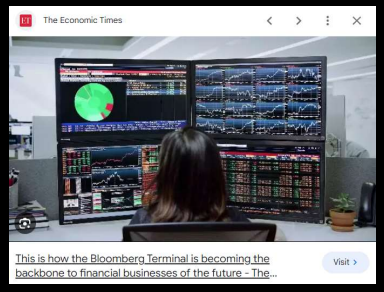
USA+4 MORE DMAs - P18+ Viewers of Dick Clark's NEW YEAR'S ROCKIN' EVE with Ryan Seacrest!

Complete Demographic & Media Use Profiles



Complete Demographic, Psychographic, and Total Media Usage Profiles of USA, MINNEAPOLIS-ST. PAUL, ST. LOUIS, CINCINNATI, and WEST PALM BEACH DMA P18+ "Special TV programs watched past 12 months: Dick Clark's New Year's Rockin' Eve with Ryan Seacrest" as of April 2024!





P18+

MINNEAPOLIS-ST. PAUL

ST. LOUIS

CINCINNATI

WEST PALM BEACH

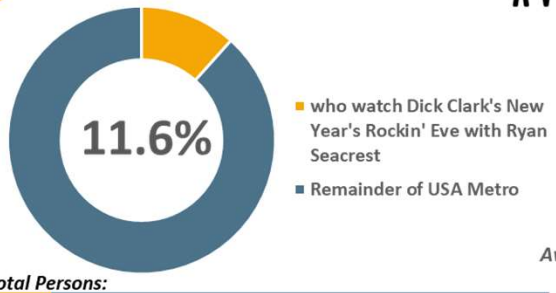
And, Yes! You ARE Smart Enough to Read a Bloomberg Terminal. So get ready to Learn!

Special TV programs watched past 12 months: Dick Clark's New Year's Rockin' Eve with Ryan Seacrest

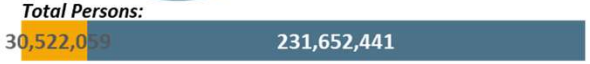


11.6% or 30,522,059 of USA Adults 18 or older watch Dick Clark's New Year's Rockin' Eve with Ryan Seacrest. Typical Adults 18 or older who watch Dick Clark's New Year's Rockin' Eve with Ryan Seacrest are 53.9 years old (10.2% older than average) and have a $95,348 (6.3% higher than average) annual household income.

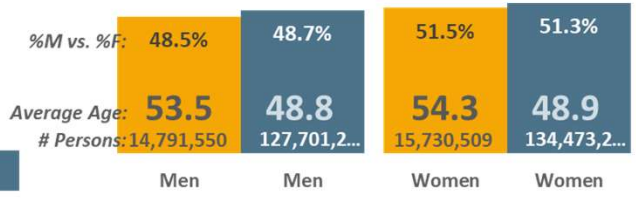
Percent of Market: Adults 18 or older



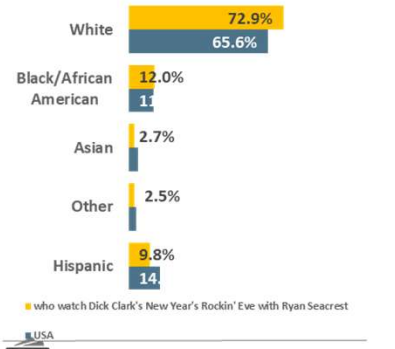
Total Persons:



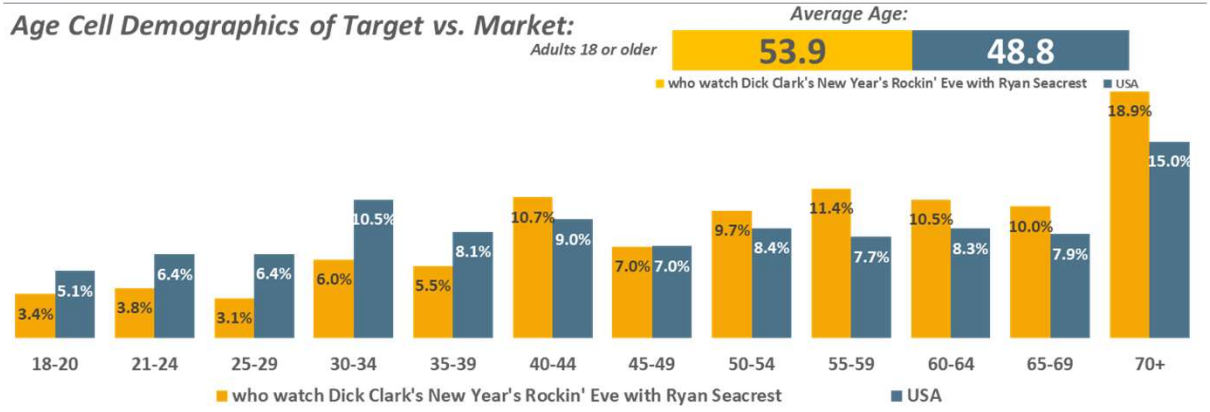
Gender of Target vs. Market: Adults 18 or older



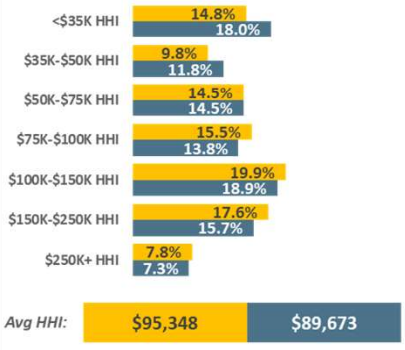
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



Avg HHI:

USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 2,940

All Graphs and HBIAI Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

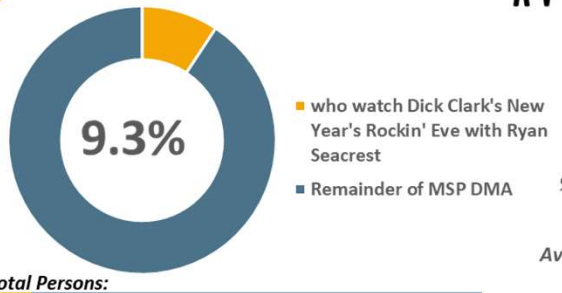
USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 23,333

Special TV programs watched past 12 months: Dick Clark's New Year's Rockin' Eve with Ryan Seacrest

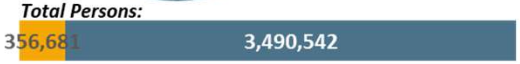


9.3% or 356,681 of MSP DMA Adults 18 or older watch Dick Clark's New Year's Rockin' Eve with Ryan Seacrest. Typical Adults 18 or older who watch Dick Clark's New Year's Rockin' Eve with Ryan Seacrest are 48.1 years old (1.3% younger than average) and have a $124,616 (17.% higher than average) annual household income.

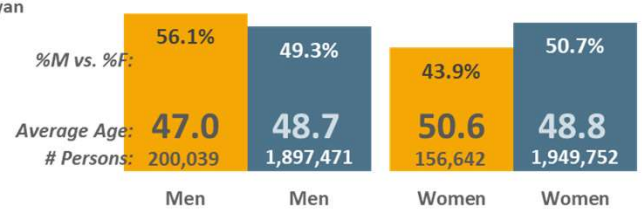
Percent of Market: Adults 18 or older



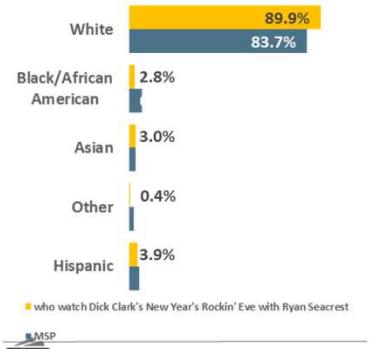
Total Persons:



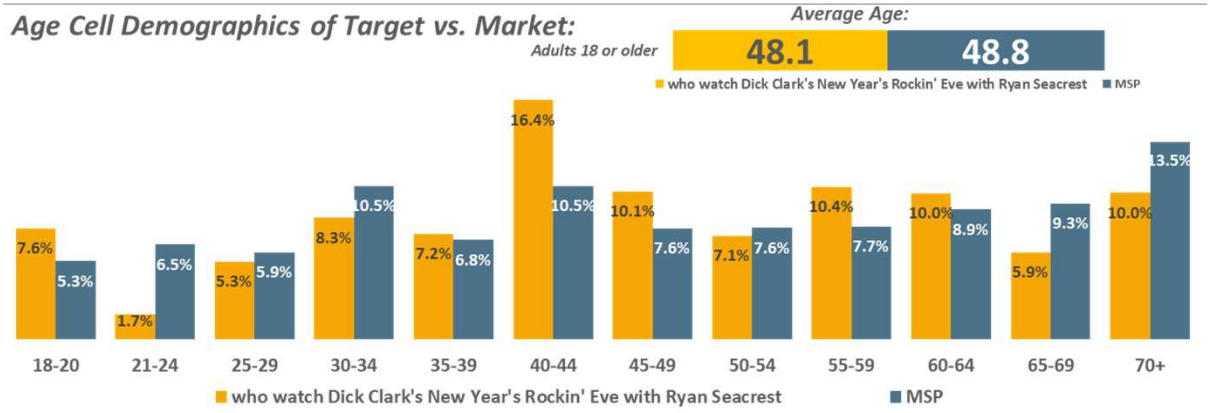
Gender of Target vs. Market: Adults 18 or older



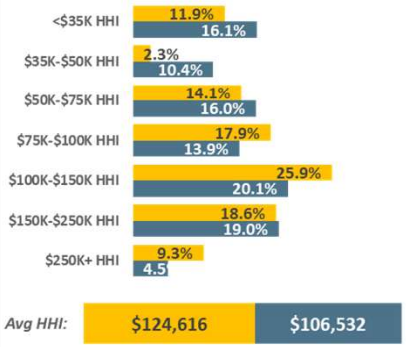
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



Avg HHI: $124,616 | $106,532

MSP DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 154

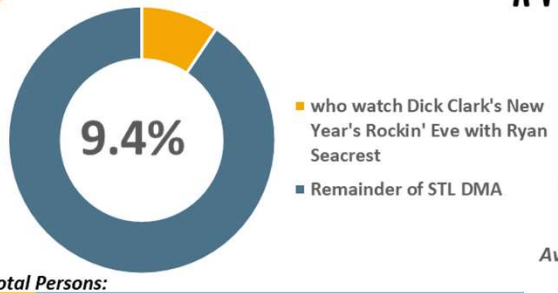
All Graphs and HBIAI Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

Special TV programs watched past 12 months: Dick Clark's New Year's Rockin' Eve with Ryan Seacrest



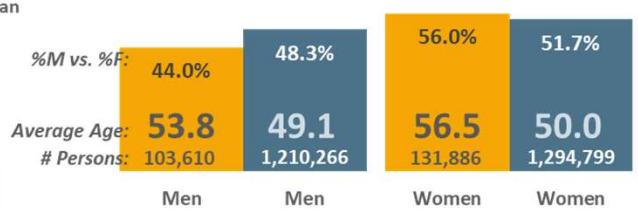
9.4% or 235,496 of STL DMA Adults 18 or older watch Dick Clark's New Year's Rockin' Eve with Ryan Seacrest. Typical Adults 18 or older who watch Dick Clark's New Year's Rockin' Eve with Ryan Seacrest are 55.1 years old (11.2% older than average) and have a $116,875 (23.5% higher than average) annual household income.

Percent of Market: Adults 18 or older

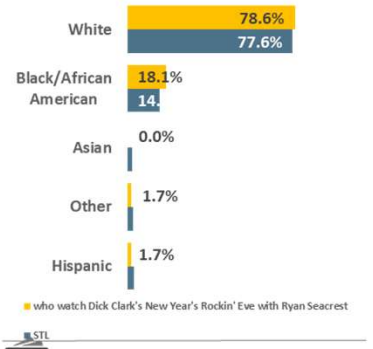




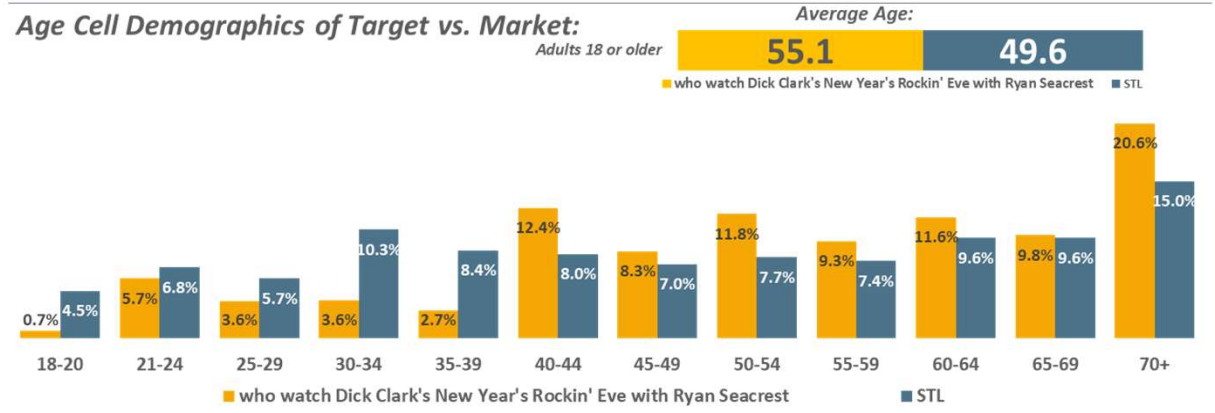
Gender of Target vs. Market: Adults 18 or older



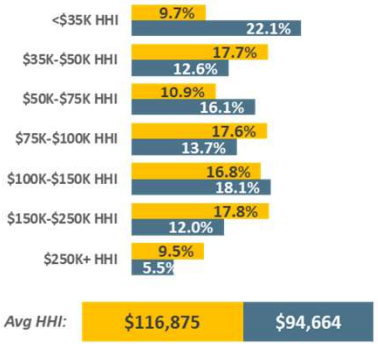
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



STL DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 191

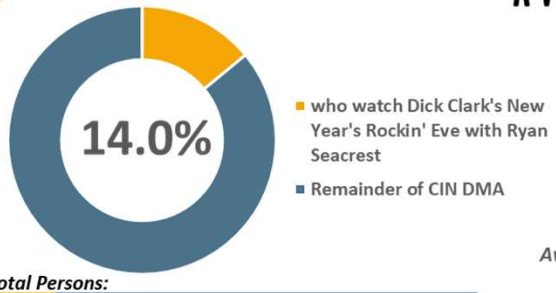
All Graphs and HBIAI Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

Special TV programs watched past 12 months: Dick Clark's New Year's Rockin' Eve with Ryan Seacrest



14.% or 267,393 of CIN DMA Adults 18 or older watch Dick Clark's New Year's Rockin' Eve with Ryan Seacrest. Typical Adults 18 or older who watch Dick Clark's New Year's Rockin' Eve with Ryan Seacrest are 52.1 years old (6.7% older than average) and have a $101,723 (7.4% higher than average) annual household income.

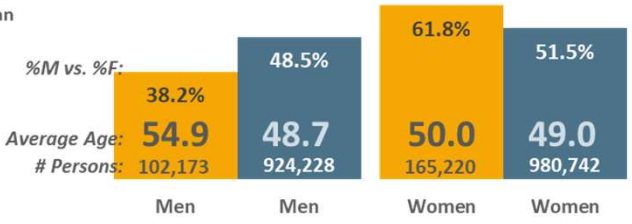
Percent of Market: Adults 18 or older



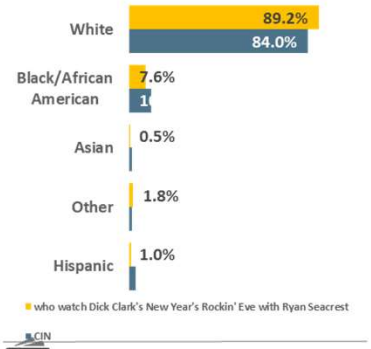
Total Persons:



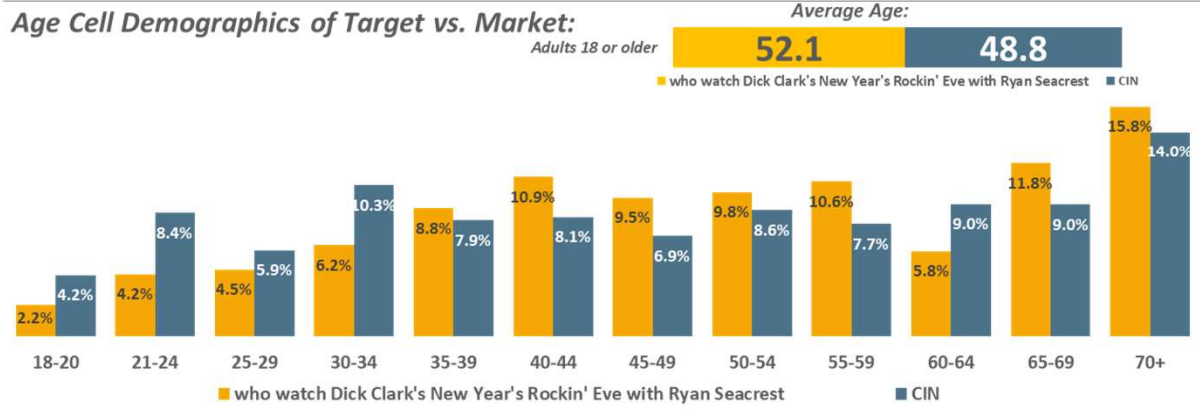
Gender of Target vs. Market: Adults 18 or older



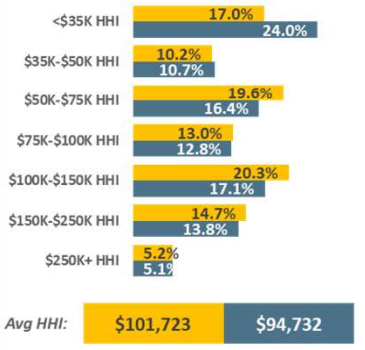
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



Avg HHI: $101,723 $94,732

CIN DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 296

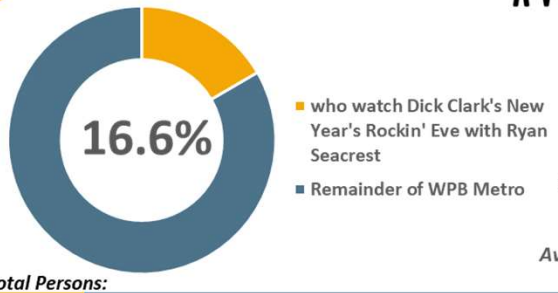
All Graphs and HBIAI Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

Special TV programs watched past 12 months: Dick Clark's New Year's Rockin' Eve with Ryan Seacrest

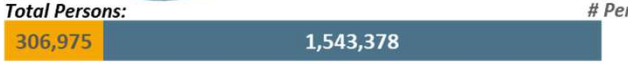


16.6% or 306,975 of WPB DMA Adults 18 or older watch Dick Clark's New Year's Rockin' Eve with Ryan Seacrest. Typical Adults 18 or older who watch Dick Clark's New Year's Rockin' Eve with Ryan Seacrest are 58.7 years old (9.8% older than average) and have a $103,317 (7.1% higher than average) annual household income.

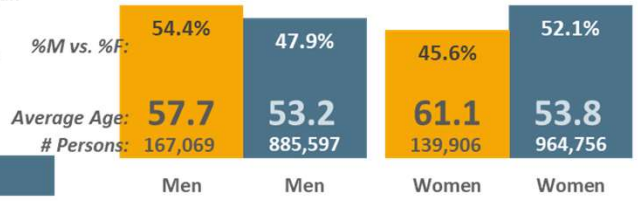
Percent of Market: Adults 18 or older



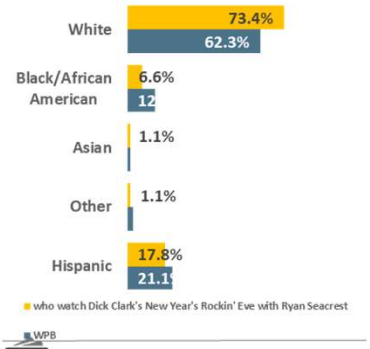
Total Persons:



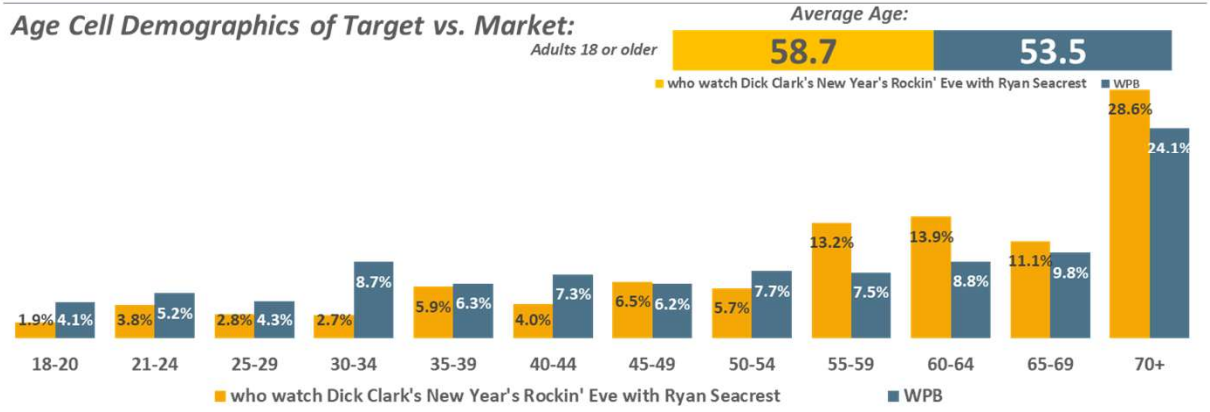
Gender of Target vs. Market: Adults 18 or older



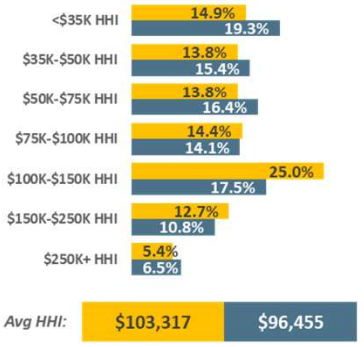
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



Avg HHI:

WPB DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 398

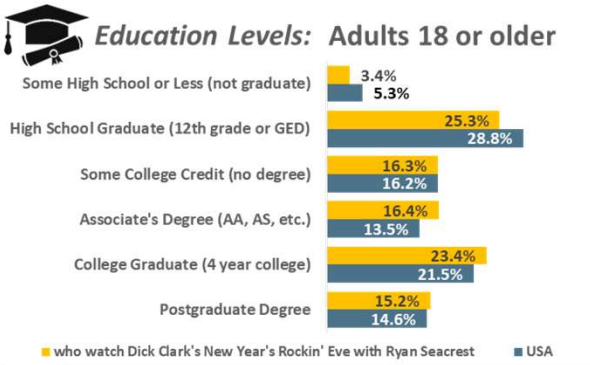
All Graphs and HBIAI Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

Special TV programs watched past 12 months: Dick Clark's New Year's Rockin' Eve with Ryan Seacrest

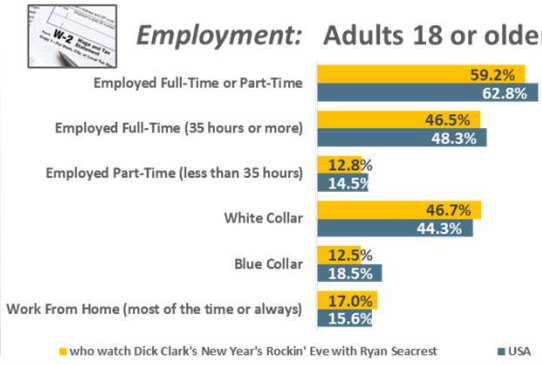


11.6% or 30,522,059 of USA Adults 18 or older watch Dick Clark's New Year's Rockin' Eve with Ryan Seacrest. Adults 18 or older who watch Dick Clark's New Year's Rockin' Eve with Ryan Seacrest are 6.9% more likely to be a college graduate, 3.8% less likely to work full-time, 13.1% more likely to be married, 11.5% less likely to be a parent of 1 or more children

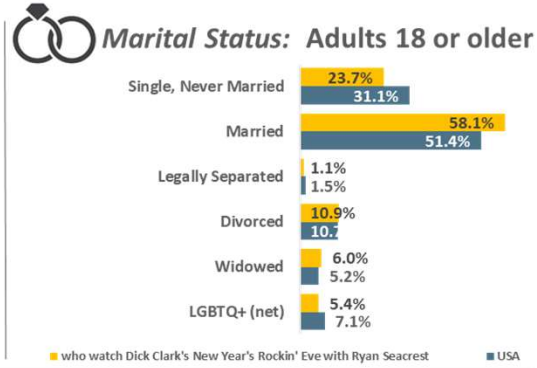
Education Levels: Adults 18 or older



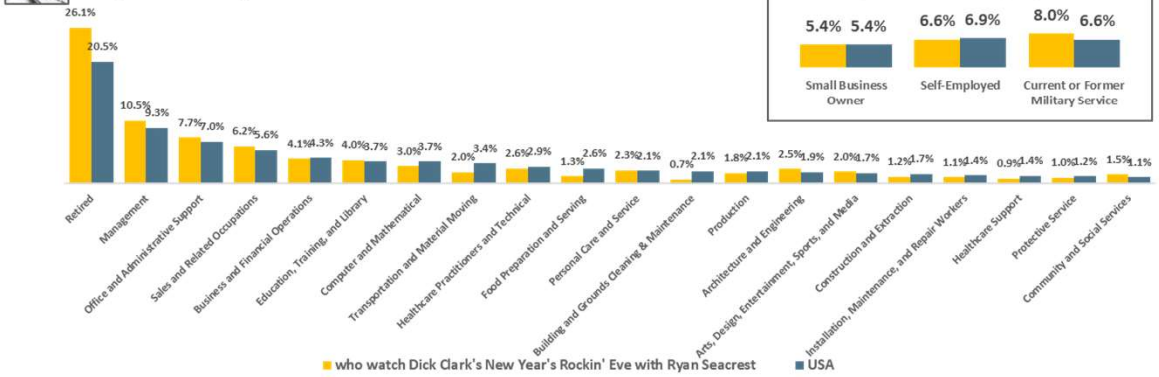
Employment: Adults 18 or older



Marital Status: Adults 18 or older

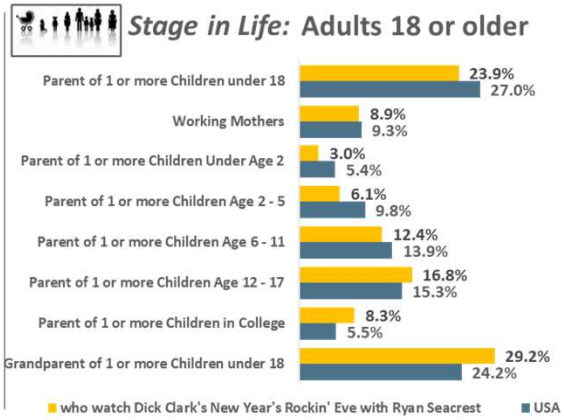


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 2,940

All Graphs and HBIAI Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

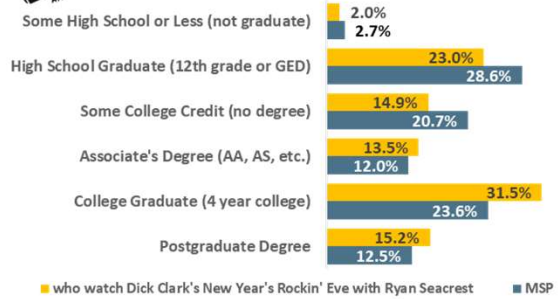
USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 23,333

Special TV programs watched past 12 months: Dick Clark's New Year's Rockin' Eve with Ryan Seacrest

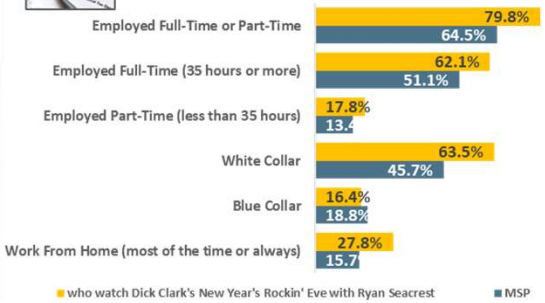


9.3% or 356,681 of MSP DMA Adults 18 or older watch Dick Clark's New Year's Rockin' Eve with Ryan Seacrest. Adults 18 or older who watch Dick Clark's New Year's Rockin' Eve with Ryan Seacrest are 29.4% more likely to be a college graduate, 21.6% more likely to work full-time, 8.5% more likely to be married, 7.6% more likely to be a parent of 1 or more children

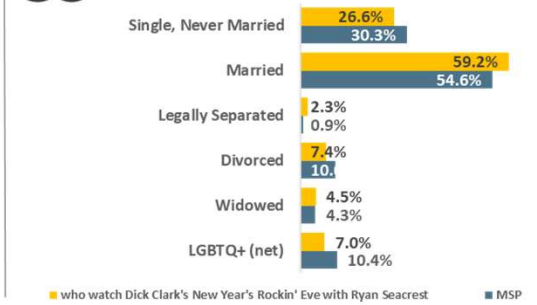
Education Levels: Adults 18 or older



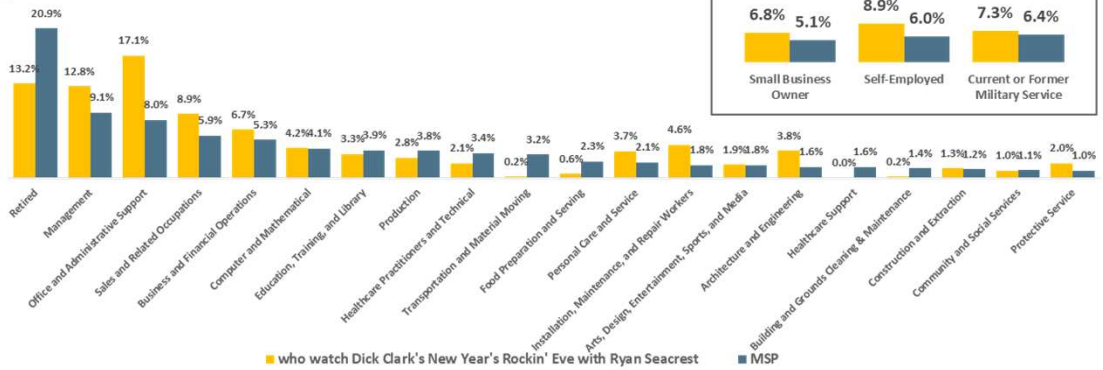
Employment: Adults 18 or older



Marital Status: Adults 18 or older

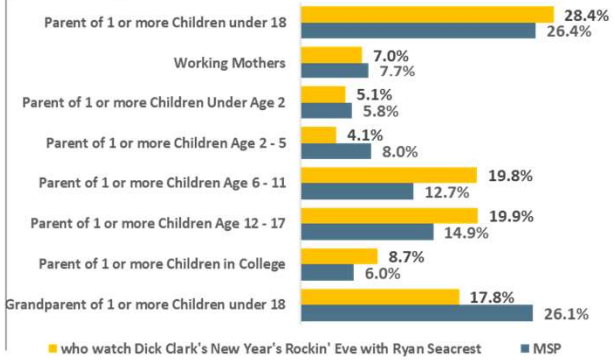


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



MSP DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 154

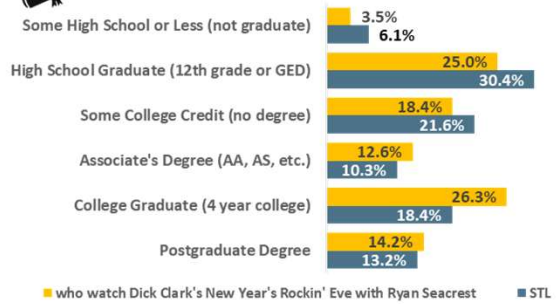
All Graphs and HBIAI Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

Special TV programs watched past 12 months: Dick Clark's New Year's Rockin' Eve with Ryan Seacrest

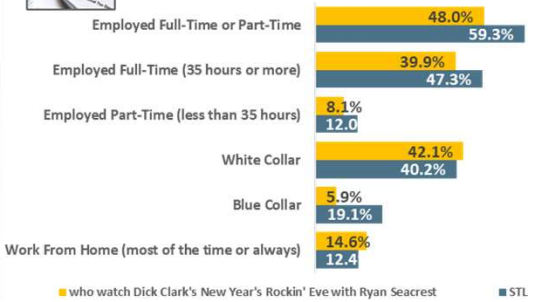


9.4% or 235,496 of STL DMA Adults 18 or older watch Dick Clark's New Year's Rockin' Eve with Ryan Seacrest. Adults 18 or older who watch Dick Clark's New Year's Rockin' Eve with Ryan Seacrest are 28.2% more likely to be a college graduate, 15.7% less likely to work full-time, 17.4% more likely to be married, 25.8% less likely to be a parent of 1 or more childre

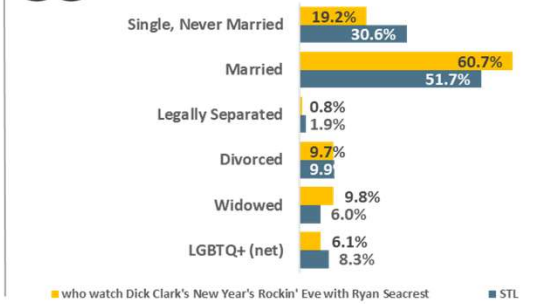
Education Levels: Adults 18 or older



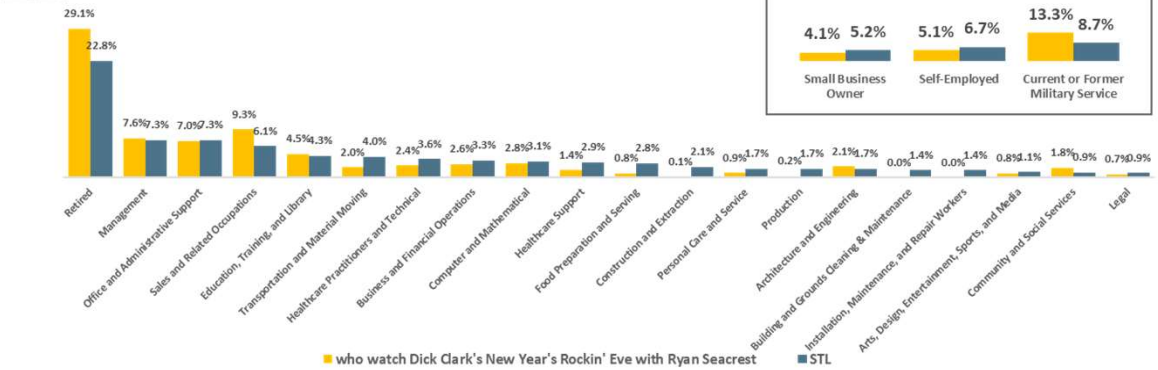
Employment: Adults 18 or older



Marital Status: Adults 18 or older

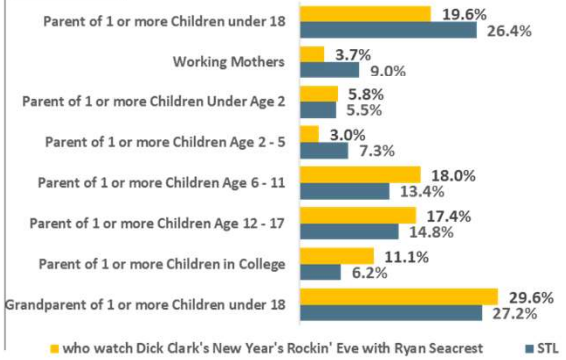


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



STL DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 191

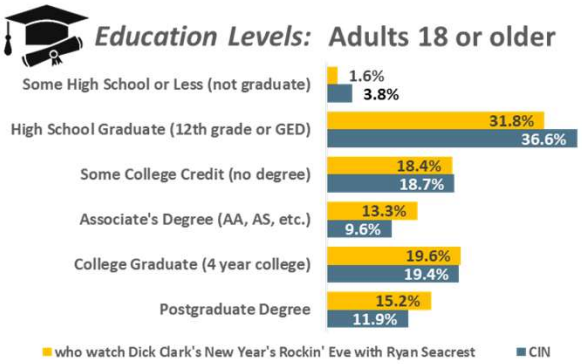
All Graphs and HBIAI Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

Special TV programs watched past 12 months: Dick Clark's New Year's Rockin' Eve with Ryan Seacrest

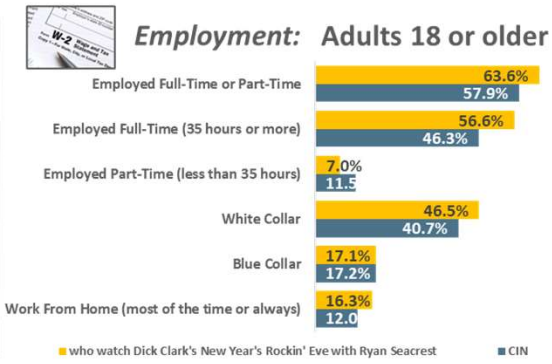


14.4% or 267,393 of CIN DMA Adults 18 or older watch Dick Clark's New Year's Rockin' Eve with Ryan Seacrest. Adults 18 or older who watch Dick Clark's New Year's Rockin' Eve with Ryan Seacrest are 11.4% more likely to be a college graduate, 22.2% more likely to work full-time, 34.% more likely to be married, 7.1% more likely to be a parent of 1 or more children

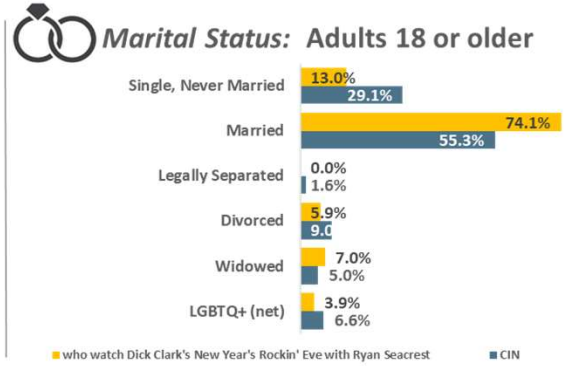
Education Levels: Adults 18 or older



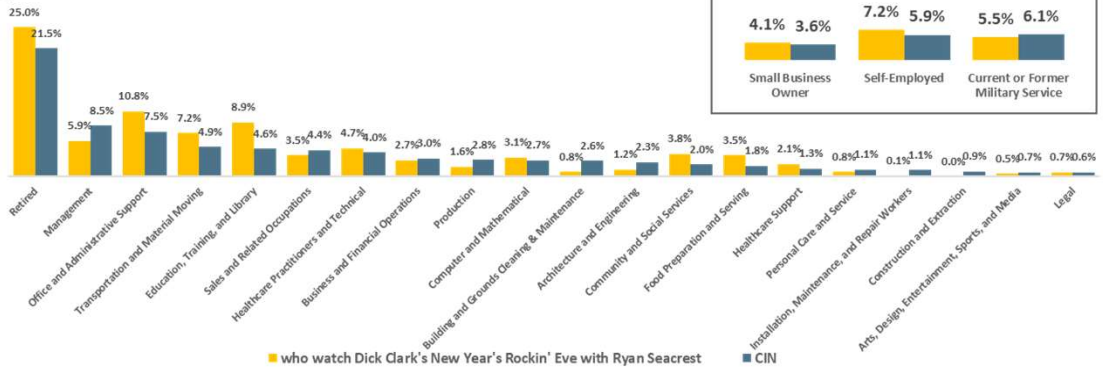
Employment: Adults 18 or older



Marital Status: Adults 18 or older

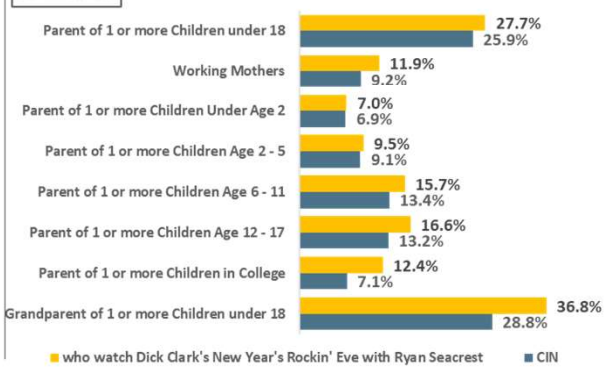


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



CIN DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 296

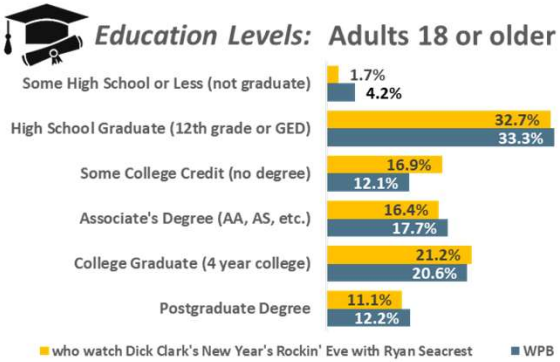
All Graphs and HBIAI Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

Special TV programs watched past 12 months: Dick Clark's New Year's Rockin' Eve with Ryan Seacrest

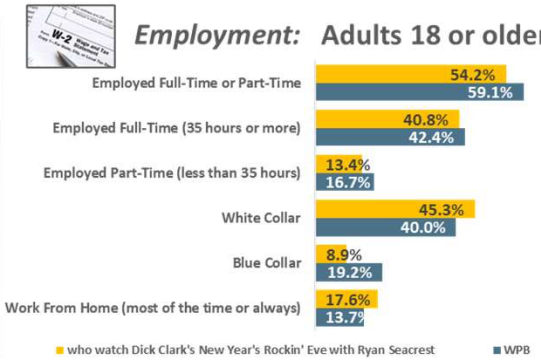


16.6% or 306,975 of WPB DMA Adults 18 or older watch Dick Clark's New Year's Rockin' Eve with Ryan Seacrest. Adults 18 or older who watch Dick Clark's New Year's Rockin' Eve with Ryan Seacrest are 1.5% less likely to be a college graduate, 3.7% less likely to work full-time, 20.8% more likely to be married, 22.5% less likely to be a parent of 1 or more children

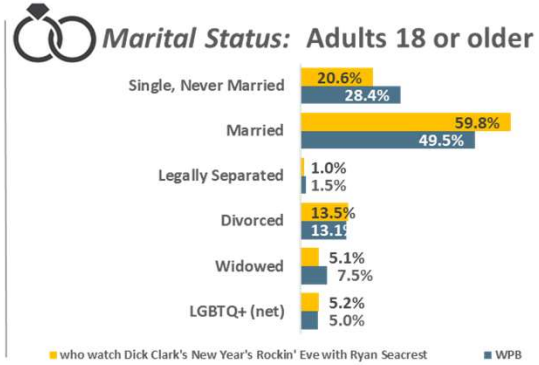
Education Levels: Adults 18 or older



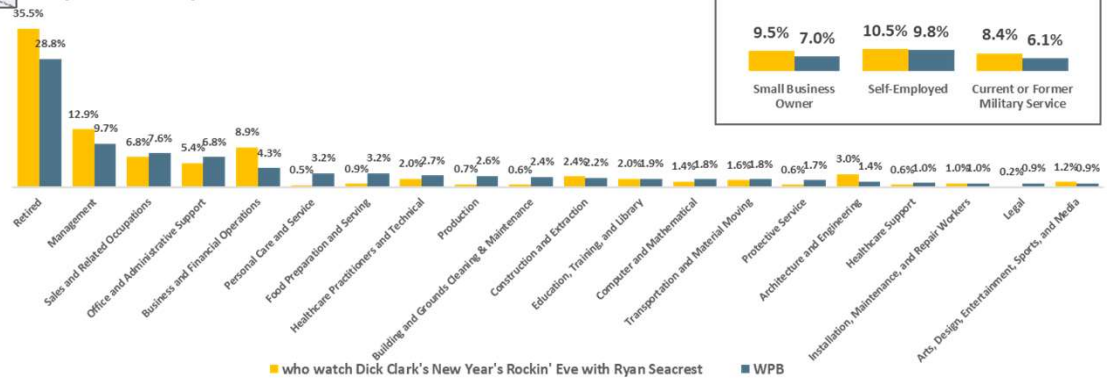
Employment: Adults 18 or older



Marital Status: Adults 18 or older

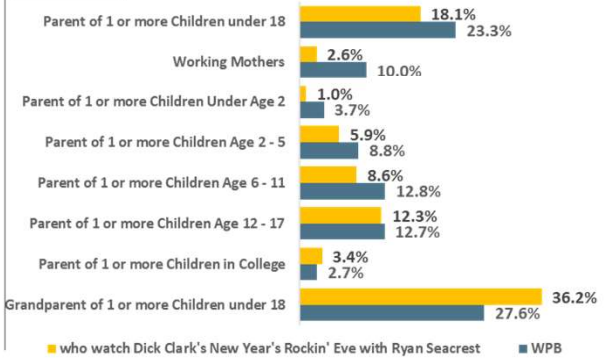


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



WPB DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 398

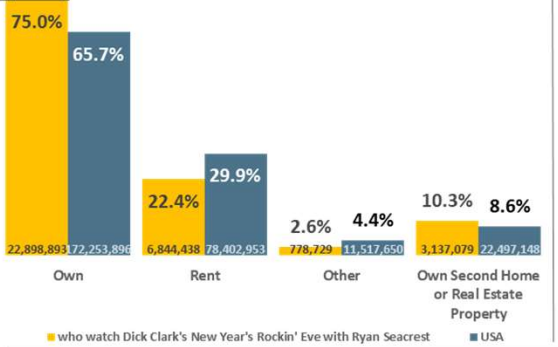
All Graphs and HBIAI Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

Special TV programs watched past 12 months: Dick Clark's New Year's Rockin' Eve with Ryan Seacrest

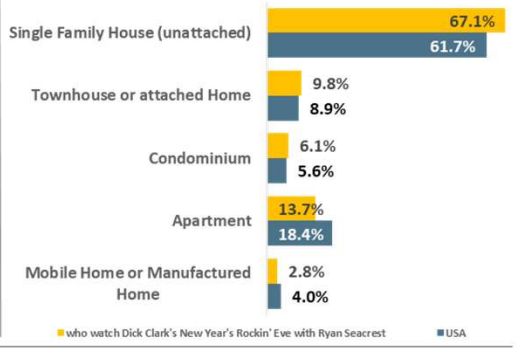


11.6% or 30,522,059 of USA Adults 18 or older watch Dick Clark's New Year's Rockin' Eve with Ryan Seacrest. Adults 18 or older who watch Dick Clark's New Year's Rockin' Eve with Ryan Seacrest are 14.2% more likely to own their home, 22.% more likely to own a higher valued home, 8.8% more likely to have a single-family home, .2% more likely to have a dog.

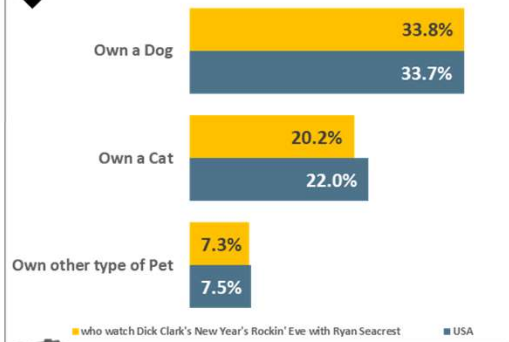
Own/Rent/Other: Adults 18 or older



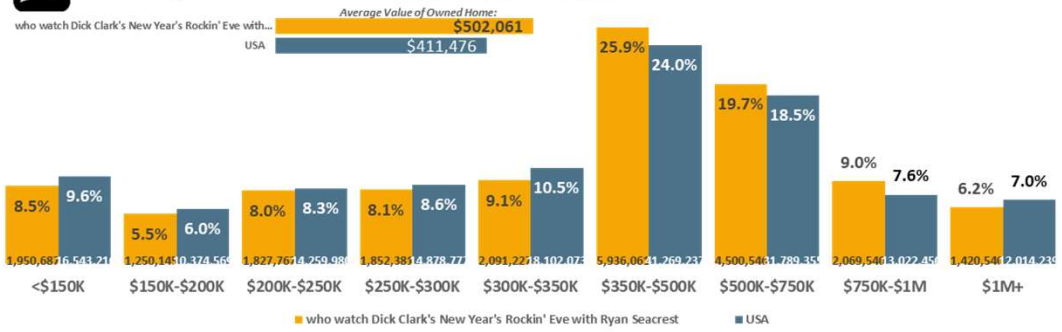
Type of Home: Adults 18 or older



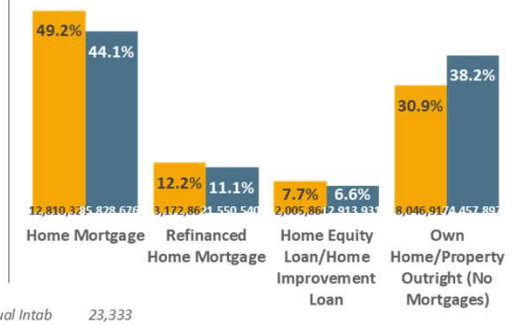
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



USA *USA Projection* *Scarborough R1 2024: Jan23-Apr24* *Qual Intab* *2,940*

All Graphs and HBIAI Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

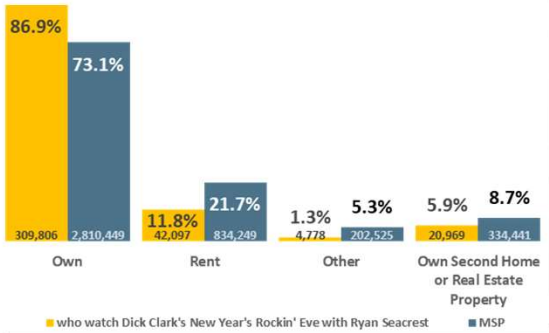
USA Projection *Scarborough R1 2024: Jan23-Apr24* *Qual Intab* *23,333*

Special TV programs watched past 12 months: Dick Clark's New Year's Rockin' Eve with Ryan Seacrest

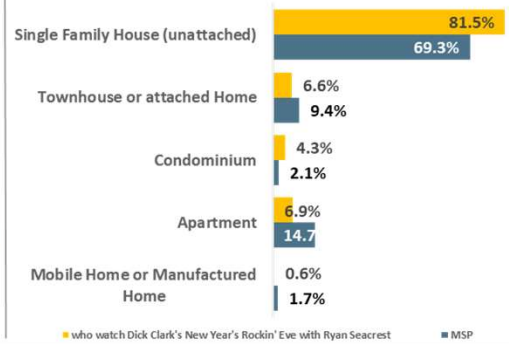


9.3% or 356,681 of MSP DMA Adults 18 or older watch Dick Clark's New Year's Rockin' Eve with Ryan Seacrest. Adults 18 or older who watch Dick Clark's New Year's Rockin' Eve with Ryan Seacrest are 18.9% more likely to own their home, 7.5% more likely to own a higher valued home, 17.6% more likely to have a single-family home, 14.3% less likely to have a dog.

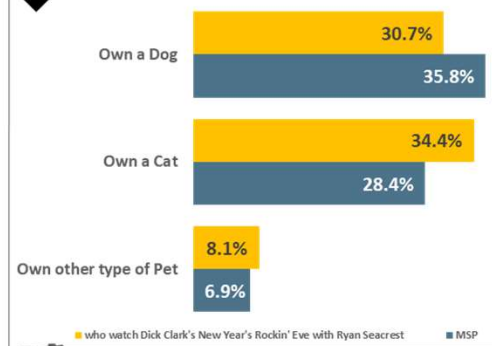
Own/Rent/Other: Adults 18 or older



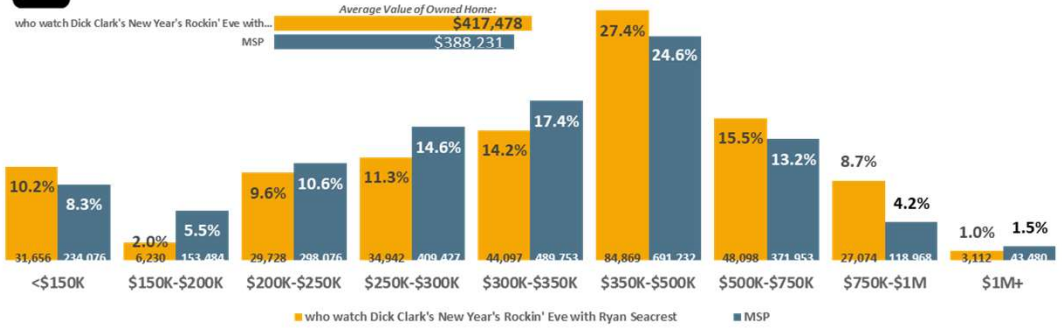
Type of Home: Adults 18 or older



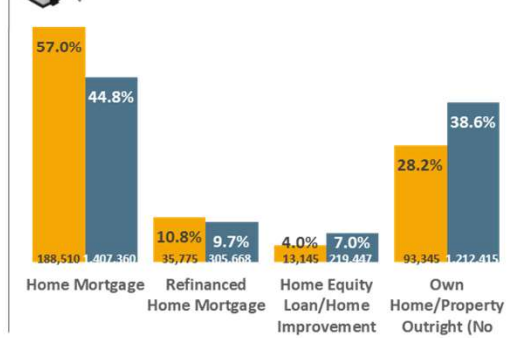
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



MSP DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 154

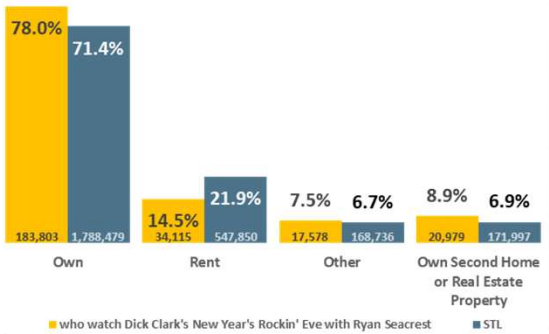
All Graphs and HBIAI Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

Special TV programs watched past 12 months: Dick Clark's New Year's Rockin' Eve with Ryan Seacrest

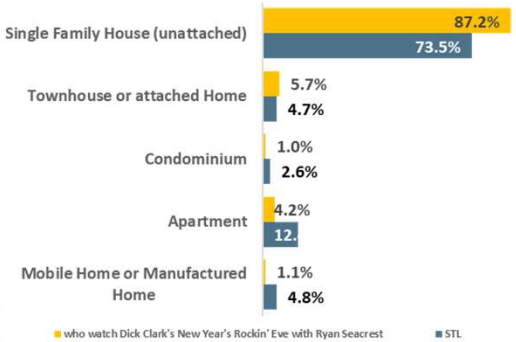


9.4% or 235,496 of STL DMA Adults 18 or older watch Dick Clark's New Year's Rockin' Eve with Ryan Seacrest. Adults 18 or older who watch Dick Clark's New Year's Rockin' Eve with Ryan Seacrest are 9.3% more likely to own their home, 15.% more likely to own a higher valued home, 18.7% more likely to have a single-family home, .6% less likely to have a dog.

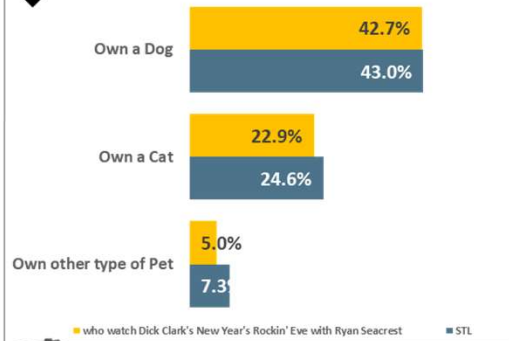
Own/Rent/Other: Adults 18 or older



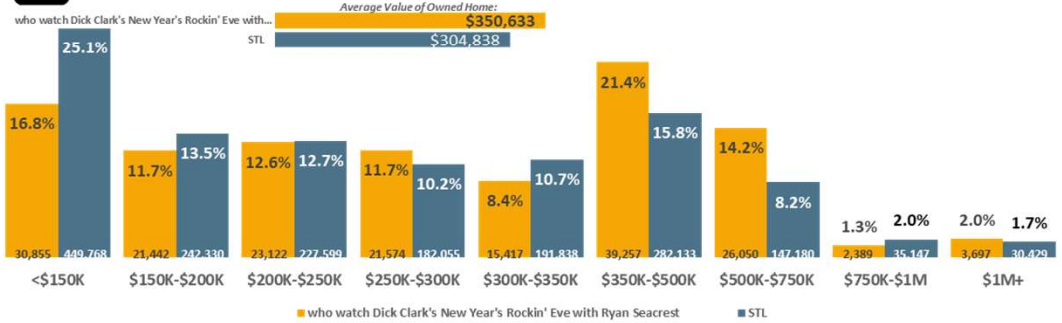
Type of Home: Adults 18 or older



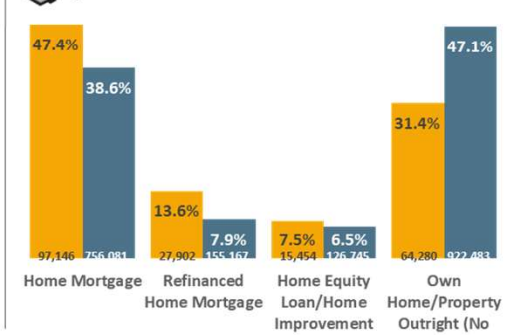
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



STL DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 191

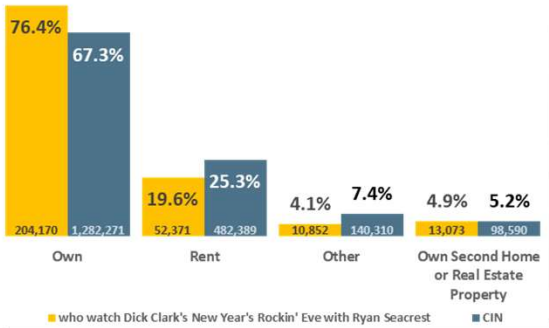
All Graphs and HBIAI Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

Special TV programs watched past 12 months: Dick Clark's New Year's Rockin' Eve with Ryan Seacrest

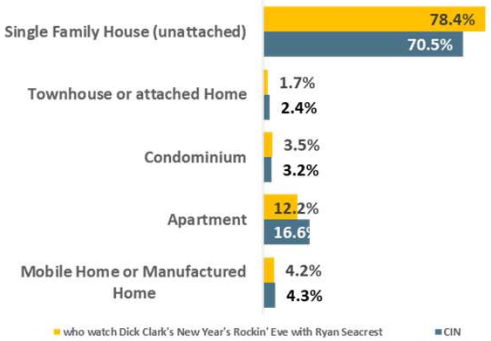


14.% or 267,393 of CIN DMA Adults 18 or older watch Dick Clark's New Year's Rockin' Eve with Ryan Seacrest. Adults 18 or older who watch Dick Clark's New Year's Rockin' Eve with Ryan Seacrest are 13.4% more likely to own their home, .4% more likely to own a higher valued home, 11.3% more likely to have a single-family home, 2.7% less likely to have a dog.

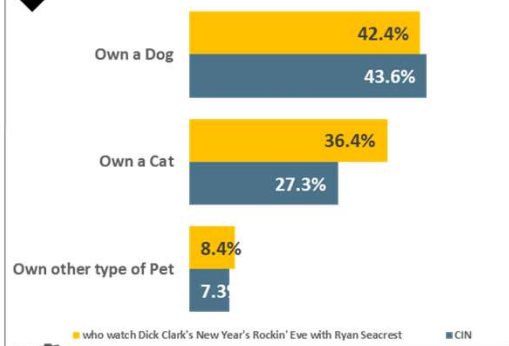
Own/Rent/Other: Adults 18 or older



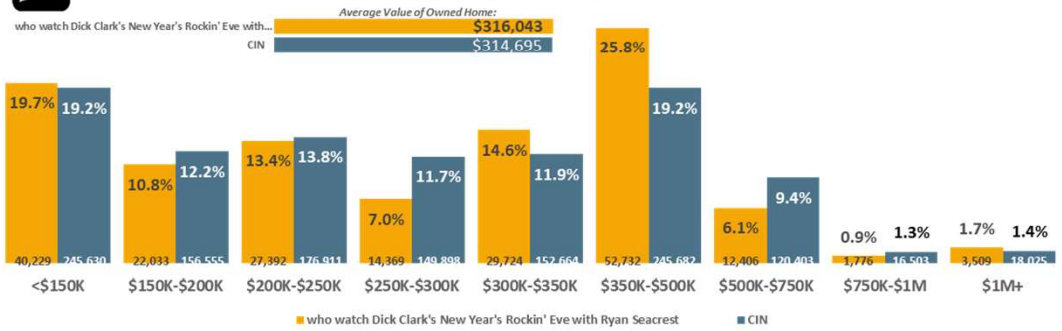
Type of Home: Adults 18 or older



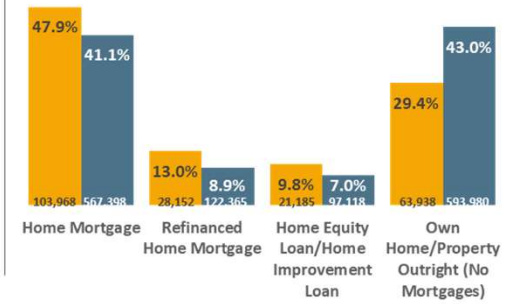
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



CIN DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 296

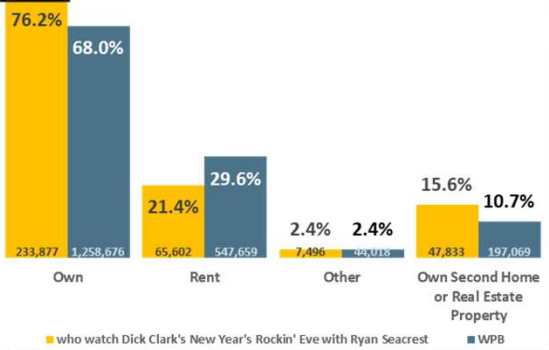
All Graphs and HBIAI Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

Special TV programs watched past 12 months: Dick Clark's New Year's Rockin' Eve with Ryan Seacrest

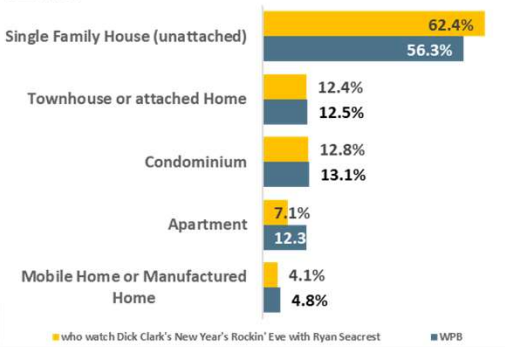


16.6% or 306,975 of WPB DMA Adults 18 or older watch Dick Clark's New Year's Rockin' Eve with Ryan Seacrest. Adults 18 or older who watch Dick Clark's New Year's Rockin' Eve with Ryan Seacrest are 12.% more likely to own their home, 1.7% more likely to own a lower valued home, 10.8% more likely to have a single-family home, 6.7% less likely to have a dog.

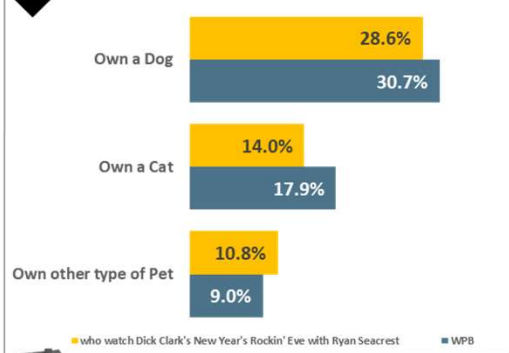
Own/Rent/Other: Adults 18 or older



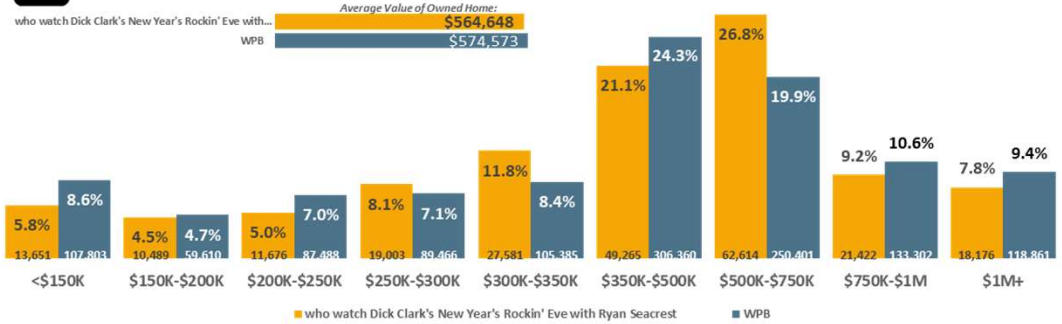
Type of Home: Adults 18 or older



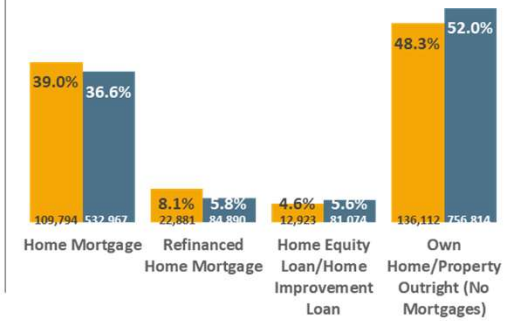
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



WPB DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 398

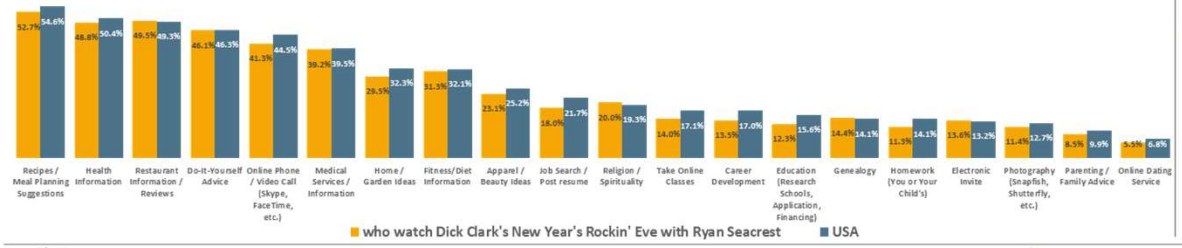
All Graphs and HBIAI Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

Special TV programs watched past 12 months: Dick Clark's New Year's Rockin' Eve with Ryan Seacrest

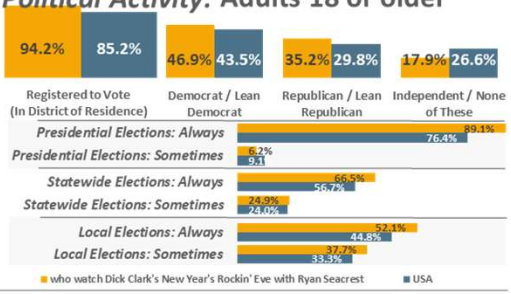


11.6% or 30,522,059 of USA Adults 18 or older watch Dick Clark's New Year's Rockin' Eve with Ryan Seacrest. Adults 18 or older who watch Dick Clark's New Year's Rockin' Eve with Ryan Seacrest are .5% less likely to look up D-I-Y advice online, 16.1% more likely to always vote in local elections, 12.1% more likely to belong to a gym, 7.% more likely to fly domes

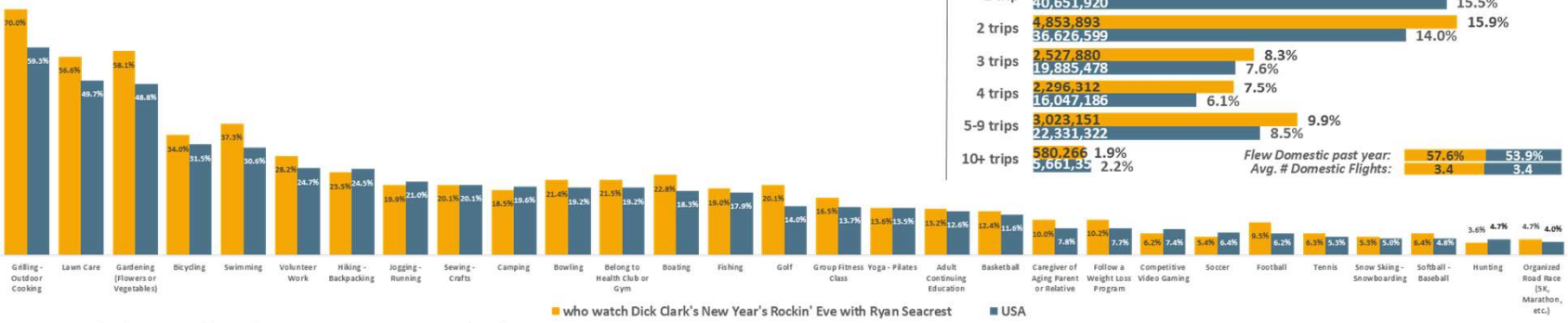
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



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 2024: Jan23-Apr24* *Qual Intab* *2,940*

All Graphs and HBIAI Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

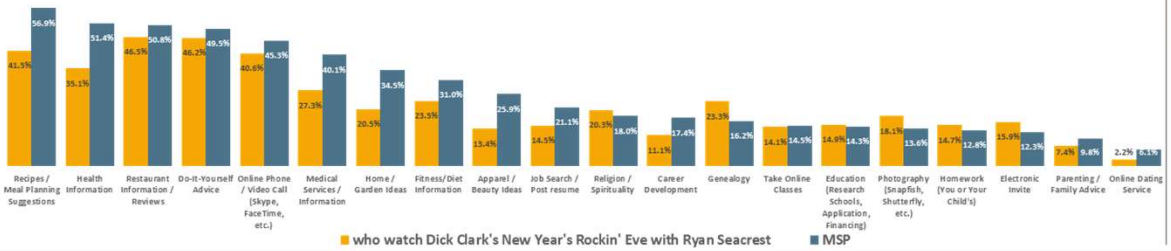
USA Projection *Scarborough R1 2024: Jan23-Apr24* *Qual Intab* *23,333*

Special TV programs watched past 12 months: Dick Clark's New Year's Rockin' Eve with Ryan Seacrest

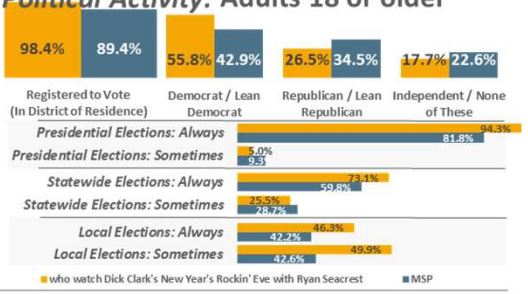


9.3% or 356,681 of MSP DMA Adults 18 or older watch Dick Clark's New Year's Rockin' Eve with Ryan Seacrest. Adults 18 or older who watch Dick Clark's New Year's Rockin' Eve with Ryan Seacrest are 6.6% less likely to look up D-I-Y advice online, 9.9% more likely to always vote in local elections, 60.2% more likely to belong to a gym, 24.4% more likely to fly dom

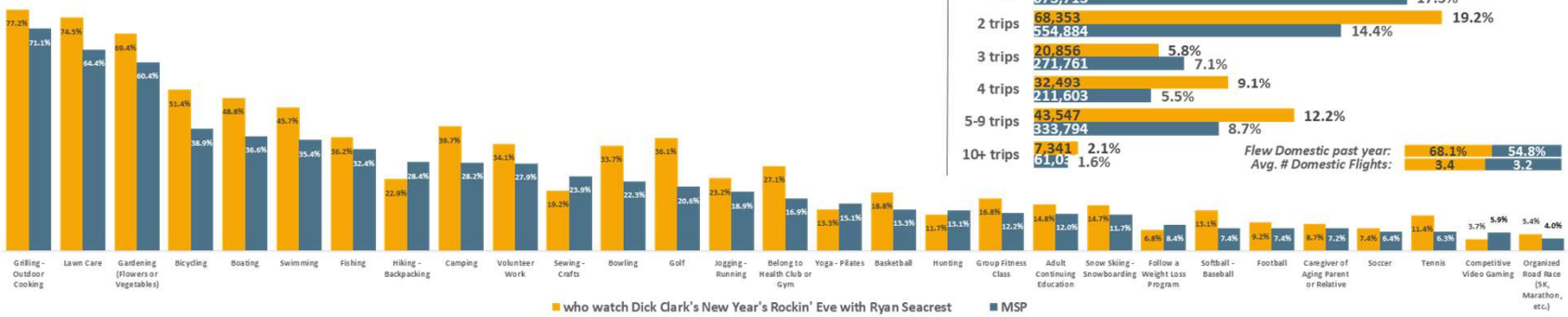
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



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

MSP DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 154

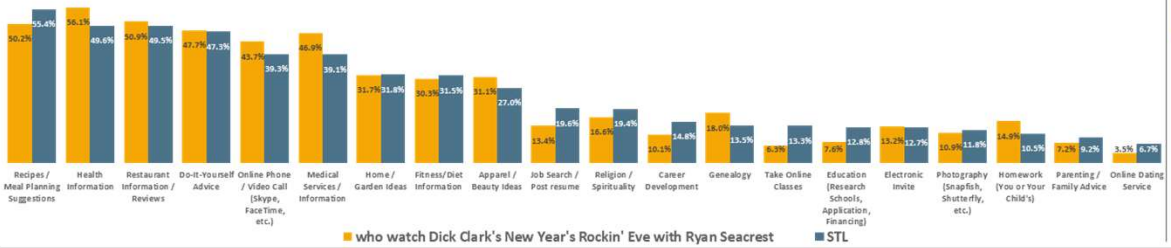
All Graphs and HBIAI Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

Special TV programs watched past 12 months: Dick Clark's New Year's Rockin' Eve with Ryan Seacrest

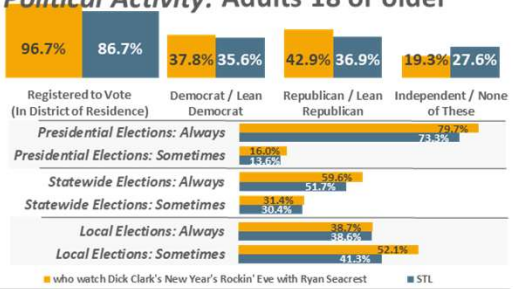


9.4% or 235,496 of STL DMA Adults 18 or older watch Dick Clark's New Year's Rockin' Eve with Ryan Seacrest. Adults 18 or older who watch Dick Clark's New Year's Rockin' Eve with Ryan Seacrest are .8% more likely to look up D-I-Y advice online, .4% more likely to always vote in local elections, 15.7% more likely to belong to a gym, 15.1% more likely to fly domes

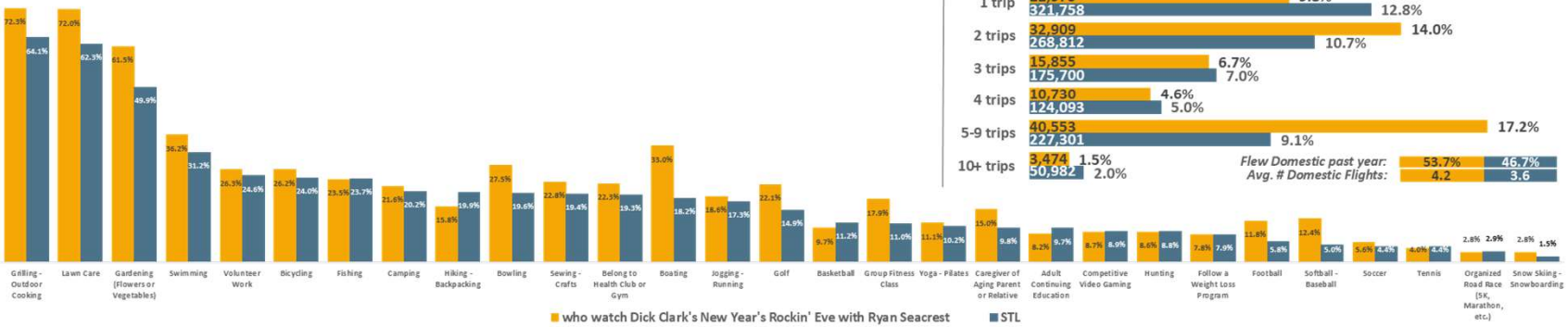
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



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

STL DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 191

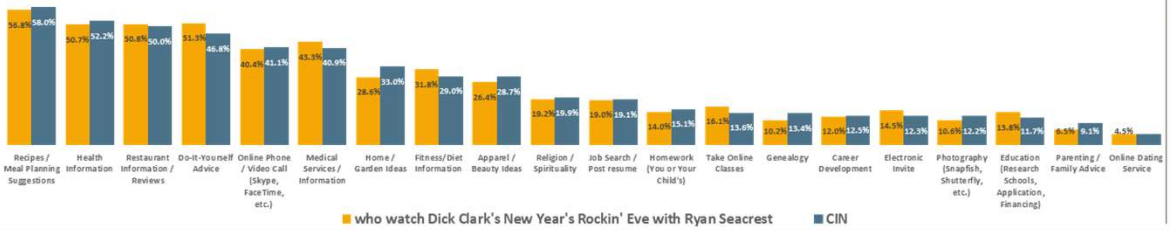
All Graphs and HBIAI Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

Special TV programs watched past 12 months: Dick Clark's New Year's Rockin' Eve with Ryan Seacrest

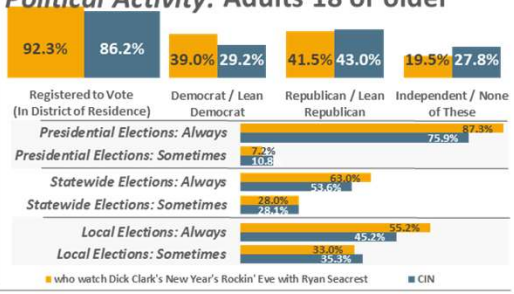


14.% or 267,393 of CIN DMA Adults 18 or older watch Dick Clark's New Year's Rockin' Eve with Ryan Seacrest. Adults 18 or older who watch Dick Clark's New Year's Rockin' Eve with Ryan Seacrest are 9.7% more likely to look up D-I-Y advice online, 22.1% more likely to always vote in local elections, 28.% more likely to belong to a gym, 1.7% less likely to fly dome

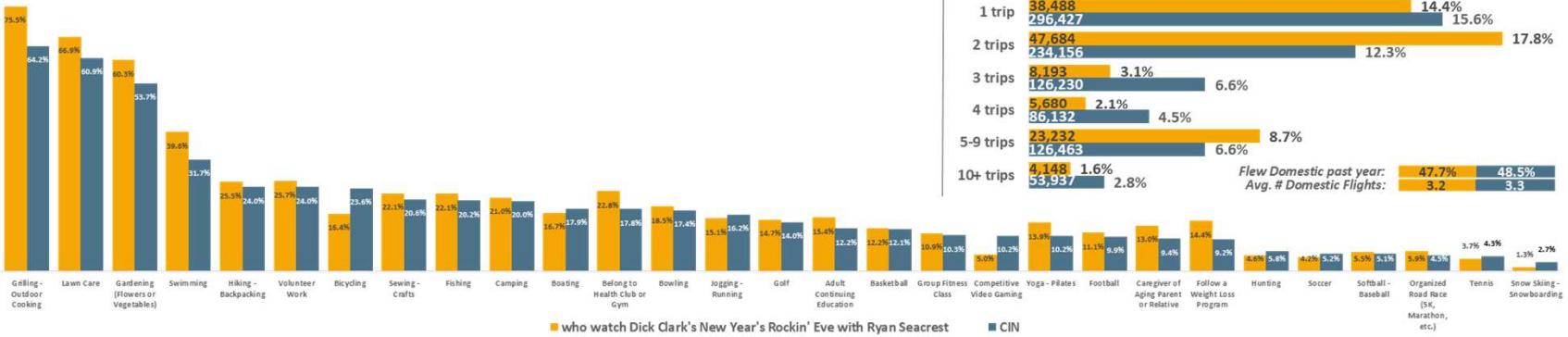
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



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

CIN DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 296

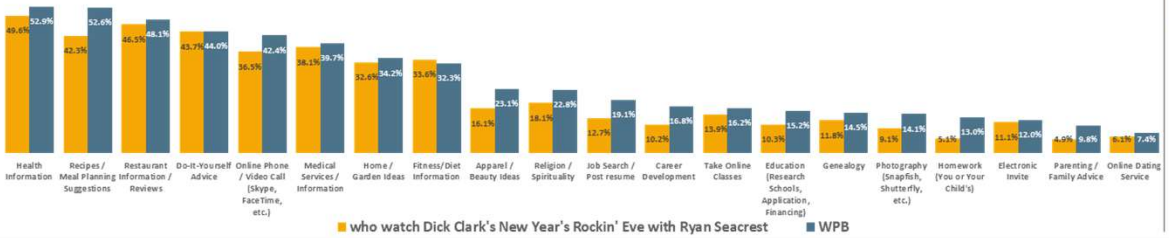
All Graphs and HBIAI Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

Special TV programs watched past 12 months: Dick Clark's New Year's Rockin' Eve with Ryan Seacrest

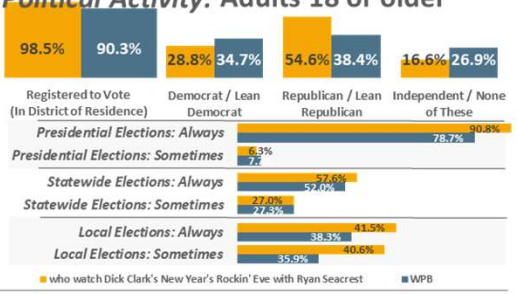


16.6% or 306,975 of WPB DMA Adults 18 or older watch Dick Clark's New Year's Rockin' Eve with Ryan… Adults 18 or older who watch Dick Clark's New Year's Rockin' Eve with Ryan Seacrest are .6% less likely to look up D-I-Y advice online, 8.4% more likely to always vote in local elections, .5% less likely to belong to a gym, 2.1% more likely to fly domesti

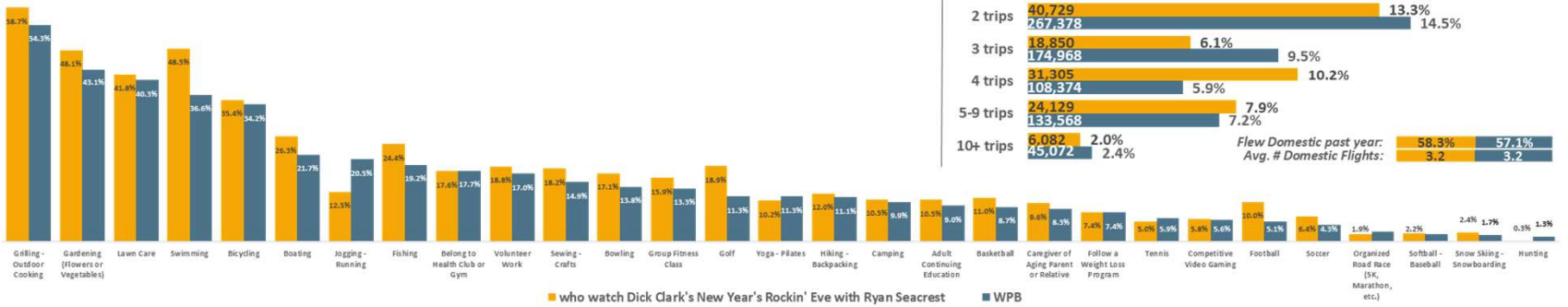
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



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

WPB DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 398

All Graphs and HBIAI Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

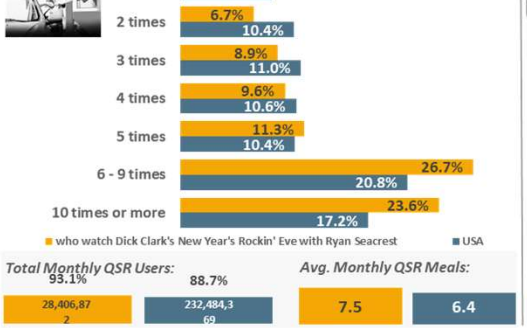
Special TV programs watched past 12 months: Dick Clark's New Year's Rockin' Eve with Ryan Seacrest



11.6% or 30,522,059 of USA Adults 18 or older watch Dick Clark's New Year's Rockin' Eve with Ryan Seacrest. Adults 18 or older who watch Dick Clark's New Year's Rockin' Eve with Ryan Seacrest are 5.% more likely to use QSRs past mo., 9.3% more likely to use Sit-Down Restaurants past mo., 19.% more likely to use Casinos past yr., 14.3% more likely to smoke cigar

Past 30-days QSR Users: Adults 18 or older



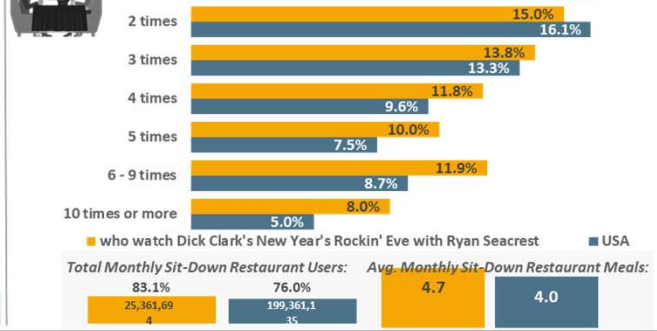


Total Monthly QSR Users: 93.1% 28,406,872 | 88.7% 232,484,369

Avg. Monthly QSR Meals: 7.5 | 6.4

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





Total Monthly Sit-Down Restaurant Users: 83.1% 25,361,694 | 76.0% 199,361,135

Avg. Monthly Sit-Down Restaurant Meals: 4.7 | 4.0

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 Dick Clark's New Year's Rockin' Eve with... 5,542,613 — 18.2%

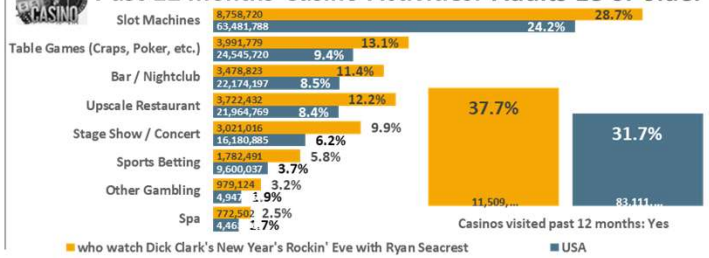
USA — 17.4%

Drank Past 30-days: Adults 18 or older



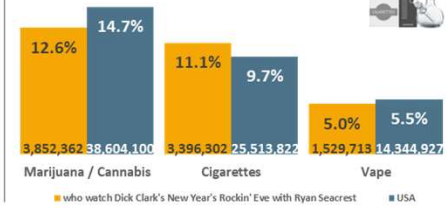
Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older





USA *USA Projection* *Scarborough R1 2024: Jan23-Apr24* *Qual Intab* *2,940*

All Graphs and HBIAI Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

USA Projection *Scarborough R1 2024: Jan23-Apr24* *Qual Intab* *23,333*

Special TV programs watched past 12 months: Dick Clark's New Year's Rockin' Eve with Ryan Seacrest



9.3% or 356,681 of MSP DMA Adults 18 or older watch Dick Clark's New Year's Rockin' Eve with Ryan Seacrest. Adults 18 or older who watch Dick Clark's New Year's Rockin' Eve with Ryan Seacrest are 3.4% more likely to use QSRs past mo., 11.6% more likely to use Sit-Down Restaurants past mo., 20.4% more likely to use Casinos past yr., 8.5% less likely to smoke cig

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users: 90.6% 87.6% — 323,102 — 3,371,117

Avg. Monthly QSR Meals: 6.7 5.3

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



Total Monthly Sit-Down Restaurant Users: 83.9% 75.2% — 299,224 — 2,892,950

Avg. Monthly Sit-Down Restaurant Meals: 3.5 3.3

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 Dick Clark's New Year's Rockin' Eve with... 25,418 7.1%

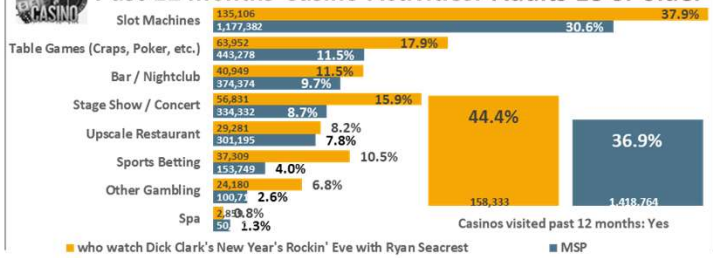
MSP 410,572 10.7%

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



MSP DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 154

All Graphs and HBIAI Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

Special TV programs watched past 12 months: Dick Clark's New Year's Rockin' Eve with Ryan Seacrest



9.4% or 235,496 of STL DMA Adults 18 or older watch Dick Clark's New Year's Rockin' Eve with Ryan Seacrest. Adults 18 or older who watch Dick Clark's New Year's Rockin' Eve with Ryan Seacrest are 4.% more likely to use QSRs past mo., 18.4% more likely to use Sit-Down Restaurants past mo., 38.2% more likely to use Casinos past yr., .7% more likely to smoke cigar

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:



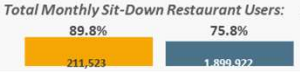
Avg. Monthly QSR Meals:



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

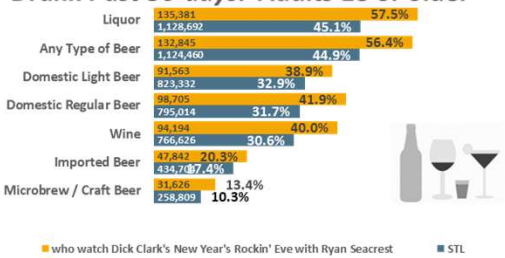
(Sit-Down Restaurants Used Past 30-days)



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

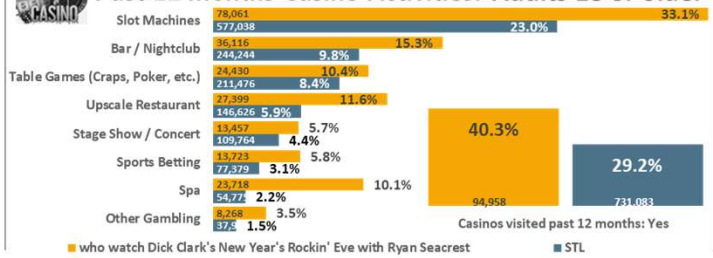


Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



STL DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 191

All Graphs and HBIAI Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

Special TV programs watched past 12 months: Dick Clark's New Year's Rockin' Eve with Ryan Seacrest



14.% or 267,393 of CIN DMA Adults 18 or older watch Dick Clark's New Year's Rockin' Eve with Ryan Seacrest. Adults 18 or older who watch Dick Clark's New Year's Rockin' Eve with Ryan Seacrest are 7.6% more likely to use QSRs past mo., 9.9% more likely to use Sit-Down Restaurants past mo., 22.3% more likely to use Casinos past yr., 35.1% less likely to smoke cig

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users: 95.9% 256,517 | 89.1% 1,697,724

Avg. Monthly QSR Meals: 7.4 | 6.2

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



Total Monthly Sit-Down Restaurant Users: 87.4% 233,819 | 79.6% 1,516,231

Avg. Monthly Sit-Down Restaurant Meals: 5.0 | 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 Dick Clark's New Year's Rockin' Eve with... 47,077 17.6%

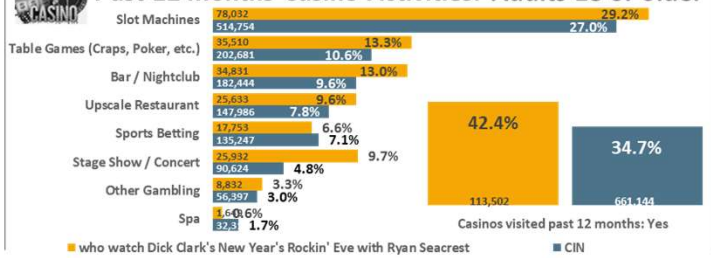
CIN 288,739 15.2%

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



CIN DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 296

All Graphs and HBIAI Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

Special TV programs watched past 12 months: Dick Clark's New Year's Rockin' Eve with Ryan Seacrest



16.6% or 306,975 of WPB DMA Adults 18 or older watch Dick Clark's New Year's Rockin' Eve with Ryan Seacrest. Adults 18 or older who watch Dick Clark's New Year's Rockin' Eve with Ryan Seacrest are 2.9% more likely to use QSRs past mo., 10.4% more likely to use Sit-Down Restaurants past mo., 47.1% more likely to use Casinos past yr., 14.1% more likely to smoke ci

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:

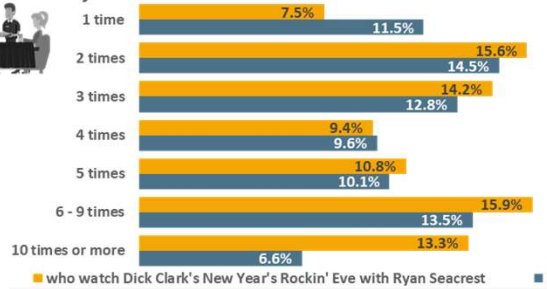


Avg. Monthly QSR Meals:

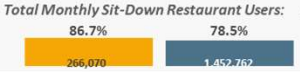


Past 30-days Sit-Down Restaurant Users: Adults 18 or older

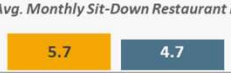




Total Monthly Sit-Down Restaurant Users:



Avg. Monthly Sit-Down Restaurant Meals:



Top-10 Cuisines: Adults 18 or older

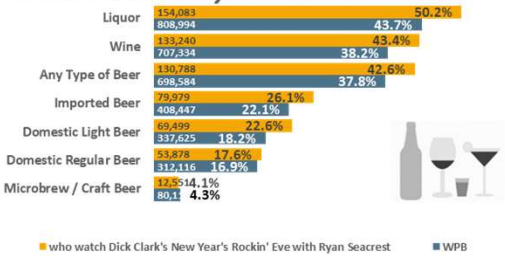
(Sit-Down Restaurants Used Past 30-days)



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

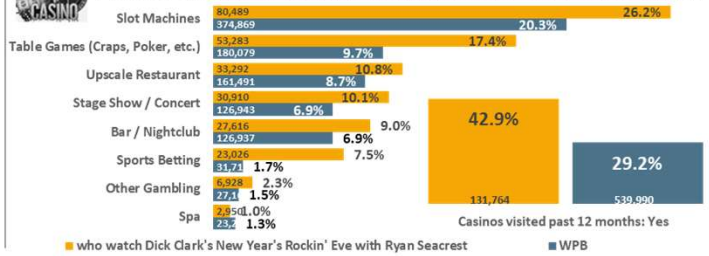


Drank Past 30-days: Adults 18 or older



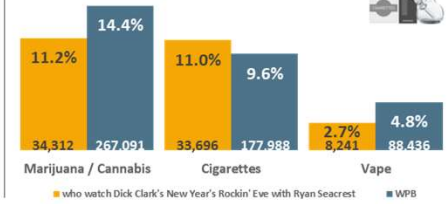
Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older





WPB DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 398

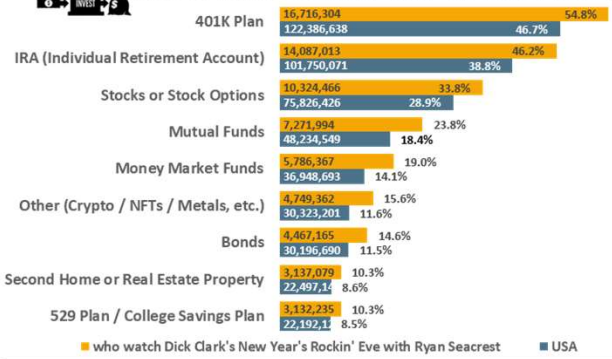
All Graphs and HBIAI Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

Special TV programs watched past 12 months: Dick Clark's New Year's Rockin' Eve with Ryan Seacrest

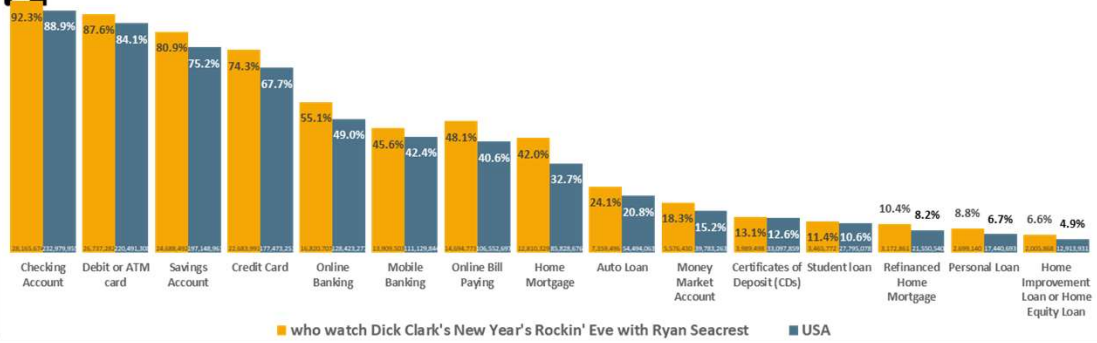


11.6% or 30,522,059 of USA Adults 18 or older watch Dick Clark's New Year's Rockin' Eve with Ryan Seacrest. Adults 18 or older who watch Dick Clark's New Year's Rockin' Eve with Ryan Seacrest are 17.3% more likely to have a 401K, 16.% more likely to have an Auto Loan, 12.6% more likely to Invest/Trade Stocks Online, 7.8% more likely to pay with their Debit Card

Investments Owned: Adults 18 or older



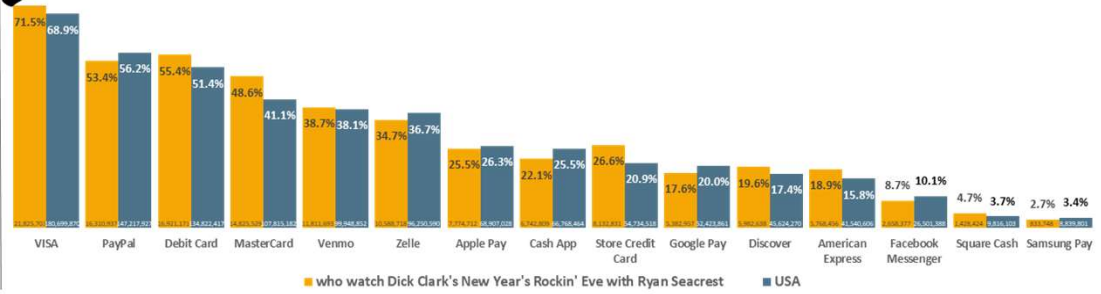
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 2,940

All Graphs and HBIAI Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

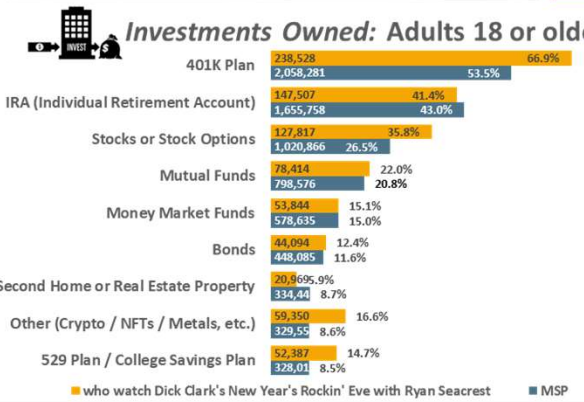
USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 23,333

Special TV programs watched past 12 months: Dick Clark's New Year's Rockin' Eve with Ryan Seacrest

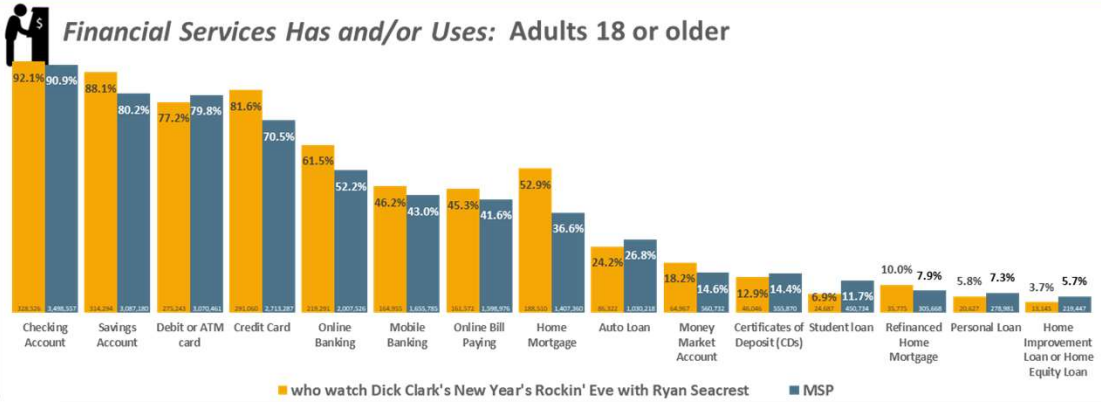


9.3% or 356,681 of MSP DMA Adults 18 or older watch Dick Clark's New Year's Rockin' Eve with Ryan Seacrest. Adults 18 or older who watch Dick Clark's New Year's Rockin' Eve with Ryan Seacrest are 25.% more likely to have a 401K, 9.6% less likely to have an Auto Loan, 12.5% more likely to Invest/Trade Stocks Online, 7.% less likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



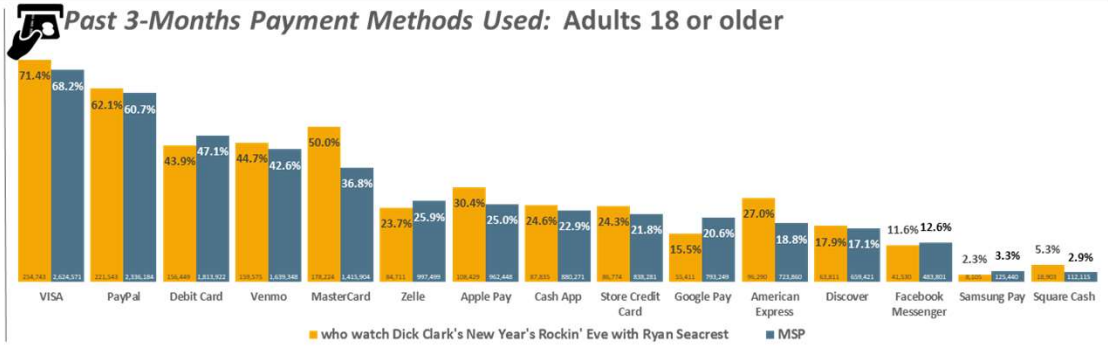
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



MSP DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 154

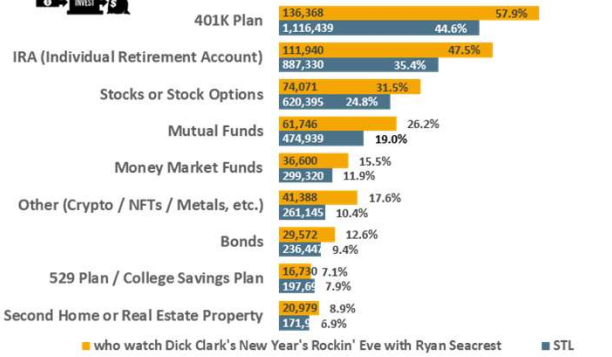
All Graphs and HBIAI Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

Special TV programs watched past 12 months: Dick Clark's New Year's Rockin' Eve with Ryan Seacrest

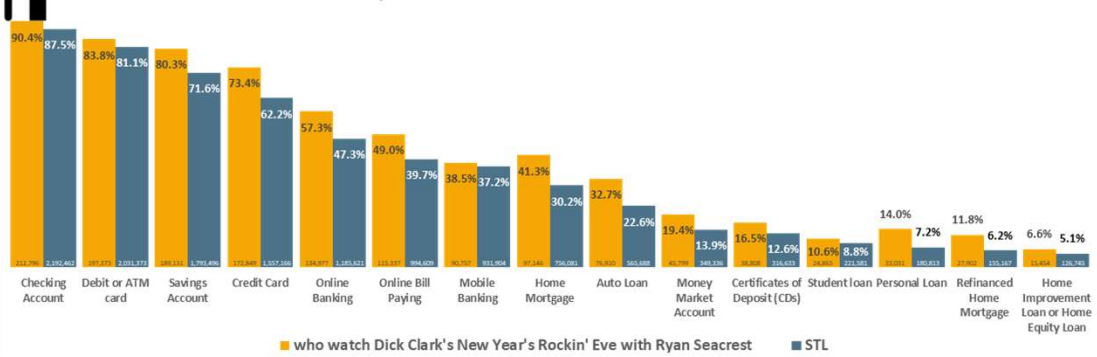


9.4% or 235,496 of STL DMA Adults 18 or older watch Dick Clark's New Year's Rockin' Eve with Ryan Seacrest. Adults 18 or older who watch Dick Clark's New Year's Rockin' Eve with Ryan Seacrest are 29.9% more likely to have a 401K, 44.6% more likely to have an Auto Loan, 50.2% more likely to Invest/Trade Stocks Online, 17.1% more likely to pay with their Debit Ca

Investments Owned: Adults 18 or older



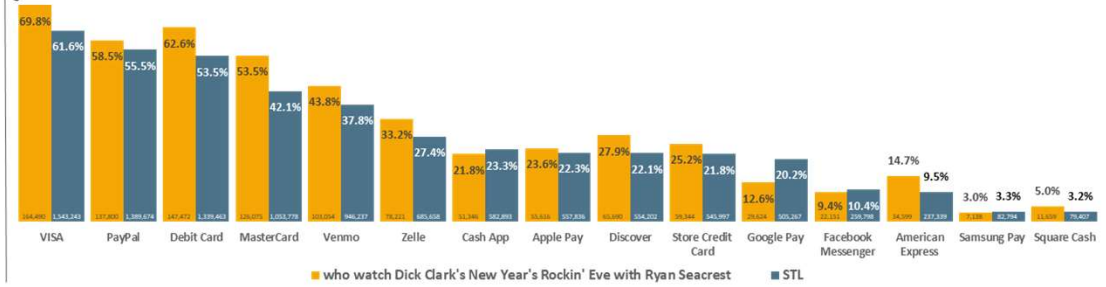
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



STL DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 191

All Graphs and HBIAI Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

Special TV programs watched past 12 months: Dick Clark's New Year's Rockin' Eve with Ryan Seacrest

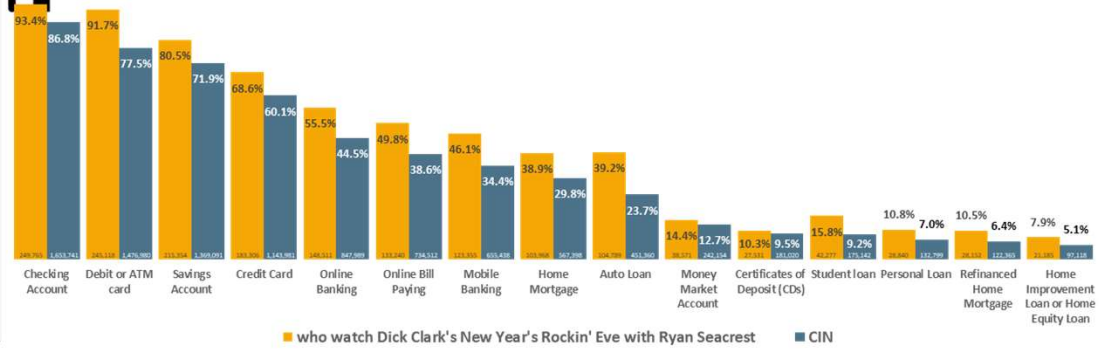


14.% or 267,393 of CIN DMA Adults 18 or older watch Dick Clark's New Year's Rockin' Eve with Ryan Seacrest. Adults 18 or older who watch Dick Clark's New Year's Rockin' Eve with Ryan Seacrest are 25.3% more likely to have a 401K, 65.4% more likely to have an Auto Loan, 15.8% more likely to Invest/Trade Stocks Online, 20.9% more likely to pay with their Debit Ca

Investments Owned: Adults 18 or older



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

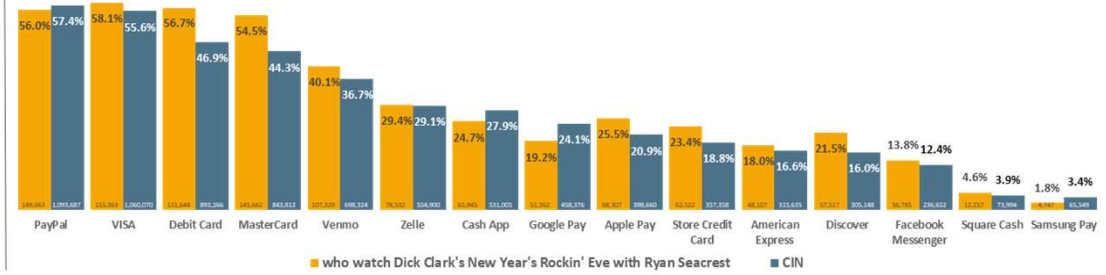


Professional Services Used:* Adults 18 or older



*(*Past 12 Months)*

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



CIN DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 296

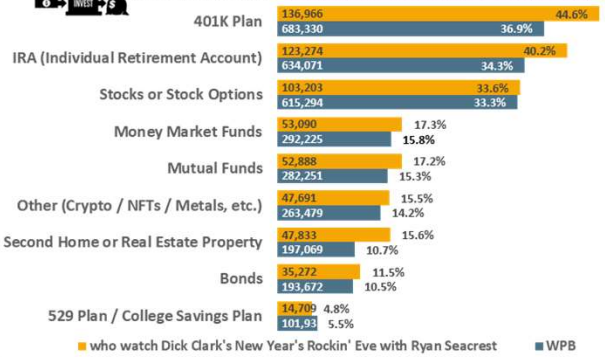
All Graphs and HBIAI Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

Special TV programs watched past 12 months: Dick Clark's New Year's Rockin' Eve with Ryan Seacrest

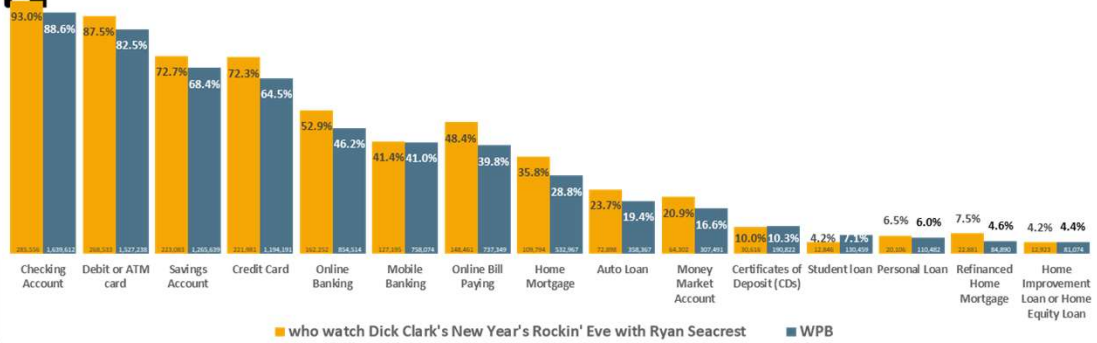


16.6% or 306,975 of WPB DMA Adults 18 or older watch Dick Clark's New Year's Rockin' Eve with Ryan Seacrest. Adults 18 or older who watch Dick Clark's New Year's Rockin' Eve with Ryan Seacrest are 20.8% more likely to have a 401K, 22.6% more likely to have an Auto Loan, 35.5% more likely to Invest/Trade Stocks Online, 16.4% more likely to pay with their Debit Ca

Investments Owned: Adults 18 or older



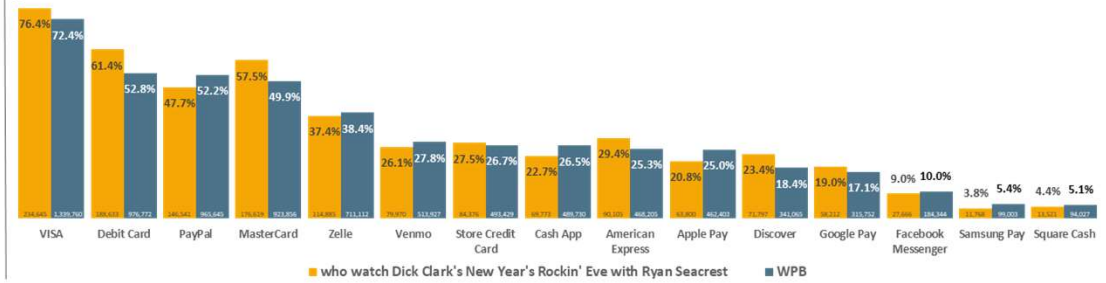
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



WPB DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 398

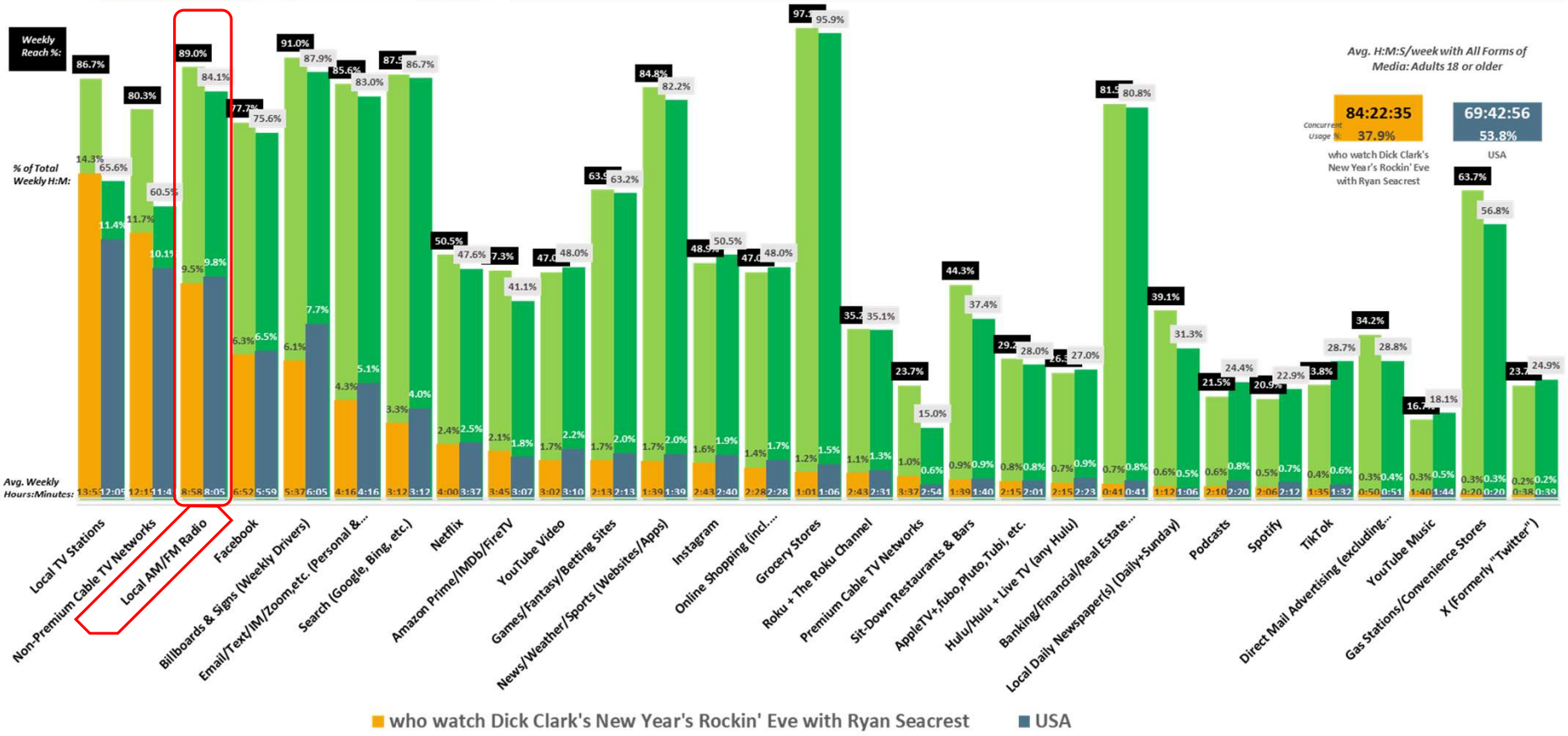
All Graphs and HBIAI Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

Special TV programs watched past 12 months: Dick Clark's New Year's Rockin' Eve with Ryan Seacrest



Adults 18 or older who watch Dick Clark's New Year's Rockin' Eve with Ryan Seacrest spend an average of 3 days, 12 hours, 22 minutes and 35 seconds each week with All Forms of Media.

89.% of Adults 18 or older who watch Dick Clark's New Year's Rockin' Eve with Ryan Seacrest spend an avg. of 8 hours and 58 minutes each week listening to All Local AM/FM Radio, representing 9.5% of total time spent with all forms of Media.



USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 2,940 USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 23,333

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

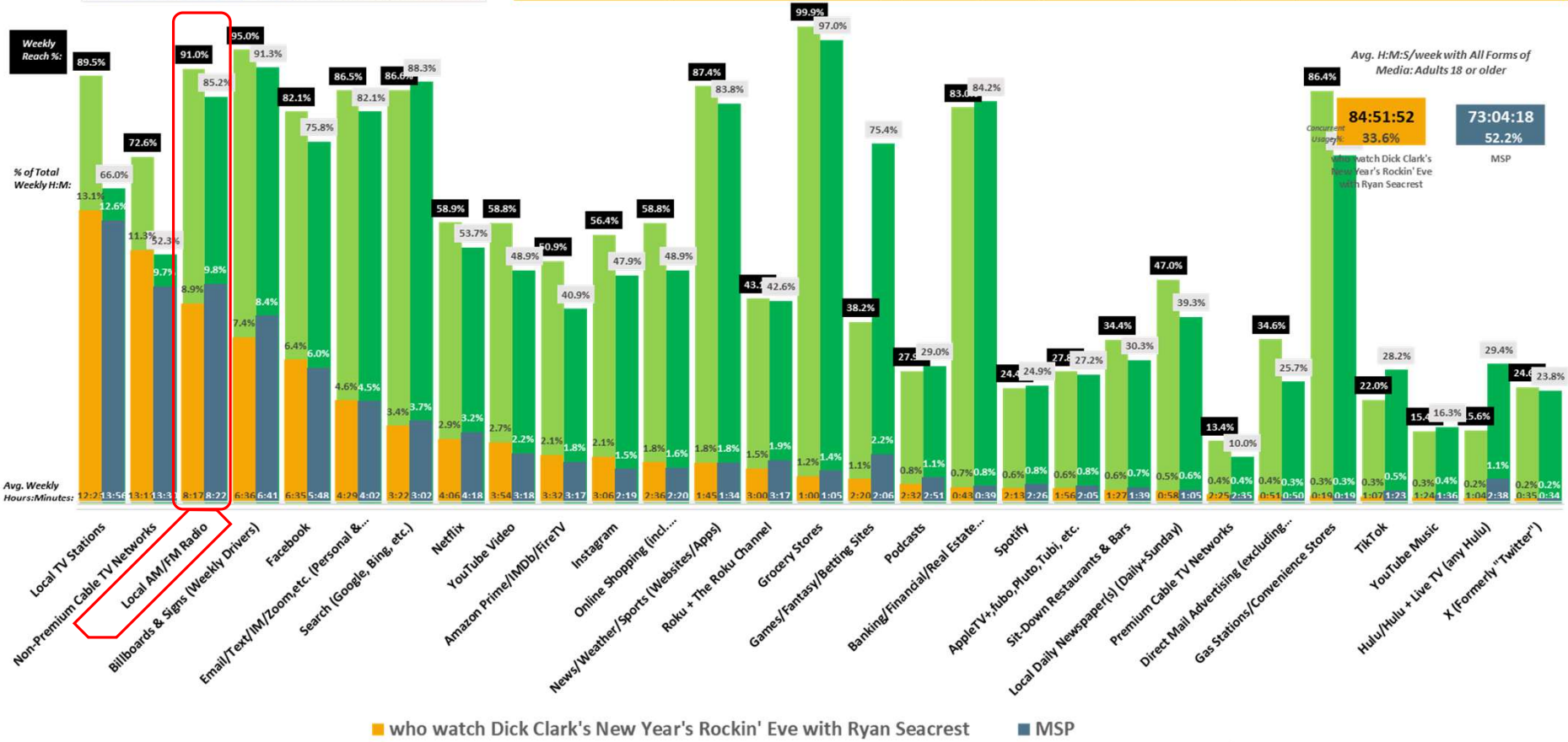
Hubbard BROADCASTING Share of Everything for Anything ©

Special TV programs watched past 12 months: Dick Clark's New Year's Rockin' Eve with Ryan Seacrest



Adults 18 or older who watch Dick Clark's New Year's Rockin' Eve with Ryan Seacrest spend an average of 3 days, 12 hours, 51 minutes and 52 seconds each week with All Forms of Media.

91.% of Adults 18 or older who watch Dick Clark's New Year's Rockin' Eve with Ryan Seacrest spend an avg. of 8 hours and 17 minutes each week listening to All Local AM/FM Radio, representing 8.9% of total time spent with all forms of Media.



MSP DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 154 MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2024: Jan23-Dec23 Qual Intab 1,873

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

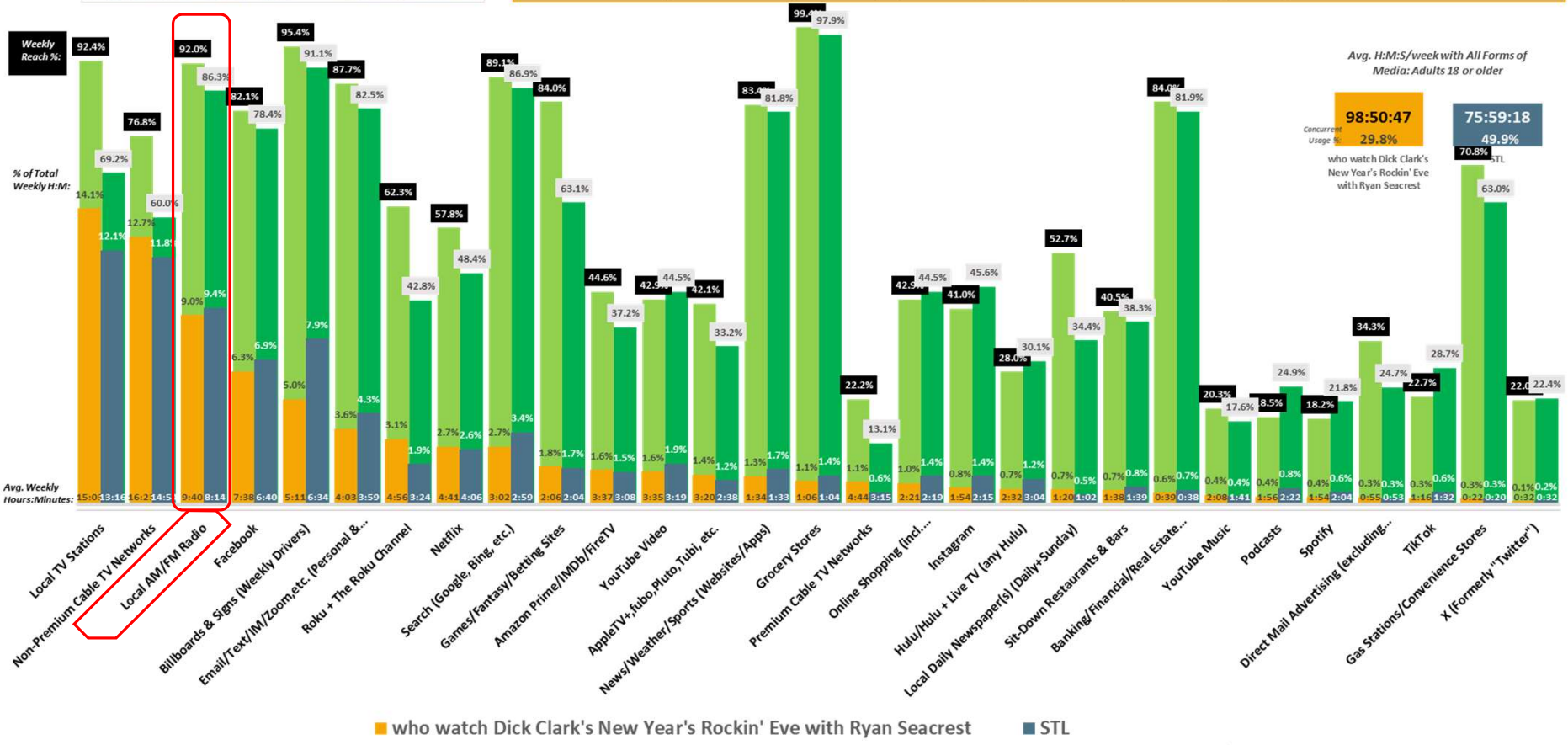
Hubbard BROADCASTING Share of Everything for Anything ©

Special TV programs watched past 12 months: Dick Clark's New Year's Rockin' Eve with Ryan Seacrest



Adults 18 or older who watch Dick Clark's New Year's Rockin' Eve with Ryan Seacrest spend an average of 4 days, 2 hours, 50 minutes and 47 seconds each week with All Forms of Media.

92.% of Adults 18 or older who watch Dick Clark's New Year's Rockin' Eve with Ryan Seacrest spend an avg. of 9 hours and 40 minutes each week listening to All Local AM/FM Radio, representing 9.% of total time spent with all forms of Media.



STL DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 191 ST. LOUIS DMA Scarborough R1 2024: Jan23-Dec23 Qual Intab 1,952

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

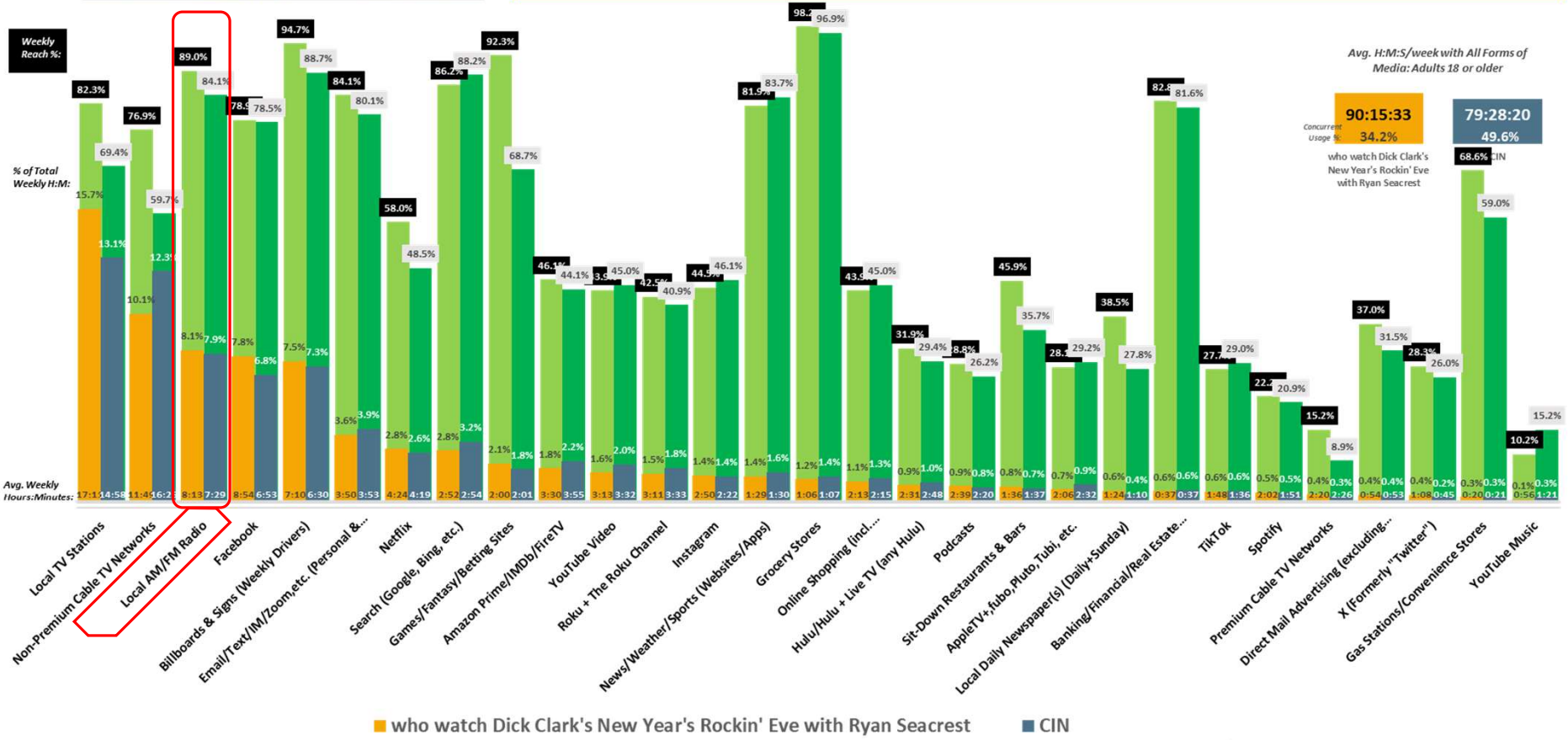
Hubbard BROADCASTING Share of Everything for Anything ©

Special TV programs watched past 12 months: Dick Clark's New Year's Rockin' Eve with Ryan Seacrest



Adults 18 or older who watch Dick Clark's New Year's Rockin' Eve with Ryan Seacrest spend an average of 3 days, 18 hours, 15 minutes and 33 seconds each week with All Forms of Media.

89.% of Adults 18 or older who watch Dick Clark's New Year's Rockin' Eve with Ryan Seacrest spend an avg. of 8 hours and 13 minutes each week listening to All Local AM/FM Radio, representing 8.1% of total time spent with all forms of Media.



CIN DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 296 CINCINNATI DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 1,928

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

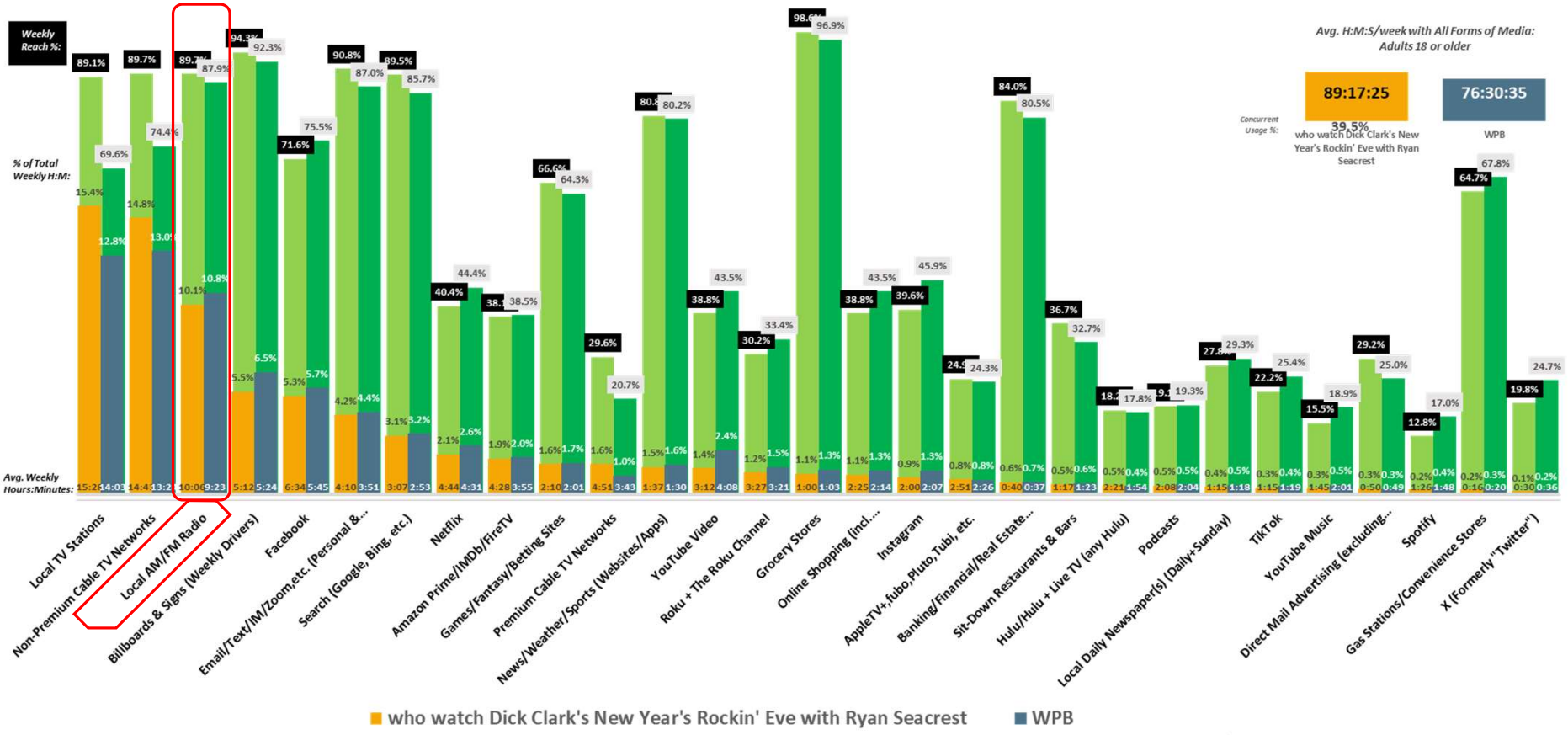
Hubbard BROADCASTING — Share of Everything for Anything ©

Special TV programs watched past 12 months: Dick Clark's New Year's Rockin' Eve with Ryan Seacrest



Adults 18 or older who watch Dick Clark's New Year's Rockin' Eve with Ryan Seacrest spend an average of 3 days, 17 hours, 17 minutes and 25 seconds each week with All Forms of Media.

89.7% of Adults 18 or older who watch Dick Clark's New Year's Rockin' Eve with Ryan Seacrest spend an avg. of 10 hours and 6 minutes each week listening to All Local AM/FM Radio, representing 10.1% of total time spent with all forms of Media.



WPB DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 398 WEST PALM BEACH-BOCA RATON DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 2,465

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

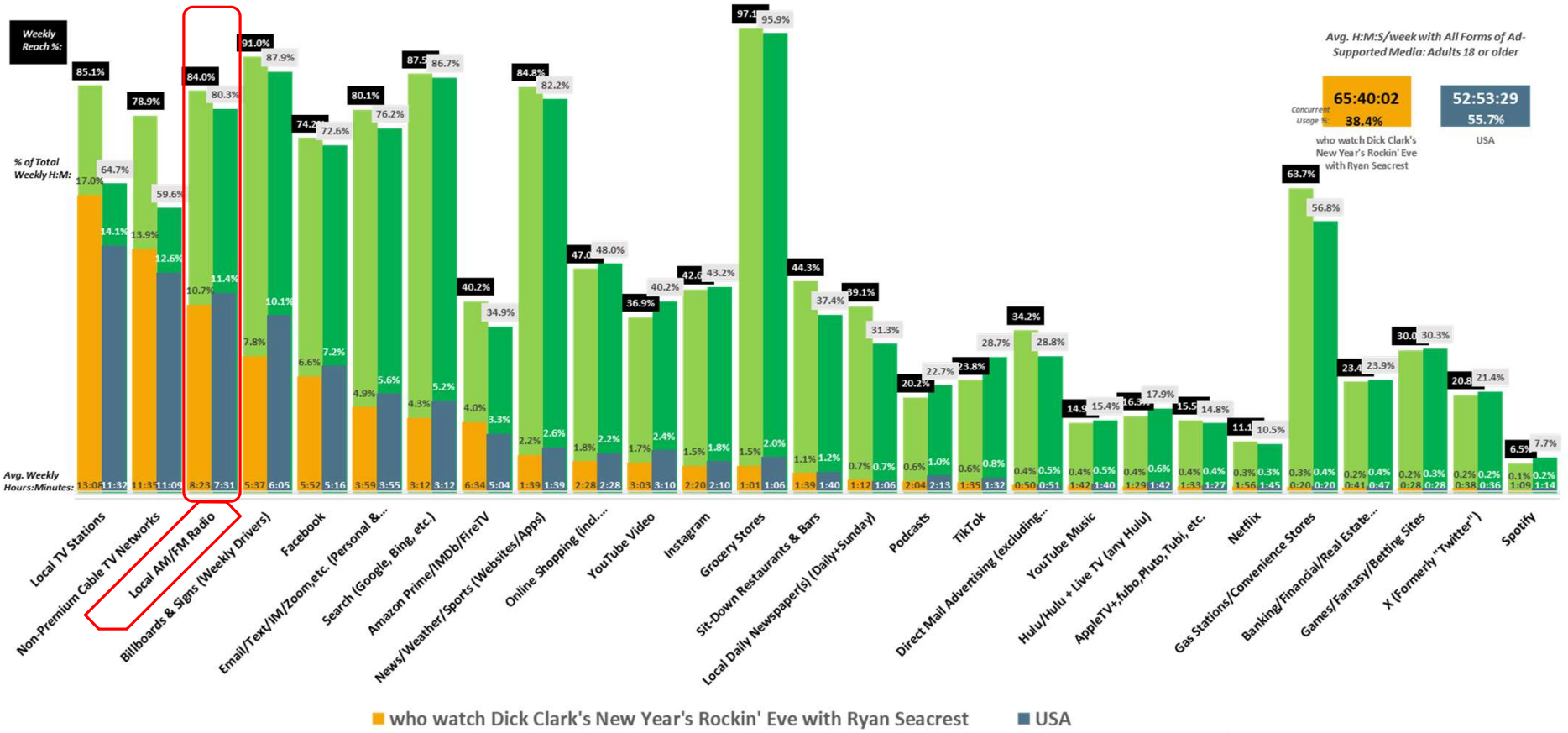
Hubbard BROADCASTING — Share of Everything for Anything ©

Special TV programs watched past 12 months: Dick Clark's New Year's Rockin' Eve with Ryan Seacrest



Adults 18 or older who watch Dick Clark's New Year's Rockin' Eve with Ryan Seacrest spend an average of 2 days, 17 hours, 40 minutes and 2 seconds each week with All Forms of Ad-Supported Media.

84.% of Adults 18 or older who watch Dick Clark's New Year's Rockin' Eve with Ryan Seacrest spend an avg. of 8 hours and 23 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 10.7% of total time spent with all forms of Ad-Supporte



USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 2,940 USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 23,333

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

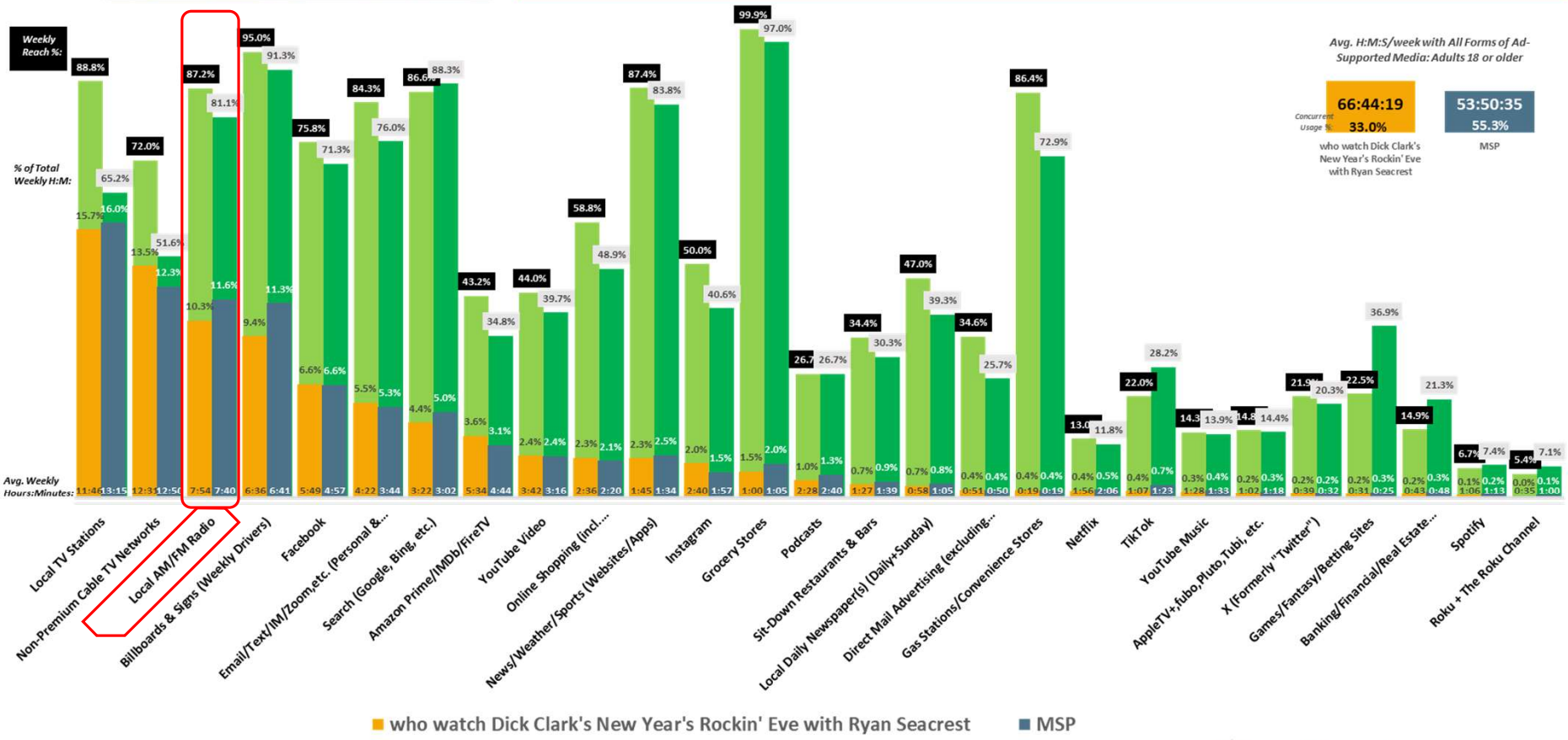
Hubbard BROADCASTING Share of Everything for Anything ©

Special TV programs watched past 12 months: Dick Clark's New Year's Rockin' Eve with Ryan Seacrest



Adults 18 or older who watch Dick Clark's New Year's Rockin' Eve with Ryan Seacrest spend an average of 2 days, 18 hours, 44 minutes and 19 seconds each week with All Forms of Ad-Supported Media.

87.2% of Adults 18 or older who watch Dick Clark's New Year's Rockin' Eve with Ryan Seacrest spend an avg. of 7 hours and 54 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 10.3% of total time spent with all forms of Ad-Support



MSP DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 154 MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2024: Jan23-Dec23 Qual Intab 1,873

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

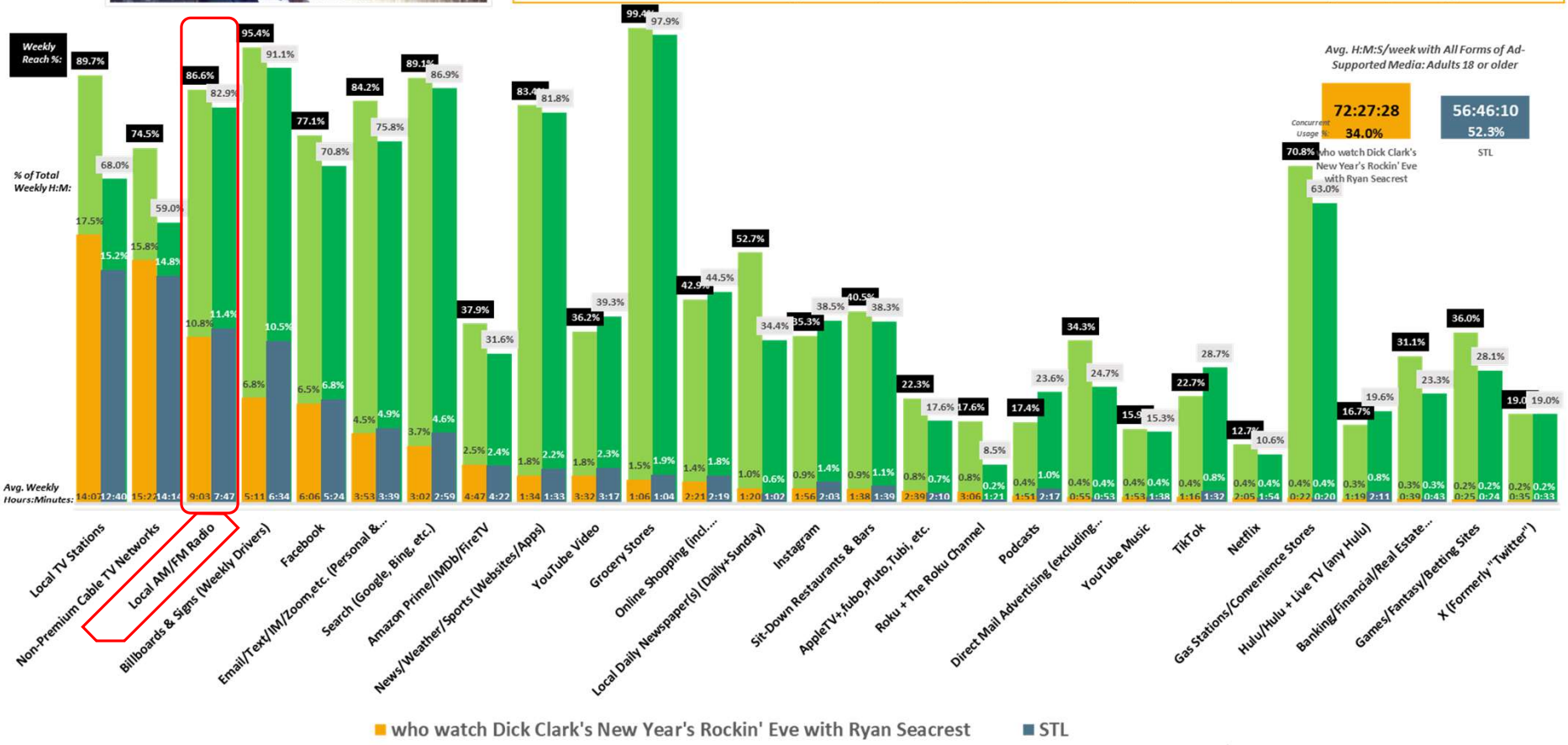
Hubbard BROADCASTING Share of Everything for Anything ©

Special TV programs watched past 12 months: Dick Clark's New Year's Rockin' Eve with Ryan Seacrest



Adults 18 or older who watch Dick Clark's New Year's Rockin' Eve with Ryan Seacrest spend an average of 3 days, 0 hours, 27 minutes and 28 seconds each week with All Forms of Ad-Supported Media.

86.6% of Adults 18 or older who watch Dick Clark's New Year's Rockin' Eve with Ryan Seacrest spend an avg. of 9 hours and 3 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 10.8% of total time spent with all forms of Ad-Supporte



STL DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 191 ST. LOUIS DMA Scarborough R1 2024: Jan23-Dec23 Qual Intab 1,952

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

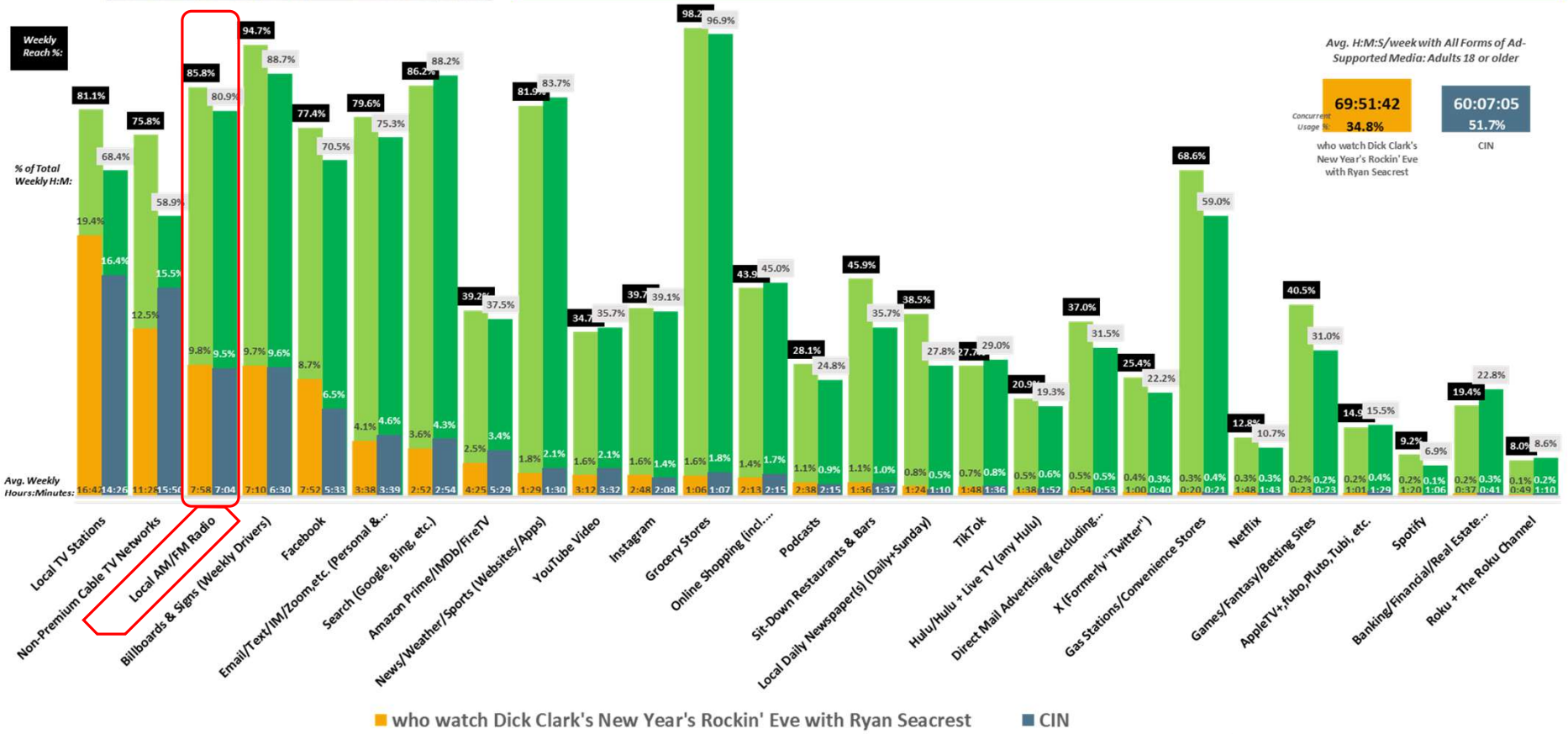
Hubbard BROADCASTING Share of Everything for Anything ©

Special TV programs watched past 12 months: Dick Clark's New Year's Rockin' Eve with Ryan Seacrest



Adults 18 or older who watch Dick Clark's New Year's Rockin' Eve with Ryan Seacrest spend an average of 2 days, 21 hours, 51 minutes and 42 seconds each week with All Forms of Ad-Supported Media.

85.8% of Adults 18 or older who watch Dick Clark's New Year's Rockin' Eve with Ryan Seacrest spend an avg. of 7 hours and 58 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 9.8% of total time spent with all forms of Ad-Supporte



CIN DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 296 CINCINNATI DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 1,928

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

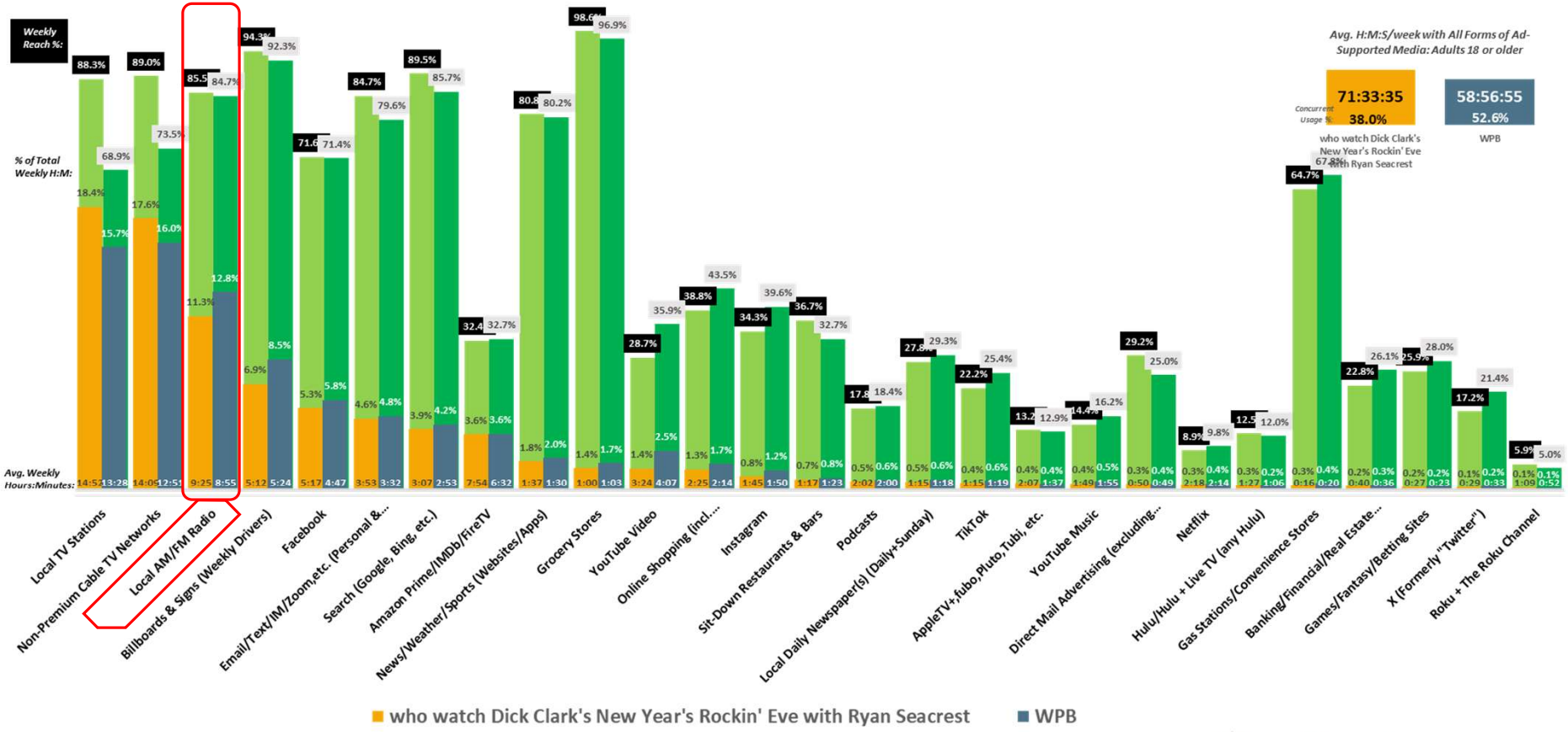
Hubbard BROADCASTING Share of Everything for Anything ©

Special TV programs watched past 12 months: Dick Clark's New Year's Rockin' Eve with Ryan Seacrest



Adults 18 or older who watch Dick Clark's New Year's Rockin' Eve with Ryan Seacrest spend an average of 2 days, 23 hours, 33 minutes and 35 seconds each week with All Forms of Ad-Supported Media.

85.5% of Adults 18 or older who watch Dick Clark's New Year's Rockin' Eve with Ryan Seacrest spend an avg. of 9 hours and 25 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 11.3% of total time spent with all forms of Ad-Support



WPB DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 398 WEST PALM BEACH-BOCA RATON DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 2,465

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

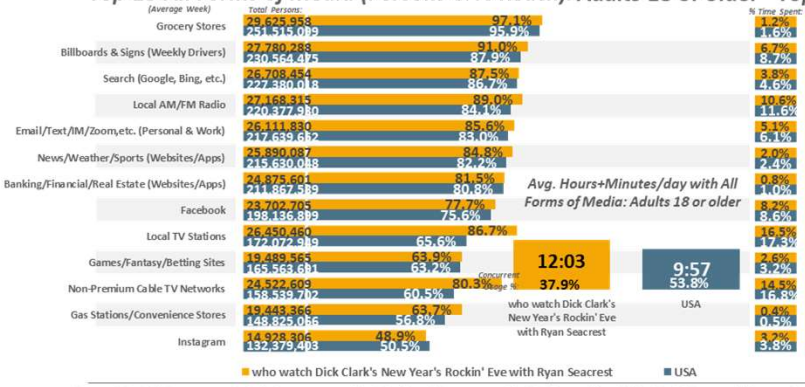
Hubbard BROADCASTING — Share of Everything for Anything ©

Special TV programs watched past 12 months: Dick Clark's New Year's Rockin' Eve with Ryan Seacrest

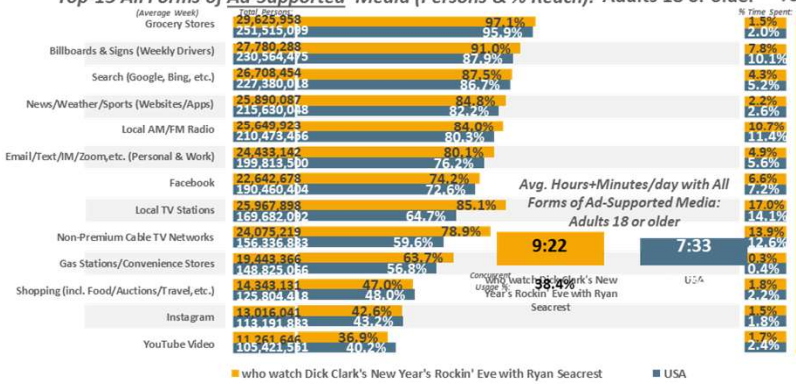


Adults 18 or older who watch Dick Clark's New Year's Rockin' Eve with Ryan Seacrest spend an average of 9 hours and 22 minutes each day with All Forms of Ad-Supported Media. 84.% listen to Local AM/FM Radio for an avg. of 71.9 minutes/day. *(Local Radio delivers 10.7% of Time with Ad-Supported Media.)*

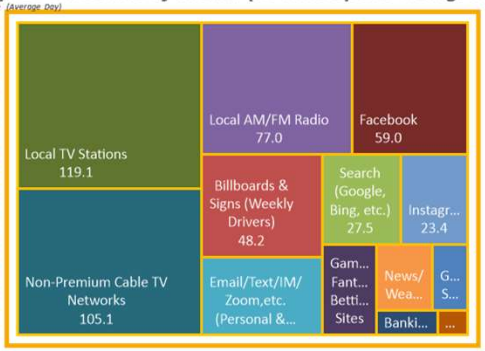
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older

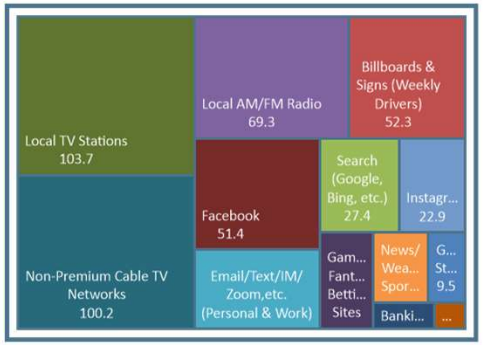


Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 18 or older

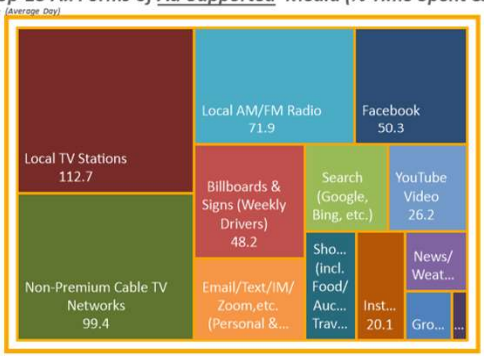


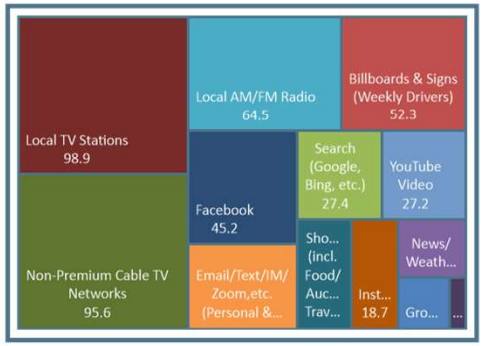
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older





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





USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 2,940

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 23,333

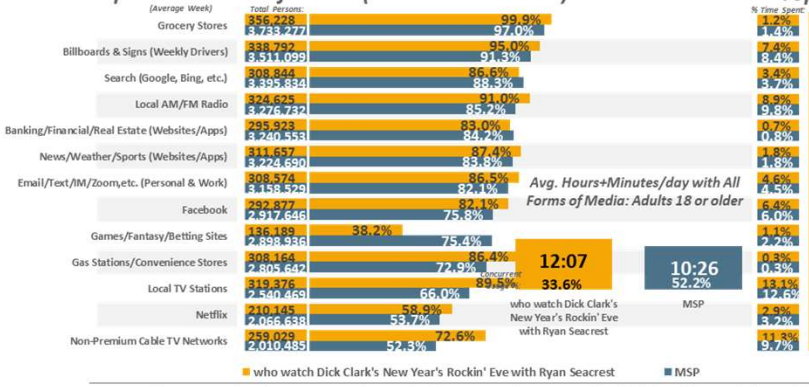
soefa.ai Share of Everything for Anything ©

Special TV programs watched past 12 months: Dick Clark's New Year's Rockin' Eve with Ryan Seacrest

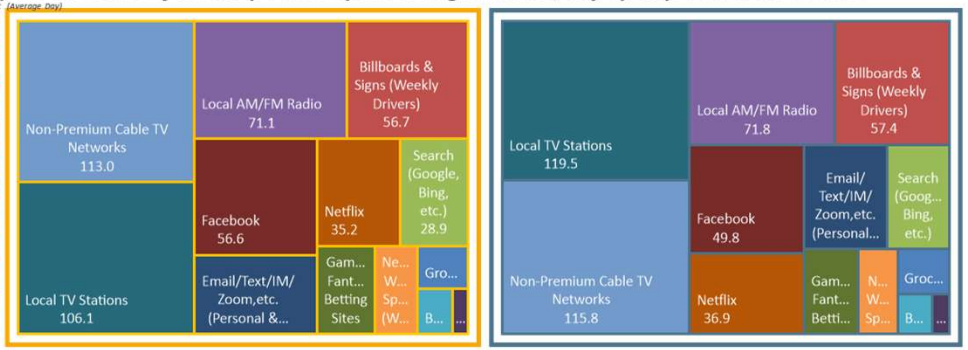


Adults 18 or older who watch Dick Clark's New Year's Rockin' Eve with Ryan Seacrest spend an average of 9 hours and 32 minutes each day with All Forms of Ad-Supported Media. 87.2% listen to Local AM/FM Radio for an avg. of 67.8 minutes/day. *(Local Radio delivers 10.3% of Time with Ad-Supported Media.)*

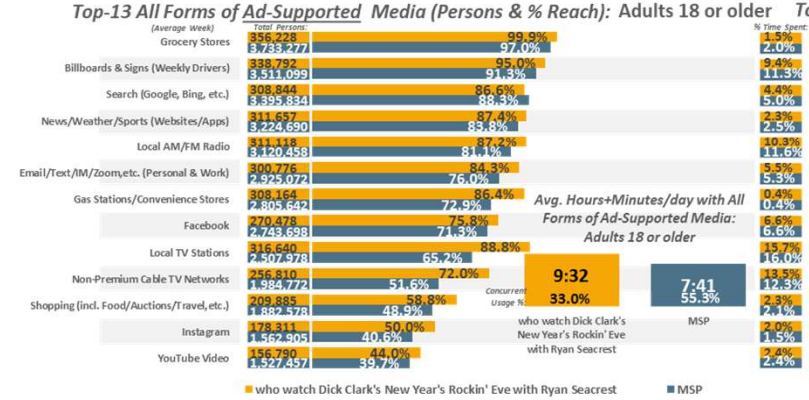
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



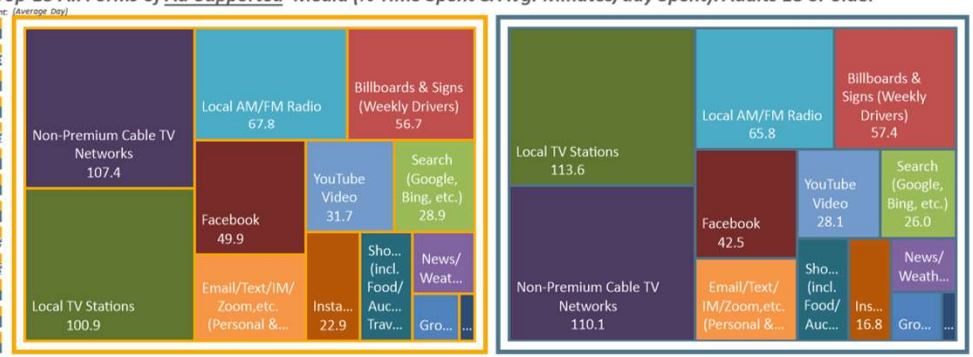
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



MSP DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 154

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

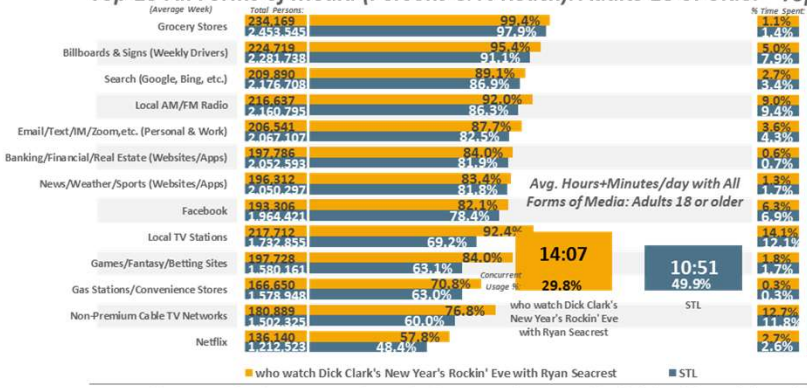
soefa.ai Share of Everything for Anything ©

Special TV programs watched past 12 months: Dick Clark's New Year's Rockin' Eve with Ryan Seacrest

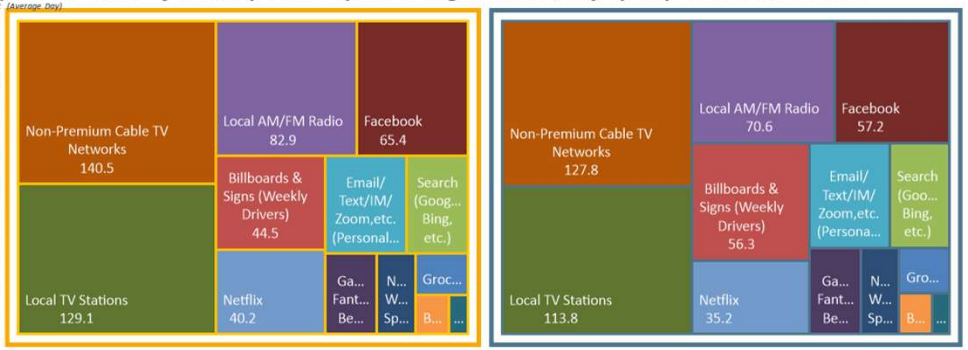


Adults 18 or older who watch Dick Clark's New Year's Rockin' Eve with Ryan Seacrest spend an average of 10 hours and 21 minutes each day with All Forms of Ad-Supported Media. 86.6% listen to Local AM/FM Radio for an avg. of 77.6 minutes/day. *(Local Radio delivers 10.8% of Time with Ad-Supported Media.)*

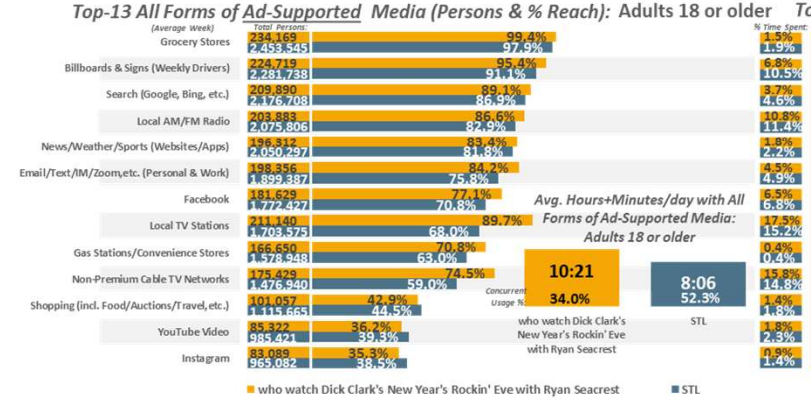
Top-13 All Forms of Media (Persons & % Reach): **Adults 18 or older**



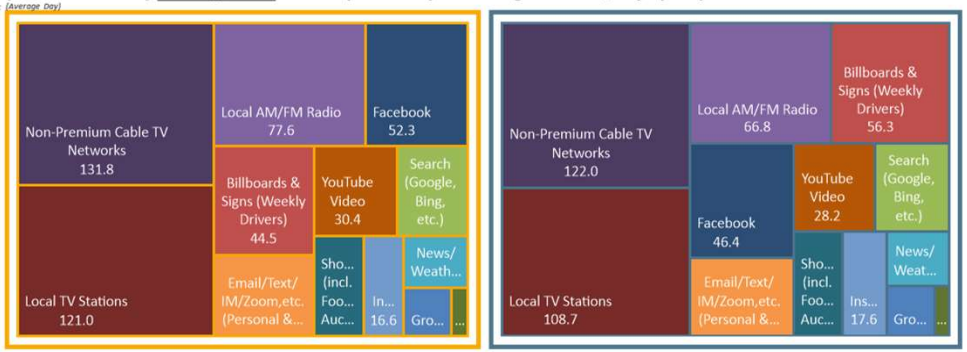
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): **Adults 18 or older**



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**



STL DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 191

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

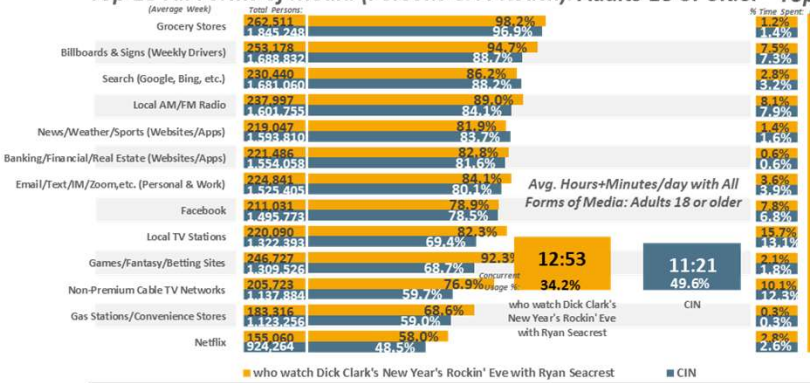
soefa.ai Share of Everything for Anything ©

Special TV programs watched past 12 months: Dick Clark's New Year's Rockin' Eve with Ryan Seacrest

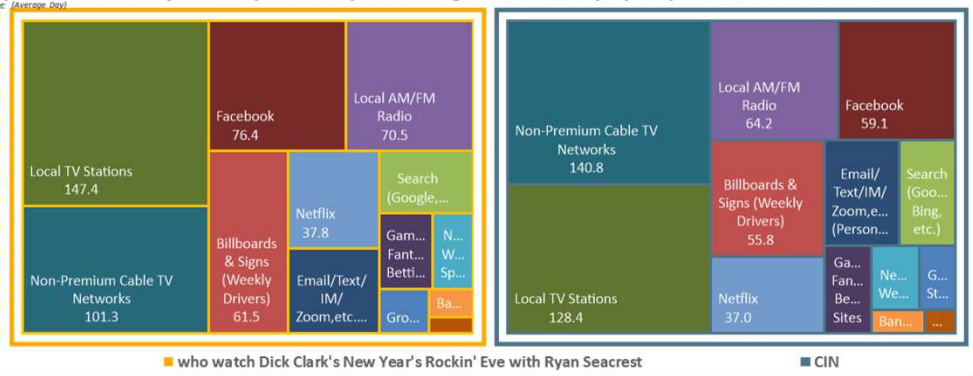


Adults 18 or older who watch Dick Clark's New Year's Rockin' Eve with Ryan Seacrest spend an average of 9 hours and 58 minutes each day with All Forms of Ad-Supported Media. 85.8% listen to Local AM/FM Radio for an avg. of 68.4 minutes/day. *(Local Radio delivers 9.8% of Time with Ad-Supported Media.)*

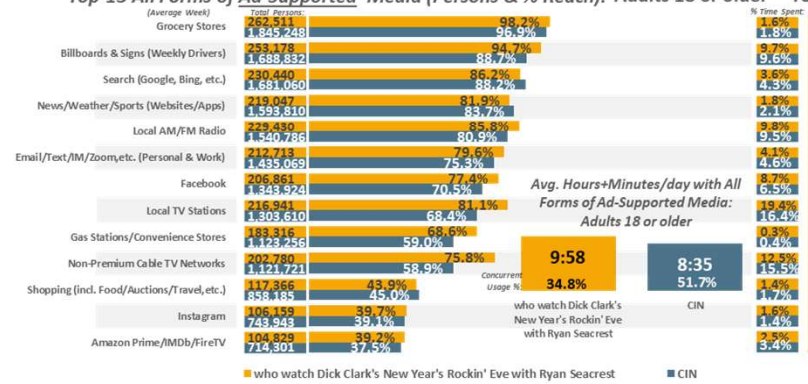
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



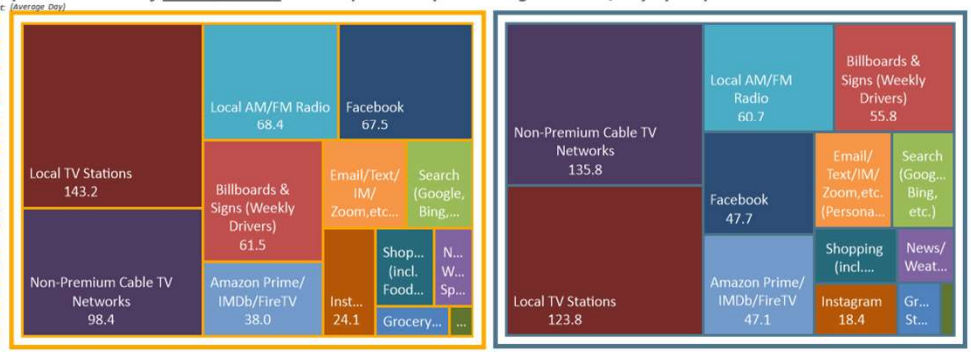
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



CIN DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 296

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

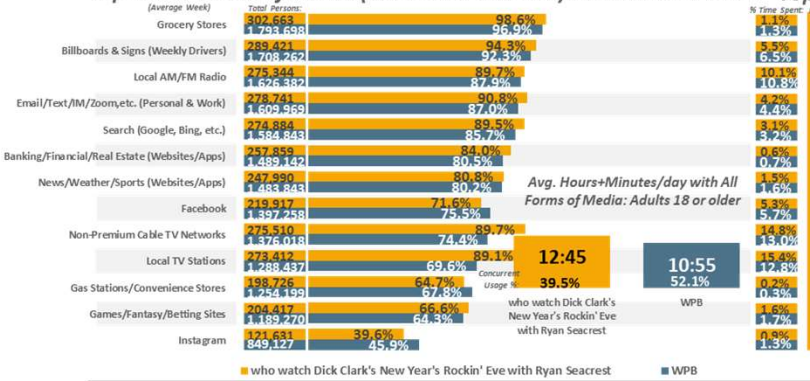
soefa.ai Share of Everything for Anything ©

Special TV programs watched past 12 months: Dick Clark's New Year's Rockin' Eve with Ryan Seacrest

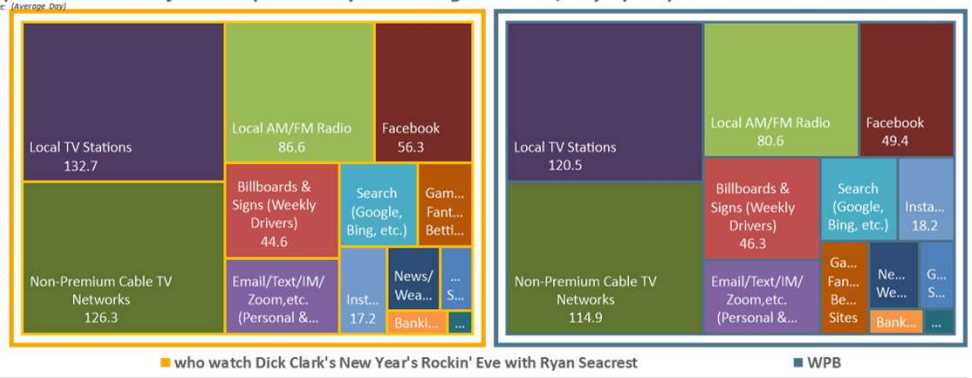


Adults 18 or older who watch Dick Clark's New Year's Rockin' Eve with Ryan Seacrest spend an average of 10 hours and 13 minutes each day with All Forms of Ad-Supported Media. 85.5% listen to Local AM/FM Radio for an avg. of 80.8 minutes/day. *(Local Radio delivers 11.3% of Time with Ad-Supported Media.)*

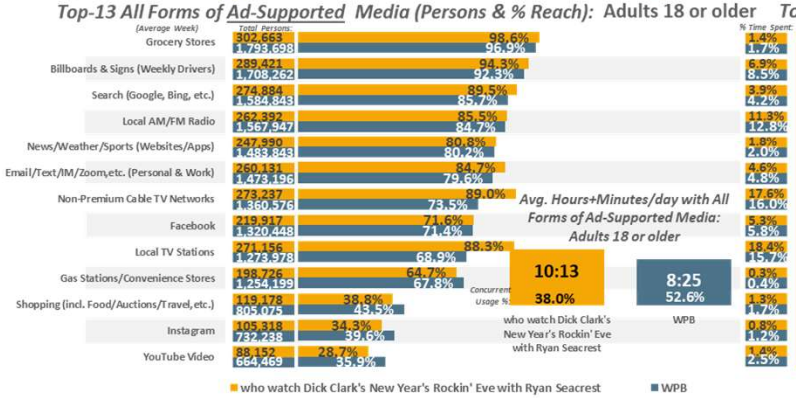
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



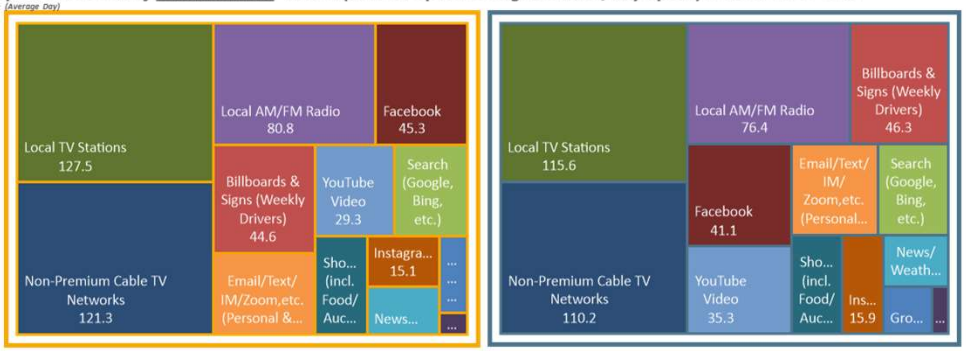
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



WPB DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 398

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

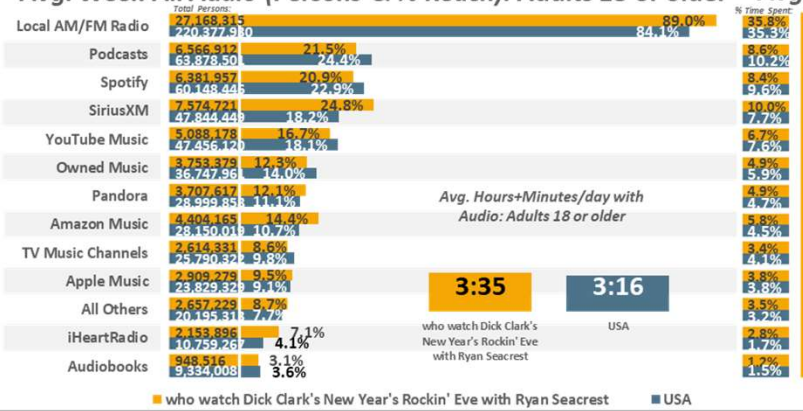
soefa.ai Share of Everything for Anything ©

Special TV programs watched past 12 months: Dick Clark's New Year's Rockin' Eve with Ryan Seacrest

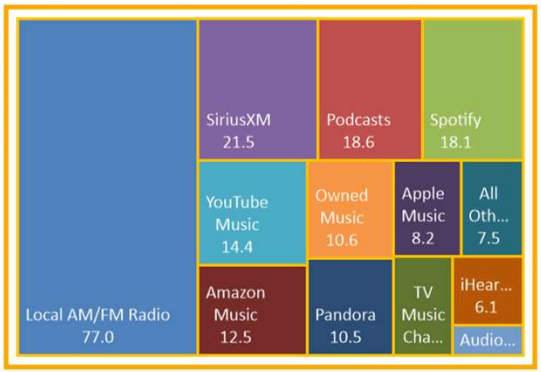


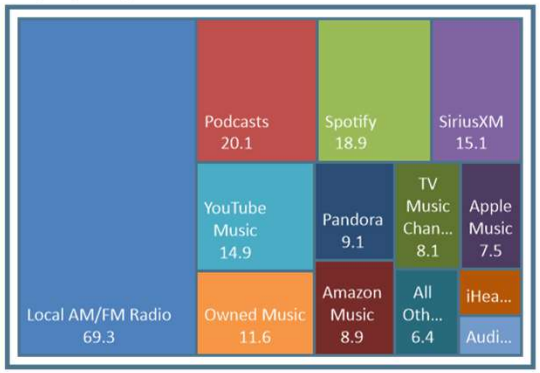
25,649,923 or 84.% of Adults 18 or older who watch Dick Clark's New Year's Rockin' Eve with Ryan Seacrest listen to Ad-Supported Local AM/FM Radio for an average of 71.9 minutes every day representing 45.1% of all time spent daily with Ad-Supported Audio.

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

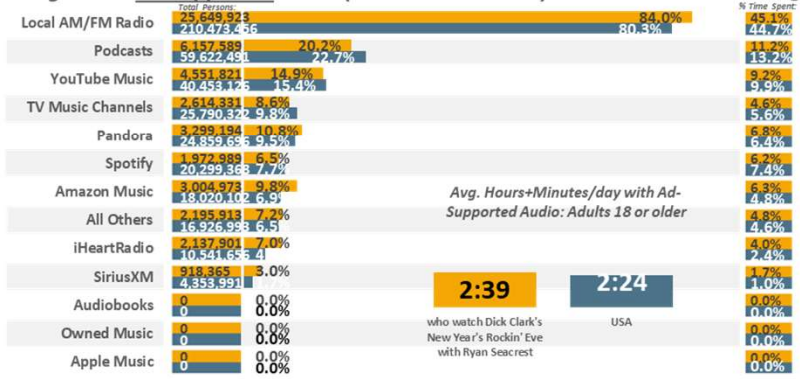


Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

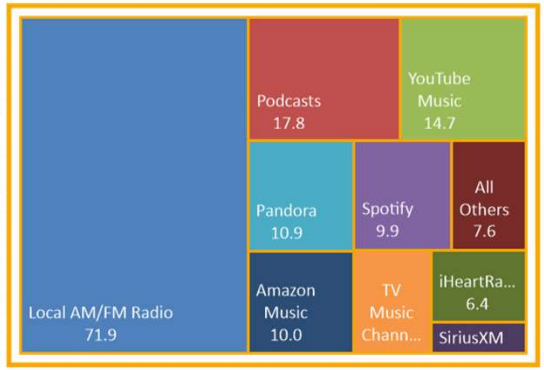


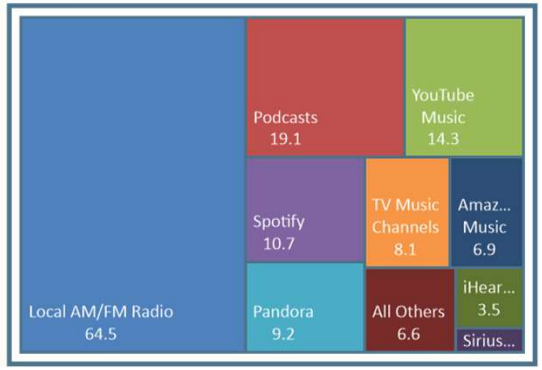


Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 18 or older



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





USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 2,940

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

Scarborough R1 2024: Jan23-Apr24 USA Projection Scarborough R1 2024: Jan23-Apr24

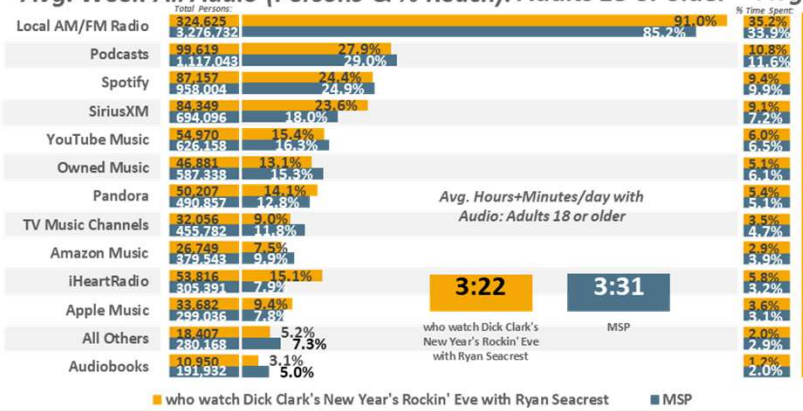
soefa.ai Share of Everything for Anything ©

Special TV programs watched past 12 months: Dick Clark's New Year's Rockin' Eve with Ryan Seacrest

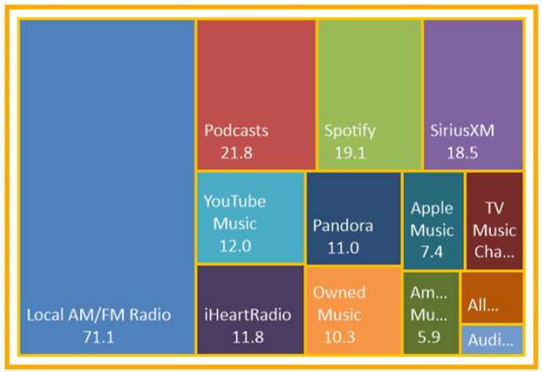


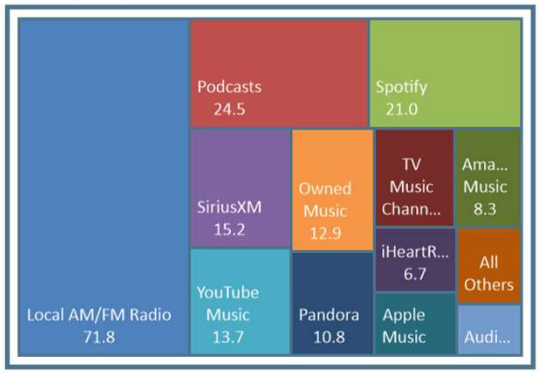
311,118 or 87.2% of Adults 18 or older who watch Dick Clark's New Year's Rockin' Eve with Ryan Seacrest listen to Ad-Supported Local AM/FM Radio for an average of 67.8 minutes every day representing 44.4% of all time spent daily with Ad-Supported Audio.

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

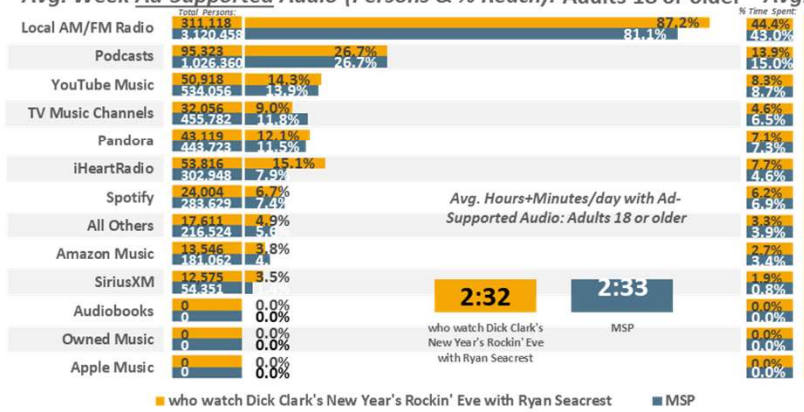


Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

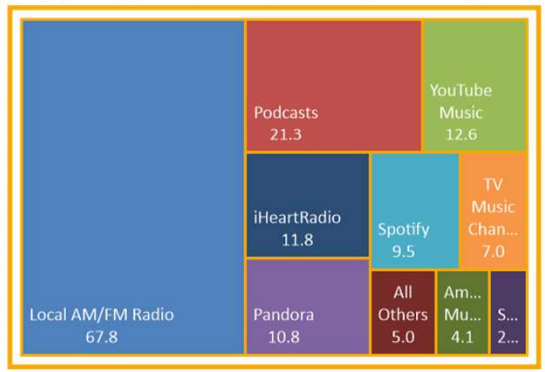


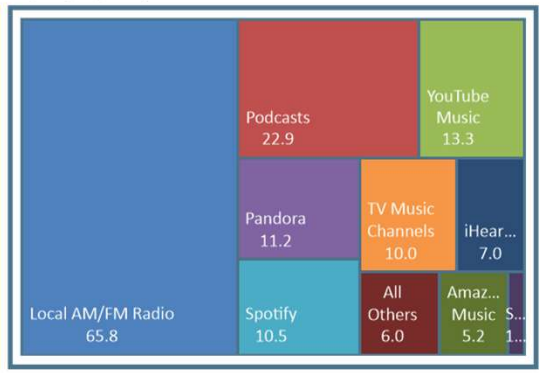


Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 18 or older



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





MSP DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 154

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

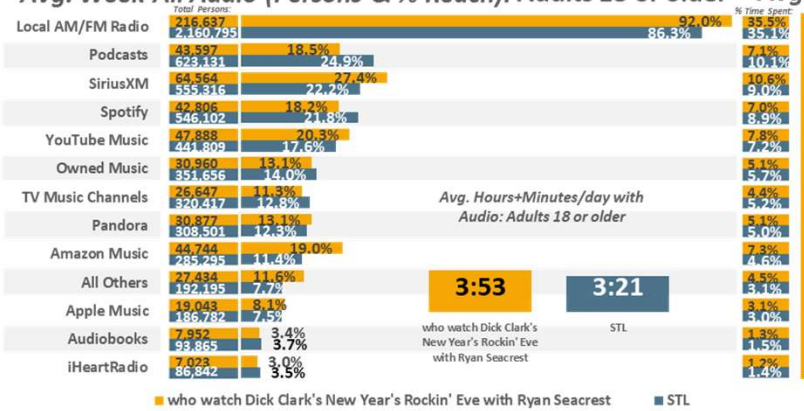
soefa.ai Share of Everything for Anything ©

Special TV programs watched past 12 months: Dick Clark's New Year's Rockin' Eve with Ryan Seacrest

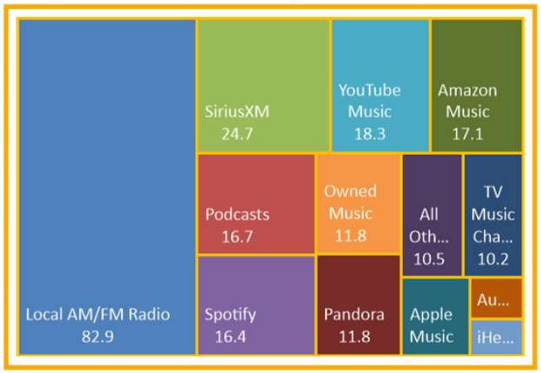


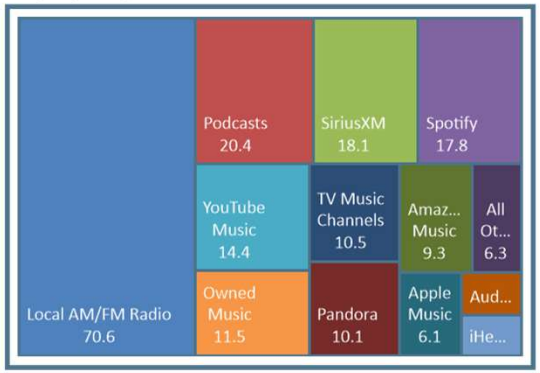
203,883 or 86.6% of Adults 18 or older who watch Dick Clark's New Year's Rockin' Eve with Ryan Seacrest listen to Ad-Supported Local AM/FM Radio for an average of 77.6 minutes every day representing 44.2% of all time spent daily with Ad-Supported Audio.

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

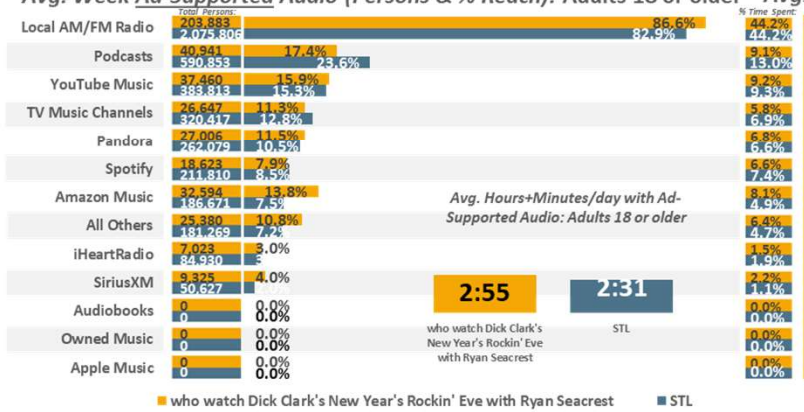


Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

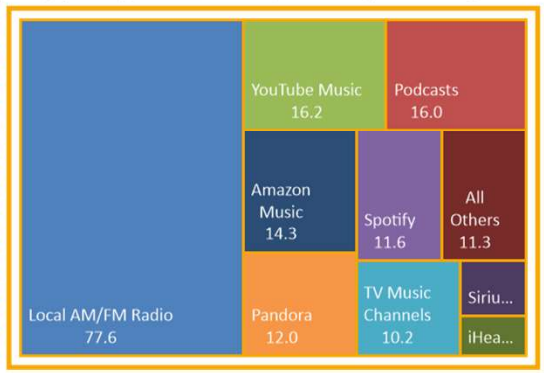


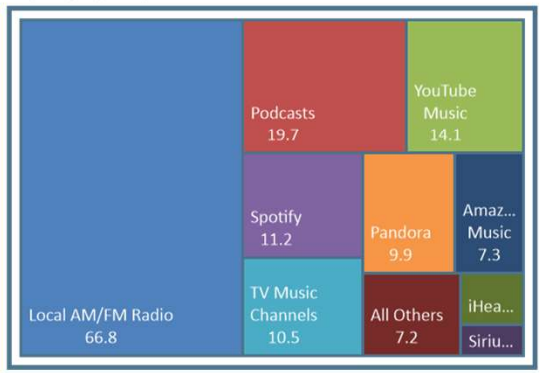


Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 18 or older



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





STL DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 191

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

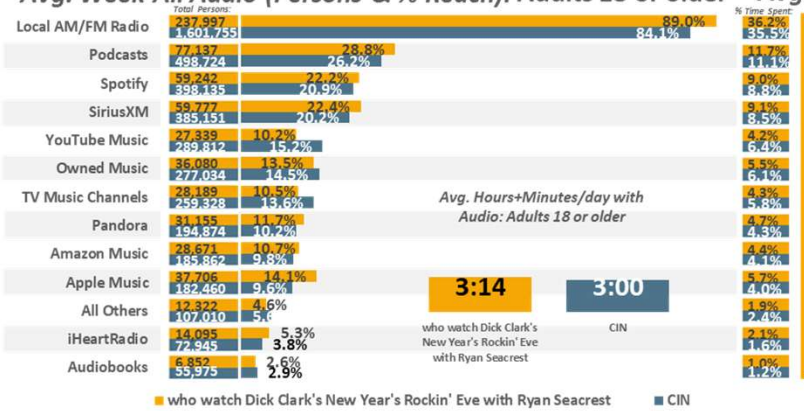
soefa.ai Share of Everything for Anything ©

Special TV programs watched past 12 months: Dick Clark's New Year's Rockin' Eve with Ryan Seacrest

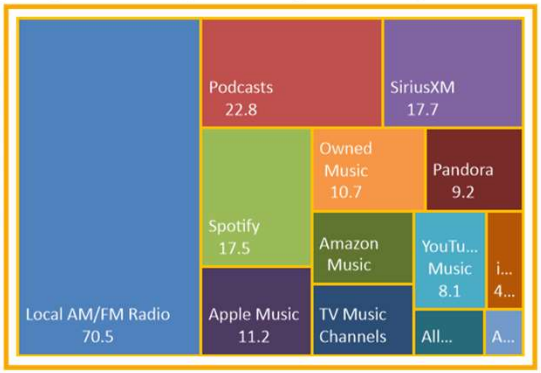


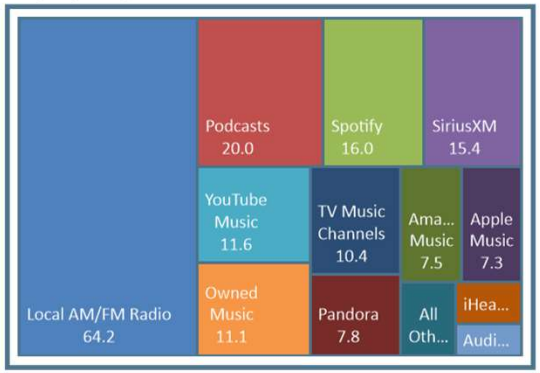
229,430 or 85.8% of Adults 18 or older who watch Dick Clark's New Year's Rockin' Eve with Ryan Seacrest listen to Ad-Supported Local AM/FM Radio for an average of 68.4 minutes every day representing 46.7% of all time spent daily with Ad-Supported Audio.

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

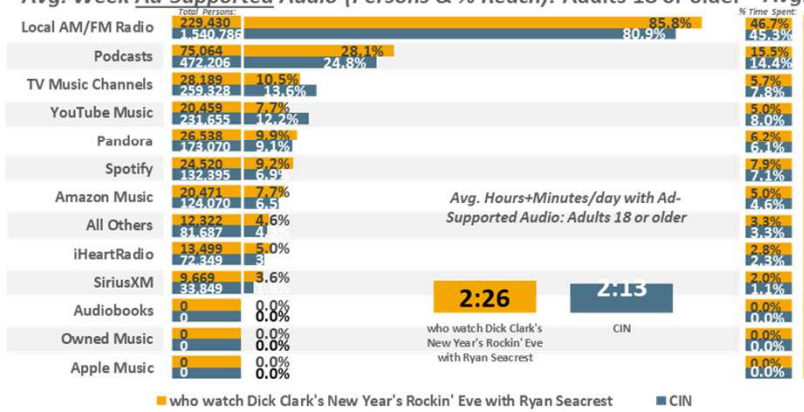


Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

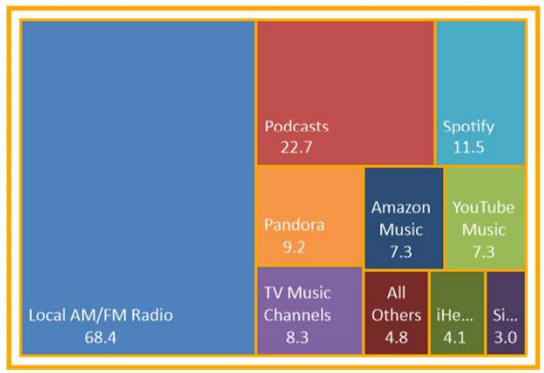


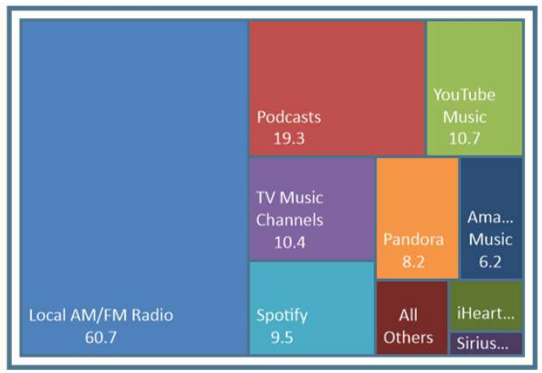


Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 18 or older



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





CIN DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 296

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

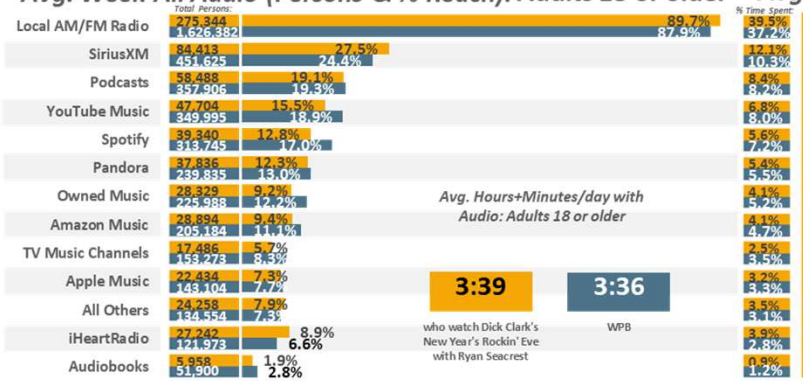
soefa.ai Share of Everything for Anything ©

Special TV programs watched past 12 months: Dick Clark's New Year's Rockin' Eve with Ryan Seacrest

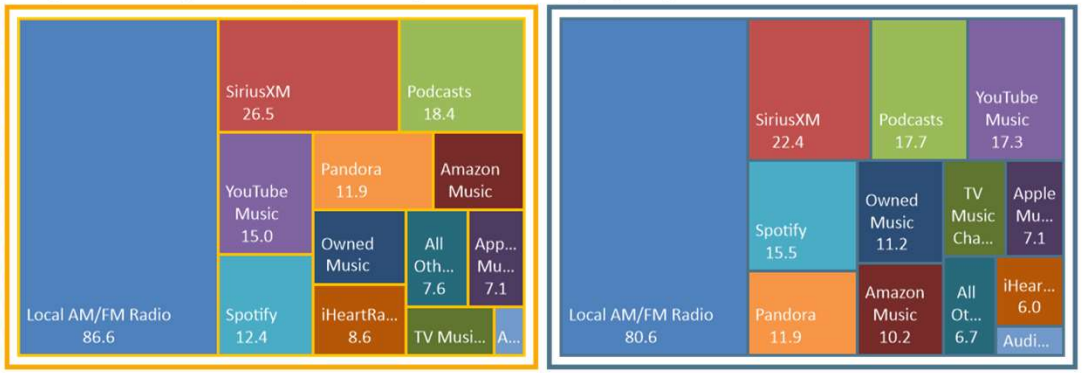


262,392 or 85.5% of Adults 18 or older who watch Dick Clark's New Year's Rockin' Eve with Ryan Seacrest listen to Ad-Supported Local AM/FM Radio for an average of 80.8 minutes every day representing 48.% of all time spent daily with Ad-Supported Audio.

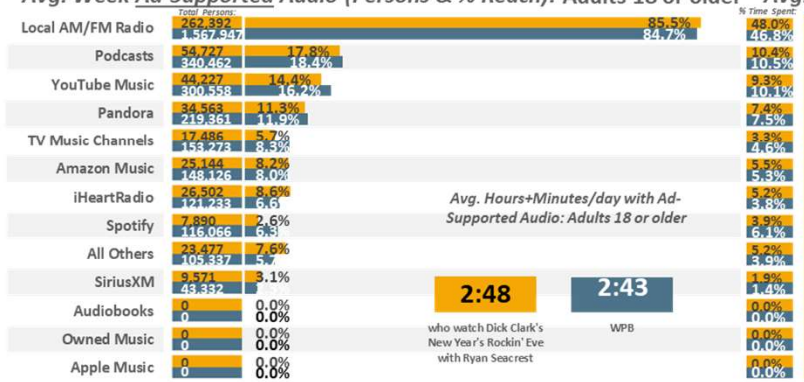
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



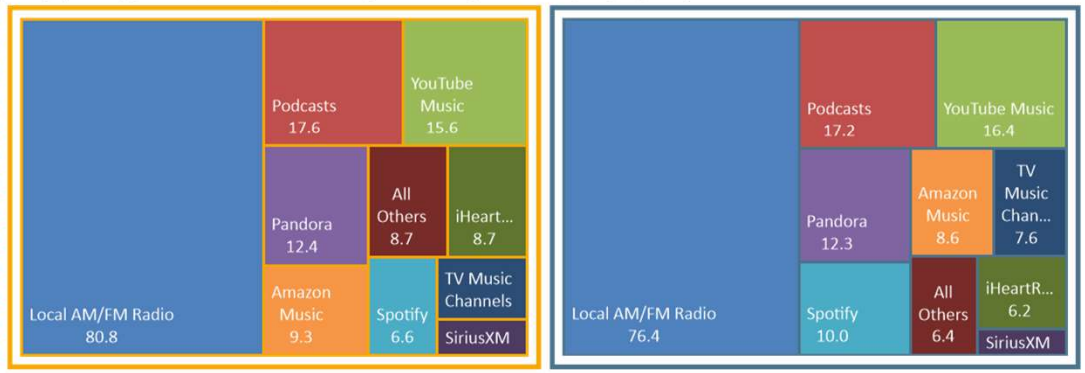
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



WPB DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 398

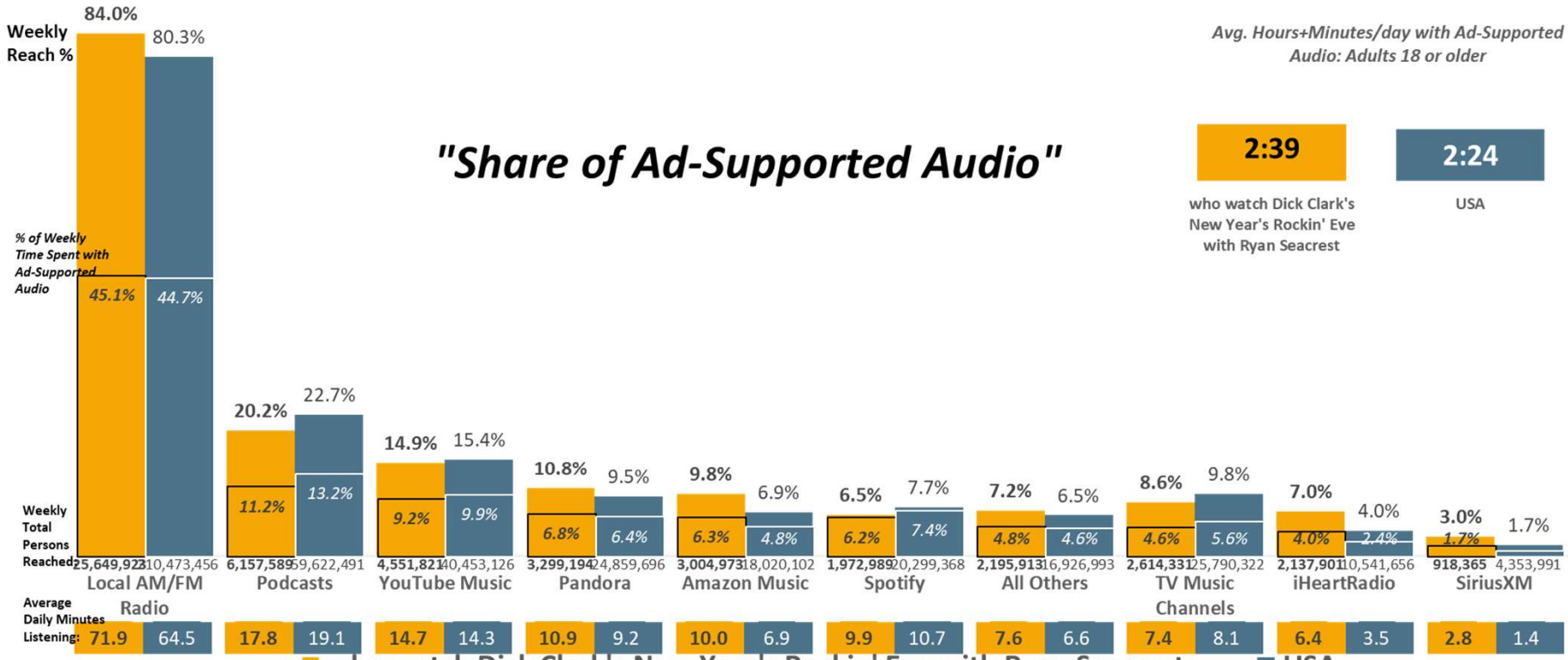
All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

Special TV programs watched past 12 months: Dick Clark's New Year's Rockin' Eve with Ryan Seacrest



25,649,923 or 84.% of Adults 18 or older who watch Dick Clark's New Year's Rockin' Eve with Ryan Seacrest listen to Ad-Supported Local AM/FM Radio for an average of 71.9 minutes every day representing 45.1% of all time spent daily with Ad-Supported Audio.



USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 2,940

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

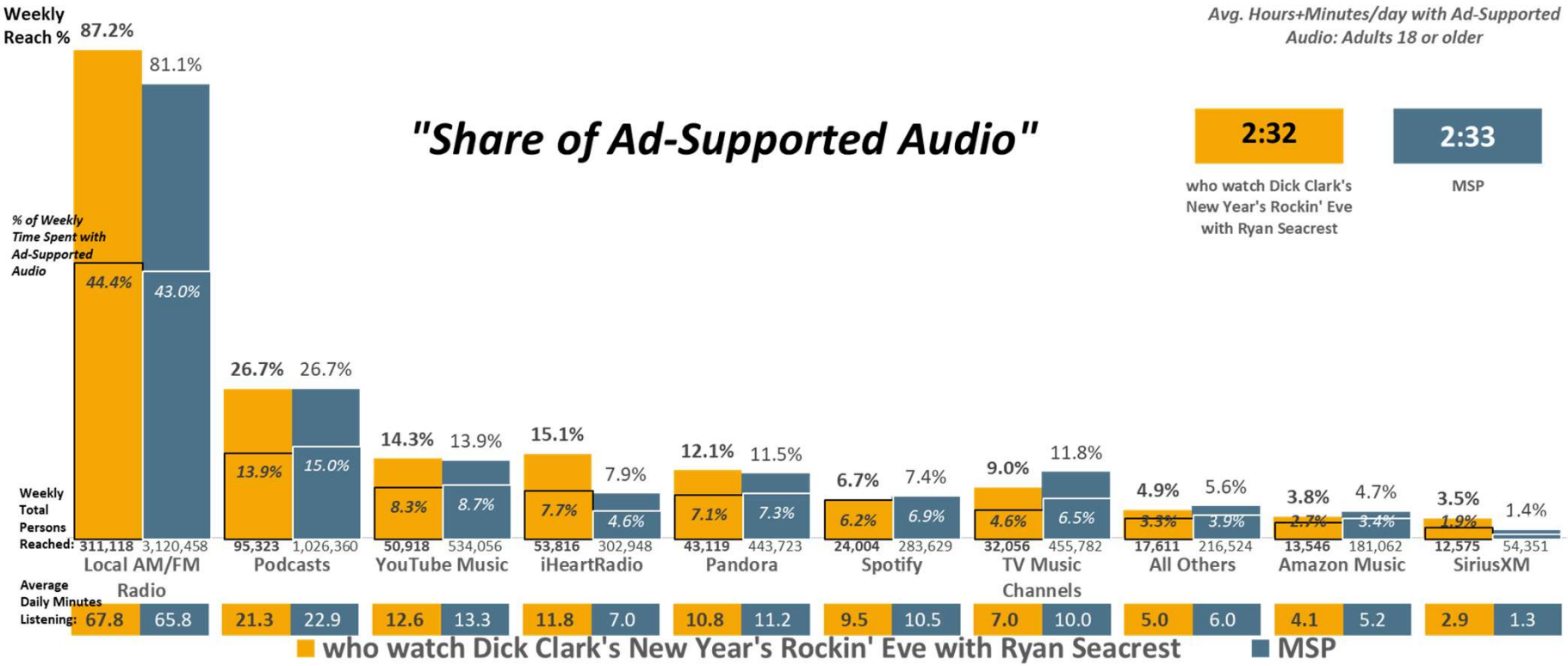
USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 23,333

soefa.ai Share of Everything for Anything ©

Special TV programs watched past 12 months: Dick Clark's New Year's Rockin' Eve with Ryan Seacrest



311,118 or 87.2% of Adults 18 or older who watch Dick Clark's New Year's Rockin' Eve with Ryan Seacrest listen to Ad-Supported Local AM/FM Radio for an average of 67.8 minutes every day representing 44.4% of all time spent daily with Ad-Supported Audio.



MSP DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 154 MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2024: Jan23-Dec23 Qual Intab 1,873

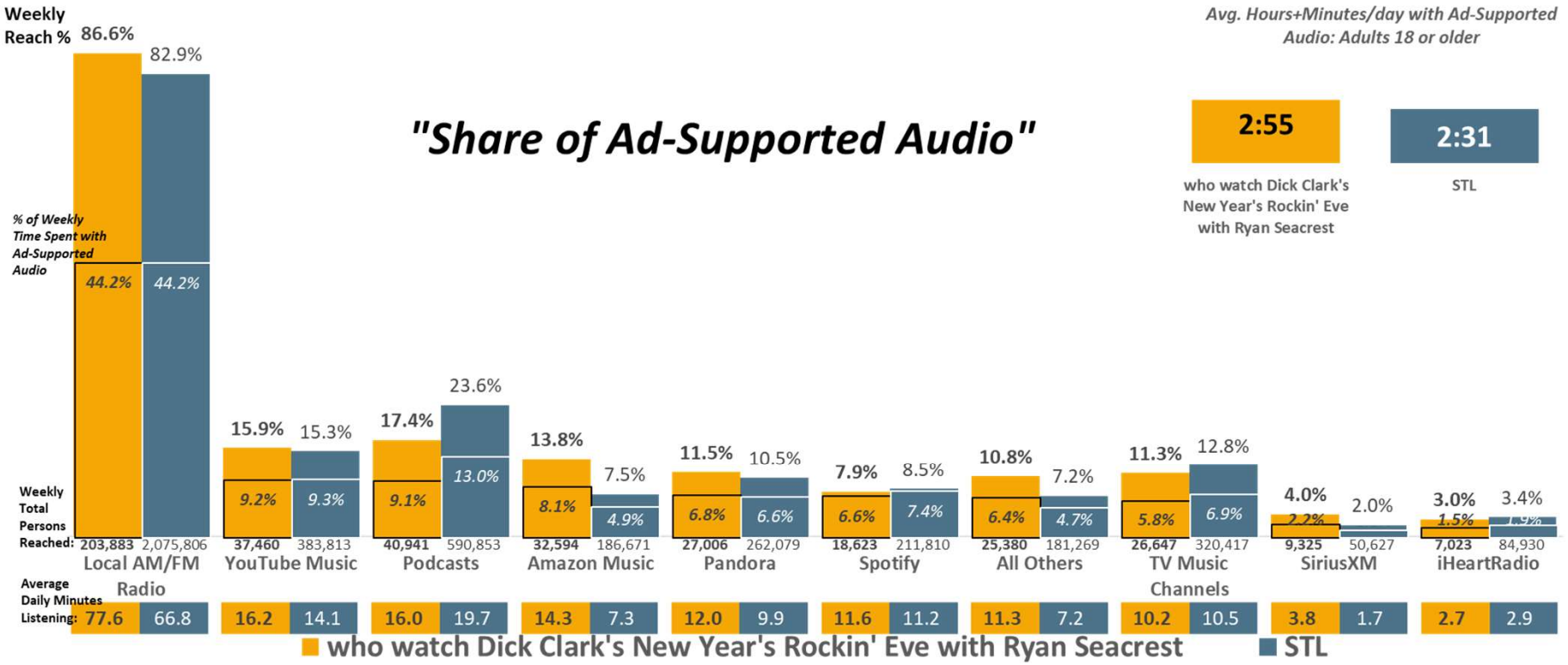
All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

Special TV programs watched past 12 months: Dick Clark's New Year's Rockin' Eve with Ryan Seacrest



203,883 or 86.6% of Adults 18 or older who watch Dick Clark's New Year's Rockin' Eve with Ryan Seacrest listen to Ad-Supported Local AM/FM Radio for an average of 77.6 minutes every day representing 44.2% of all time spent daily with Ad-Supported Audio.



STL DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 191 ST. LOUIS DMA Scarborough R1 2024: Jan23-Dec23 Qual Intab 1,952

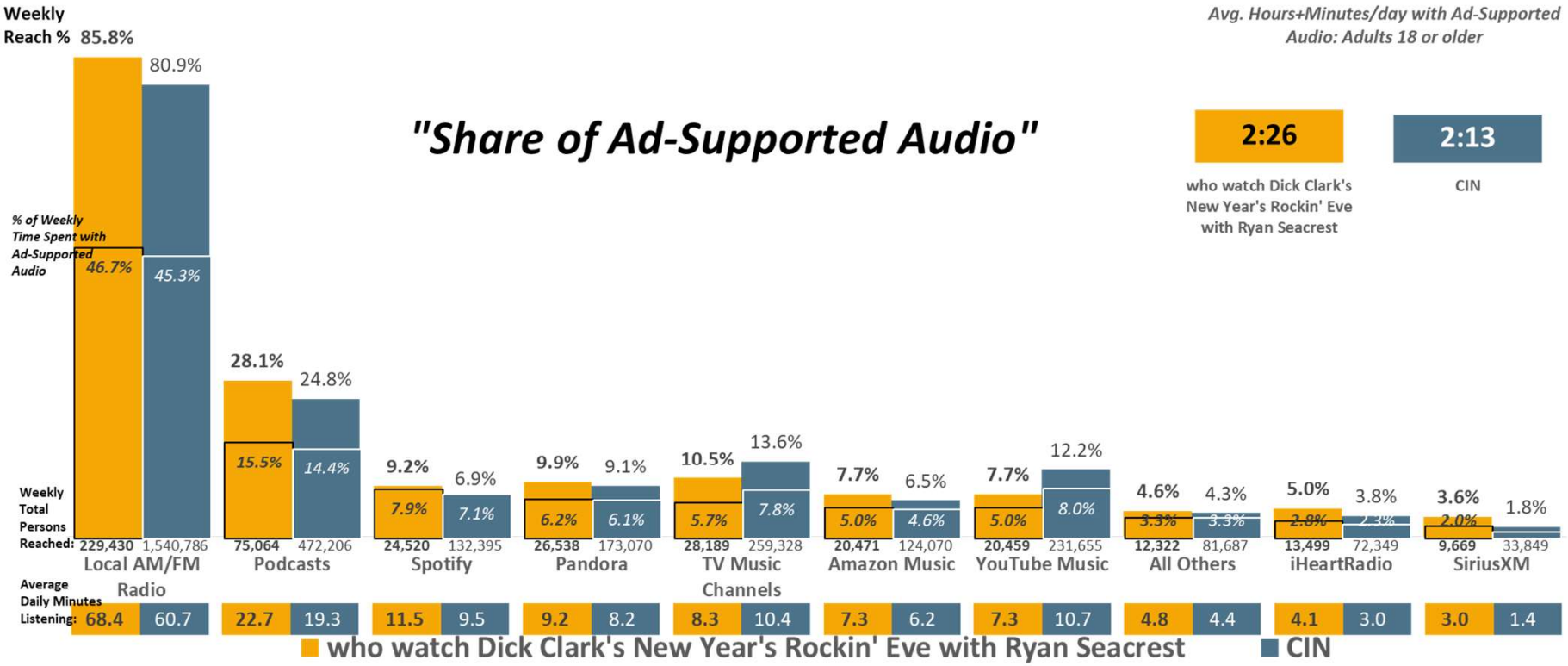
All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

Special TV programs watched past 12 months: Dick Clark's New Year's Rockin' Eve with Ryan Seacrest



229,430 or 85.8% of Adults 18 or older who watch Dick Clark's New Year's Rockin' Eve with Ryan Seacrest listen to Ad-Supported Local AM/FM Radio for an average of 68.4 minutes every day representing 46.7% of all time spent daily with Ad-Supported Audio.



CIN DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 296 CINCINNATI DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 1,928

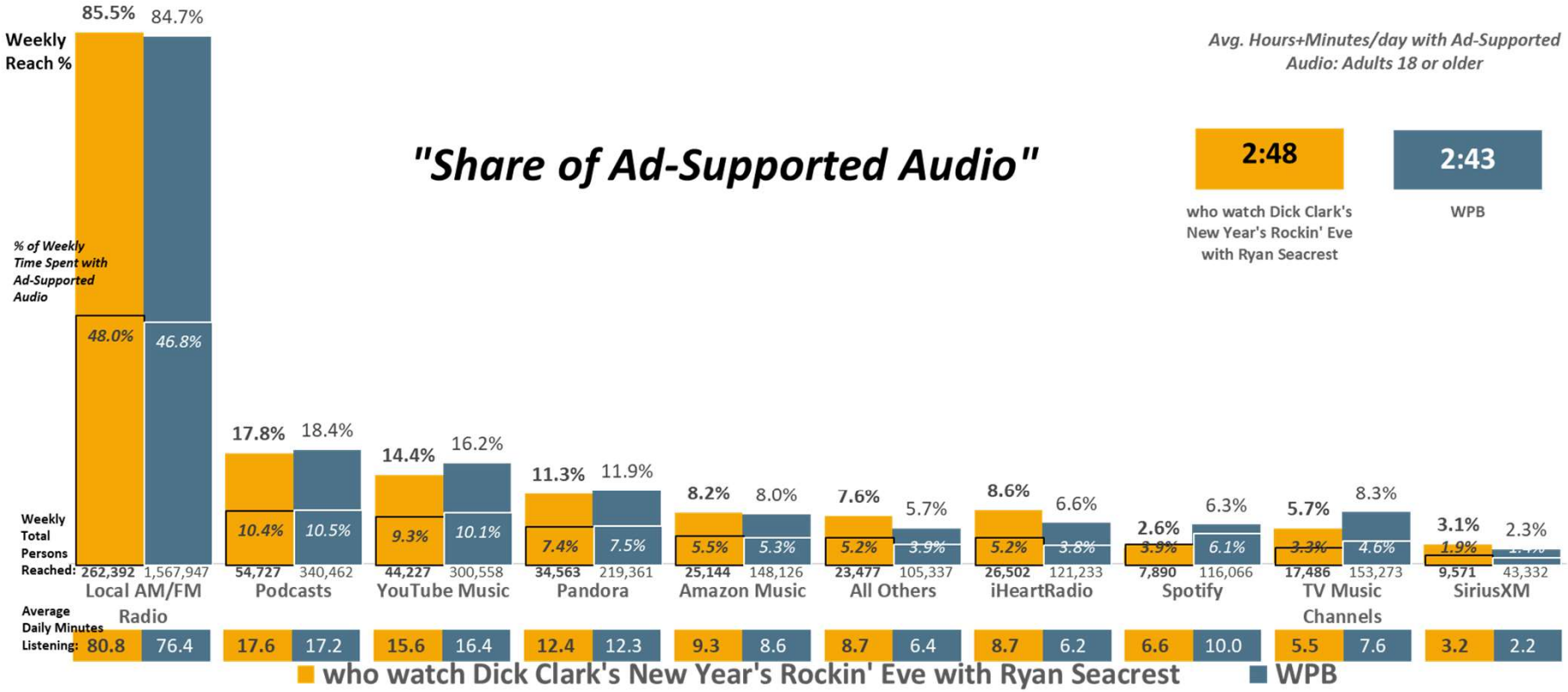
All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

Special TV programs watched past 12 months: Dick Clark's New Year's Rockin' Eve with Ryan Seacrest



262,392 or 85.5% of Adults 18 or older who watch Dick Clark's New Year's Rockin' Eve with Ryan Seacrest listen to Ad-Supported Local AM/FM Radio for an average of 80.8 minutes every day representing 48.% of all time spent daily with Ad-Supported Audio.



WPB DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 398 WEST PALM BEACH-BOCA RATON DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 2,465

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

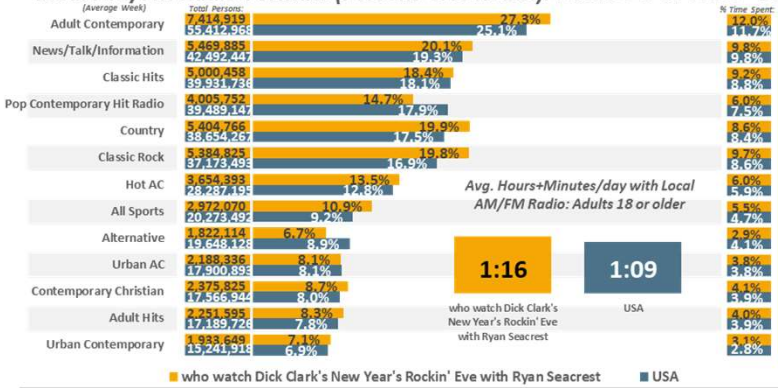
soefa.ai Share of Everything for Anything ©

Special TV programs watched past 12 months: Dick Clark's New Year's Rockin' Eve with Ryan Seacrest

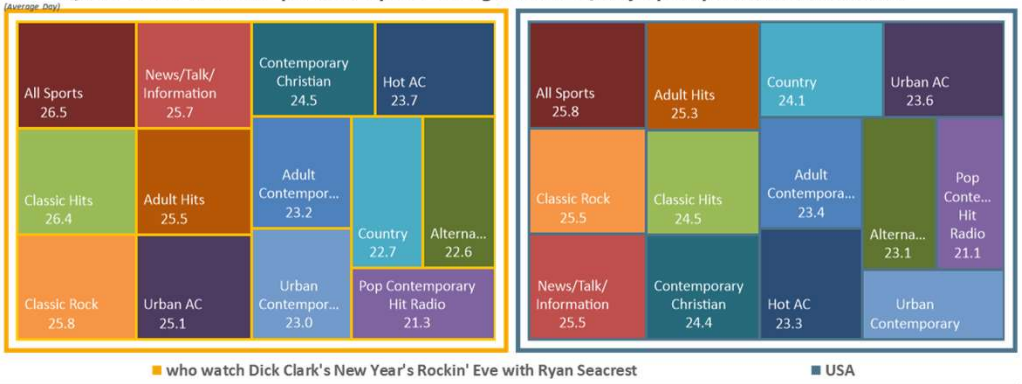


25,649,923 or 84.% of Adults 18 or older who watch Dick Clark's New Year's Rockin' Eve with Ryan Seacrest listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Country, Classic Rock, Classic Hits, and Pop Contemporary Hit Rad

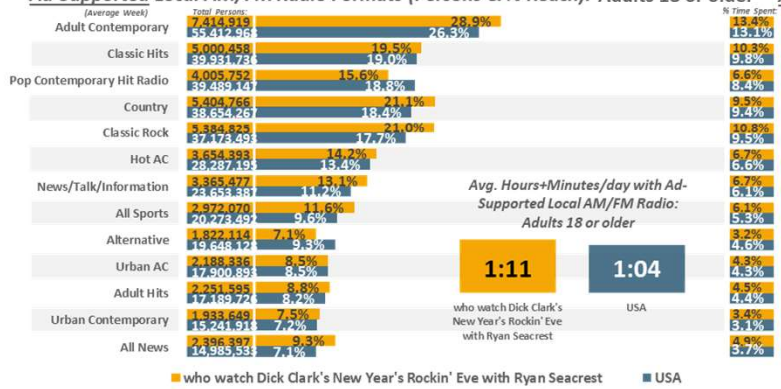
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



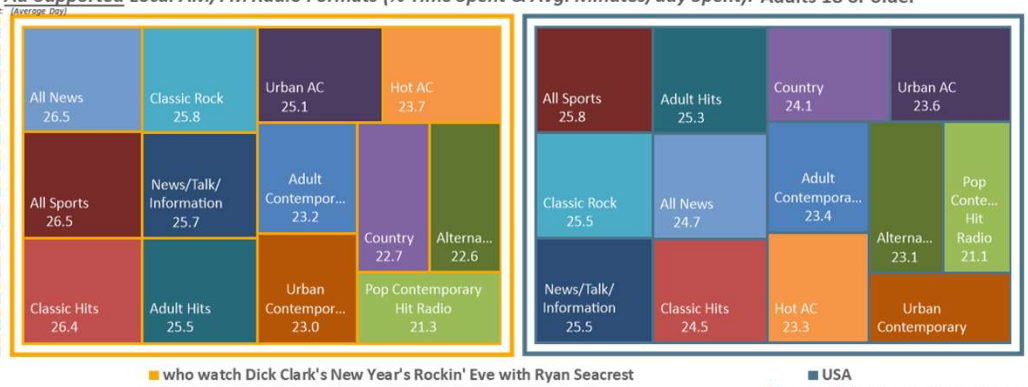
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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 2024: Jan23-Apr24 Qual Intab 2,940

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 23,333

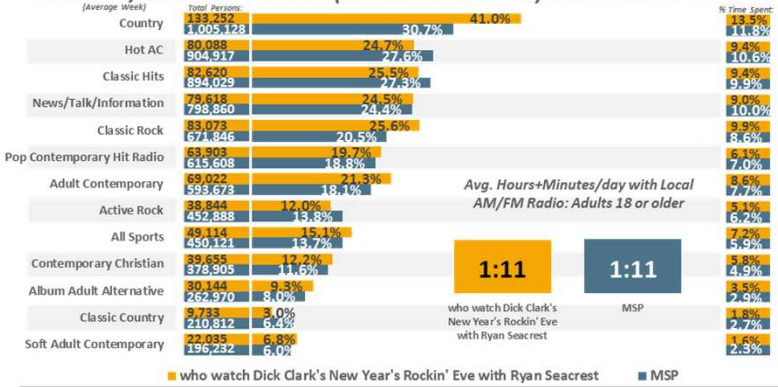
soefa.ai Share of Everything for Anything ©

Special TV programs watched past 12 months: Dick Clark's New Year's Rockin' Eve with Ryan Seacrest

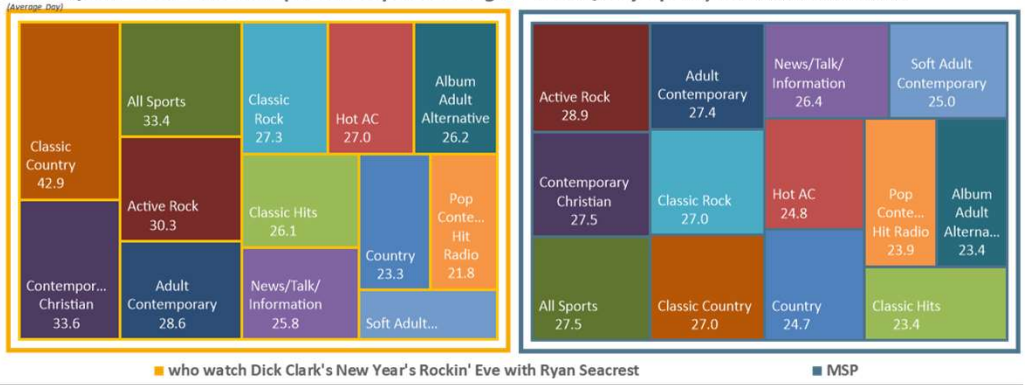


311,118 or 87.2% of Adults 18 or older who watch Dick Clark's New Year's Rockin' Eve with Ryan Seacrest listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Country, Classic Rock, Classic Hits, Hot AC, and Adult Contemporary.

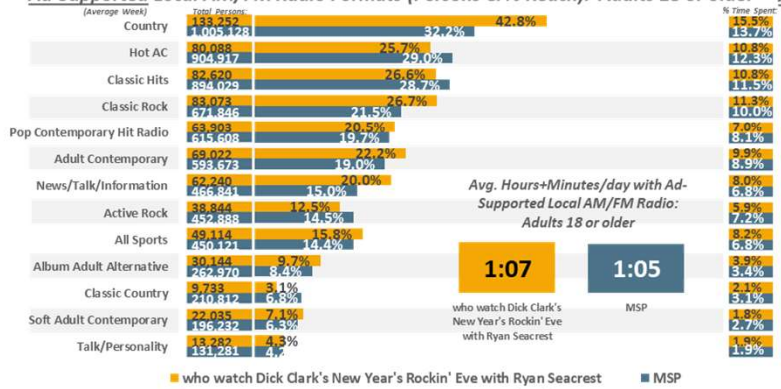
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



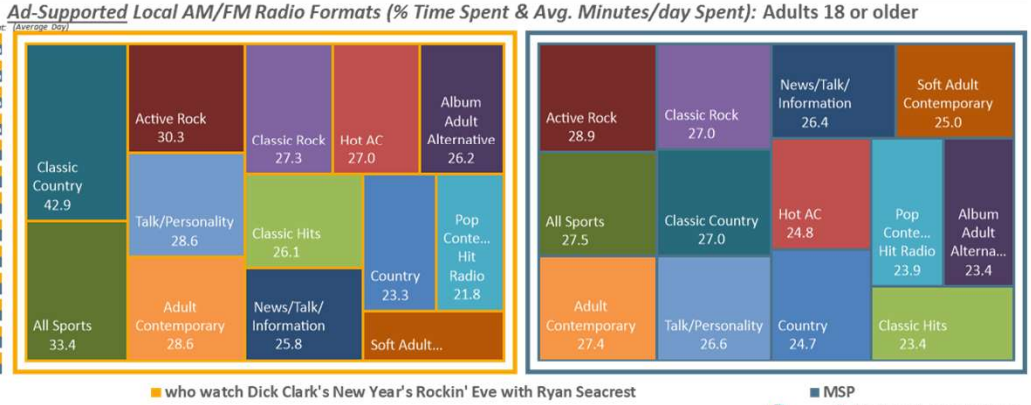
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



MSP DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 154

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

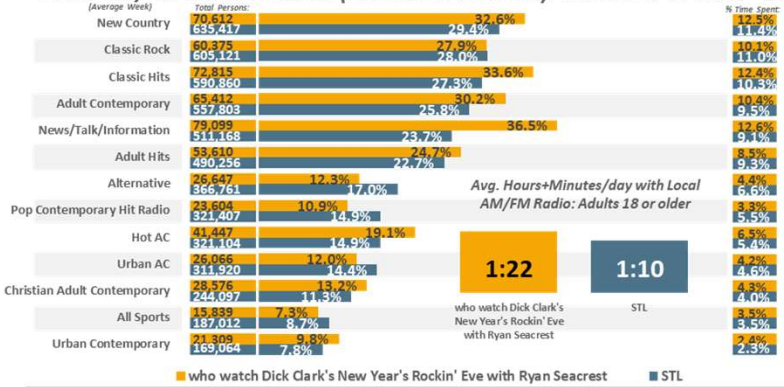
soefa.ai Share of Everything for Anything

Special TV programs watched past 12 months: Dick Clark's New Year's Rockin' Eve with Ryan Seacrest

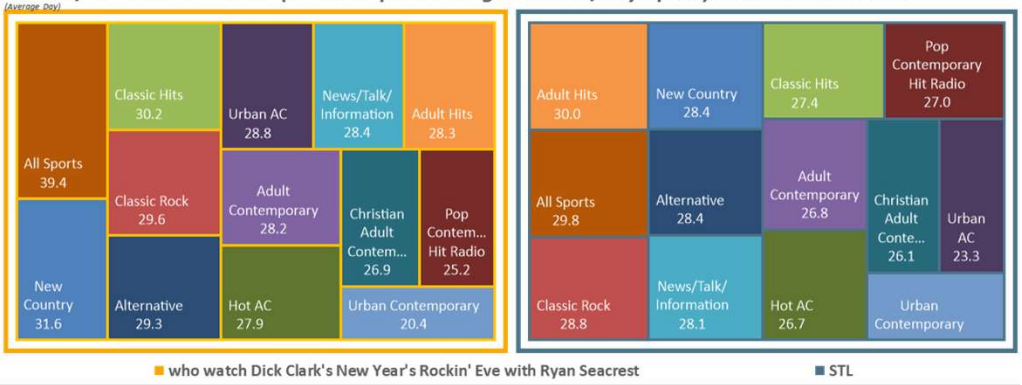


203,883 or 86.6% of Adults 18 or older who watch Dick Clark's New Year's Rockin' Eve with Ryan Seacrest listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Classic Hits, New Country, Adult Contemporary, News/Talk/Information, and Classic Rock.

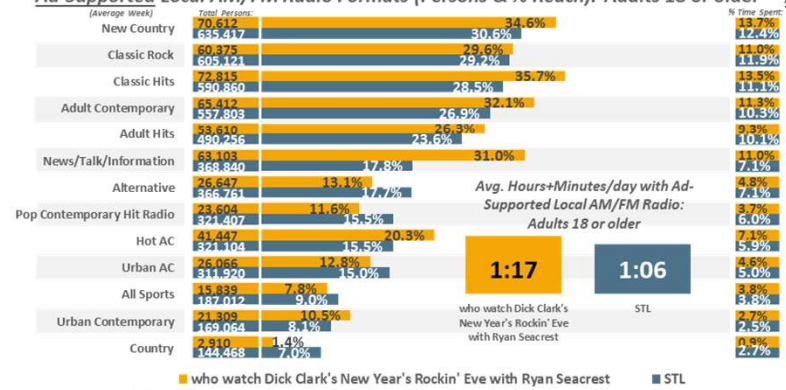
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



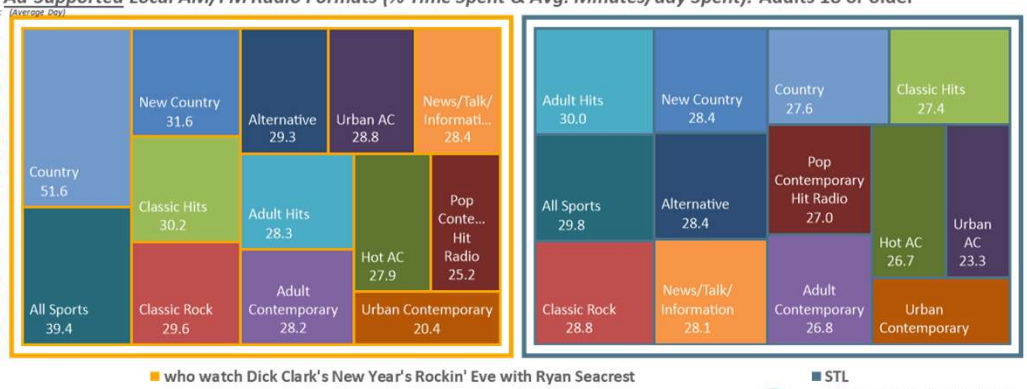
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



STL DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 191

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

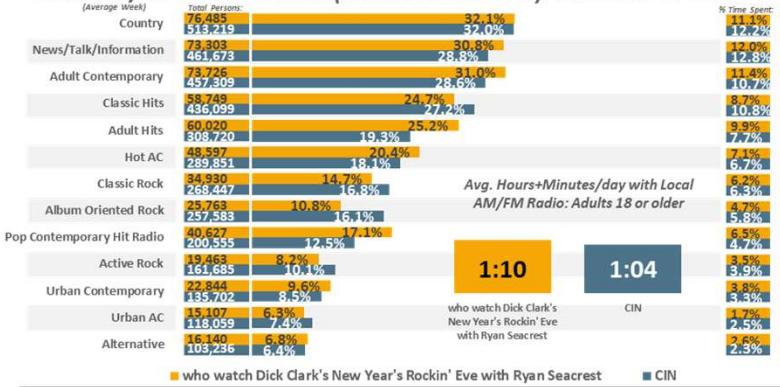
soefa.ai Share of Everything for Anything ©

Special TV programs watched past 12 months: Dick Clark's New Year's Rockin' Eve with Ryan Seacrest

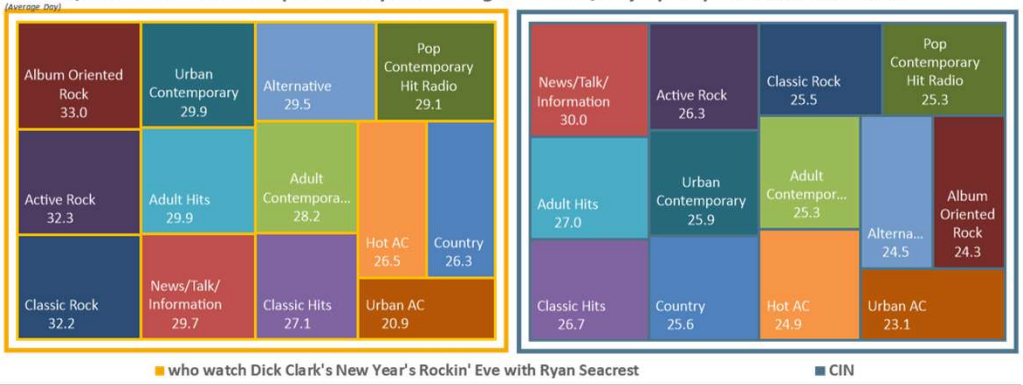


229,430 or 85.8% of Adults 18 or older who watch Dick Clark's New Year's Rockin' Eve with Ryan Seacrest listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Country, Adult Contemporary, News/Talk/Information, Adult Hits, and Classic Hits.

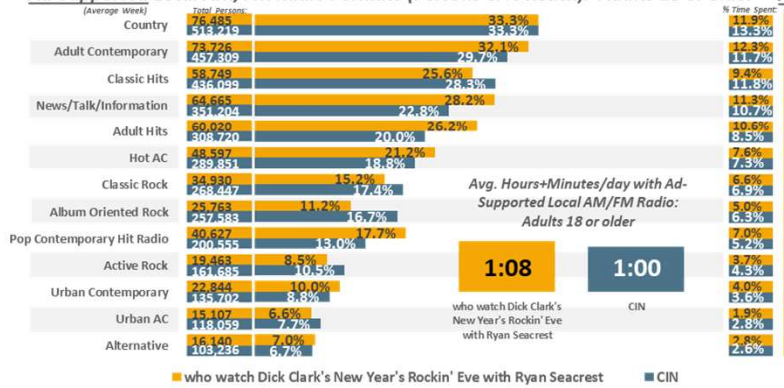
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



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



CIN DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 296

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

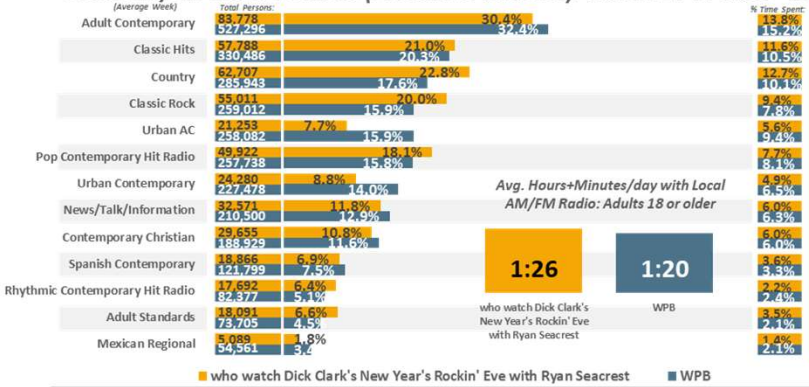
soefa.ai Share of Everything for Anything

Special TV programs watched past 12 months: Dick Clark's New Year's Rockin' Eve with Ryan Seacrest

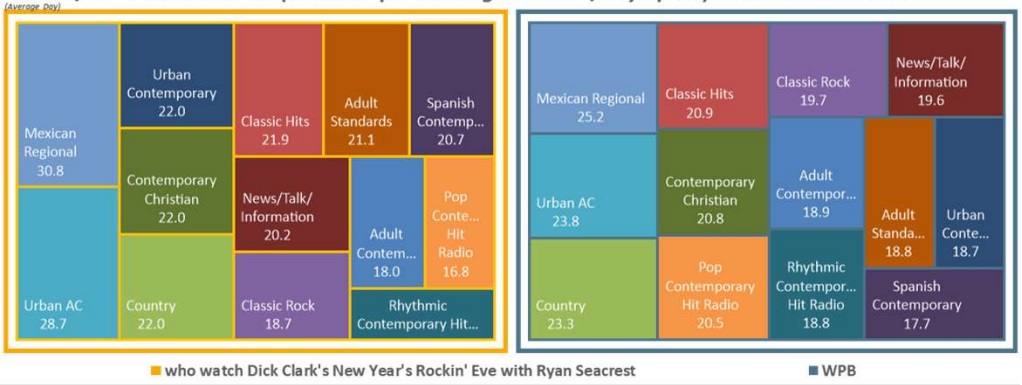


262,392 or 85.5% of Adults 18 or older who watch Dick Clark's New Year's Rockin' Eve with Ryan Seacrest listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Country, Classic Hits, Classic Rock, and Pop Contemporary Hit Radio

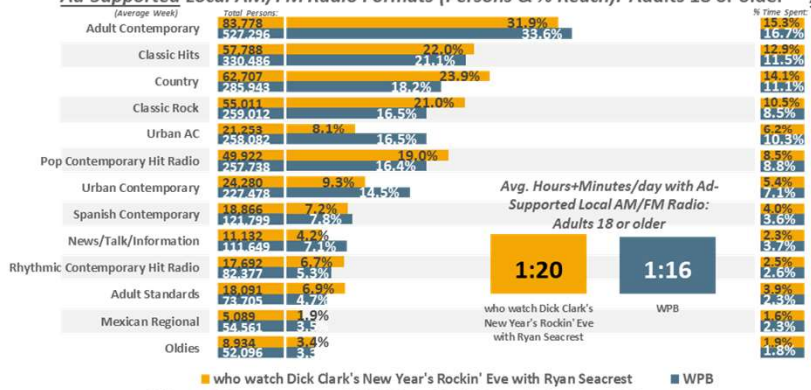
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



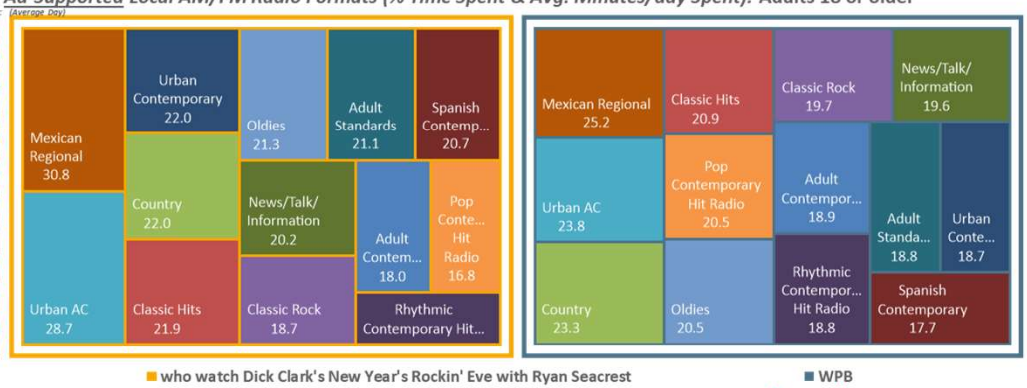
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



WPB DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 398

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

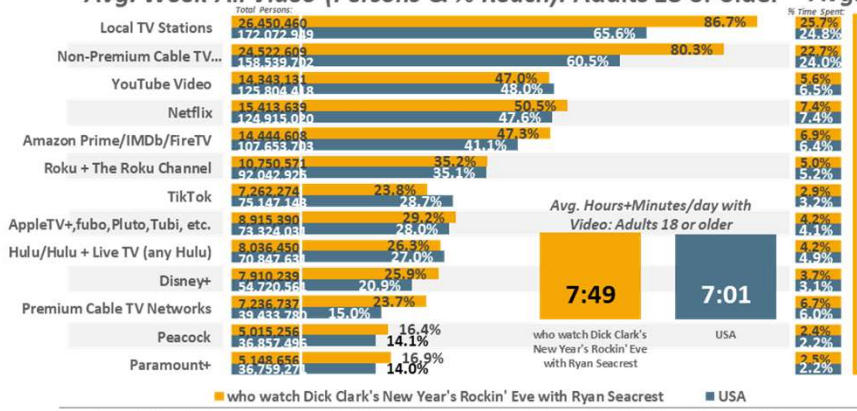
soefa.ai Share of Everything for Anything ©

Special TV programs watched past 12 months: Dick Clark's New Year's Rockin' Eve with Ryan Seacrest

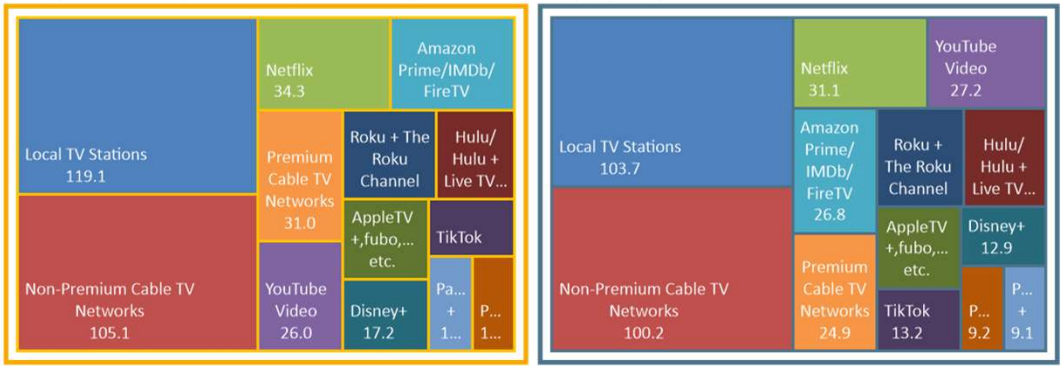


25,967,898 or 85.1% of Adults 18 or older who watch Dick Clark's New Year's Rockin' Eve with Ryan Seacrest watch Ad-Supported Local TV Stations for an average of 112.7 minutes every day representing 29.8% of all time spent daily with Ad-Supported Video.

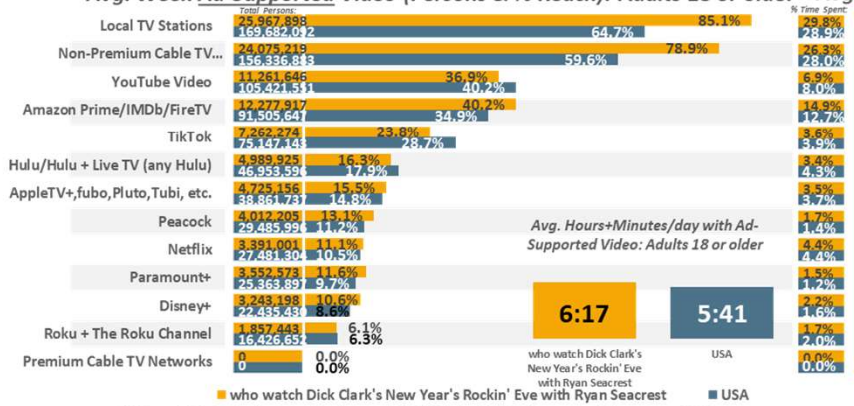
Avg. Week All Video (Persons & % Reach): Adults 18 or older



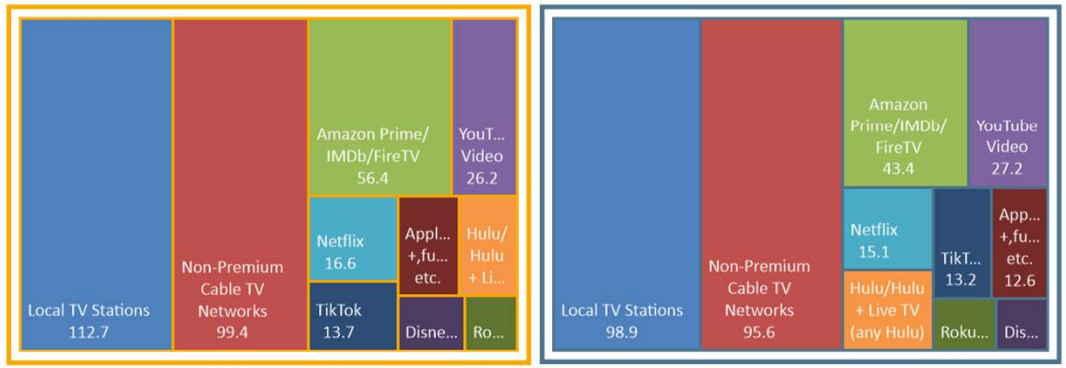
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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 2024: Jan23-Apr24 Qual Intab 2,940

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 23,333

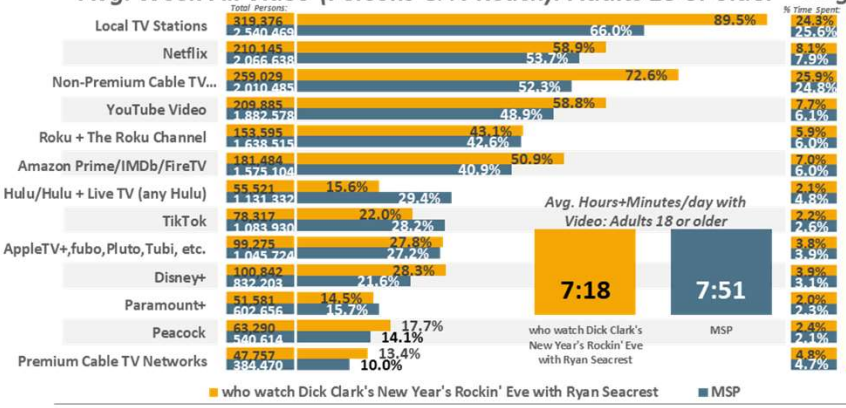
soefa.ai Share of Everything for Anything ©

Special TV programs watched past 12 months: Dick Clark's New Year's Rockin' Eve with Ryan Seacrest

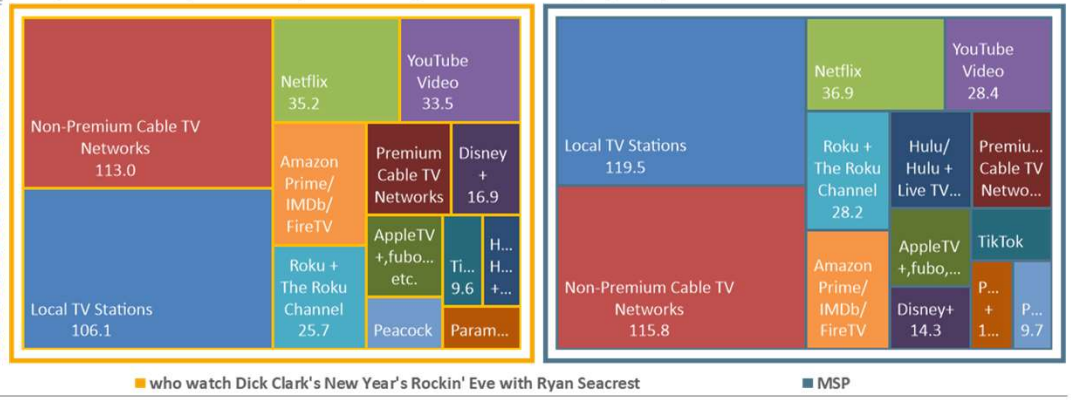


316,640 or 88.8% of Adults 18 or older who watch Dick Clark's New Year's Rockin' Eve with Ryan Seacrest watch Ad-Supported Local TV Stations for an average of 100.9 minutes every day representing 29.1% of all time spent daily with Ad-Supported Video.

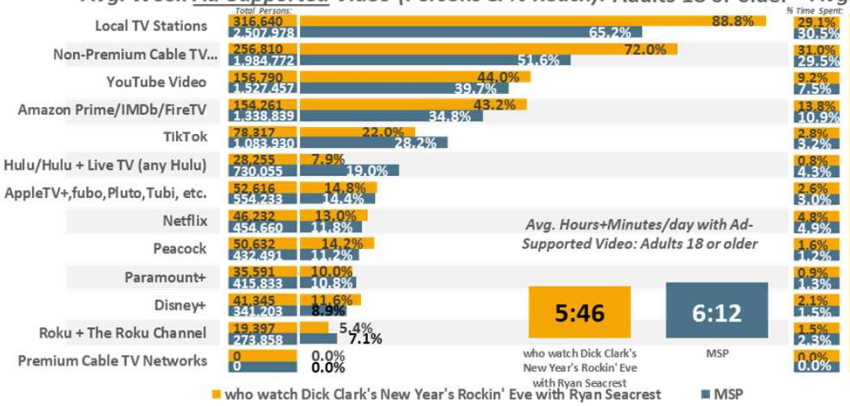
Avg. Week All Video (Persons & % Reach): Adults 18 or older



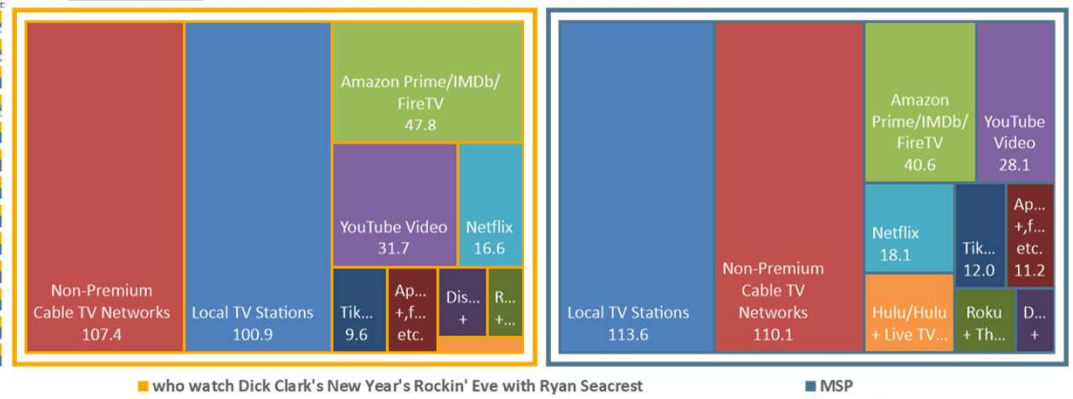
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



MSP DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 154

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

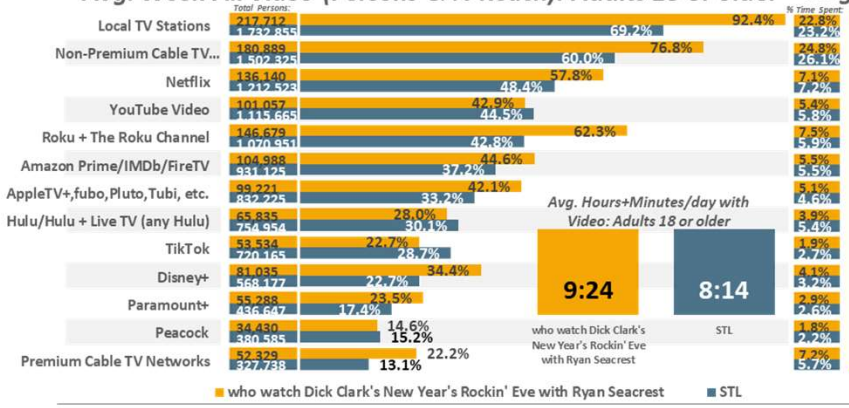
soefa.ai Share of Everything for Anything ©

Special TV programs watched past 12 months: Dick Clark's New Year's Rockin' Eve with Ryan Seacrest

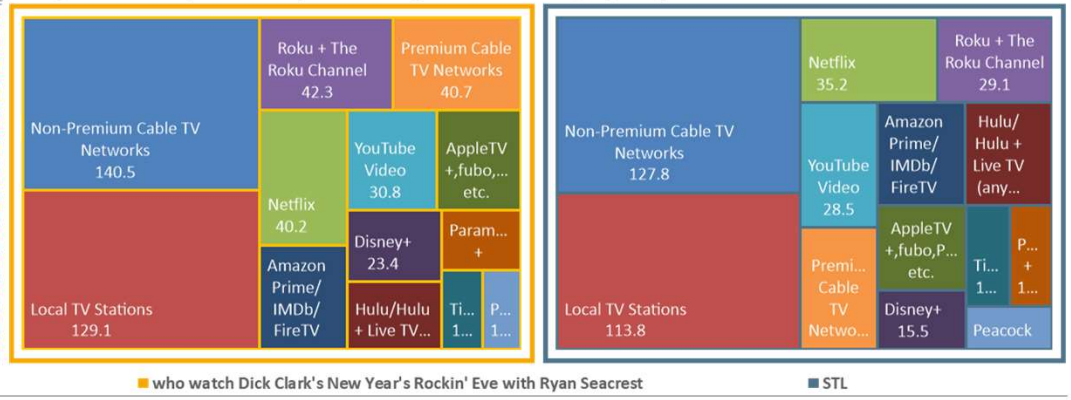


211,140 or 89.7% of Adults 18 or older who watch Dick Clark's New Year's Rockin' Eve with Ryan Seacrest watch Ad-Supported Local TV Stations for an average of 121. minutes every day representing 27.6% of all time spent daily with Ad-Supported Video.

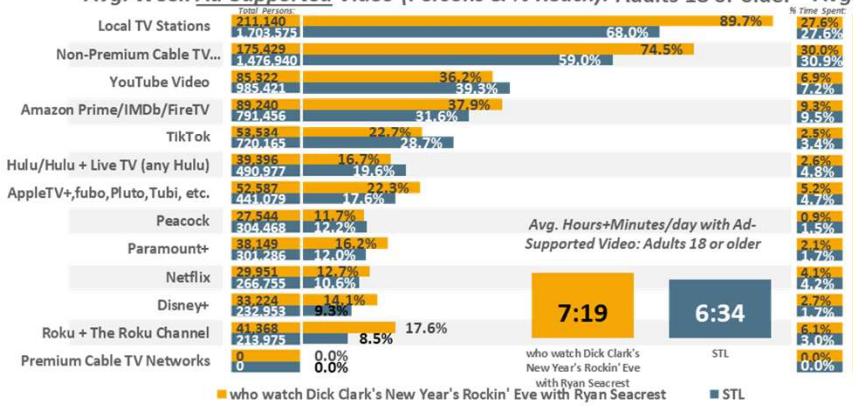
Avg. Week All Video (Persons & % Reach): Adults 18 or older



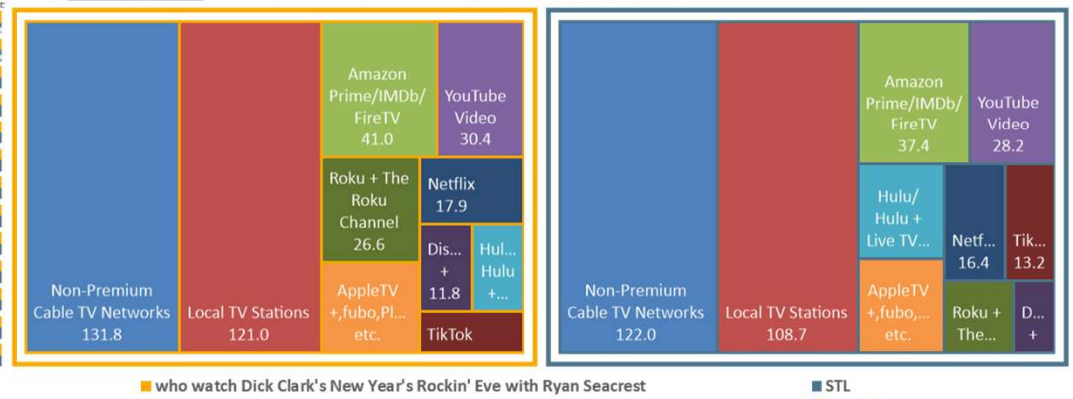
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



STL DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 191

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

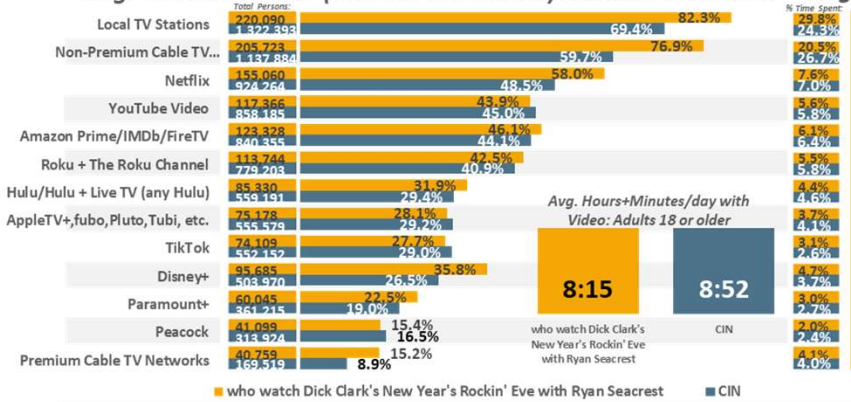
soefa.ai Share of Everything for Anything ©

Special TV programs watched past 12 months: Dick Clark's New Year's Rockin' Eve with Ryan Seacrest

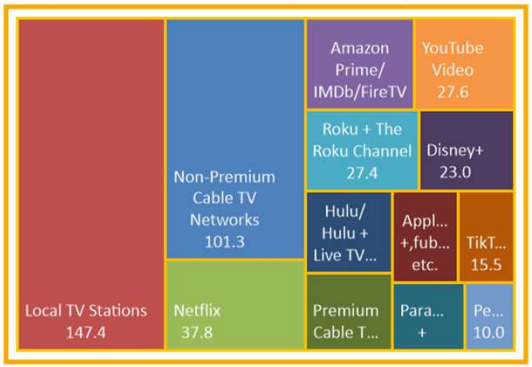


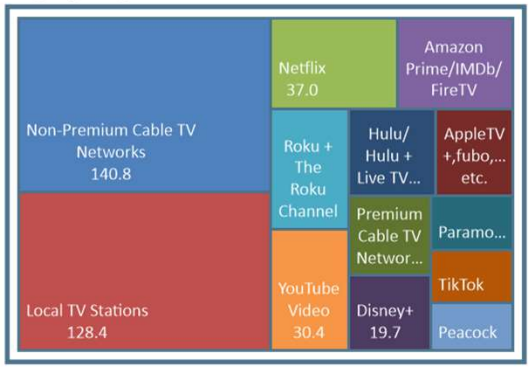
216,941 or 81.1% of Adults 18 or older who watch Dick Clark's New Year's Rockin' Eve with Ryan Seacrest watch Ad-Supported Local TV Stations for an average of 143.2 minutes every day representing 36.7% of all time spent daily with Ad-Supported Video.

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

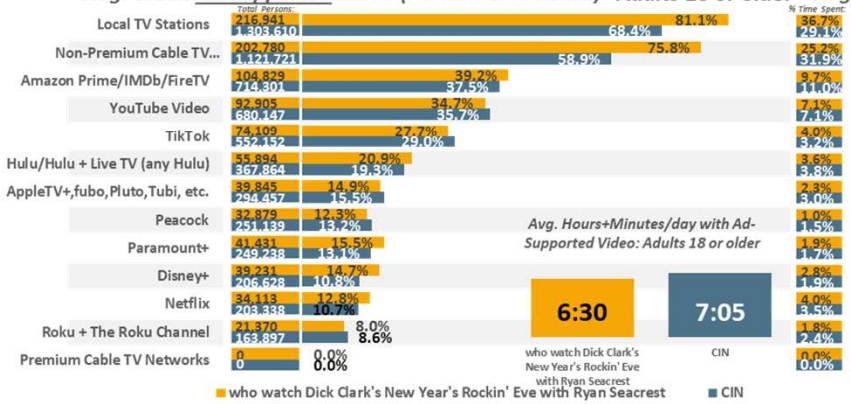


Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

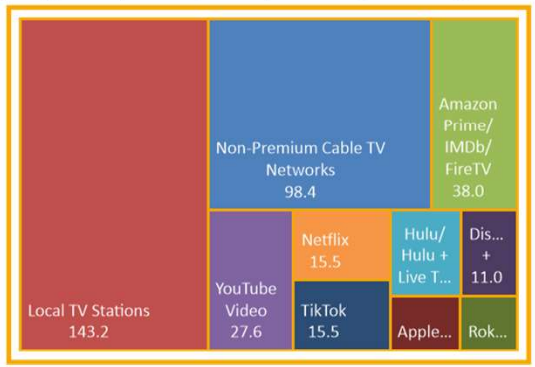


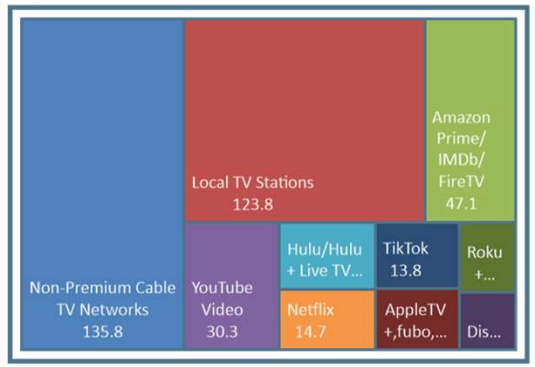


Avg. Week Ad-Supported Video (Persons & % Reach): Adults 18 or older



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





CIN DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 296

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

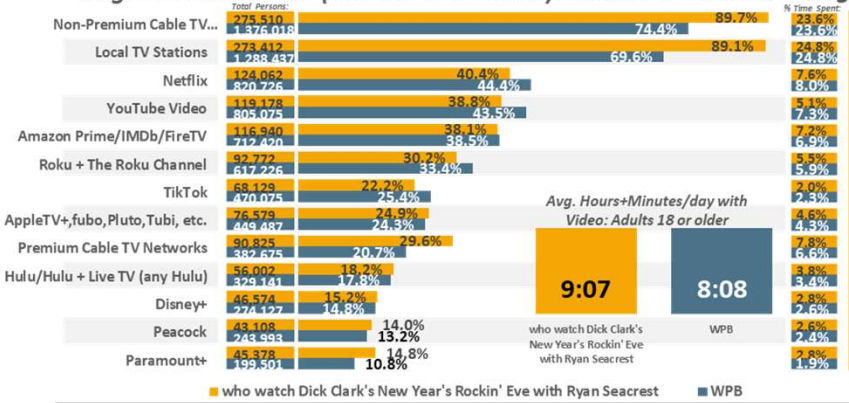
soefa.ai Share of Everything for Anything ©

Special TV programs watched past 12 months: Dick Clark's New Year's Rockin' Eve with Ryan Seacrest

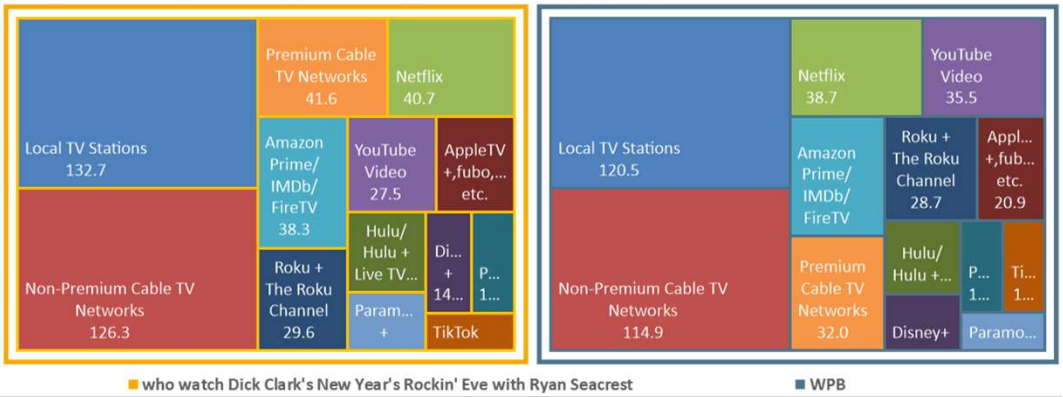


271,156 or 88.3% of Adults 18 or older who watch Dick Clark's New Year's Rockin' Eve with Ryan Seacrest watch Ad-Supported Local TV Stations for an average of 127.5 minutes every day representing 29.% of all time spent daily with Ad-Supported Video.

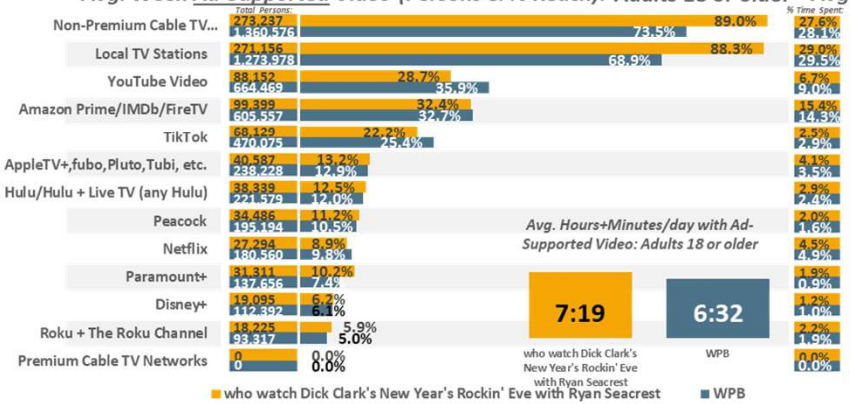
Avg. Week All Video (Persons & % Reach): Adults 18 or older



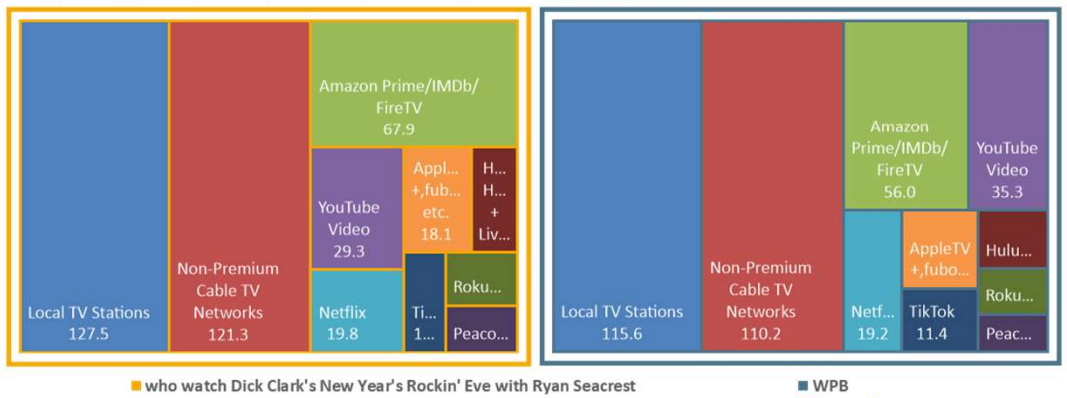
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



WPB DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 398

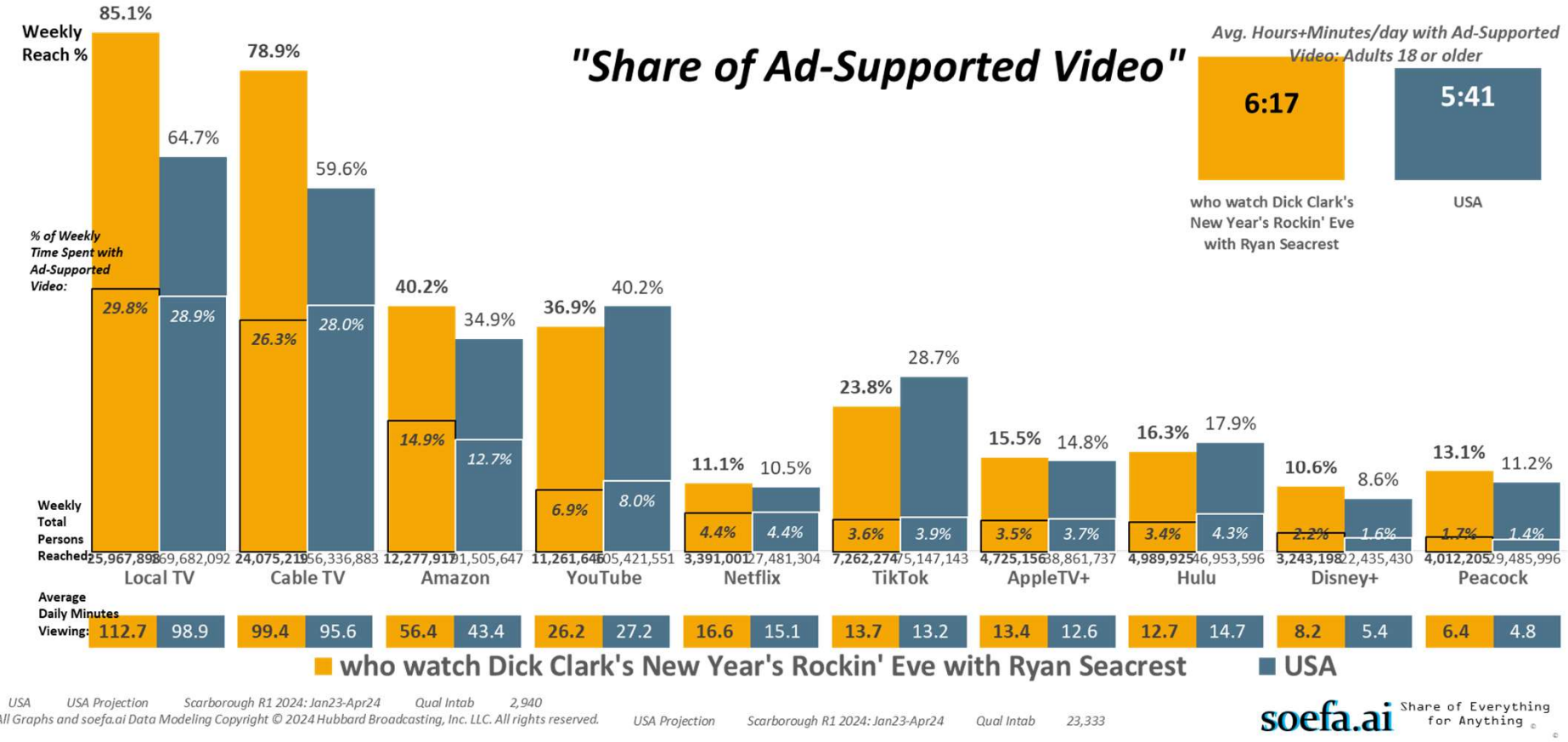
All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

Special TV programs watched past 12 months: Dick Clark's New Year's Rockin' Eve with Ryan Seacrest



25,967,898 or 85.1% of Adults 18 or older who watch Dick Clark's New Year's Rockin' Eve with Ryan Seacrest watch Ad-Supported Local TV Stations for an average of 112.7 minutes every day representing 29.8% of all time spent daily with Ad-Supported Video.



USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 2,940

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

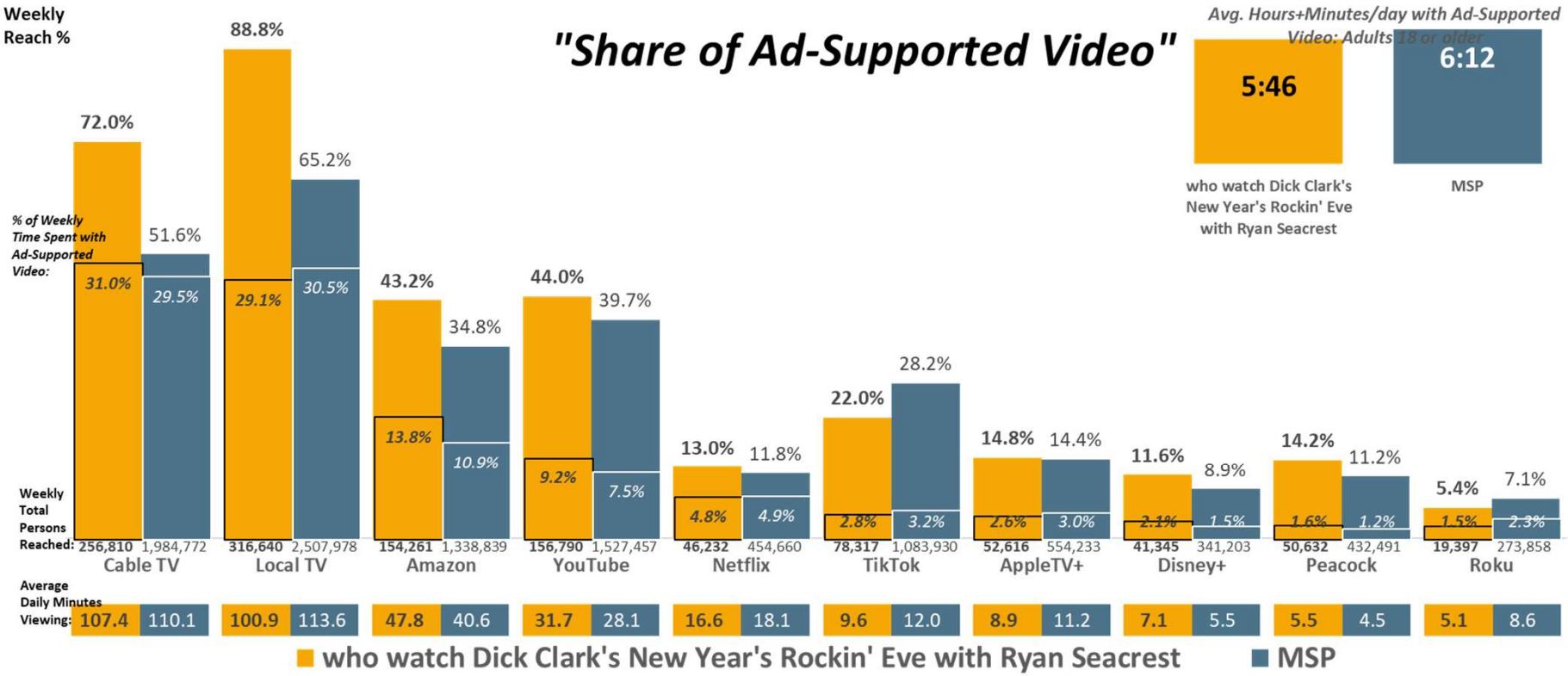
USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 23,333

soefa.ai Share of Everything for Anything ©

Special TV programs watched past 12 months: Dick Clark's New Year's Rockin' Eve with Ryan Seacrest



316,640 or 88.8% of Adults 18 or older who watch Dick Clark's New Year's Rockin' Eve with Ryan Seacrest watch Ad-Supported Local TV Stations for an average of 100.9 minutes every day representing 29.1% of all time spent daily with Ad-Supported Video.



MSP DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 154 MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2024: Jan23-Dec23 Qual Intab 1,873

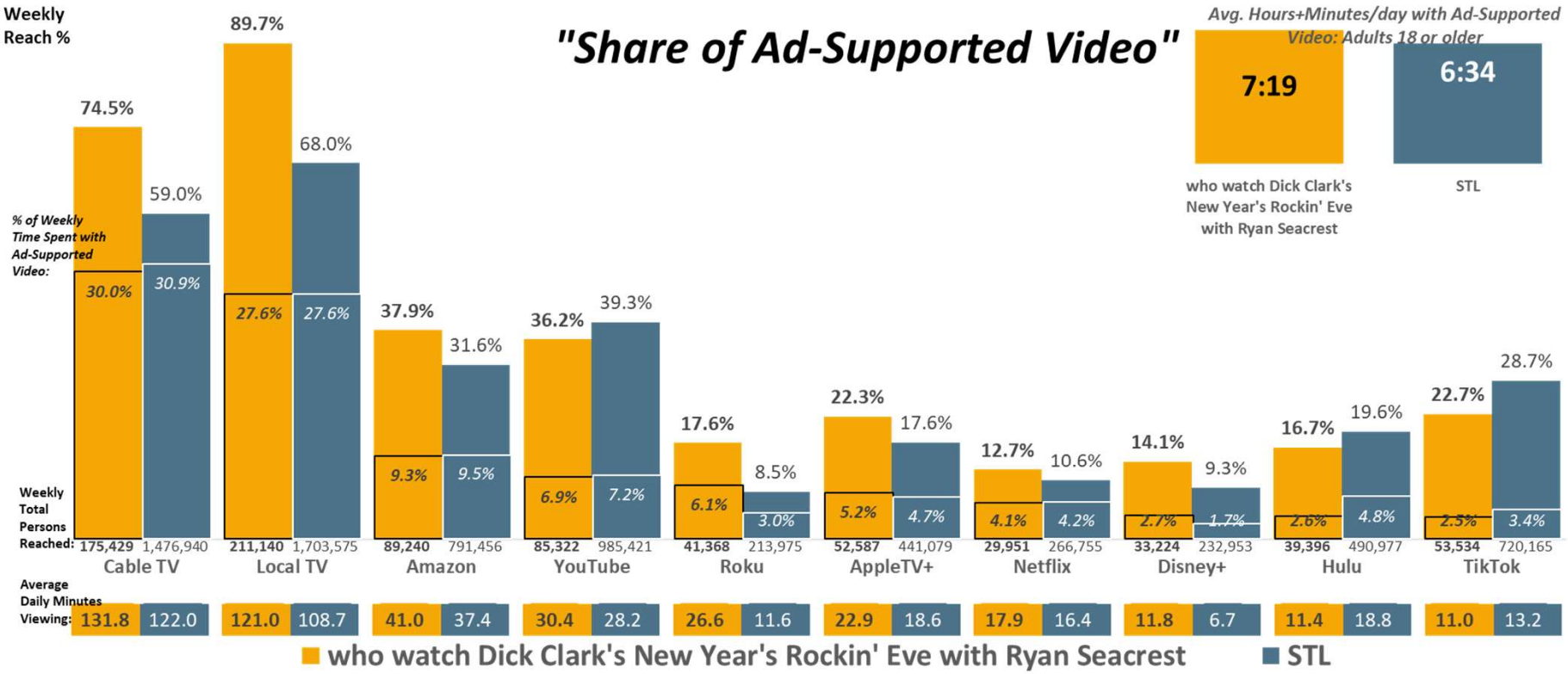
All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

Special TV programs watched past 12 months: Dick Clark's New Year's Rockin' Eve with Ryan Seacrest



211,140 or 89.7% of Adults 18 or older who watch Dick Clark's New Year's Rockin' Eve with Ryan Seacrest watch Ad-Supported Local TV Stations for an average of 121. minutes every day representing 27.6% of all time spent daily with Ad-Supported Video.



STL DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 191 ST. LOUIS DMA Scarborough R1 2024: Jan23-Dec23 Qual Intab 1,952

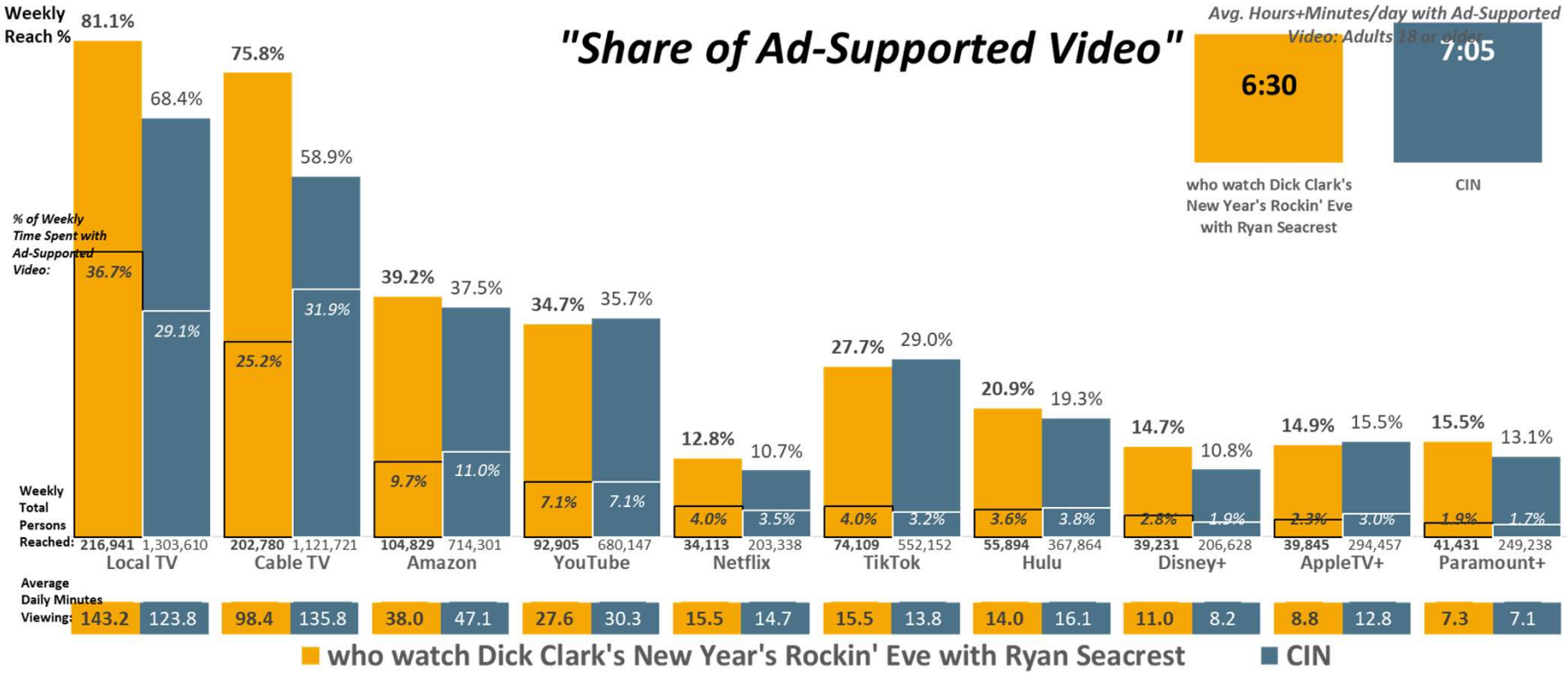
All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

Special TV programs watched past 12 months: Dick Clark's New Year's Rockin' Eve with Ryan Seacrest



216,941 or 81.1% of Adults 18 or older who watch Dick Clark's New Year's Rockin' Eve with Ryan Seacrest watch Ad-Supported Local TV Stations for an average of 143.2 minutes every day representing 36.7% of all time spent daily with Ad-Supported Video.



CIN DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 296 CINCINNATI DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 1,928

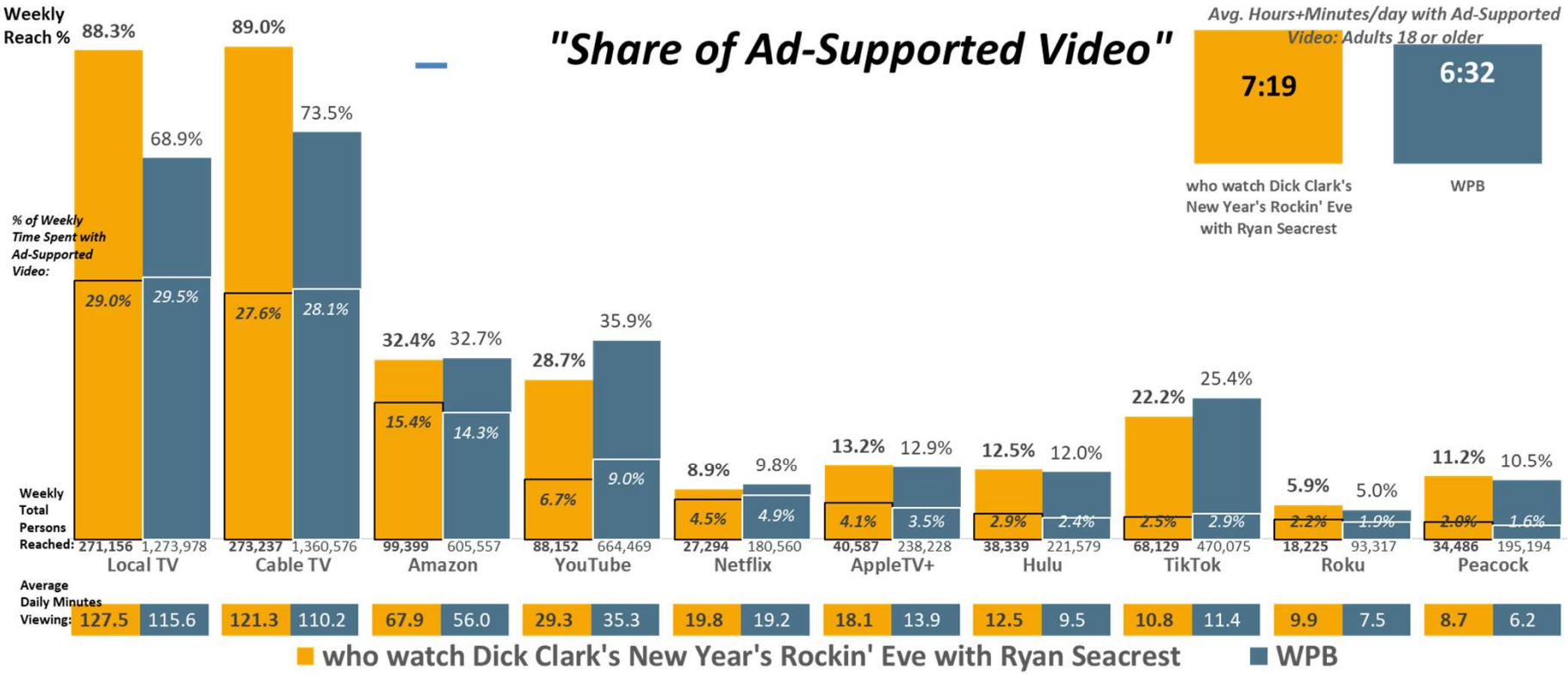
All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

Special TV programs watched past 12 months: Dick Clark's New Year's Rockin' Eve with Ryan Seacrest



271,156 or 88.3% of Adults 18 or older who watch Dick Clark's New Year's Rockin' Eve with Ryan Seacrest watch Ad-Supported Local TV Stations for an average of 127.5 minutes every day representing 29.% of all time spent daily with Ad-Supported Video.



WPB DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 398 WEST PALM BEACH-BOCA RATON DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 2,465

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

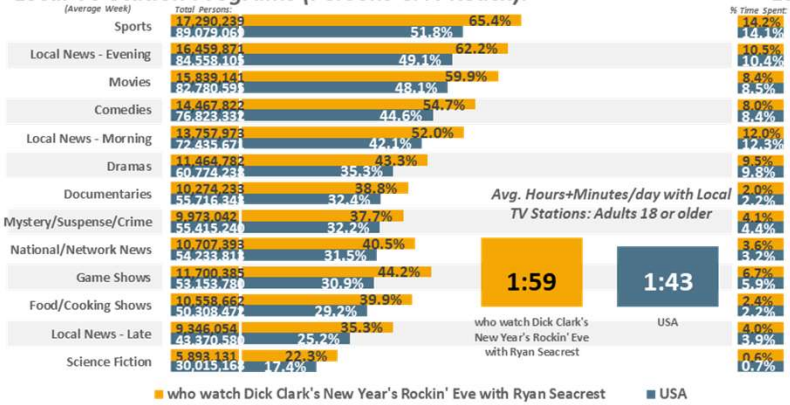
soefa.ai Share of Everything for Anything ©

Special TV programs watched past 12 months: Dick Clark's New Year's Rockin' Eve with Ryan Seacrest

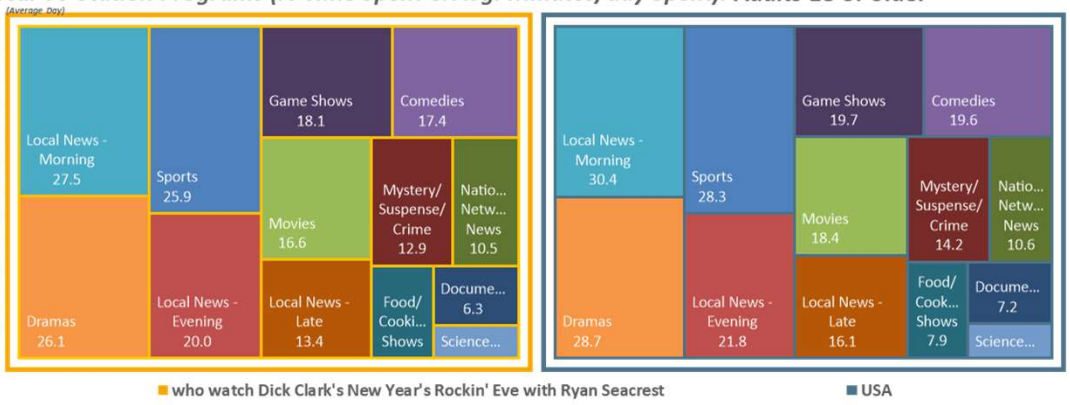


25,967,898 or 85.1% of Adults 18 or older who watch Dick Clark's New Year's Rockin' Eve with Ryan Seacrest watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Movies, Local News - Morning, Comedies, and Game Shows.

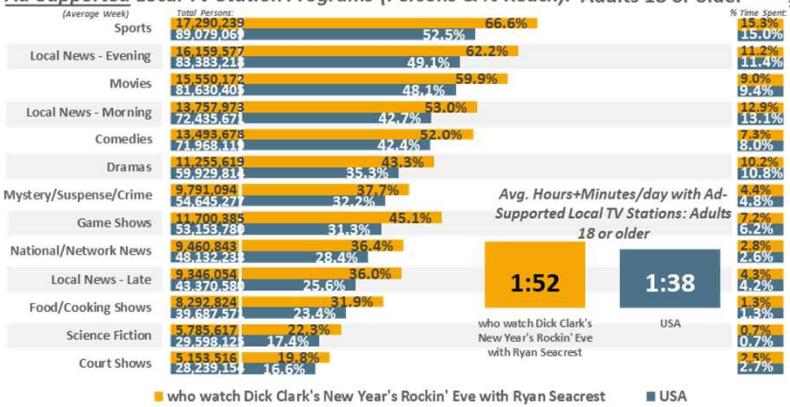
Local TV Station Programs (Persons & % Reach): Adults 18 or older



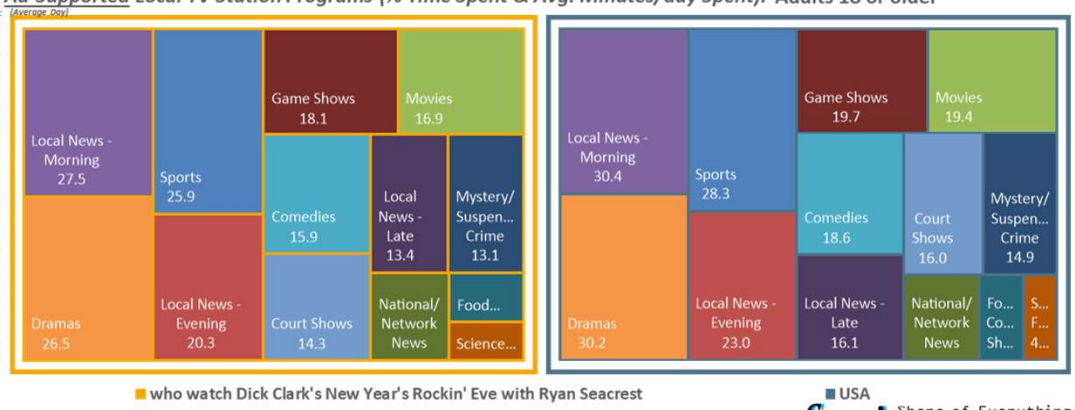
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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 2024: Jan23-Apr24 Qual Intab 2,940

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 23,333

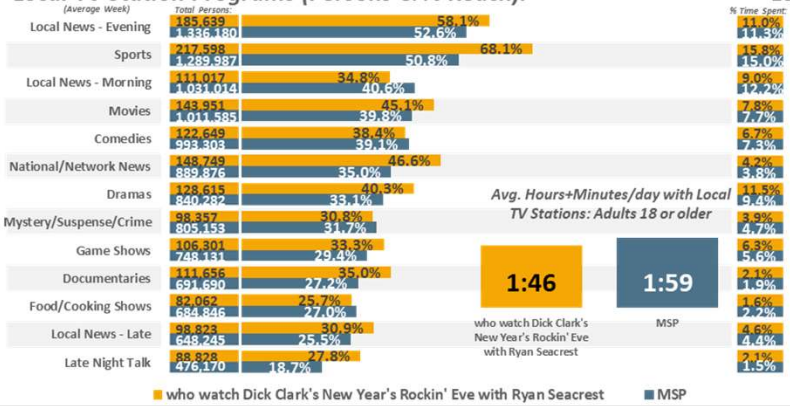
soefa.ai Share of Everything for Anything ©

Special TV programs watched past 12 months: Dick Clark's New Year's Rockin' Eve with Ryan Seacrest

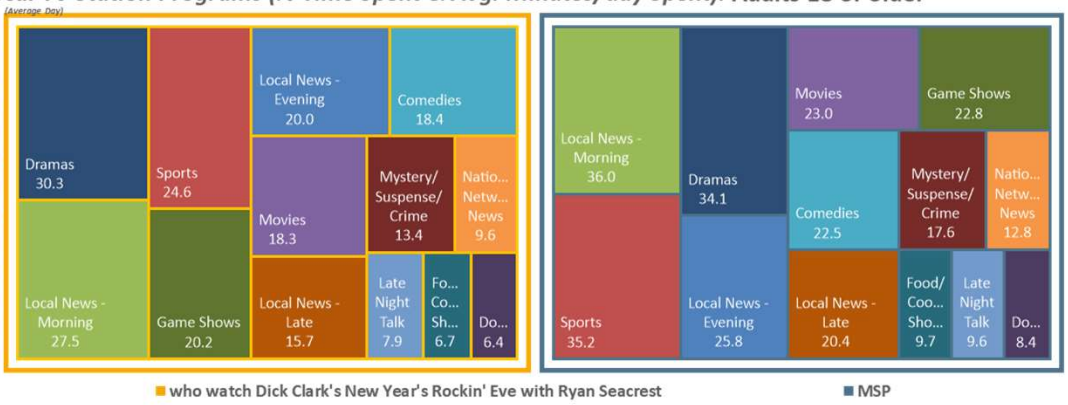


316,640 or 88.8% of Adults 18 or older who watch Dick Clark's New Year's Rockin' Eve with Ryan Seacrest watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Movies, National/Network News, Dramas, and Comedies.

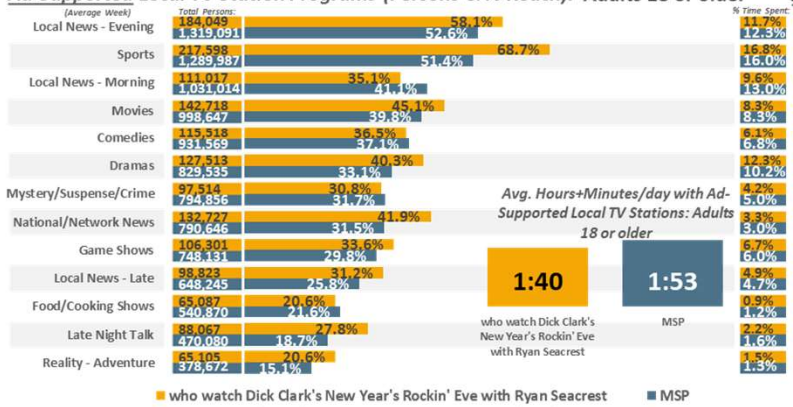
Local TV Station Programs (Persons & % Reach): Adults 18 or older



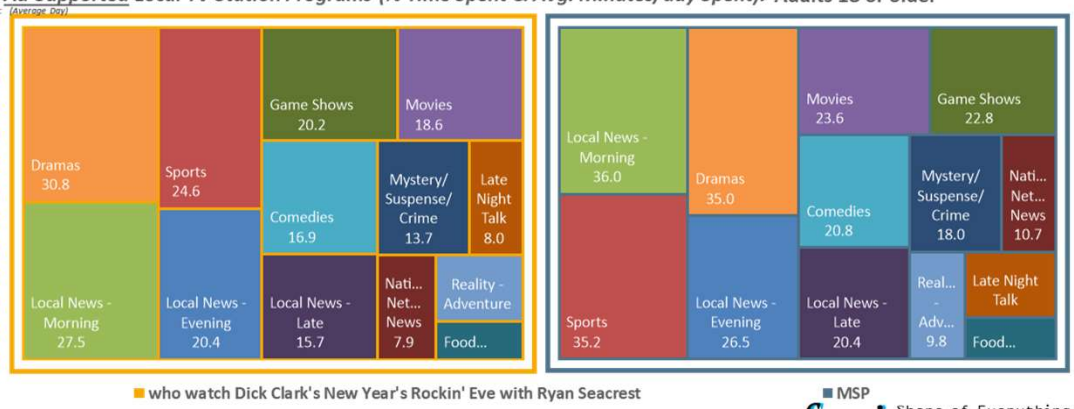
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



MSP DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 154

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

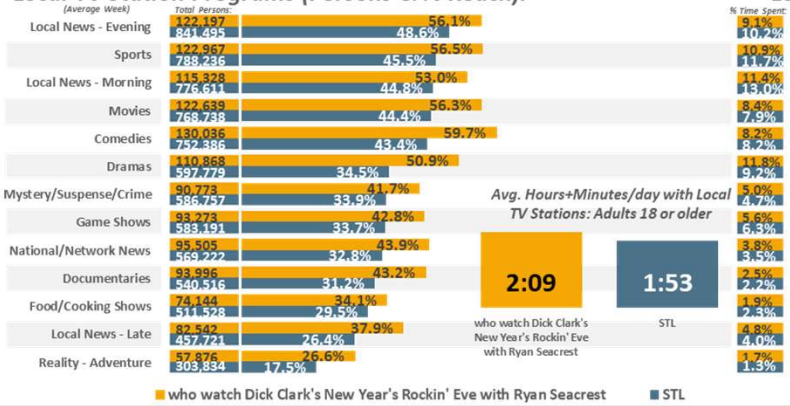
soefa.ai Share of Everything for Anything ©

Special TV programs watched past 12 months: Dick Clark's New Year's Rockin' Eve with Ryan Seacrest

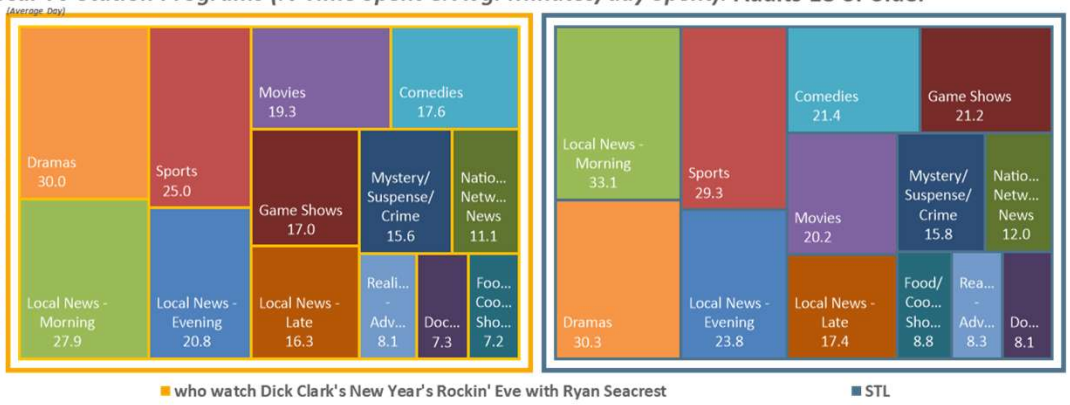


211,140 or 89.7% of Adults 18 or older who watch Dick Clark's New Year's Rockin' Eve with Ryan Seacrest watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Comedies, Movies, Local News - Evening, Local News - Morning, and Dramas.

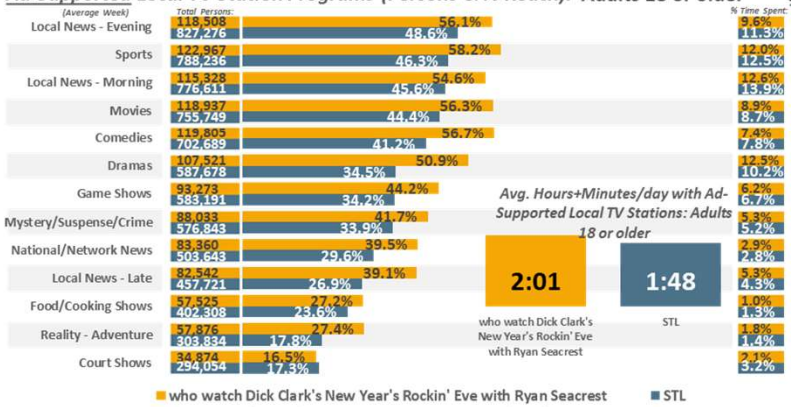
Local TV Station Programs (Persons & % Reach): Adults 18 or older



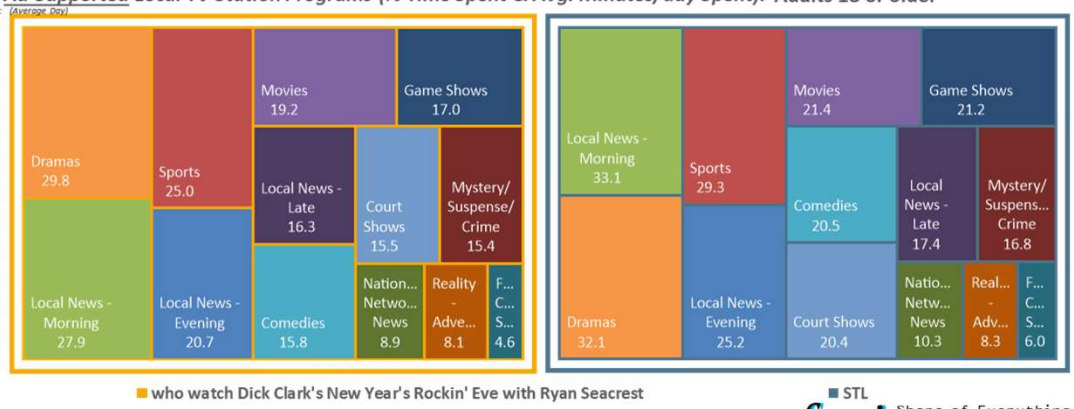
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



STL DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 191

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

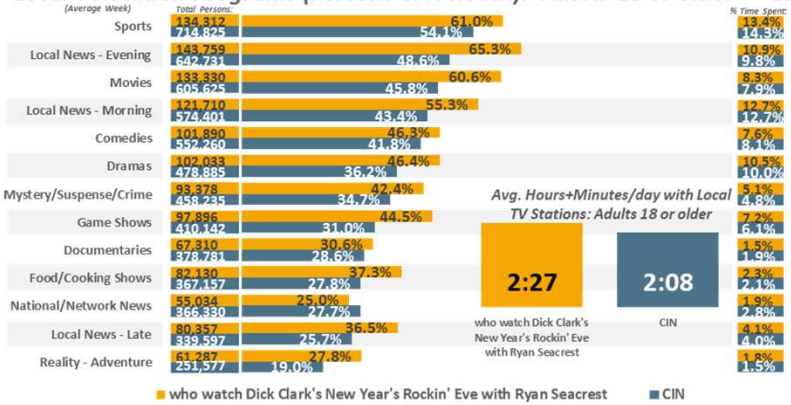
soefa.ai Share of Everything for Anything ©

Special TV programs watched past 12 months: Dick Clark's New Year's Rockin' Eve with Ryan Seacrest

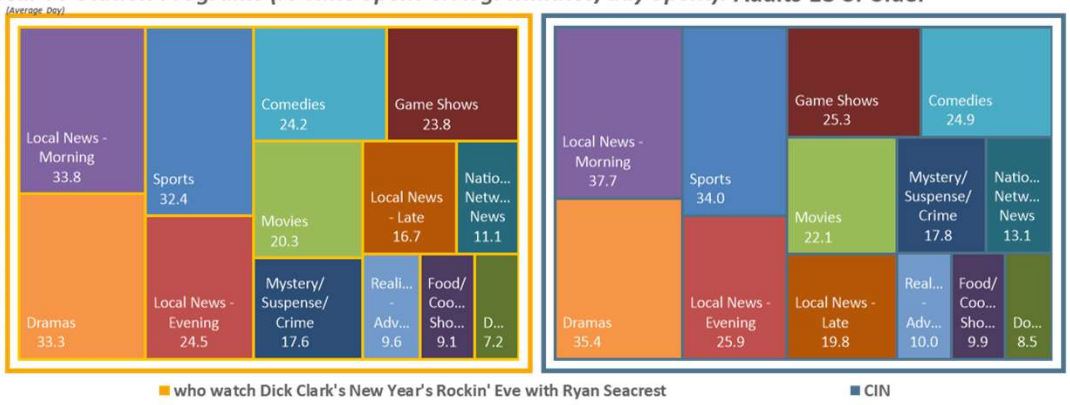


216,941 or 81.1% of Adults 18 or older who watch Dick Clark's New Year's Rockin' Eve with Ryan Seacrest watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Sports, Movies, Local News - Morning, Dramas, and Game Shows.

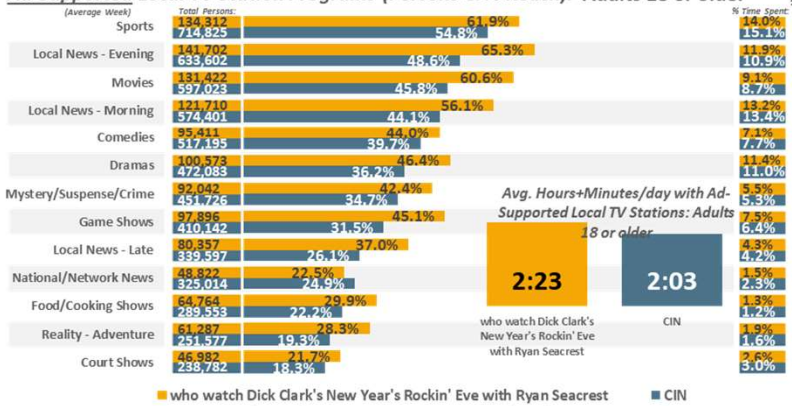
Local TV Station Programs (Persons & % Reach): Adults 18 or older



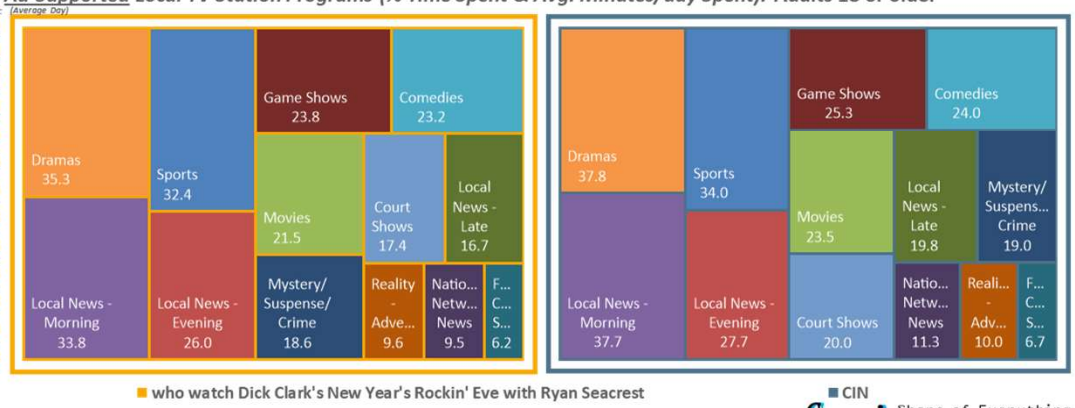
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



CIN DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 296

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

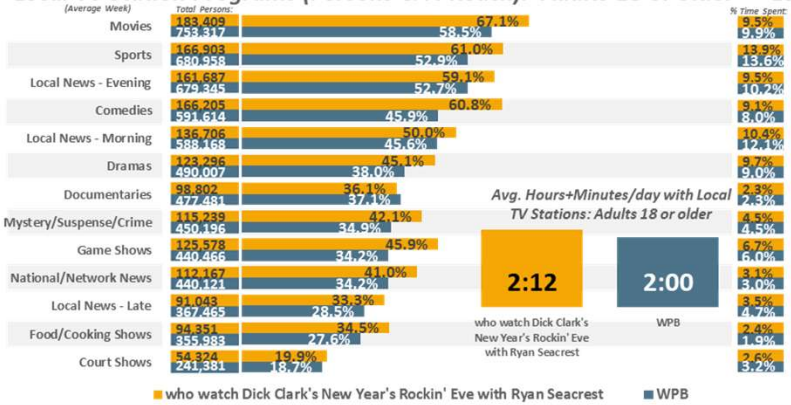
soefa.ai Share of Everything for Anything ©

Special TV programs watched past 12 months: Dick Clark's New Year's Rockin' Eve with Ryan Seacrest



271,156 or 88.3% of Adults 18 or older who watch Dick Clark's New Year's Rockin' Eve with Ryan Seacrest watch Ad-Supported Local TV Stations. The Top 6-Programs are Movies, Sports, Local News - Evening, Comedies, Local News - Morning, and Game Shows.

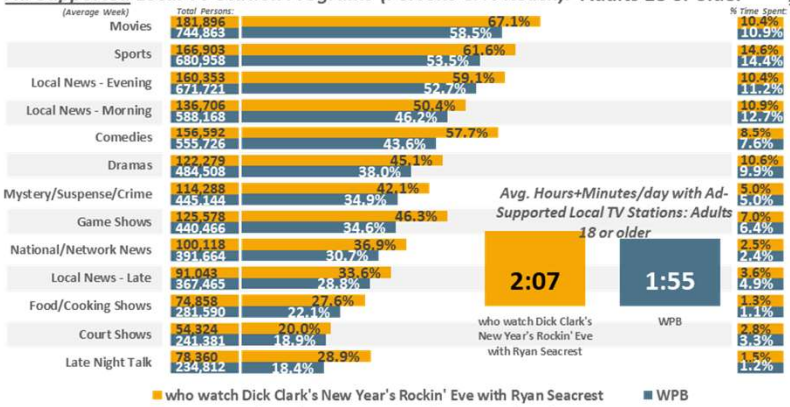
Local TV Station Programs (Persons & % Reach): Adults 18 or older



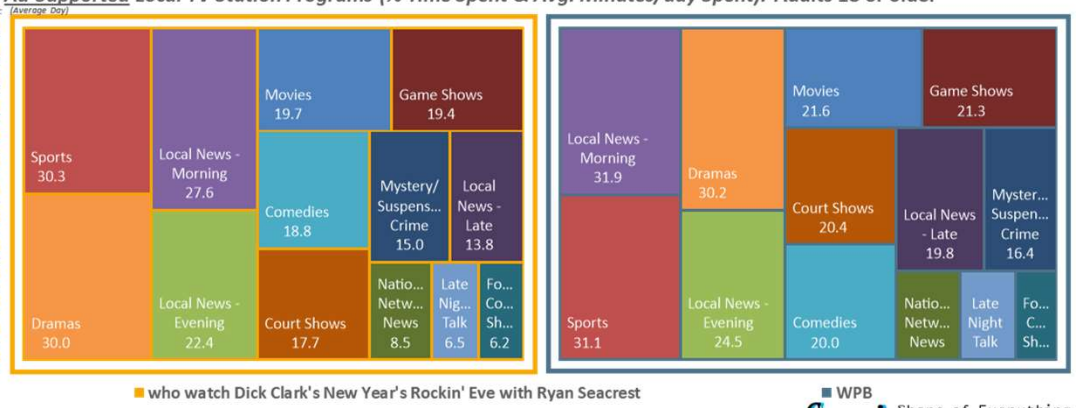
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



WPB DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 398

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

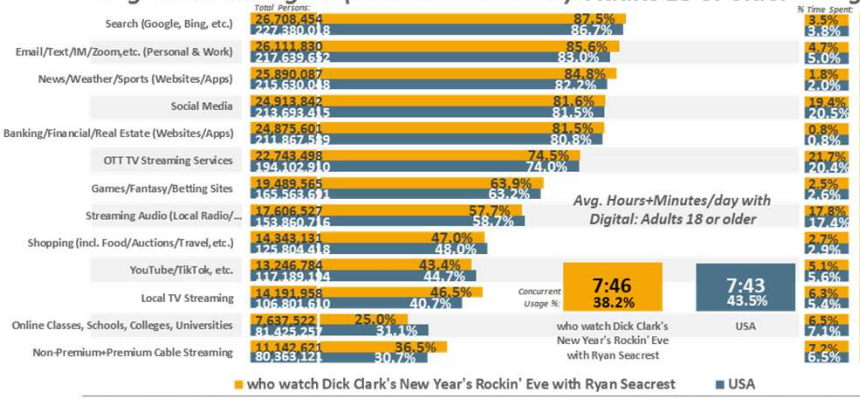
soefa.ai Share of Everything for Anything ©

Special TV programs watched past 12 months: Dick Clark's New Year's Rockin' Eve with Ryan Seacrest

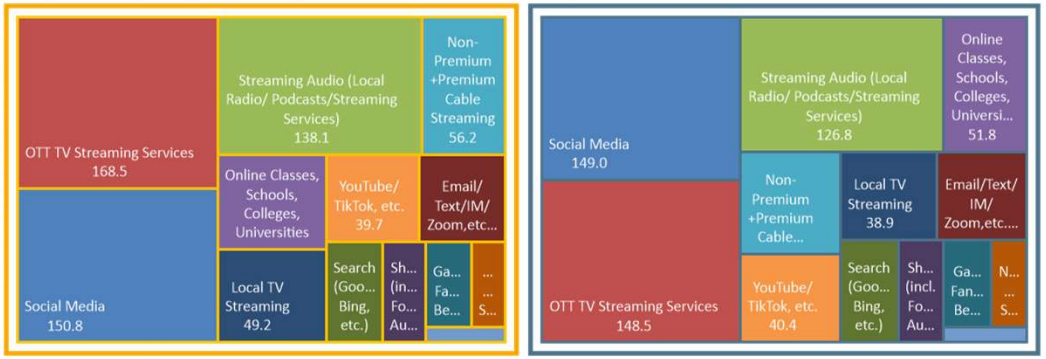


22,642,678 or 74.2% of Adults 18 or older who watch Dick Clark's New Year's Rockin' Eve with Ryan Seacrest use Ad-Supported Social Media for an average of 137.1 minutes every day representing 23.2% of all time spent daily with Ad-Supported Digital Media.

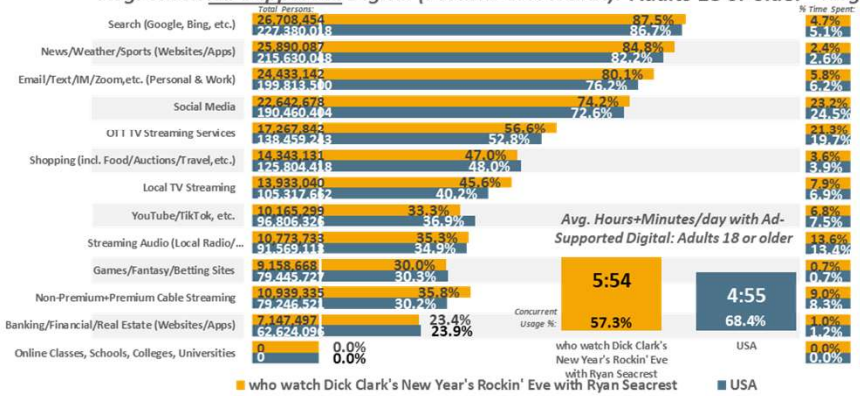
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



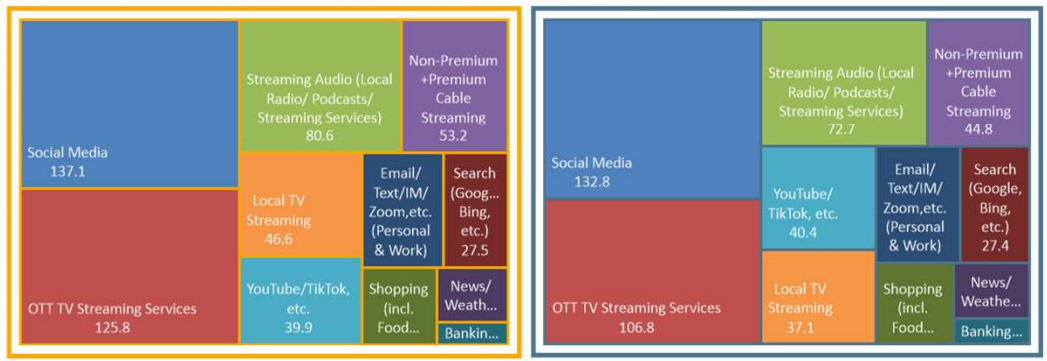
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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 2024: Jan23-Apr24 Qual Intab 2,940

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 23,333

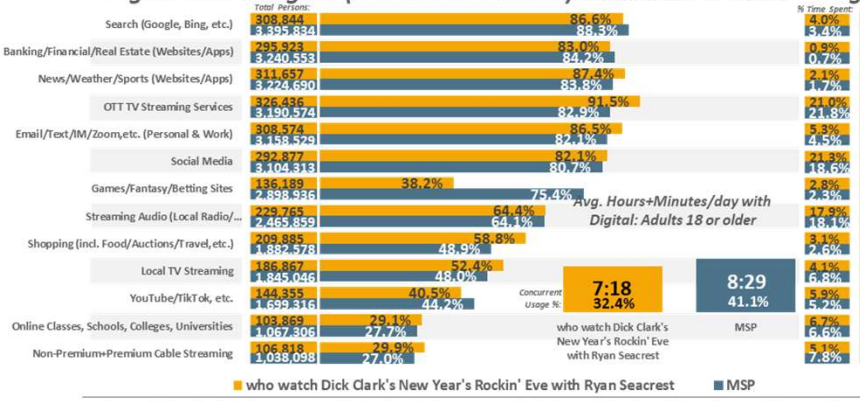
soefa.ai Share of Everything for Anything ©

Special TV programs watched past 12 months: Dick Clark's New Year's Rockin' Eve with Ryan Seacrest



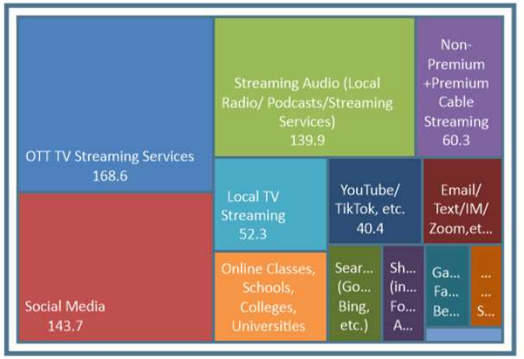
270,478 or 75.8% of Adults 18 or older who watch Dick Clark's New Year's Rockin' Eve with Ryan Seacrest use Ad-Supported Social Media for an average of 143.5 minutes every day representing 26.6% of all time spent daily with Ad-Supported Digital Media.

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

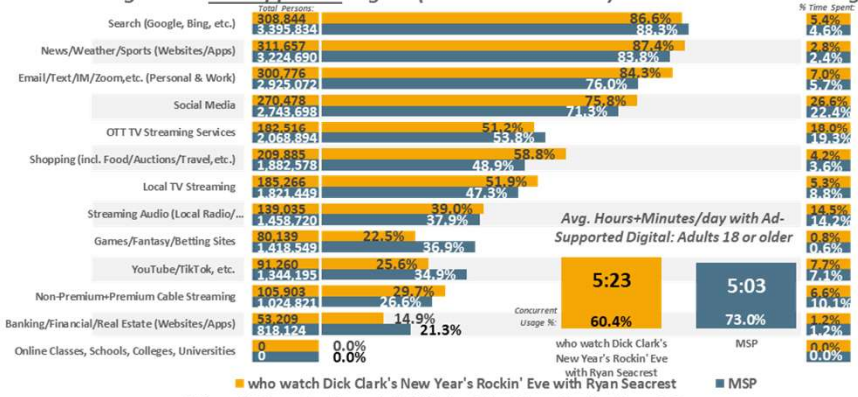


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

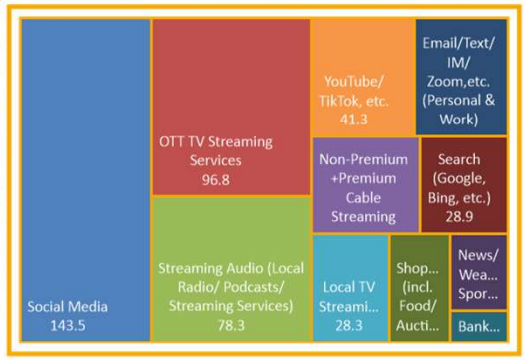


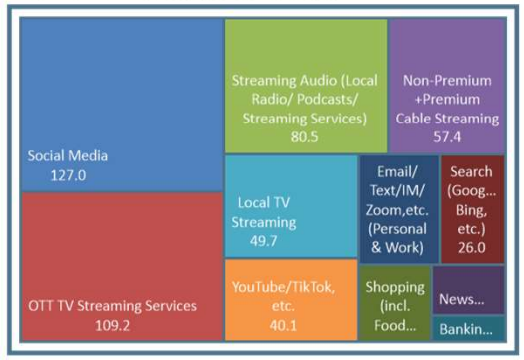


Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 18 or older



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





MSP DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 154

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

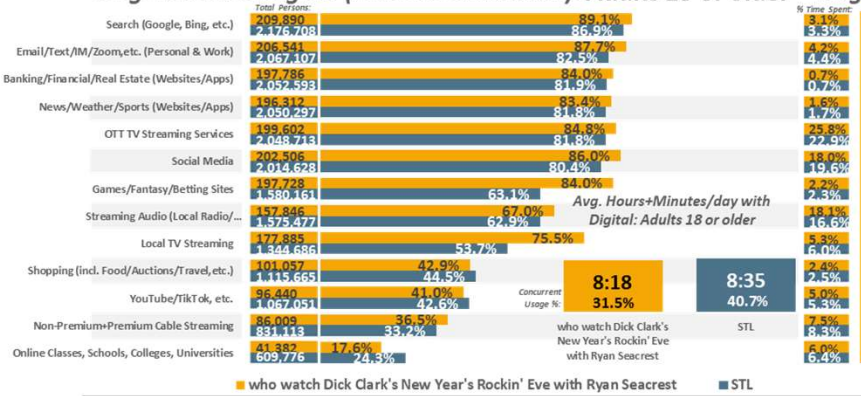
soefa.ai Share of Everything for Anything ©

Special TV programs watched past 12 months: Dick Clark's New Year's Rockin' Eve with Ryan Seacrest

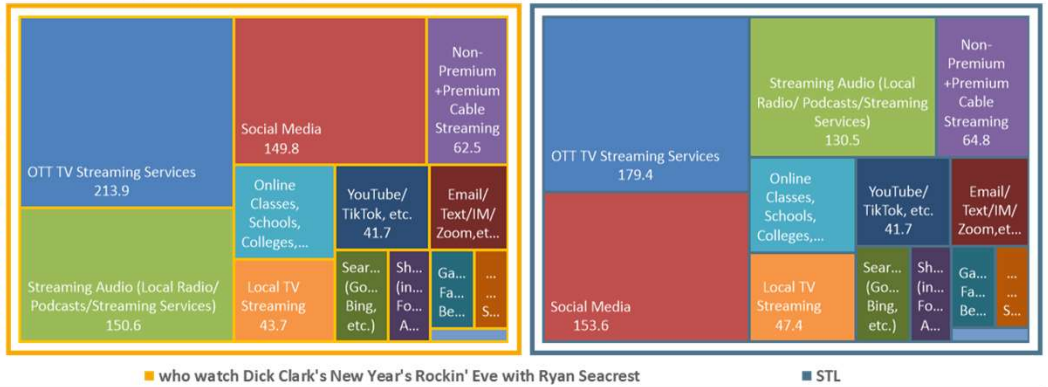


181,629 or 77.1% of Adults 18 or older who watch Dick Clark's New Year's Rockin' Eve with Ryan Seacrest use Ad-Supported Social Media for an average of 134.4 minutes every day representing 21.9% of all time spent daily with Ad-Supported Digital Media.

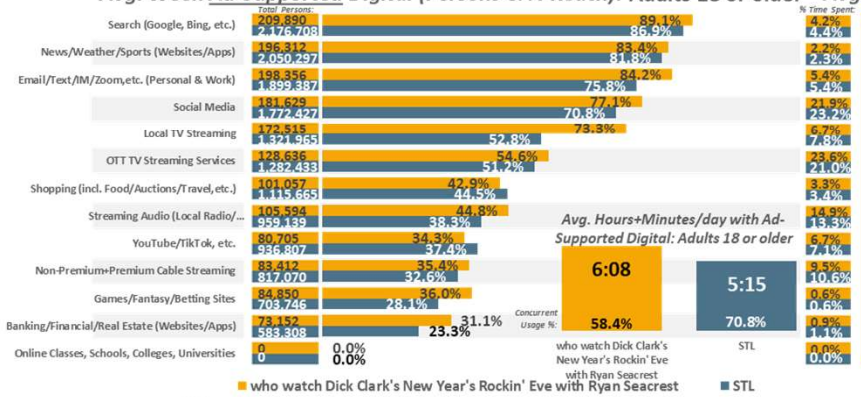
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



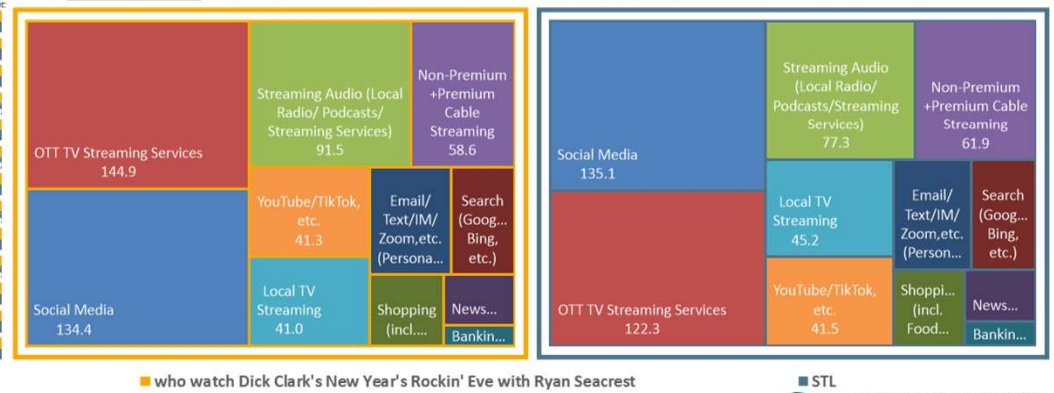
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



STL DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 191

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

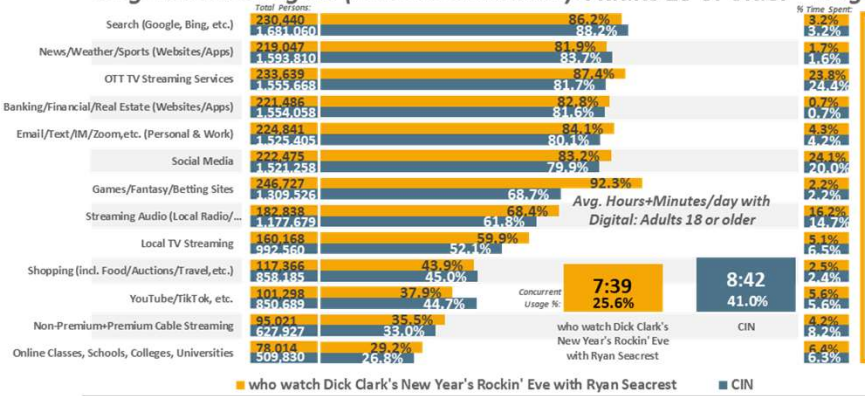
soefa.ai Share of Everything for Anything ©

Special TV programs watched past 12 months: Dick Clark's New Year's Rockin' Eve with Ryan Seacrest

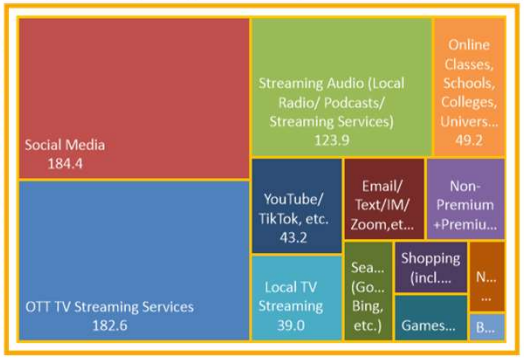


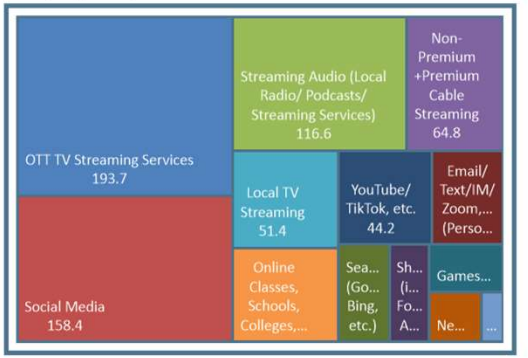
206,861 or 77.4% of Adults 18 or older who watch Dick Clark's New Year's Rockin' Eve with Ryan Seacrest use Ad-Supported Social Media for an average of 171.5 minutes every day representing 30.8% of all time spent daily with Ad-Supported Digital Media.

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

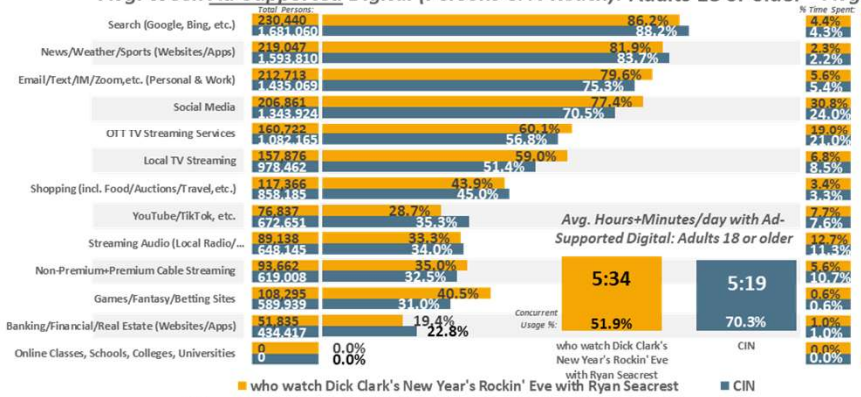


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

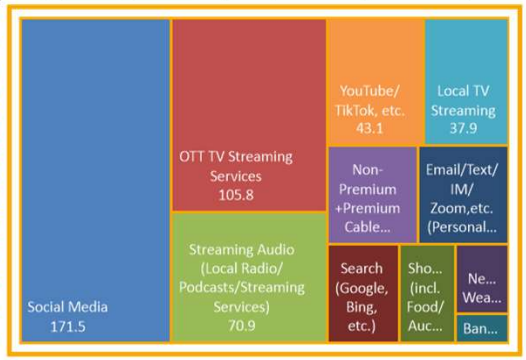


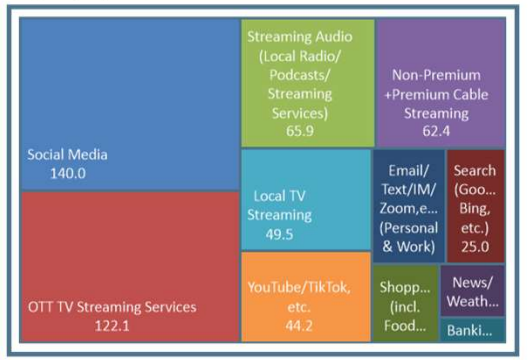


Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 18 or older



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





CIN DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 296

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

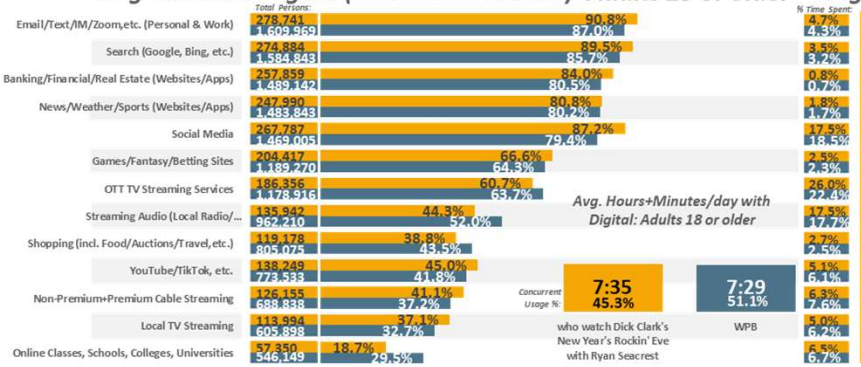
soefa.ai Share of Everything for Anything ©

Special TV programs watched past 12 months: Dick Clark's New Year's Rockin' Eve with Ryan Seacrest

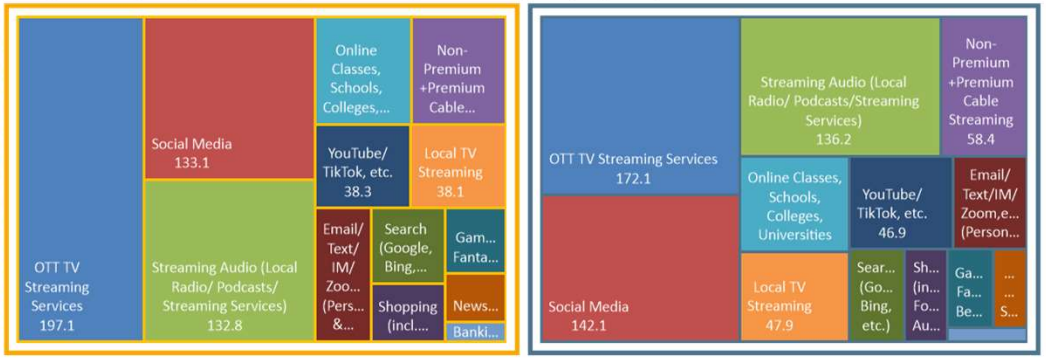


241,694 or 78.7% of Adults 18 or older who watch Dick Clark's New Year's Rockin' Eve with Ryan Seacrest use Ad-Supported Social Media for an average of 120.1 minutes every day representing 20.8% of all time spent daily with Ad-Supported Digital Media.

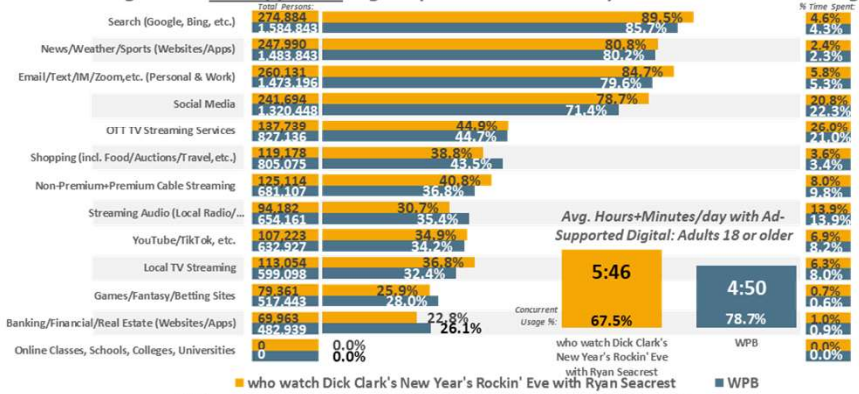
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



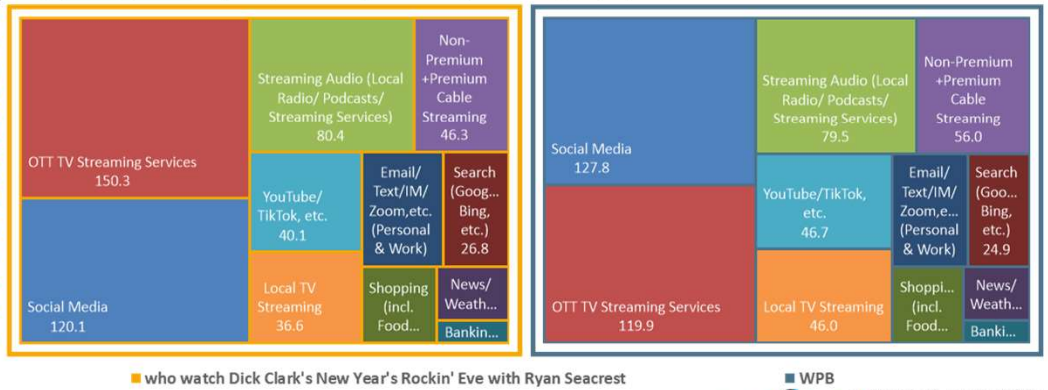
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



WPB DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 398

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

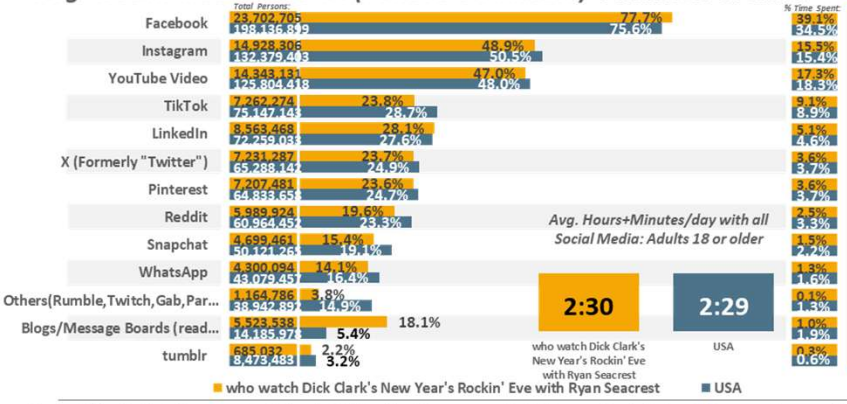
soefa.ai Share of Everything for Anything ©

Special TV programs watched past 12 months: Dick Clark's New Year's Rockin' Eve with Ryan Seacrest

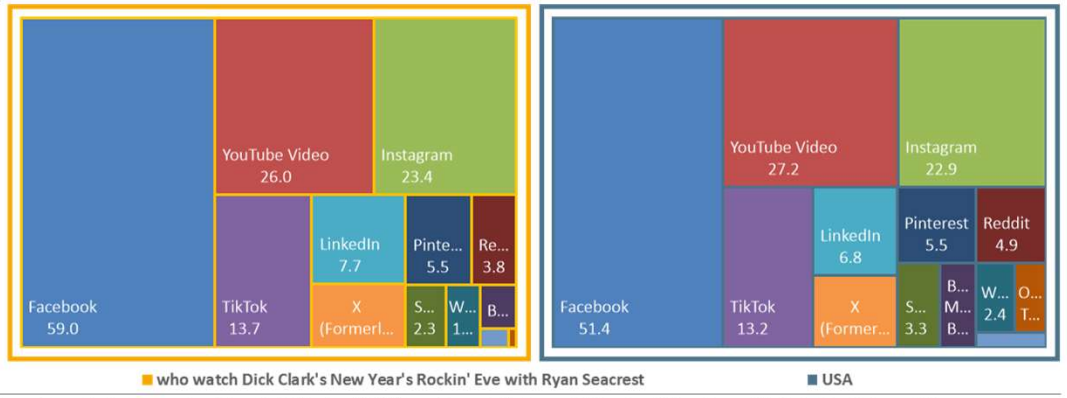


22,642,678 or 74.2% of Adults 18 or older who watch Dick Clark's New Year's Rockin' Eve with Ryan Seacrest use Ad-Supported Facebook for an average of 50.3 minutes every day representing 36.7% of all time spent daily with Ad-Supported Social Media.

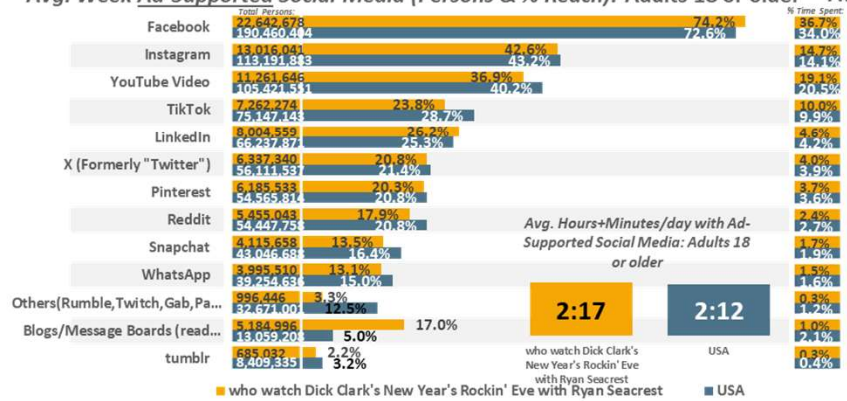
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



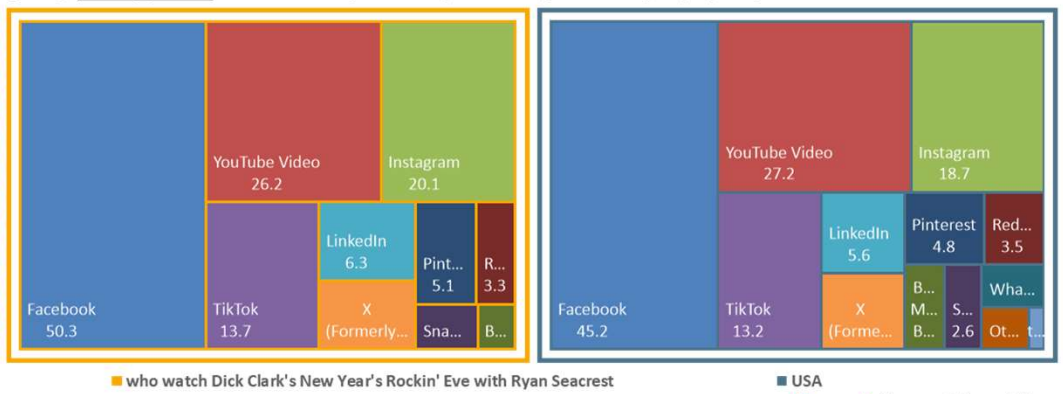
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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 2024: Jan23-Apr24 Qual Intab 2,940

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 23,333

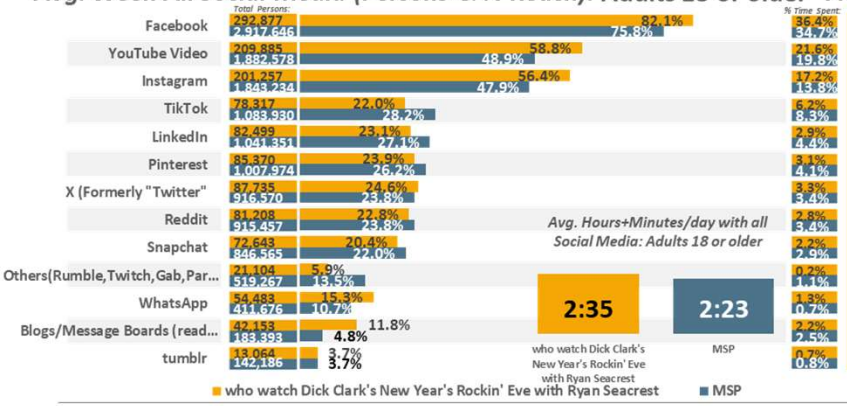
soefa.ai Share of Everything for Anything ©

Special TV programs watched past 12 months: Dick Clark's New Year's Rockin' Eve with Ryan Seacrest

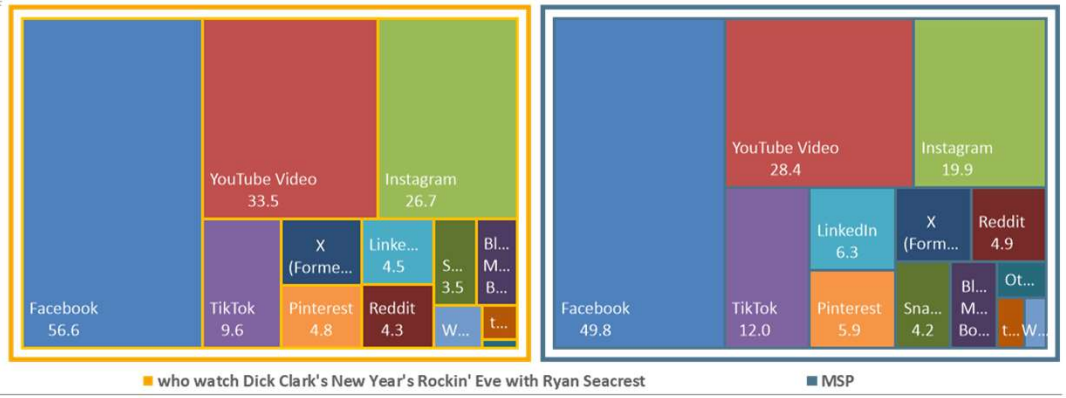


270,478 or 75.8% of Adults 18 or older who watch Dick Clark's New Year's Rockin' Eve with Ryan Seacrest use Ad-Supported Facebook for an average of 49.9 minutes every day representing 34.8% of all time spent daily with Ad-Supported Social Media.

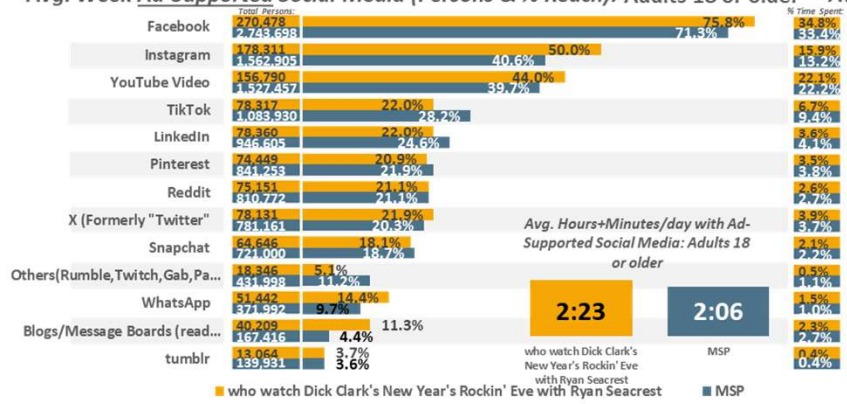
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



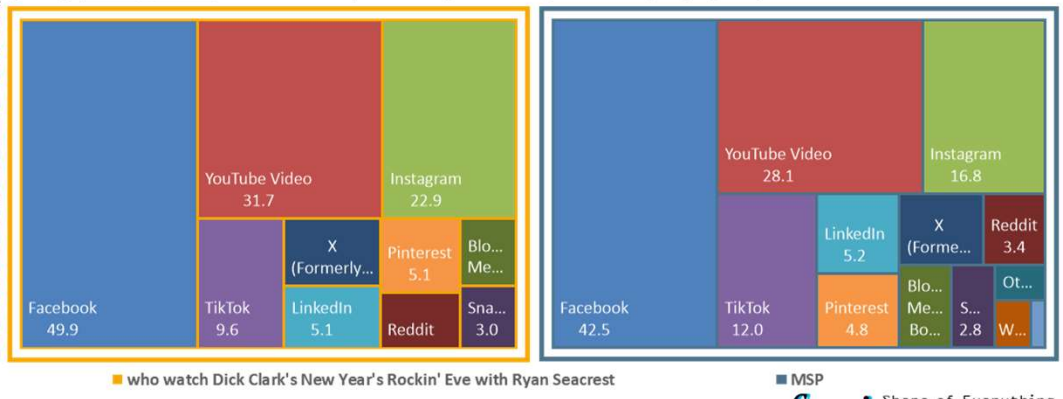
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



MSP DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 154

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

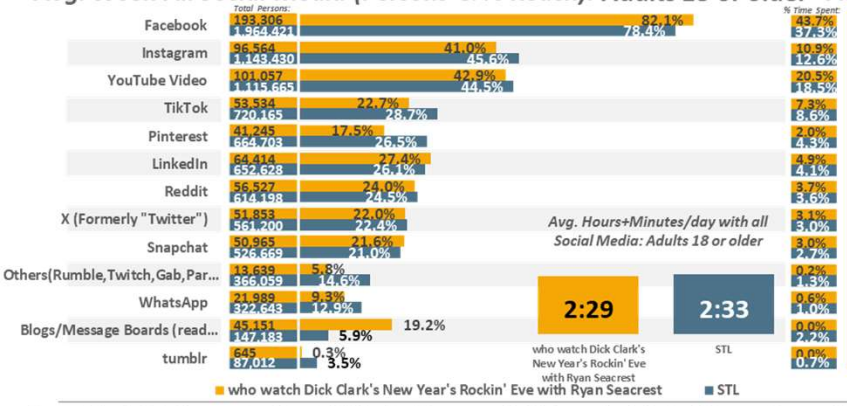
soefa.ai Share of Everything for Anything ©

Special TV programs watched past 12 months: Dick Clark's New Year's Rockin' Eve with Ryan Seacrest

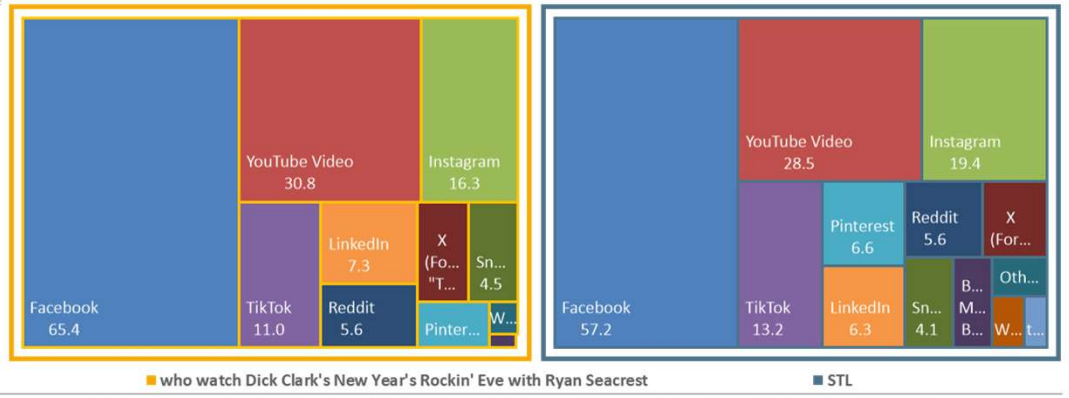


181,629 or 77.1% of Adults 18 or older who watch Dick Clark's New Year's Rockin' Eve with Ryan Seacrest use Ad-Supported Facebook for an average of 52.3 minutes every day representing 38.9% of all time spent daily with Ad-Supported Social Media.

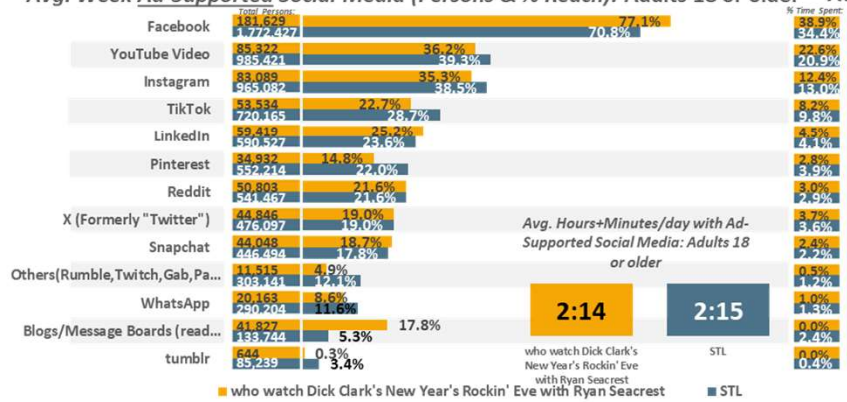
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



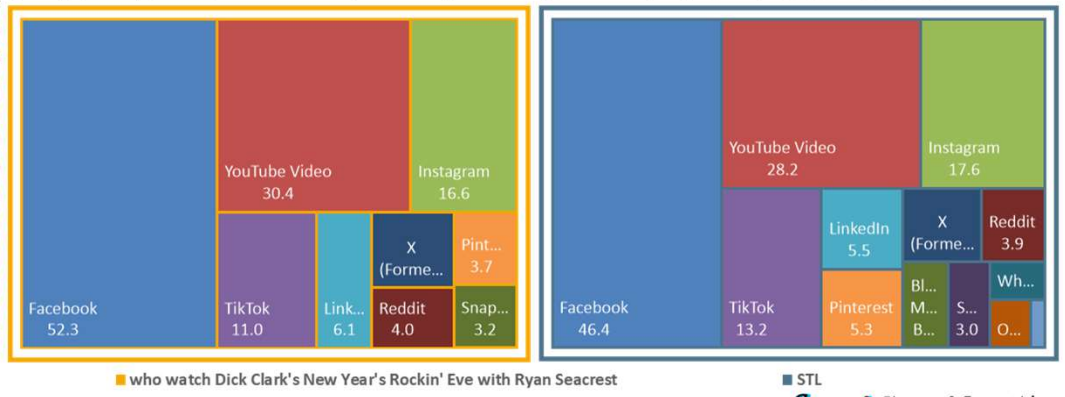
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



STL DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 191

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

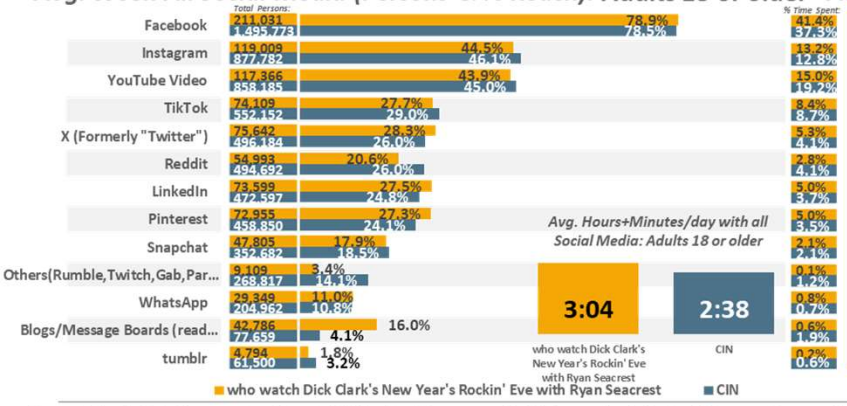
soefa.ai Share of Everything for Anything ©

Special TV programs watched past 12 months: Dick Clark's New Year's Rockin' Eve with Ryan Seacrest

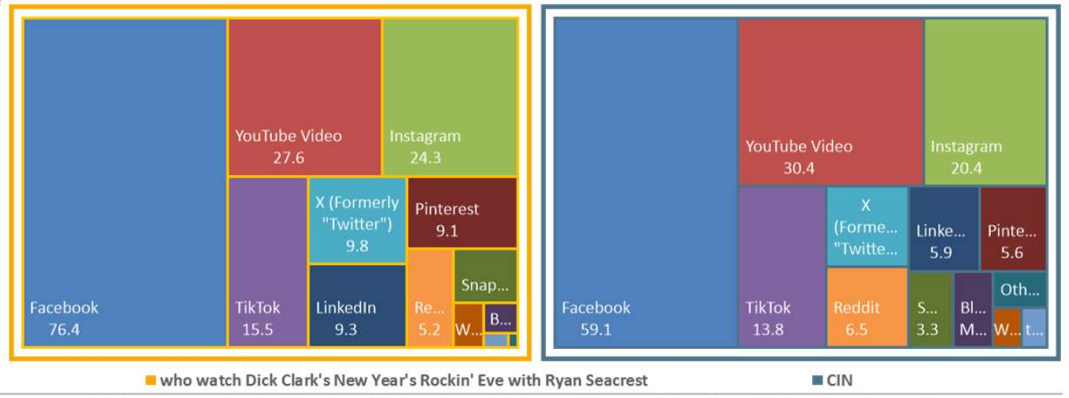


206,861 or 77.4% of Adults 18 or older who watch Dick Clark's New Year's Rockin' Eve with Ryan Seacrest use Ad-Supported Facebook for an average of 67.5 minutes every day representing 39.4% of all time spent daily with Ad-Supported Social Media.

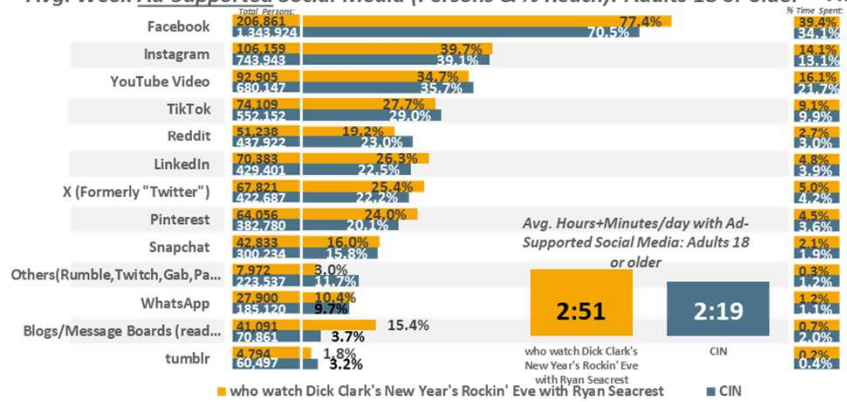
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



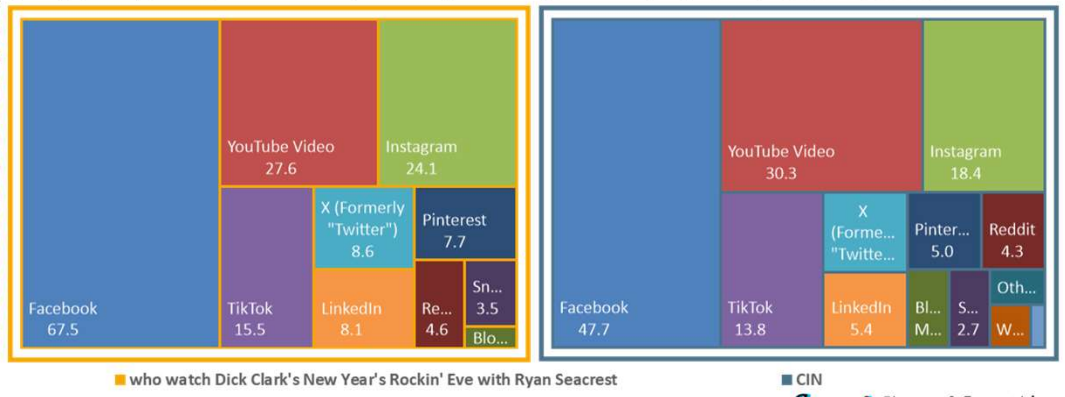
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



CIN DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 296

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

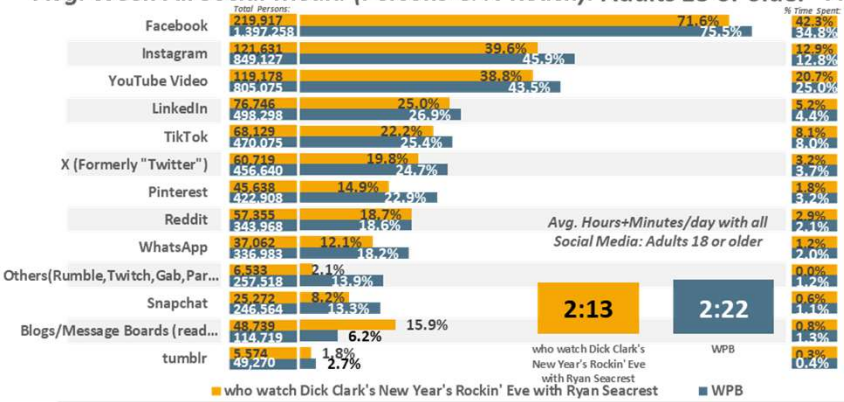
soefa.ai Share of Everything for Anything ©

Special TV programs watched past 12 months: Dick Clark's New Year's Rockin' Eve with Ryan Seacrest

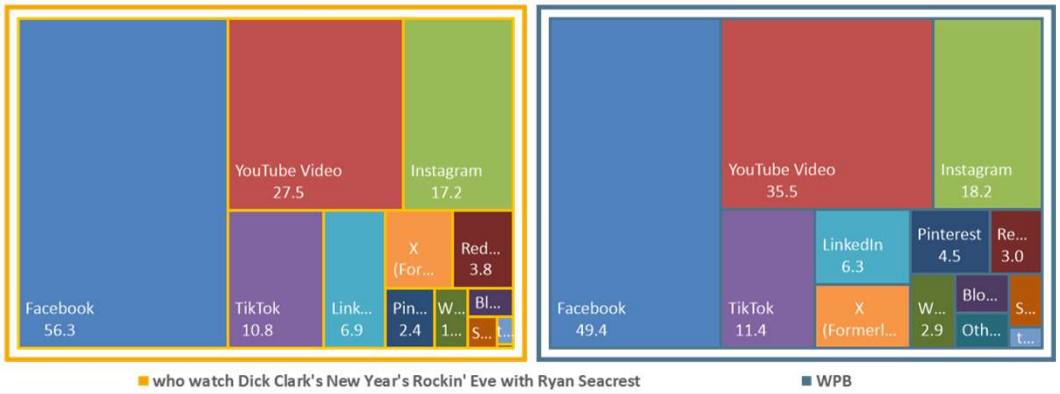


219,917 or 71.6% of Adults 18 or older who watch Dick Clark's New Year's Rockin' Eve with Ryan Seacrest use Ad-Supported Facebook for an average of 45.3 minutes every day representing 37.7% of all time spent daily with Ad-Supported Social Media.

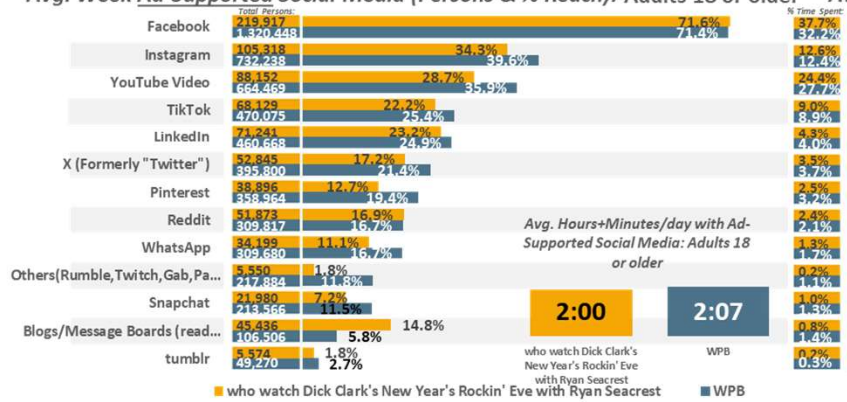
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



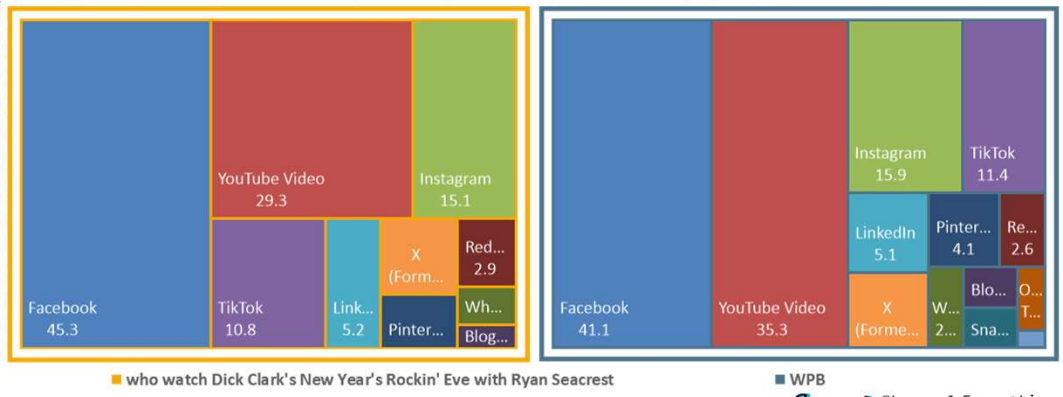
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



WPB DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 398

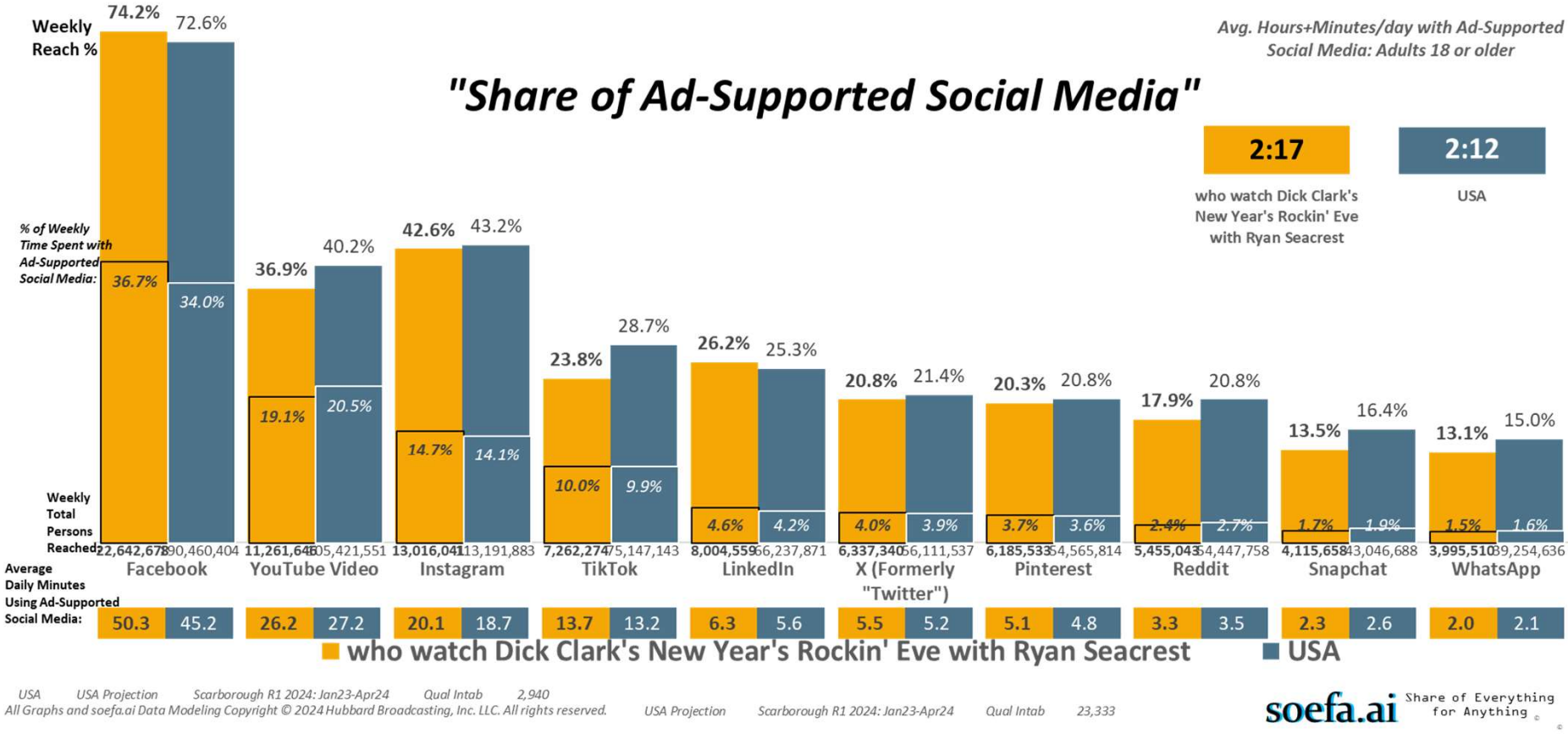
All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

Special TV programs watched past 12 months: Dick Clark's New Year's Rockin' Eve with Ryan Seacrest



22,642,678 or 74.2% of Adults 18 or older who watch Dick Clark's New Year's Rockin' Eve with Ryan Seacrest use Ad-Supported Facebook for an average of 50.3 minutes every day representing 36.7% of all time spent daily with Ad-Supported Social Media.



USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 2,940

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 23,333

soefa.ai Share of Everything for Anything ©

Special TV programs watched past 12 months: Dick Clark's New Year's Rockin' Eve with Ryan Seacrest



270,478 or 75.8% of Adults 18 or older who watch Dick Clark's New Year's Rockin' Eve with Ryan Seacrest use Ad-Supported Facebook for an average of 49.9 minutes every day representing 34.8% of all time spent daily with Ad-Supported Social Media.

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

"Share of Ad-Supported Social Media"

	who watch Dick Clark's New Year's Rockin' Eve with Ryan Seacrest	MSP
	2:23	2:06

	Facebook	YouTube Video	Instagram	TikTok	X (Formerly "Twitter")	LinkedIn	Pinterest	Reddit	Blogs/Message Boards (read /o	Snapchat
Weekly Reach %	75.8% / 71.3%	44.0% / 39.7%	50.0% / 40.6%	22.0% / 28.2%	21.9% / 20.3%	22.0% / 24.6%	20.9% / 21.9%	21.1% / 21.1%	11.3% / 4.4%	18.1% / 18.7%
% of Weekly Time Spent with Ad-Supported Social Media:	34.8% / 33.4%	22.1% / 22.2%	15.9% / 13.2%	6.7% / 9.4%	3.9% / 3.7%	3.6% / 4.1%	3.5% / 3.8%	2.6% / 2.7%	2.3% / 2.7%	2.1% / 2.2%
Weekly Total Persons Reached:	270,478 / 2,743,698	156,790 / 1,527,457	178,311 / 1,562,905	78,317 / 1,083,930	78,131 / 781,161	78,360 / 946,605	74,449 / 841,253	75,151 / 810,772	40,209 / 167,416	64,646 / 721,000
Average Daily Minutes Using Ad-Supported Social Media:	49.9 / 42.5	31.7 / 28.1	22.9 / 16.8	9.6 / 12.0	5.6 / 4.7	5.1 / 5.2	5.1 / 4.8	3.8 / 3.4	3.2 / 3.4	3.0 / 2.8

■ who watch Dick Clark's New Year's Rockin' Eve with Ryan Seacrest ■ MSP

MSP DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 154 MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2024: Jan23-Dec23 Qual Intab 1,873

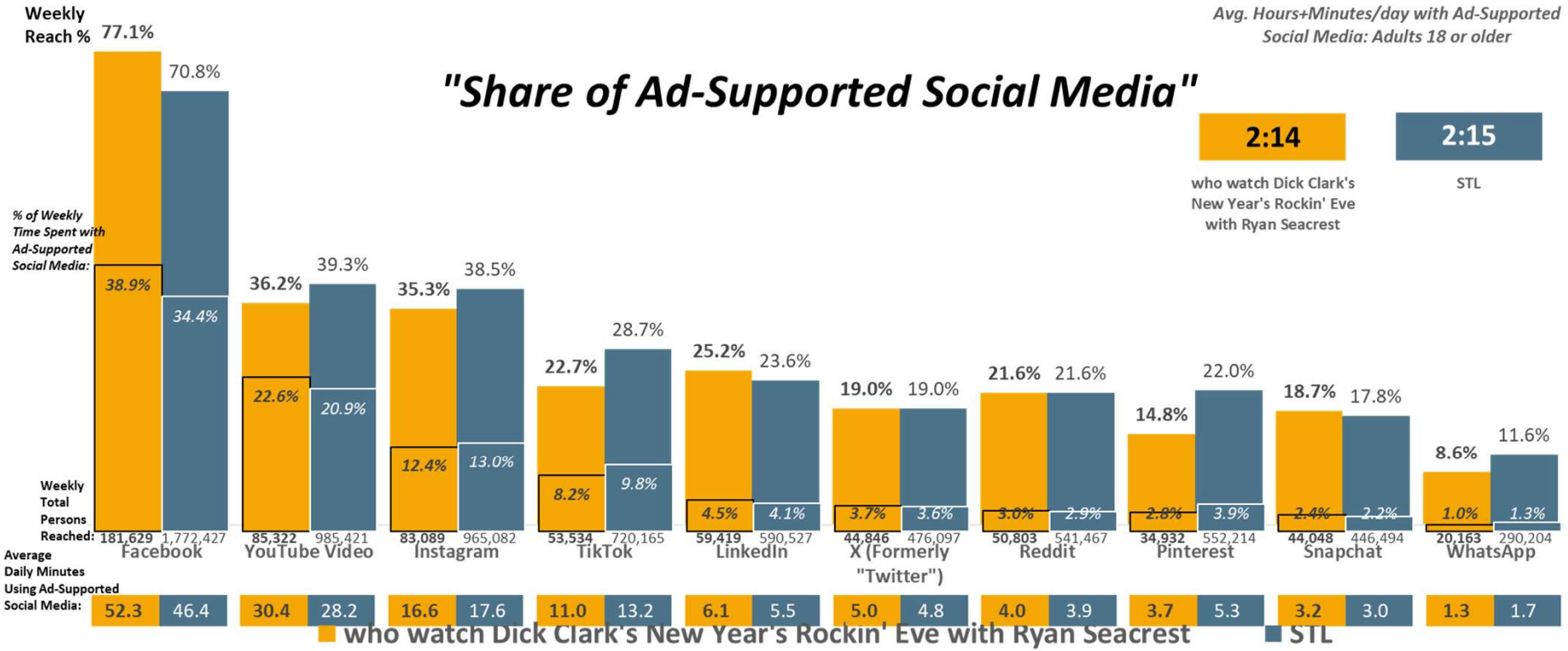
All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

Special TV programs watched past 12 months: Dick Clark's New Year's Rockin' Eve with Ryan Seacrest



181,629 or 77.1% of Adults 18 or older who watch Dick Clark's New Year's Rockin' Eve with Ryan Seacrest use Ad-Supported Facebook for an average of 52.3 minutes every day representing 38.9% of all time spent daily with Ad-Supported Social Media.



STL DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 191 ST. LOUIS DMA Scarborough R1 2024: Jan23-Dec23 Qual Intab 1,952

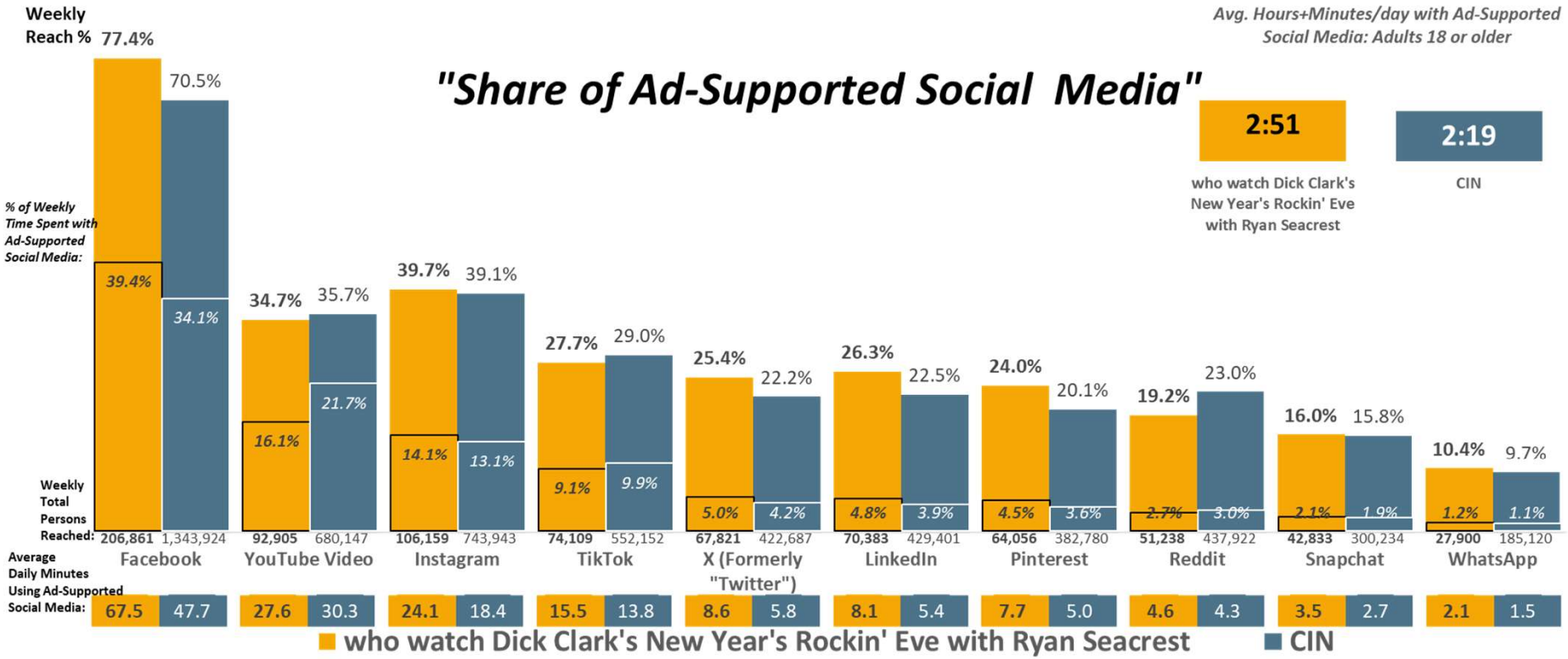
All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

Special TV programs watched past 12 months: Dick Clark's New Year's Rockin' Eve with Ryan Seacrest



206,861 or 77.4% of Adults 18 or older who watch Dick Clark's New Year's Rockin' Eve with Ryan Seacrest use Ad-Supported Facebook for an average of 67.5 minutes every day representing 39.4% of all time spent daily with Ad-Supported Social Media.



CIN DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 296 CINCINNATI DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 1,928

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

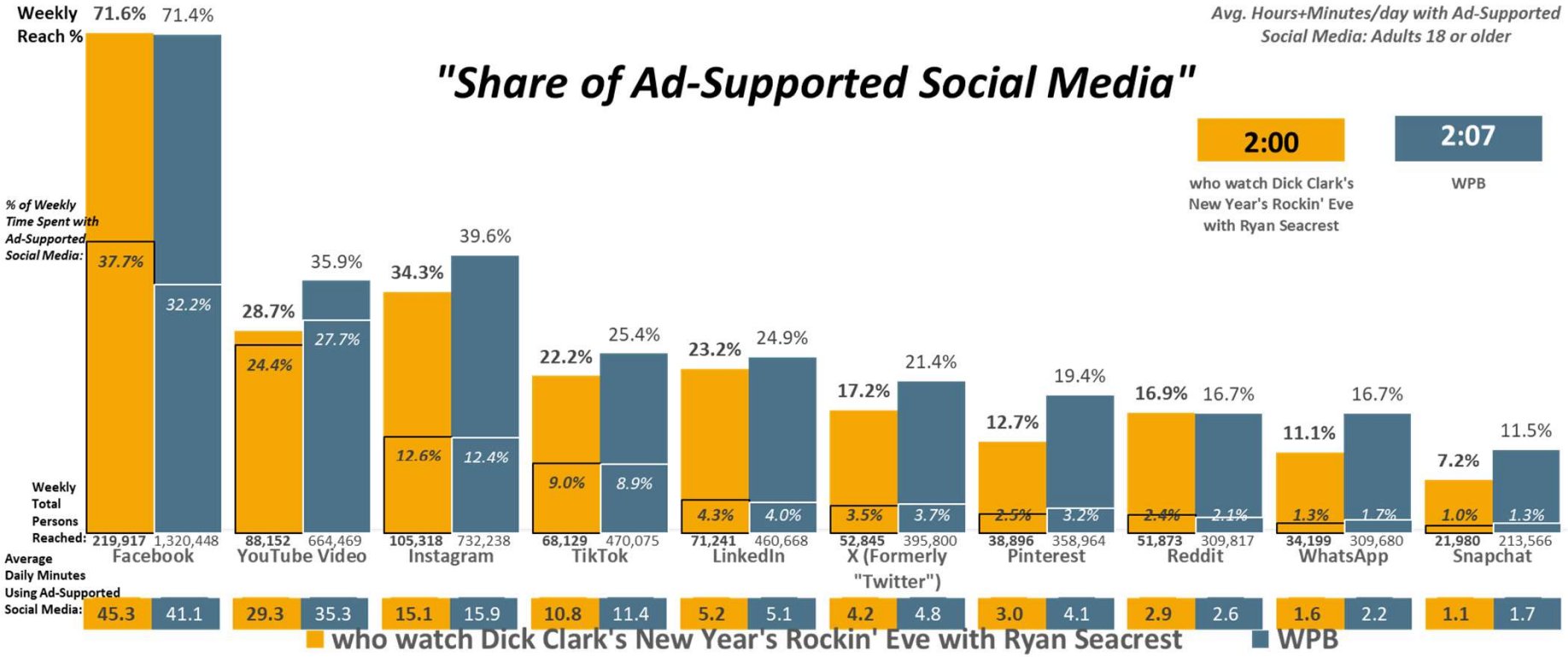
Special TV programs watched past 12 months: Dick Clark's New Year's Rockin' Eve with Ryan Seacrest



219,917 or 71.6% of Adults 18 or older who watch Dick Clark's New Year's Rockin' Eve with Ryan Seacrest use Ad-Supported Facebook for an average of 45.3 minutes every day representing 37.7% of all time spent daily with Ad-Supported Social Media.

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

"Share of Ad-Supported Social Media"



WPB DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 398 WEST PALM BEACH-BOCA RATON DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 2,465

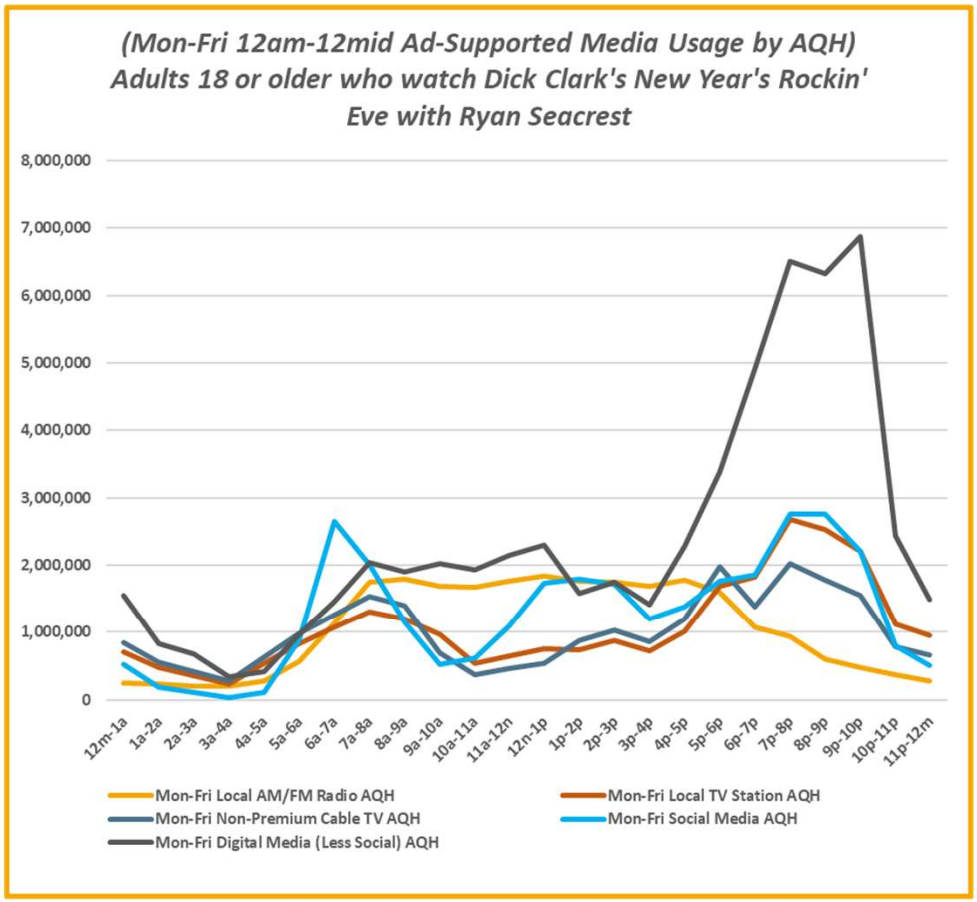
All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

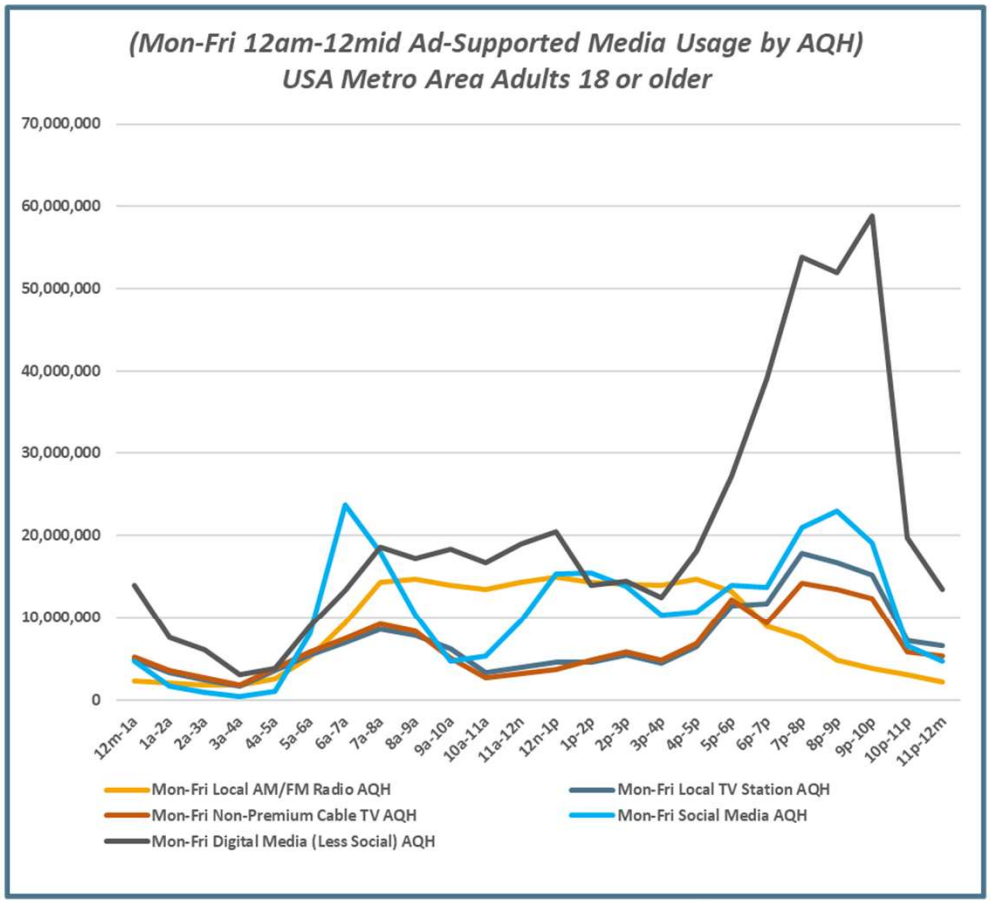
soefa.ai Share of Everything for Anything ©

Special TV programs watched past 12 months: Dick Clark's New Year's Rockin' Eve with Ryan Seacrest



M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 2,238,266; Local Radio: 1,637,083; Social Media: 1,497,406; Non-Prem. Cable: 1,043,212; Local TV: 1,025,822 reaching Adults 18 or older who watch Dick Clark's New Year's





USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 2,940

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

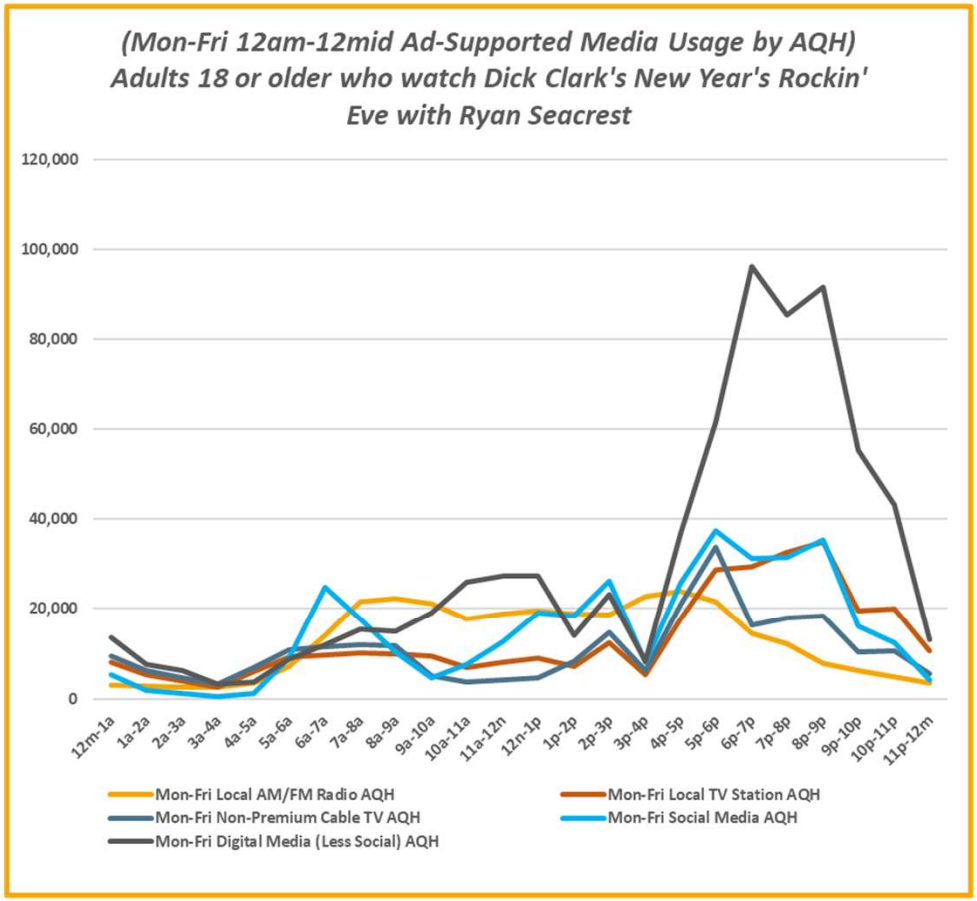
USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 23,333

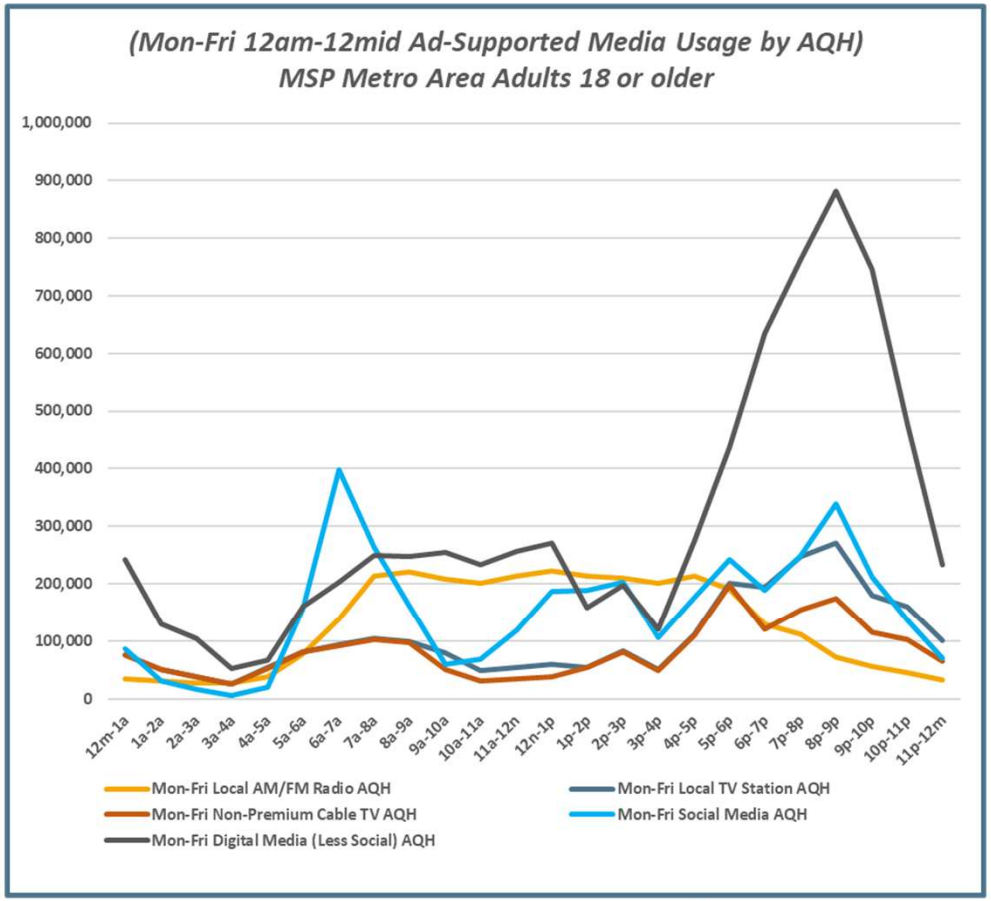
soefa.ai Share of Everything for Anything ©

Special TV programs watched past 12 months: Dick Clark's New Year's Rockin' Eve with Ryan Seacrest



M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 29,373; Local Radio: 19,656; Social Media: 18,766; Local TV: 12,611; Non-Prem. Cable: 11,757 reaching Adults 18 or older who watch Dick Clark's New Year's Rockin' Eve wit





MSP DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 154

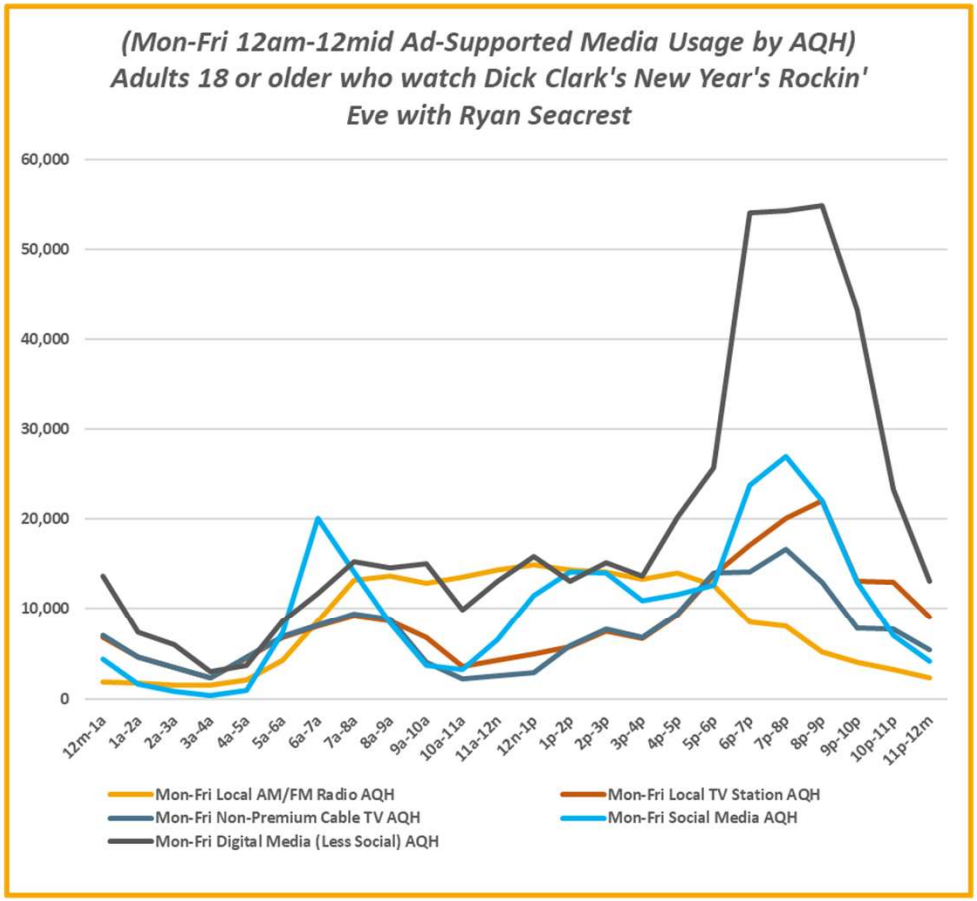
All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

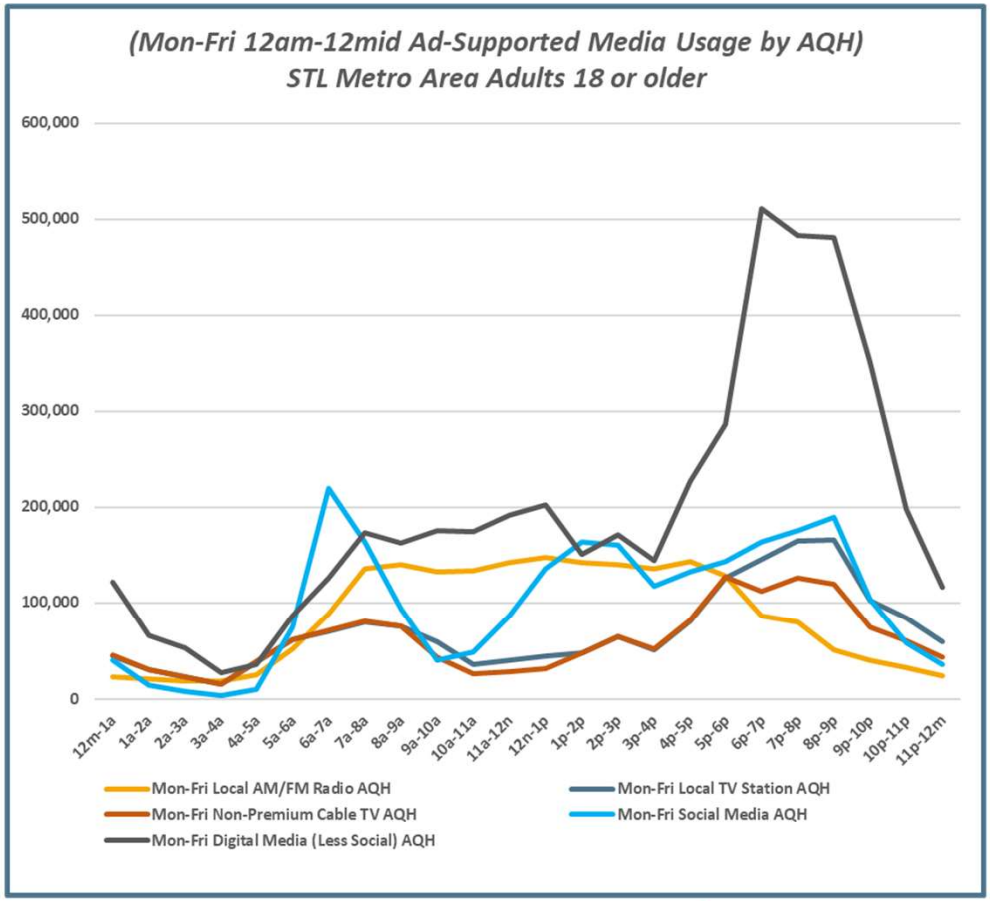
soefa.ai Share of Everything for Anything ©

Special TV programs watched past 12 months: Dick Clark's New Year's Rockin' Eve with Ryan Seacrest



M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 18,268; Local Radio: 12,935; Social Media: 11,897; Local TV: 8,117; Non-Prem. Cable: 7,386 reaching Adults 18 or older who watch Dick Clark's New Year's Rockin' Eve with





STL DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 191

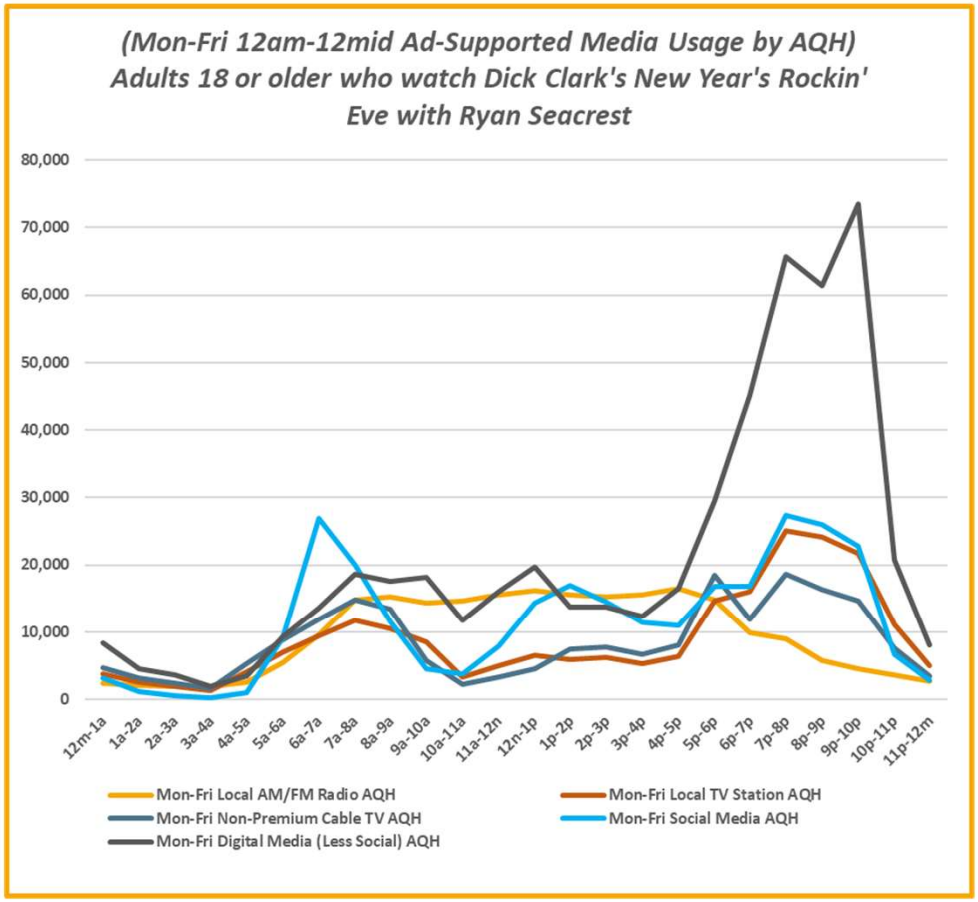
All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

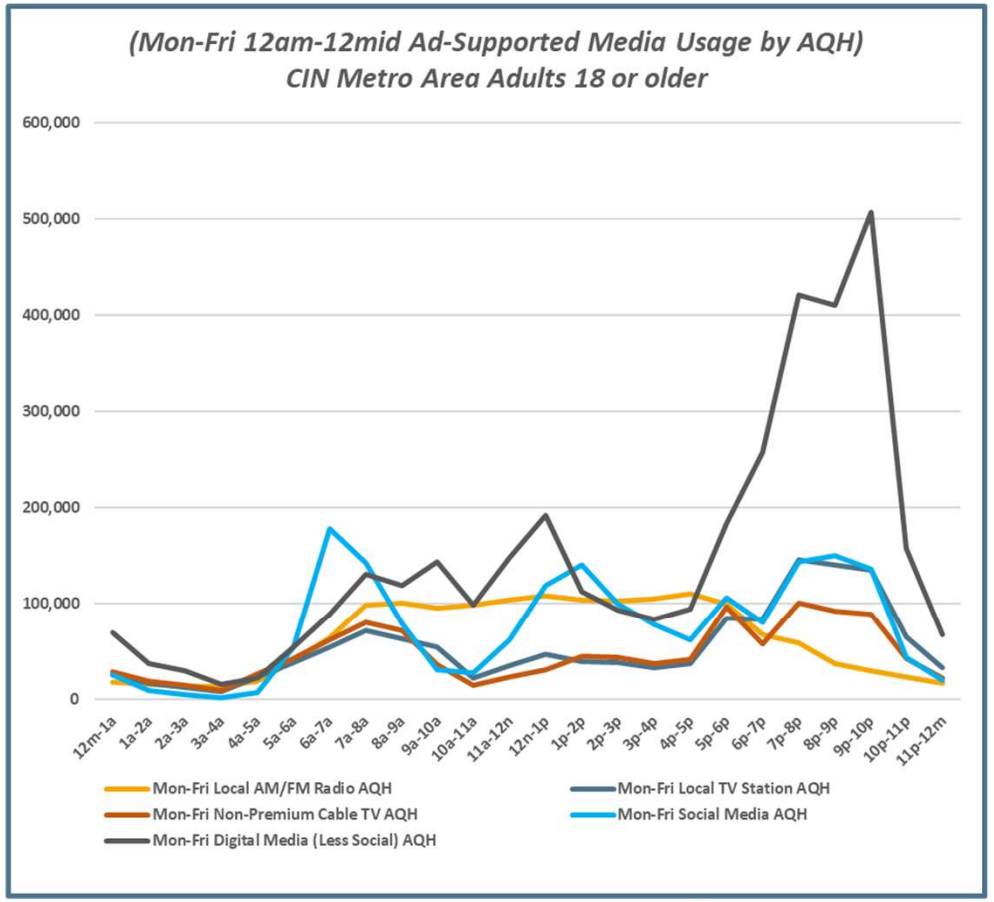
soefa.ai Share of Everything for Anything ©

Special TV programs watched past 12 months: Dick Clark's New Year's Rockin' Eve with Ryan Seacrest



M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 18,960; Local Radio: 14,448; Social Media: 13,566; Non-Prem. Cable: 8,945; Local TV: 8,421 reaching Adults 18 or older who watch Dick Clark's New Year's Rockin' Eve with





CIN DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 296

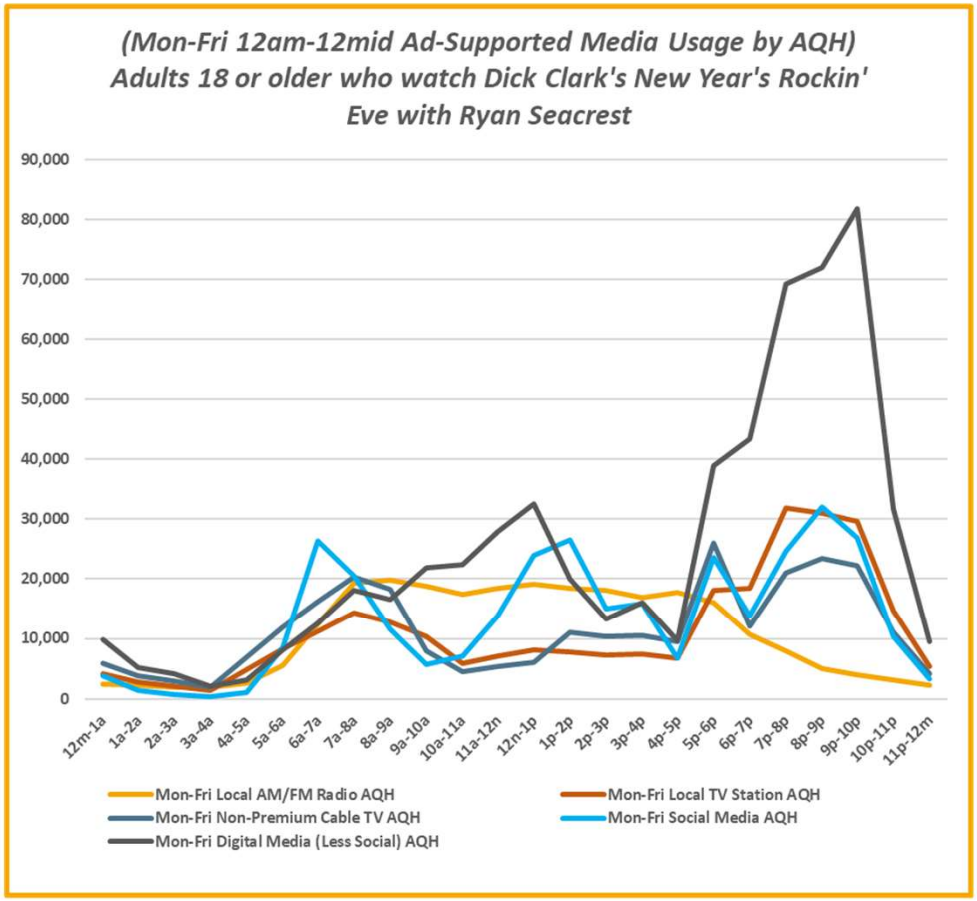
All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

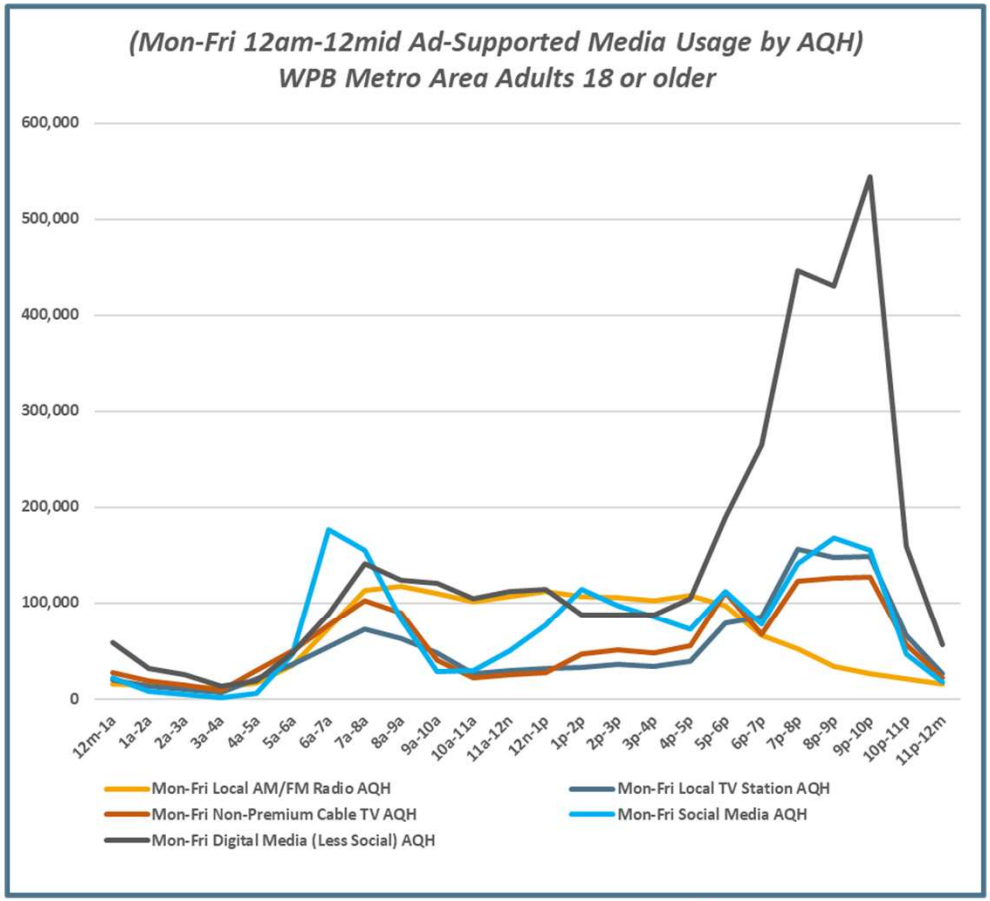
soefa.ai Share of Everything for Anything ©

Special TV programs watched past 12 months: Dick Clark's New Year's Rockin' Eve with Ryan Seacrest



M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 22,541; Local Radio: 17,155; Social Media: 16,220; Non-Prem. Cable: 12,158; Local TV: 10,401 reaching Adults 18 or older who watch Dick Clark's New Year's Rockin' Eve wit





WPB DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 398

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

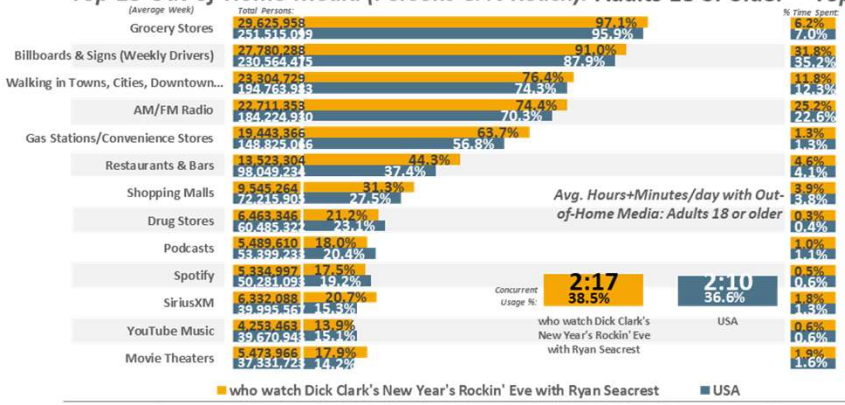
soefa.ai Share of Everything for Anything ©

Special TV programs watched past 12 months: Dick Clark's New Year's Rockin' Eve with Ryan Seacrest

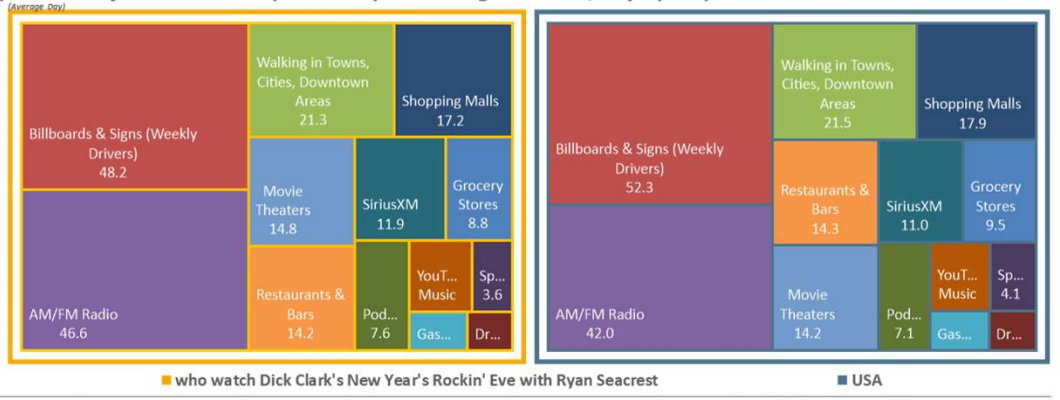


27,780,288 or 91.% of Adults 18 or older who watch Dick Clark's New Year's Rockin' Eve with Ryan Seacrest spend an average of 48.2 minutes per day driving, seeing Billboards and Signs. 70.3% Listen to Local Radio Stations Out-of-Home for an average of 43.

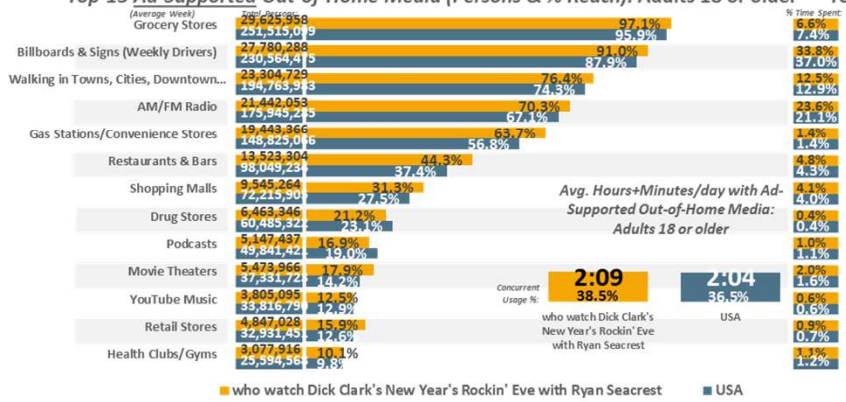
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



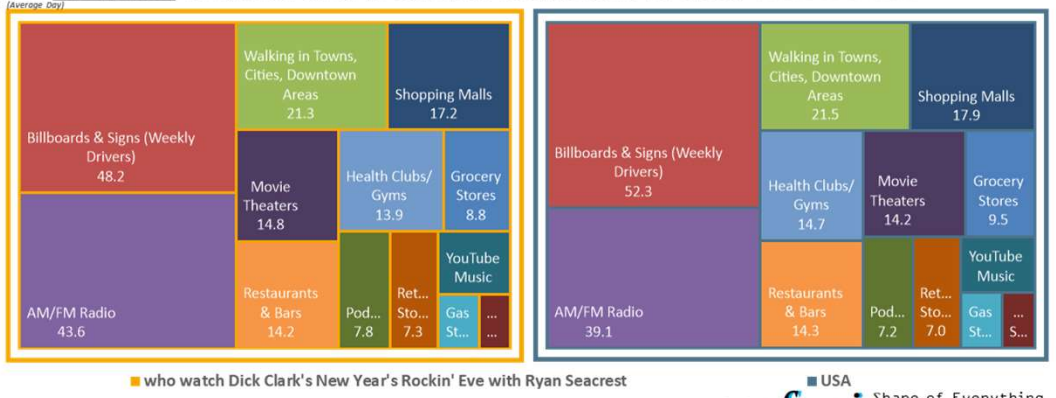
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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 2024: Jan23-Apr24 Qual Intab 2,940

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 23,333

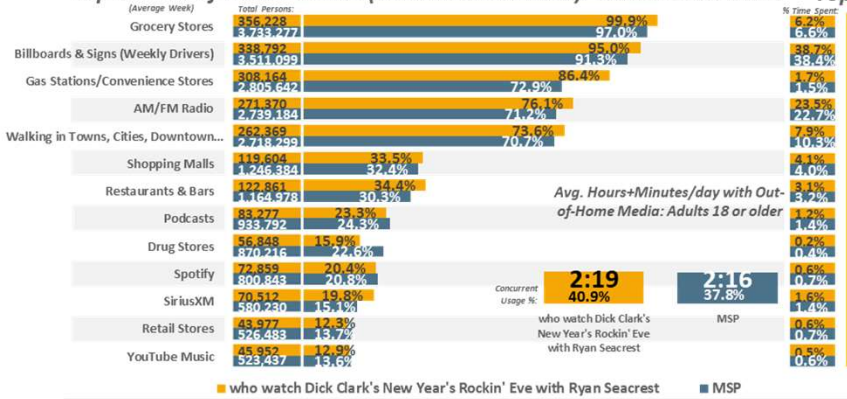
soefa.ai Share of Everything for Anything ©

Special TV programs watched past 12 months: Dick Clark's New Year's Rockin' Eve with Ryan Seacrest

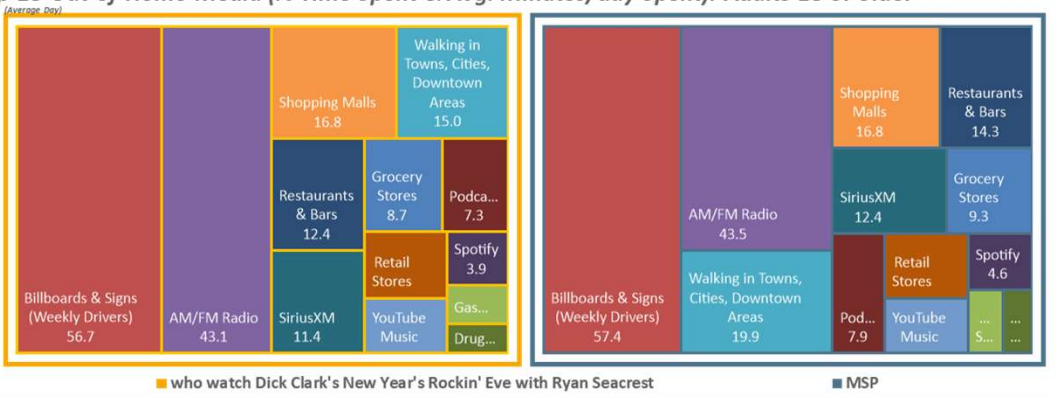


338,792 or 95.% of Adults 18 or older who watch Dick Clark's New Year's Rockin' Eve with Ryan Seacrest spend an average of 56.7 minutes per day driving, seeing Billboards and Signs. 72.9% Listen to Local Radio Stations Out-of-Home for an average of 41.1 m

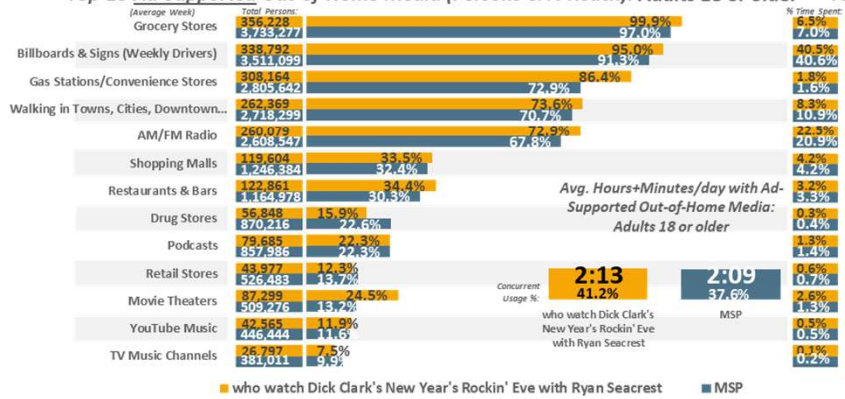
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



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



MSP DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 154

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

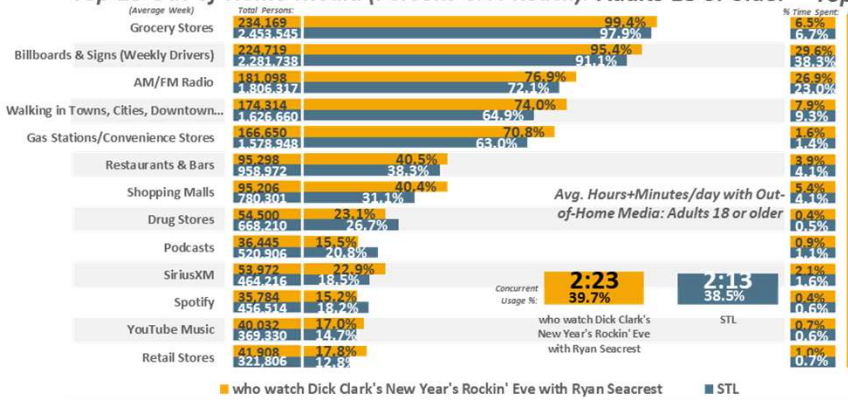
soefa.ai Share of Everything for Anything ©

Special TV programs watched past 12 months: Dick Clark's New Year's Rockin' Eve with Ryan Seacrest

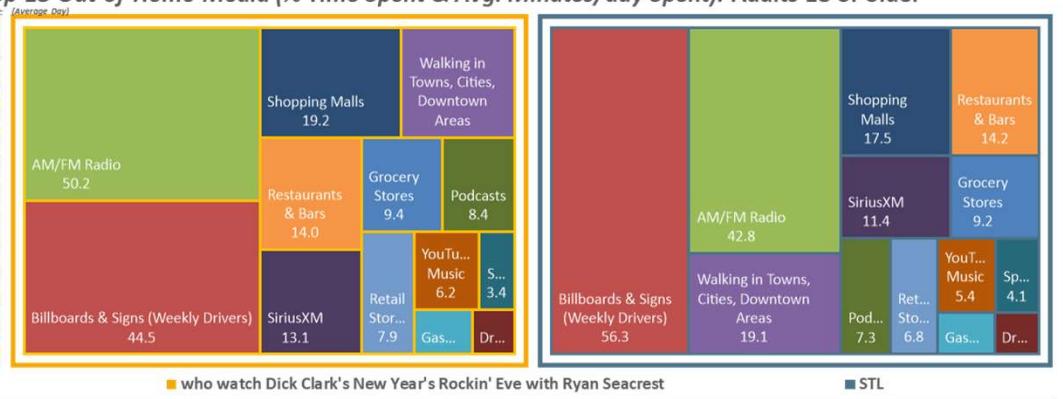


224,719 or 95.4% of Adults 18 or older who watch Dick Clark's New Year's Rockin' Eve with Ryan Seacrest spend an average of 44.5 minutes per day driving, seeing Billboards and Signs. 72.4% Listen to Local Radio Stations Out-of-Home for an average of 47. m

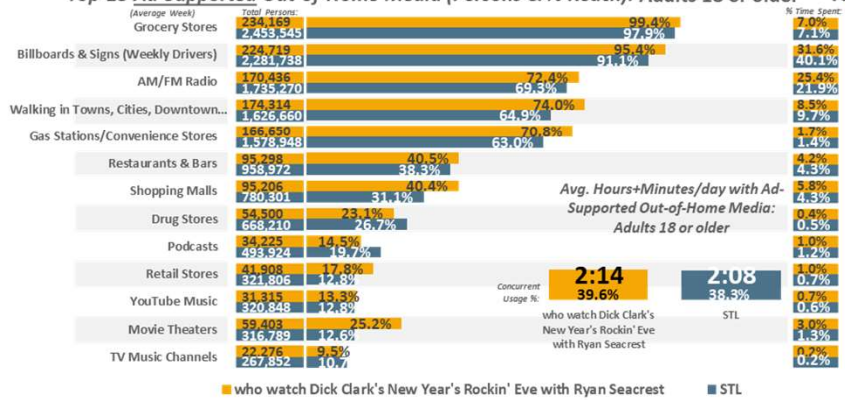
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



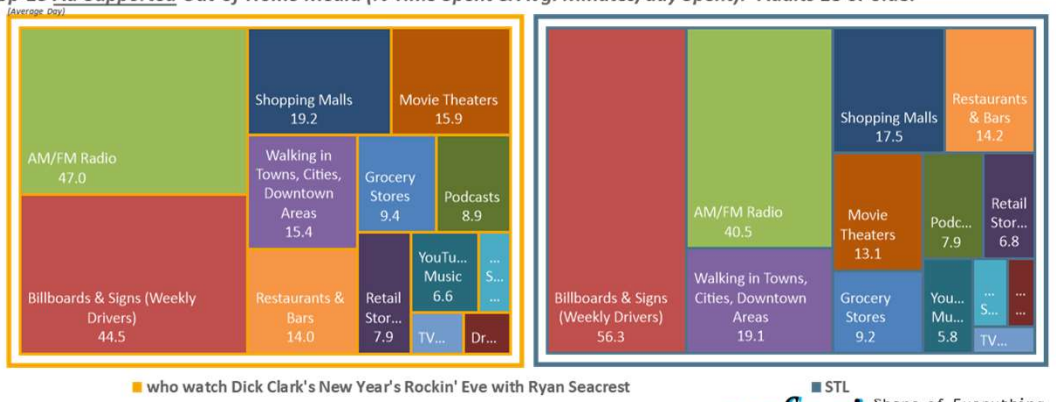
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



STL DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 191

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

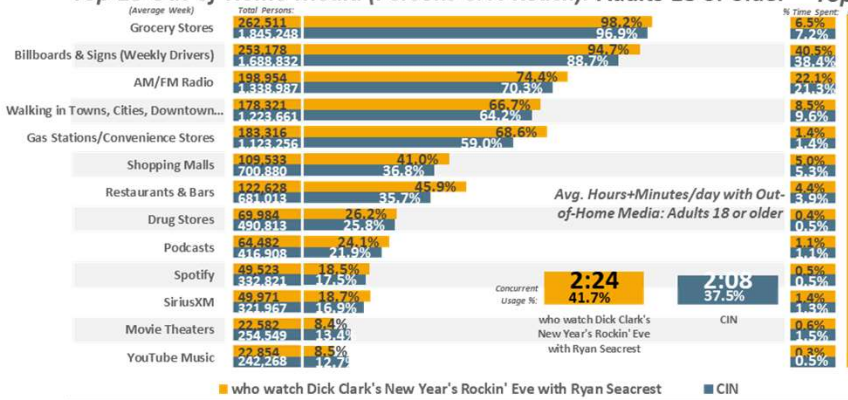
soefa.ai Share of Everything for Anything ©

Special TV programs watched past 12 months: Dick Clark's New Year's Rockin' Eve with Ryan Seacrest

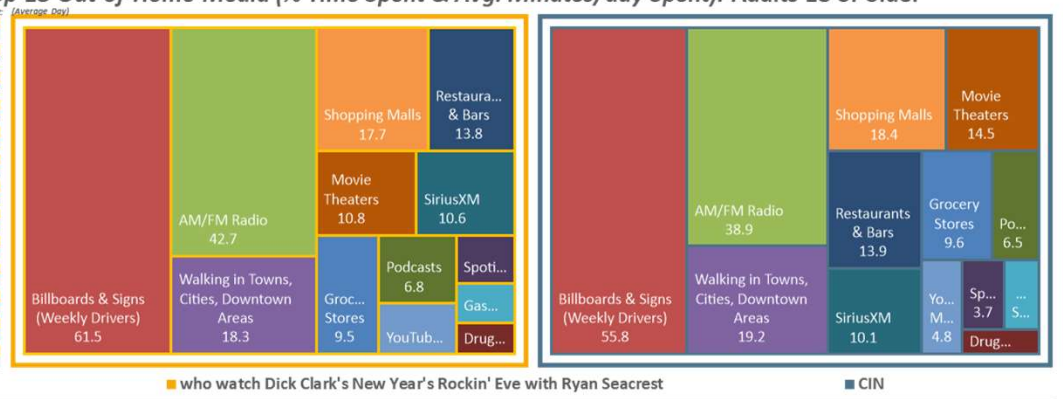


253,178 or 94.7% of Adults 18 or older who watch Dick Clark's New Year's Rockin' Eve with Ryan Seacrest spend an average of 61.5 minutes per day driving, seeing Billboards and Signs. 71.7% Listen to Local Radio Stations Out-of-Home for an average of 41.4

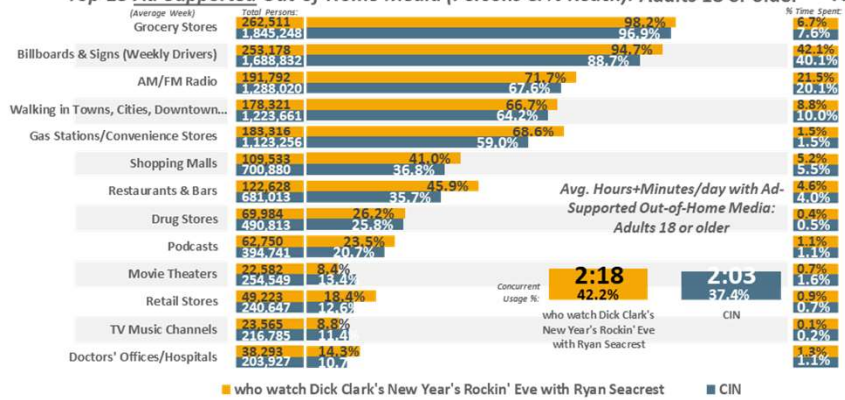
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



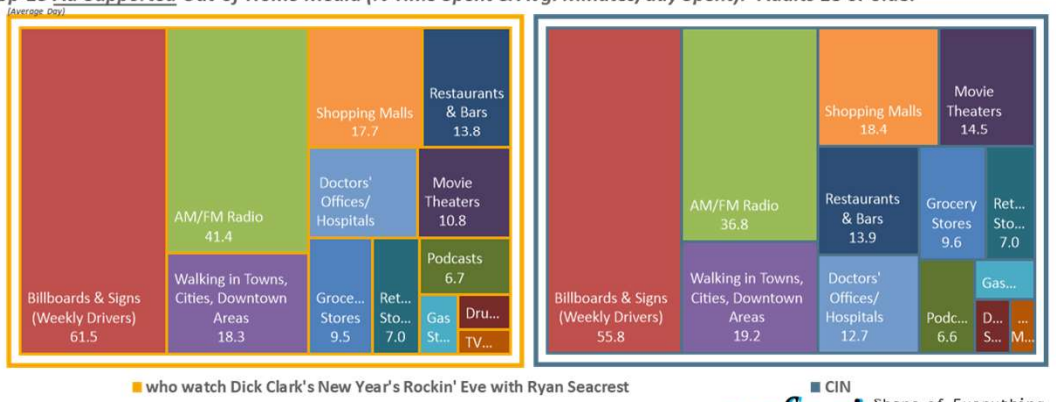
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



CIN DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 296

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

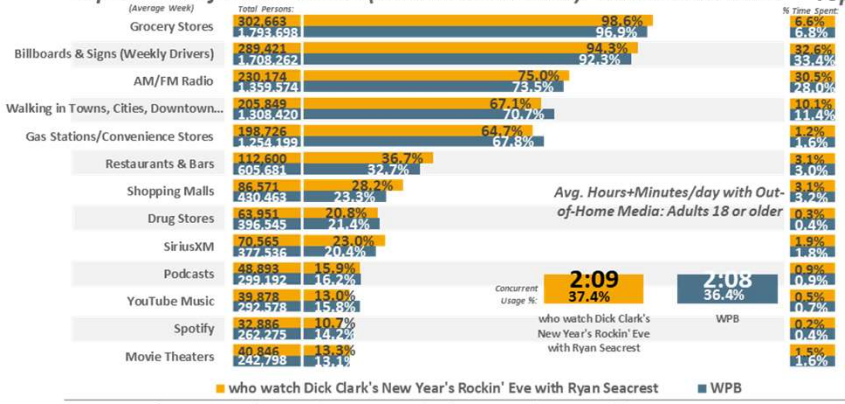
soefa.ai Share of Everything for Anything ©

Special TV programs watched past 12 months: Dick Clark's New Year's Rockin' Eve with Ryan Seacrest

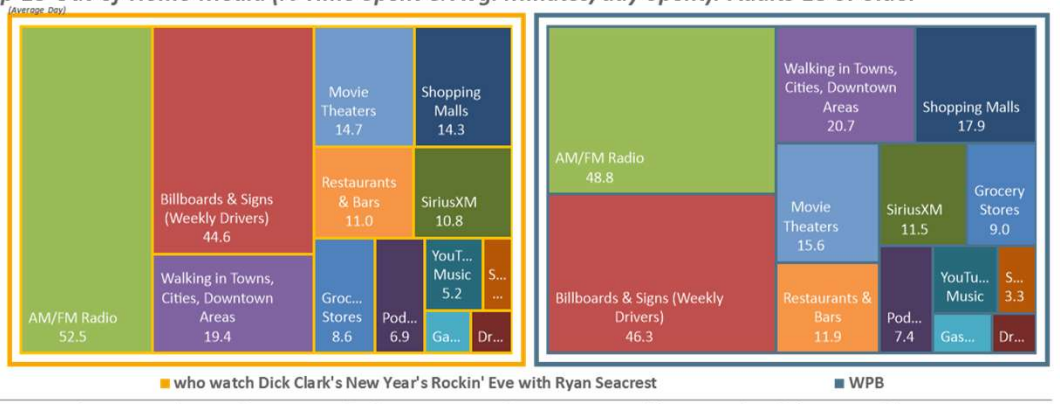


289,421 or 94.3% of Adults 18 or older who watch Dick Clark's New Year's Rockin' Eve with Ryan Seacrest spend an average of 44.6 minutes per day driving, seeing Billboards and Signs. 71.5% Listen to Local Radio Stations Out-of-Home for an average of 48.9

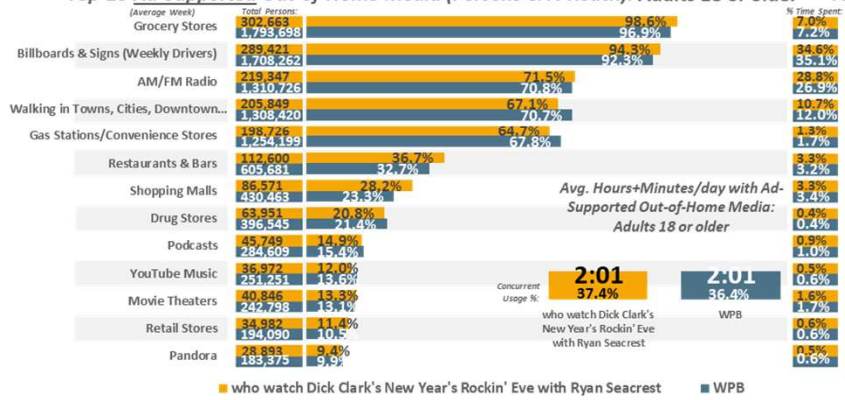
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



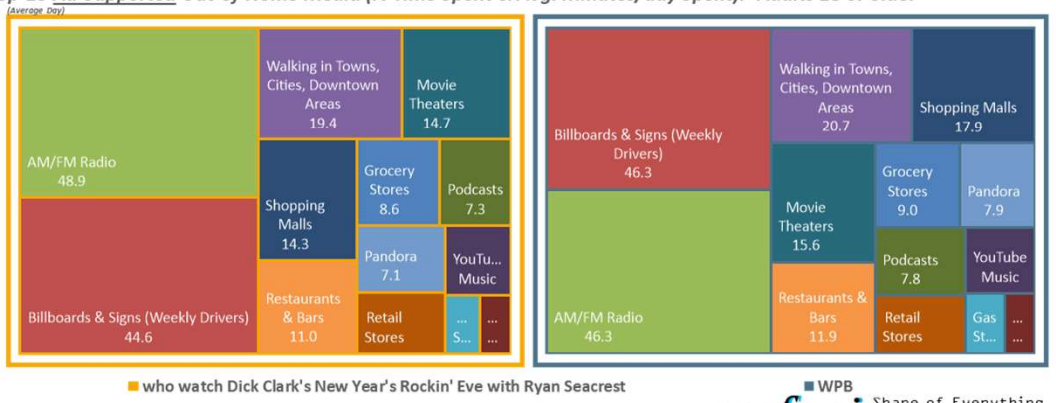
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



WPB DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 398

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

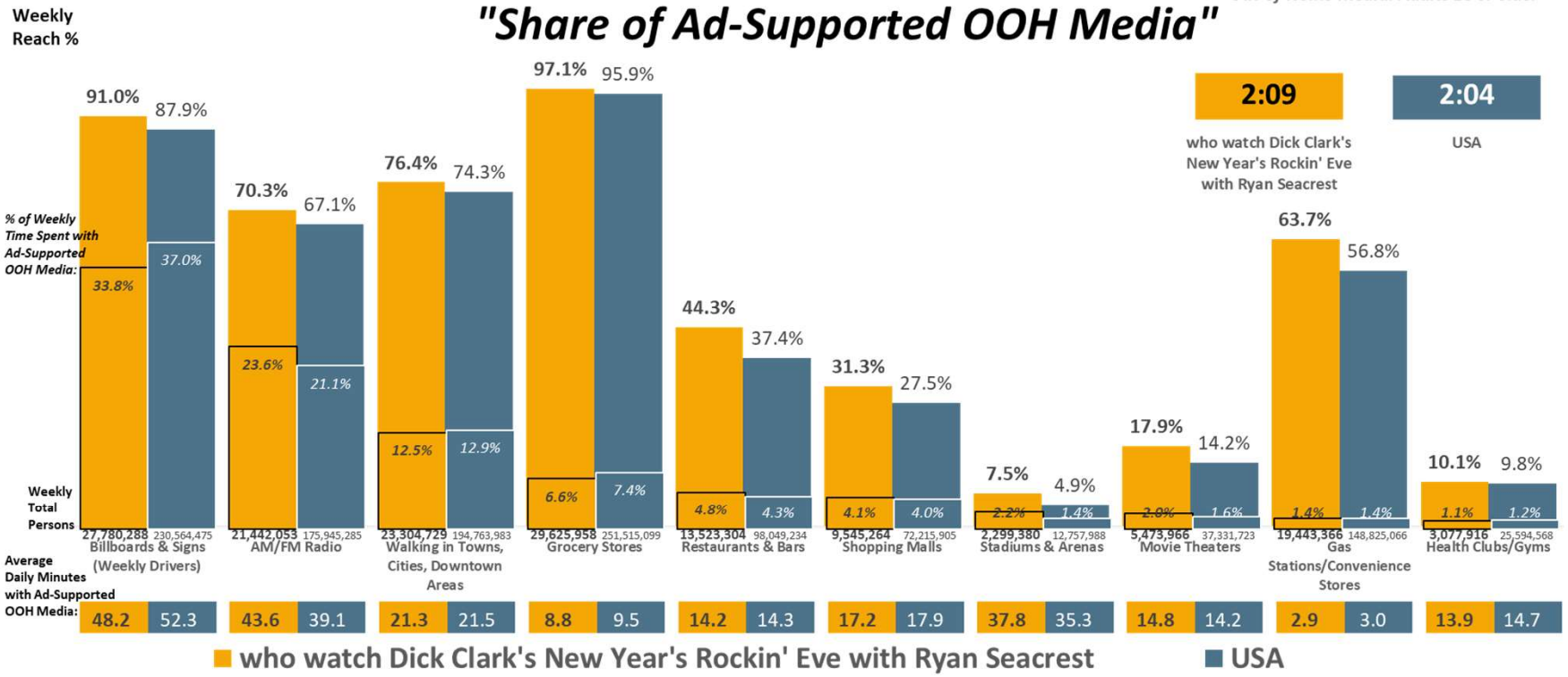
Special TV programs watched past 12 months: Dick Clark's New Year's Rockin' Eve with Ryan Seacrest



27,780,288 or 91.% of Adults 18 or older who watch Dick Clark's New Year's Rockin' Eve with Ryan Seacrest spend an average of 48.2 minutes per day driving, seeing Billboards and Signs representing 33.8% of all Time Spent with Ad-Supported Out-of-Home Medi

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 2024: Jan23-Apr24 Qual Intab 2,940

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 23,333

soefa.ai Share of Everything for Anything ©

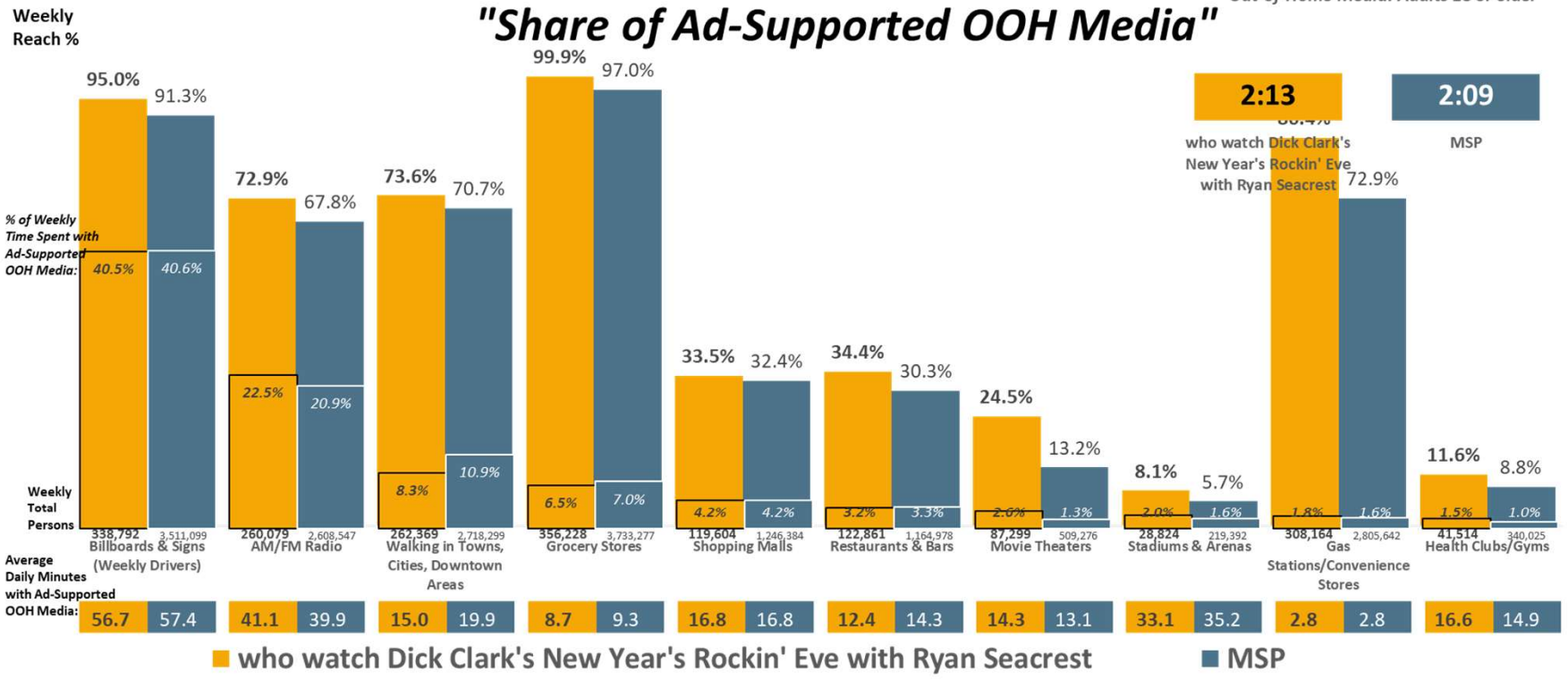
Special TV programs watched past 12 months: Dick Clark's New Year's Rockin' Eve with Ryan Seacrest



338,792 or 95.5% of Adults 18 or older who watch Dick Clark's New Year's Rockin' Eve with Ryan Seacrest spend an average of 56.7 minutes per day driving, seeing Billboards and Signs representing 40.5% 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"



MSP DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 154 MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2024: Jan23-Dec23 Qual Intab 1,873

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

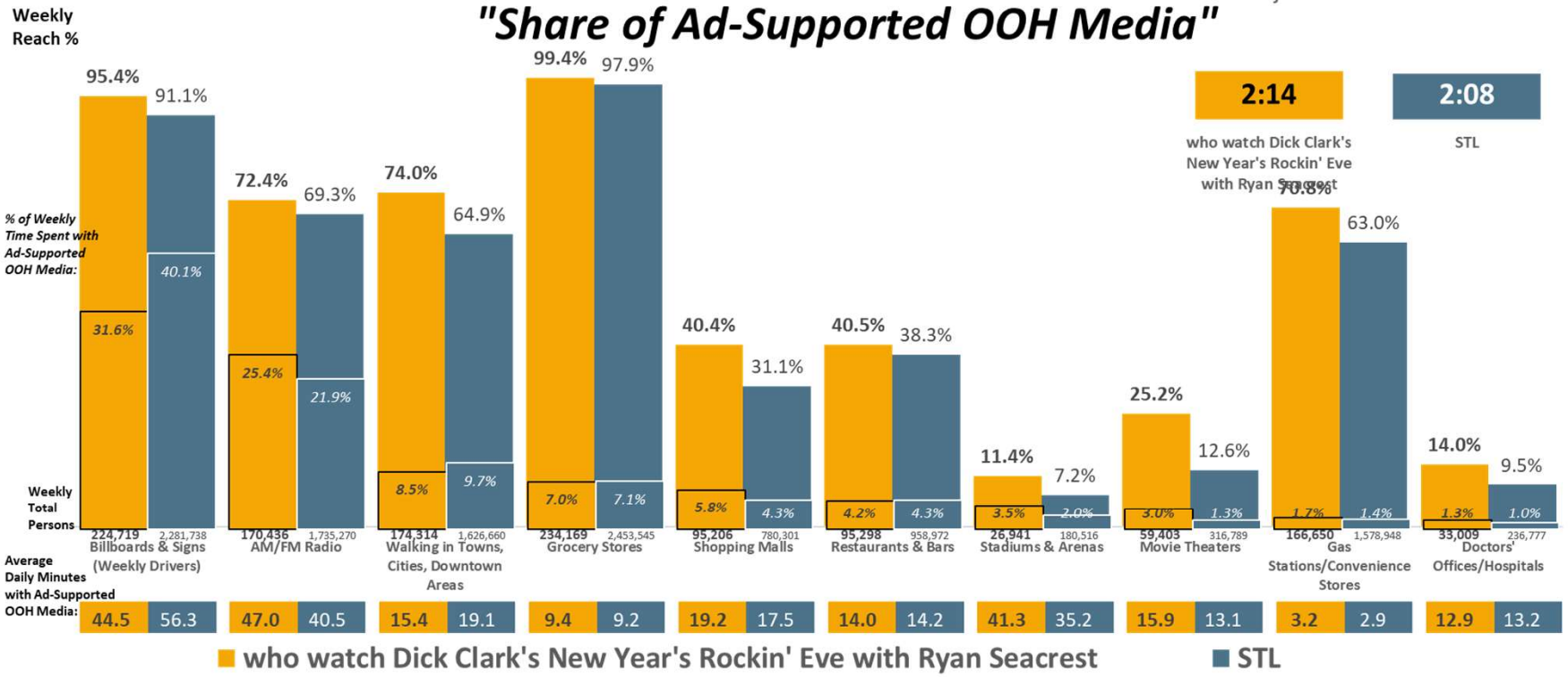
Special TV programs watched past 12 months: Dick Clark's New Year's Rockin' Eve with Ryan Seacrest



224,719 or 95.4% of Adults 18 or older who watch Dick Clark's New Year's Rockin' Eve with Ryan Seacrest spend an average of 44.5 minutes per day driving, seeing Billboards and Signs representing 31.6% 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"



STL DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 191 ST. LOUIS DMA Scarborough R1 2024: Jan23-Dec23 Qual Intab 1,952

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

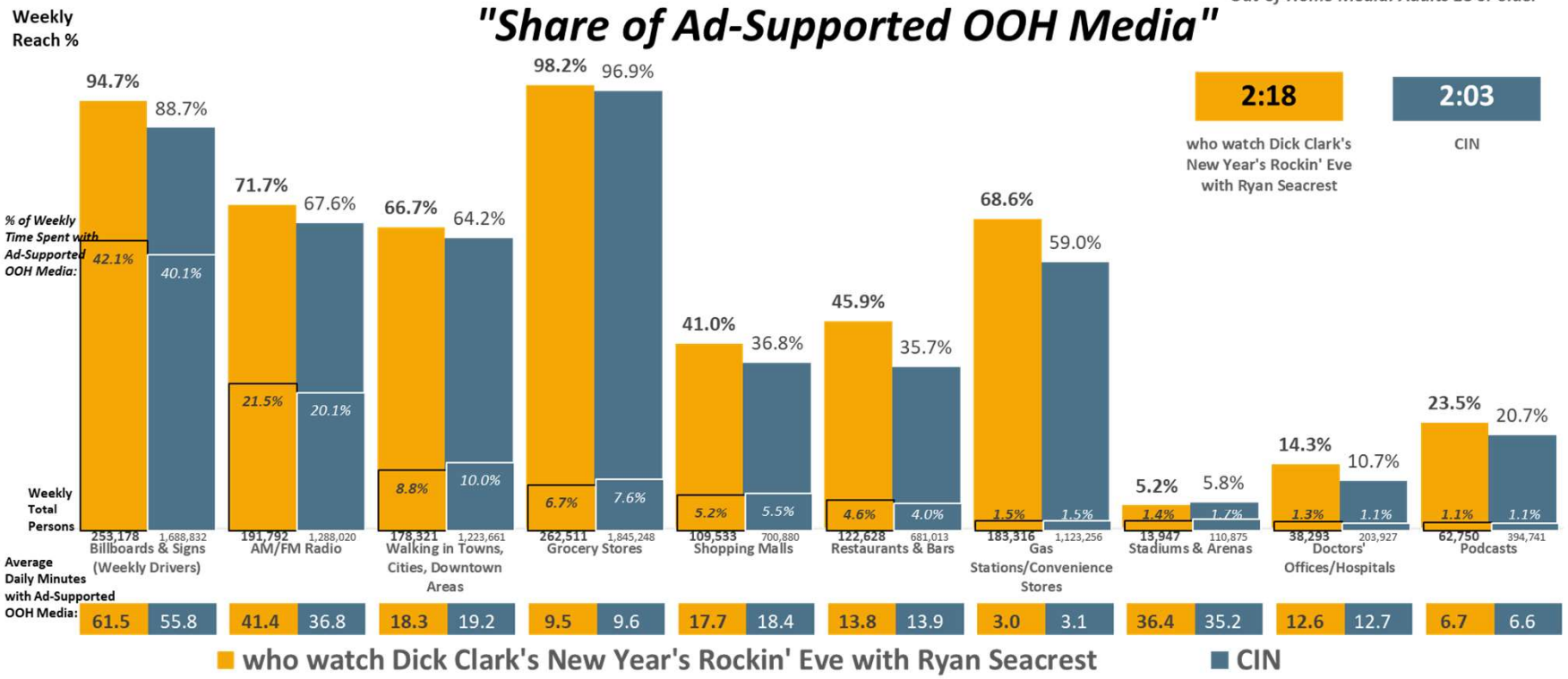
Special TV programs watched past 12 months: Dick Clark's New Year's Rockin' Eve with Ryan Seacrest



253,178 or 94.7% of Adults 18 or older who watch Dick Clark's New Year's Rockin' Eve with Ryan Seacrest spend an average of 61.5 minutes per day driving, seeing Billboards and Signs representing 42.1% 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"



CIN DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 296 CINCINNATI DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 1,928

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

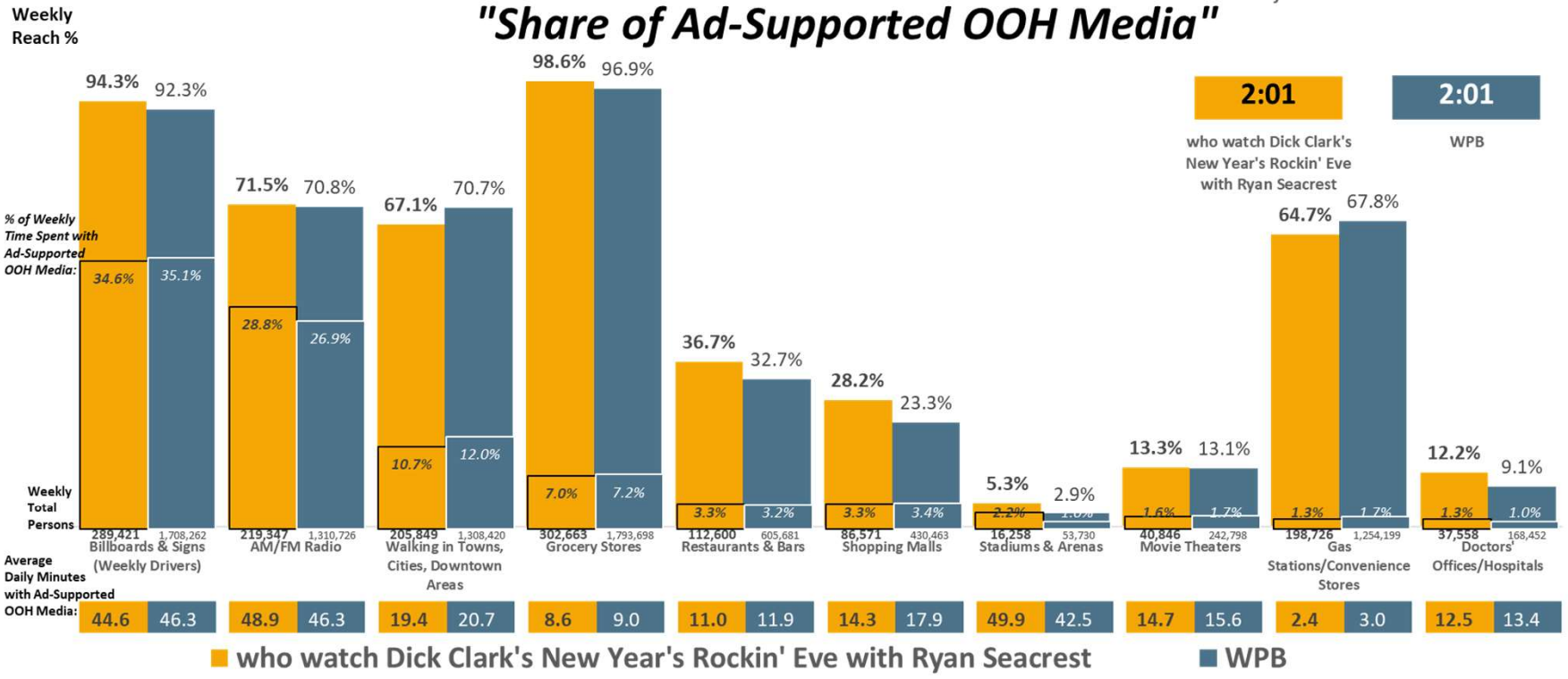
Special TV programs watched past 12 months: Dick Clark's New Year's Rockin' Eve with Ryan Seacrest



289,421 or 94.3% of Adults 18 or older who watch Dick Clark's New Year's Rockin' Eve with Ryan Seacrest spend an average of 44.6 minutes per day driving, seeing Billboards and Signs representing 34.6% 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"



WPB DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 398 WEST PALM BEACH-BOCA RATON DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 2,465

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

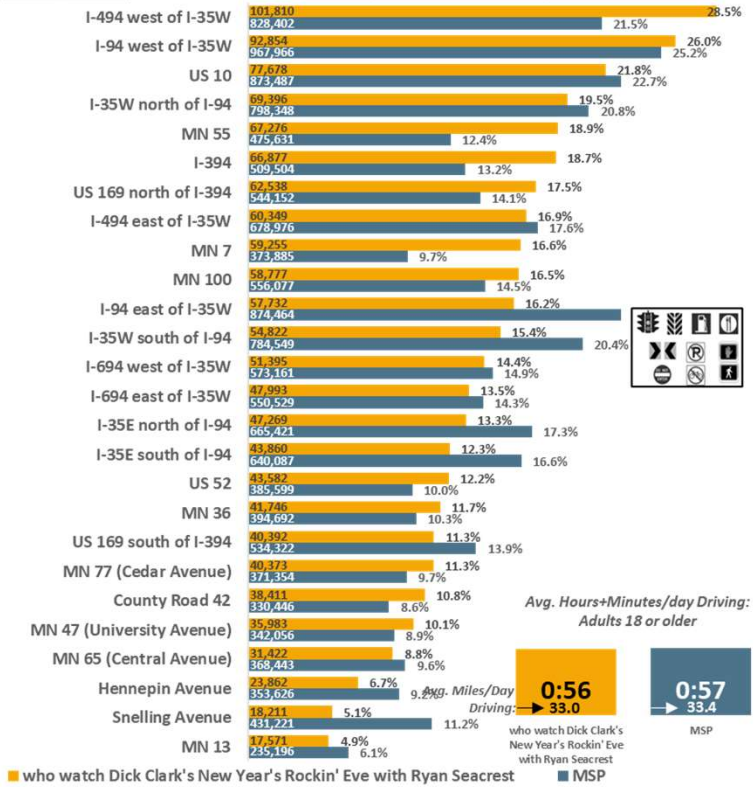
soefa.ai Share of Everything for Anything ©

Special TV programs watched past 12 months: Dick Clark's New Year's Rockin' Eve with Ryan Seacrest

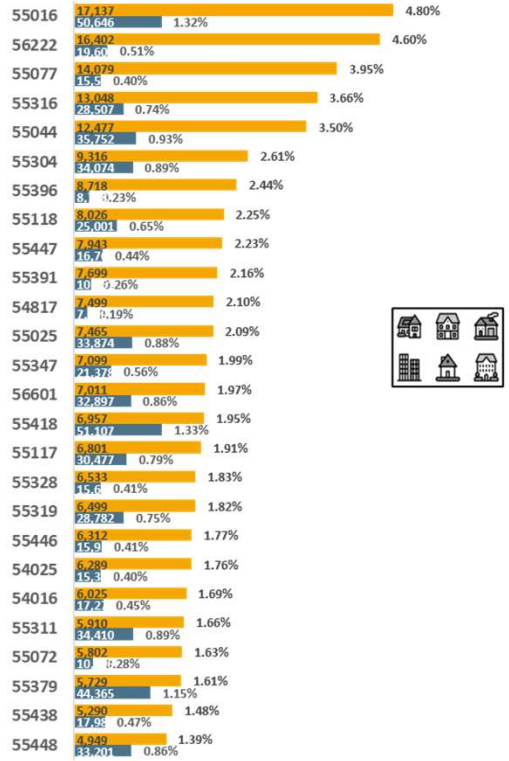


338,792 or 95.% of Adults 18 or older who watch Dick Clark's New Year's Rockin' Eve with Ryan Seacrest spend an average of 56.7 minutes per day driving an average of 33. miles each day and are 70.9% more likely to use MN 7 than the Metro average.

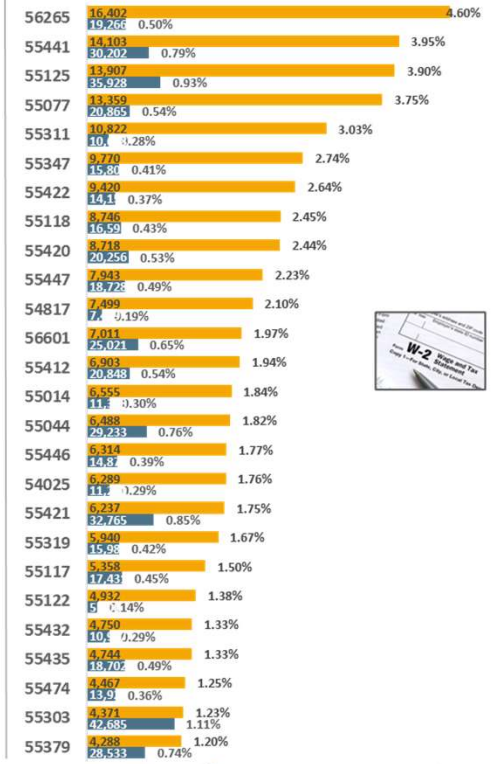
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



soefa.ai Share of Everything for Anything ©

MSP DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 154

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

Special TV programs watched past 12 months: Dick Clark's New Year's Rockin' Eve with Ryan Seacrest



224,719 or 95.4% of Adults 18 or older who watch Dick Clark's New Year's Rockin' Eve with Ryan Seacrest spend an average of 44.5 minutes per day driving an average of 25.9 miles each day and are 68.7% more likely to use Highway 370 than the Metro average.

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

I-64/Highway 40	133,231	56.6%	1,067,443	42.6%
I-70	116,774	49.6%	982,996	39.2%
I-270	115,457	49.0%	1,061,072	42.4%
I-55	82,462	35.0%	760,188	30.3%
I-44/Highway 44	72,509	30.8%	801,472	32.0%
Lindbergh Blvd	69,566	29.5%	628,418	25.1%
I-170/Highway 170	65,450	27.8%	522,272	20.8%
I-255	57,899	24.6%	437,091	17.4%
Manchester Road/Highway 100	57,071	24.2%	535,256	21.4%
Highway 94	53,443	22.7%	341,941	13.6%
Page Avenue	48,927	20.8%	381,325	15.2%
Highway K	47,574	20.2%	333,653	13.3%
Highway 67/Highway 111	38,495	16.3%	316,859	12.6%
Highway 370	35,948	15.3%	226,737	9.1%
Poplar Street Bridge	17,732	7.5%	169,146	6.8%
Green Mount Road	14,557	6.2%	156,421	6.2%
Stan Musial Veterans Memorial Bridge	14,025	6.0%	115,4	4.6%
Route 15	3,318	1.4%	100,3	4.0%
Martin Luther King Bridge	1,416	0.6%	817	3.3%
#VALUE!	0	0.0%	0	0.0%
#VALUE!	0	0.0%	0	0.0%
#VALUE!	0	0.0%	0	0.0%
#VALUE!	0	0.0%	0	0.0%
#VALUE!	0	0.0%	0	0.0%
#VALUE!	0	0.0%	0	0.0%
#VALUE!	0	0.0%	0	0.0%

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

Avg. Miles/Day Driving: 25.9

0:44 — who watch Dick Clark's New Year's Rockin' Eve with Ryan Seacrest

0:56 (32.8) — STL

Top-26 Residential Zip Codes: Adults 18 or older

63376	12,190	5.18%	57,056	2.28%
63031	9,618	4.08%	46,433	1.85%
63123	8,998	3.82%	54,076	2.16%
63016	7,572	3.22%	8,81	0.35%
63303	7,502	3.19%	40,797	1.63%
62040	7,277	3.09%	31,112	1.24%
63033	7,050	2.99%	25,749	1.03%
63367	6,464	2.74%	24,437	0.98%
63129	6,308	2.68%	43,511	1.74%
63012	5,707	2.42%	11,72	0.47%
63121	5,474	2.32%	21,683	0.87%
62294	5,402	2.29%	11,49	0.46%
63385	5,172	2.20%	50,177	2.00%
63304	5,095	2.16%	42,453	1.69%
63114	4,658	1.98%	39,044	1.56%
62223	4,542	1.93%	17,900	0.71%
62010	4,194	1.78%	14,464	0.58%
63021	4,091	1.74%	44,691	1.78%
63122	4,010	1.70%	34,992	1.40%
63368	3,988	1.69%	33,169	1.32%
63390	3,939	1.67%	7,7	0.31%
63117	3,825	1.62%	16,349	0.65%
62035	3,763	1.60%	14,41	0.58%
63017	3,686	1.57%	32,476	1.30%
62269	3,478	1.48%	28,225	1.13%
63013	3,228	1.37%	3	0.13%

Top-26 Employment Zip Codes: Adults 18 or older

63376	10,873	4.62%	41,661	1.66%
63044	7,115	3.02%	23,723	0.95%
63367	6,680	2.84%	25,032	1.00%
63122	5,492	2.33%	24,672	0.98%
62294	5,029	2.14%	8,25	0.33%
63146	4,620	1.96%	21,753	0.87%
63042	4,127	1.75%	19,171	0.77%
63304	4,039	1.72%	16,452	0.66%
63021	4,032	1.71%	14,041	0.56%
63123	3,819	1.62%	21,426	0.86%
63368	3,103	1.32%	13,731	0.55%
63385	3,079	1.31%	39,629	1.58%
63125	2,852	1.21%	6,3	0.25%
62269	2,721	1.16%	11,87	0.47%
63129	2,710	1.15%	35,371	1.41%
63118	2,506	1.06%	13,089	0.52%
63141	2,052	0.87%	20,676	0.83%
63033	1,887	0.80%	4,	0.17%
62040	1,869	0.79%	19,531	0.78%
63103	1,756	0.75%	13,376	0.53%
62062	1,753	0.74%	3	0.15%
63366	1,667	0.71%	15,490	0.62%
63143	1,532	0.65%	6,8	0.27%
63116	1,439	0.61%	20,765	0.83%
63628	1,364	0.58%		0.15%
63017	1,332	0.57%	18,037	0.72%

■ who watch Dick Clark's New Year's Rockin' Eve with Ryan Seacrest ■ STL

STL DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 191

soefa.ai Share of Everything for Anything ©

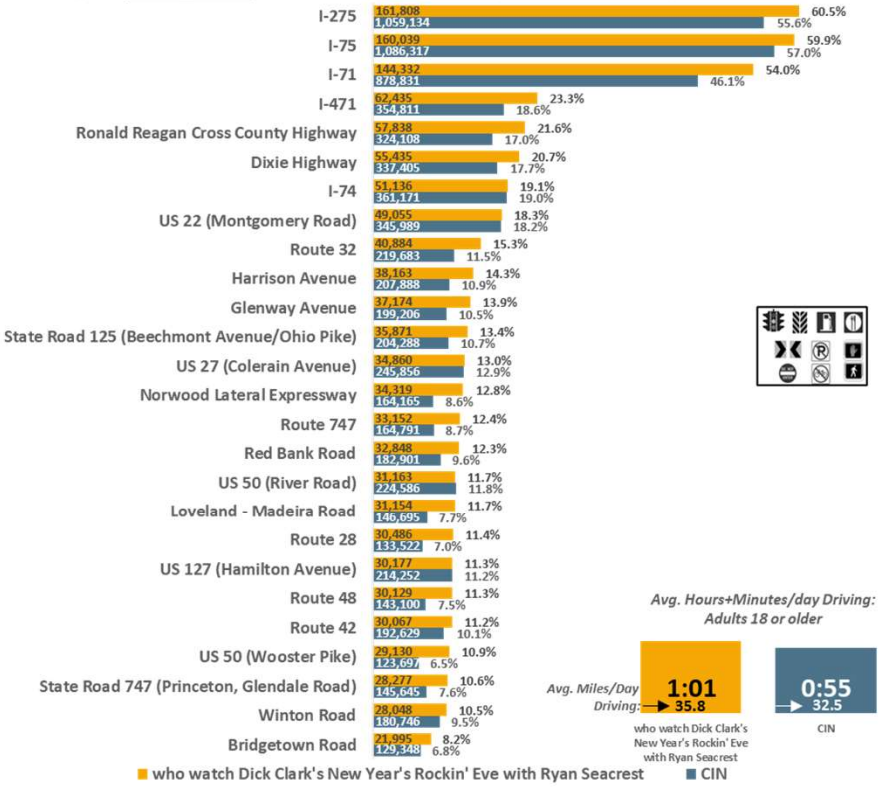
All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

Special TV programs watched past 12 months: Dick Clark's New Year's Rockin' Eve with Ryan Seacrest



253,178 or 94.7% of Adults 18 or older who watch Dick Clark's New Year's Rockin' Eve with Ryan Seacrest spend an average of 61.5 minutes per day driving an average of 35.8 miles each day and are 62.7% more likely to use Route 28 than the Metro average.

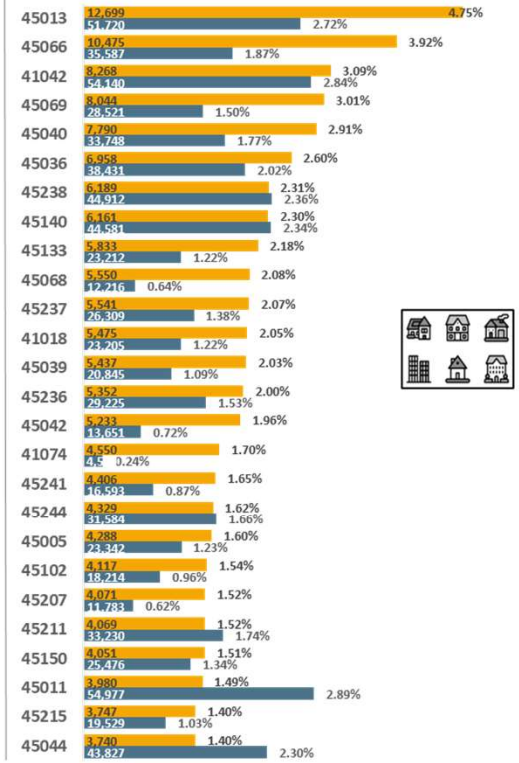
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



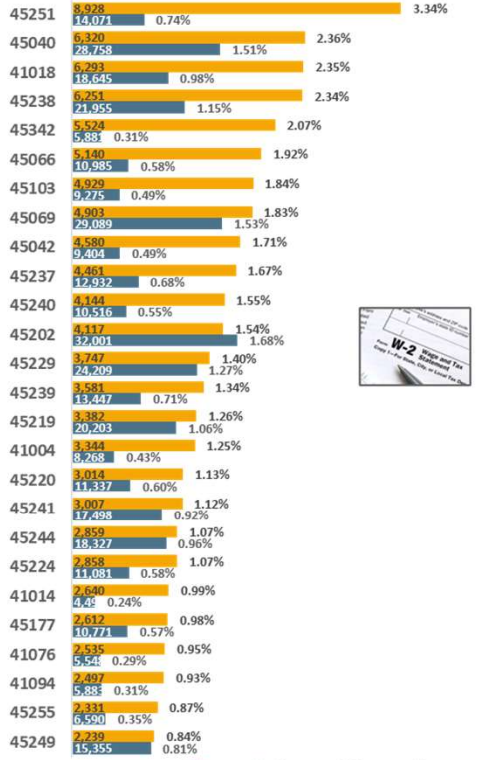
Avg. Hours+Minutes/day Driving: Adults 18 or older

■ who watch Dick Clark's New Year's Rockin' Eve with Ryan Seacrest ■ CIN

Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



soefa.ai Share of Everything for Anything ©

CIN DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 296

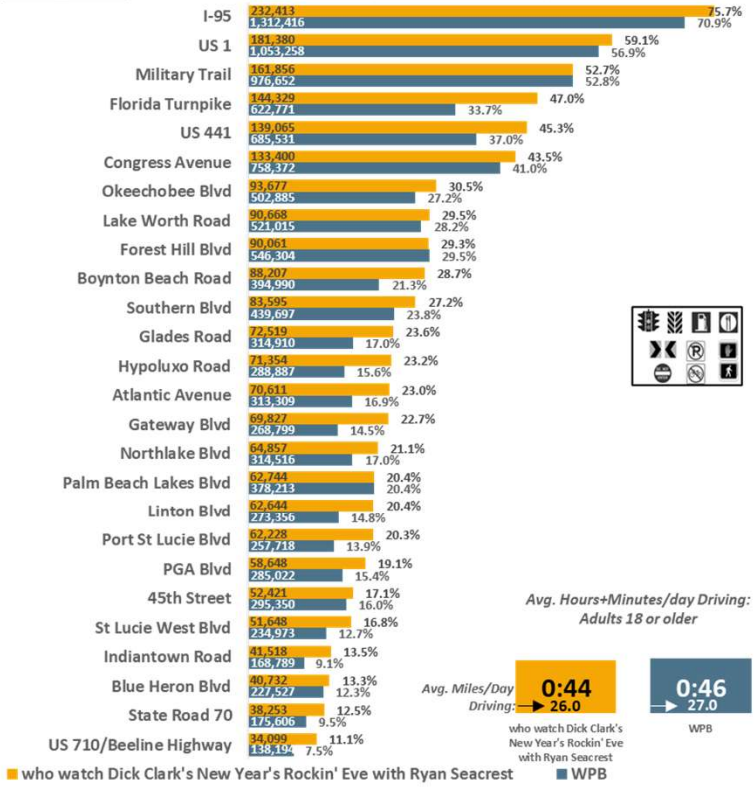
All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

Special TV programs watched past 12 months: Dick Clark's New Year's Rockin' Eve with Ryan Seacrest



289,421 or 94.3% of Adults 18 or older who watch Dick Clark's New Year's Rockin' Eve with Ryan Seacrest spend an average of 44.6 minutes per day driving an average of 26. miles each day and are 56.6% more likely to use Gateway Blvd than the Metro average.

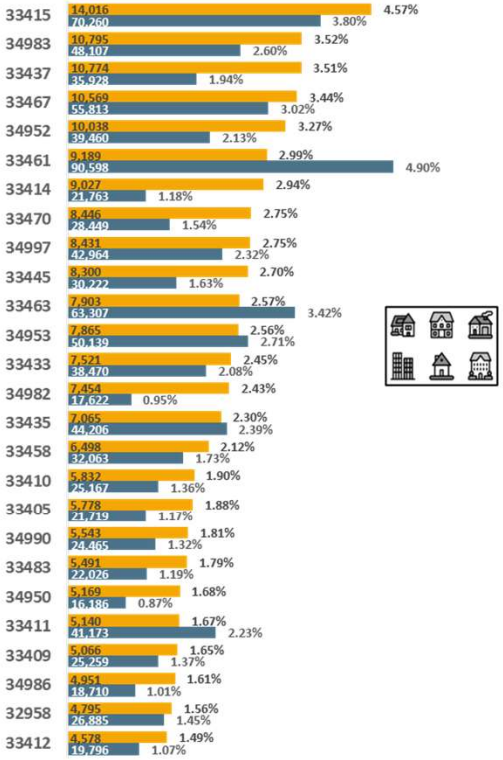
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



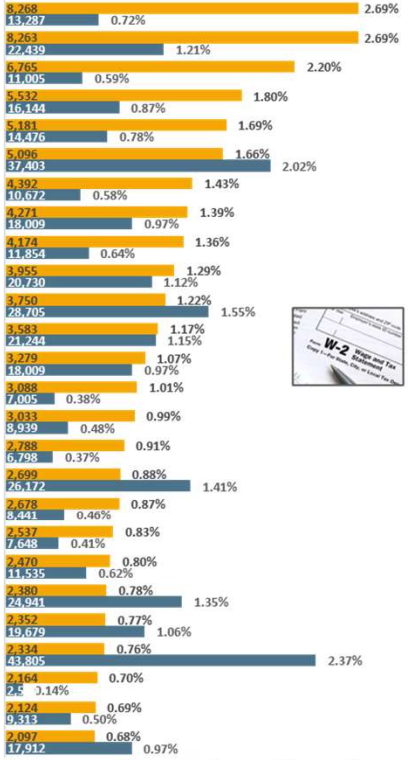
Avg. Hours+Minutes/day Driving: Adults 18 or older

Avg. Miles/Day Driving:

Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



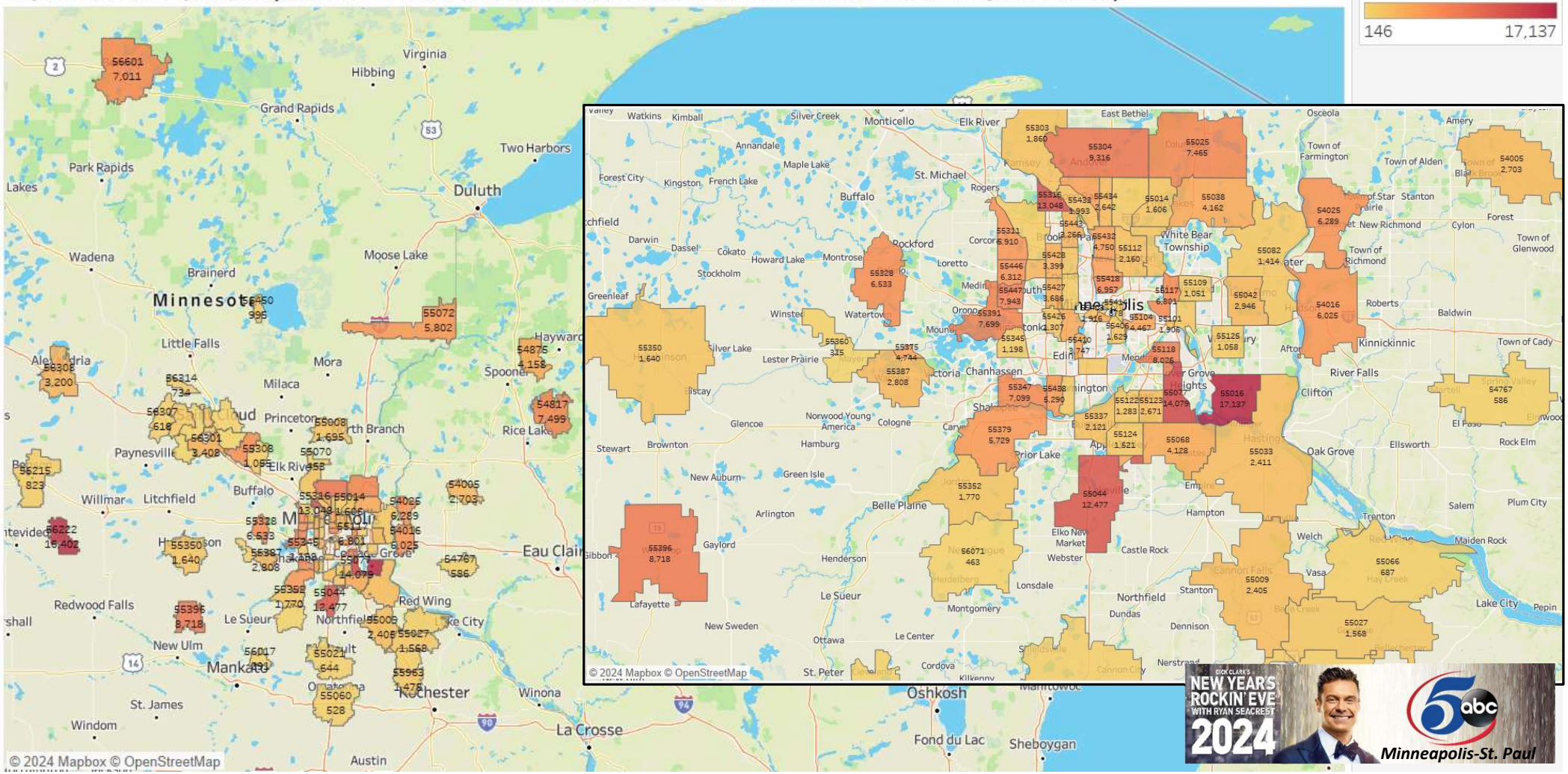
soefa.ai Share of Everything for Anything ©

WPB DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 398

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

Special TV programs watched past 12 months: Dick Clark's New Year's Rockin' Eve with Ryan Seacrest

Top Residential Zip Codes: (Adults 18 or older who watch Dick Clark's New Year's Rockin' Eve with Ryan Seacrest)

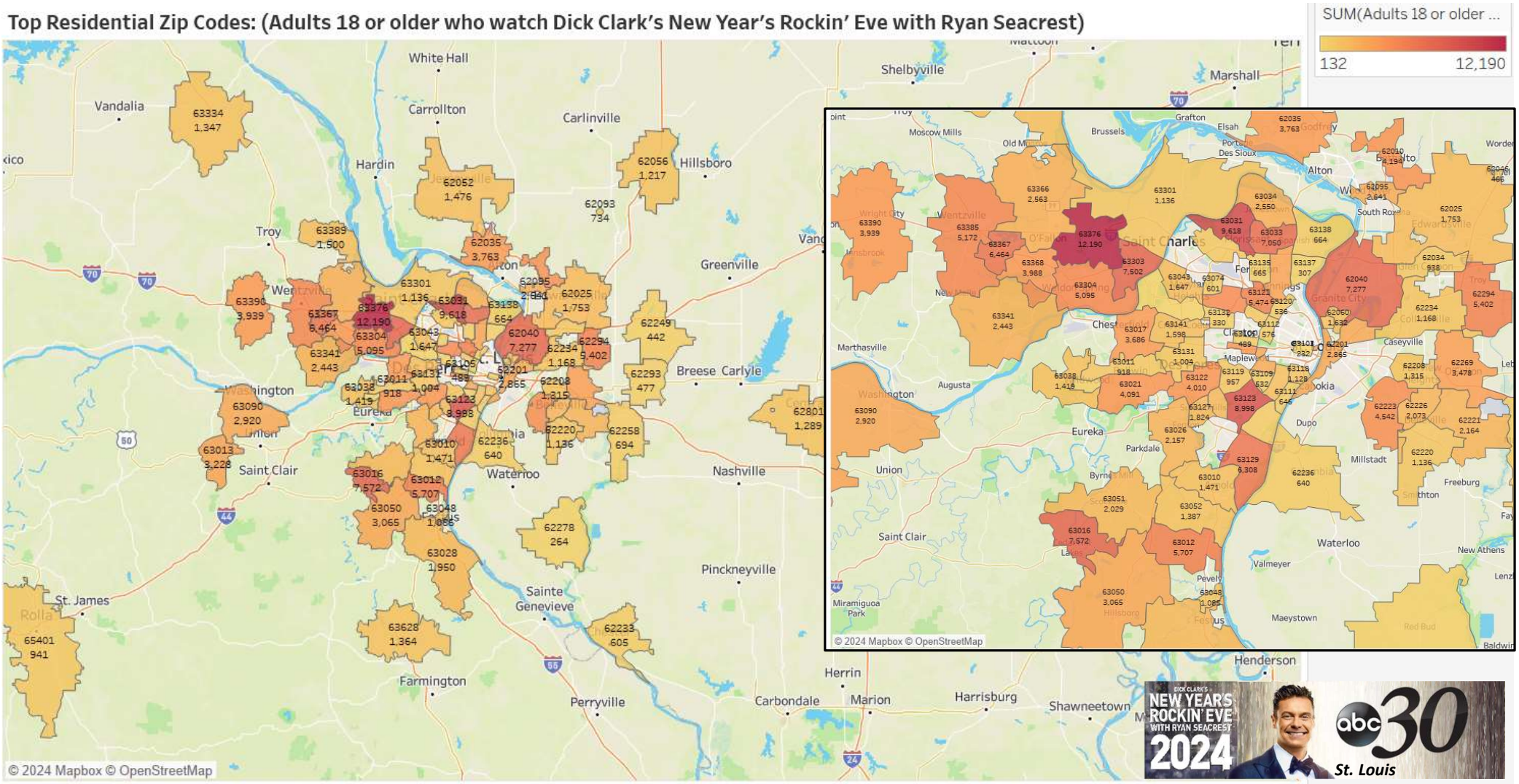


MSP DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 154
All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything

Special TV programs watched past 12 months: Dick Clark's New Year's Rockin' Eve with Ryan Seacrest

Top Residential Zip Codes: (Adults 18 or older who watch Dick Clark's New Year's Rockin' Eve with Ryan Seacrest)



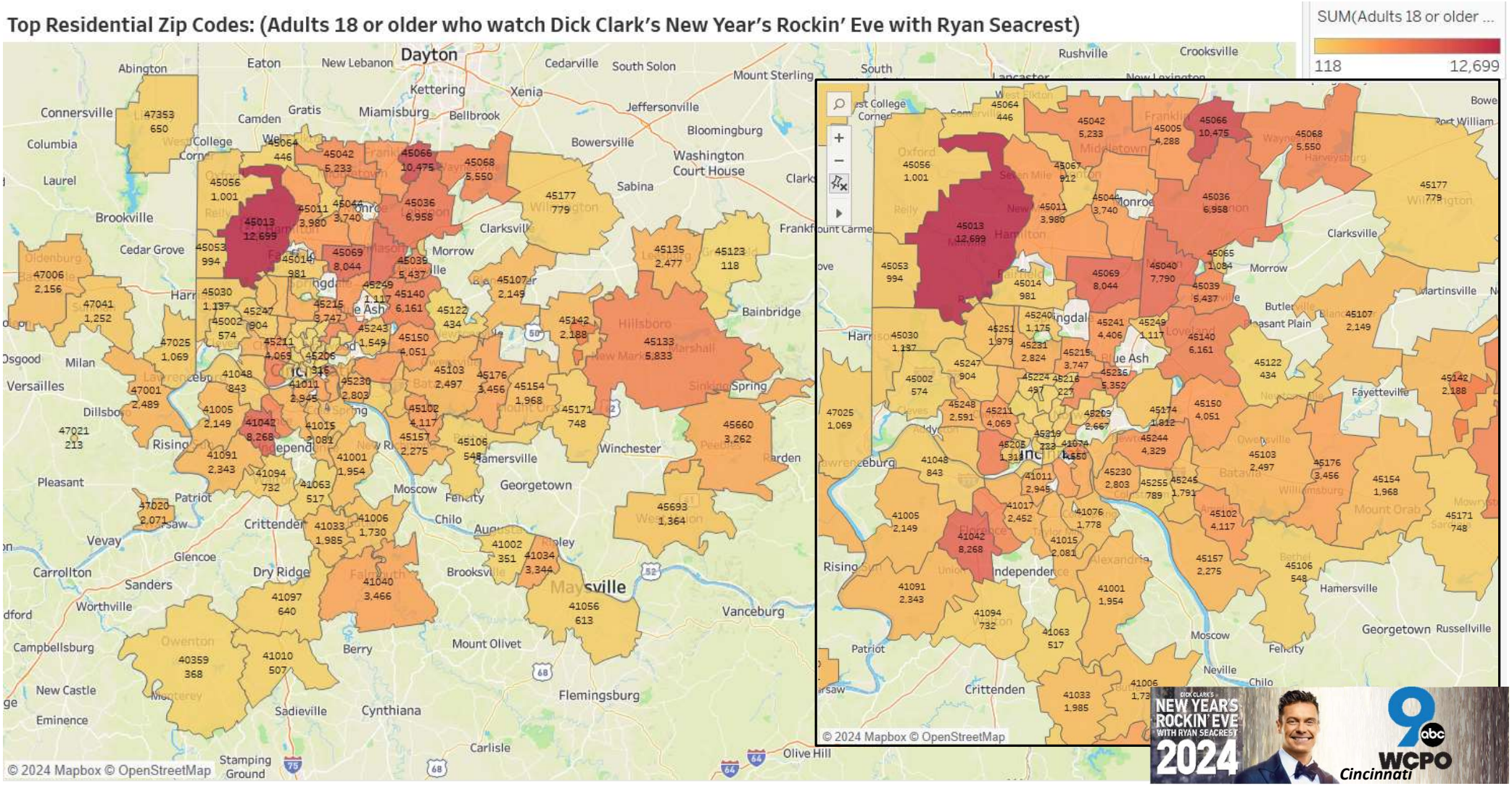
STL DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 191

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything.

Special TV programs watched past 12 months: Dick Clark's New Year's Rockin' Eve with Ryan Seacrest

Top Residential Zip Codes: (Adults 18 or older who watch Dick Clark's New Year's Rockin' Eve with Ryan Seacrest)

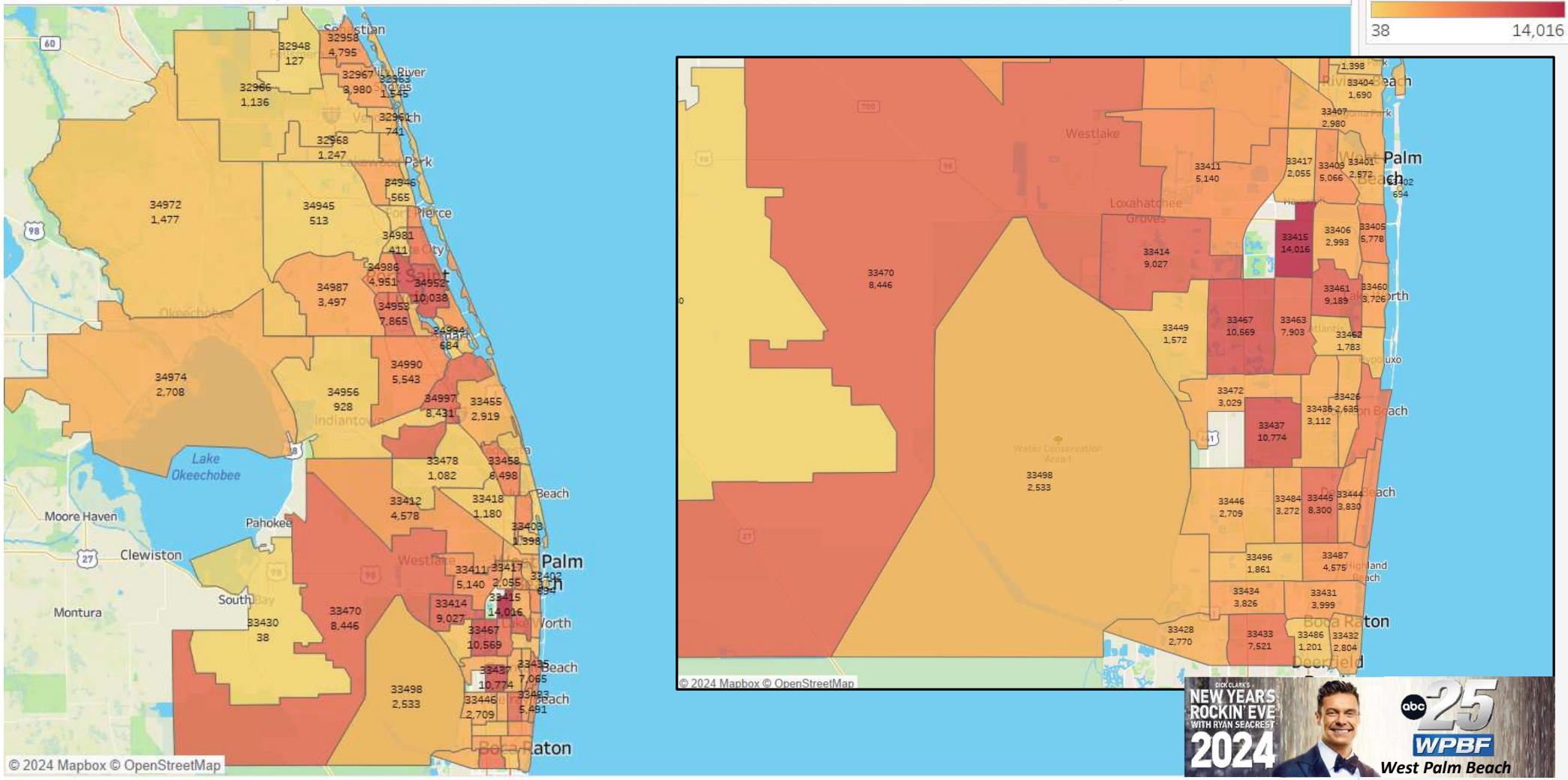


CIN DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 296
All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything

Special TV programs watched past 12 months: Dick Clark's New Year's Rockin' Eve with Ryan Seacrest

Top Residential Zip Codes: (Adults 18 or older who watch Dick Clark's New Year's Rockin' Eve with Ryan Seacrest)



WPB DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 398
All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything

Special TV programs watched past 12 months: Dick Clark's New Year's Rockin' Eve with Ryan Seacrest