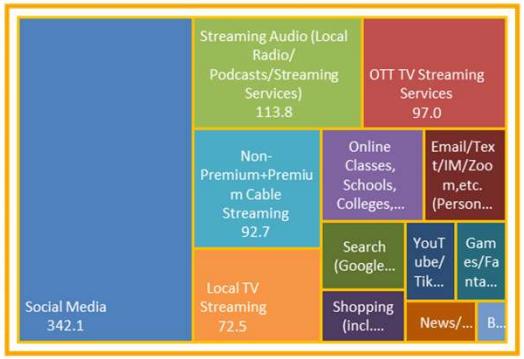
(Sports watched on TV (broadcast or cable) past 12 months: eSports (professional video gaming) OR Sports streamed online past 12 months: eSports (professional video gaming) OR No. of eSports (pro video gaming) events attd past 12 months: 1 - 2 events OR No. of eSports (pro video gaming) events attd past 12 months: 3 - 9 events OR No. of eSports (pro video gaming) events attd past 12 months: 10+ events OR Sports followed on social media past 12 months: eSports (professional video gaming))

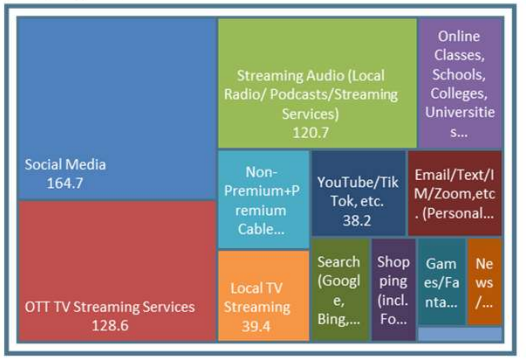
155,489 or 81.1% of Adults 18 or older who Watch/Stream/Attend/Follow PROFESSIONAL VIDEO GAMING use Ad-Supported Social Media for an average of 291.2 minutes every day representing 39.7% of all time spent daily with Ad-Supported Digital Media.

Avg. Week All Digital (Persons & % Reach): Adults 18 or older

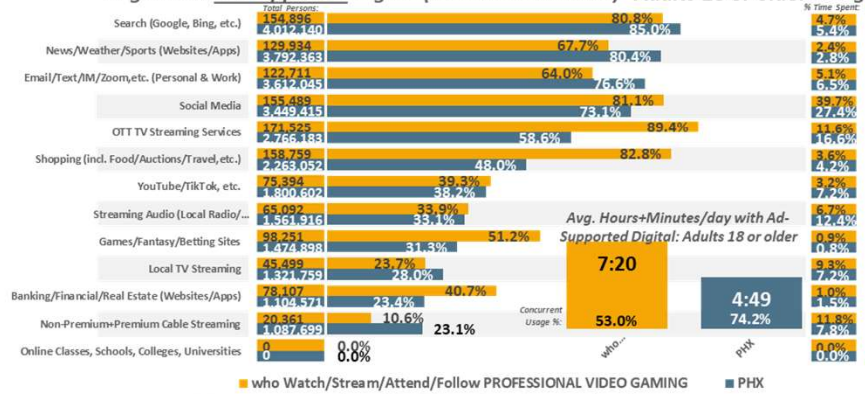


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



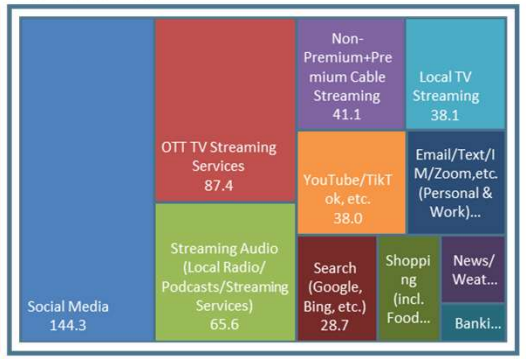


Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 18 or older



Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older





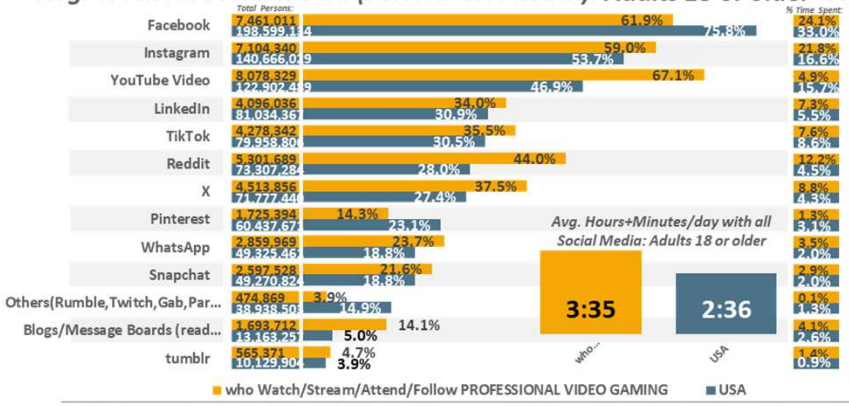
PHX DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 85

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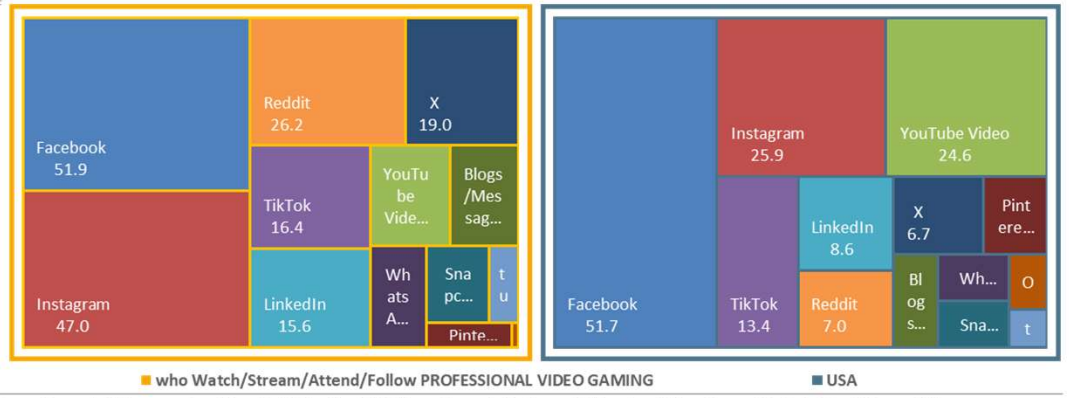
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7,461,011 or 61.9% of Adults 18 or older who Watch/Stream/Attend/Follow PROFESSIONAL VIDEO GAMING use Ad-Supported Facebook for an average of 64.7 minutes every day representing 34.7% of all time spent daily with Ad-Supported Social Media.

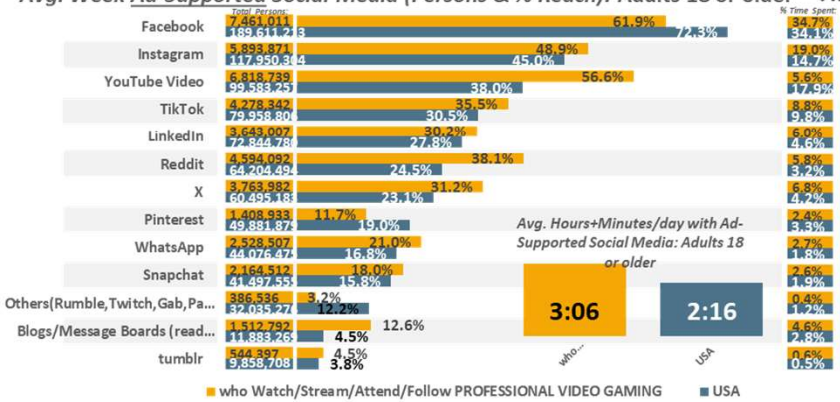
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



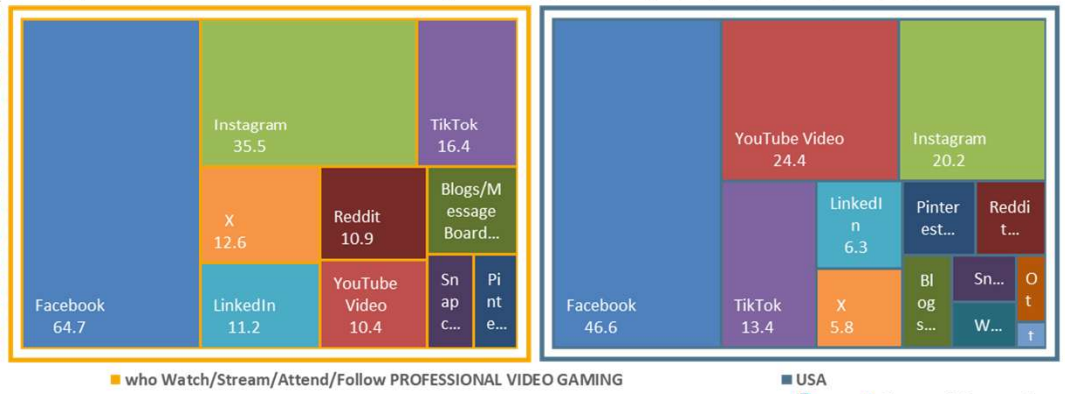
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 18 or older



Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



USA USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 972

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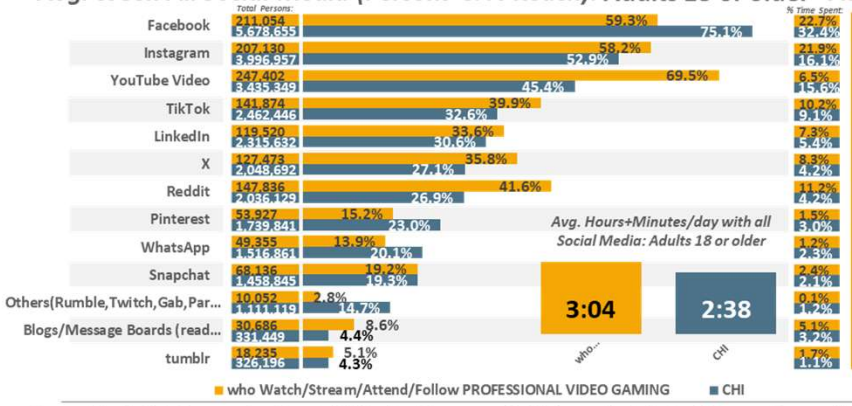
USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 24,890

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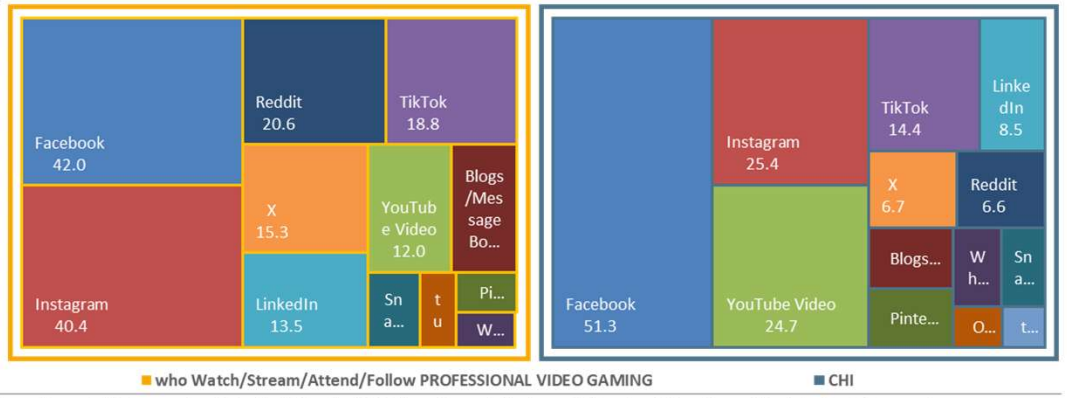
(Sports watched on TV (broadcast or cable) past 12 months: eSports (professional video gaming) OR Sports streamed online past 12 months: eSports (professional video gaming) OR No. of eSports (pro video gaming) events attd past 12 months: 1 - 2 events OR No. of eSports (pro video gaming) events attd past 12 months: 3 - 9 events OR No. of eSports (pro video gaming) events attd past 12 months: 10+ events OR Sports followed on social media past 12 months: eSports (professional video gaming))

211,054 or 59.3% of Adults 18 or older who Watch/Stream/Attend/Follow PROFESSIONAL VIDEO GAMING use Ad-Supported Facebook for an average of 53.2 minutes every day representing 32.1% of all time spent daily with Ad-Supported Social Media.

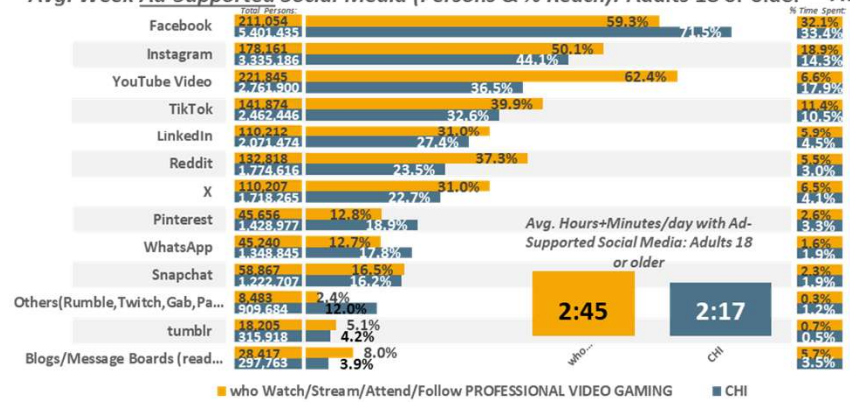
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



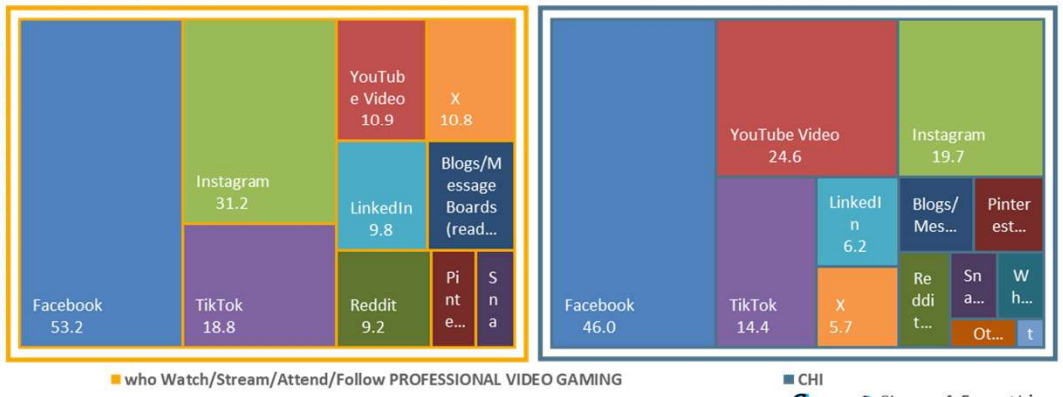
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 18 or older



Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



CHI DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 151

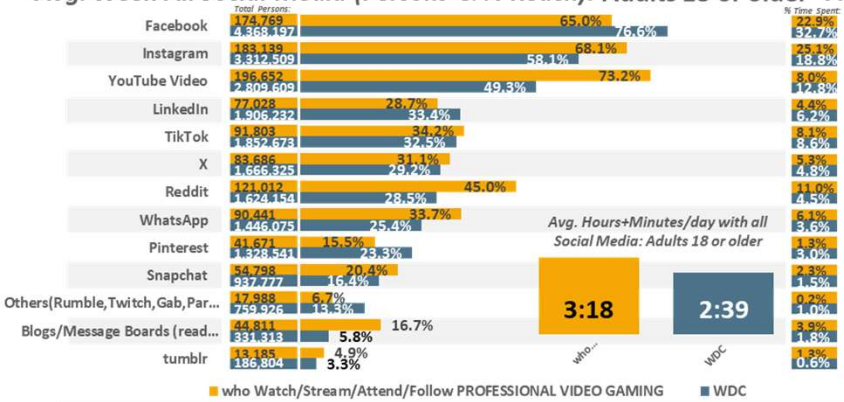
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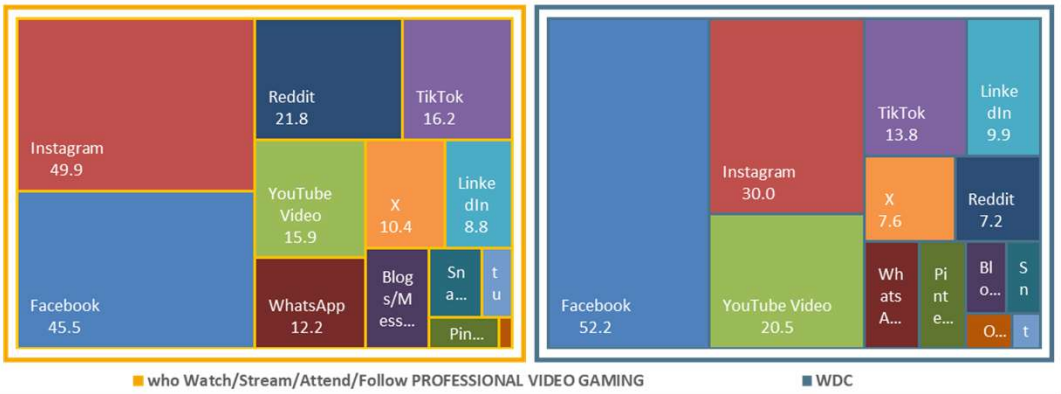
(Sports watched on TV (broadcast or cable) past 12 months: eSports (professional video gaming) OR Sports streamed online past 12 months: eSports (professional video gaming) OR No. of eSports (pro video gaming) events attd past 12 months: 1 - 2 events OR No. of eSports (pro video gaming) events attd past 12 months: 3 - 9 events OR No. of eSports (pro video gaming) events attd past 12 months: 10+ events OR Sports followed on social media past 12 months: eSports (professional video gaming))

174,769 or 65.% of Adults 18 or older who Watch/Stream/Attend/Follow PROFESSIONAL VIDEO GAMING use Ad-Supported Facebook for an average of 55.5 minutes every day representing 33.3% of all time spent daily with Ad-Supported Social Media.

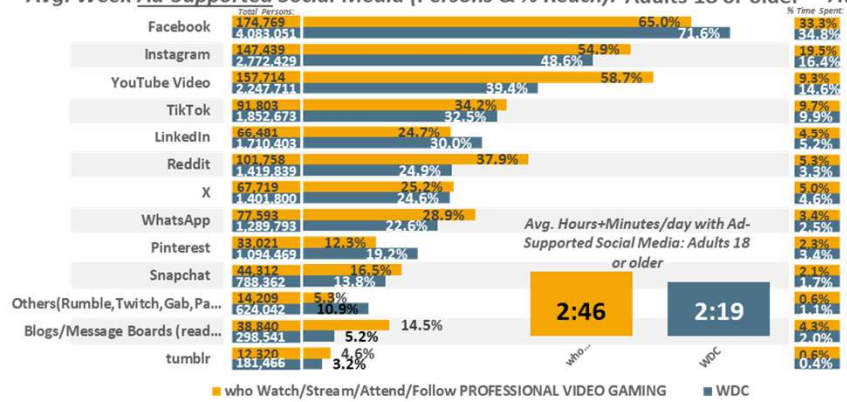
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



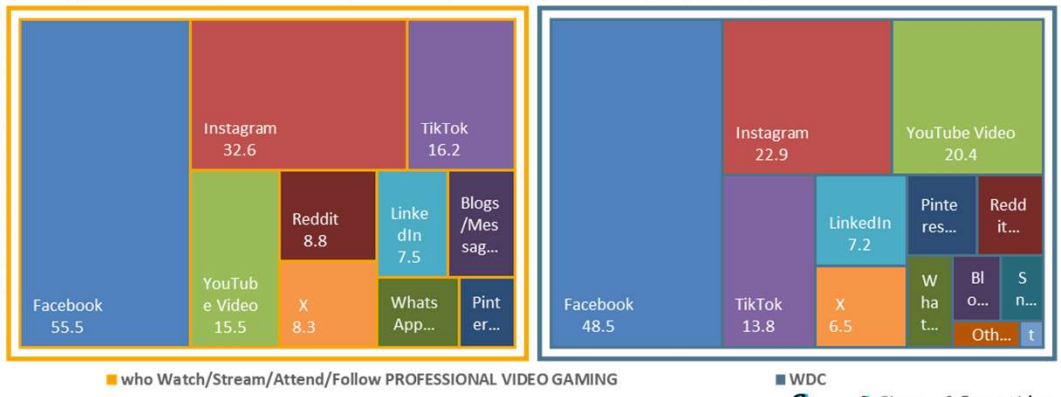
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 18 or older



Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



WDC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 282

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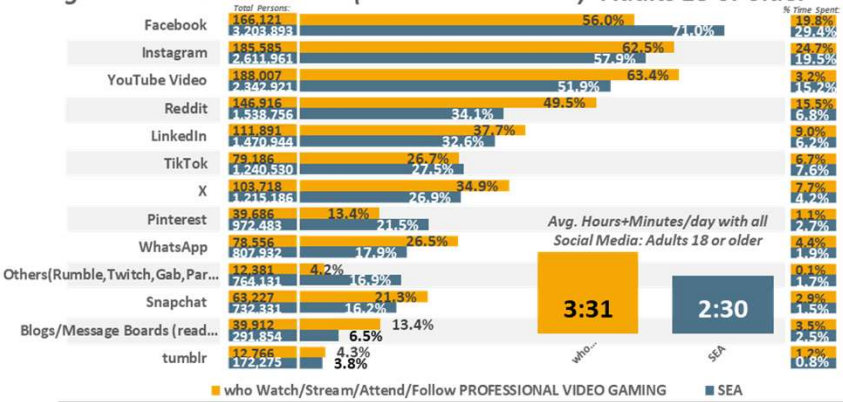
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(Sports watched on TV (broadcast or cable) past 12 months: eSports (professional video gaming) OR Sports streamed online past 12 months: eSports (professional video gaming) OR No. of eSports (pro video gaming) events attd past 12 months: 1 - 2 events OR No. of eSports (pro video gaming) events attd past 12 months: 3 - 9 events OR No. of eSports (pro video gaming) events attd past 12 months: 10+ events OR Sports followed on social media past 12 months: eSports (professional video gaming))

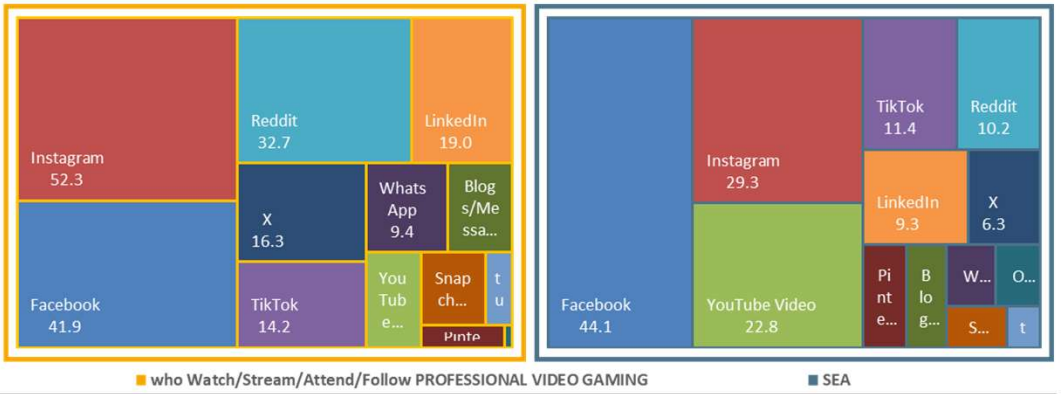
GLOBAL GAMING LEAGUE SEA

166,121 or 56.% of Adults 18 or older who Watch/Stream/Attend/Follow PROFESSIONAL VIDEO GAMING use Ad-Supported Facebook for an average of 60.7 minutes every day representing 33.1% of all time spent daily with Ad-Supported Social Media.

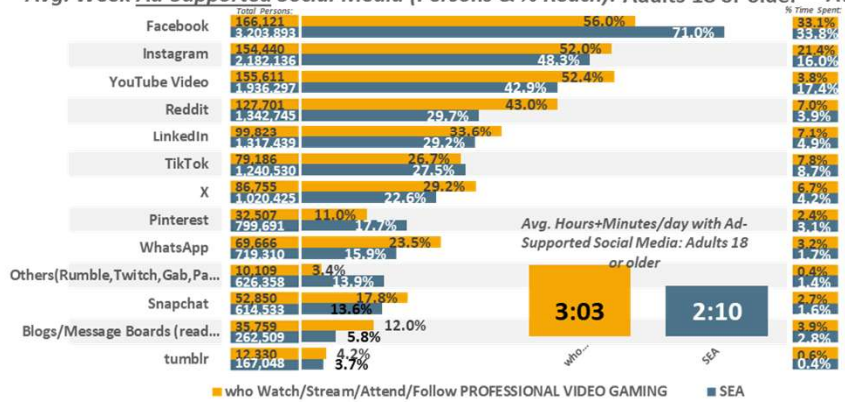
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



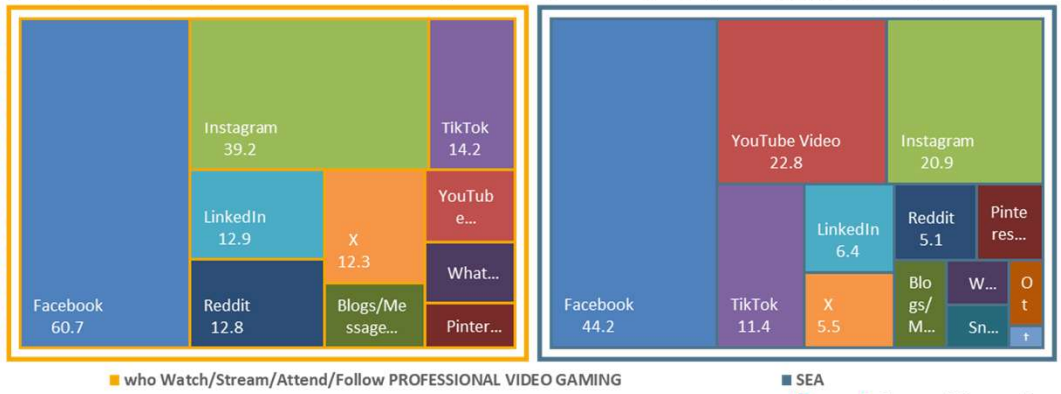
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 18 or older



Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



SEA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 194

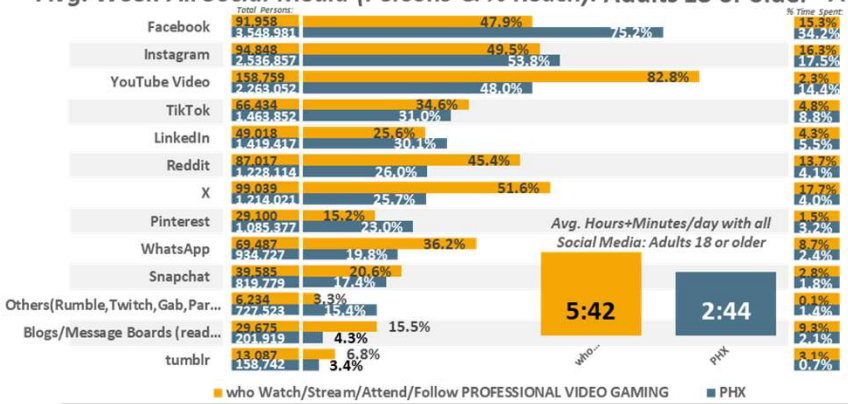
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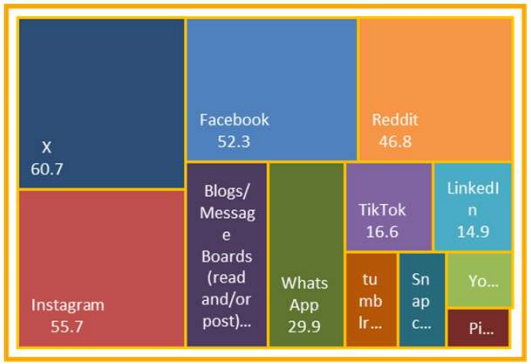
(Sports watched on TV (broadcast or cable) past 12 months: eSports (professional video gaming) OR Sports streamed online past 12 months: eSports (professional video gaming) OR No. of eSports (pro video gaming) events attd past 12 months: 1 - 2 events OR No. of eSports (pro video gaming) events attd past 12 months: 3 - 9 events OR No. of eSports (pro video gaming) events attd past 12 months: 10+ events OR Sports followed on social media past 12 months: eSports (professional video gaming))

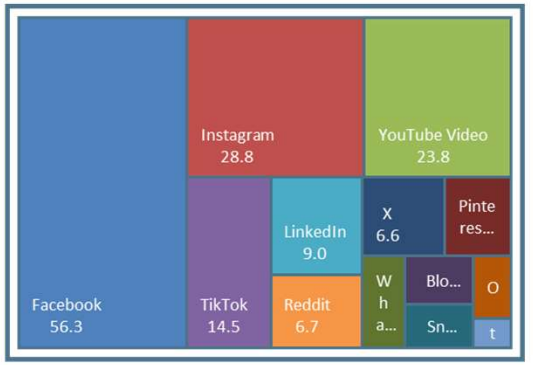
91,958 or 47.9% of Adults 18 or older who Watch/Stream/Attend/Follow PROFESSIONAL VIDEO GAMING use Ad-Supported Facebook for an average of 88.1 minutes every day representing 30.3% of all time spent daily with Ad-Supported Social Media.

Avg. Week All Social Media (Persons & % Reach): Adults 18 or older

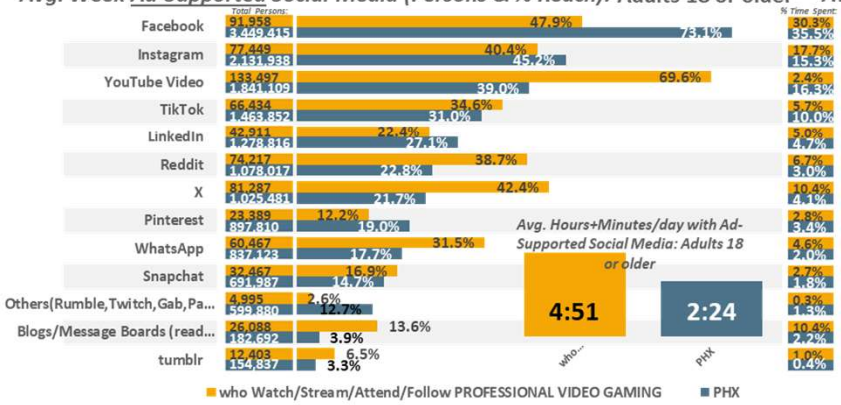


Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

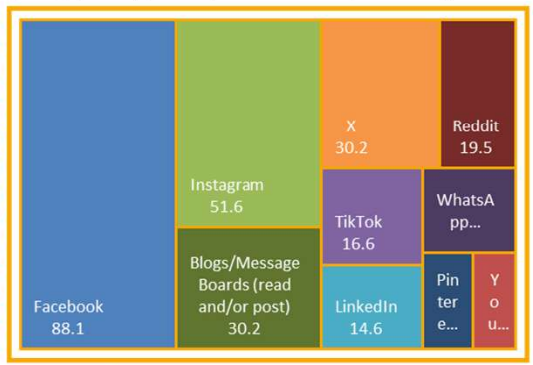


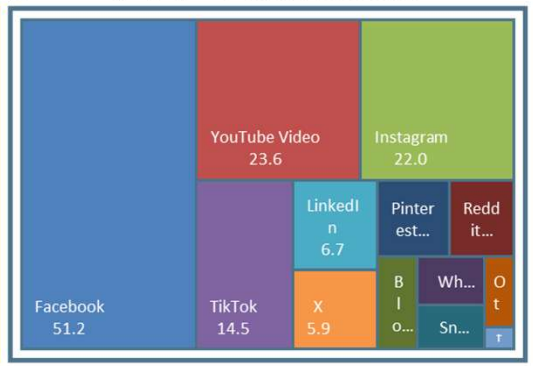


Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 18 or older



Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



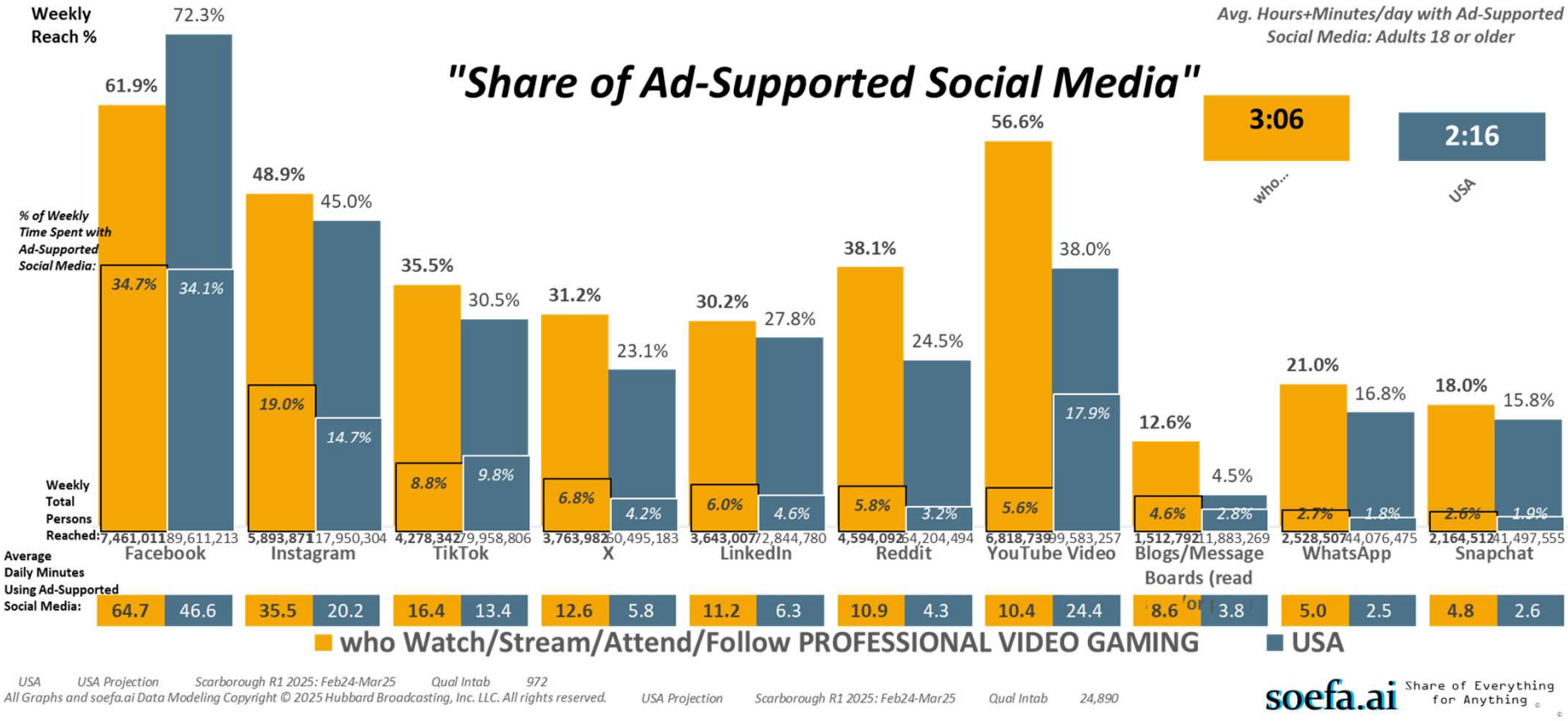


PHX DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 85

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7,461,011 or 61.9% of Adults 18 or older who Watch/Stream/Attend/Follow PROFESSIONAL VIDEO GAMING use Ad-Supported Facebook for an average of 64.7 minutes every day representing 34.7% of all time spent daily with Ad-Supported Social Media.



USA USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 972

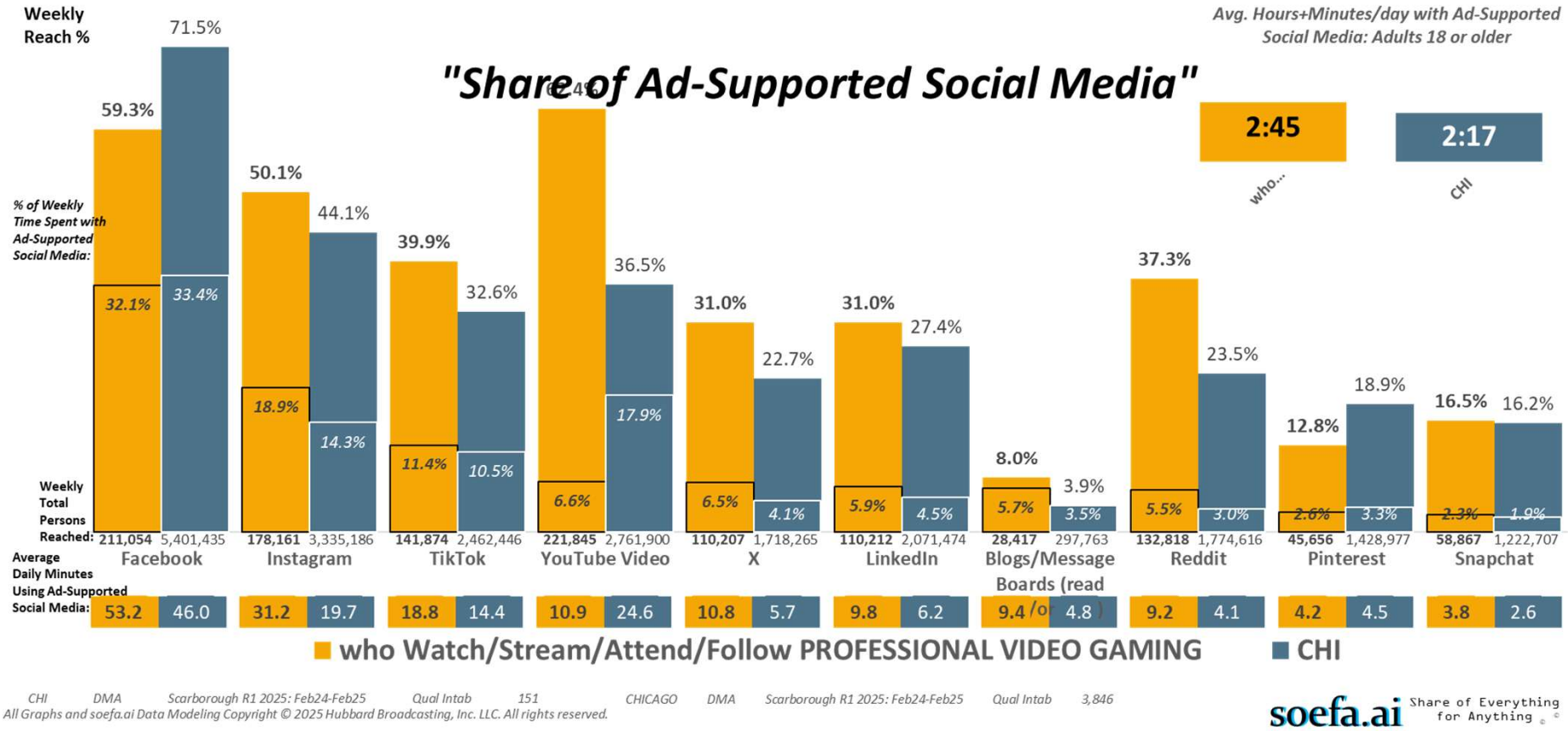
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USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 24,890

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(Sports watched on TV (broadcast or cable) past 12 months: eSports (professional video gaming) OR Sports streamed online past 12 months: eSports (professional video gaming) OR No. of eSports (pro video gaming) events attd past 12 months: 1 - 2 events OR No. of eSports (pro video gaming) events attd past 12 months: 3 - 9 events OR No. of eSports (pro video gaming) events attd past 12 months: 10+ events OR Sports followed on social media past 12 months: eSports (professional video gaming))

211,054 or 59.3% of Adults 18 or older who Watch/Stream/Attend/Follow PROFESSIONAL VIDEO GAMING use Ad-Supported Facebook for an average of 53.2 minutes every day representing 32.1% of all time spent daily with Ad-Supported Social Media.



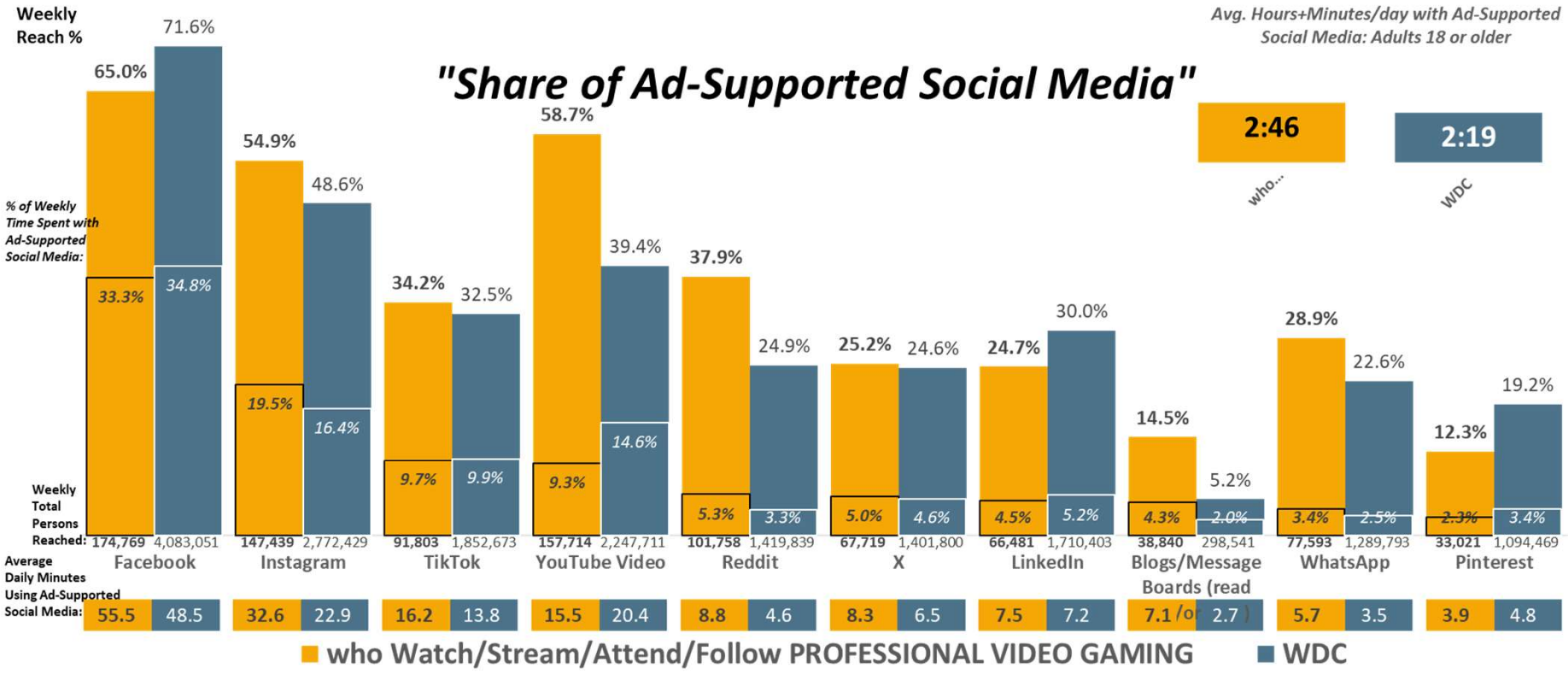
CHI DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 151 CHICAGO DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 3,846

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(Sports watched on TV (broadcast or cable) past 12 months: eSports (professional video gaming) OR Sports streamed online past 12 months: eSports (professional video gaming) OR No. of eSports (pro video gaming) events attd past 12 months: 1 - 2 events OR No. of eSports (pro video gaming) events attd past 12 months: 3 - 9 events OR No. of eSports (pro video gaming) events attd past 12 months: 10+ events OR Sports followed on social media past 12 months: eSports (professional video gaming))

174,769 or 65.% of Adults 18 or older who Watch/Stream/Attend/Follow PROFESSIONAL VIDEO GAMING use Ad-Supported Facebook for an average of 55.5 minutes every day representing 33.3% of all time spent daily with Ad-Supported Social Media.



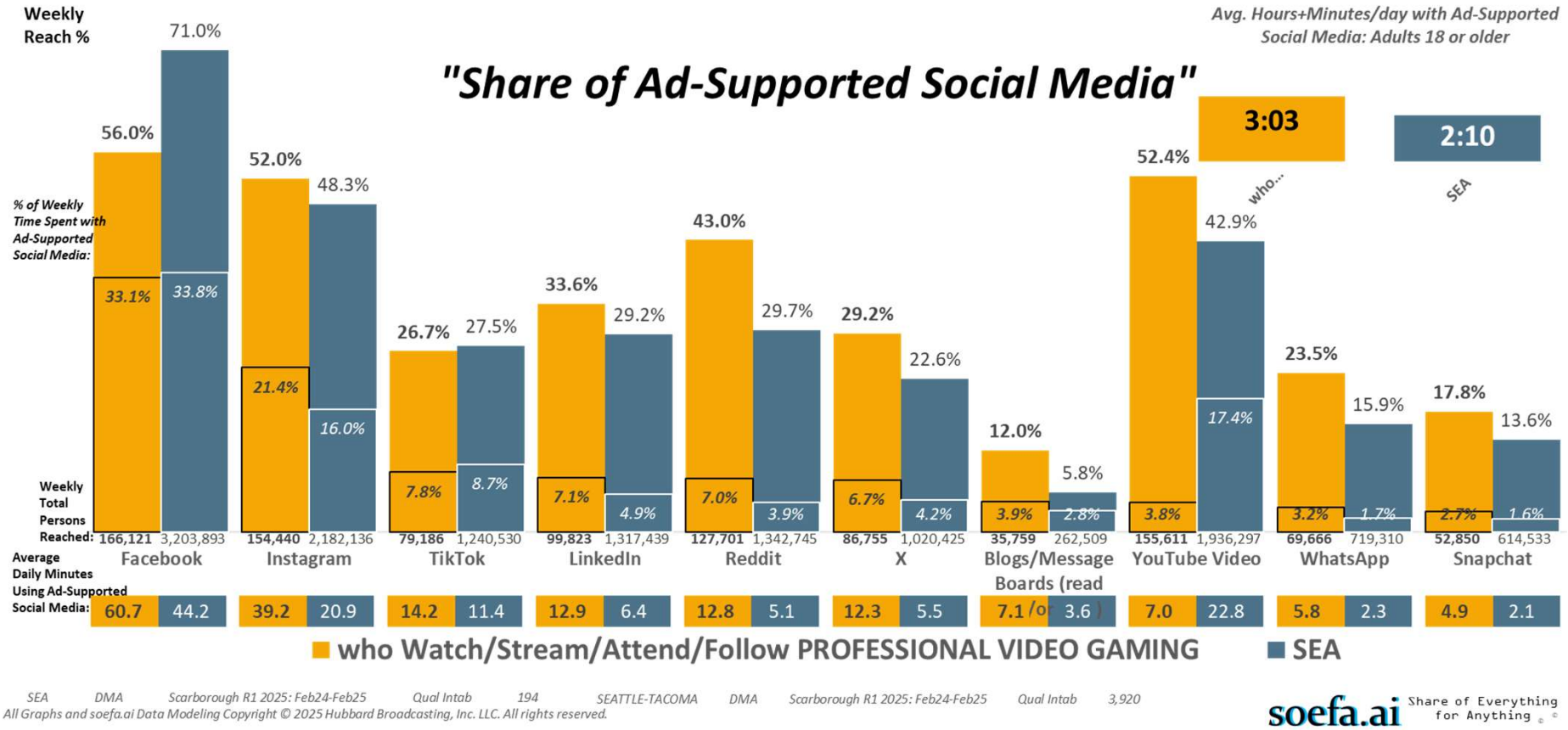
WDC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 282 WASHINGTON, DC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 5,857

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(Sports watched on TV (broadcast or cable) past 12 months: eSports (professional video gaming) OR Sports streamed online past 12 months: eSports (professional video gaming) OR No. of eSports (pro video gaming) events attd past 12 months: 1 - 2 events OR No. of eSports (pro video gaming) events attd past 12 months: 3 - 9 events OR No. of eSports (pro video gaming) events attd past 12 months: 10+ events OR Sports followed on social media past 12 months: eSports (professional video gaming))

166,121 or 56.% of Adults 18 or older who Watch/Stream/Attend/Follow PROFESSIONAL VIDEO GAMING use Ad-Supported Facebook for an average of 60.7 minutes every day representing 33.1% of all time spent daily with Ad-Supported Social Media.



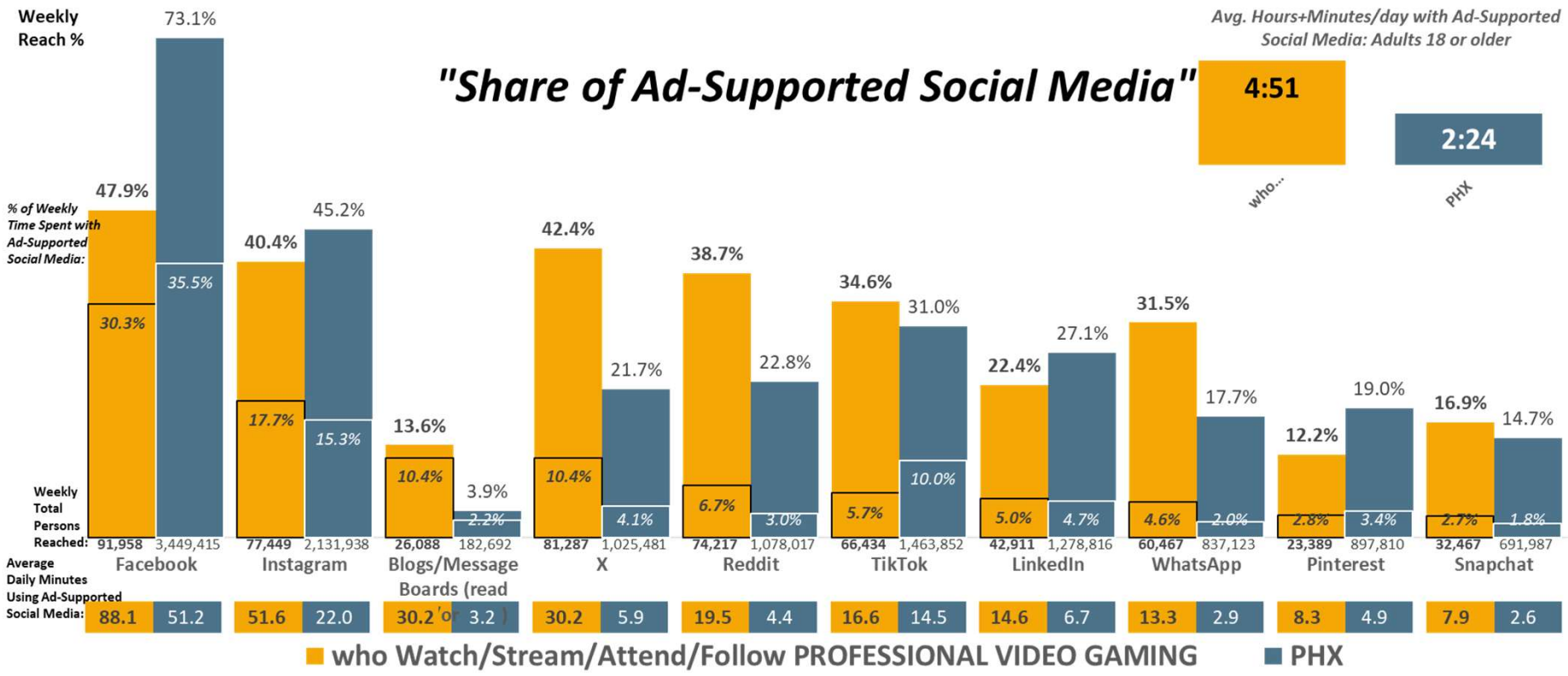
SEA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 194 SEATTLE-TACOMA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 3,920

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(Sports watched on TV (broadcast or cable) past 12 months: eSports (professional video gaming) OR Sports streamed online past 12 months: eSports (professional video gaming) OR No. of eSports (pro video gaming) events attd past 12 months: 1 - 2 events OR No. of eSports (pro video gaming) events attd past 12 months: 3 - 9 events OR No. of eSports (pro video gaming) events attd past 12 months: 10+ events OR Sports followed on social media past 12 months: eSports (professional video gaming))

91,958 or 47.9% of Adults 18 or older who Watch/Stream/Attend/Follow PROFESSIONAL VIDEO GAMING use Ad-Supported Facebook for an average of 88.1 minutes every day representing 30.3% of all time spent daily with Ad-Supported Social Media.

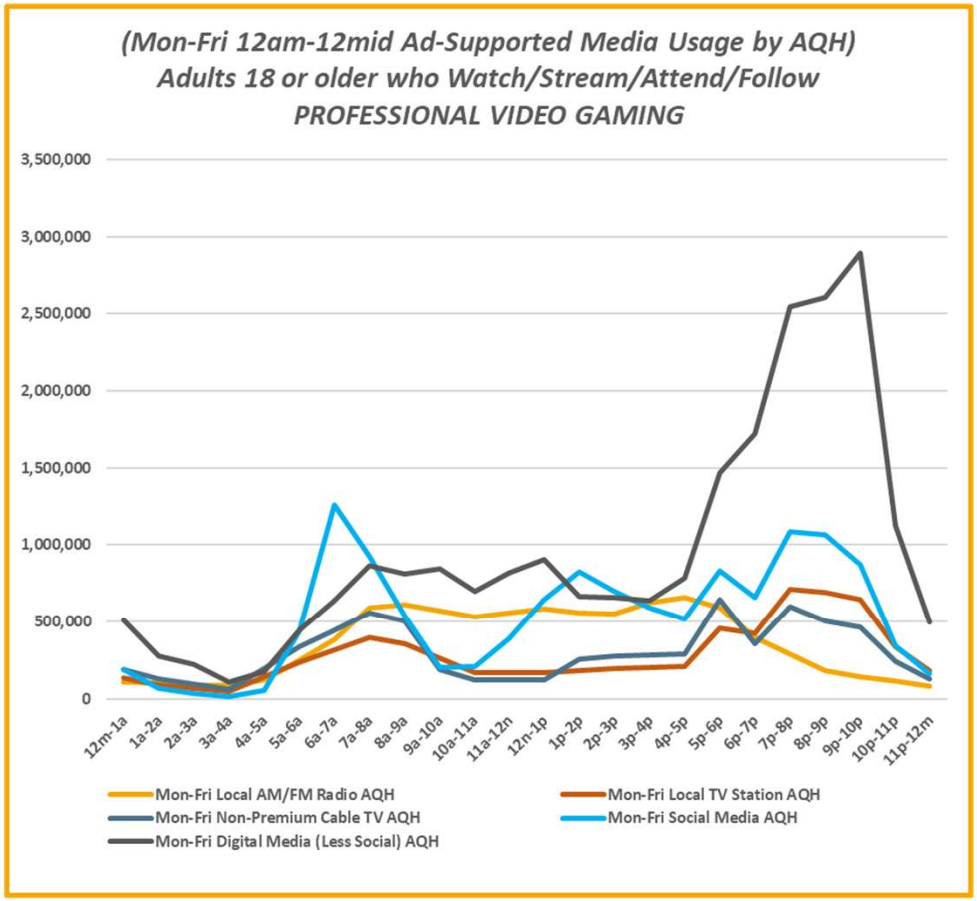


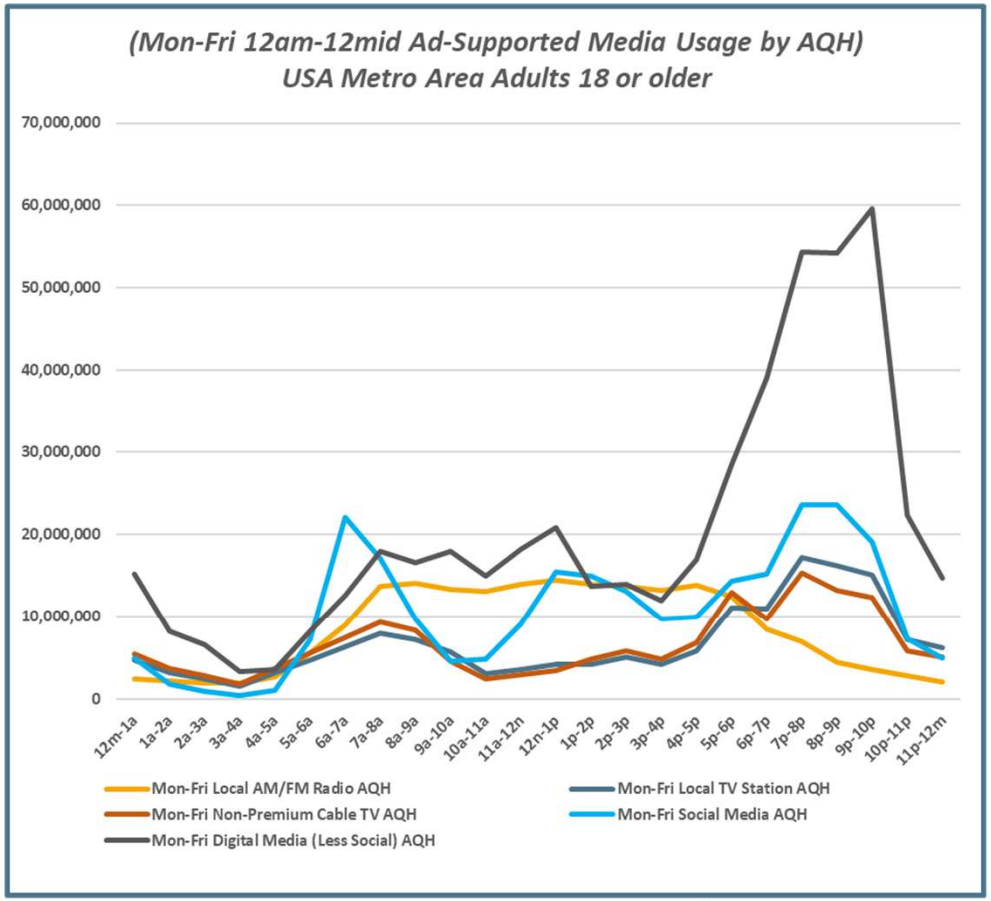
PHX DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 85 PHOENIX DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 2,461

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M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 885,760; Social Media: 637,332; Local Radio: 553,394; Non-Prem. Cable: 319,832; Local TV: 269,558 reaching Adults 18 or older who Watch/Stream/Attend/Follow PROFESSIONAL





USA USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 972

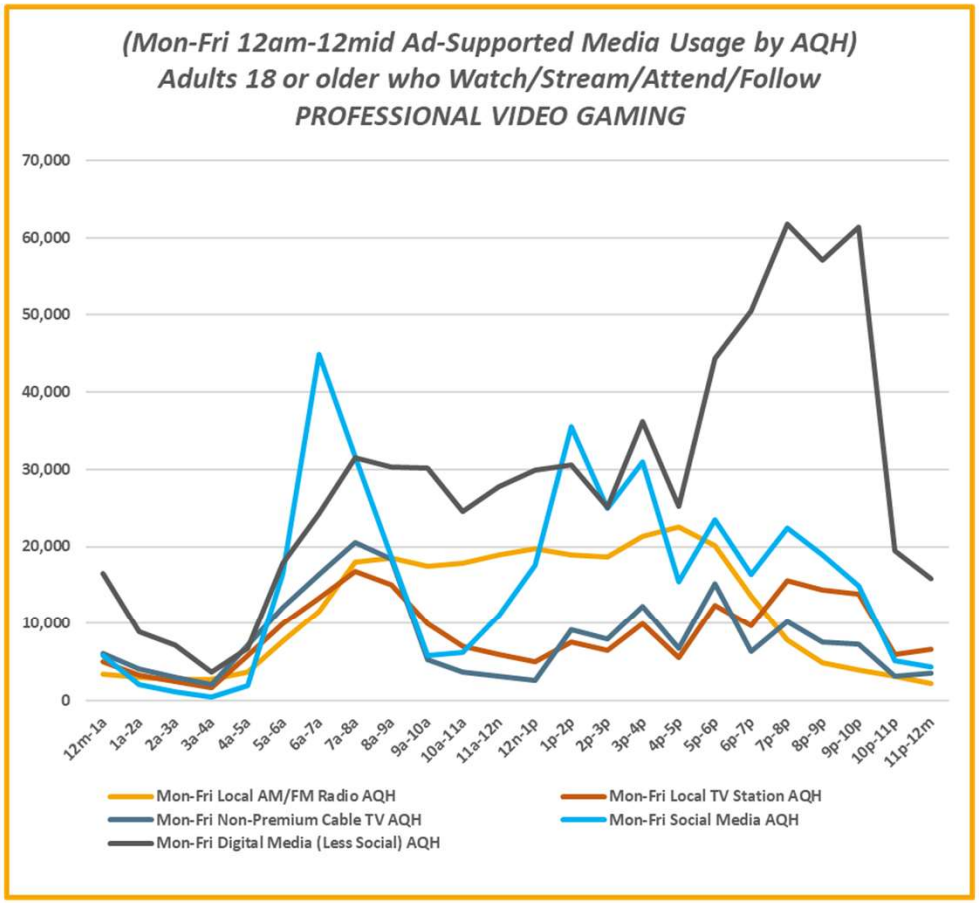
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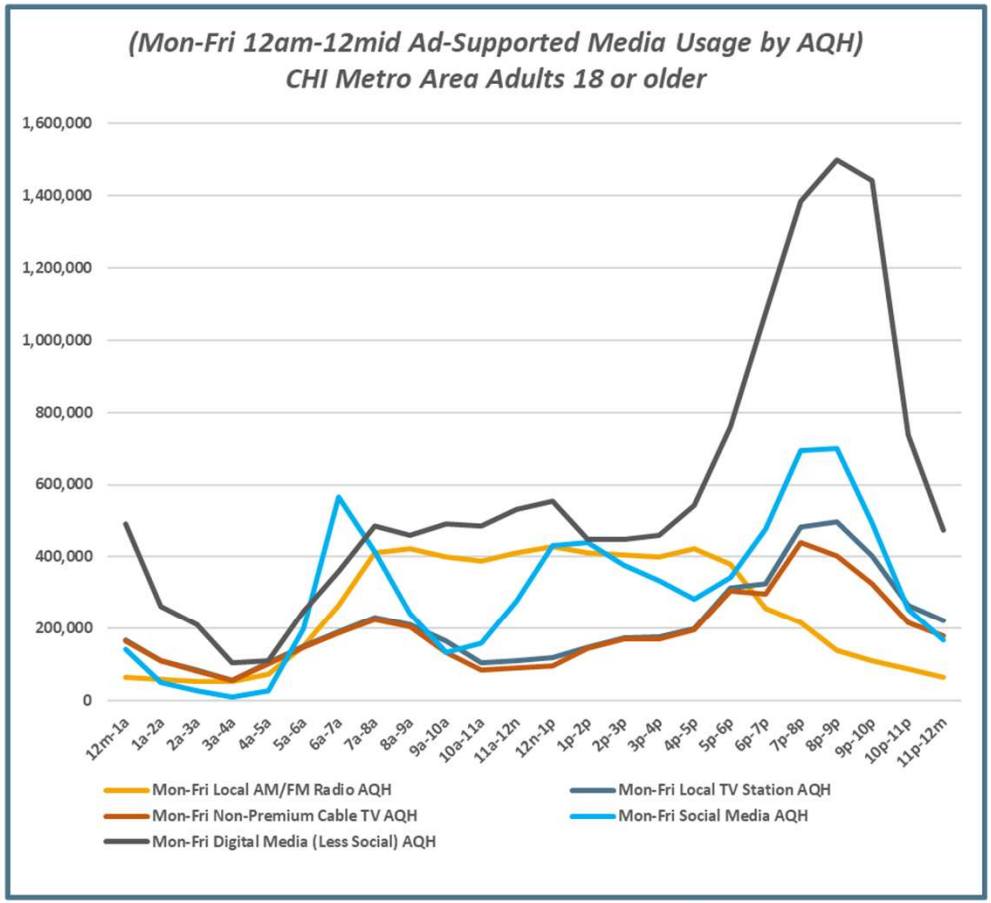
USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 24,890

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M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 31,598; Social Media: 21,747; Local Radio: 18,254; Non-Prem. Cable: 9,823; Local TV: 9,603 reaching Adults 18 or older who Watch/Stream/Attend/Follow PROFESSIONAL VIDEO G





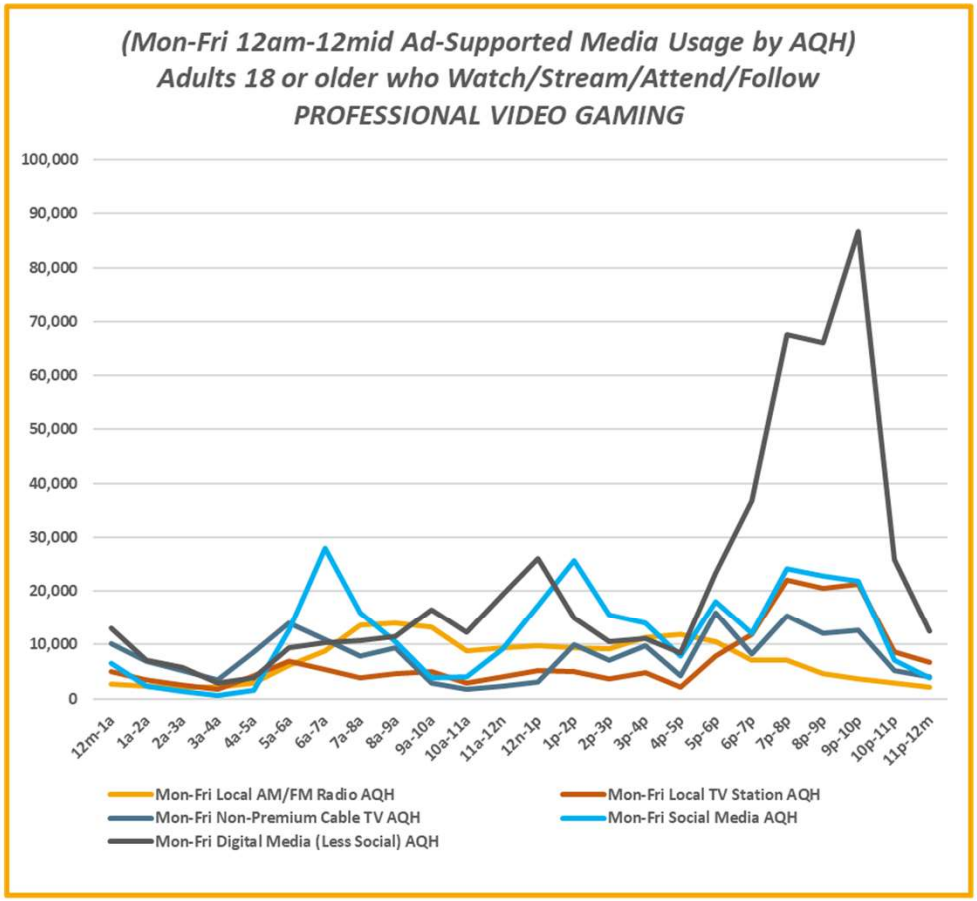
CHI DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 151

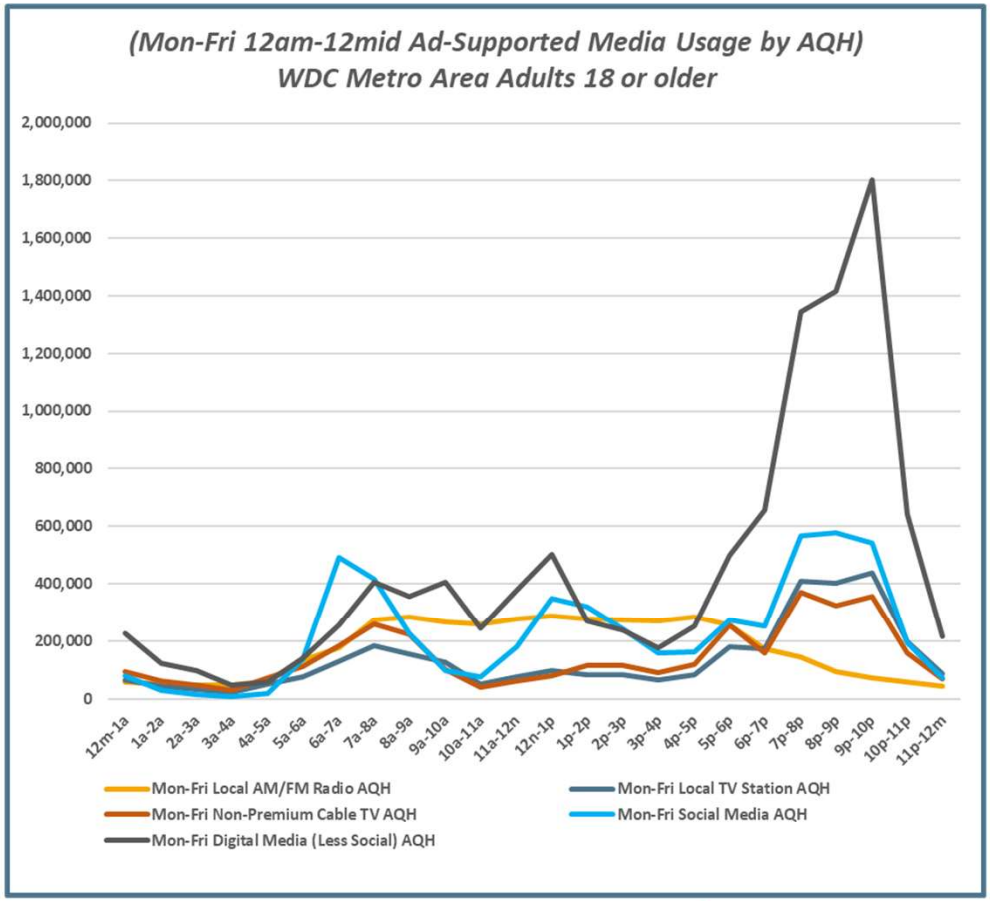
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(Sports watched on TV (broadcast or cable) past 12 months: eSports (professional video gaming) OR Sports streamed online past 12 months: eSports (professional video gaming) OR No. of eSports (pro video gaming) events attd past 12 months: 1 - 2 events OR No. of eSports (pro video gaming) events attd past 12 months: 3 - 9 events OR No. of eSports (pro video gaming) events attd past 12 months: 10+ events OR Sports followed on social media past 12 months: eSports (professional video gaming))

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 16,300; Social Media: 13,968; Local Radio: 10,553; Non-Prem. Cable: 7,194; Local TV: 5,086 reaching Adults 18 or older who Watch/Stream/Attend/Follow PROFESSIONAL VIDEO G





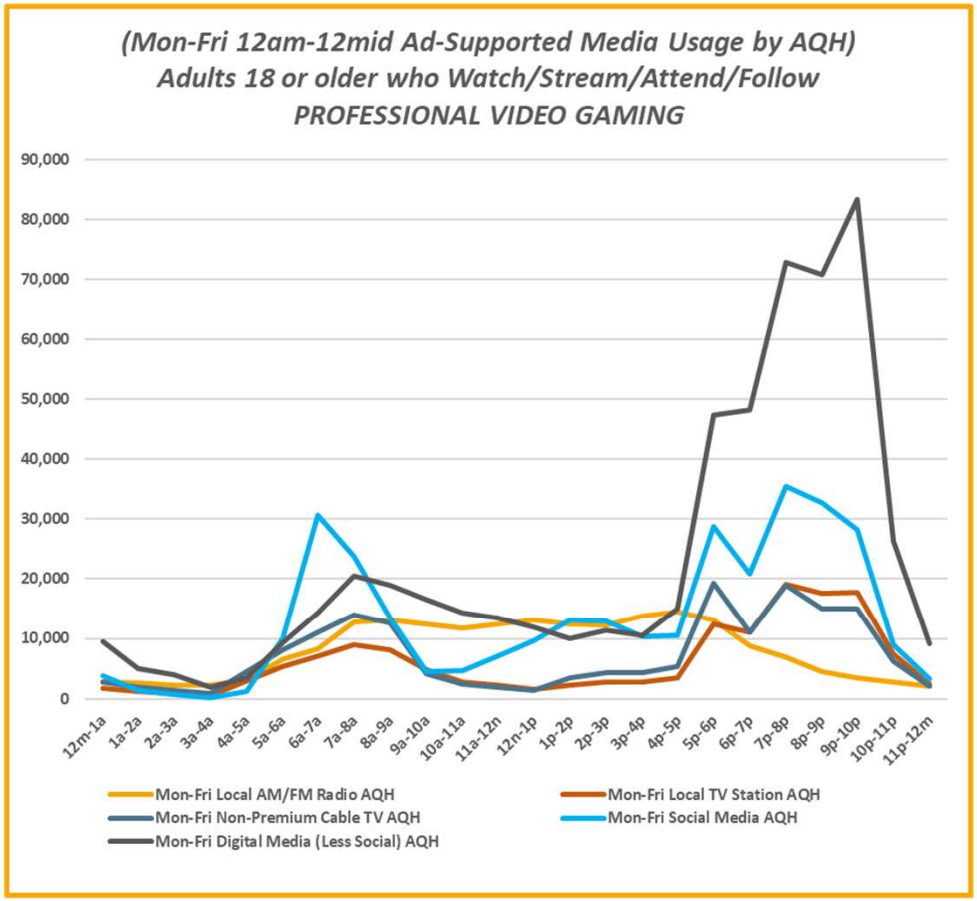
WDC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 282

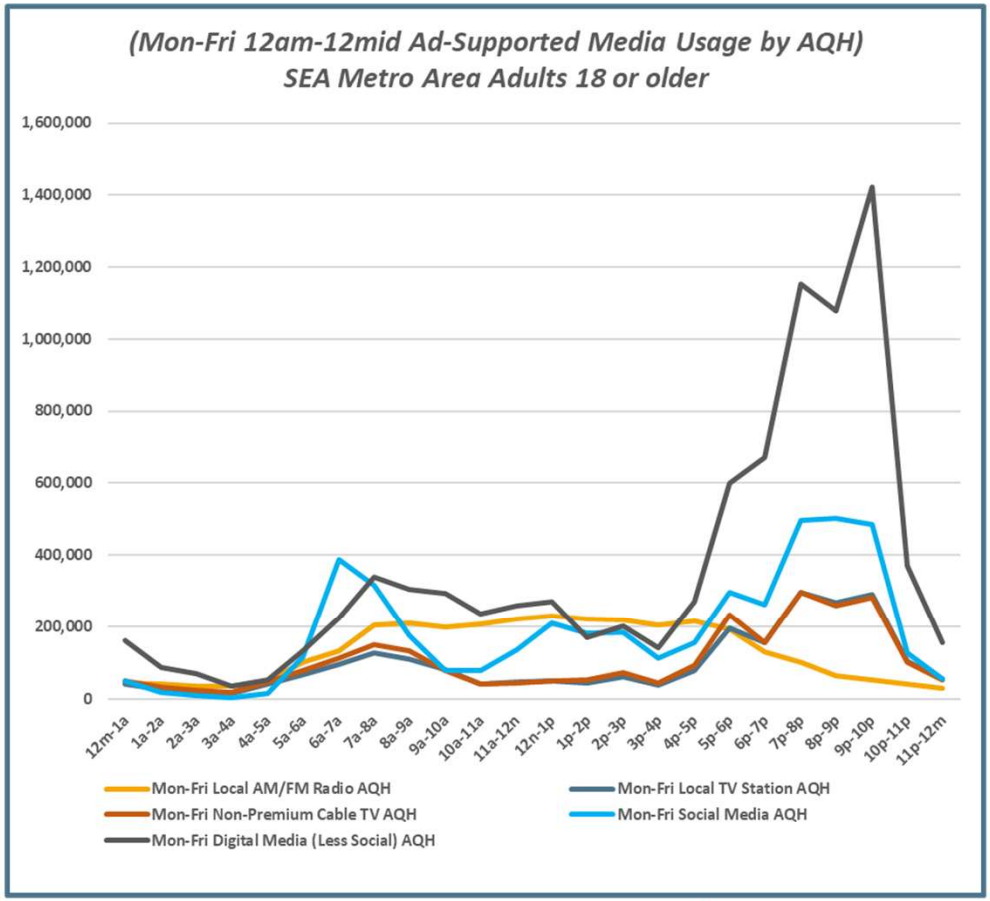
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(Sports watched on TV (broadcast or cable) past 12 months: eSports (professional video gaming) OR Sports streamed online past 12 months: eSports (professional video gaming) OR No. of eSports (pro video gaming) events attd past 12 months: 1 - 2 events OR No. of eSports (pro video gaming) events attd past 12 months: 3 - 9 events OR No. of eSports (pro video gaming) events attd past 12 months: 10+ events OR Sports followed on social media past 12 months: eSports (professional video gaming))

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 19,397; Social Media: 14,655; Local Radio: 12,222; Non-Prem. Cable: 7,313; Local TV: 5,424 reaching Adults 18 or older who Watch/Stream/Attend/Follow PROFESSIONAL VIDEO G





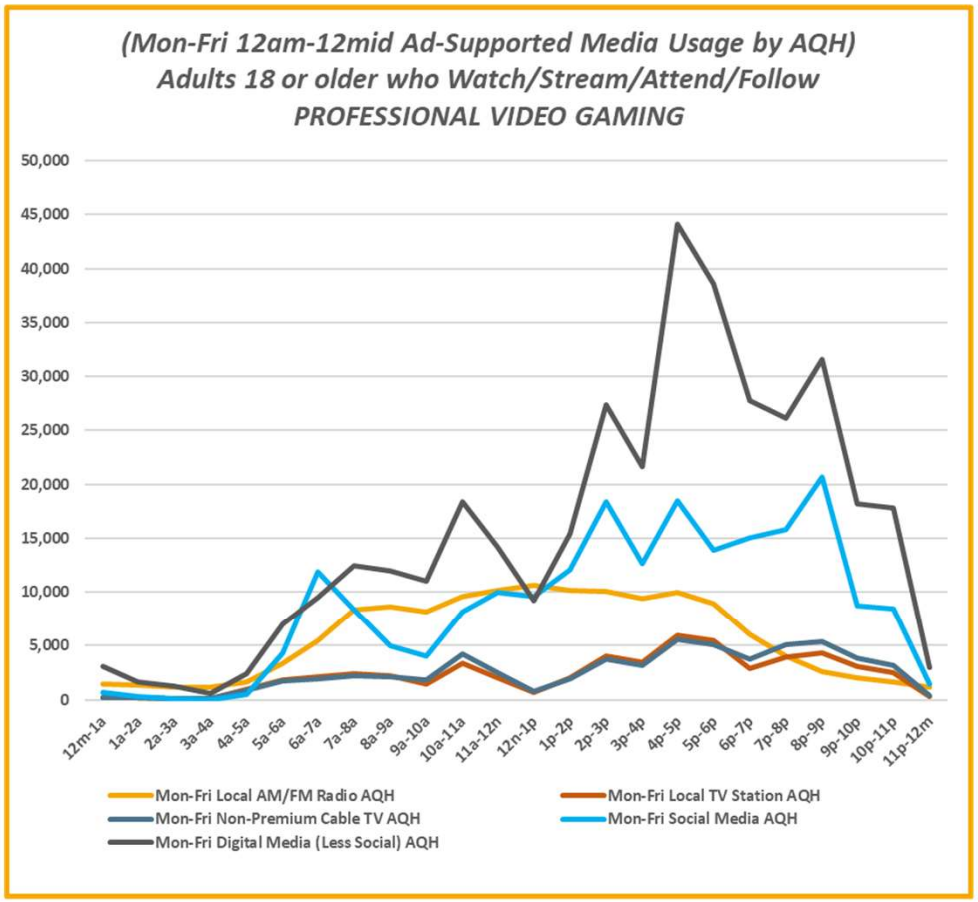
SEA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 194

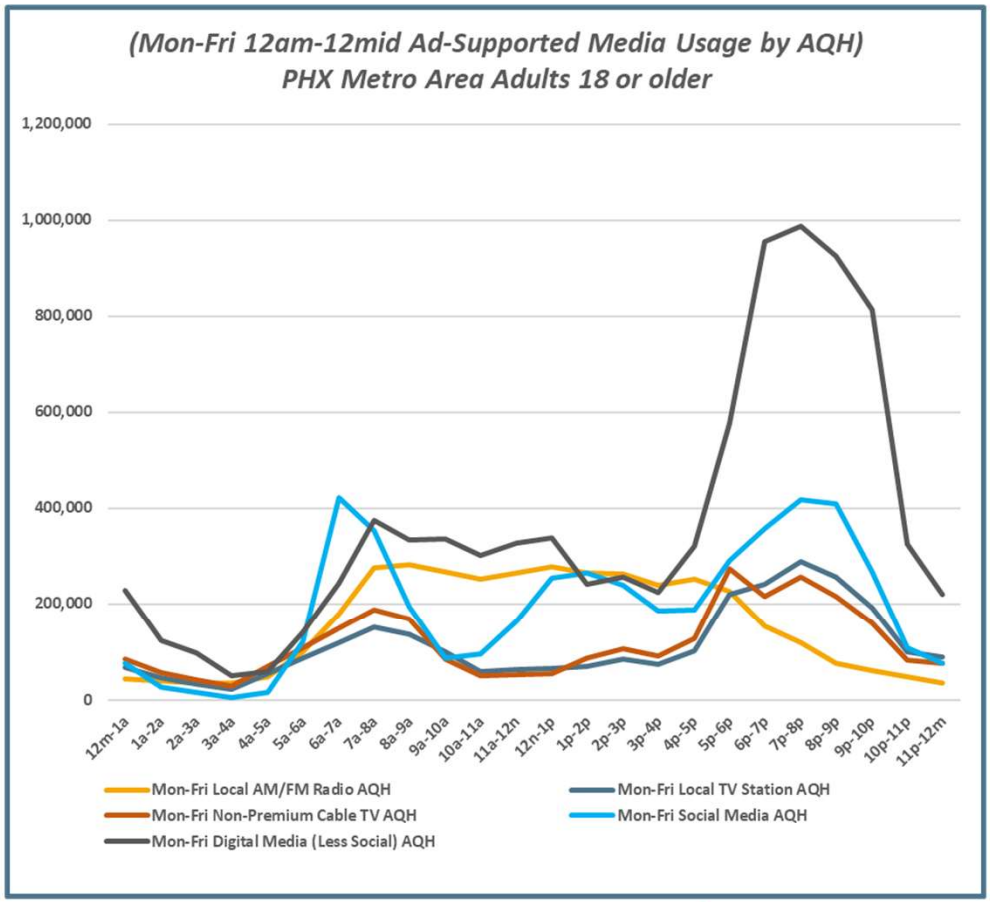
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M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 20,119; Social Media: 11,333; Local Radio: 8,874; Non-Prem. Cable: 2,980; Local TV: 2,931 reaching Adults 18 or older who Watch/Stream/Attend/Follow PROFESSIONAL VIDEO GA





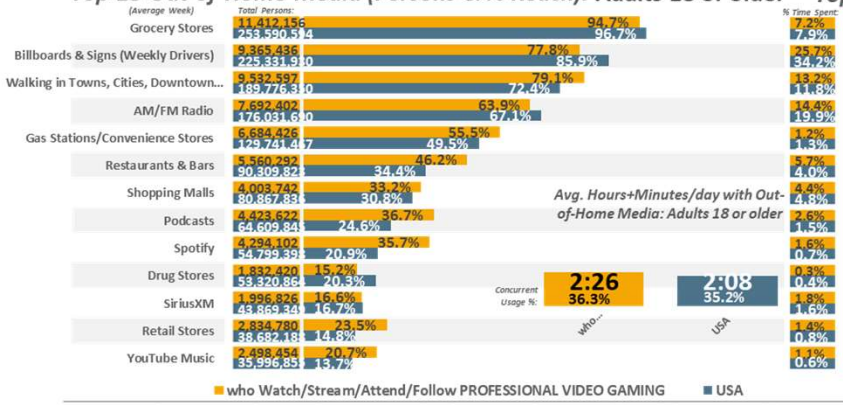
PHX DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 85

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9,365,436 or 77.8% of Adults 18 or older who Watch/Stream/Attend/Follow PROFESSIONAL VIDEO GAMING spend an average of 48.5 minutes per day driving, seeing Billboards and Signs. 60.7% Listen to Local Radio Stations Out-of-Home for an average of 27.2 minute

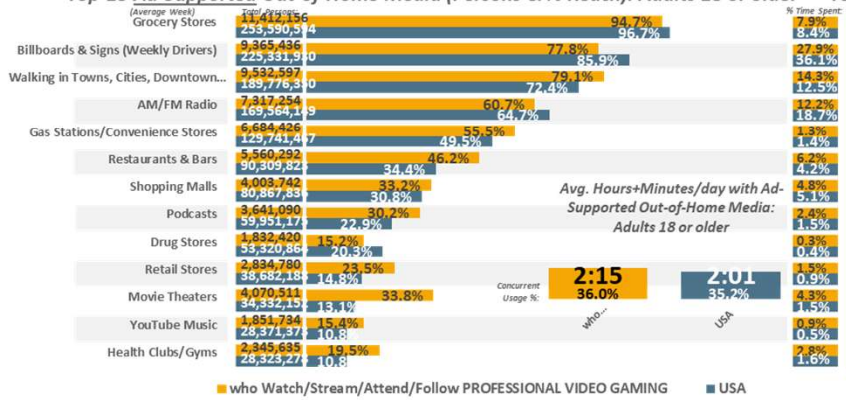
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



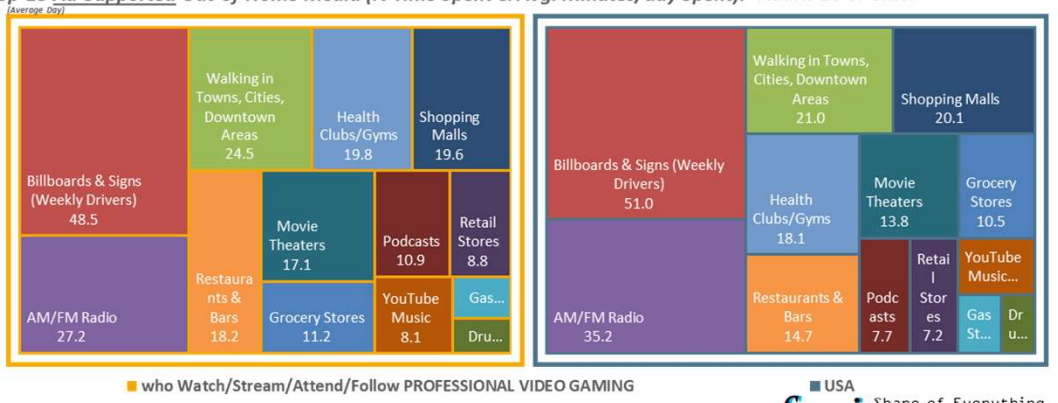
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Adults 18 or older



Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



USA USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 972

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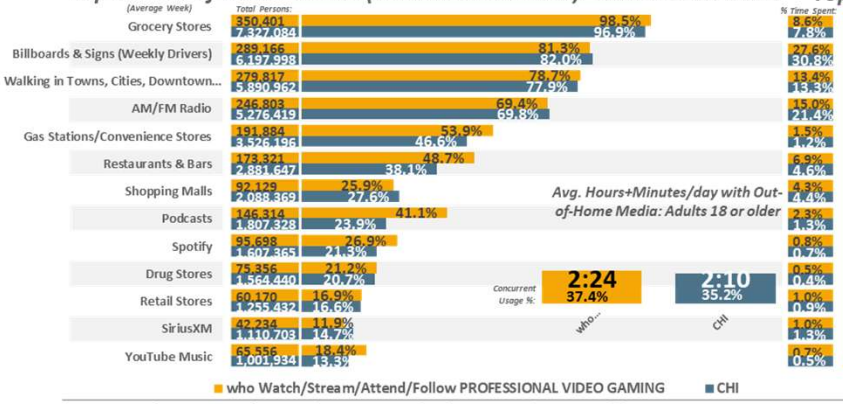
USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 24,890

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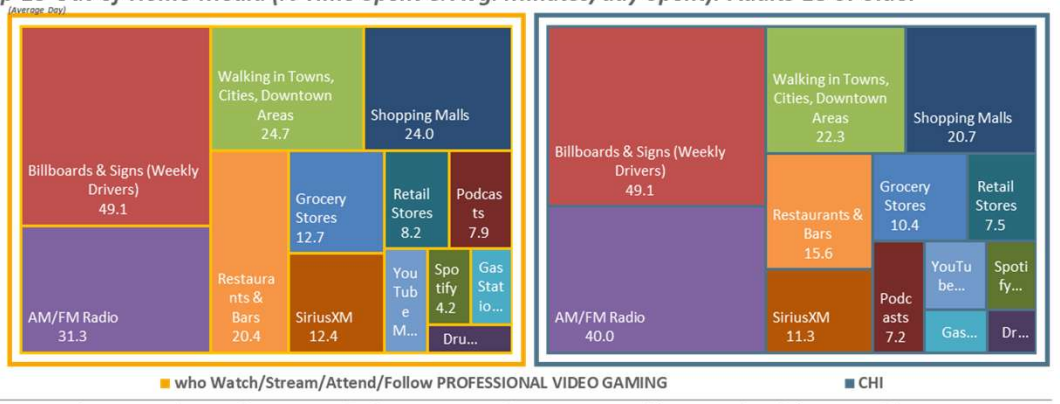
(Sports watched on TV (broadcast or cable) past 12 months: eSports (professional video gaming) OR Sports streamed online past 12 months: eSports (professional video gaming) OR No. of eSports (pro video gaming) events attd past 12 months: 1 - 2 events OR No. of eSports (pro video gaming) events attd past 12 months: 3 - 9 events OR No. of eSports (pro video gaming) events attd past 12 months: 10+ events OR Sports followed on social media past 12 months: eSports (professional video gaming))

289,166 or 81.3% of Adults 18 or older who Watch/Stream/Attend/Follow PROFESSIONAL VIDEO GAMING spend an average of 49.1 minutes per day driving, seeing Billboards and Signs. 66.4% Listen to Local Radio Stations Out-of-Home for an average of 27.8 minutes/

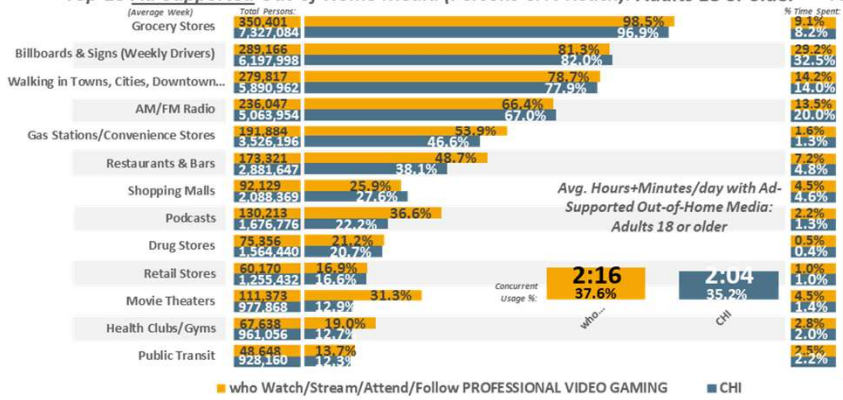
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



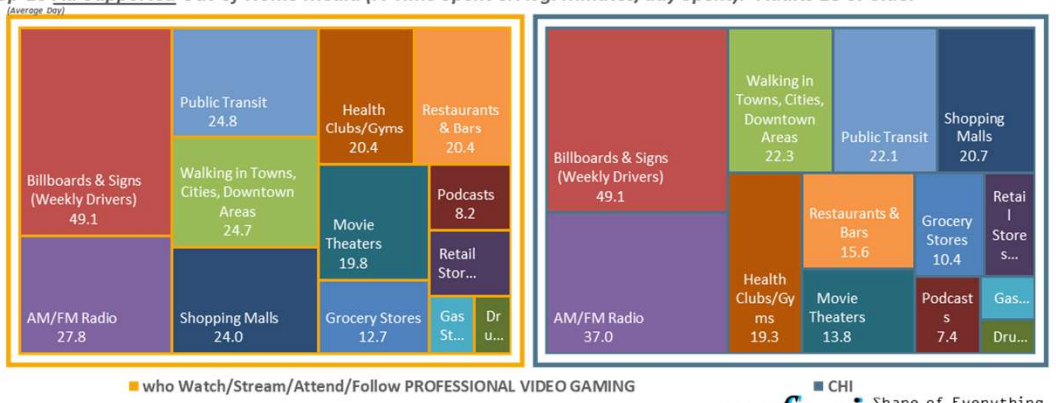
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Adults 18 or older



Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



CHI DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 151

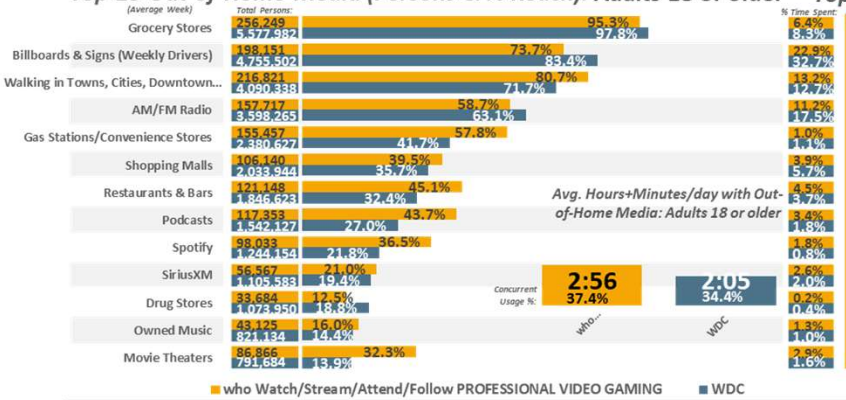
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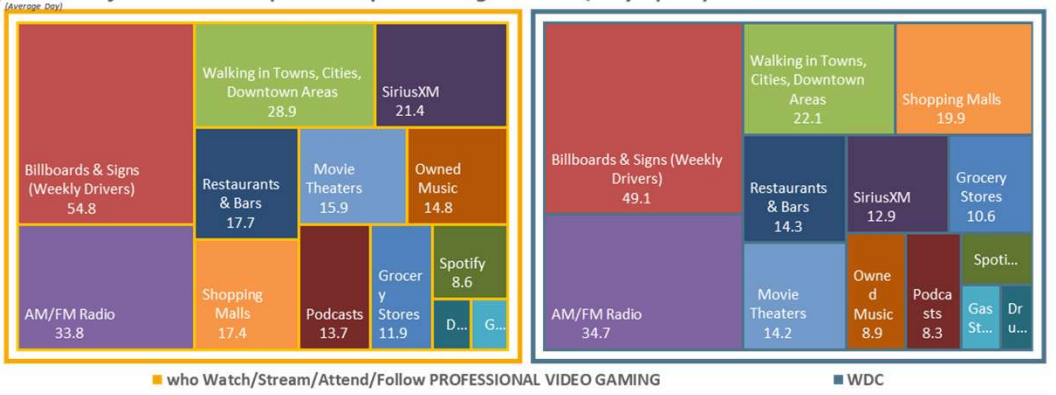
(Sports watched on TV (broadcast or cable) past 12 months: eSports (professional video gaming) OR Sports streamed online past 12 months: eSports (professional video gaming) OR No. of eSports (pro video gaming) events attd past 12 months: 1 - 2 events OR No. of eSports (pro video gaming) events attd past 12 months: 3 - 9 events OR No. of eSports (pro video gaming) events attd past 12 months: 10+ events OR Sports followed on social media past 12 months: eSports (professional video gaming))

198,151 or 73.7% of Adults 18 or older who Watch/Stream/Attend/Follow PROFESSIONAL VIDEO GAMING spend an average of 54.8 minutes per day driving, seeing Billboards and Signs. 54.6% Listen to Local Radio Stations Out-of-Home for an average of 27.4 minutes/

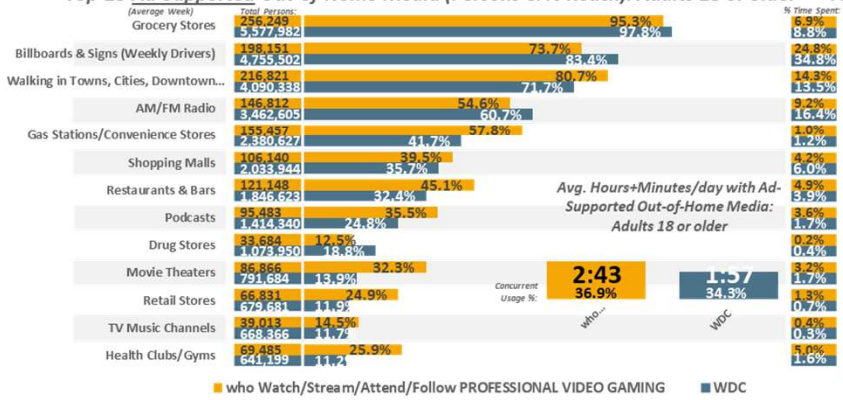
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



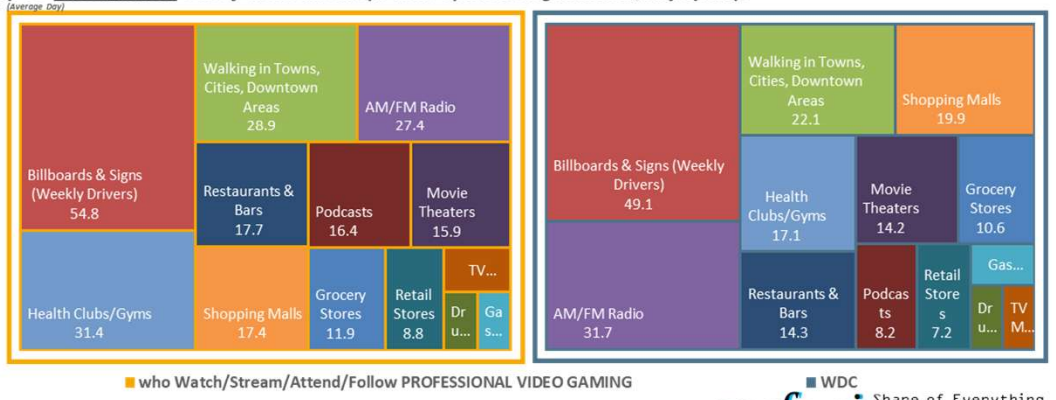
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Adults 18 or older



Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



WDC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 282

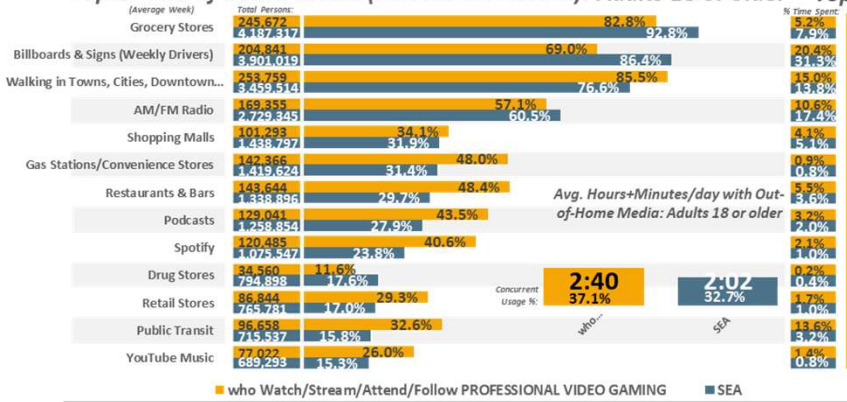
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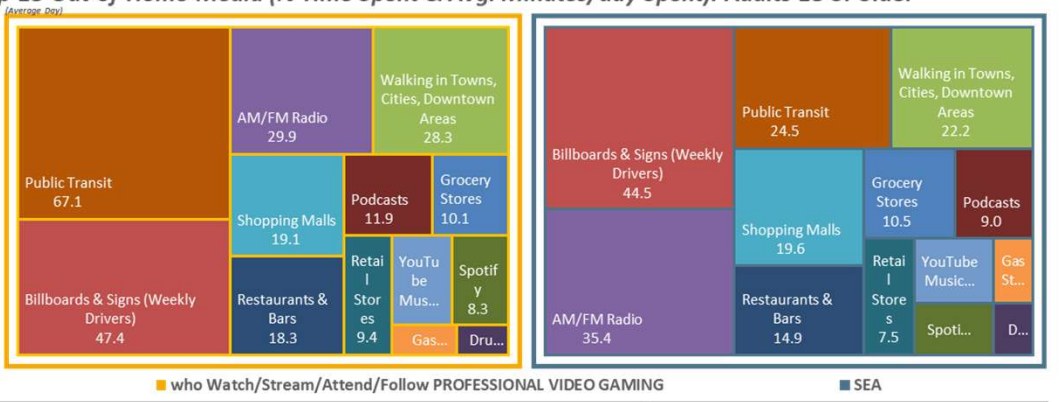
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204,841 or 69.% of Adults 18 or older who Watch/Stream/Attend/Follow PROFESSIONAL VIDEO GAMING spend an average of 47.4 minutes per day driving, seeing Billboards and Signs. 55.8% Listen to Local Radio Stations Out-of-Home for an average of 23. minutes/da

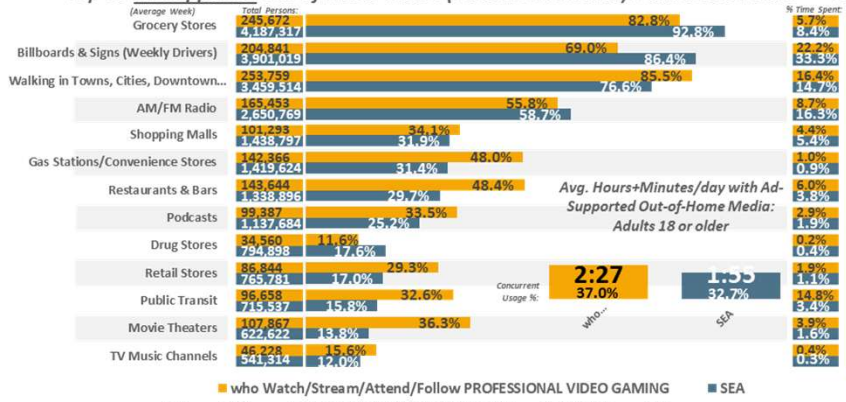
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



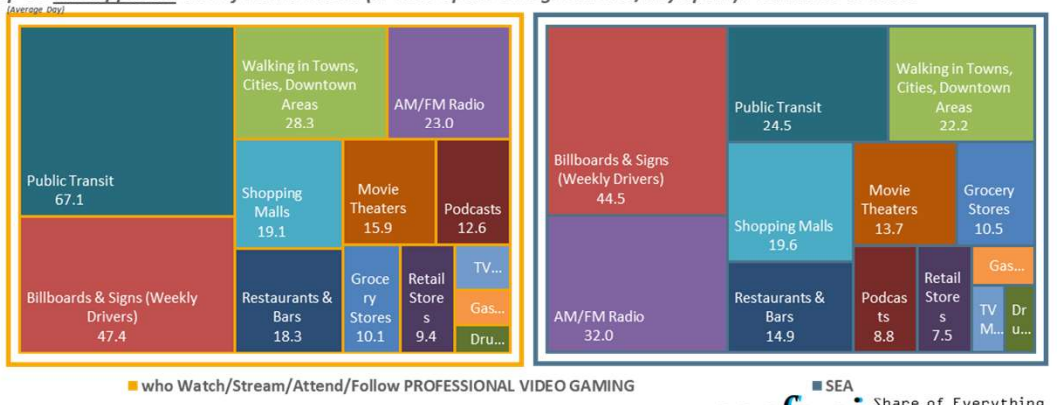
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Adults 18 or older



Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



SEA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 194

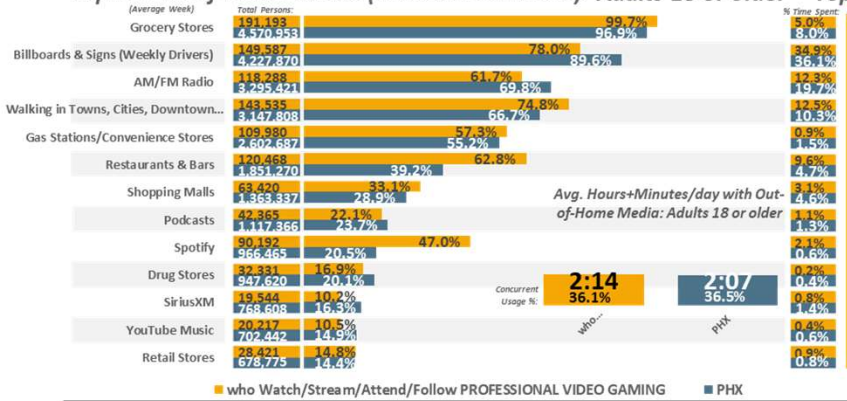
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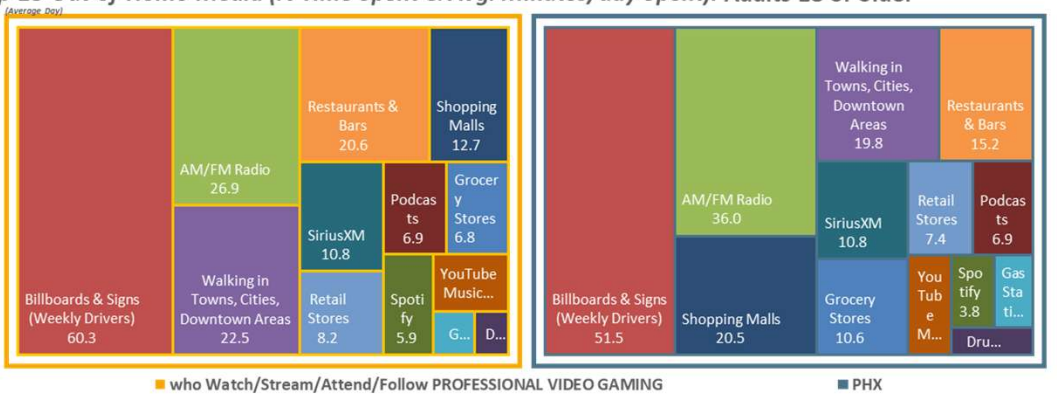
(Sports watched on TV (broadcast or cable) past 12 months: eSports (professional video gaming) OR Sports streamed online past 12 months: eSports (professional video gaming) OR No. of eSports (pro video gaming) events attd past 12 months: 1 - 2 events OR No. of eSports (pro video gaming) events attd past 12 months: 3 - 9 events OR No. of eSports (pro video gaming) events attd past 12 months: 10+ events OR Sports followed on social media past 12 months: eSports (professional video gaming))

149,587 or 78.% of Adults 18 or older who Watch/Stream/Attend/Follow PROFESSIONAL VIDEO GAMING spend an average of 60.3 minutes per day driving, seeing Billboards and Signs. 59.7% Listen to Local Radio Stations Out-of-Home for an average of 24.5 minutes/d

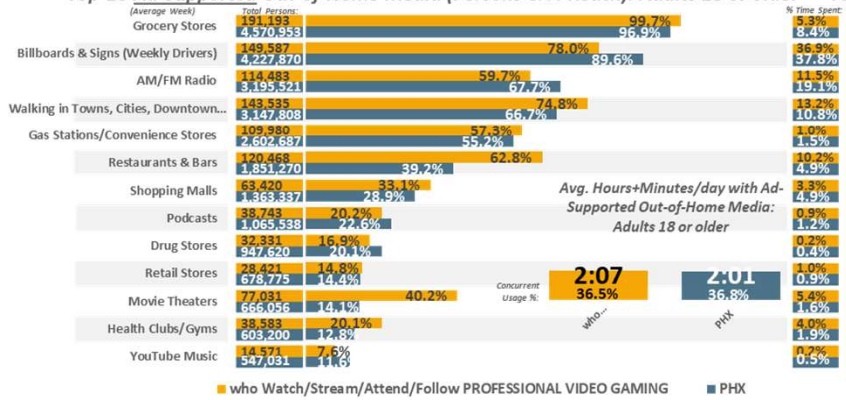
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



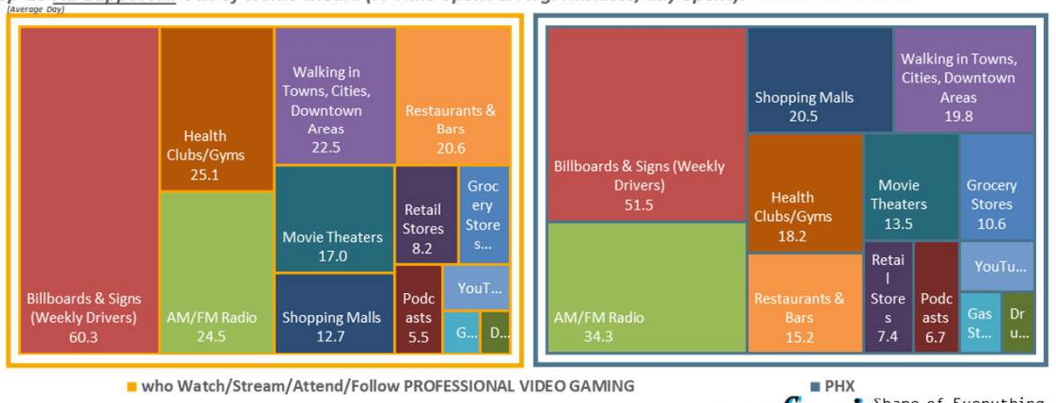
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Adults 18 or older



Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



PHX DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 85

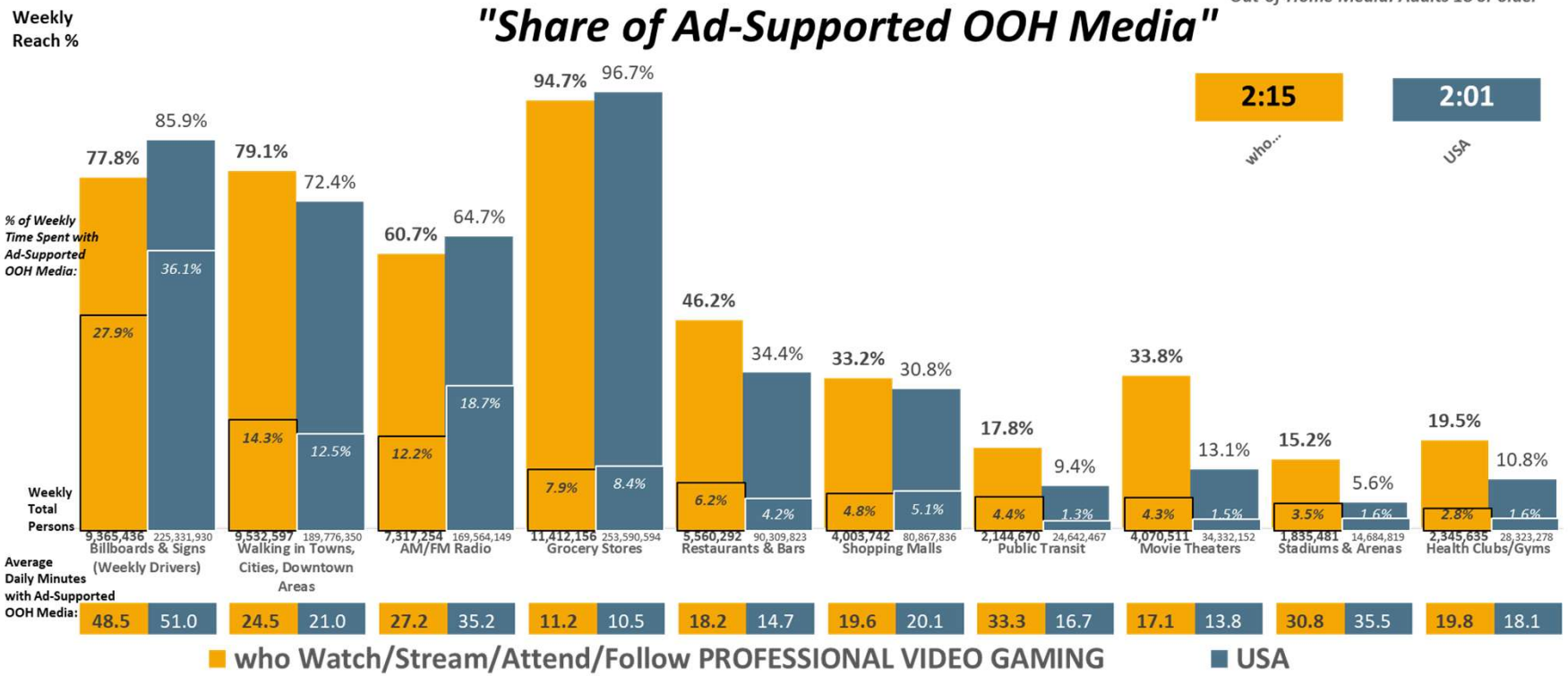
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9,365,436 or 77.8% of Adults 18 or older who Watch/Stream/Attend/Follow PROFESSIONAL VIDEO GAMING spend an average of 48.5 minutes per day driving, seeing Billboards and Signs representing 27.9% of all Time Spent with Ad-Supported Out-of-Home Media.

Avg. Hours+Minutes/day with Ad-Supported Out-of-Home Media: Adults 18 or older

"Share of Ad-Supported OOH Media"



USA USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 972

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USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 24,890

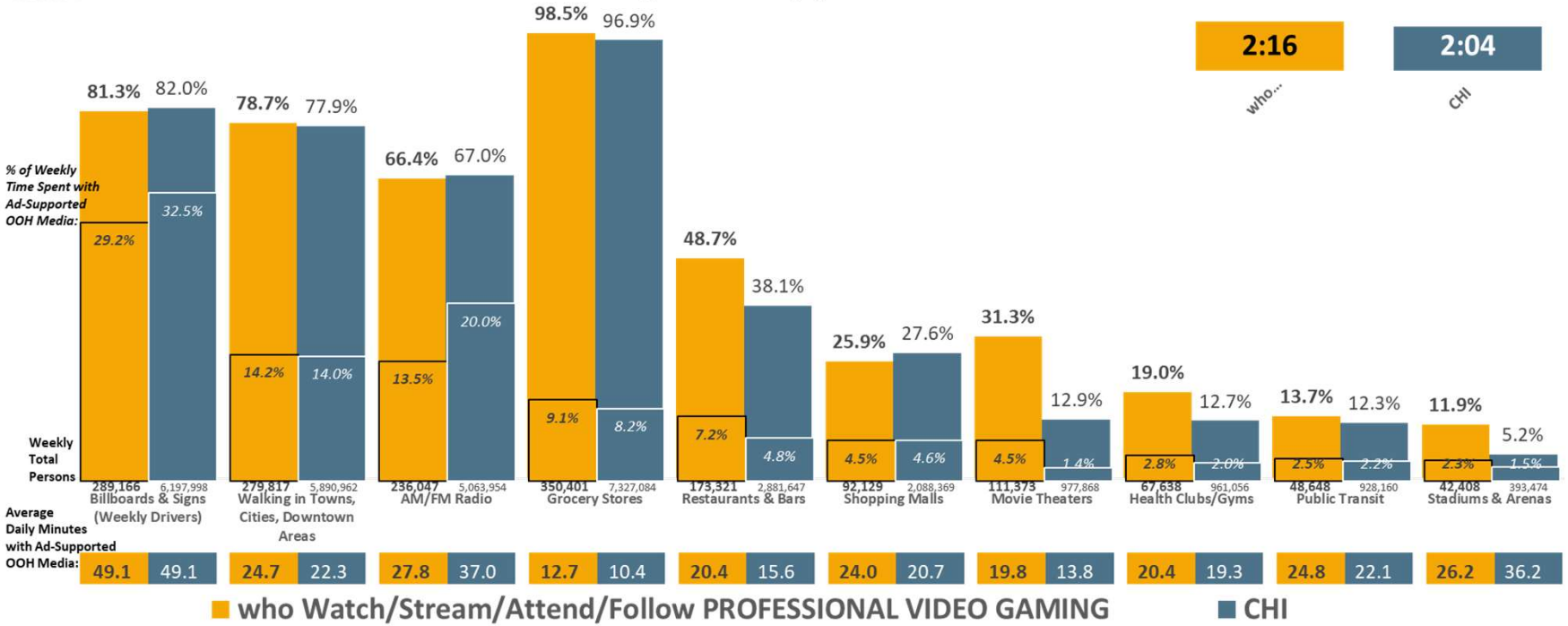
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(Sports watched on TV (broadcast or cable) past 12 months: eSports (professional video gaming) OR Sports streamed online past 12 months: eSports (professional video gaming) OR No. of eSports (pro video gaming) events attd past 12 months: 1 - 2 events OR No. of eSports (pro video gaming) events attd past 12 months: 3 - 9 events OR No. of eSports (pro video gaming) events attd past 12 months: 10+ events OR Sports followed on social media past 12 months: eSports (professional video gaming))

289,166 or 81.3% of Adults 18 or older who Watch/Stream/Attend/Follow PROFESSIONAL VIDEO GAMING spend an average of 49.1 minutes per day driving, seeing Billboards and Signs representing 29.2% of all Time Spent with Ad-Supported Out-of-Home Media.

Avg. Hours+Minutes/day with Ad-Supported Out-of-Home Media: Adults 18 or older

"Share of Ad-Supported OOH Media"



CHI DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 151 CHICAGO DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 3,846

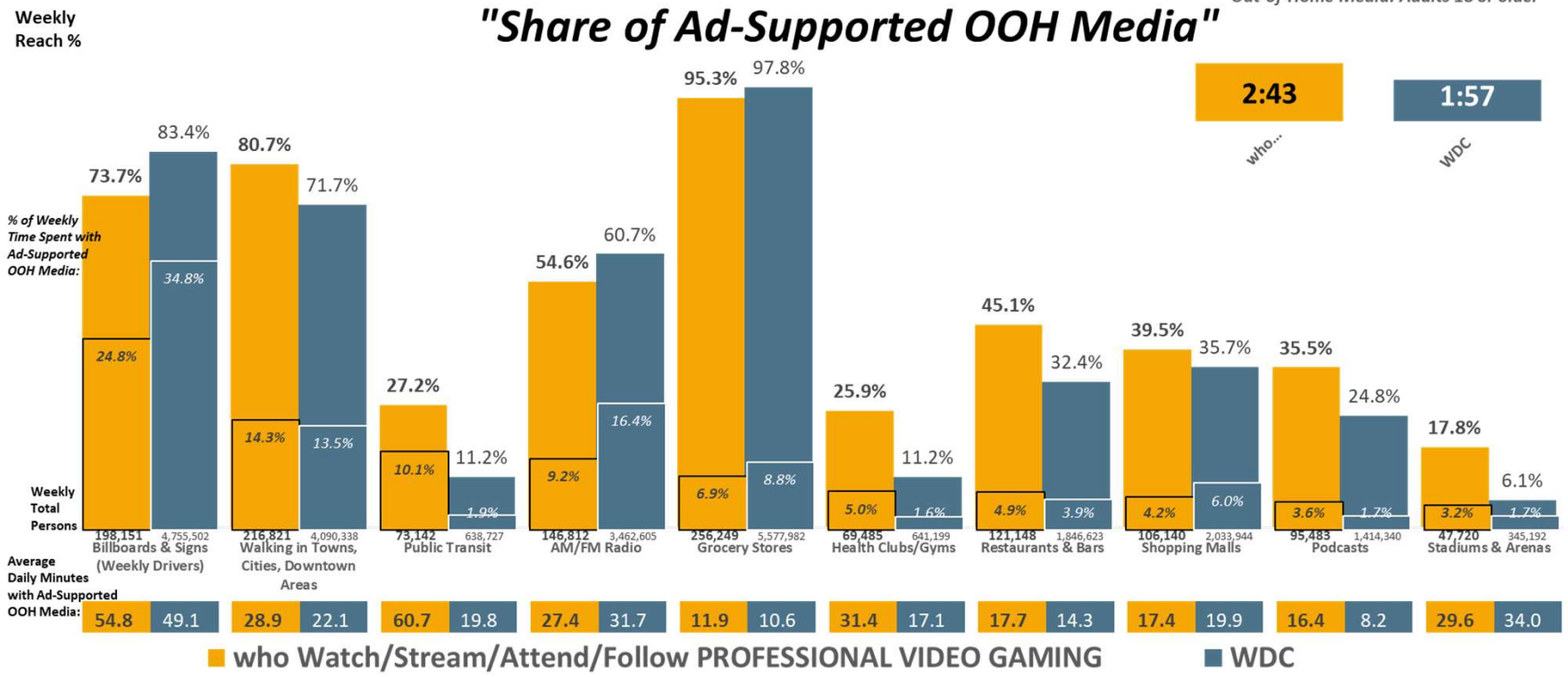
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(Sports watched on TV (broadcast or cable) past 12 months: eSports (professional video gaming) OR Sports streamed online past 12 months: eSports (professional video gaming) OR No. of eSports (pro video gaming) events attd past 12 months: 1 - 2 events OR No. of eSports (pro video gaming) events attd past 12 months: 3 - 9 events OR No. of eSports (pro video gaming) events attd past 12 months: 10+ events OR Sports followed on social media past 12 months: eSports (professional video gaming))

198,151 or 73.7% of Adults 18 or older who Watch/Stream/Attend/Follow PROFESSIONAL VIDEO GAMING spend an average of 54.8 minutes per day driving, seeing Billboards and Signs representing 24.8% of all Time Spent with Ad-Supported Out-of-Home Media.

Avg. Hours+Minutes/day with Ad-Supported Out-of-Home Media: Adults 18 or older



WDC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 282 WASHINGTON, DC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 5,857

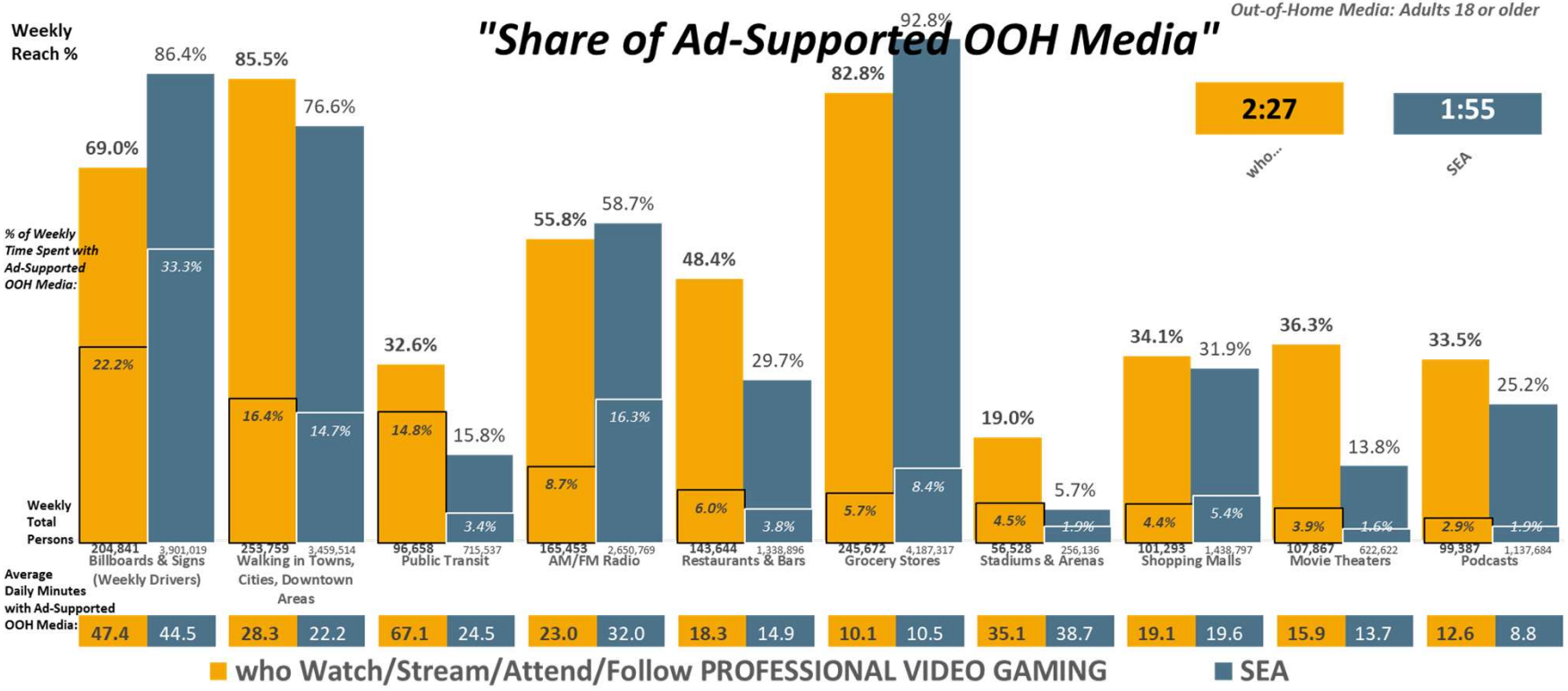
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(Sports watched on TV (broadcast or cable) past 12 months: eSports (professional video gaming) OR Sports streamed online past 12 months: eSports (professional video gaming) OR No. of eSports (pro video gaming) events attd past 12 months: 1 - 2 events OR No. of eSports (pro video gaming) events attd past 12 months: 3 - 9 events OR No. of eSports (pro video gaming) events attd past 12 months: 10+ events OR Sports followed on social media past 12 months: eSports (professional video gaming))

204,841 or 69.9% of Adults 18 or older who Watch/Stream/Attend/Follow PROFESSIONAL VIDEO GAMING spend an average of 47.4 minutes per day driving, seeing Billboards and Signs representing 22.2% of all Time Spent with Ad-Supported Out-of-Home Media.

Avg. Hours+Minutes/day with Ad-Supported Out-of-Home Media: Adults 18 or older



SEA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 194 SEATTLE-TACOMA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 3,920

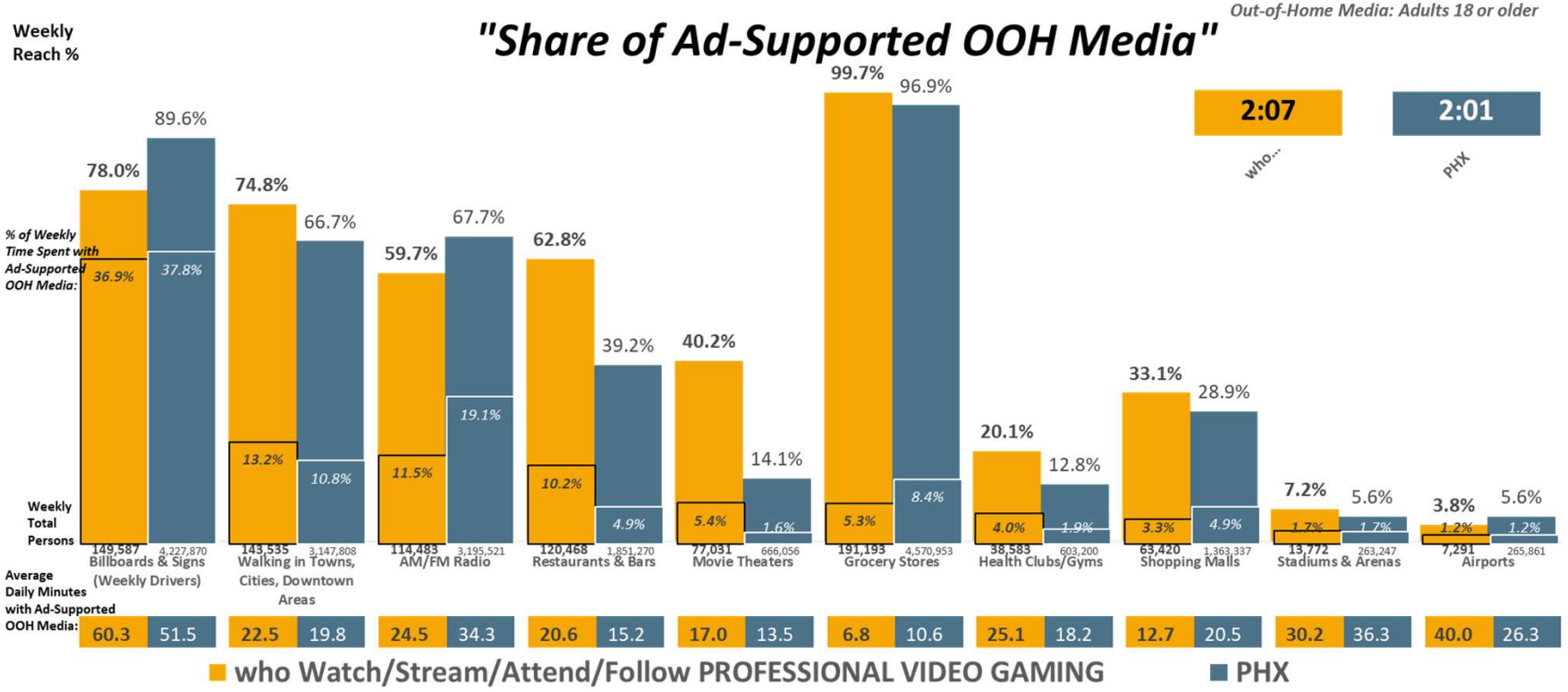
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(Sports watched on TV (broadcast or cable) past 12 months: eSports (professional video gaming) OR Sports streamed online past 12 months: eSports (professional video gaming) OR No. of eSports (pro video gaming) events attd past 12 months: 1 - 2 events OR No. of eSports (pro video gaming) events attd past 12 months: 3 - 9 events OR No. of eSports (pro video gaming) events attd past 12 months: 10+ events OR Sports followed on social media past 12 months: eSports (professional video gaming))

149,587 or 78.% of Adults 18 or older who Watch/Stream/Attend/Follow PROFESSIONAL VIDEO GAMING spend an average of 60.3 minutes per day driving, seeing Billboards and Signs representing 36.9% of all Time Spent with Ad-Supported Out-of-Home Media.

Avg. Hours+Minutes/day with Ad-Supported Out-of-Home Media: Adults 18 or older



PHX DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 85 PHOENIX DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 2,461

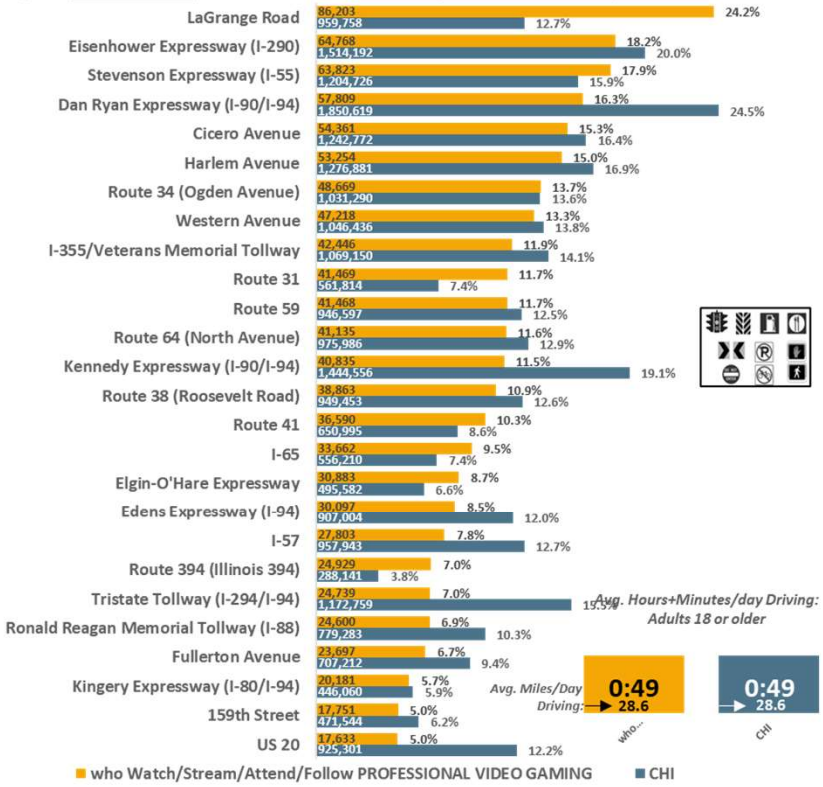
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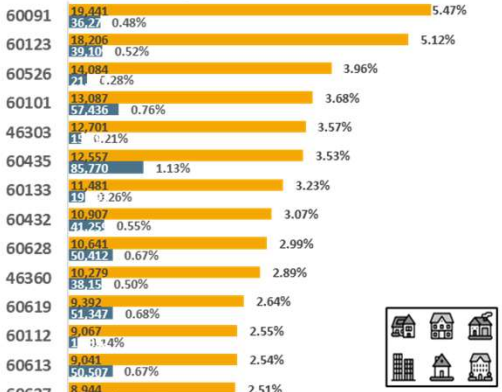
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289,166 or 81.3% of Adults 18 or older who Watch/Stream/Attend/Follow PROFESSIONAL VIDEO GAMING spend an average of 49.1 minutes per day driving an average of 28.6 miles each day and are 90.9% more likely to use LaGrange Road than the Metro average.

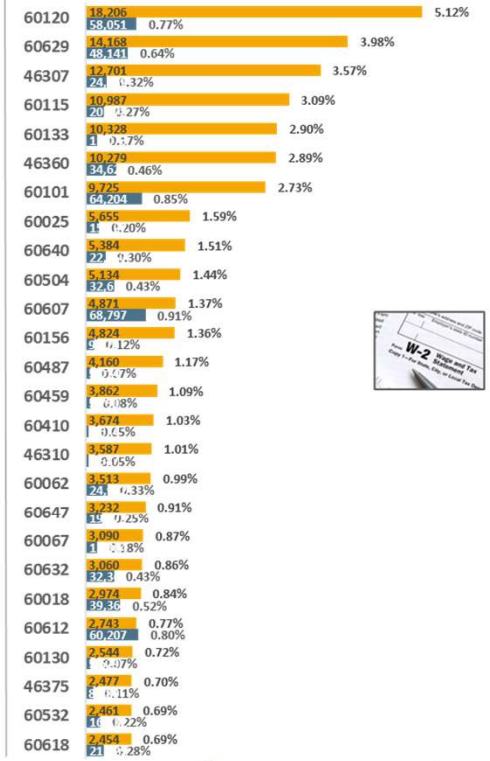
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



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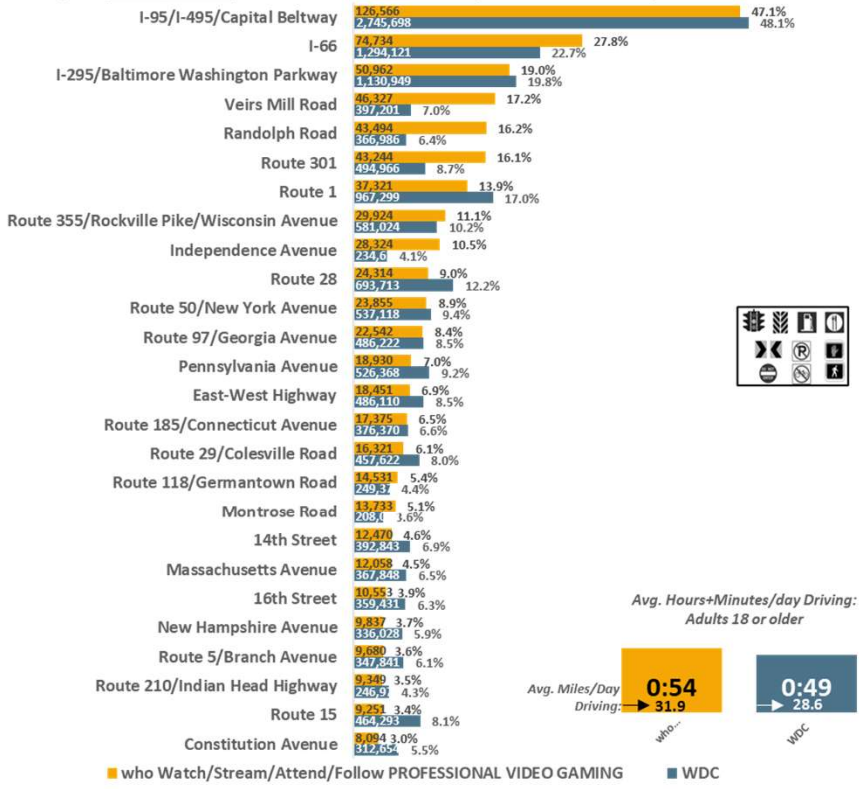
CHI DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 151

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(Sports watched on TV (broadcast or cable) past 12 months: eSports (professional video gaming) OR Sports streamed online past 12 months: eSports (professional video gaming) OR No. of eSports (pro video gaming) events attd past 12 months: 1 - 2 events OR No. of eSports (pro video gaming) events attd past 12 months: 3 - 9 events OR No. of eSports (pro video gaming) events attd past 12 months: 10+ events OR Sports followed on social media past 12 months: eSports (professional video gaming))

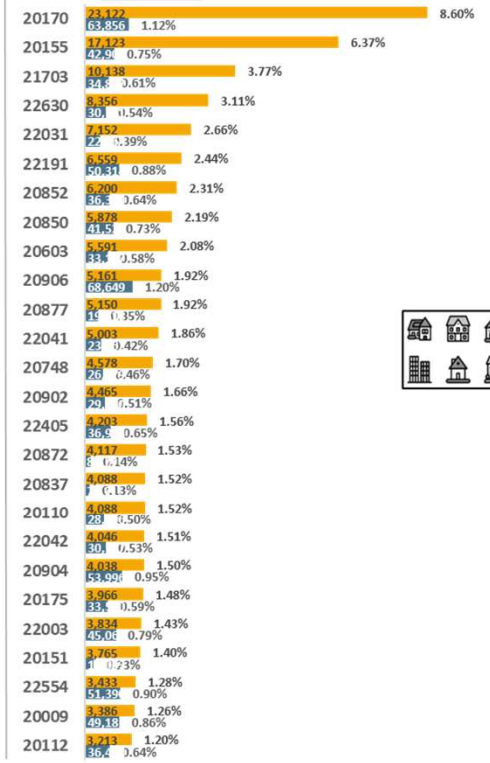
198,151 or 73.7% of Adults 18 or older who Watch/Stream/Attend/Follow PROFESSIONAL VIDEO GAMING spend an average of 54.8 minutes per day driving an average of 31.9 miles each day and are 156.2% more likely to use Independence Avenue than the Metro average

Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older

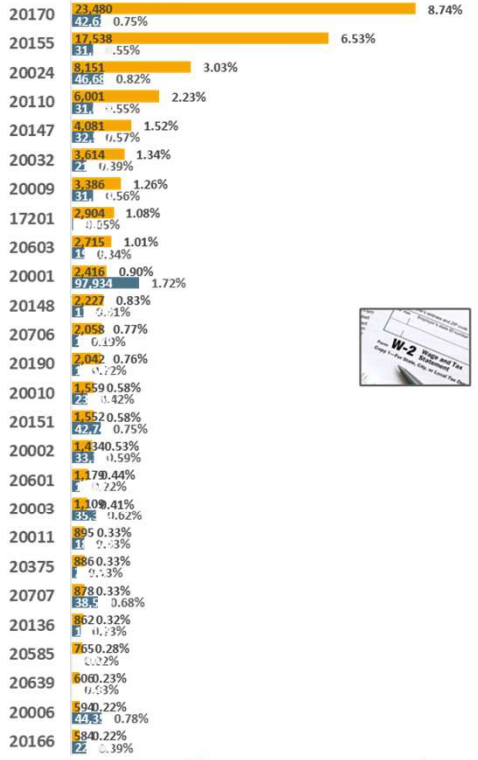


Avg. Hours+Minutes/day Driving: Adults 18 or older

Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



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WDC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 282

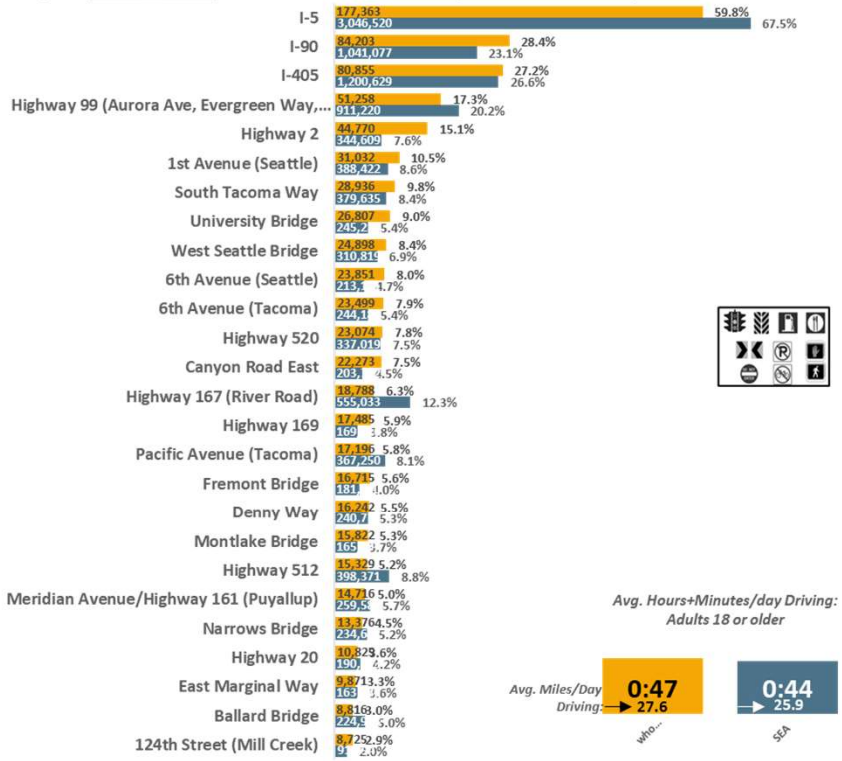
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(Sports watched on TV (broadcast or cable) past 12 months: eSports (professional video gaming) OR Sports streamed online past 12 months: eSports (professional video gaming) OR No. of eSports (pro video gaming) events attd past 12 months: 1 - 2 events OR No. of eSports (pro video gaming) events attd past 12 months: 3 - 9 events OR No. of eSports (pro video gaming) events attd past 12 months: 10+ events OR Sports followed on social media past 12 months: eSports (professional video gaming))

GGL GLOBAL GAMING LEAGUE SEA

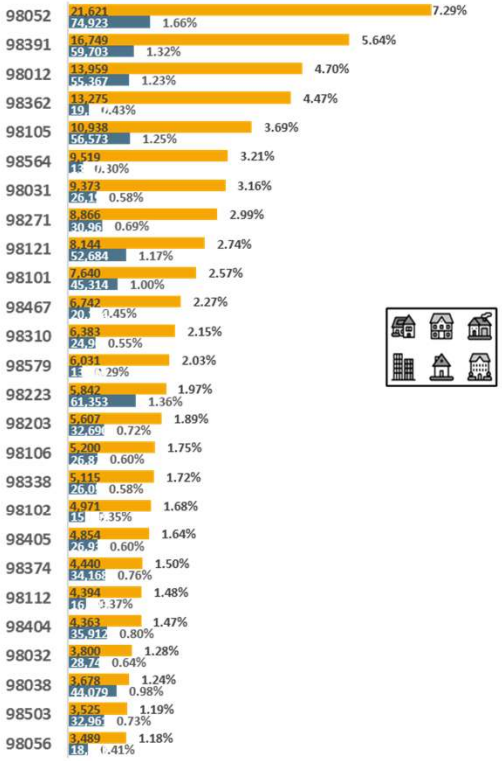
204,841 or 69.% of Adults 18 or older who Watch/Stream/Attend/Follow PROFESSIONAL VIDEO GAMING spend an average of 47.4 minutes per day driving an average of 27.6 miles each day and are 97.6% more likely to use Highway 2 than the Metro average.

Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older

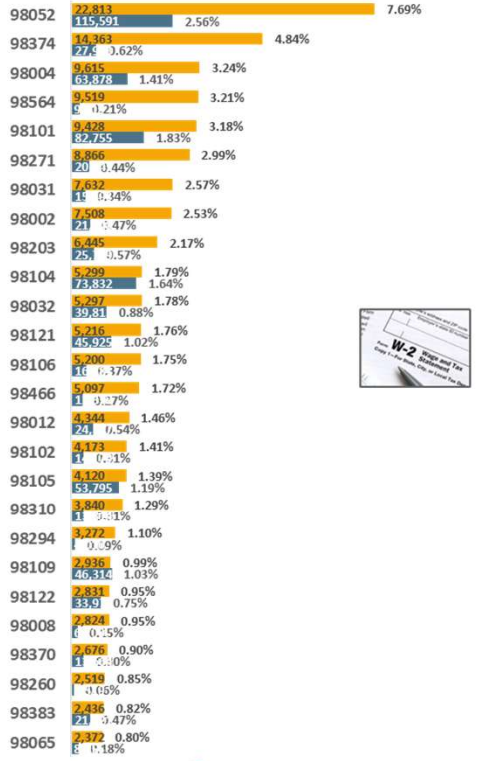


Avg. Hours+Minutes/day Driving: Adults 18 or older

Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



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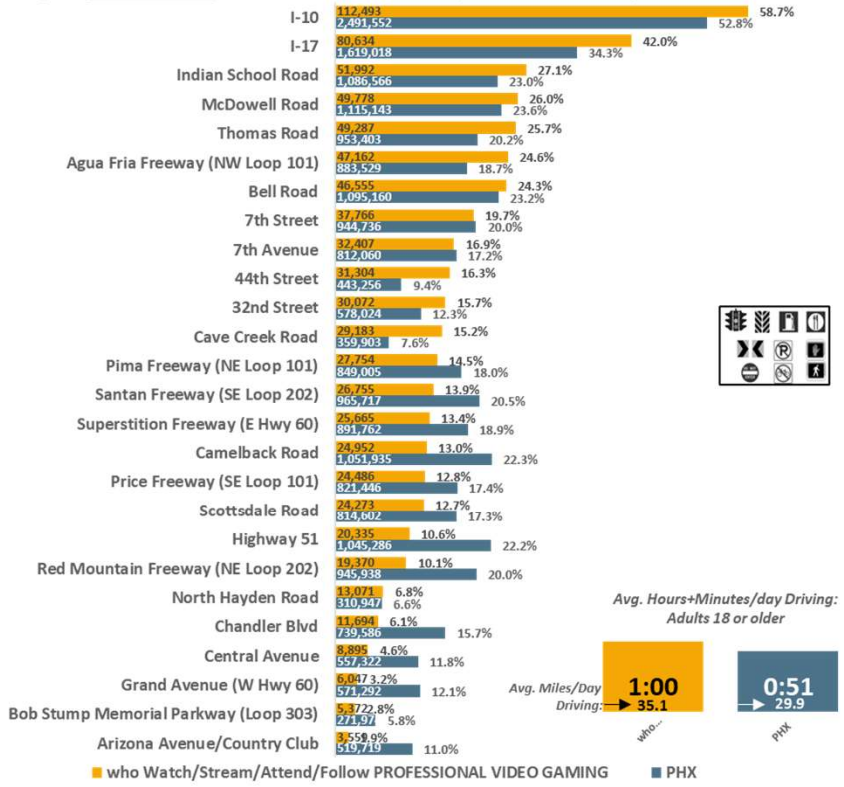
SEA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 194

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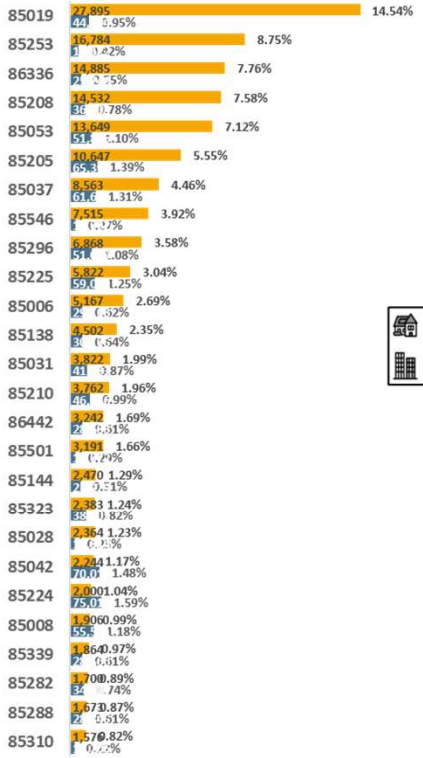
149,587 or 78.% of Adults 18 or older who Watch/Stream/Attend/Follow PROFESSIONAL VIDEO GAMING spend an average of 60.3 minutes per day driving an average of 35.1 miles each day and are 99.5% more likely to use Cave Creek Road than the Metro average.

Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



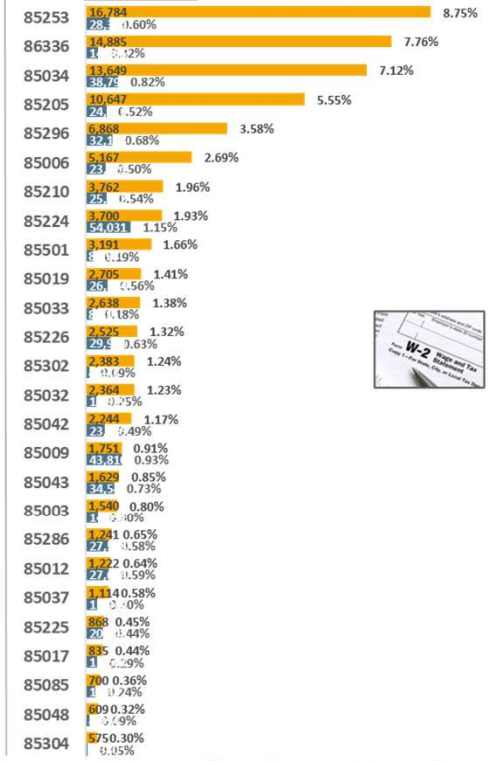
Avg. Hours+Minutes/day Driving: Adults 18 or older

Top-26 Residential Zip Codes: Adults 18 or older





Top-26 Employment Zip Codes: Adults 18 or older

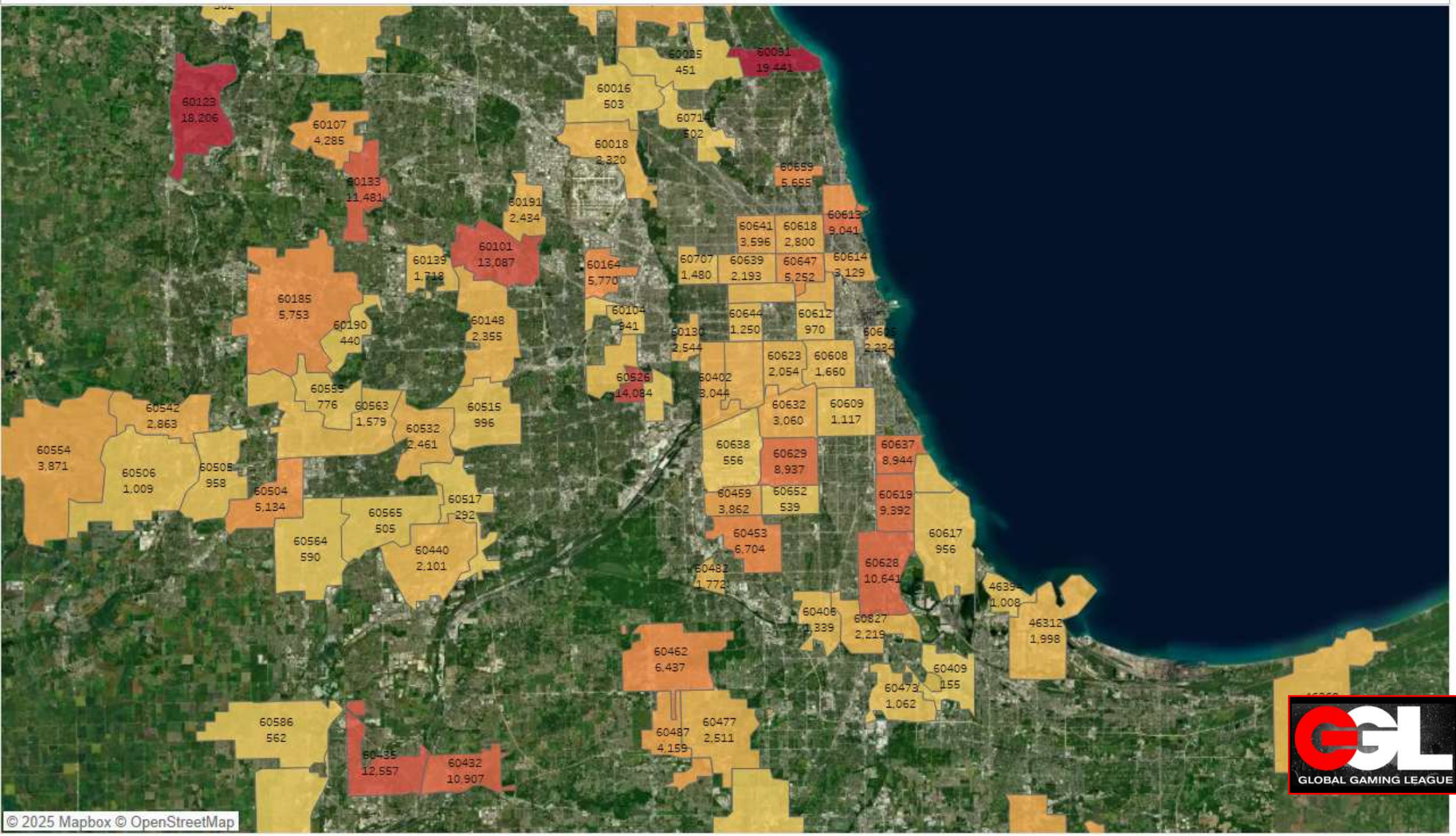


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PHX DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 85

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Top Residential Zip Codes: (Adults 18 or older who Watch/Stream/Attend/Follow PROFESSIONAL VIDEO GAMING)



GLOBAL GAMING LEAGUE CHI

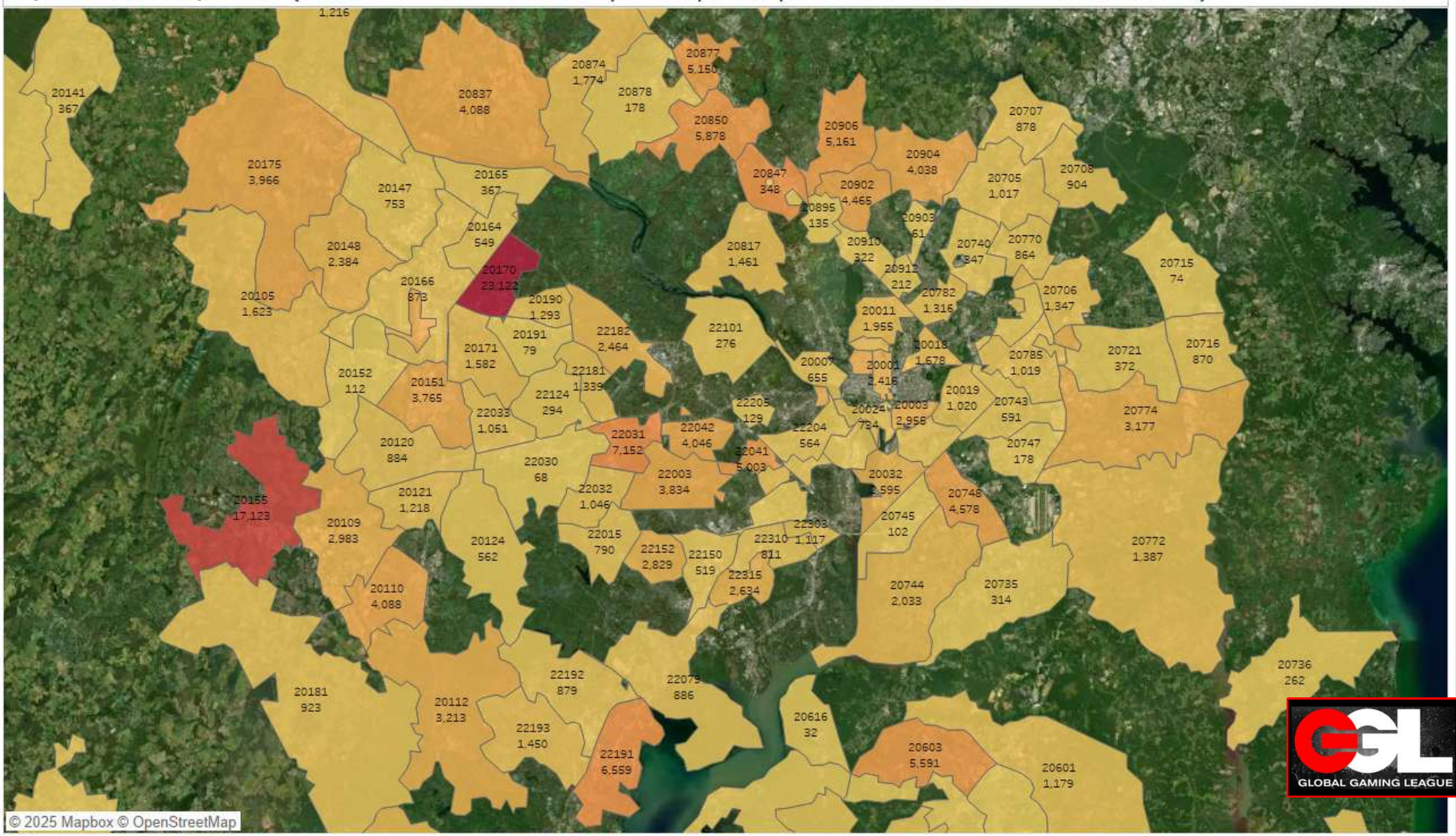
CHI DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 151

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Top Residential Zip Codes: (Adults 18 or older who Watch/Stream/Attend/Follow PROFESSIONAL VIDEO GAMING)



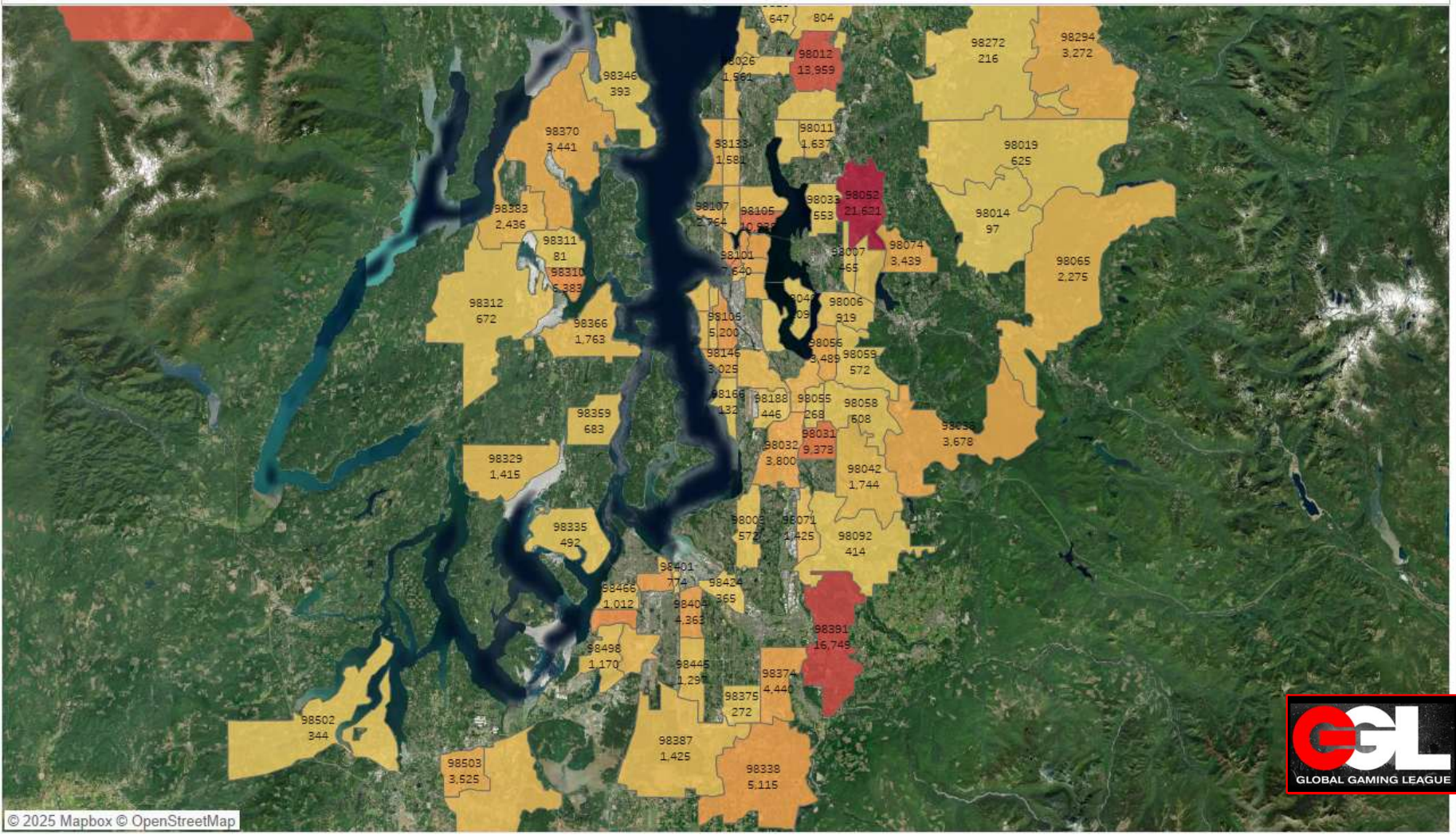
WDC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 282

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Top Residential Zip Codes: (Adults 18 or older who Watch/Stream/Attend/Follow PROFESSIONAL VIDEO GAMING)



GLOBAL GAMING LEAGUE SEA

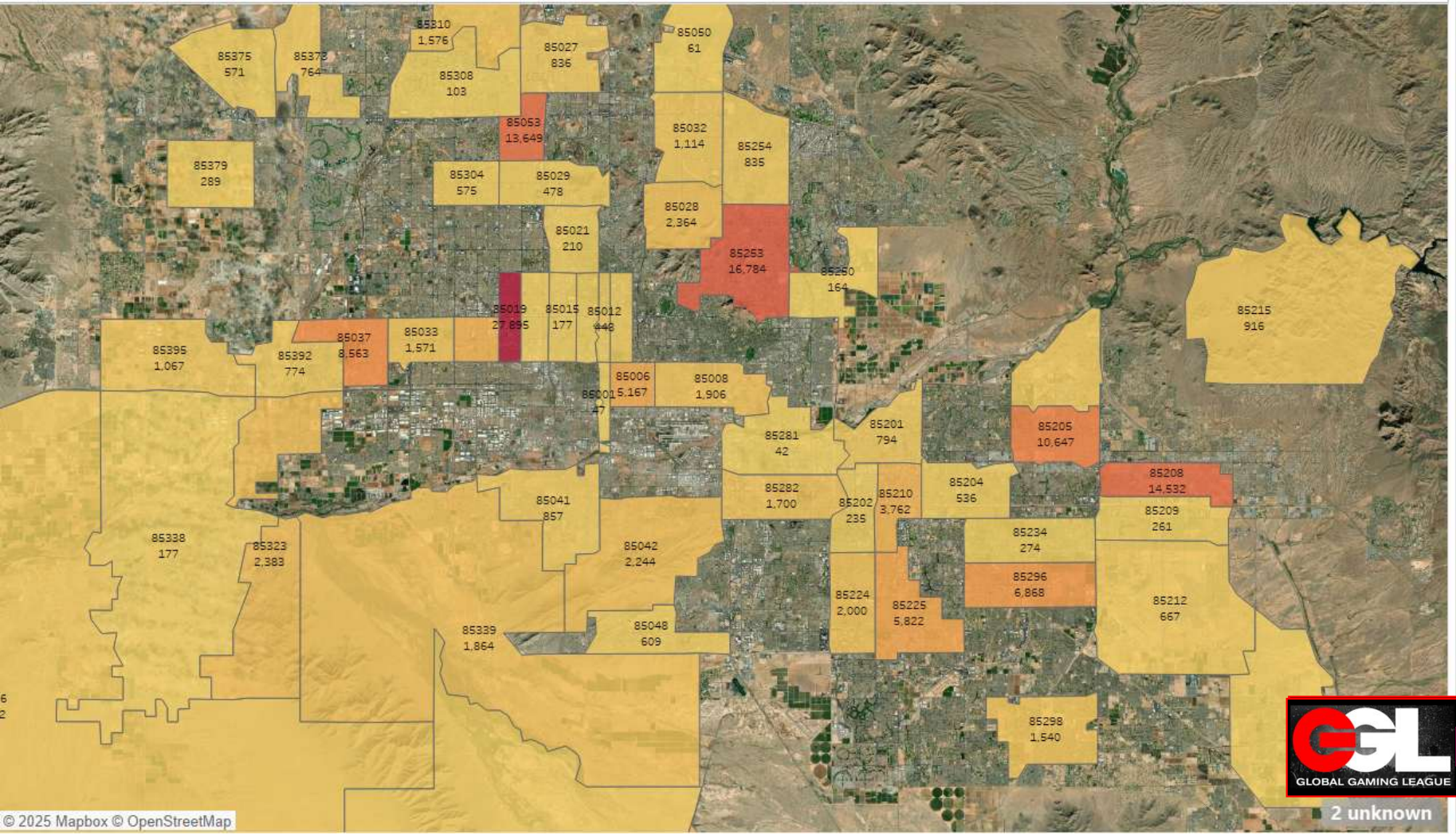
SEA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 194

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Top Residential Zip Codes: (Adults 18 or older who Watch/Stream/Attend/Follow PROFESSIONAL VIDEO GAMING)



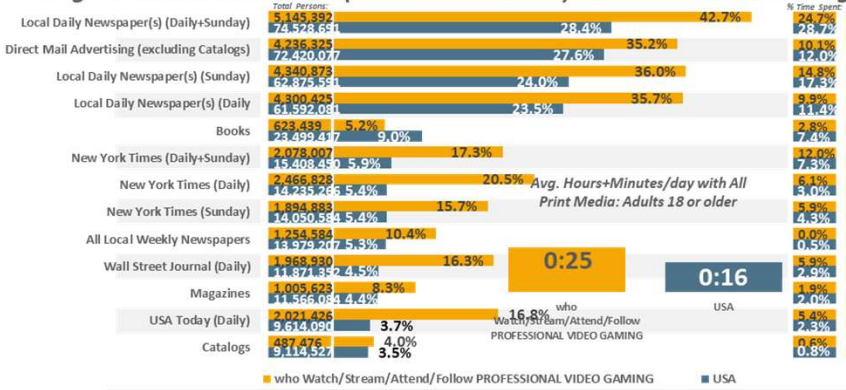
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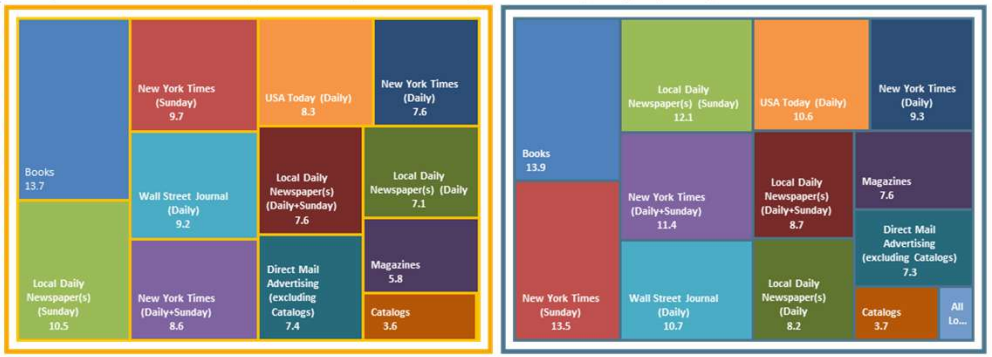
(Sports watched on TV (broadcast or cable) past 12 months: eSports (professional video gaming) OR Sports streamed online past 12 months: eSports (professional video gaming) OR No. of eSports (pro video gaming) events attd past 12 months: 1 - 2 events OR No. of eSports (pro video gaming) events attd past 12 months: 3 - 9 events OR No. of eSports (pro video gaming) events attd past 12 months: 10+ events OR Sports followed on social media past 12 months: eSports (professional video gaming))

5,145,392 or 42.7% of Adults 18 or older who Watch/Stream/Attend/Follow PROFESSIONAL VIDEO GAMING read Local Daily Newspaper(s) (Daily+Sunday) for an average of 7.6 minutes every day representing 25.4% of all time spent daily with All forms of Print Medi

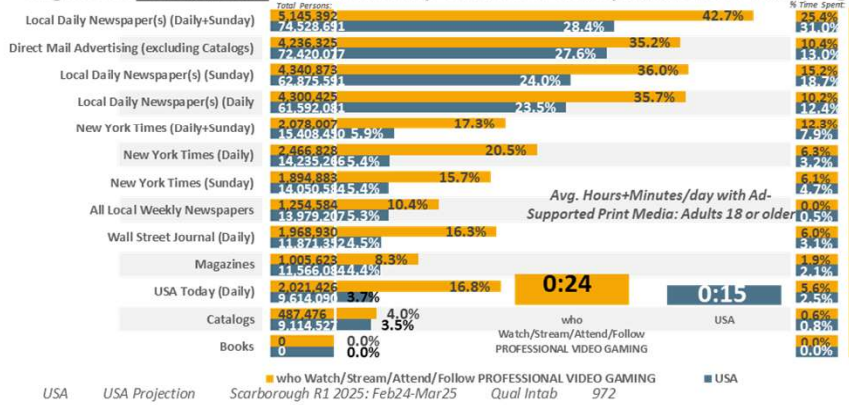
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older



Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



USA USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 972

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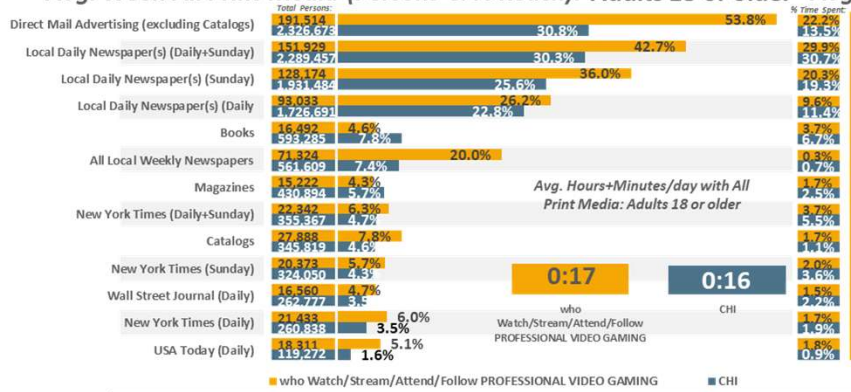
USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 24,890

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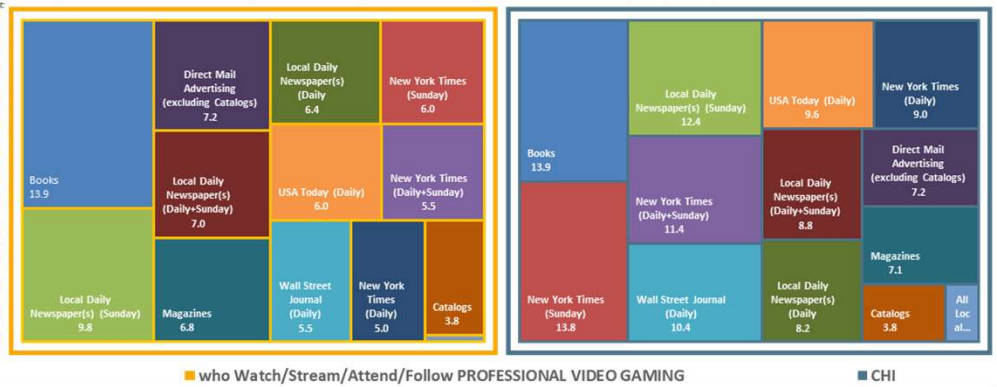
(Sports watched on TV (broadcast or cable) past 12 months: eSports (professional video gaming) OR Sports streamed online past 12 months: eSports (professional video gaming) OR No. of eSports (pro video gaming) events attd past 12 months: 1 - 2 events OR No. of eSports (pro video gaming) events attd past 12 months: 3 - 9 events OR No. of eSports (pro video gaming) events attd past 12 months: 10+ events OR Sports followed on social media past 12 months: eSports (professional video gaming))

151,929 or 42.7% of Adults 18 or older who Watch/Stream/Attend/Follow PROFESSIONAL VIDEO GAMING read Local Daily Newspaper(s) (Daily+Sunday) for an average of 7. minutes every day representing 31.1% of all time spent daily with All forms of Print Media.

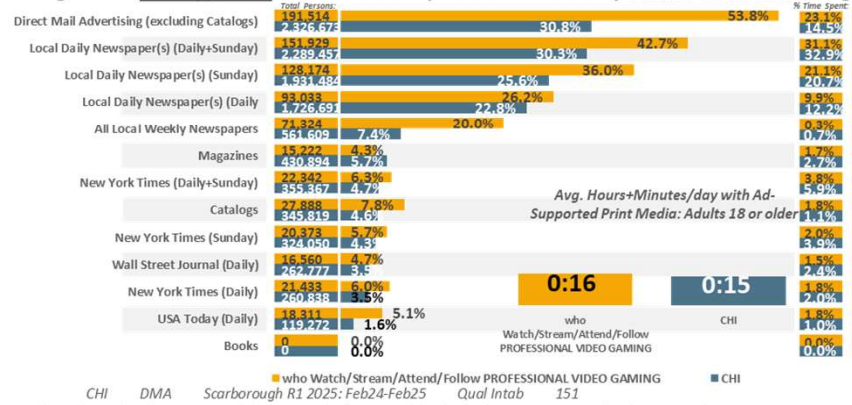
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



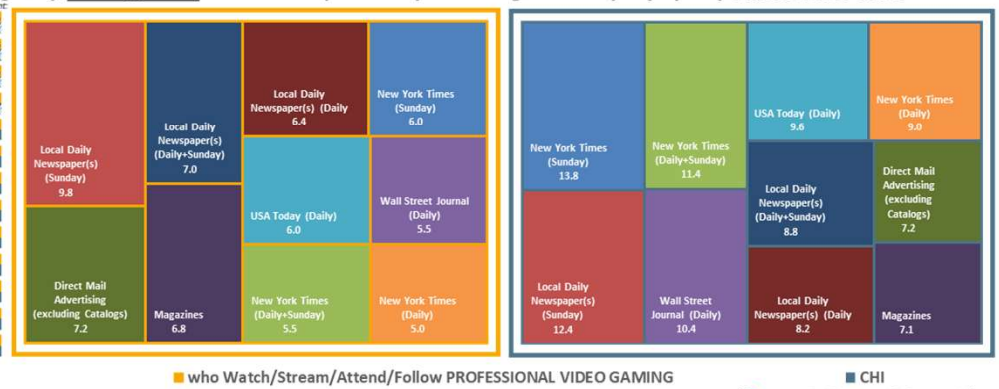
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older



Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



CHI DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 151

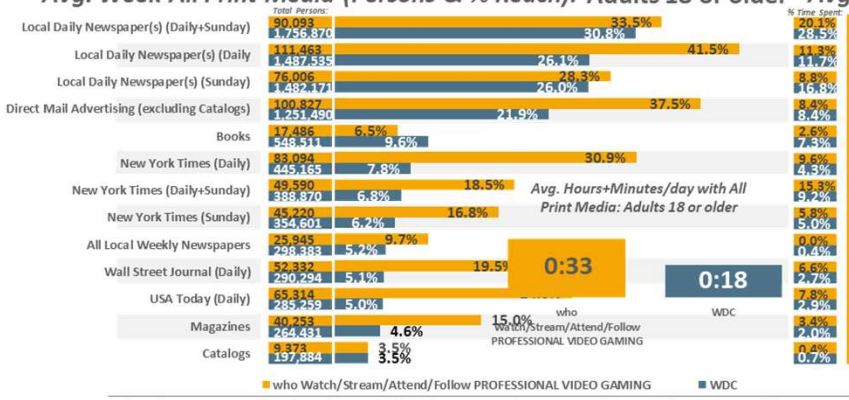
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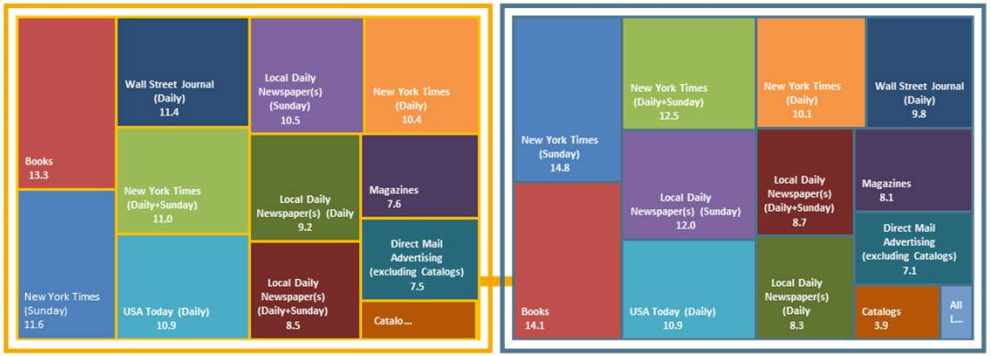
(Sports watched on TV (broadcast or cable) past 12 months: eSports (professional video gaming) OR Sports streamed online past 12 months: eSports (professional video gaming) OR No. of eSports (pro video gaming) events attd past 12 months: 1 - 2 events OR No. of eSports (pro video gaming) events attd past 12 months: 3 - 9 events OR No. of eSports (pro video gaming) events attd past 12 months: 10+ events OR Sports followed on social media past 12 months: eSports (professional video gaming))

90,093 or 33.5% of Adults 18 or older who Watch/Stream/Attend/Follow PROFESSIONAL VIDEO GAMING read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.5 minutes every day representing 20.6% of all time spent daily with All forms of Print Media.

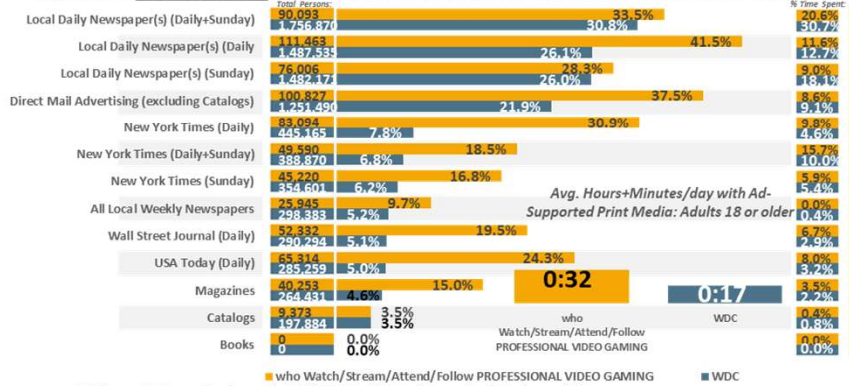
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older



Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



WDC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 282

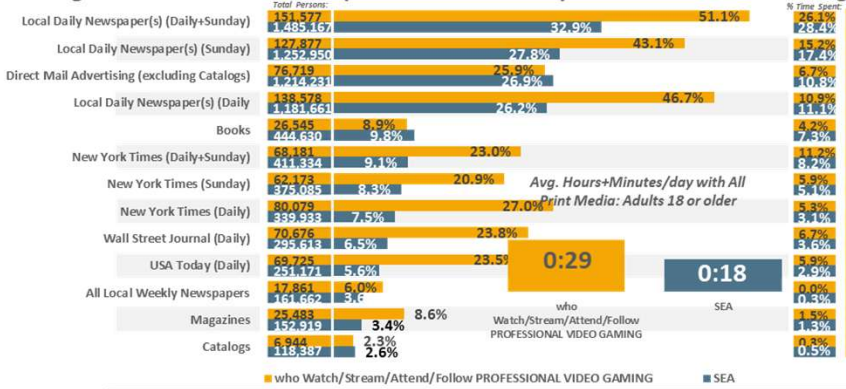
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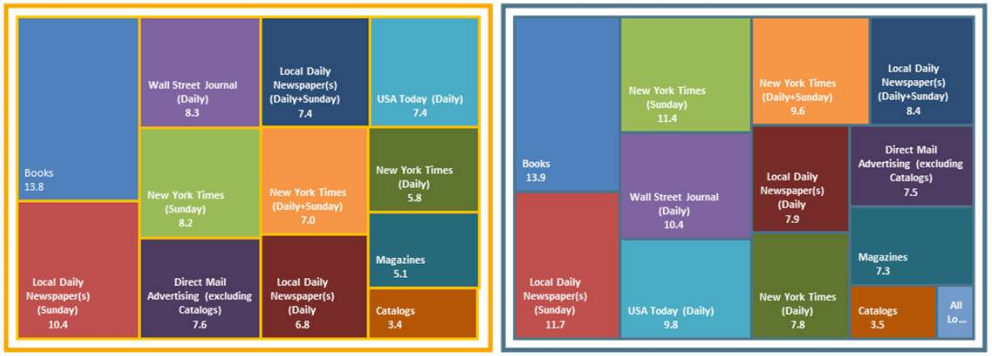
(Sports watched on TV (broadcast or cable) past 12 months: eSports (professional video gaming) OR Sports streamed online past 12 months: eSports (professional video gaming) OR No. of eSports (pro video gaming) events attd past 12 months: 1 - 2 events OR No. of eSports (pro video gaming) events attd past 12 months: 3 - 9 events OR No. of eSports (pro video gaming) events attd past 12 months: 10+ events OR Sports followed on social media past 12 months: eSports (professional video gaming))

151,577 or 51.1% of Adults 18 or older who Watch/Stream/Attend/Follow PROFESSIONAL VIDEO GAMING read Local Daily Newspaper(s) (Daily+Sunday) for an average of 7.4 minutes every day representing 27.3% of all time spent daily with All forms of Print Media.

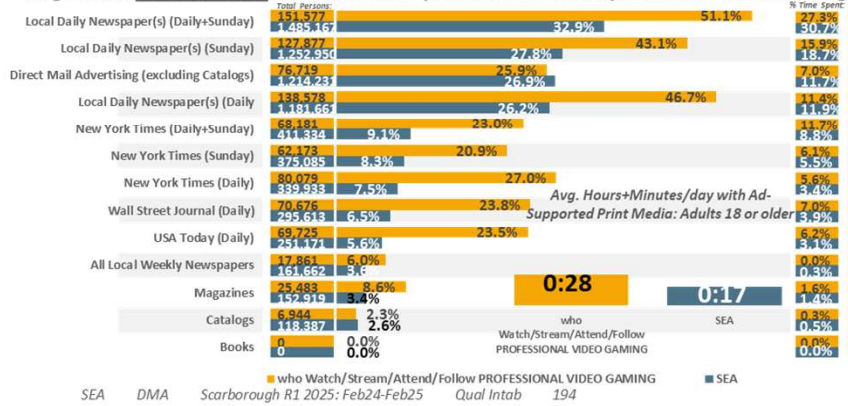
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



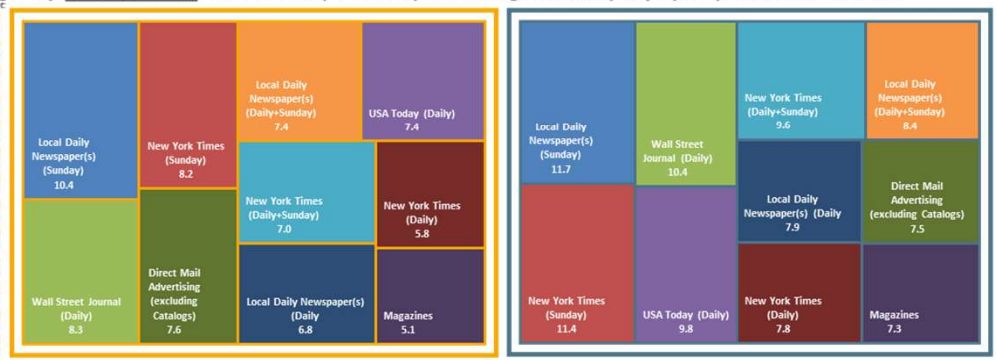
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older



Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



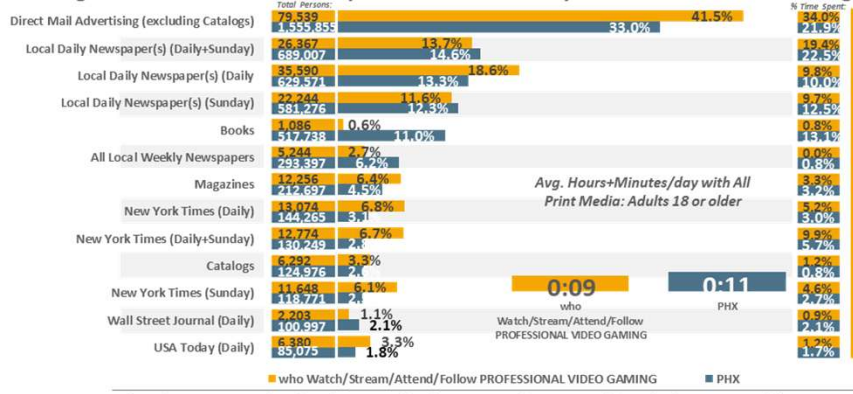
SEA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 194

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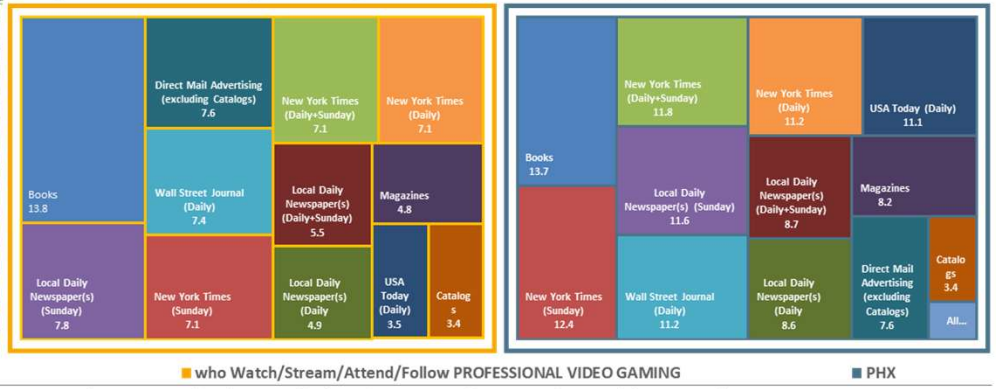
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79,539 or 41.5% of Adults 18 or older who Watch/Stream/Attend/Follow PROFESSIONAL VIDEO GAMING read Direct Mail Advertising (excluding Catalogs) for an average of 7.6 minutes every day representing 34.2% of all time spent daily with All forms of Print Me

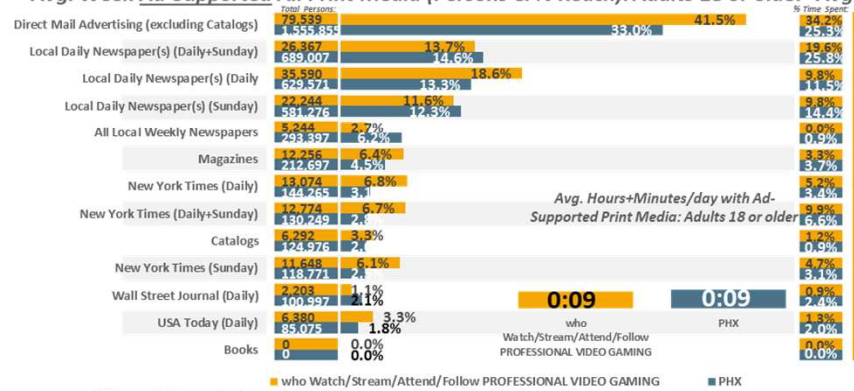
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



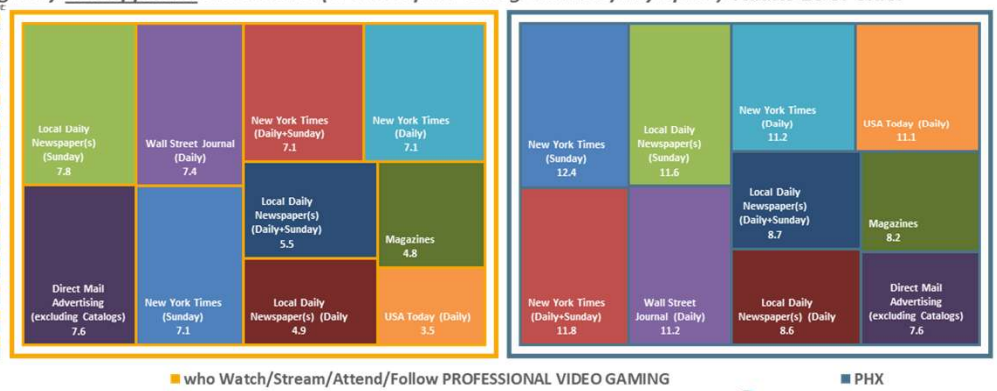
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older



Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



PHX DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 85

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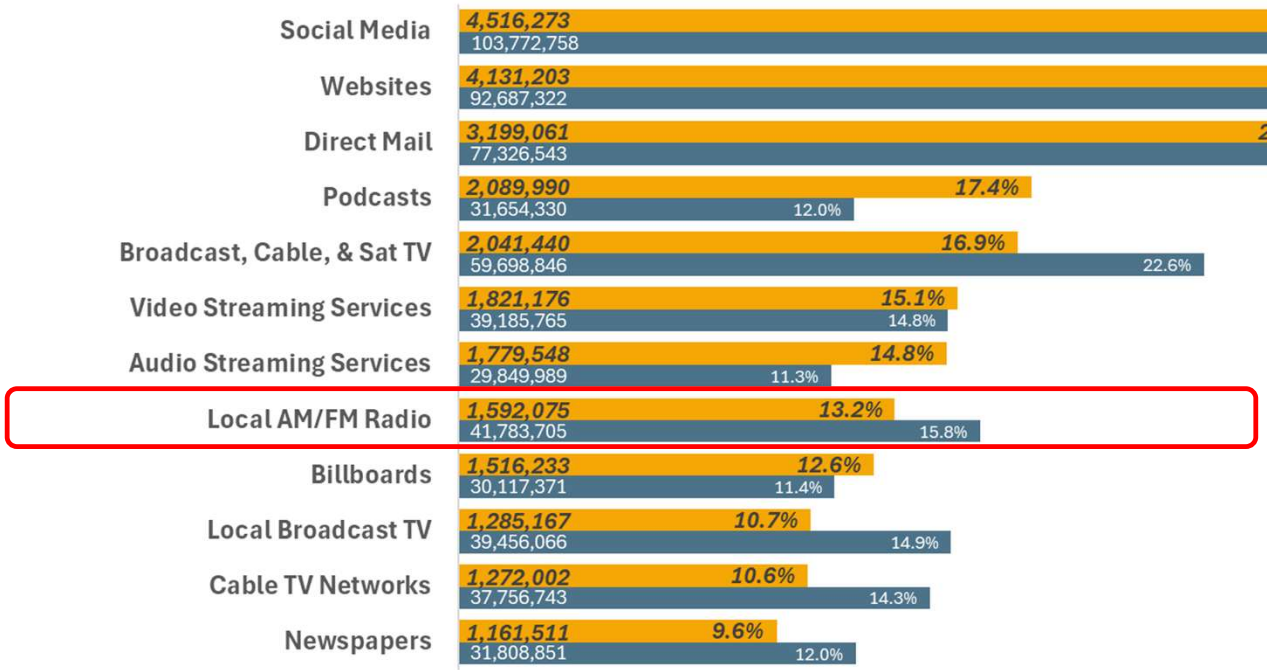
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(Sports watched on TV (broadcast or cable) past 12 months: eSports (professional video gaming) OR Sports streamed online past 12 months: eSports (professional video gaming) OR No. of eSports (pro video gaming) events attd past 12 months: 1 - 2 events OR No. of eSports (pro video gaming) events attd past 12 months: 3 - 9 events OR No. of eSports (pro video gaming) events attd past 12 months: 10+ events OR Sports followed on social media past 12 months: eSports (professional video gaming))

GLOBAL GAMING LEAGUE USA

"Advertising Actions"

P18+ who Watch/Stream/Attend/Follow PROFESSIONAL VIDEO GAMING (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

13.2% of USA DMA P18+ who Watch/Stream/Attend/Follow PROFESSIONAL VIDEO GAMING Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -16% Below the USA DMA Market Average of 15.8%.

USA

USA DMA Scarborough R1 2025: Feb24-Mar25 Qual Intab: 972

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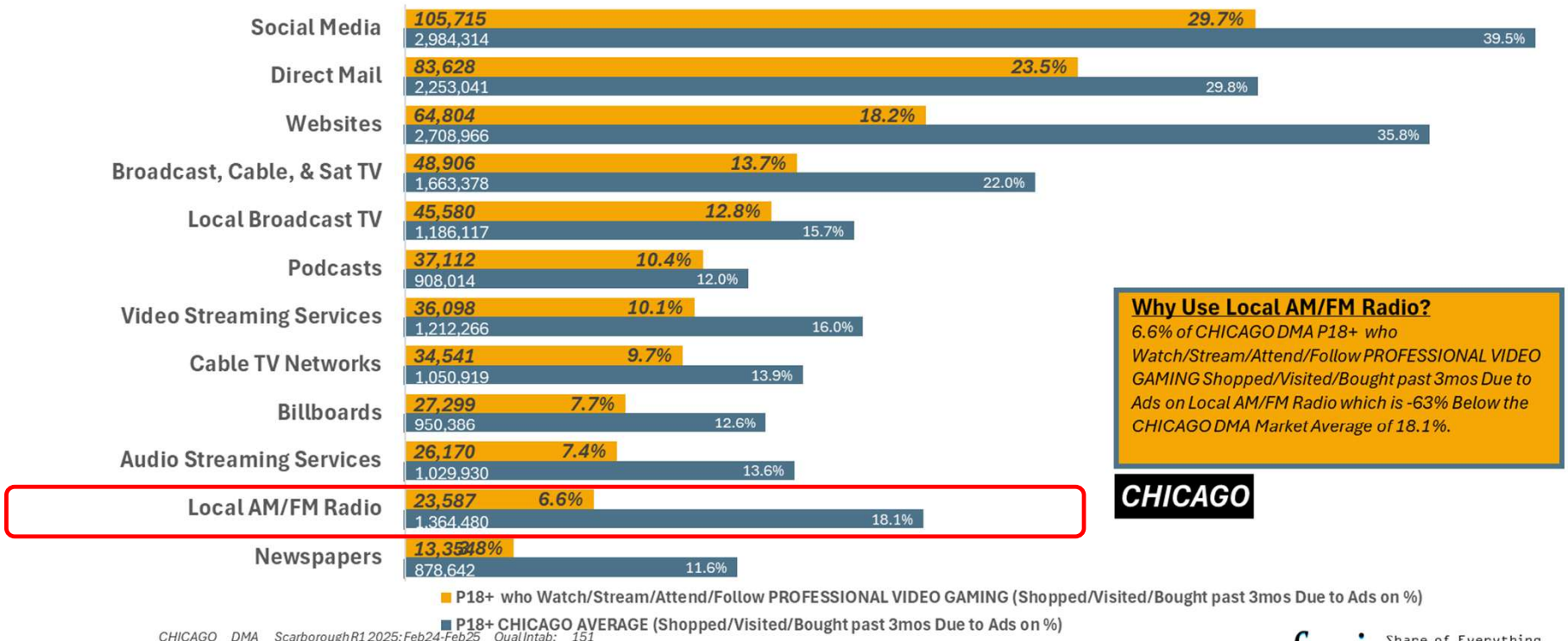
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(Sports watched on TV (broadcast or cable) past 12 months: eSports (professional video gaming) OR Sports streamed online past 12 months: eSports (professional video gaming) OR No. of eSports (pro video gaming) events attd past 12 months: 1 - 2 events OR No. of eSports (pro video gaming) events attd past 12 months: 3 - 9 events OR No. of eSports (pro video gaming) events attd past 12 months: 10+ events OR Sports followed on social media past 12 months: eSports (professional video gaming))

GLOBAL GAMING LEAGUE CHI

"Advertising Actions"

P18+ who Watch/Stream/Attend/Follow PROFESSIONAL VIDEO GAMING (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

6.6% of CHICAGO DMA P18+ who Watch/Stream/Attend/Follow PROFESSIONAL VIDEO GAMING Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -63% Below the CHICAGO DMA Market Average of 18.1%.

CHICAGO

CHICAGO DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab: 151

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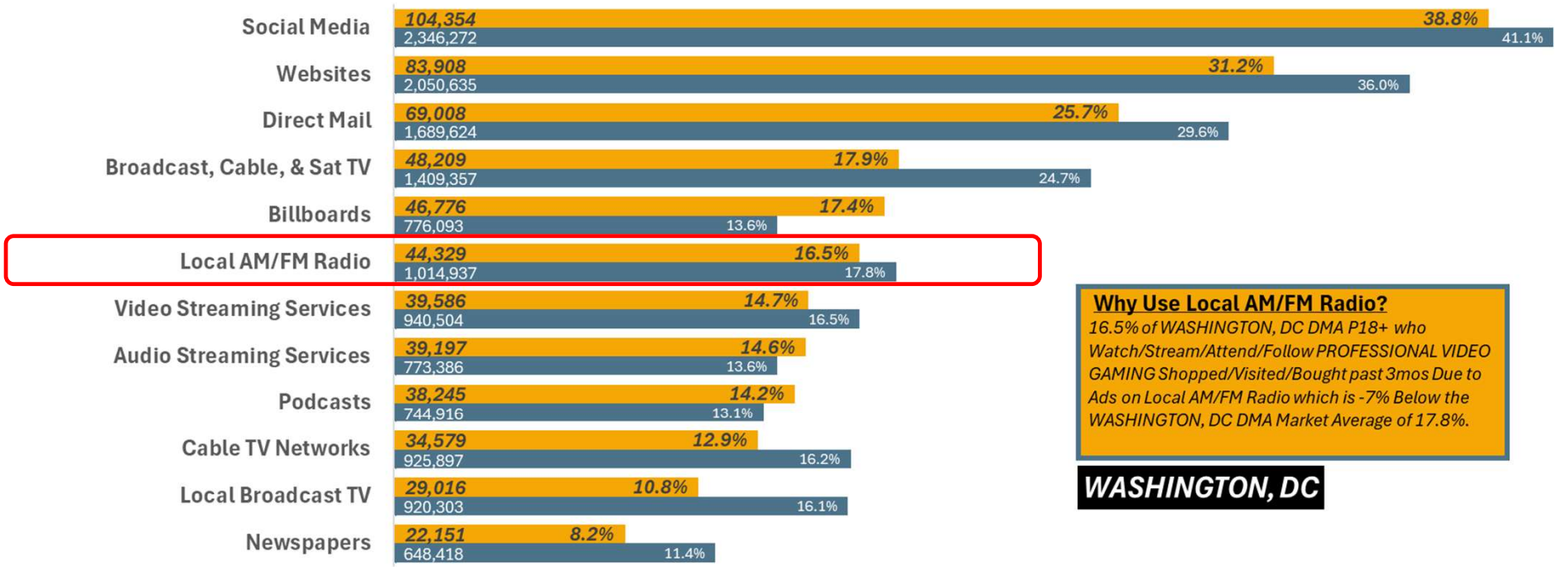
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(Sports watched on TV (broadcast or cable) past 12 months: eSports (professional video gaming) OR Sports streamed online past 12 months: eSports (professional video gaming) OR No. of eSports (pro video gaming) events attd past 12 months: 1 - 2 events OR No. of eSports (pro video gaming) events attd past 12 months: 3 - 9 events OR No. of eSports (pro video gaming) events attd past 12 months: 10+ events OR Sports followed on social media past 12 months: eSports (professional video gaming))

GLOBAL GAMING LEAGUE WDC

"Advertising Actions"

P18+ who Watch/Stream/Attend/Follow PROFESSIONAL VIDEO GAMING (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

16.5% of WASHINGTON, DC DMA P18+ who Watch/Stream/Attend/Follow PROFESSIONAL VIDEO GAMING Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -7% Below the WASHINGTON, DC DMA Market Average of 17.8%.

WASHINGTON, DC

WASHINGTON, DC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab: 282

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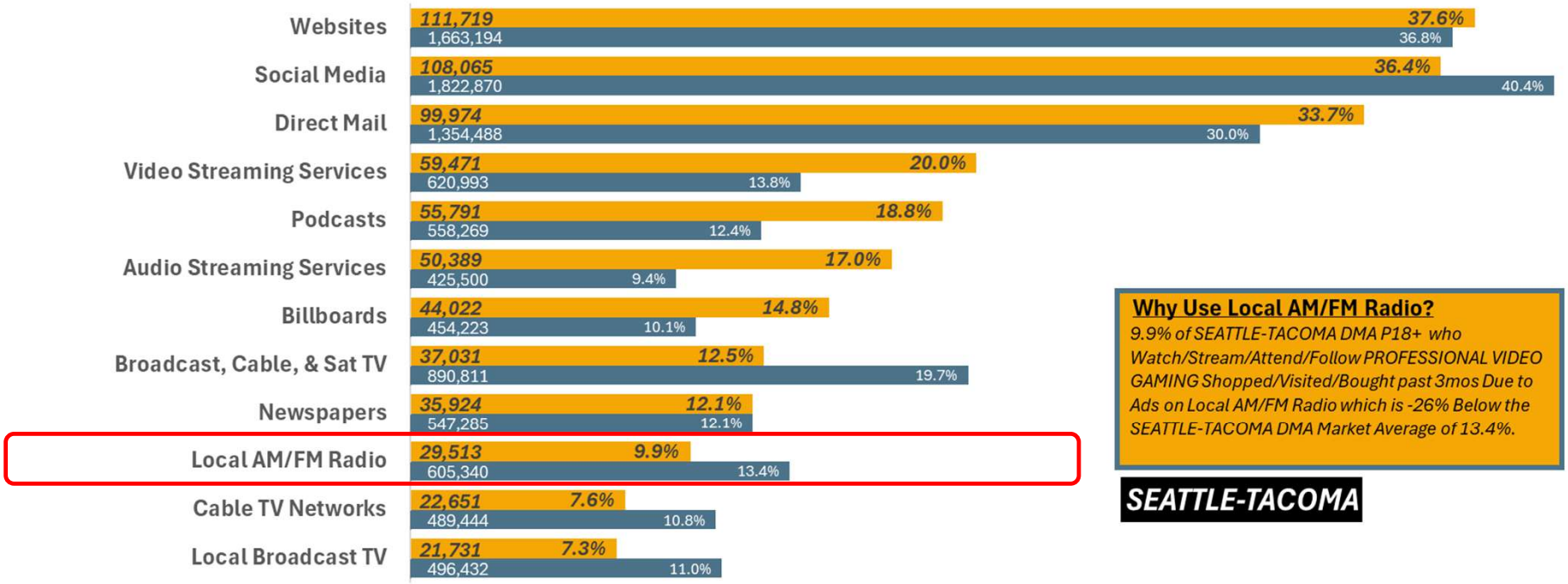
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(Sports watched on TV (broadcast or cable) past 12 months: eSports (professional video gaming) OR Sports streamed online past 12 months: eSports (professional video gaming) OR No. of eSports (pro video gaming) events attd past 12 months: 1 - 2 events OR No. of eSports (pro video gaming) events attd past 12 months: 3 - 9 events OR No. of eSports (pro video gaming) events attd past 12 months: 10+ events OR Sports followed on social media past 12 months: eSports (professional video gaming))

GLOBAL GAMING LEAGUE SEA

"Advertising Actions"

P18+ who Watch/Stream/Attend/Follow PROFESSIONAL VIDEO GAMING (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

9.9% of SEATTLE-TACOMA DMA P18+ who Watch/Stream/Attend/Follow PROFESSIONAL VIDEO GAMING Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -26% Below the SEATTLE-TACOMA DMA Market Average of 13.4%.

SEATTLE-TACOMA

SEATTLE-TACOMA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab: 194

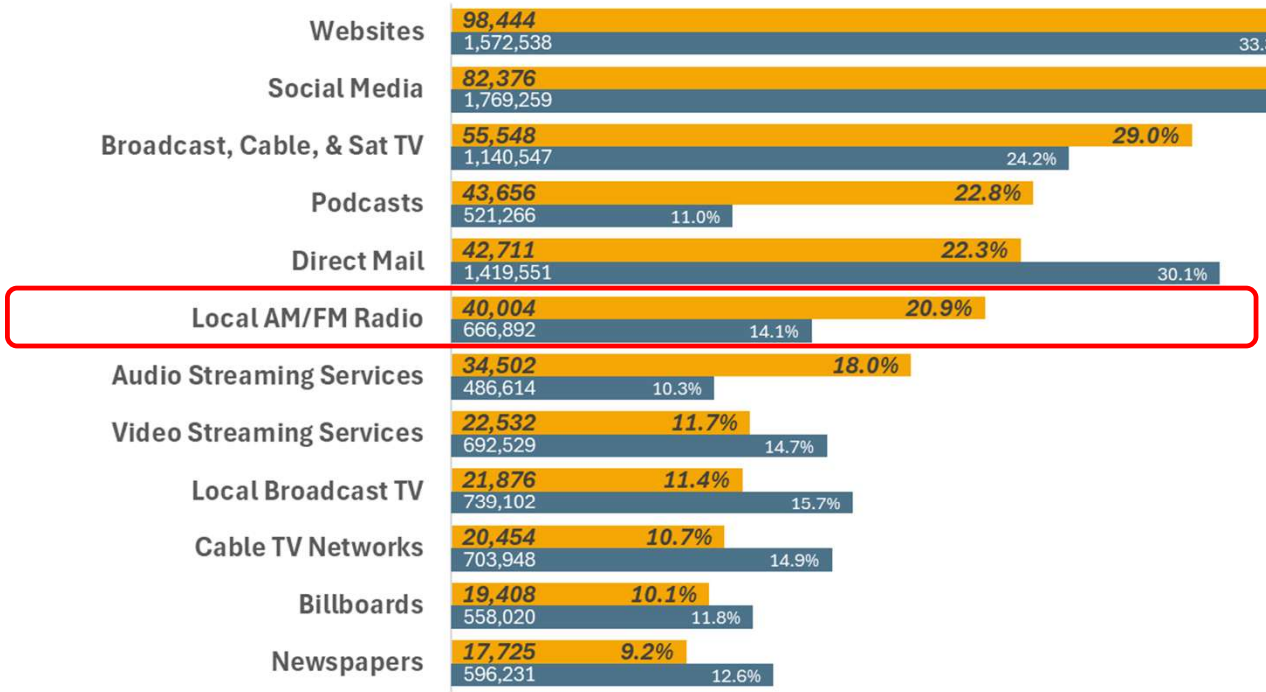
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GLOBAL GAMING LEAGUE PHX

"Advertising Actions"

P18+ who Watch/Stream/Attend/Follow PROFESSIONAL VIDEO GAMING (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

20.9% of PHOENIX DMA P18+ who Watch/Stream/Attend/Follow PROFESSIONAL VIDEO GAMING Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 48% Above the PHOENIX DMA Market Average of 14.1%.

PHOENIX

PHOENIX DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab: 85

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