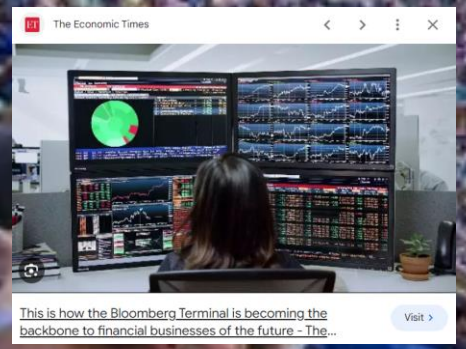
USA–P18+ 5 Types of US OPEN TENNIS Viewers!

Complete Demographic & Media Use Profiles

us open

ESPN ESPN 2 ESPN+ abc ESPN BET

Complete Demographic, Psychographic, and Total Media Usage Profiles of P18+ US OPEN TENNIS Viewers who are past 7 days Viewers of ABC, ESPN, ESPN 2, ESPN+ or Plan to Bet on Professional Tennis as of April 2024!



Special TV sports programs watched past 12 months: U.S. Open (tennis) AND... Broadcast TV networks/stations watched past 7 days: Any listed ABC station(s)
Special TV sports programs watched past 12 months: U.S. Open (tennis) AND... Cable networks/stations watched past 7 days: ESPN
Special TV sports programs watched past 12 months: U.S. Open (tennis) AND... Cable networks/stations watched past 7 days: ESPN2
Special TV sports programs watched past 12 months: U.S. Open (tennis) AND... Video streaming services used past 7 days: ESPN+
Special TV sports programs watched past 12 months: U.S. Open (tennis) AND... Sports betting - sports plan to bet on next 12 months: Professional tennis

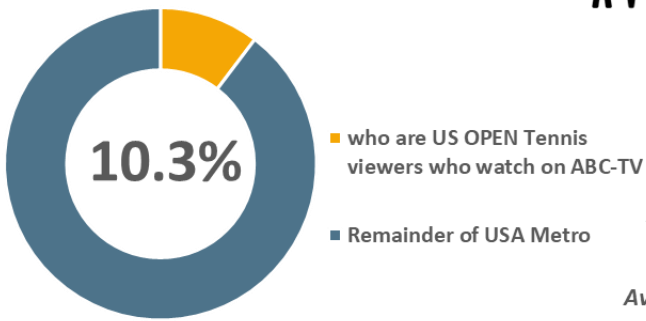
P18+

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

HUBBARD BROADCASTING INC. HB INC.

10.3% or 27,103,140 of USA Adults 18 or older are US OPEN Tennis viewers who watch on ABC-TV.
Typical Adults 18 or older who are US OPEN Tennis viewers who watch on ABC-TV are 54.7 years old (12.% older than average) and have a $116,557 (30.% higher than average) annual household income.

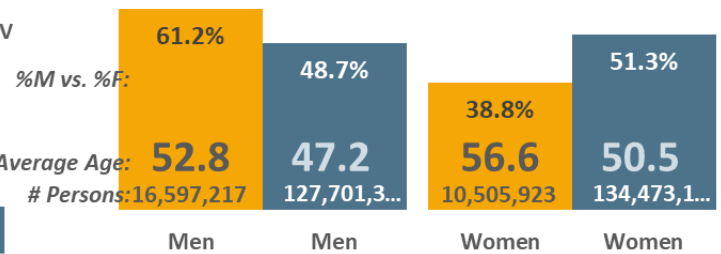
Percent of Market: Adults 18 or older



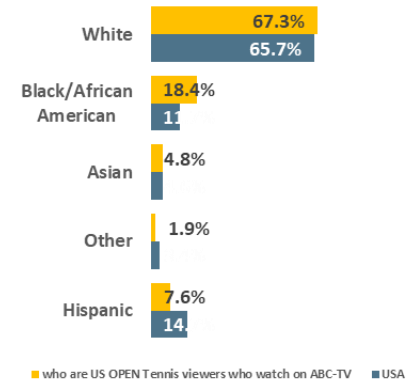
Total Persons:



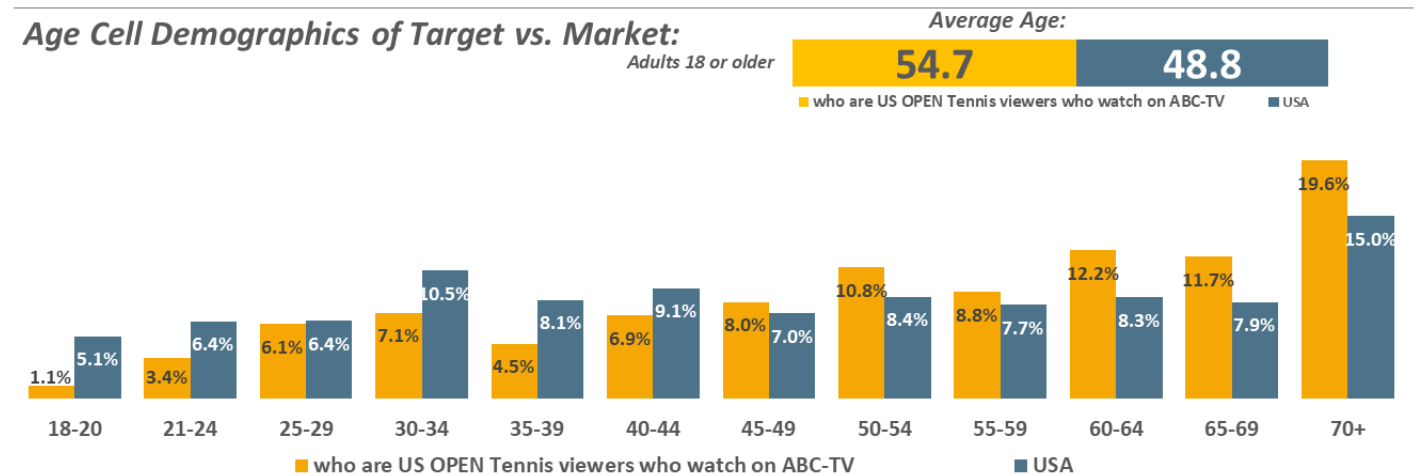
Gender of Target vs. Market: Adults 18 or older



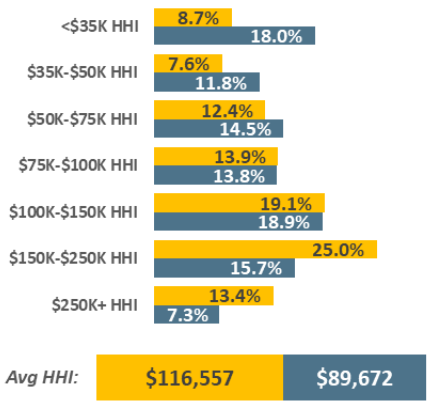
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



Avg HHI: $116,557 | $89,672

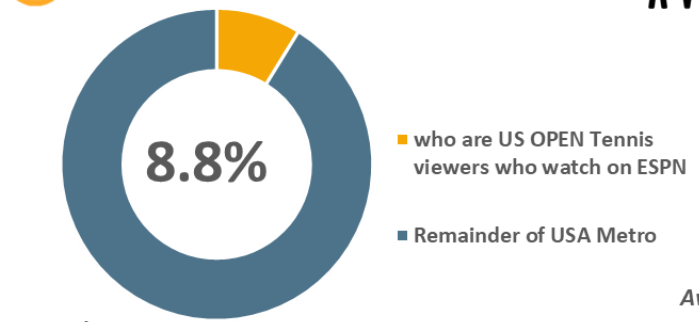
USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 4,252

All Graphs and HBIAI Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved. *USA Jan23-Feb24 USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 23,333*

Special TV sports programs watched past 12 months: U.S. Open (tennis) AND... Broadcast TV networks/stations watched past 7 days: Any listed ABC station(s)

8.8% or 23,026,212 of USA Adults 18 or older are US OPEN Tennis viewers who watch on ESPN.
Typical Adults 18 or older who are US OPEN Tennis viewers who watch on ESPN are 53. years old (8.5% older than average) and have a $124,929 (39.3% higher than average) annual household income.

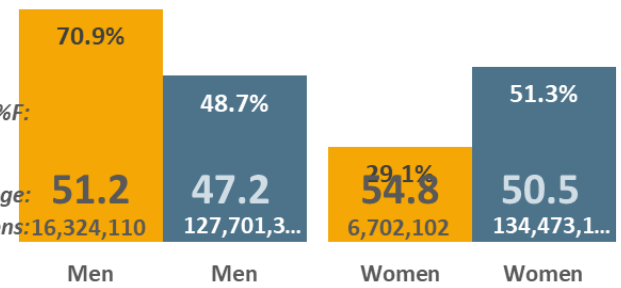
Percent of Market: Adults 18 or older



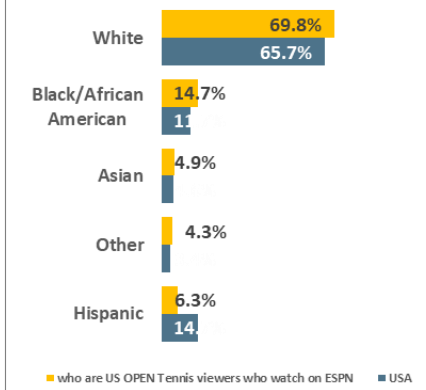
Total Persons:



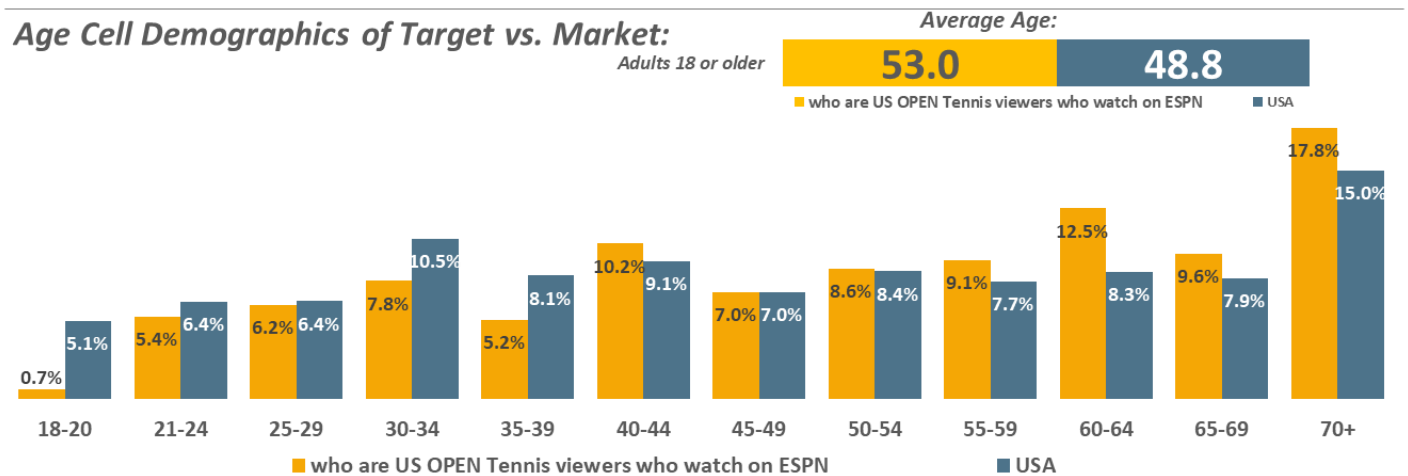
Gender of Target vs. Market: Adults 18 or older



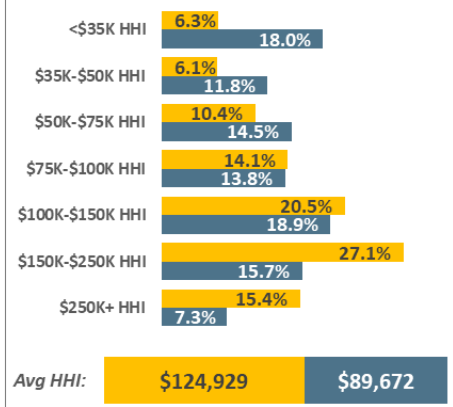
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



Avg HHI:

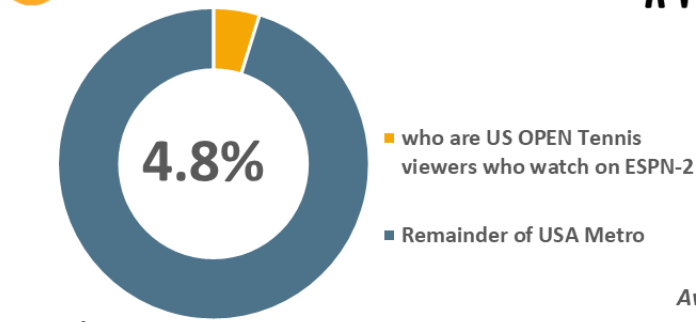
USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 4,252

All Graphs and HBIAI Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved. *USA Jan23-Feb24 USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 23,333*

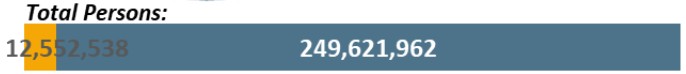
Special TV sports programs watched past 12 months: U.S. Open (tennis) AND... Cable networks/stations watched past 7 days: ESPN

4.8% or 12,552,538 of USA Adults 18 or older are US OPEN Tennis viewers who watch on ESPN-2.
Typical Adults 18 or older who are US OPEN Tennis viewers who watch on ESPN-2 are 53.7 years old (10.% older than average) and have a $122,869 (37.% higher than average) annual household income.

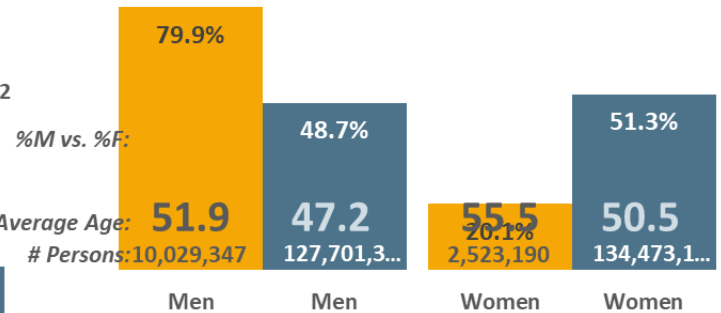
Percent of Market: Adults 18 or older



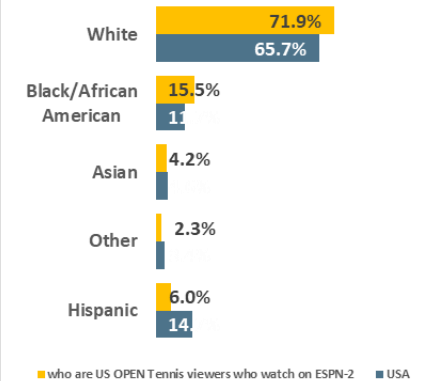
Total Persons:



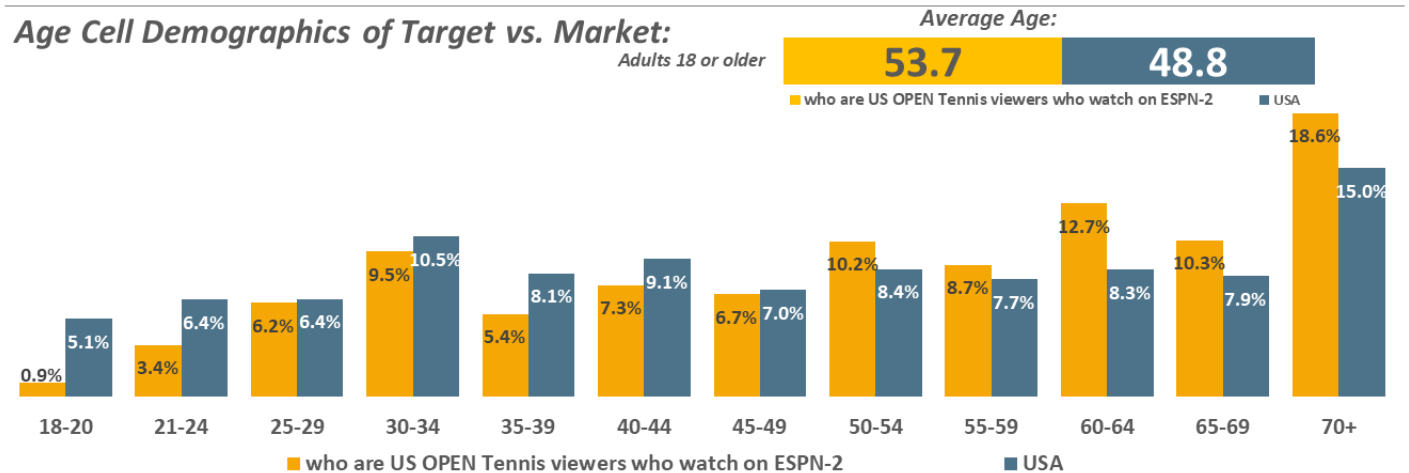
Gender of Target vs. Market: Adults 18 or older



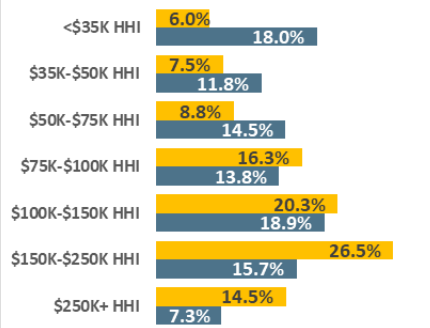
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



Avg HHI: $122,869 | $89,672

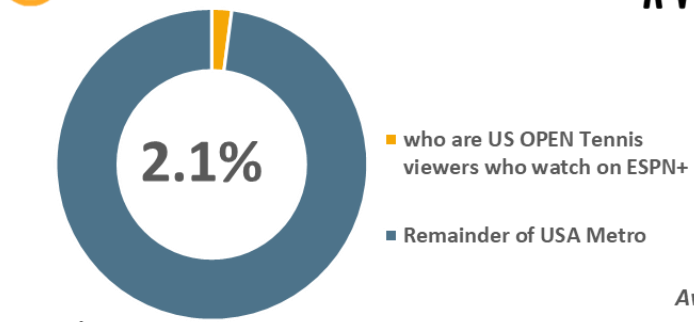
USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 4,252

All Graphs and HBIAI Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved. *USA Jan23-Feb24 USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 23,333*

Special TV sports programs watched past 12 months: U.S. Open (tennis) AND... Cable networks/stations watched past 7 days: ESPN2

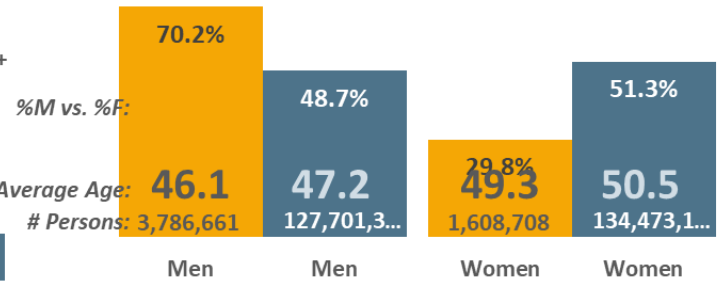
2.1% or 5,395,369 of USA Adults 18 or older are US OPEN Tennis viewers who watch on ESPN+.
Typical Adults 18 or older who are US OPEN Tennis viewers who watch on ESPN+ are 47.7 years old (2.4% younger than average) and have a $124,062 (38.4% higher than average) annual household income.

Percent of Market: Adults 18 or older

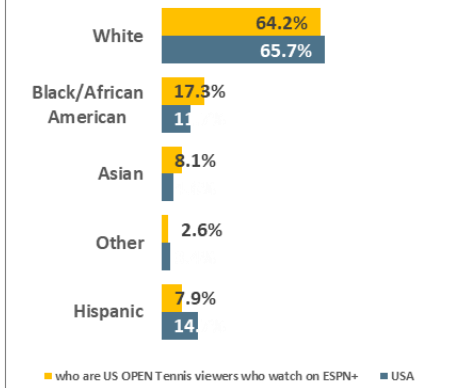


Total Persons:
5,395,369 | 256,779,131

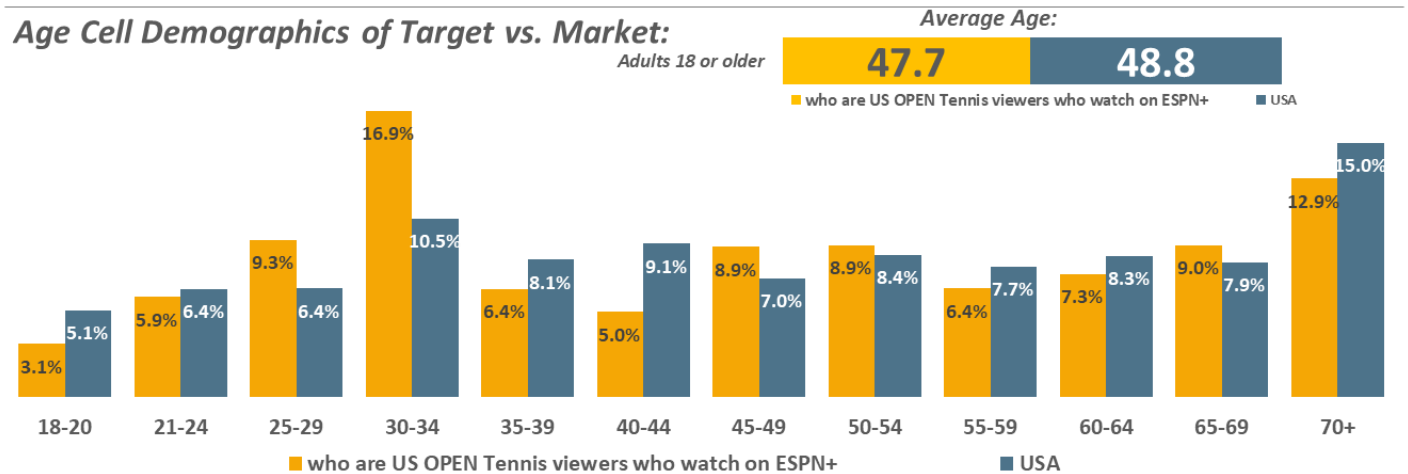
Gender of Target vs. Market: Adults 18 or older



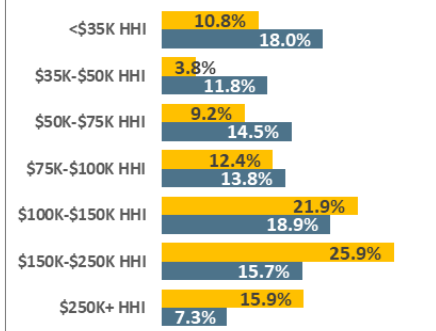
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



Avg HHI: $124,062 | $89,672

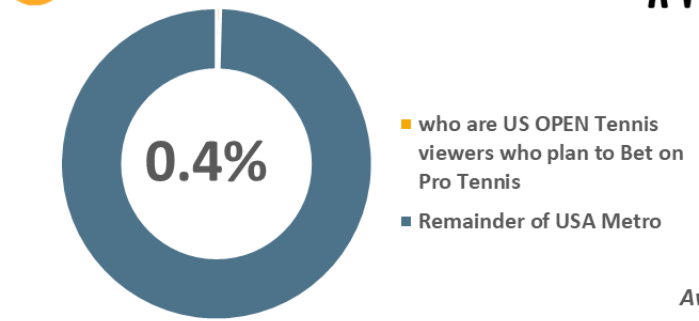
USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 4,252

All Graphs and HBIAI Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved. USA Jan23-Feb24 USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 23,333

Special TV sports programs watched past 12 months: U.S. Open (tennis) AND... Video streaming services used past 7 days: ESPN+

.4% or 1,078,278 of USA Adults 18 or older are US OPEN Tennis viewers who plan to Bet on Pro Tennis. Typical Adults 18 or older who are US OPEN Tennis viewers who plan to Bet on Pro Tennis are 42.4 years old (13.3% younger than average) and have a $151,382 (68.8% higher than average) annual household income.

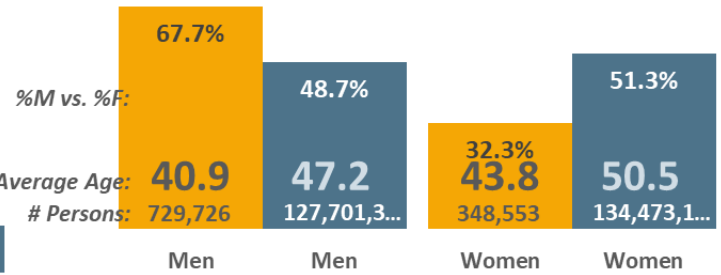
Percent of Market: Adults 18 or older



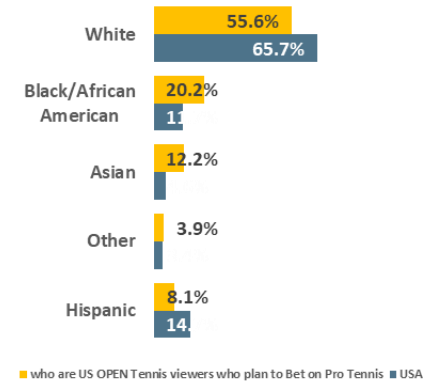
Total Persons:



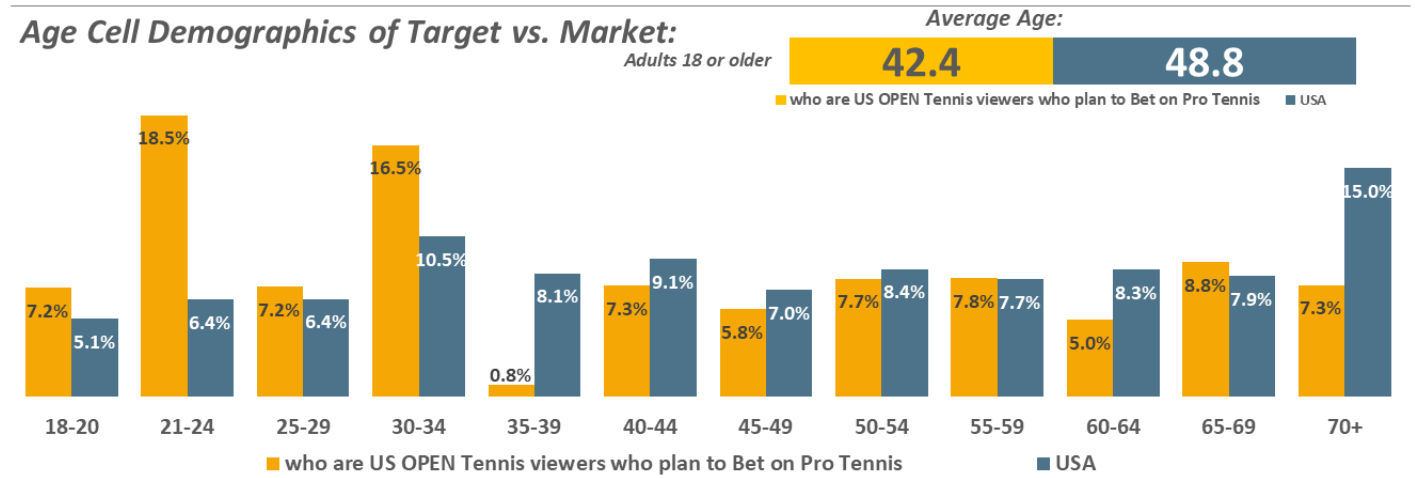
Gender of Target vs. Market: Adults 18 or older



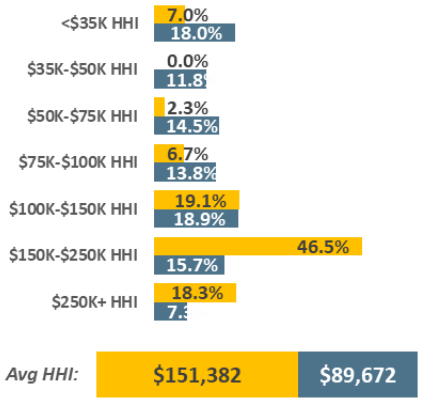
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



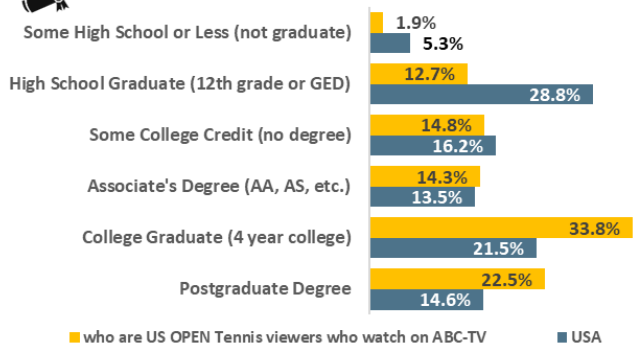
USA *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *4,252*

All Graphs and HBIAI Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved. *USA Jan23-Feb24* *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *23,333*

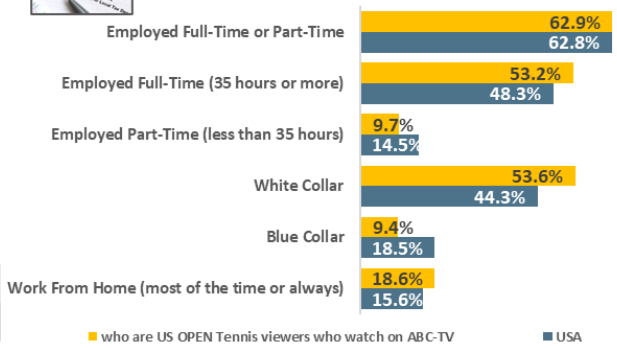
Special TV sports programs watched past 12 months: U.S. Open (tennis) AND... Sports betting - sports plan to bet on next 12 months: Professional tennis

10.3% or 27,103,140 of USA Adults 18 or older are US OPEN Tennis viewers who watch on ABC-TV.
Adults 18 or older who are US OPEN Tennis viewers who watch on ABC-TV are 55.9% more likely to be a college graduate, 10.2% more likely to work full-time, 17.% more likely to be married, 26.5% less likely to be a parent of 1 or more children under 18.

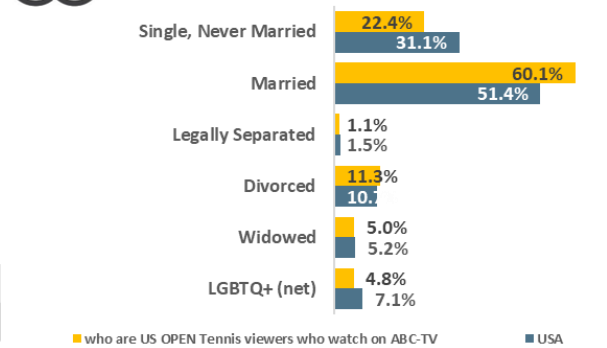
Education Levels: Adults 18 or older



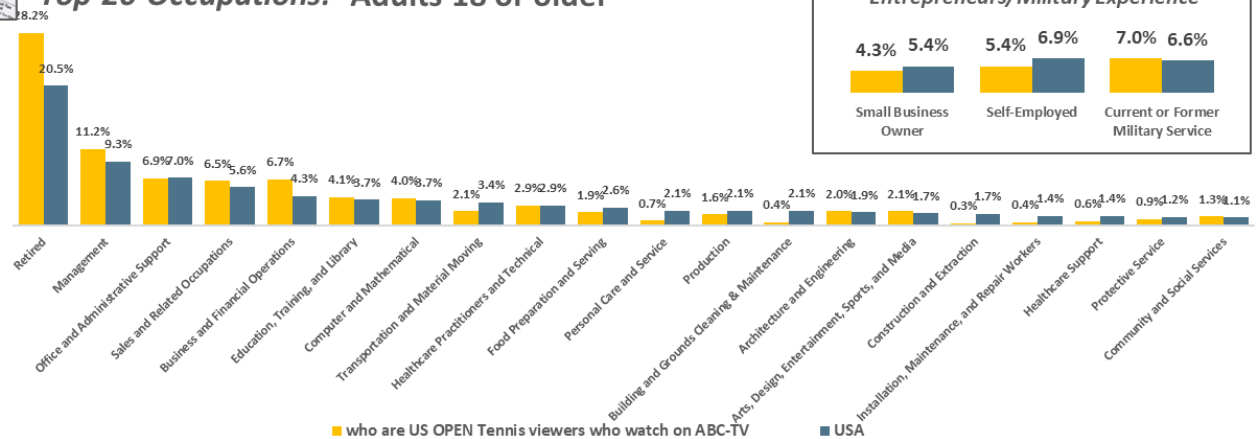
Employment: Adults 18 or older



Marital Status: Adults 18 or older

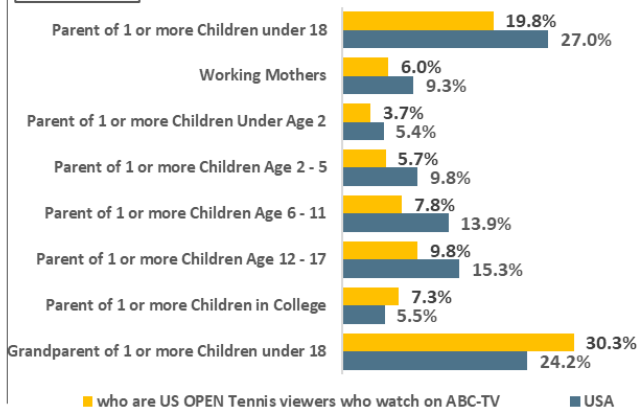


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 4,252

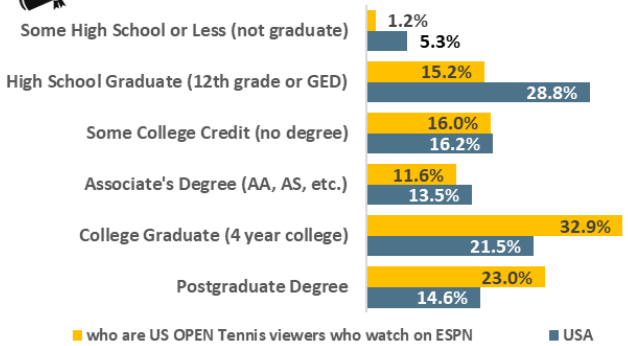
All Graphs and HBIAI Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

USA Jan23-Feb24 USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 23,333

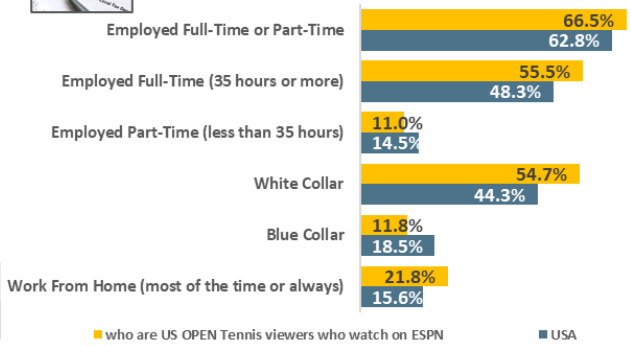
Special TV sports programs watched past 12 months: U.S. Open (tennis) AND... Broadcast TV networks/stations watched past 7 days: Any listed ABC station(s)

8.8% or 23,026,212 of USA Adults 18 or older are US OPEN Tennis viewers who watch on ESPN.
Adults 18 or older who are US OPEN Tennis viewers who watch on ESPN are 54.9% more likely to be a college graduate, 14.9% more likely to work full-time, 23.6% more likely to be married, 21.2% less likely to be a parent of 1 or more children under 18.

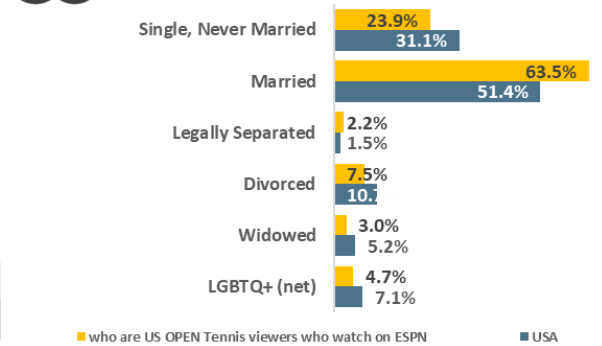
Education Levels: Adults 18 or older



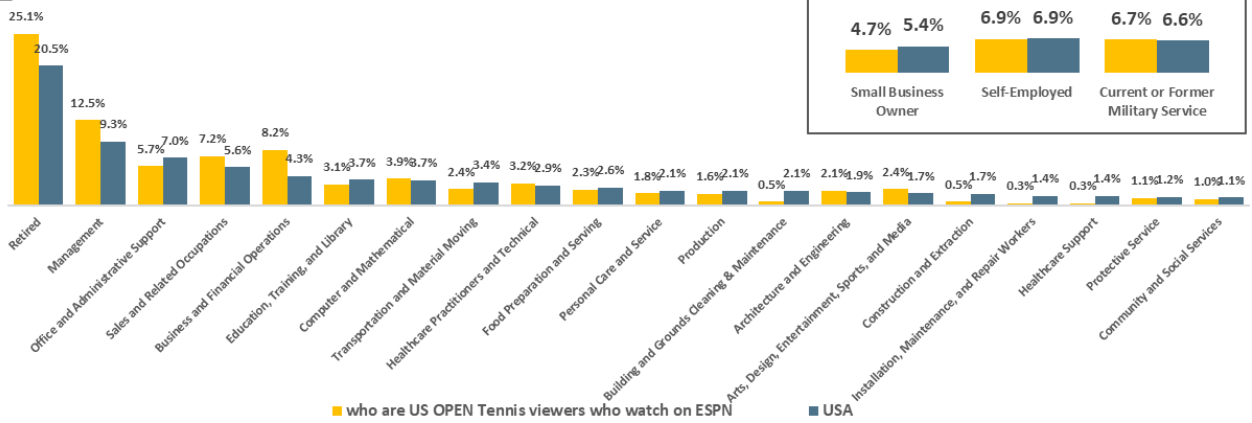
Employment: Adults 18 or older



Marital Status: Adults 18 or older

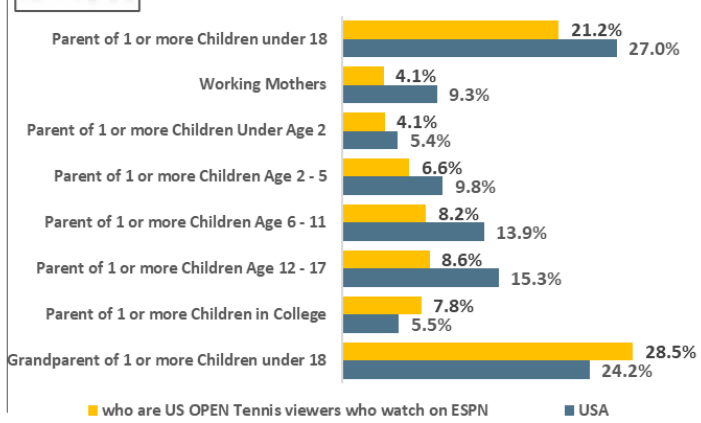


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 4,252

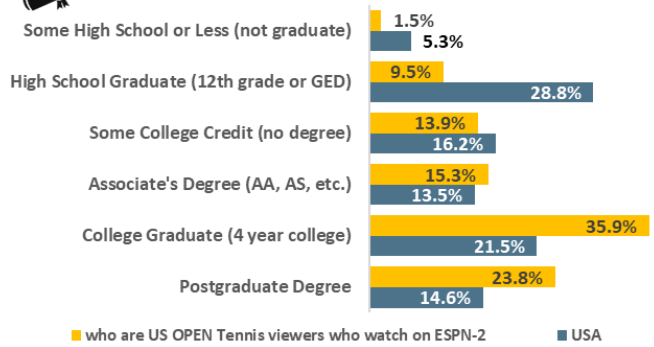
All Graphs and HBIAI Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

USA Jan23-Feb24 USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 23,333

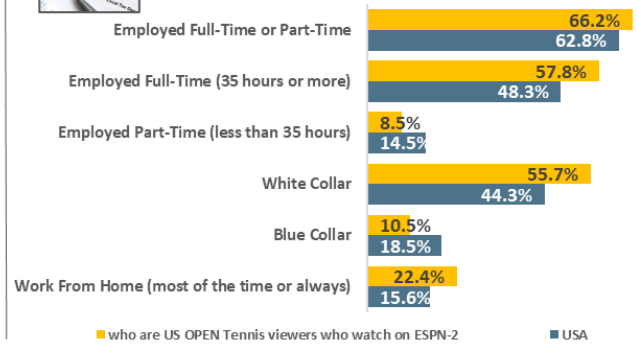
Special TV sports programs watched past 12 months: U.S. Open (tennis) AND... Cable networks/stations watched past 7 days: ESPN

4.8% or 12,552,538 of USA Adults 18 or older are US OPEN Tennis viewers who watch on ESPN-2.
Adults 18 or older who are US OPEN Tennis viewers who watch on ESPN-2 are 65.4% more likely to be a college graduate, 19.6% more likely to work full-time, 24.4% more likely to be married, 35.5% less likely to be a parent of 1 or more children under 18.

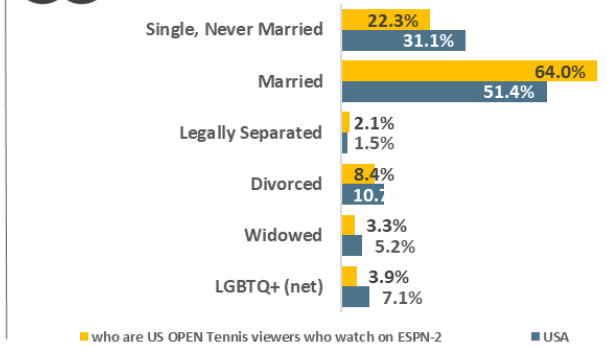
Education Levels: Adults 18 or older



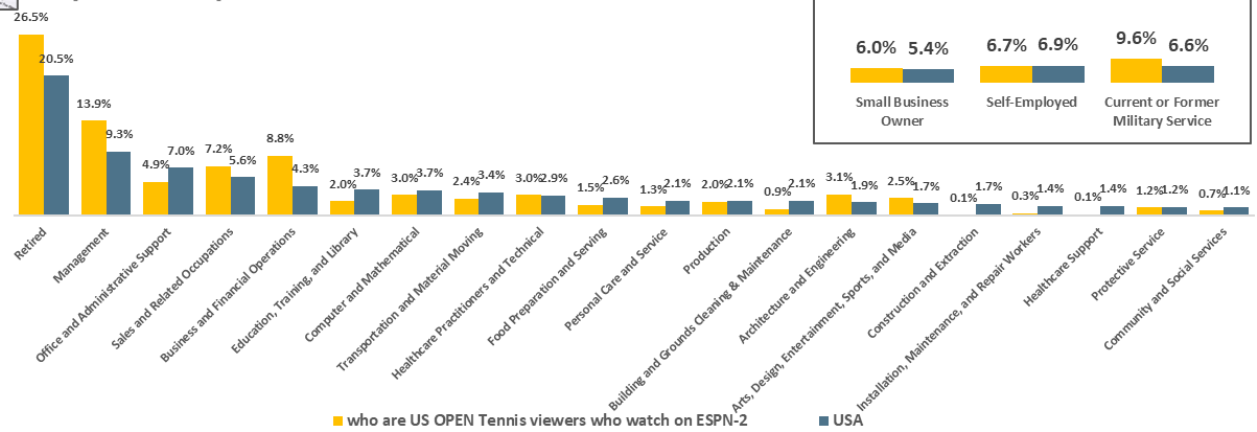
Employment: Adults 18 or older



Marital Status: Adults 18 or older

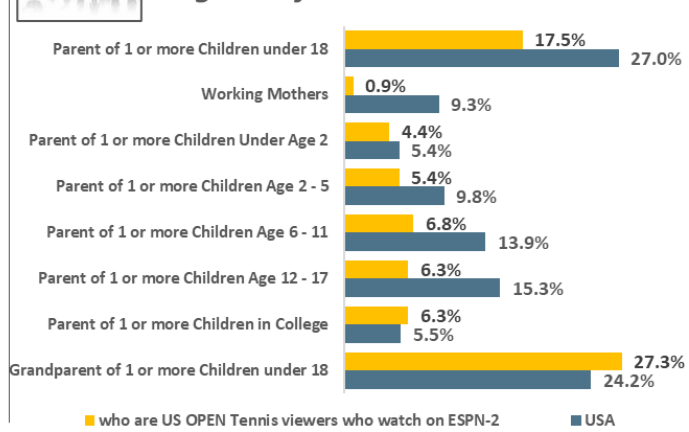


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



USA *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *4,252*

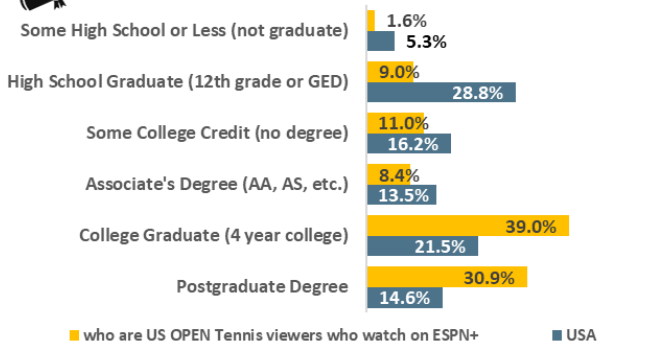
All Graphs and HBIAI Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

USA Jan23-Feb24 *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *23,333*

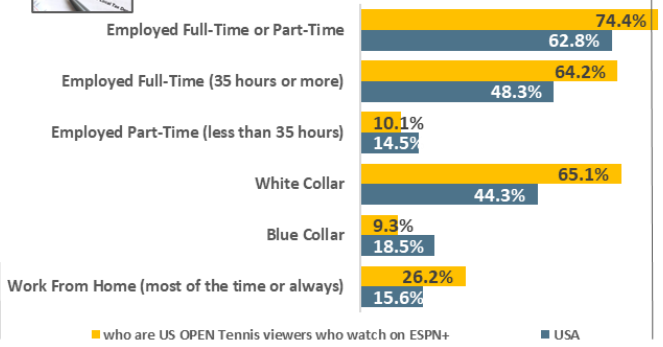
Special TV sports programs watched past 12 months: U.S. Open (tennis) AND... Cable networks/stations watched past 7 days: ESPN2

2.1% or 5,395,369 of USA Adults 18 or older are US OPEN Tennis viewers who watch on ESPN+.
Adults 18 or older who are US OPEN Tennis viewers who watch on ESPN+ are 93.6% more likely to be a college graduate, 33.3% more likely to work full-time, 18.5% more likely to be married, 1.2% more likely to be a parent of 1 or more children under 18.

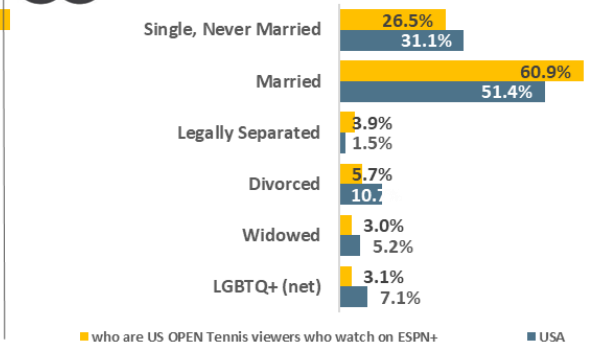
Education Levels: Adults 18 or older



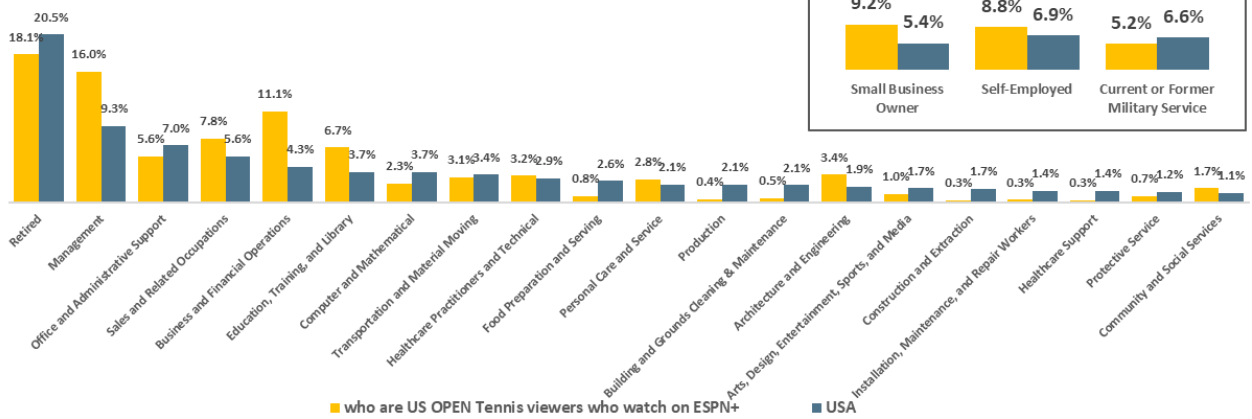
Employment: Adults 18 or older



Marital Status: Adults 18 or older

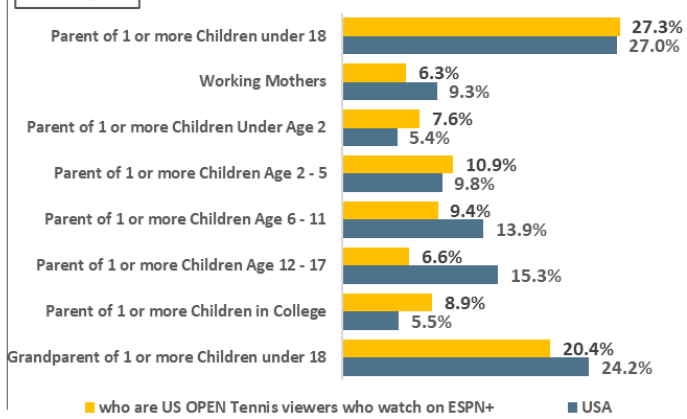


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 4,252

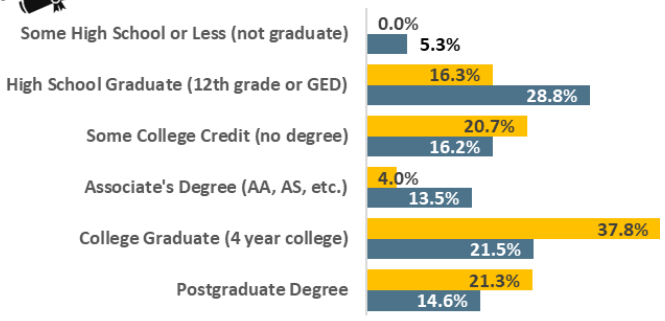
All Graphs and HBIAI Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

USA Jan23-Feb24 USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 23,333

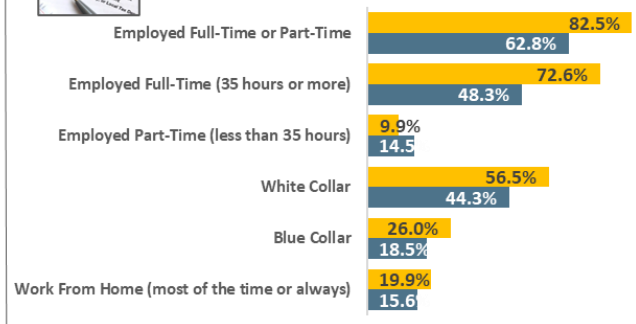
Special TV sports programs watched past 12 months: U.S. Open (tennis) AND... Video streaming services used past 7 days: ESPN+

.4% or 1,078,278 of USA Adults 18 or older are US OPEN Tennis viewers who plan to Bet on Pro Tennis. Adults 18 or older who are US OPEN Tennis viewers who plan to Bet on Pro Tennis are 63.5% more likely to be a college graduate, 50.4% more likely to work full-time, 7.3% less likely to be married, 19.4% less likely to be a parent of 1 or more children und

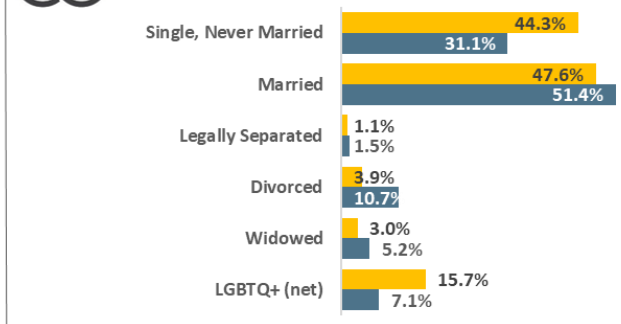
Education Levels: Adults 18 or older



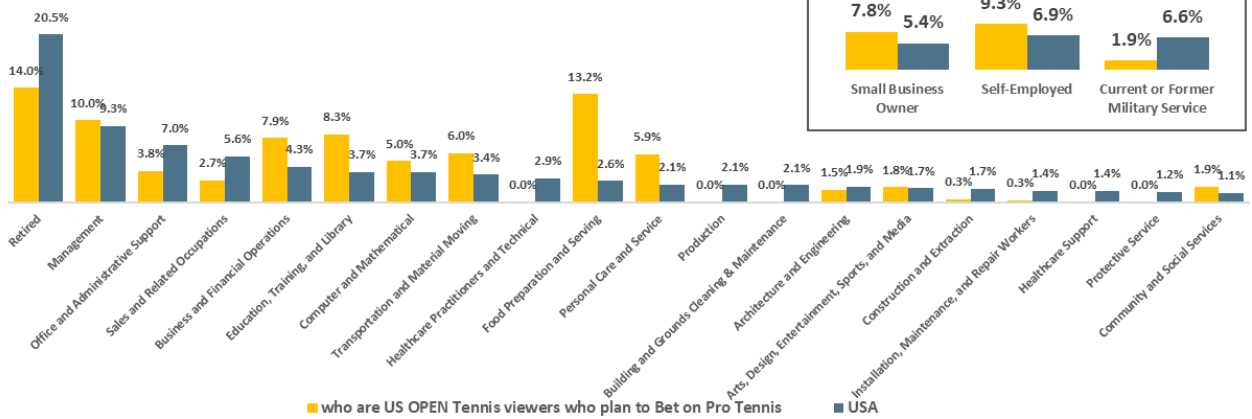
Employment: Adults 18 or older



Marital Status: Adults 18 or older

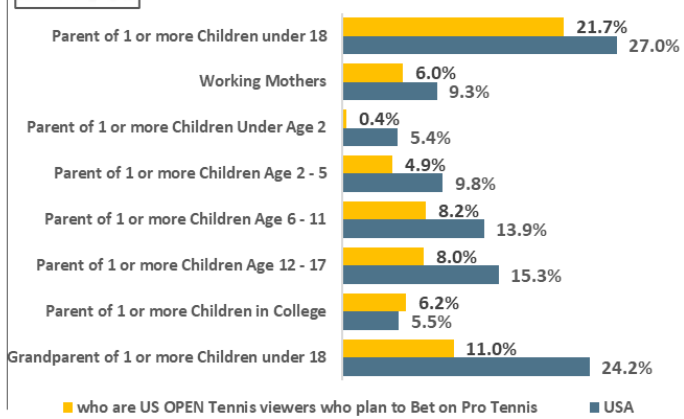


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 4,252

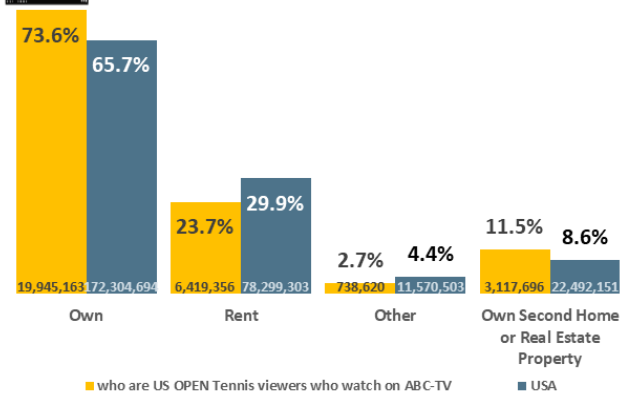
All Graphs and HBIAI Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

USA Jan23-Feb24 USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 23,333

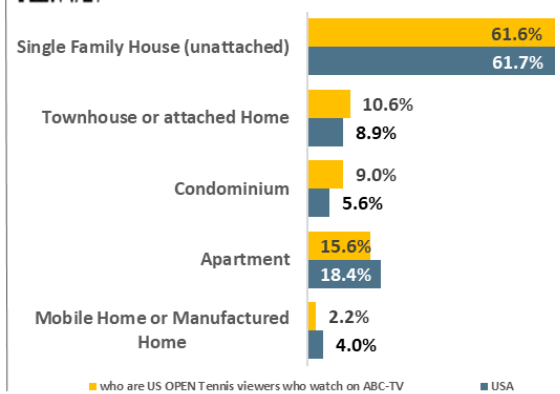
Special TV sports programs watched past 12 months: U.S. Open (tennis) AND... Sports betting - sports plan to bet on next 12 months: Professional tennis

10.3% or 27,103,140 of USA Adults 18 or older are US OPEN Tennis viewers who watch on ABC-TV.
Adults 18 or older who are US OPEN Tennis viewers who watch on ABC-TV are 12.% more likely to own their home, 16.8% more likely to own a higher valued home, .1% less likely to have a single-family home, 6.9% less likely to have a dog.

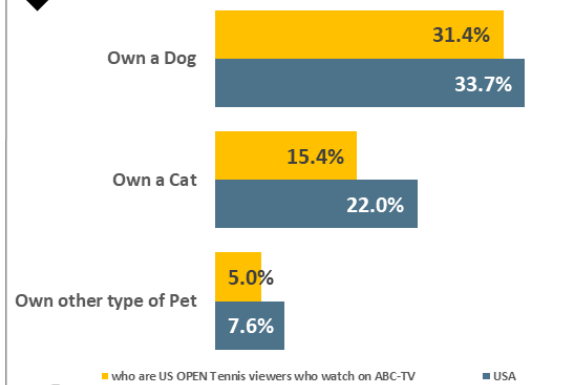
Own/Rent/Other: Adults 18 or older



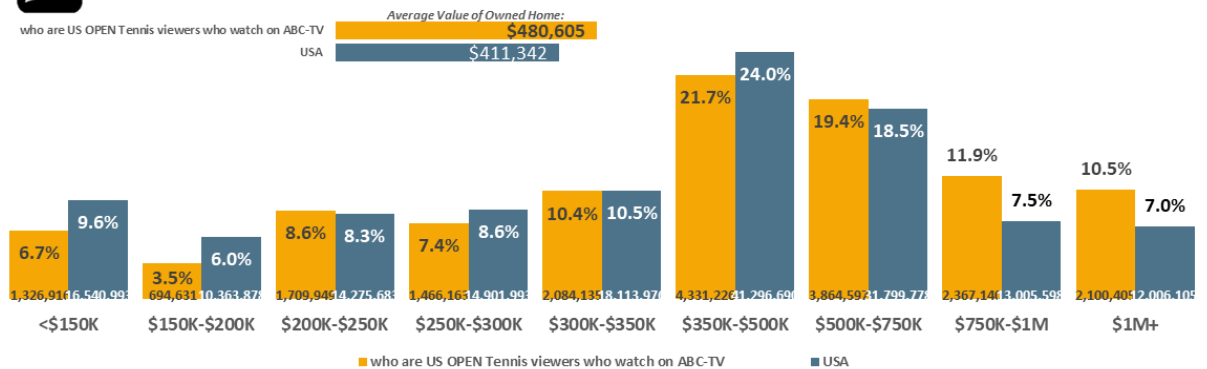
Type of Home: Adults 18 or older



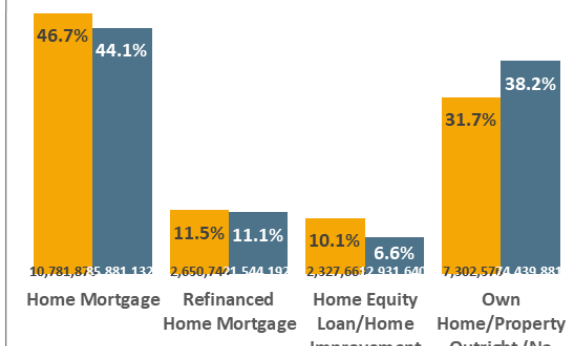
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 4,252

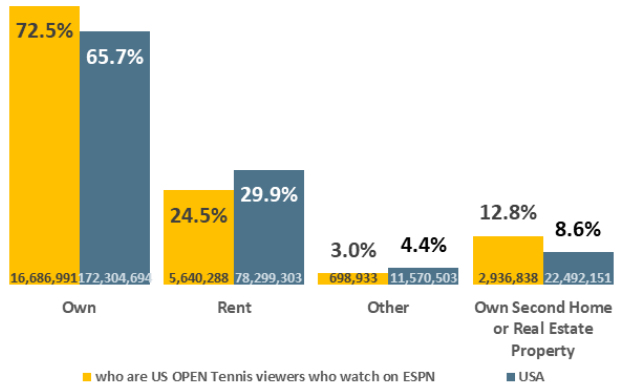
All Graphs and HBIAI Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

USA Jan23-Feb24 USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 23,333

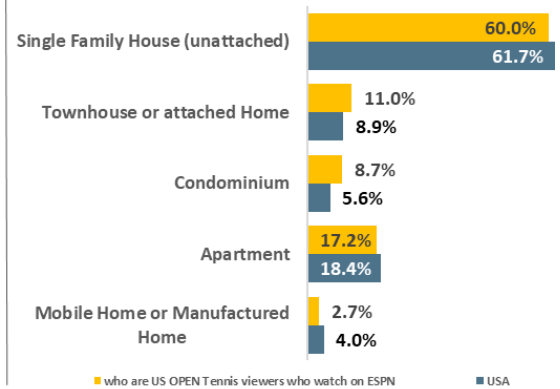
Special TV sports programs watched past 12 months: U.S. Open (tennis) AND… Broadcast TV networks/stations watched past 7 days: Any listed ABC station(s)

8.8% or 23,026,212 of USA Adults 18 or older are US OPEN Tennis viewers who watch on ESPN.
Adults 18 or older who are US OPEN Tennis viewers who watch on ESPN are 10.3% more likely to own their home, 22.7% more likely to own a higher valued home, 2.8% less likely to have a single-family home, 1.7% more likely to have a dog.

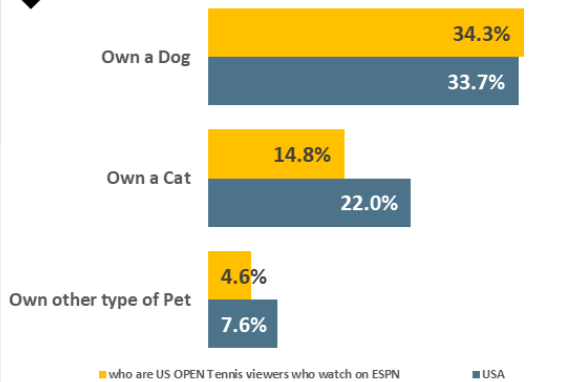
Own/Rent/Other: Adults 18 or older



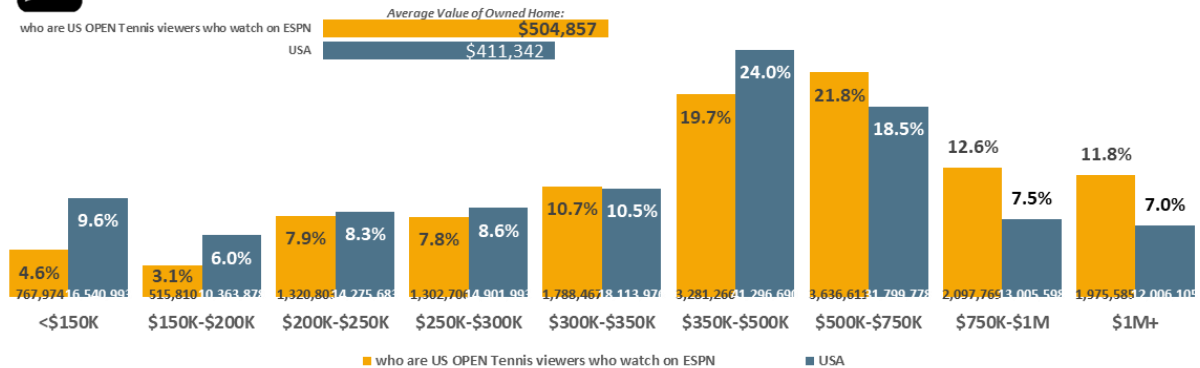
Type of Home: Adults 18 or older



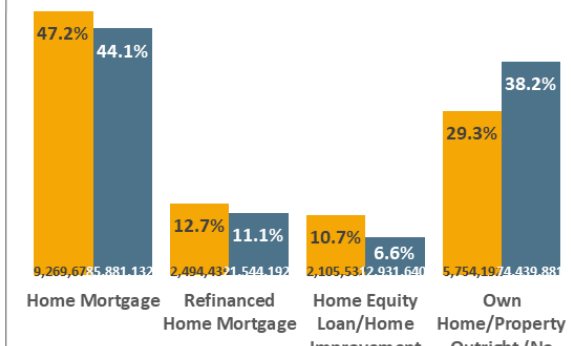
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 4,252

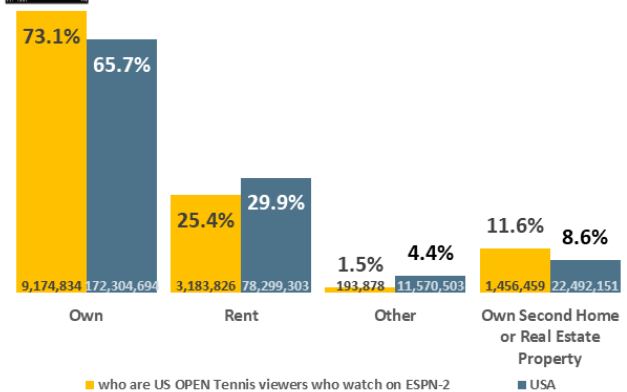
All Graphs and HBIAI Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

USA Jan23-Feb24 USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 23,333

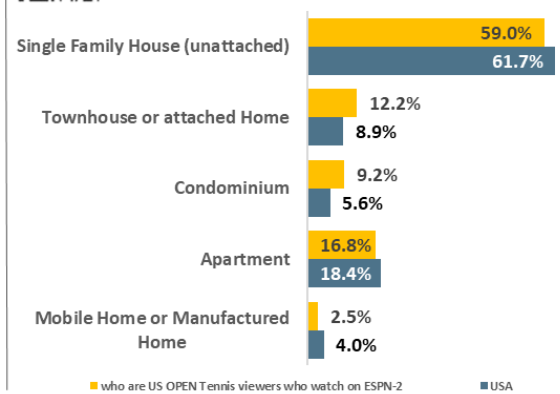
Special TV sports programs watched past 12 months: U.S. Open (tennis) AND... Cable networks/stations watched past 7 days: ESPN

4.8% or 12,552,538 of USA Adults 18 or older are US OPEN Tennis viewers who watch on ESPN-2.
Adults 18 or older who are US OPEN Tennis viewers who watch on ESPN-2 are 11.2% more likely to own their home, 19.3% more likely to own a higher valued home, 4.4% less likely to have a single-family home, 3.5% more likely to have a dog.

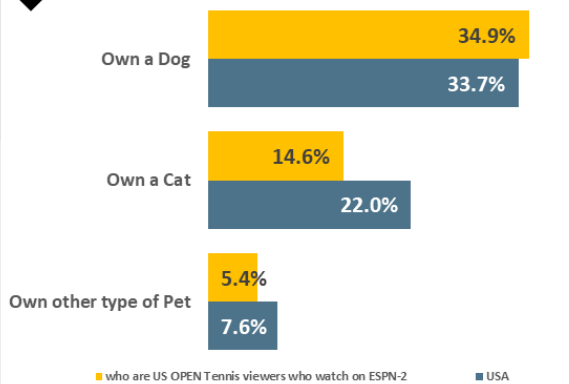
Own/Rent/Other: Adults 18 or older



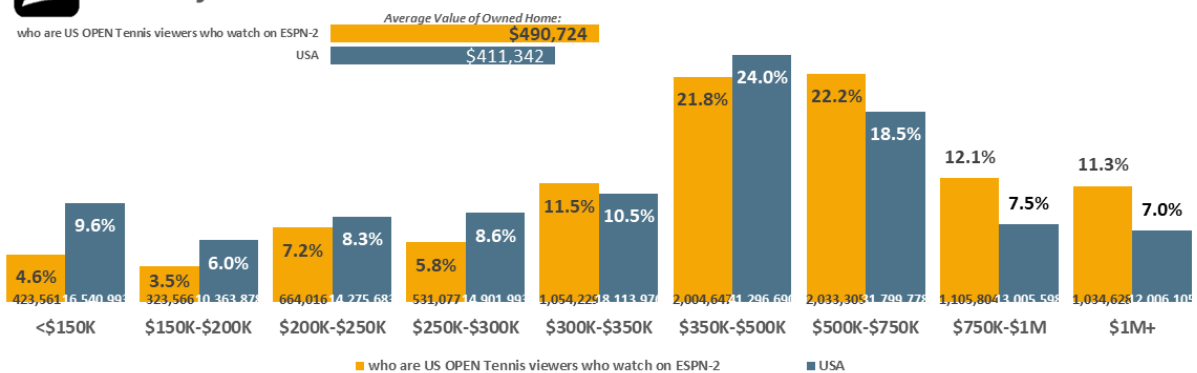
Type of Home: Adults 18 or older



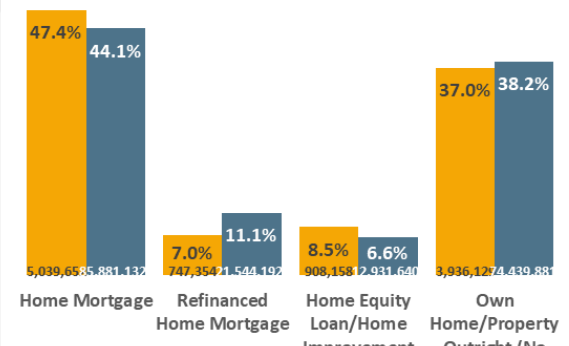
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



USA *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *4,252*

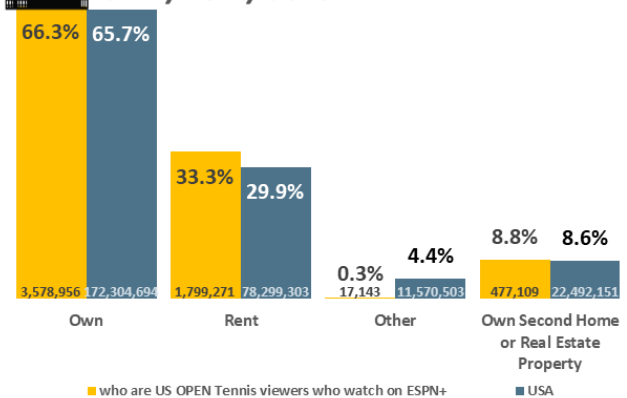
All Graphs and HBIAI Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

USA Jan23-Feb24 *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *23,333*

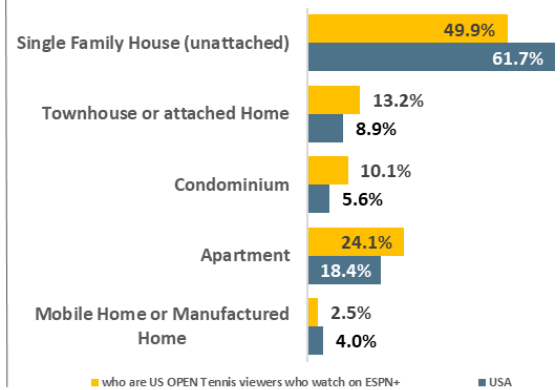
Special TV sports programs watched past 12 months: U.S. Open (tennis) AND... Cable networks/stations watched past 7 days: ESPN2

2.1% or 5,395,369 of USA Adults 18 or older are US OPEN Tennis viewers who watch on ESPN+.
Adults 18 or older who are US OPEN Tennis viewers who watch on ESPN+ are .9% more likely to own their home, 26.6% more likely to own a higher valued home, 19.2% less likely to have a single-family home, 1.4% more likely to have a dog.

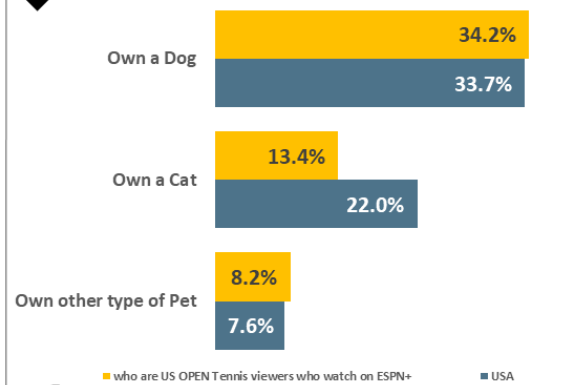
Own/Rent/Other: Adults 18 or older



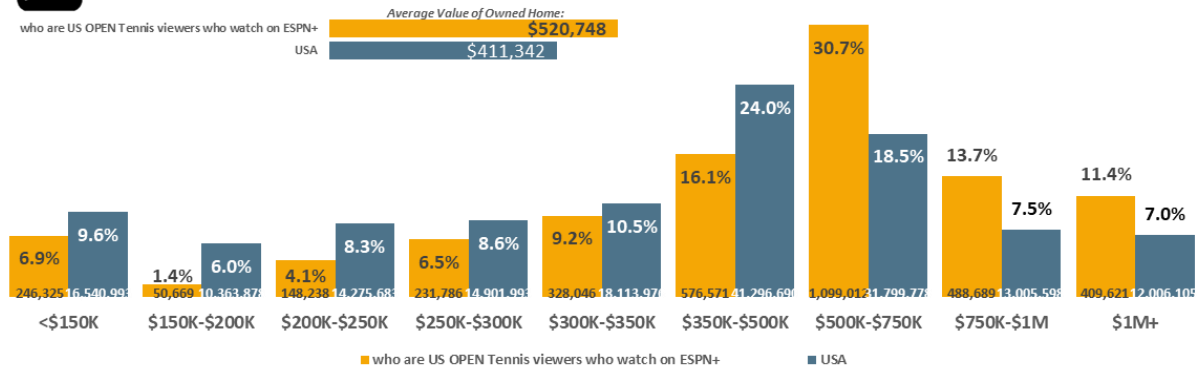
Type of Home: Adults 18 or older



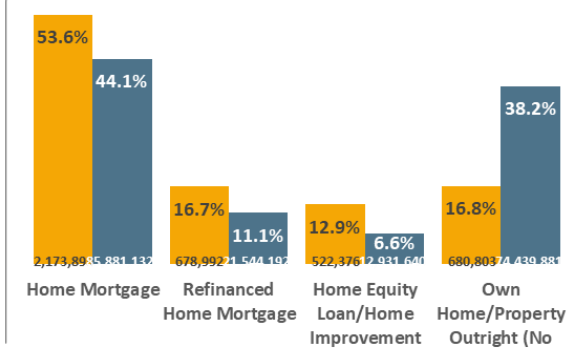
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



USA *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *4,252*

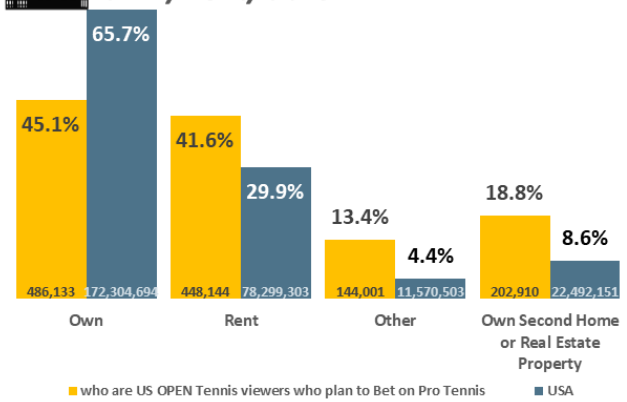
All Graphs and HBIAI Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

USA Jan23-Feb24 *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *23,333*

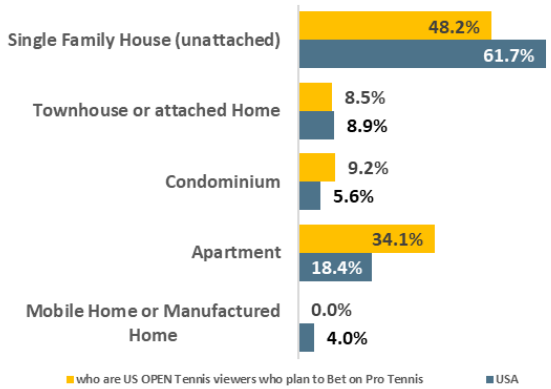
Special TV sports programs watched past 12 months: U.S. Open (tennis) AND... Video streaming services used past 7 days: ESPN+

.4% or 1,078,278 of USA Adults 18 or older are US OPEN Tennis viewers who plan to Bet on Pro Tennis. Adults 18 or older who are US OPEN Tennis viewers who plan to Bet on Pro Tennis are 31.4% less likely to own their home, 48.7% more likely to own a higher valued home, 21.9% less likely to have a single-family home, 22.% less likely to have a dog.

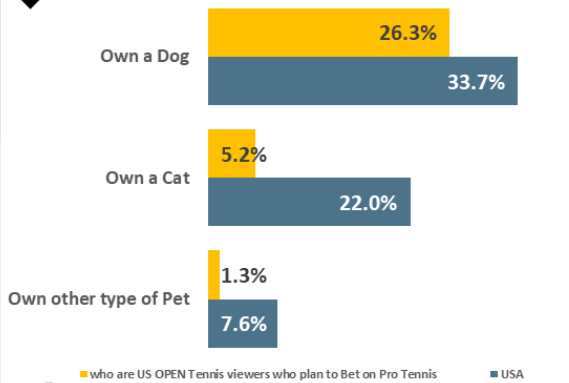
Own/Rent/Other: Adults 18 or older



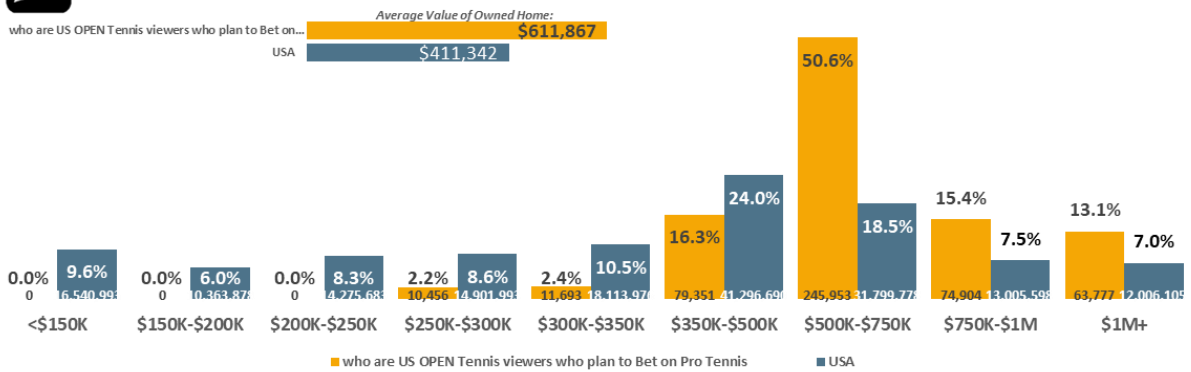
Type of Home: Adults 18 or older



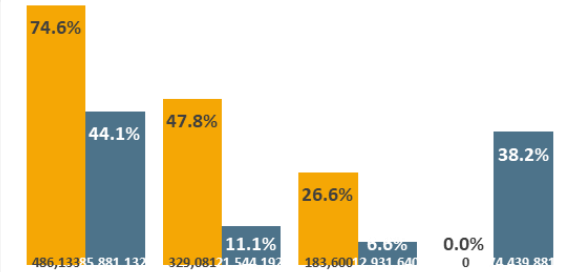
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



USA *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *4,252*

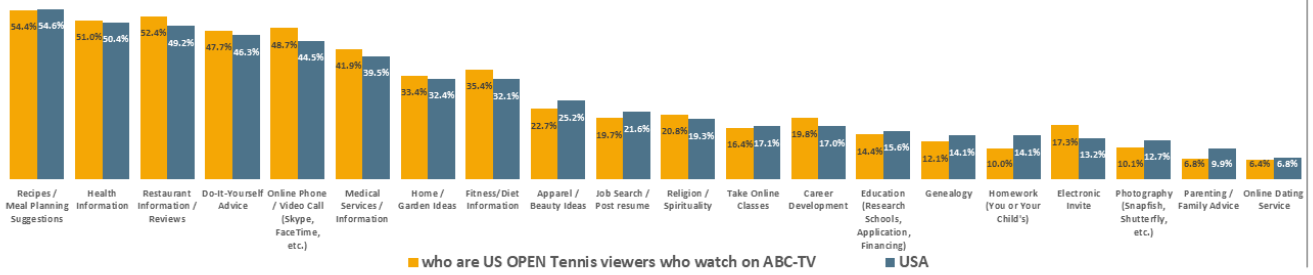
All Graphs and HBIAI Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

USA Jan23-Feb24 *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *23,333*

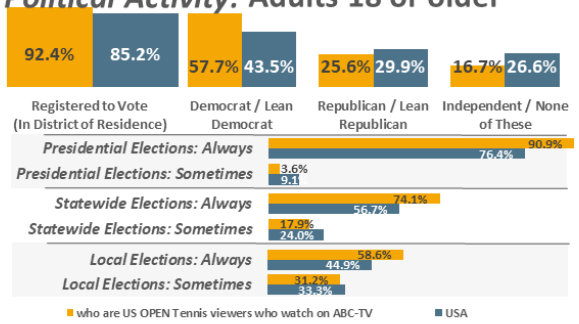
Special TV sports programs watched past 12 months: U.S. Open (tennis) AND... Sports betting - sports plan to bet on next 12 months: Professional tennis

10.3% or 27,103,140 of USA Adults 18 or older are US OPEN Tennis viewers who watch on ABC-TV. Adults 18 or older who are US OPEN Tennis viewers who watch on ABC-TV are 3.% more likely to look up D-I-Y advice online, 30.7% more likely to always vote in local elections, 49.2% more likely to belong to a gym, 33.2% more likely to fly domestic past yr.

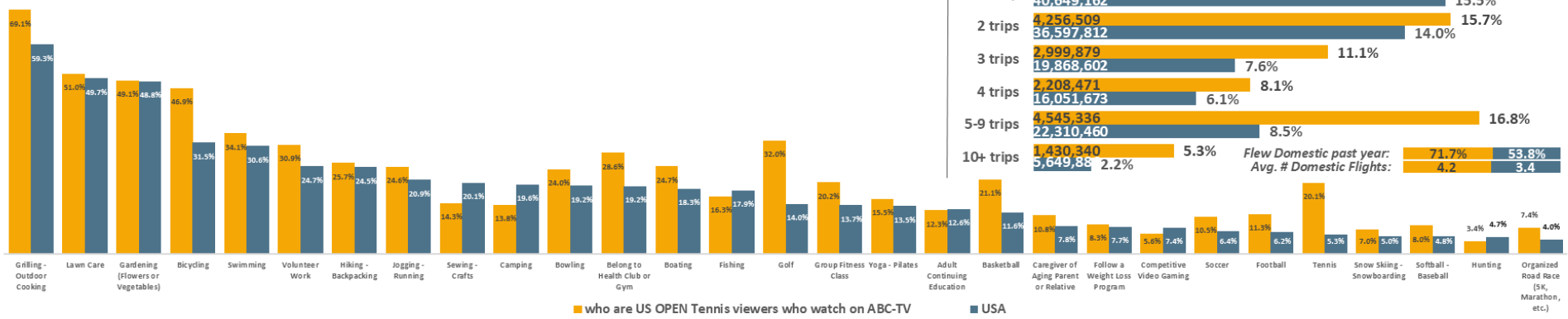
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



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

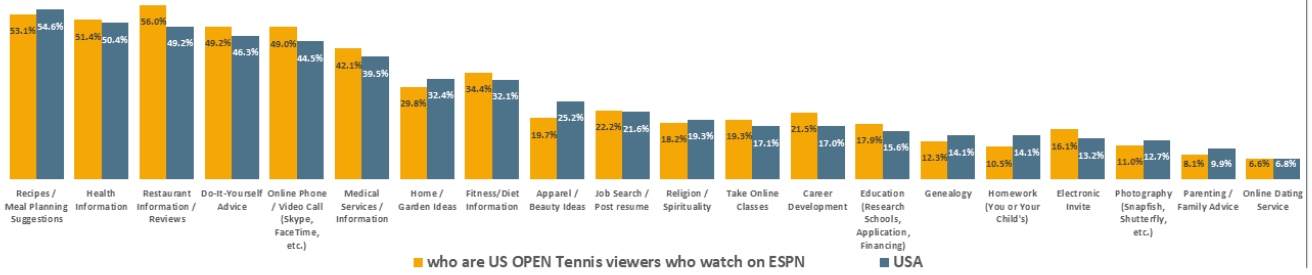
USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 4,252

All Graphs and HBIAI Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved. *USA Jan23-Feb24 USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 23,333*

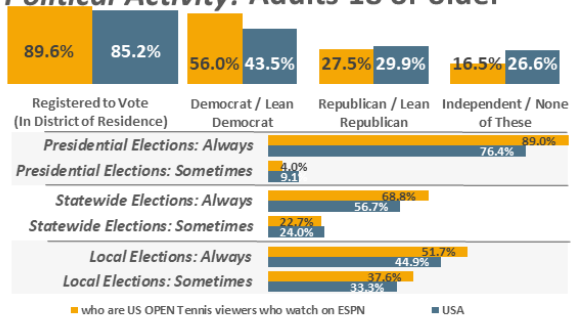
Special TV sports programs watched past 12 months: U.S. Open (tennis) AND... Broadcast TV networks/stations watched past 7 days: Any listed ABC station(s)

8.8% or 23,026,212 of USA Adults 18 or older are US OPEN Tennis viewers who watch on ESPN.
Adults 18 or older who are US OPEN Tennis viewers who watch on ESPN are 6.1% more likely to look up D-I-Y advice online, 15.3% more likely to always vote in local elections, 57.5% more likely to belong to a gym, 39.6% more likely to fly domestic past yr.

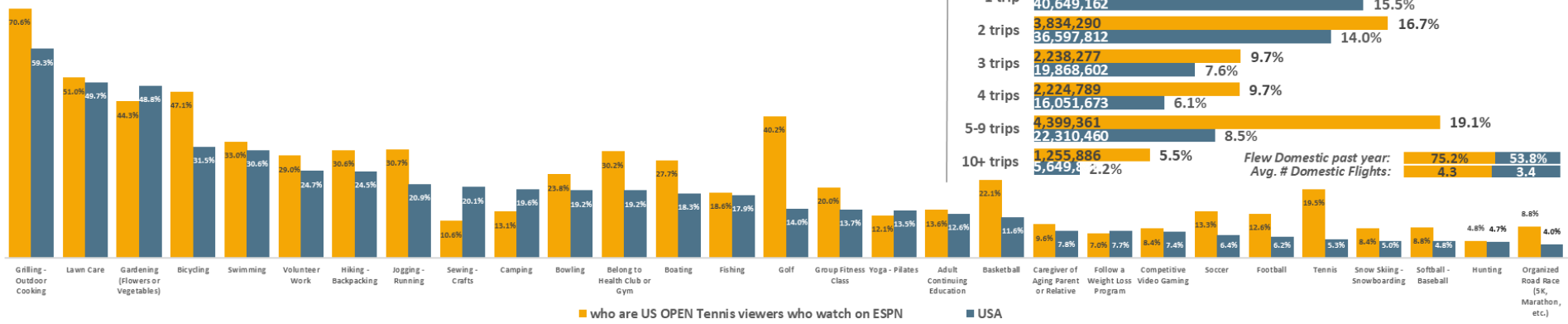
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



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

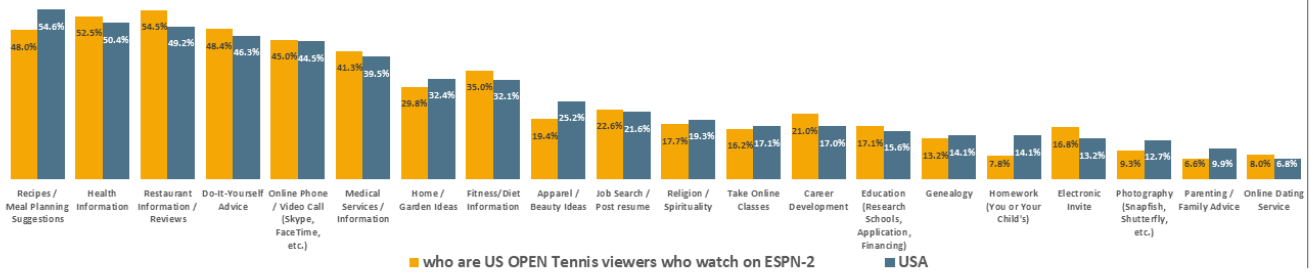
USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 4,252

All Graphs and HBIAI Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved. *USA Jan23-Feb24 USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 23,333*

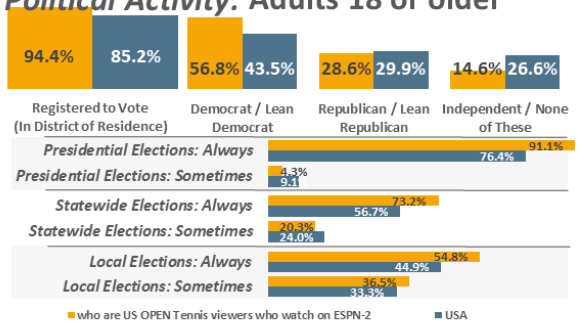
Special TV sports programs watched past 12 months: U.S. Open (tennis) AND… Cable networks/stations watched past 7 days: ESPN

4.8% or 12,552,538 of USA Adults 18 or older are US OPEN Tennis viewers who watch on ESPN-2. Adults 18 or older who are US OPEN Tennis viewers who watch on ESPN-2 are 4.5% more likely to look up D-I-Y advice online, 22.3% more likely to always vote in local elections, 89.% more likely to belong to a gym, 41.1% more likely to fly domestic past yr.

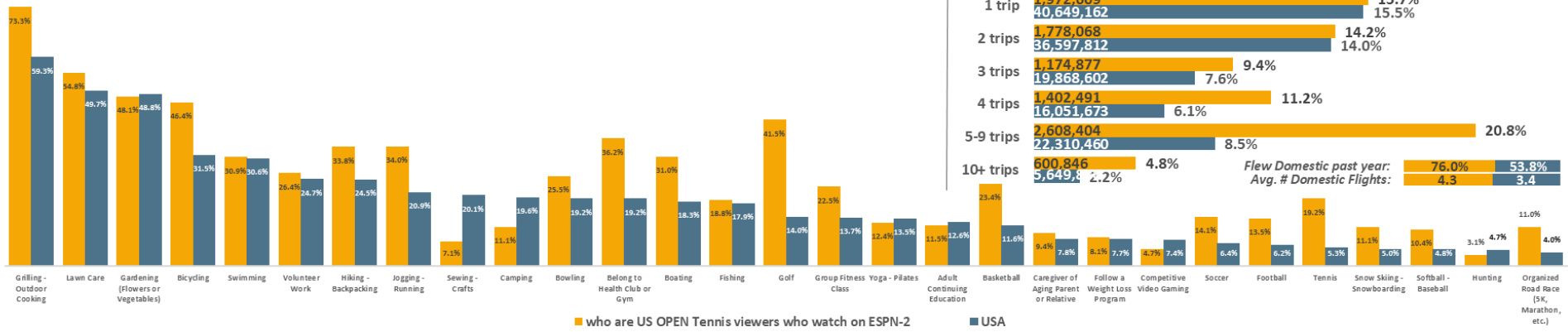
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



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

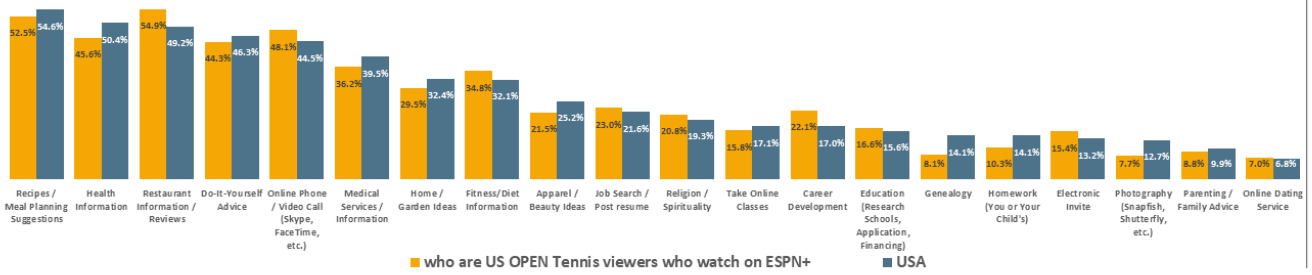
USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 4,252

All Graphs and HBIAI Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved. *USA Jan23-Feb24 USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 23,333*

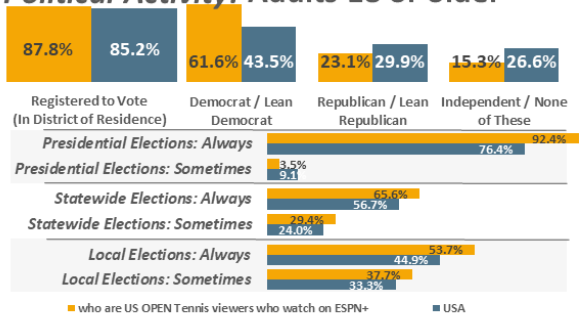
Special TV sports programs watched past 12 months: U.S. Open (tennis) AND… Cable networks/stations watched past 7 days: ESPN2

2.1% or 5,395,369 of USA Adults 18 or older are US OPEN Tennis viewers who watch on ESPN+.
Adults 18 or older who are US OPEN Tennis viewers who watch on ESPN+ are 4.5% less likely to look up D-I-Y advice online, 19.8% more likely to always vote in local elections, 70.8% more likely to belong to a gym, 51.7% more likely to fly domestic past yr.

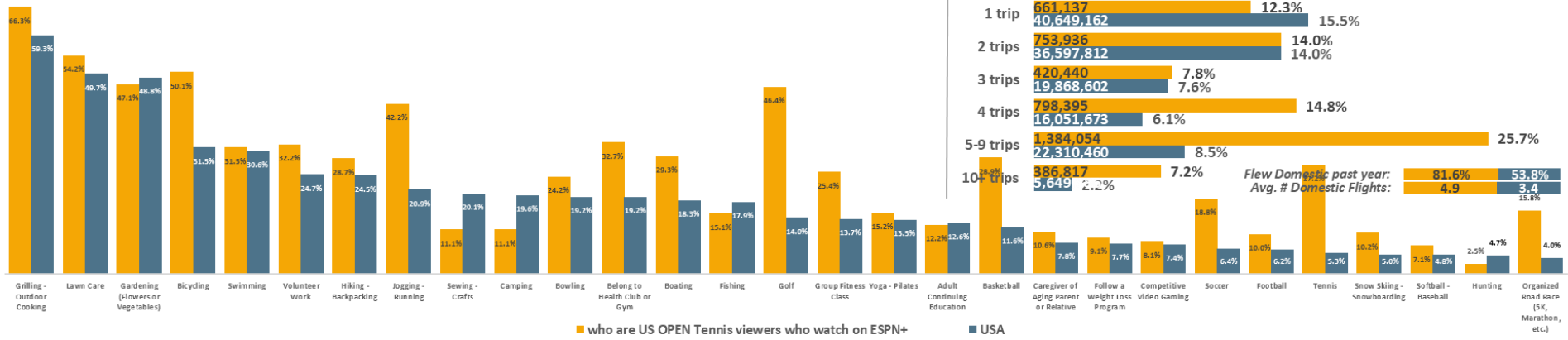
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



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

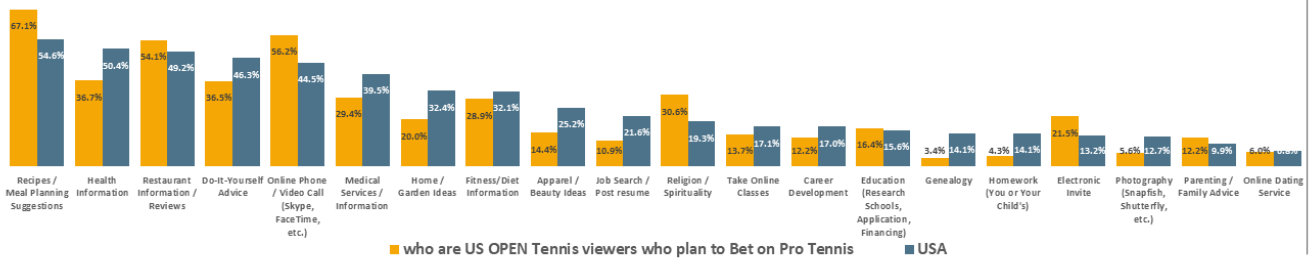
USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 4,252

All Graphs and HBIAI Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved. *USA Jan23-Feb24 USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 23,333*

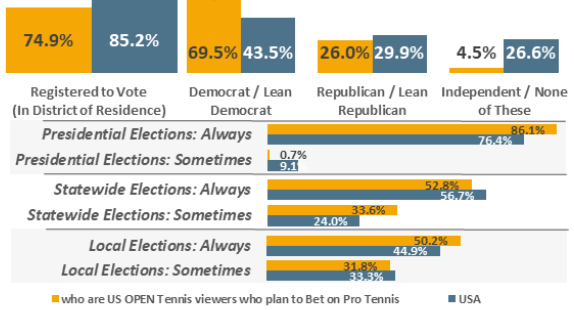
Special TV sports programs watched past 12 months: U.S. Open (tennis) AND… Video streaming services used past 7 days: ESPN+

.4% or 1,078,278 of USA Adults 18 or older are US OPEN Tennis viewers who plan to Bet on Pro Tennis. Adults 18 or older who are US OPEN Tennis viewers who plan to Bet on Pro Tennis are 21.3% less likely to look up D-I-Y advice online, 11.8% more likely to always vote in local elections, 28.% less likely to belong to a gym, 45.8% more likely to fly domest

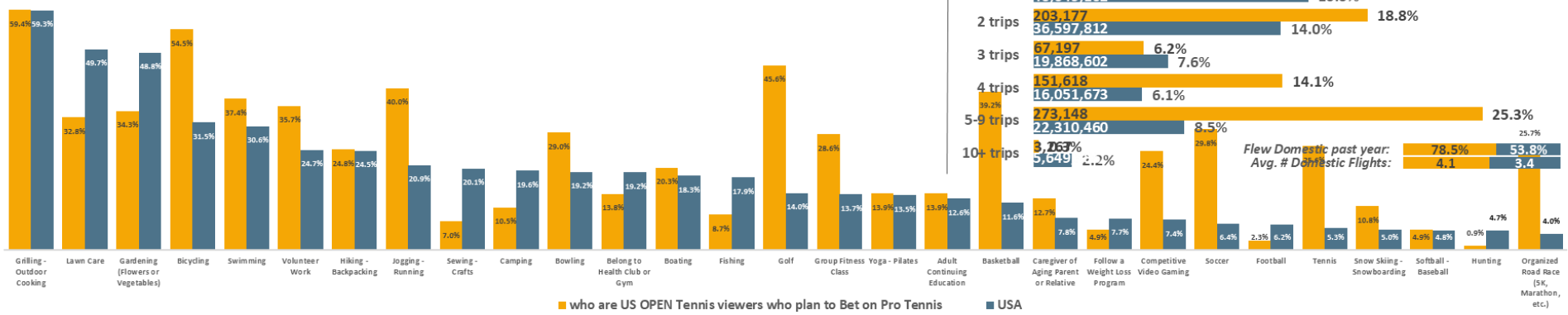
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



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: Feb23-Apr24* *Qual Intab* *4,252*

All Graphs and HBIAI Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved. *USA Jan23-Feb24* *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *23,333*

Special TV sports programs watched past 12 months: U.S. Open (tennis) AND... Sports betting - sports plan to bet on next 12 months: Professional tennis

10.3% or 27,103,140 of USA Adults 18 or older are US OPEN Tennis viewers who watch on ABC-TV.
Adults 18 or older who are US OPEN Tennis viewers who watch on ABC-TV are 4.5% more likely to use QSRs past mo., 10.5% more likely to use Sit-Down Restaurants past mo., 22.9% more likely to use Casinos past yr., 29.4% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:
92.7% 88.7%
25,114,98 9
232,489,8 36

Avg. Monthly QSR Meals:
7.2 6.4

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



Total Monthly Sit-Down Restaurant Users:
84.1% 76.1%
22,781,11 6
199,395,8 18

Avg. Monthly Sit-Down Restaurant Meals:
4.7 4.0

Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)



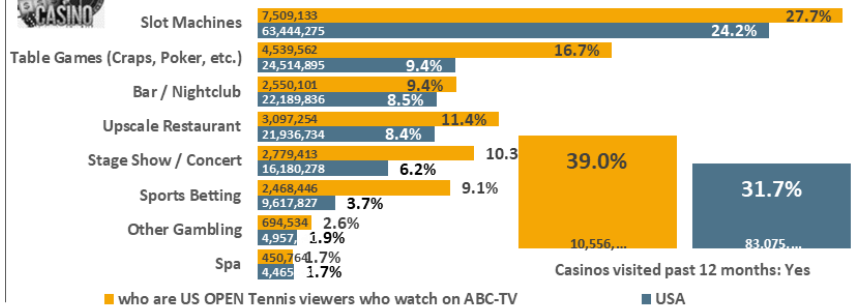
Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)
who are US OPEN Tennis viewers who watch on ABC-TV 5,749,809 21.2%
USA 17.4%

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: Feb23-Apr24* *Qual Intab* *4,252*

All Graphs and HBIAI Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved. *USA Jan23-Feb24* *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *23,333*

Special TV sports programs watched past 12 months: U.S. Open (tennis) AND... Broadcast TV networks/stations watched past 7 days: Any listed ABC station(s)

8.8% or 23,026,212 of USA Adults 18 or older are US OPEN Tennis viewers who watch on ESPN.
Adults 18 or older who are US OPEN Tennis viewers who watch on ESPN are 5.6% more likely to use QSRs past mo., 11.8% more likely to use Sit-Down Restaurants past mo., 38.7% more likely to use Casinos past yr., 16.5% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older

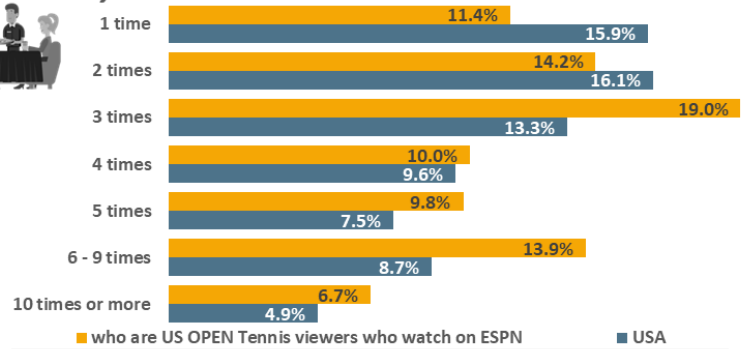


Total Monthly QSR Users:
93.7% 88.7%
21,567,343 232,489,836

Avg. Monthly QSR Meals:
7.2 6.4

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





Total Monthly Sit-Down Restaurant Users:
85.0% 76.1%
19,579,500 199,395,818

Avg. Monthly Sit-Down Restaurant Meals:
4.6 4.0

Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)



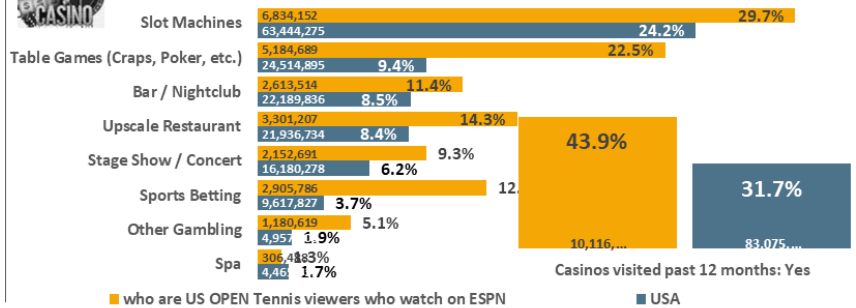
Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)
who are US OPEN Tennis viewers who watch on ESPN 5,620,768 24.4%
USA [illegible] 17.4%

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: Feb23-Apr24 Qual Intab 4,252

All Graphs and HBIAI Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved. *USA Jan23-Feb24 USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 23,333*

Special TV sports programs watched past 12 months: U.S. Open (tennis) AND... Cable networks/stations watched past 7 days: ESPN

4.8% or 12,552,538 of USA Adults 18 or older are US OPEN Tennis viewers who watch on ESPN-2.
Adults 18 or older who are US OPEN Tennis viewers who watch on ESPN-2 are 4.6% more likely to use QSRs past mo., 8.8% more likely to use Sit-Down Restaurants past mo., 27.8% more likely to use Casinos past yr., 53.2% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users: 92.7% 88.7%
11,640,223 232,489,836

Avg. Monthly QSR Meals: 7.2 6.4

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



Total Monthly Sit-Down Restaurant Users: 82.7% 76.1%
10,382,267 199,395,818

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 are US OPEN Tennis viewers who watch on ESPN-2 2,729,229 21.7%

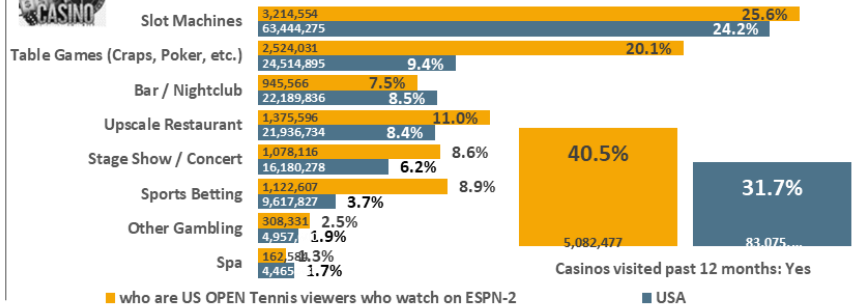
USA 17.4%

Drank Past 30-days: Adults 18 or older



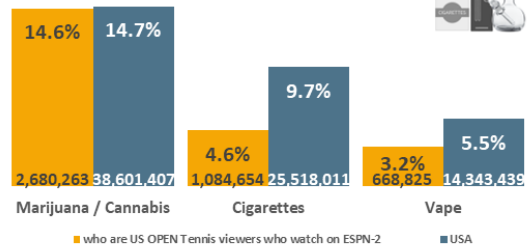
Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older





USA *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *4,252*

All Graphs and HBIAI Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved. *USA Jan23-Feb24* *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *23,333*

Special TV sports programs watched past 12 months: U.S. Open (tennis) AND... Cable networks/stations watched past 7 days: ESPN2

2.1% or 5,395,369 of USA Adults 18 or older are US OPEN Tennis viewers who watch on ESPN+.
Adults 18 or older who are US OPEN Tennis viewers who watch on ESPN+ are 7.3% more likely to use QSRs past mo., 7.6% more likely to use Sit-Down Restaurants past mo., 23.7% more likely to use Casinos past yr., 30.5% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:
95.2%
5,135,184
88.7%
232,489,8
36

Avg. Monthly QSR Meals:
7.9
6.4

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



Total Monthly Sit-Down Restaurant Users:
81.9%
4,417,038
76.1%
199,395,8
18

Avg. Monthly Sit-Down Restaurant Meals:
5.2
4.0

Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)



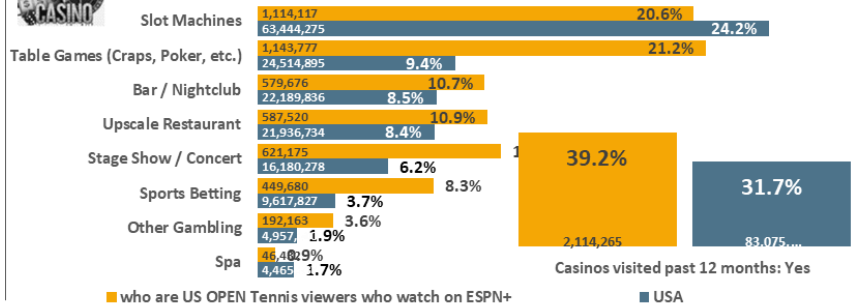
Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)
who are US OPEN Tennis viewers who watch on ESPN+ 2,216,880 41.1%
USA 17.4%

Drank Past 30-days: Adults 18 or older



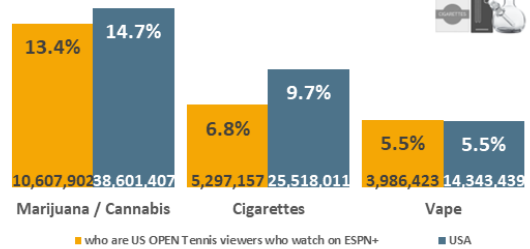
Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older





USA *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *4,252*

All Graphs and HBIAI Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved. *USA Jan23-Feb24* *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *23,333*

Special TV sports programs watched past 12 months: U.S. Open (tennis) AND... Video streaming services used past 7 days: ESPN+

.4% or 1,078,278 of USA Adults 18 or older are US OPEN Tennis viewers who plan to Bet on Pro Tennis. Adults 18 or older who are US OPEN Tennis viewers who plan to Bet on Pro Tennis are 6.1% more likely to use QSRs past mo., 19.9% more likely to use Sit-Down Restaurants past mo., 4.8% more likely to use Casinos past yr., 91.9% less likely to smoke cigaret

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:

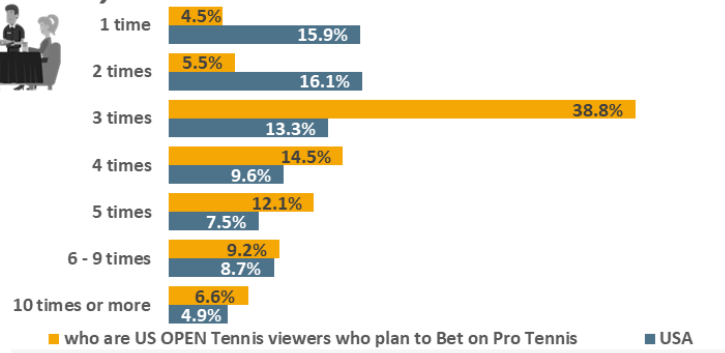


Avg. Monthly QSR Meals:

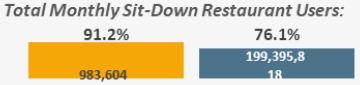


Past 30-days Sit-Down Restaurant Users: Adults 18 or older

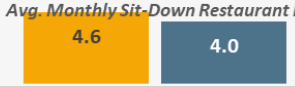




Total Monthly Sit-Down Restaurant Users:



Avg. Monthly Sit-Down Restaurant Meals:

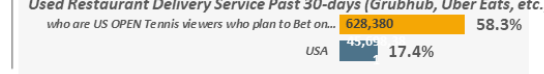


Top-10 Cuisines: Adults 18 or older

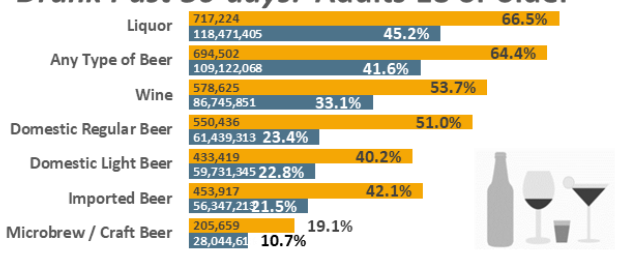
(Sit-Down Restaurants Used Past 30-days)



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

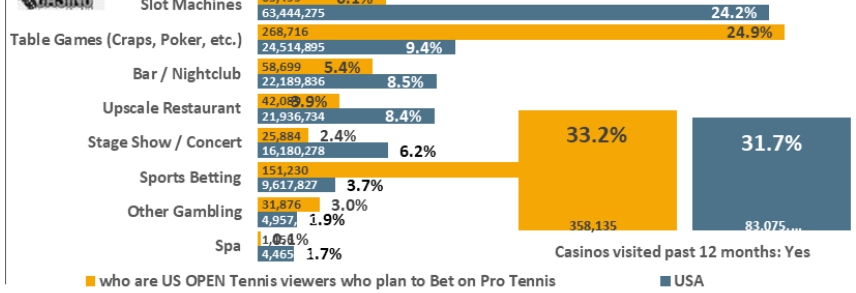


Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



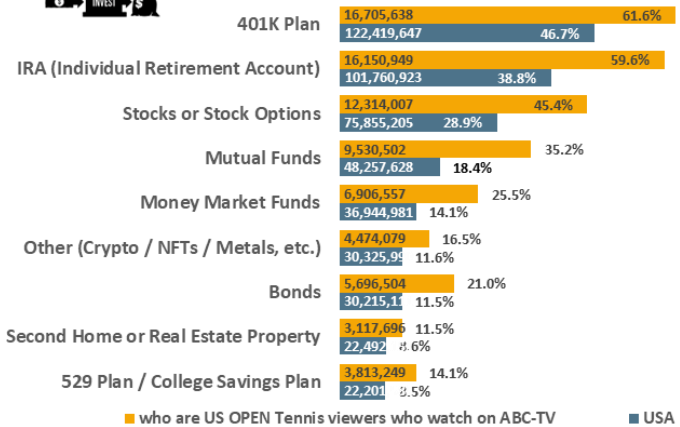
USA *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *4,252*

All Graphs and HBIAI Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved. *USA Jan23-Feb24* *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *23,333*

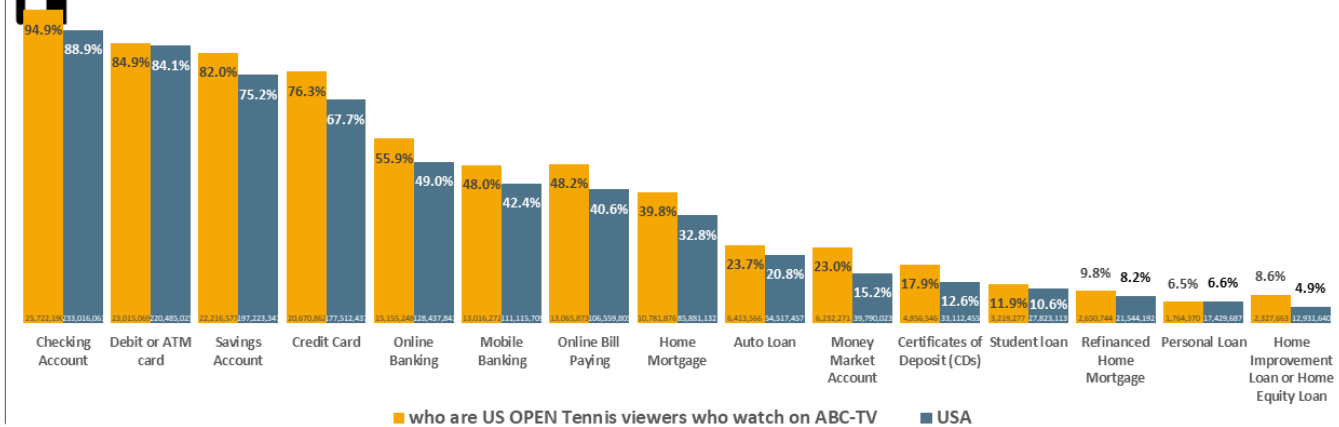
Special TV sports programs watched past 12 months: U.S. Open (tennis) AND... Sports betting - sports plan to bet on next 12 months: Professional tennis

10.3% or 27,103,140 of USA Adults 18 or older are US OPEN Tennis viewers who watch on ABC-TV. Adults 18 or older who are US OPEN Tennis viewers who watch on ABC-TV are 32.% more likely to have a 401K, 13.8% more likely to have an Auto Loan, 58.4% more likely to Invest/Trade Stocks Online, 9.8% less likely to pay with their Debit Card.

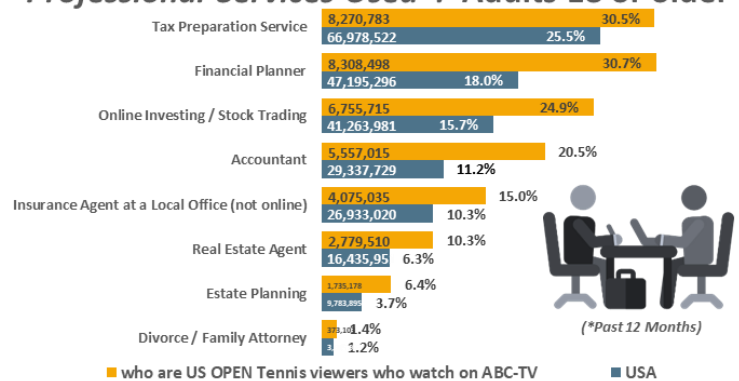
Investments Owned: Adults 18 or older



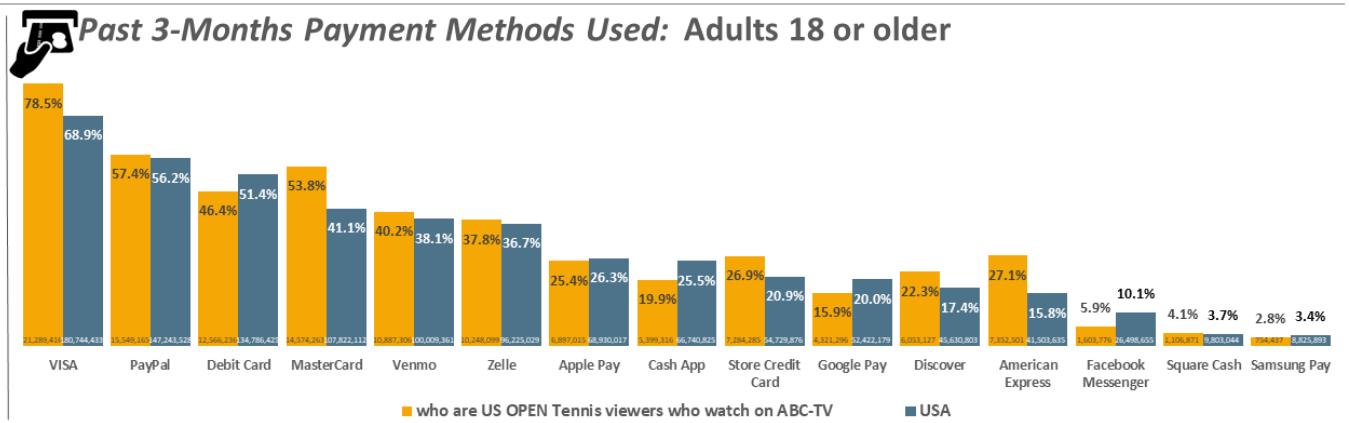
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 4,252

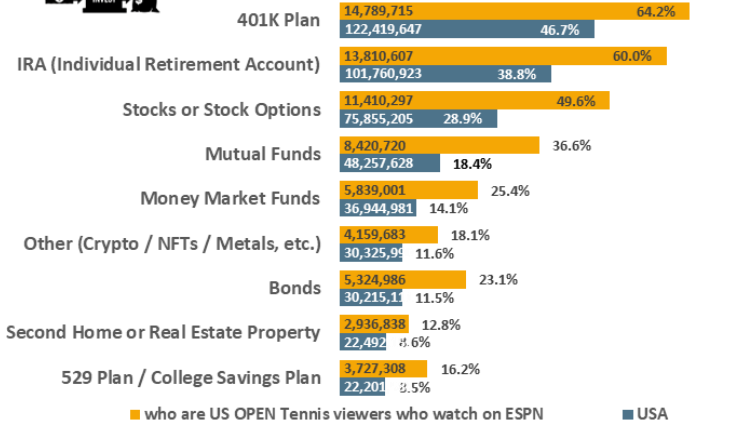
All Graphs and HBIAI Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

USA Jan23-Feb24 USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 23,333

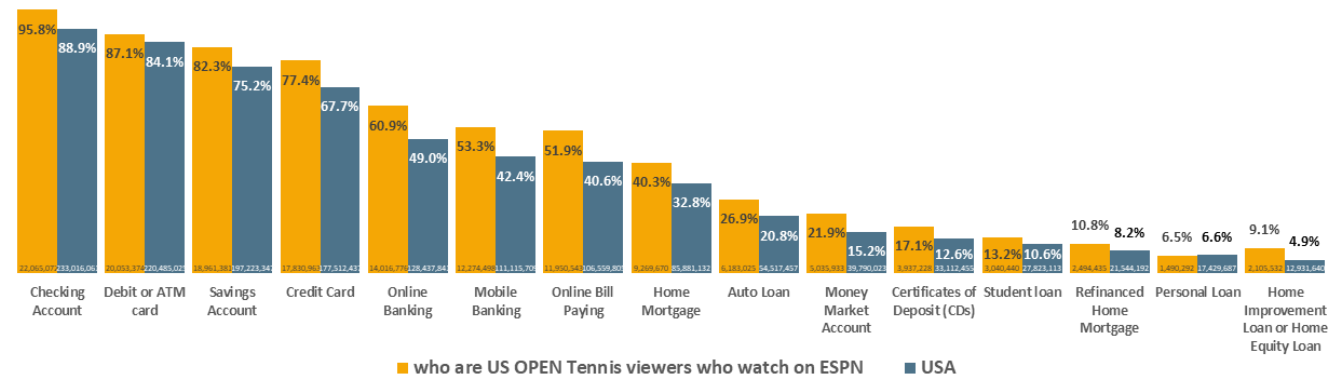
Special TV sports programs watched past 12 months: U.S. Open (tennis) AND... Broadcast TV networks/stations watched past 7 days: Any listed ABC station(s)

8.8% or 23,026,212 of USA Adults 18 or older are US OPEN Tennis viewers who watch on ESPN.
Adults 18 or older who are US OPEN Tennis viewers who watch on ESPN are 37.6% more likely to have a 401K, 29.1% more likely to have an Auto Loan, 85.9% more likely to Invest/Trade Stocks Online, 11.8% less likely to pay with their Debit Card.

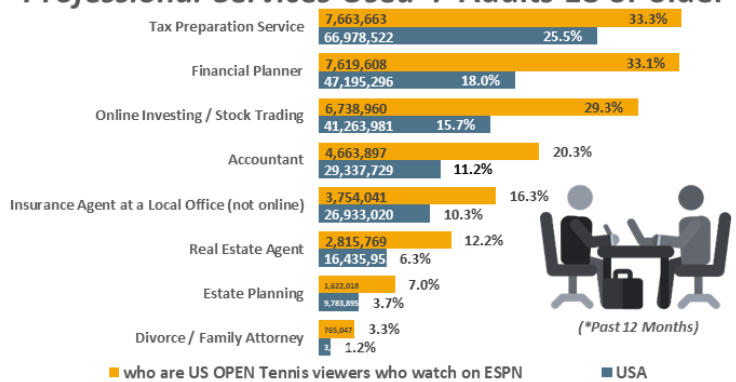
Investments Owned: Adults 18 or older



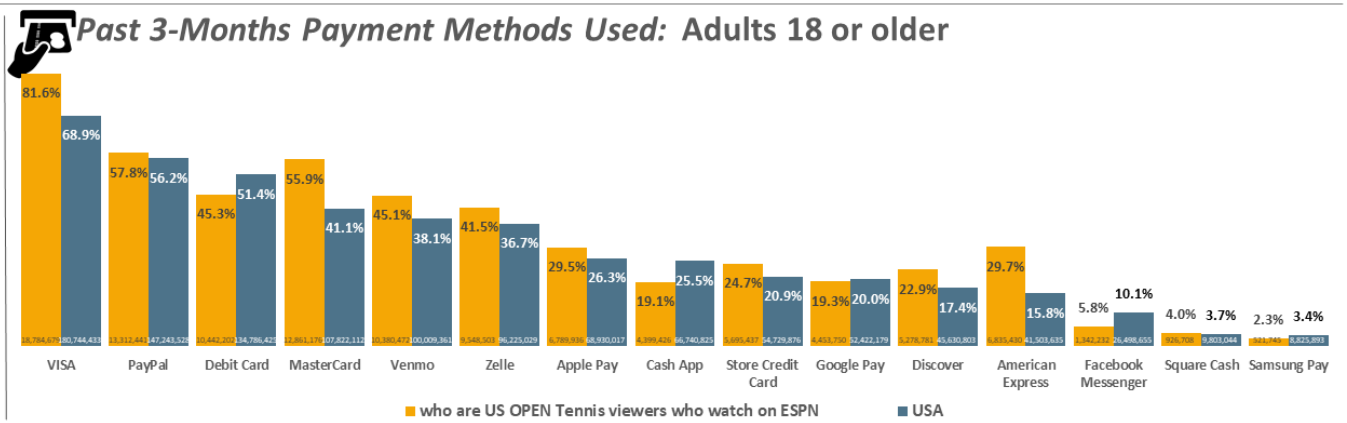
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 4,252

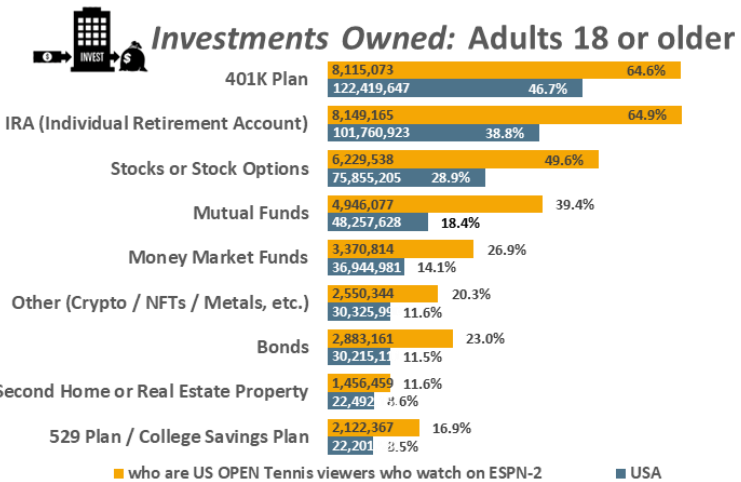
All Graphs and HBIAI Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

USA Jan23-Feb24 USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 23,333

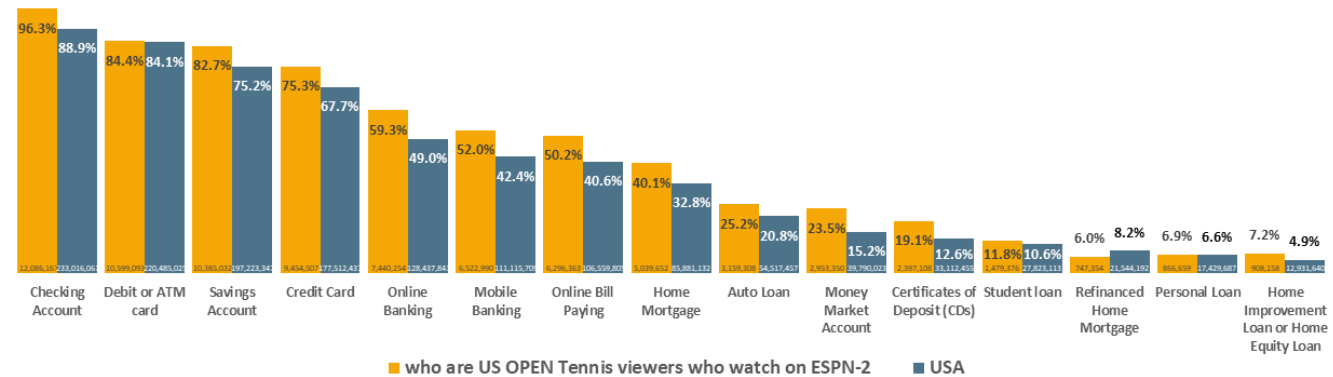
Special TV sports programs watched past 12 months: U.S. Open (tennis) AND… Cable networks/stations watched past 7 days: ESPN

4.8% or 12,552,538 of USA Adults 18 or older are US OPEN Tennis viewers who watch on ESPN-2.
Adults 18 or older who are US OPEN Tennis viewers who watch on ESPN-2 are 38.5% more likely to have a 401K, 21.% more likely to have an Auto Loan, 71.1% more likely to Invest/Trade Stocks Online, 20.% less likely to pay with their Debit Card.

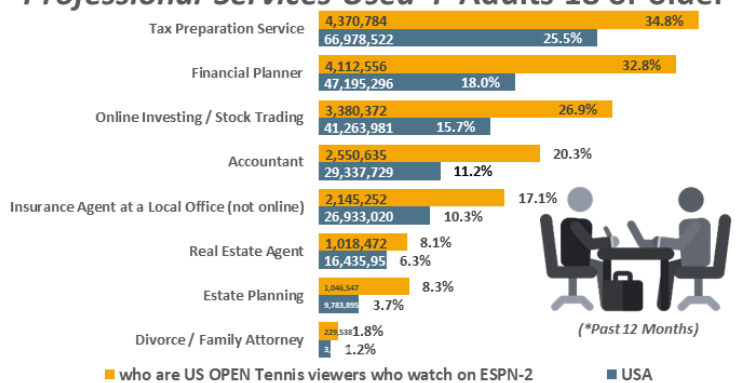
Investments Owned: Adults 18 or older



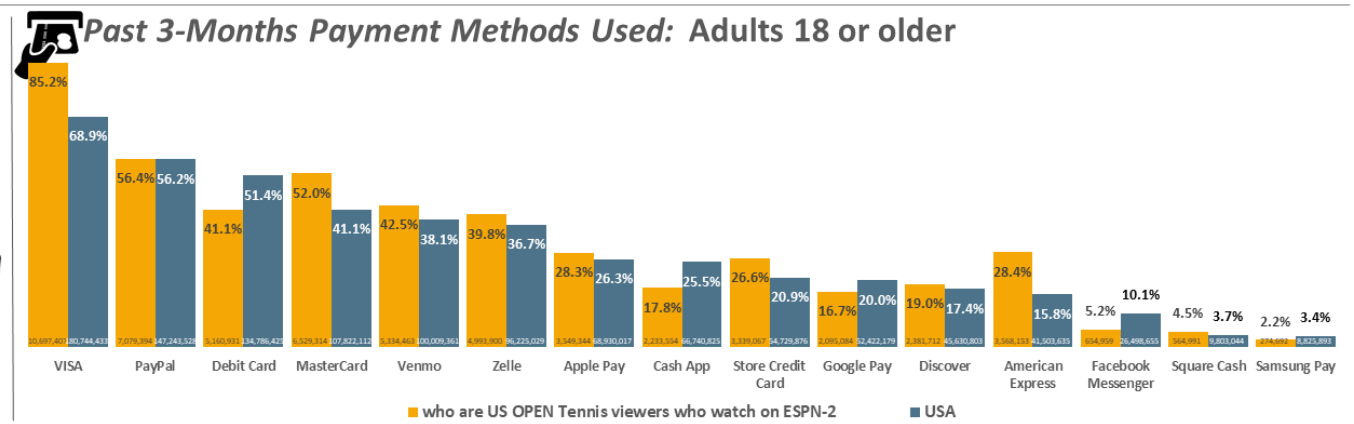
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 4,252

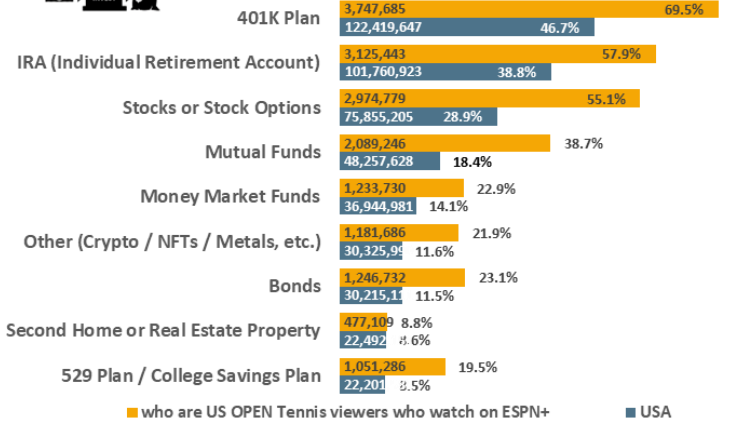
All Graphs and HBIAI Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

USA Jan23-Feb24 USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 23,333

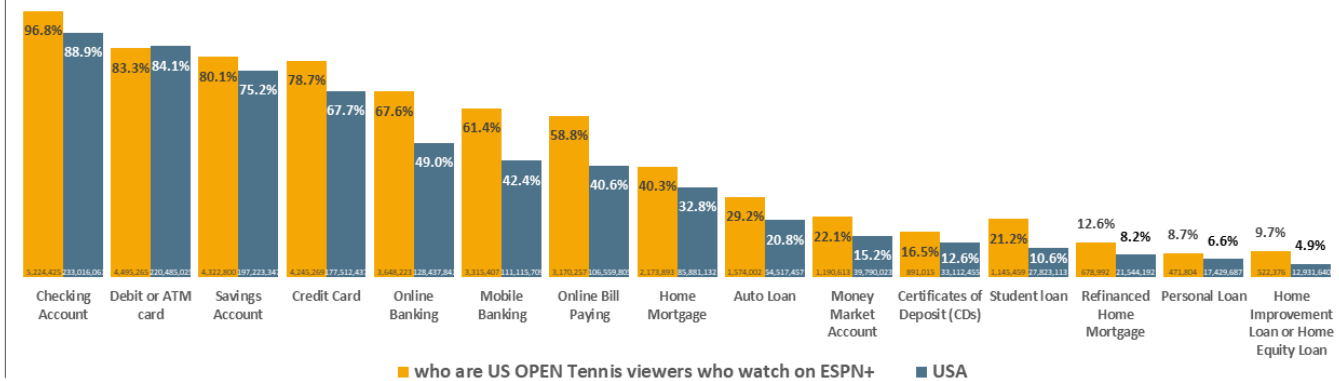
Special TV sports programs watched past 12 months: U.S. Open (tennis) AND… Cable networks/stations watched past 7 days: ESPN2

2.1% or 5,395,369 of USA Adults 18 or older are US OPEN Tennis viewers who watch on ESPN+.
Adults 18 or older who are US OPEN Tennis viewers who watch on ESPN+ are 48.8% more likely to have a 401K, 40.3% more likely to have an Auto Loan, 69.9% more likely to Invest/Trade Stocks Online, 16.1% less likely to pay with their Debit Card.

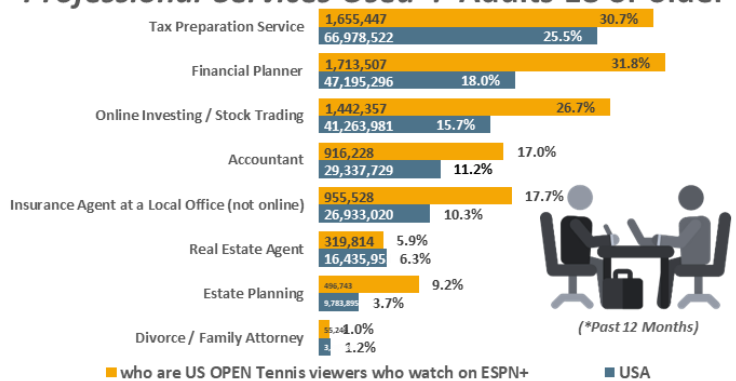
Investments Owned: Adults 18 or older



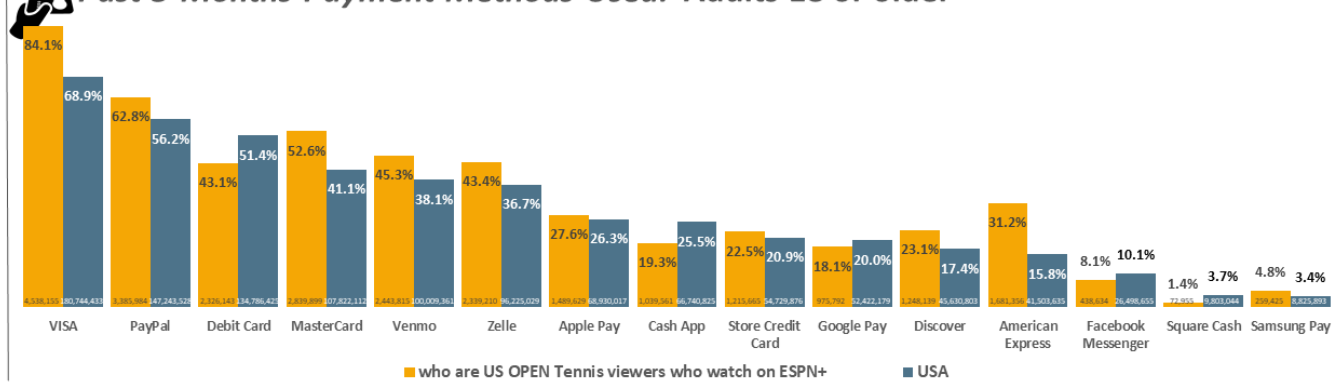
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 4,252

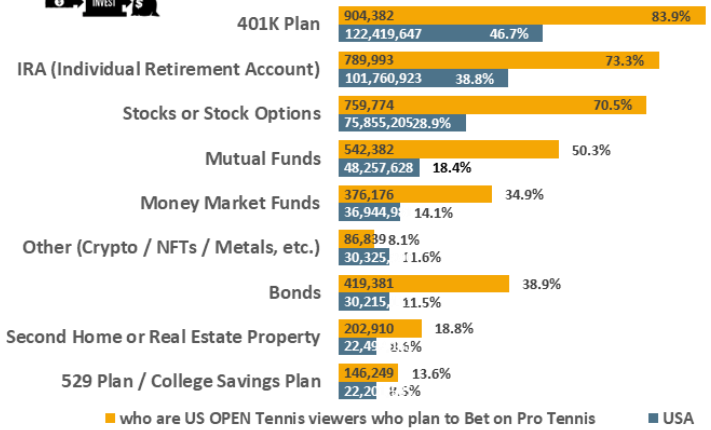
All Graphs and HBIAI Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

USA Jan23-Feb24 USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 23,333

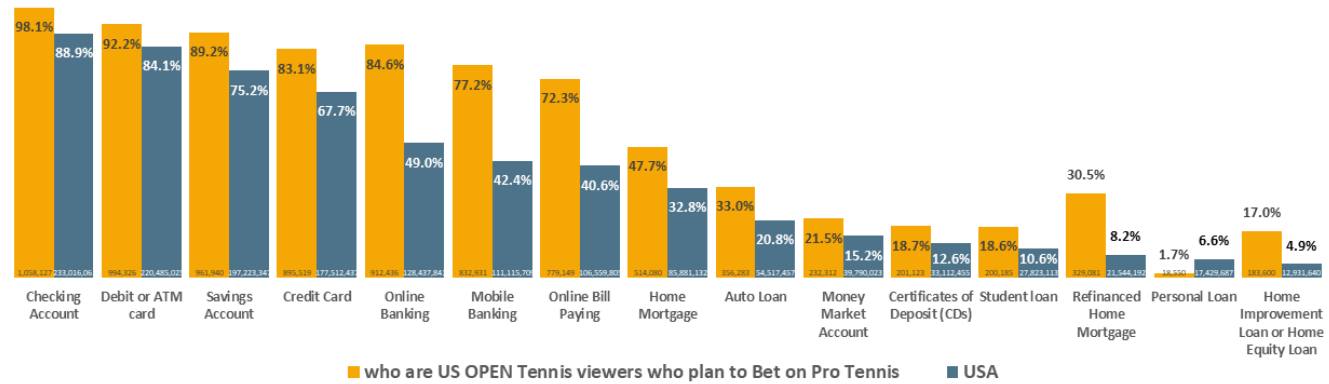
Special TV sports programs watched past 12 months: U.S. Open (tennis) AND… Video streaming services used past 7 days: ESPN+

.4% or 1,078,278 of USA Adults 18 or older are US OPEN Tennis viewers who plan to Bet on Pro Tennis. Adults 18 or older who are US OPEN Tennis viewers who plan to Bet on Pro Tennis are 79.6% more likely to have a 401K, 58.9% more likely to have an Auto Loan, 174.9% more likely to Invest/Trade Stocks Online, 1.2% more likely to pay with their Debit Card.

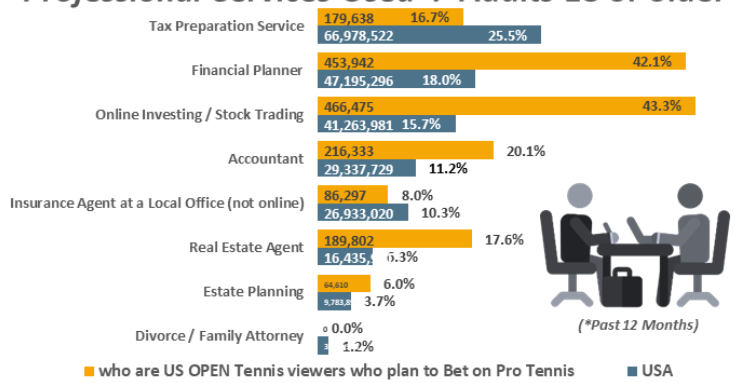
Investments Owned: Adults 18 or older



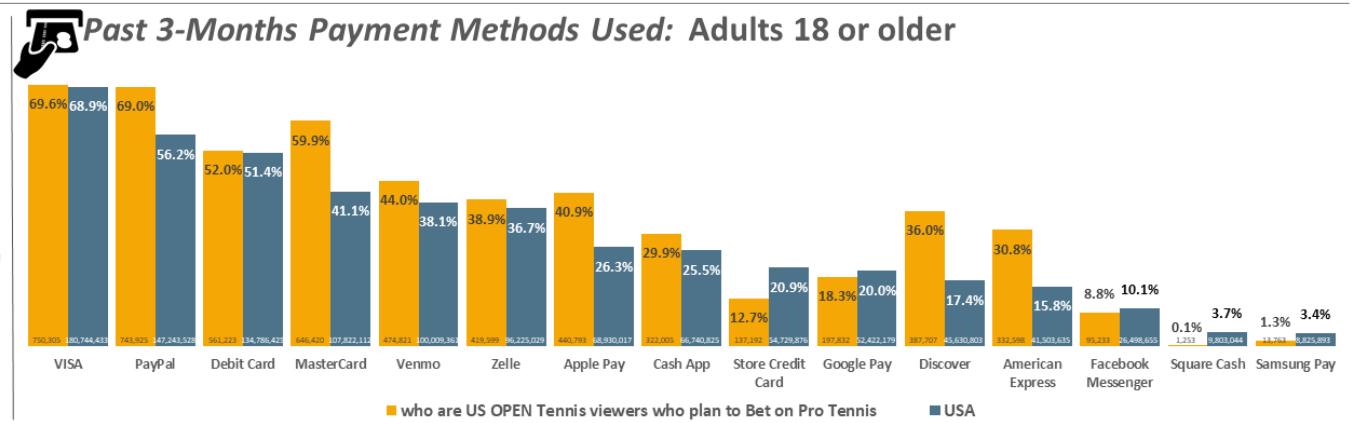
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 4,252

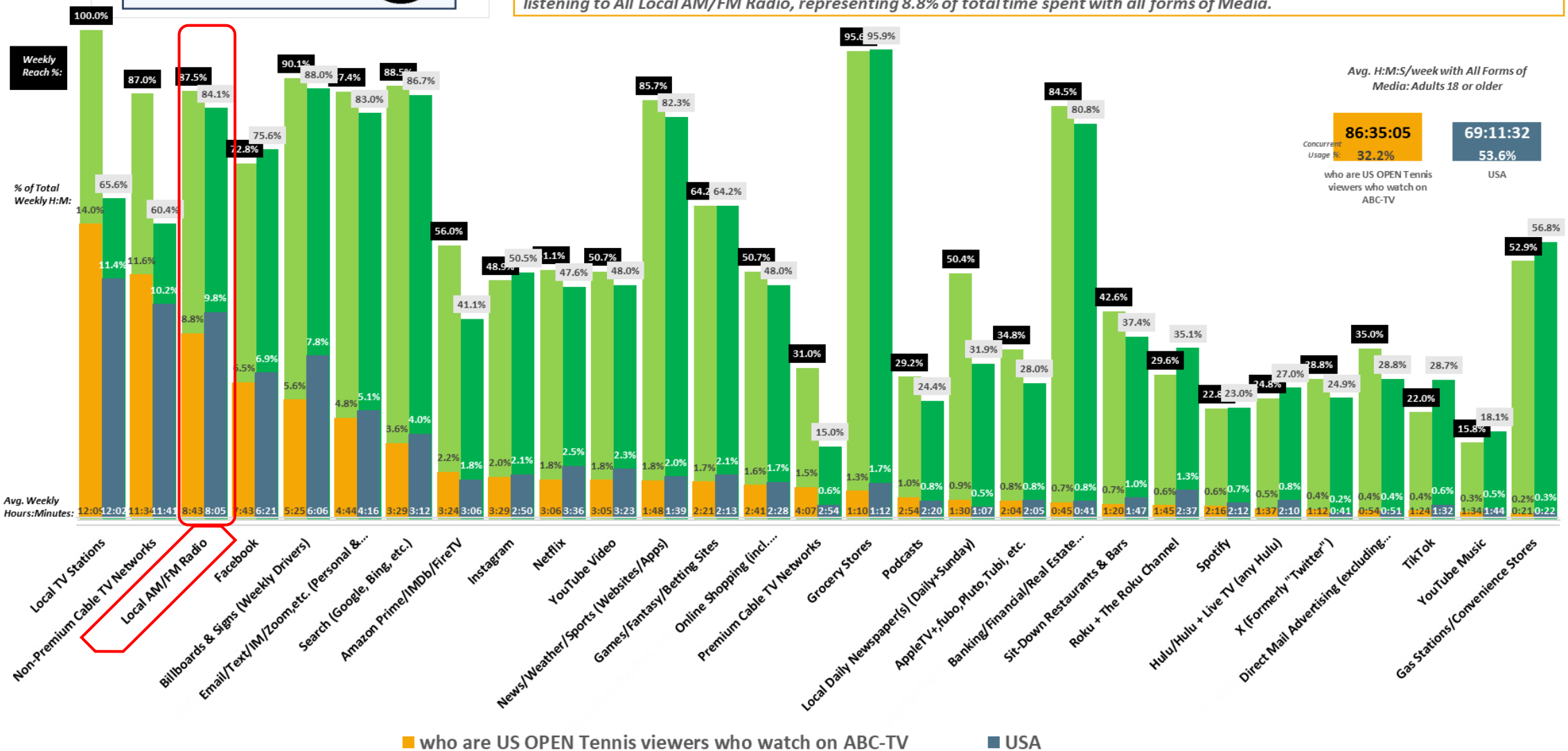
All Graphs and HBIAI Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

USA Jan23-Feb24 USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 23,333

Special TV sports programs watched past 12 months: U.S. Open (tennis) AND... Sports betting - sports plan to bet on next 12 months: Professional tennis

Adults 18 or older who are US OPEN Tennis viewers who watch on ABC-TV spend an average of 3 days, 14 hours, 35 minutes and 5 seconds each week with All Forms of Media.

87.5% of Adults 18 or older who are US OPEN Tennis viewers who watch on ABC-TV spend an avg. of 8 hours and 43 minutes each week listening to All Local AM/FM Radio, representing 8.8% of total time spent with all forms of Media.

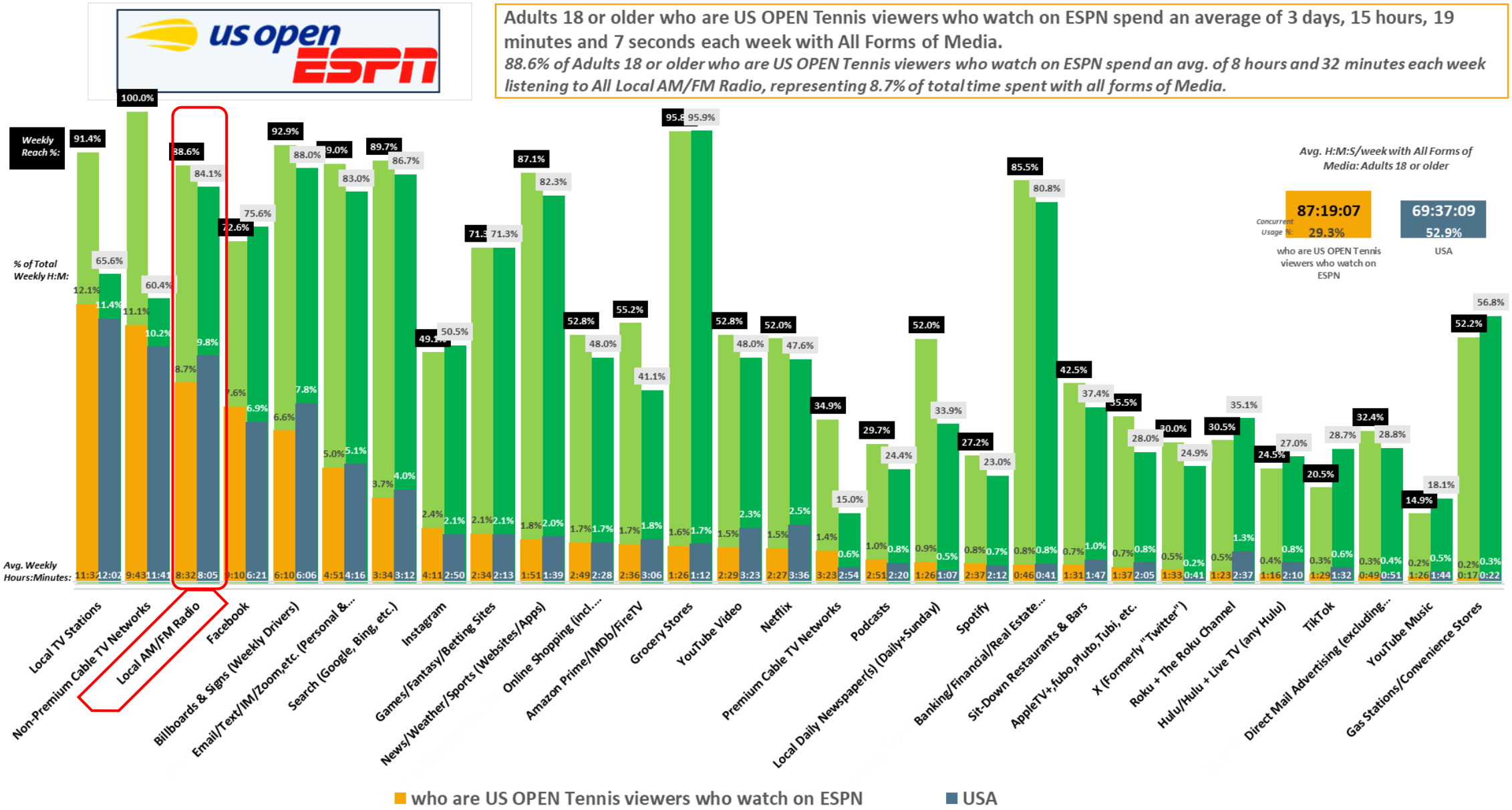


USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 4,252USA Jan23-Feb24 USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 23,333

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 sports programs watched past 12 months: U.S. Open (tennis) AND... Broadcast TV networks/stations watched past 7 days: Any listed ABC station(s)

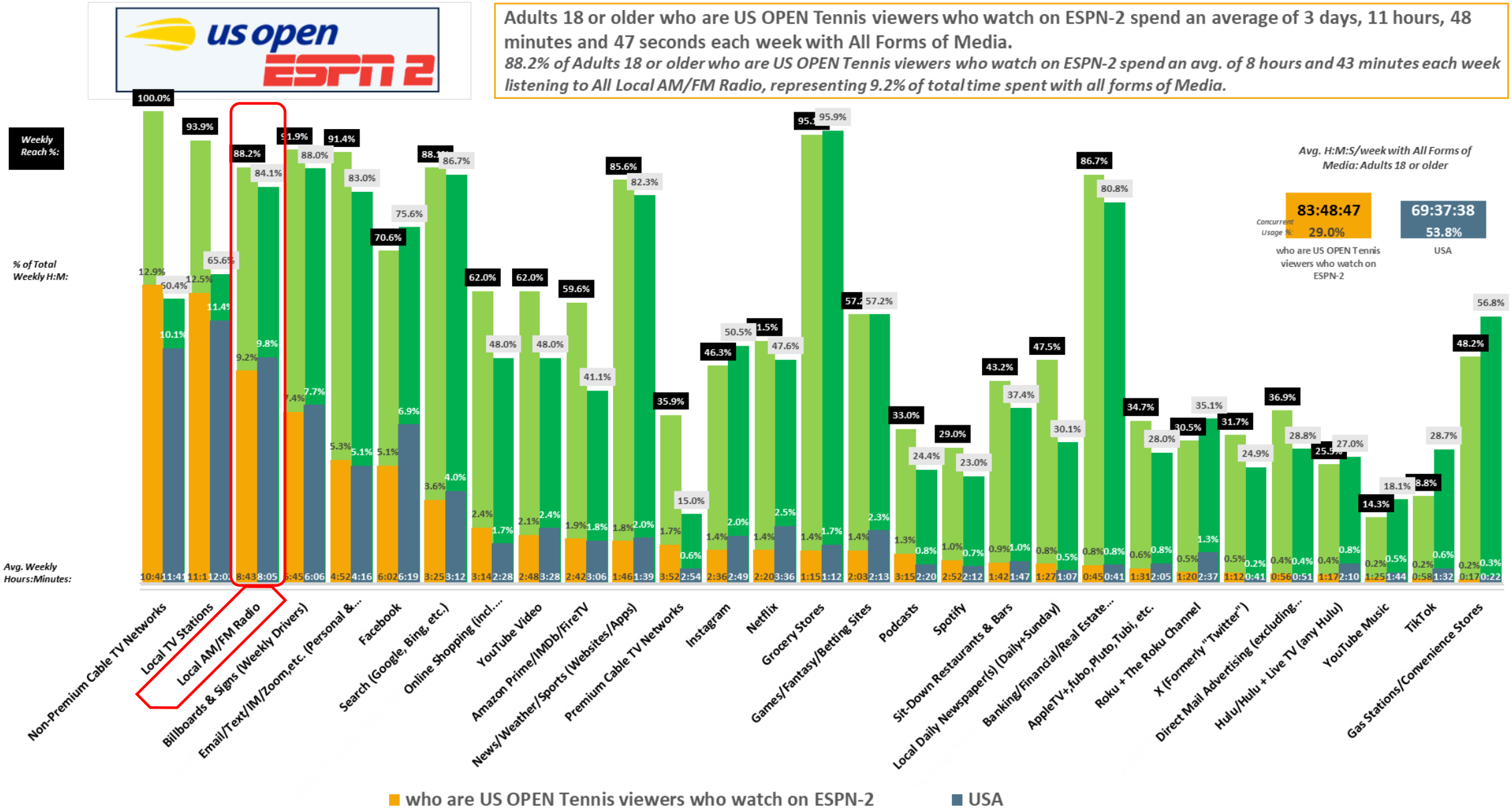


USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 4,252USA Jan23-Feb24 USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 23,333

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 sports programs watched past 12 months: U.S. Open (tennis) AND... Cable networks/stations watched past 7 days: ESPN

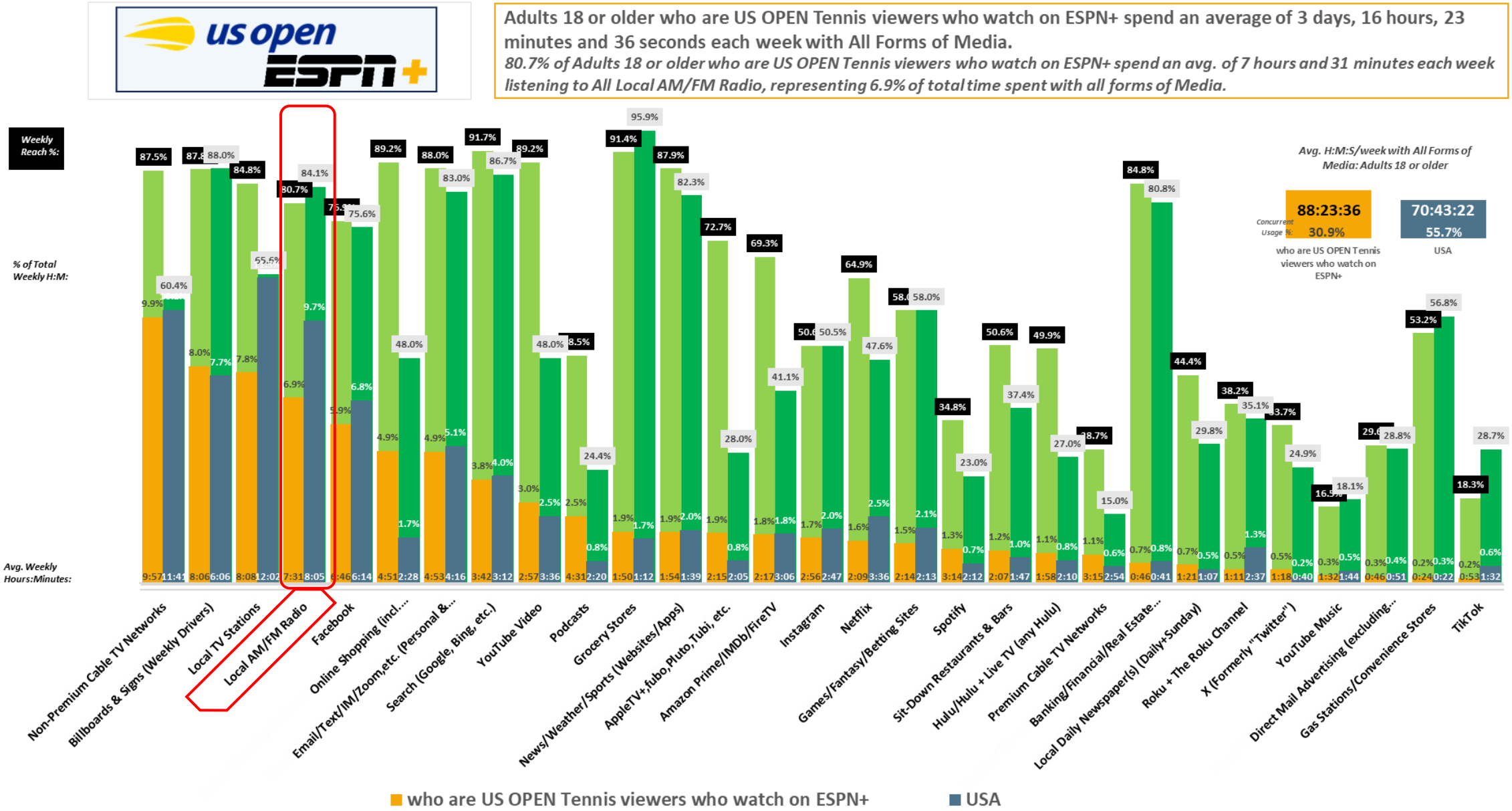


USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 4,252USA Jan23-Feb24 USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 23,333

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 sports programs watched past 12 months: U.S. Open (tennis) AND... Cable networks/stations watched past 7 days: ESPN2



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 4,252USA Jan23-Feb24 USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 23,333

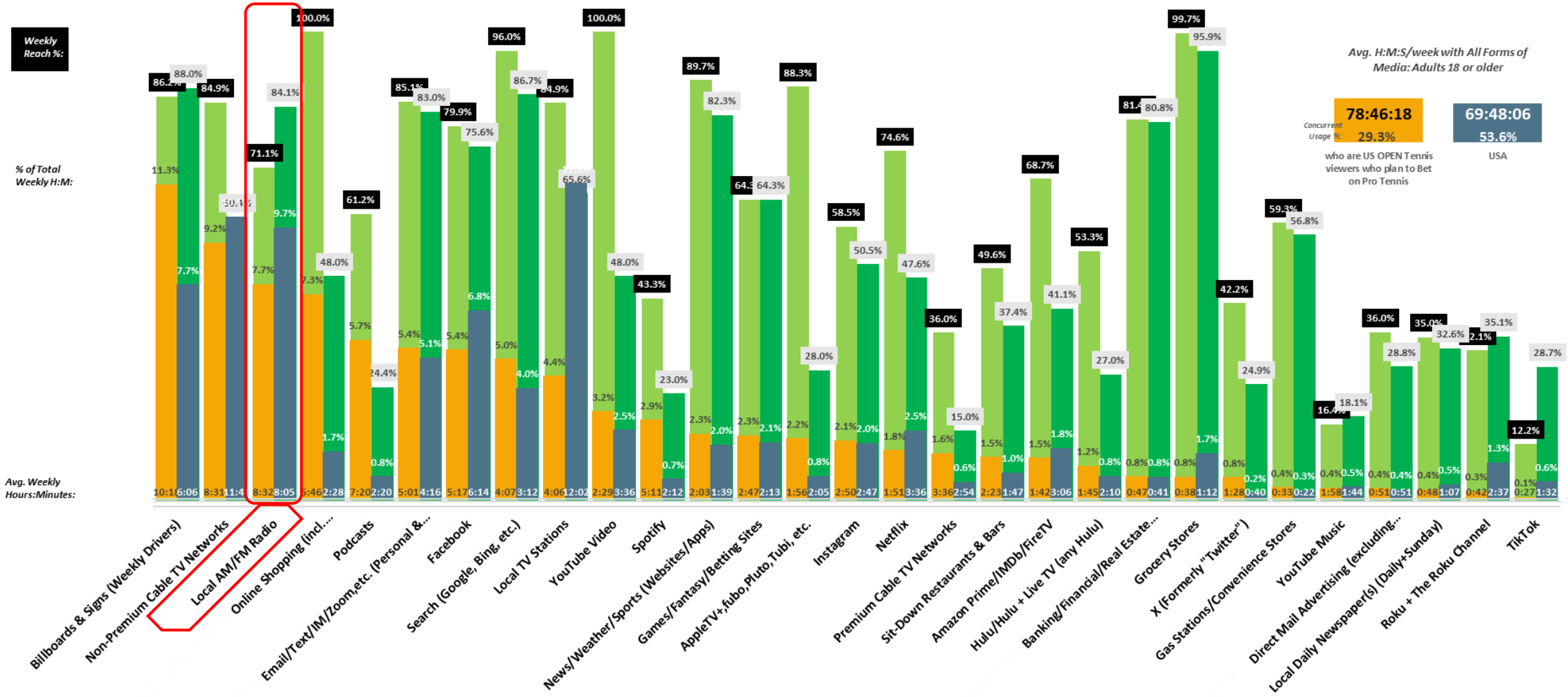
All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

Hubbard BROADCASTING Share of Everything for Anything ©

Special TV sports programs watched past 12 months: U.S. Open (tennis) AND... Video streaming services used past 7 days: ESPN+

Adults 18 or older who are US OPEN Tennis viewers who plan to Bet on Pro Tennis spend an average of 3 days, 6 hours, 46 minutes and 18 seconds each week with All Forms of Media.

71.1% of Adults 18 or older who are US OPEN Tennis viewers who plan to Bet on Pro Tennis spend an avg. of 8 hours and 32 minutes each week listening to All Local AM/FM Radio, representing 7.7% of total time spent with all forms of Media.



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 4,252USA Jan23-Feb24 USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 23,333

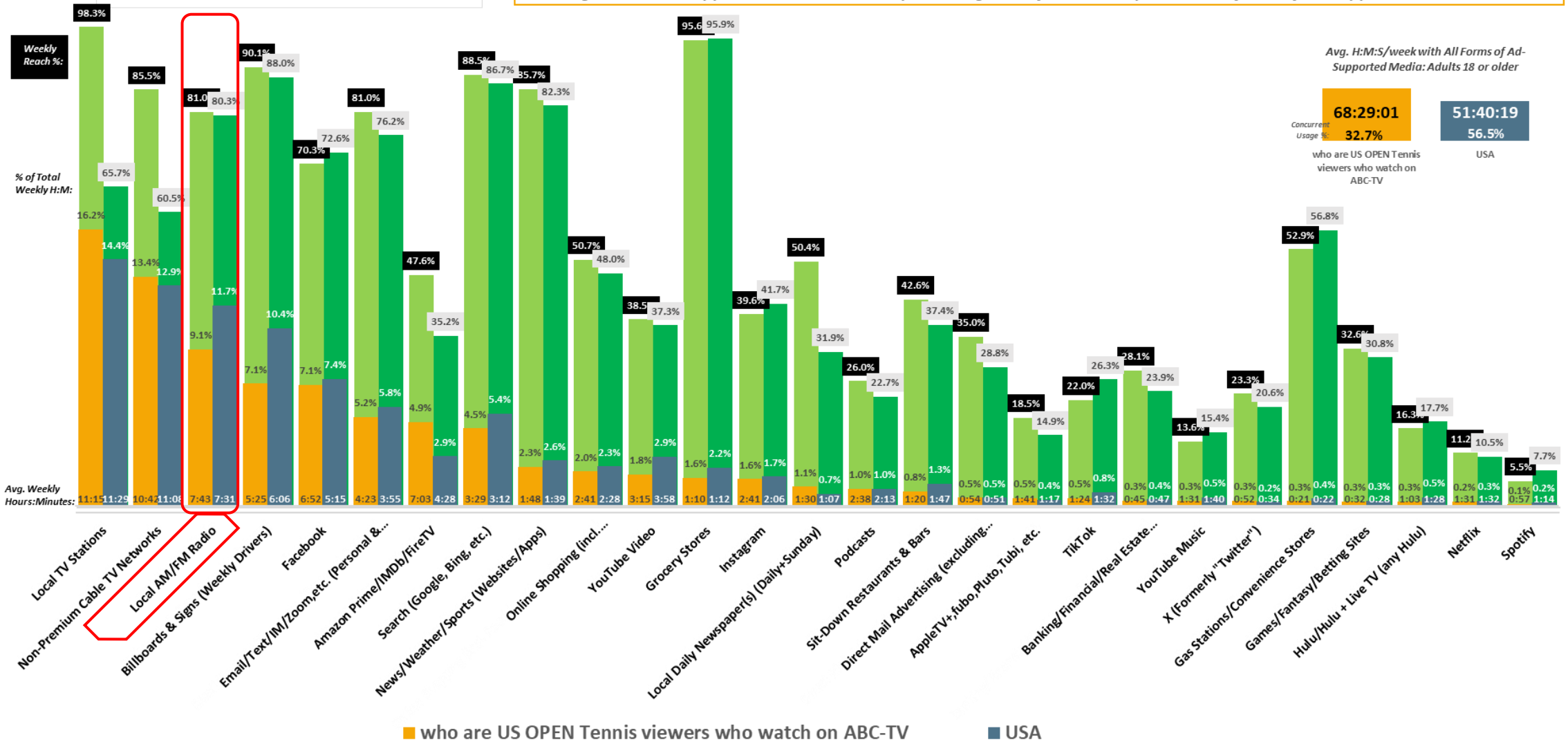
All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

Hubbard BROADCASTING Share of Everything for Anything ©

Special TV sports programs watched past 12 months: U.S. Open (tennis) AND... Sports betting - sports plan to bet on next 12 months: Professional tennis

Adults 18 or older who are US OPEN Tennis viewers who watch on ABC-TV spend an average of 2 days, 20 hours, 29 minutes and 1 seconds each week with All Forms of Ad-Supported Media.

81.% of Adults 18 or older who are US OPEN Tennis viewers who watch on ABC-TV spend an avg. of 7 hours and 43 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 9.1% of total time spent with all forms of Ad-Supported Media.

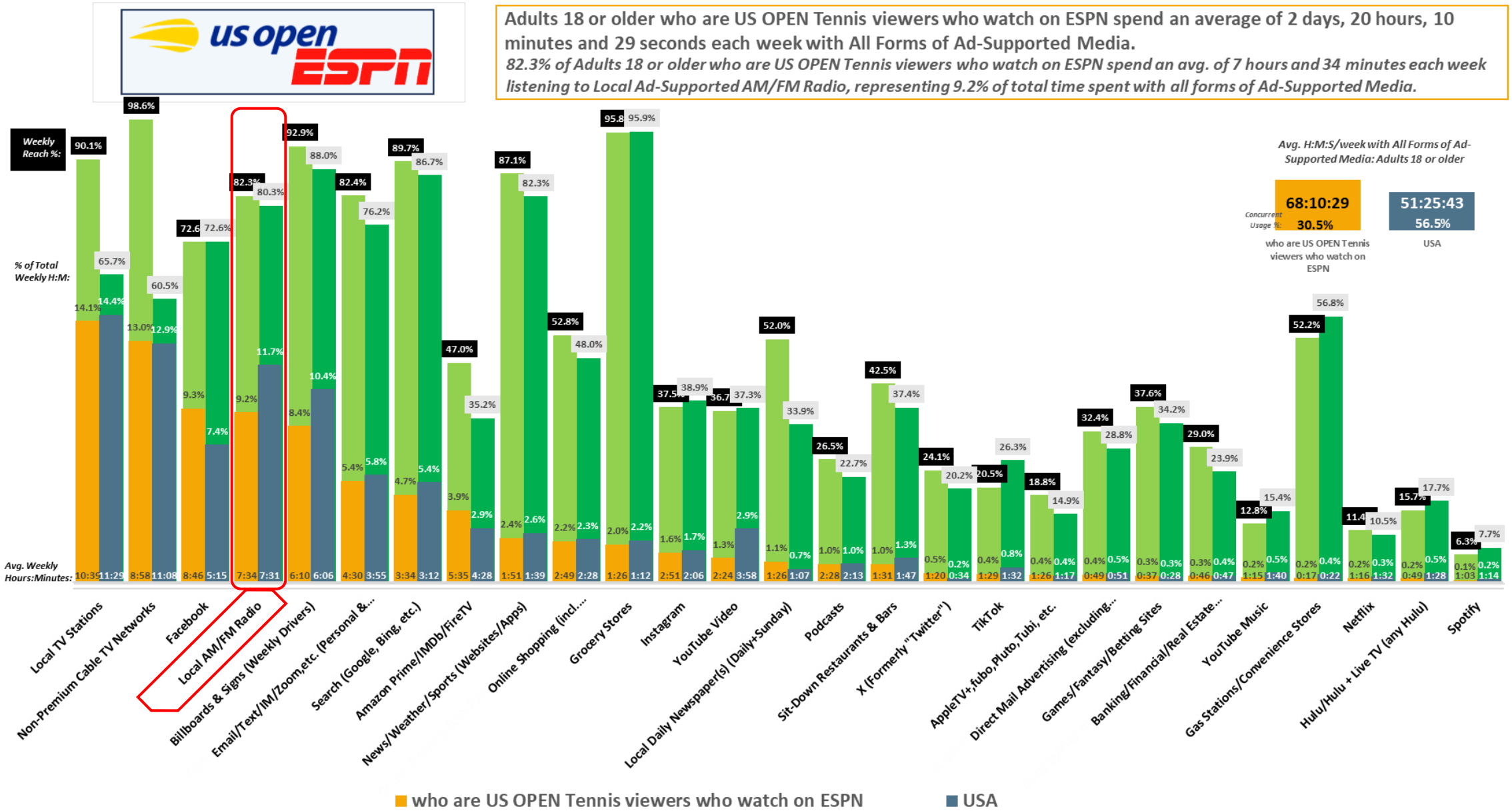


USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 4,252 USA Jan23-Feb24 USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 23,333

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 sports programs watched past 12 months: U.S. Open (tennis) AND... Broadcast TV networks/stations watched past 7 days: Any listed ABC station(s)



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 4,252 USA Jan23-Feb24 USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 23,333

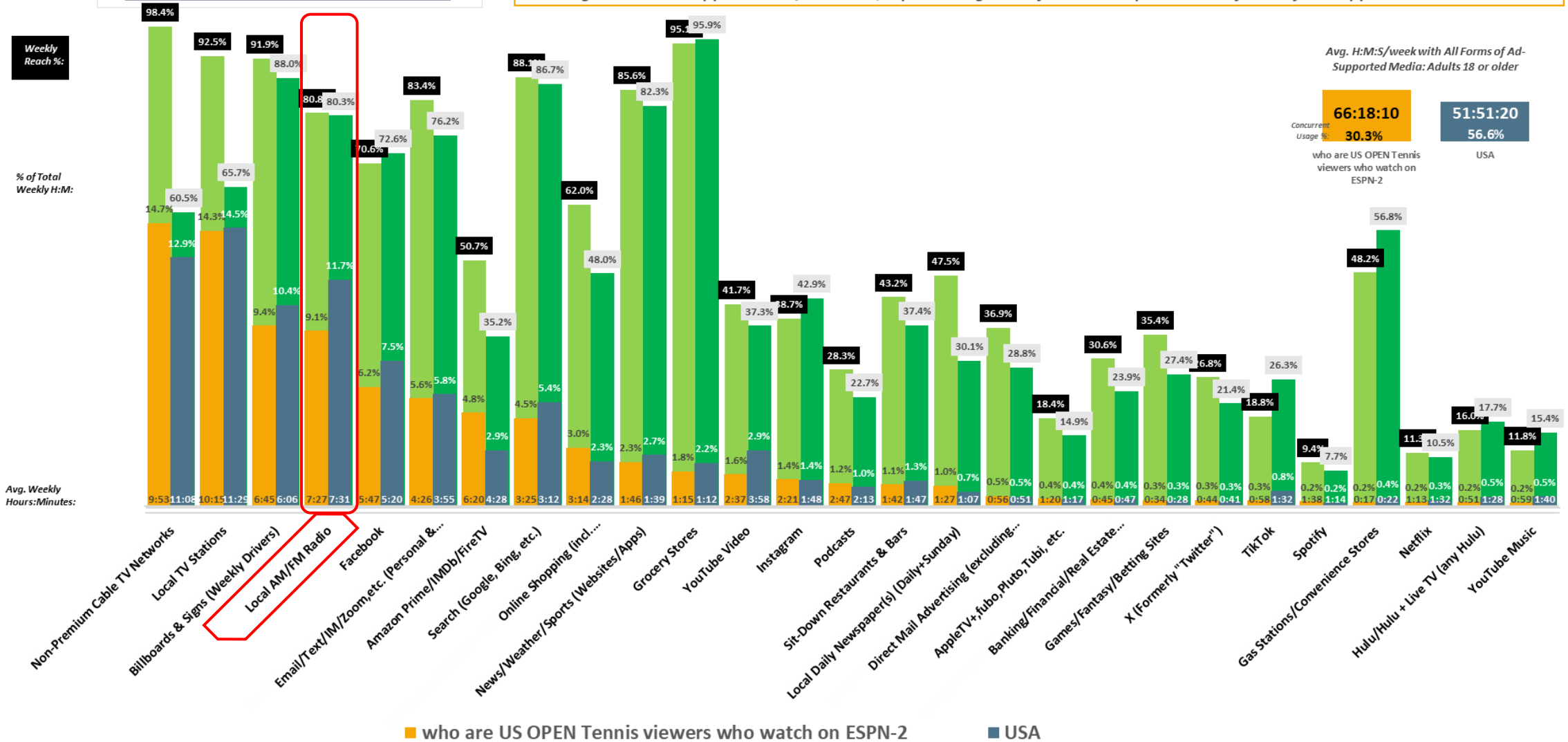
All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

Hubbard BROADCASTING Share of Everything for Anything ©

Special TV sports programs watched past 12 months: U.S. Open (tennis) AND... Cable networks/stations watched past 7 days: ESPN

Adults 18 or older who are US OPEN Tennis viewers who watch on ESPN-2 spend an average of 2 days, 18 hours, 18 minutes and 10 seconds each week with All Forms of Ad-Supported Media.

80.8% of Adults 18 or older who are US OPEN Tennis viewers who watch on ESPN-2 spend an avg. of 7 hours and 27 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 9.1% of total time spent with all forms of Ad-Supported Media.



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 4,252 USA Jan23-Feb24 USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 23,333

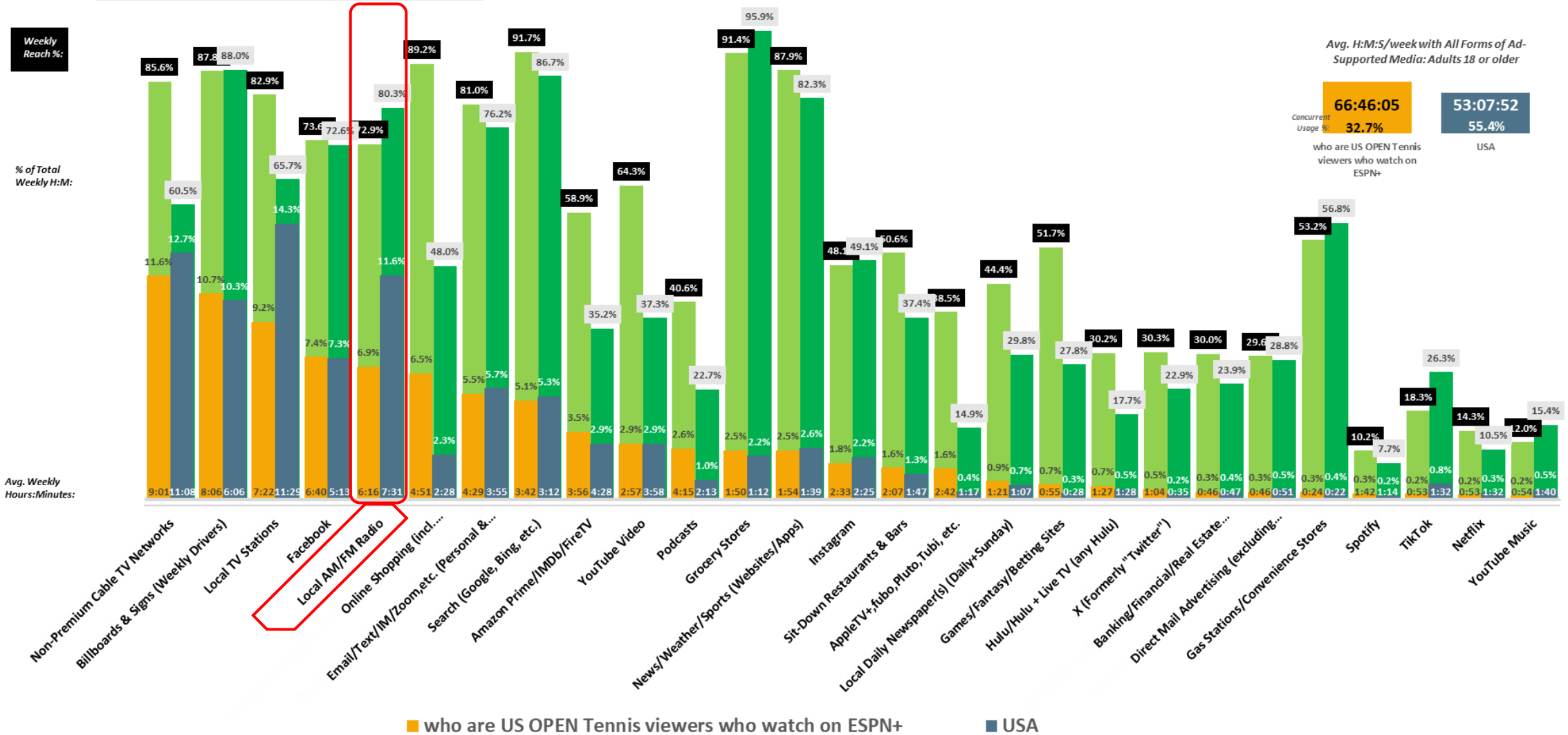
All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

Hubbard BROADCASTING Share of Everything for Anything ©

Special TV sports programs watched past 12 months: U.S. Open (tennis) AND... Cable networks/stations watched past 7 days: ESPN2

Adults 18 or older who are US OPEN Tennis viewers who watch on ESPN+ spend an average of 2 days, 18 hours, 46 minutes and 5 seconds each week with All Forms of Ad-Supported Media.

72.9% of Adults 18 or older who are US OPEN Tennis viewers who watch on ESPN+ spend an avg. of 6 hours and 16 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 6.9% of total time spent with all forms of Ad-Supported Media.



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 4,252 USA Jan23-Feb24 USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 23,333

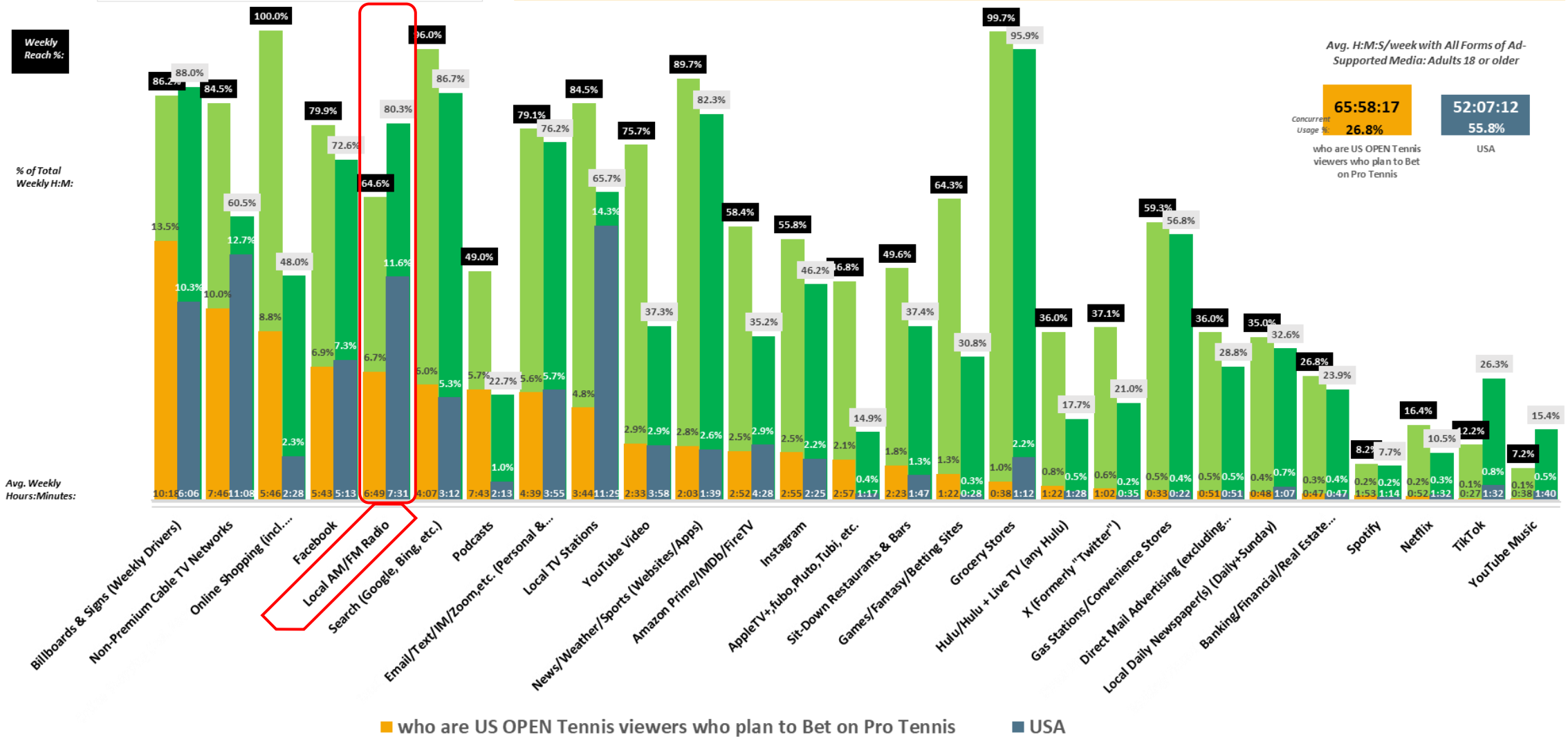
All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

Hubbard BROADCASTING Share of Everything for Anything ©

Special TV sports programs watched past 12 months: U.S. Open (tennis) AND... Video streaming services used past 7 days: ESPN+

Adults 18 or older who are US OPEN Tennis viewers who plan to Bet on Pro Tennis spend an average of 2 days, 17 hours, 58 minutes and 17 seconds each week with All Forms of Ad-Supported Media.

64.6% of Adults 18 or older who are US OPEN Tennis viewers who plan to Bet on Pro Tennis spend an avg. of 6 hours and 49 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 6.7% of total time spent with all forms of Ad-Supported Me



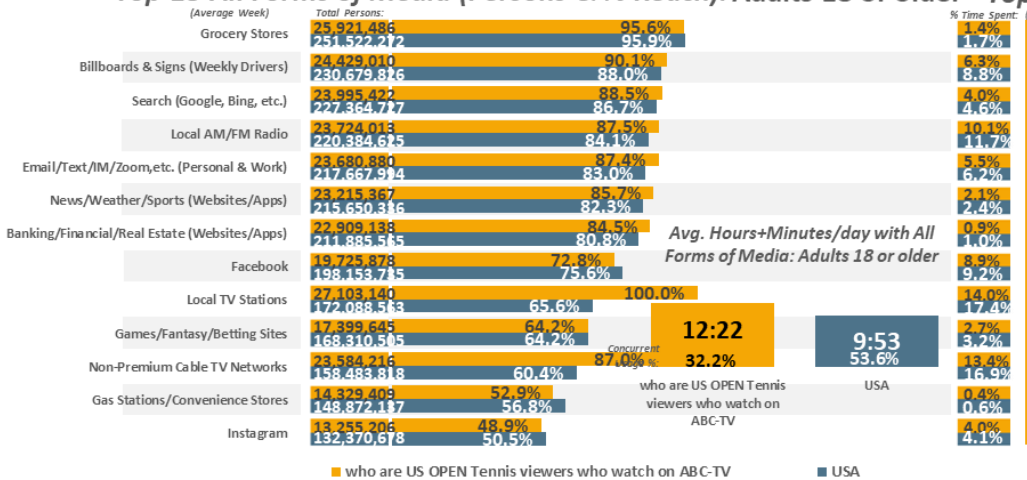
USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 4,252 USA Jan23-Feb24 USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 23,333
All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

Share of Everything for Anything ©

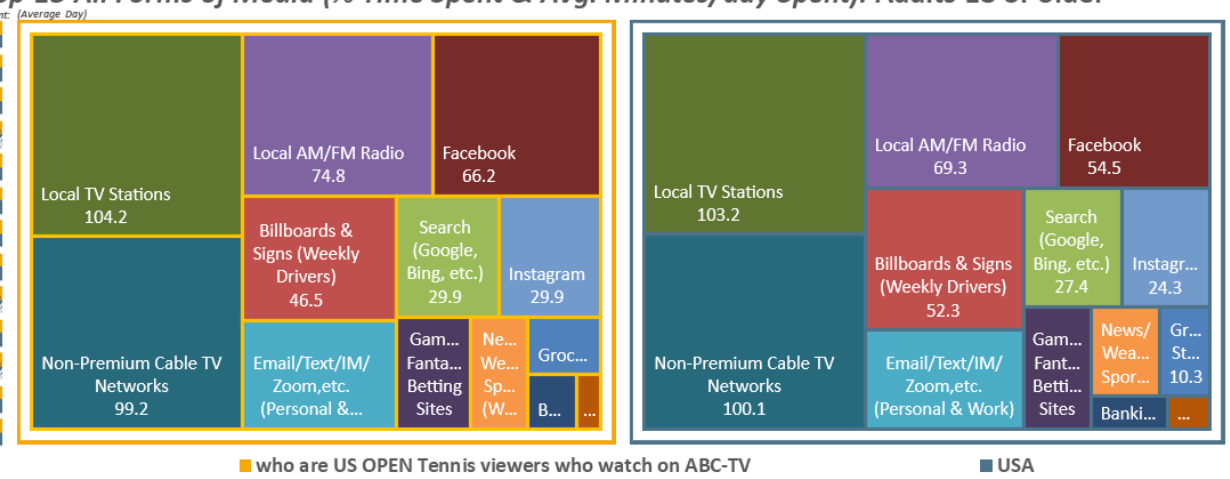
Special TV sports programs watched past 12 months: U.S. Open (tennis) AND... Sports betting - sports plan to bet on next 12 months: Professional tennis

Adults 18 or older who are US OPEN Tennis viewers who watch on ABC-TV spend an average of 9 hours and 47 minutes each day with All Forms of Ad-Supported Media. 81.% listen to Local AM/FM Radio for an avg. of 66.2 minutes/day. *(Local Radio delivers 9.1% of Time with Ad-Supported Media.)*

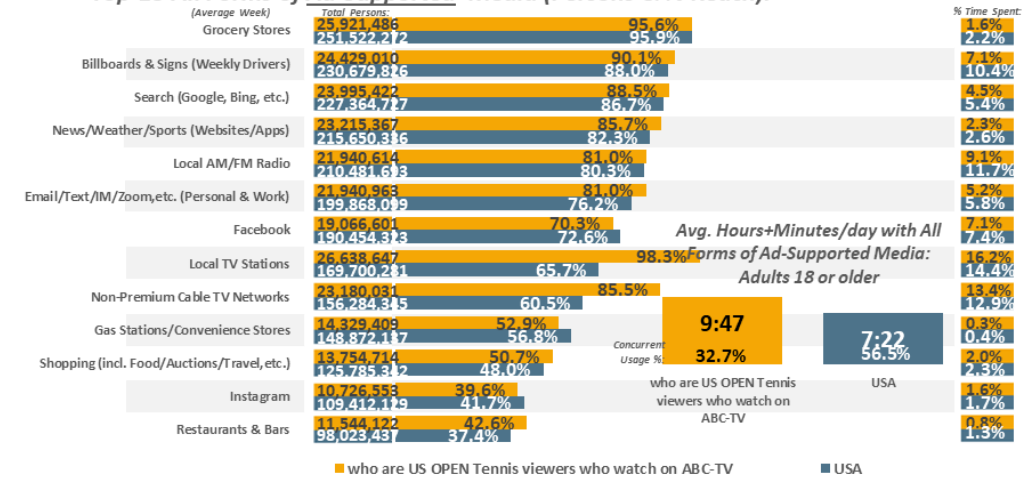
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



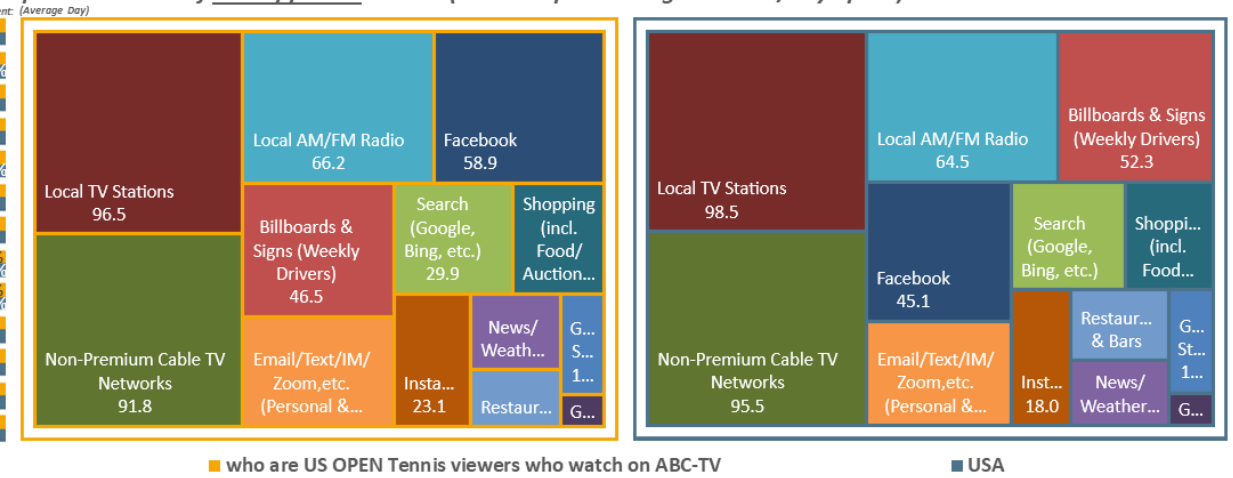
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 4,252

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

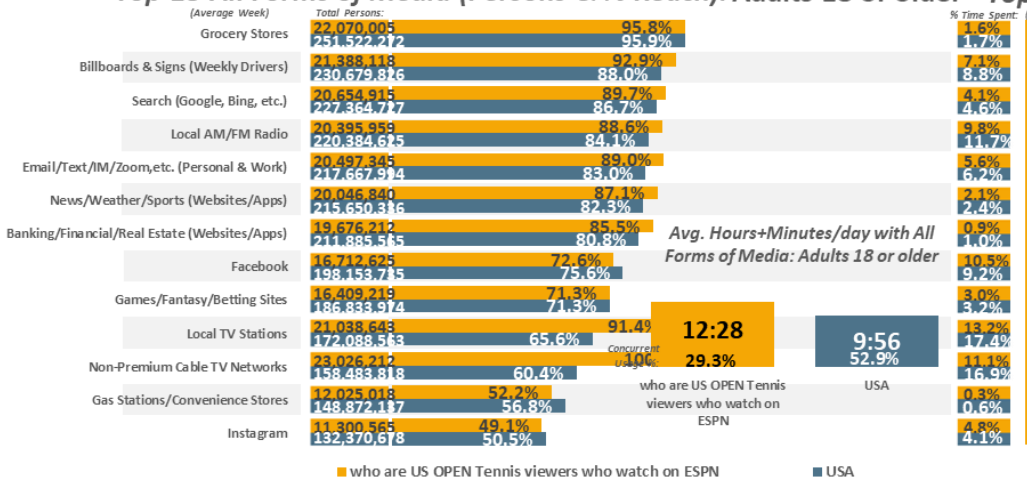
USA Jan23-Feb24 USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 23,333

soefa.ai Share of Everything for Anything ©

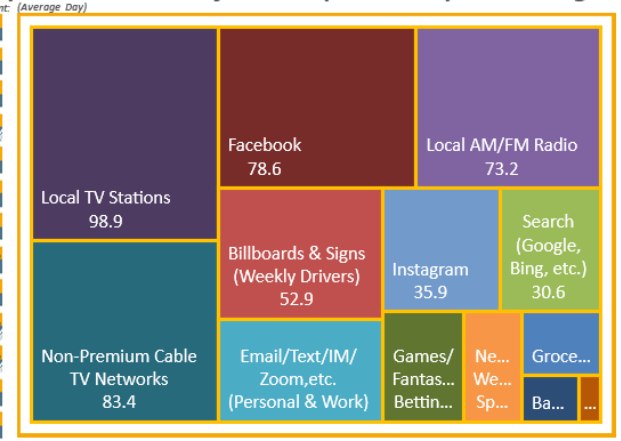
Special TV sports programs watched past 12 months: U.S. Open (tennis) AND... Broadcast TV networks/stations watched past 7 days: Any listed ABC station(s)

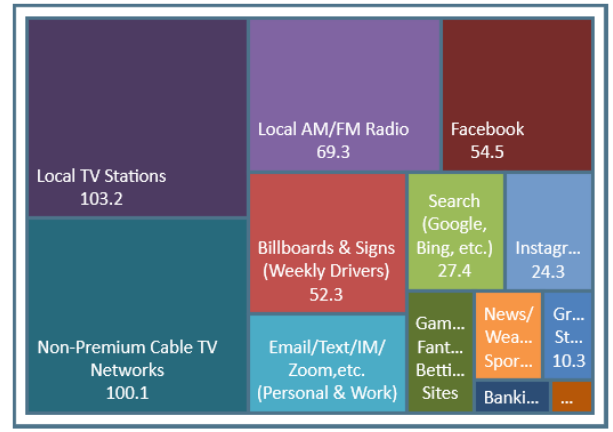
Adults 18 or older who are US OPEN Tennis viewers who watch on ESPN spend an average of 9 hours and 44 minutes each day with All Forms of Ad-Supported Media. 82.3% listen to Local AM/FM Radio for an avg. of 65. minutes/day. *(Local Radio delivers 9.2% of Time with Ad-Supported Media.)*

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

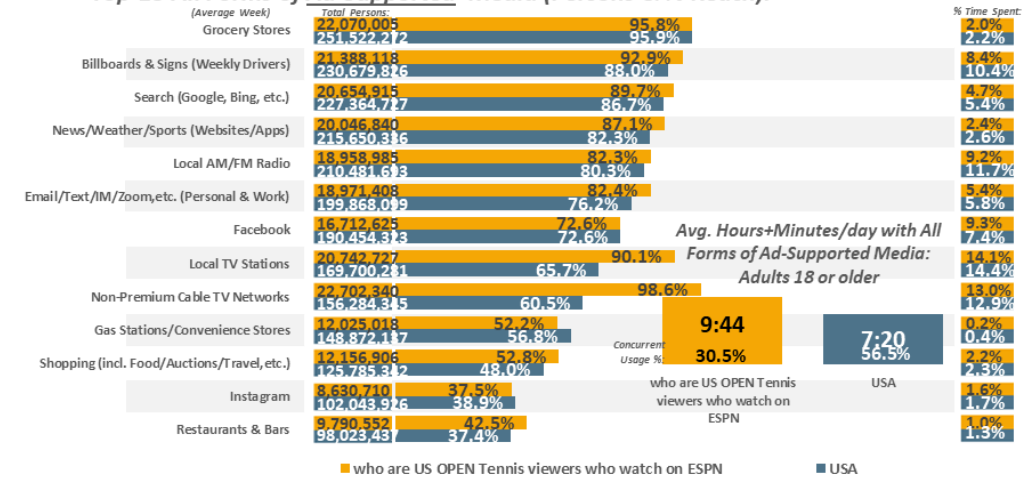


Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

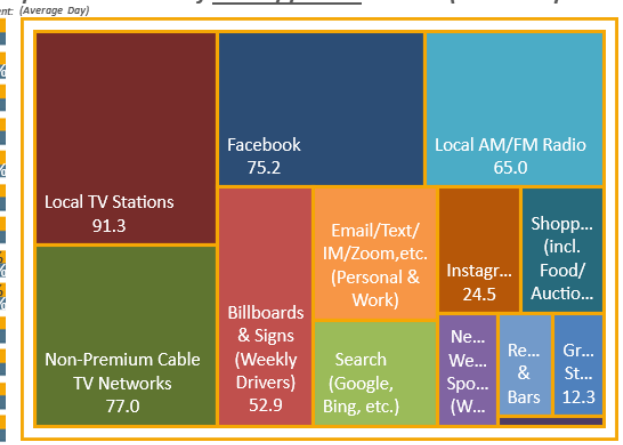


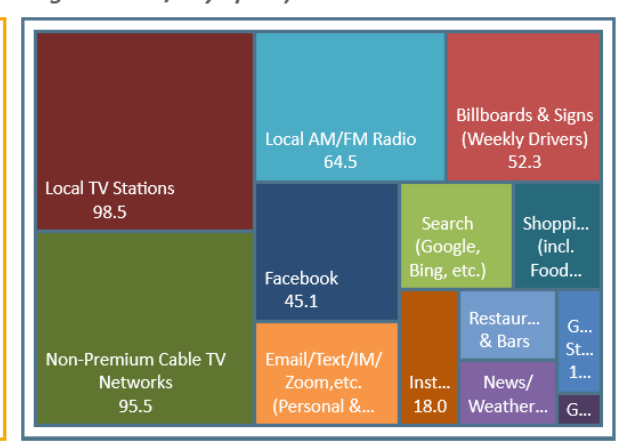


Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 18 or older



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





USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 4,252

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

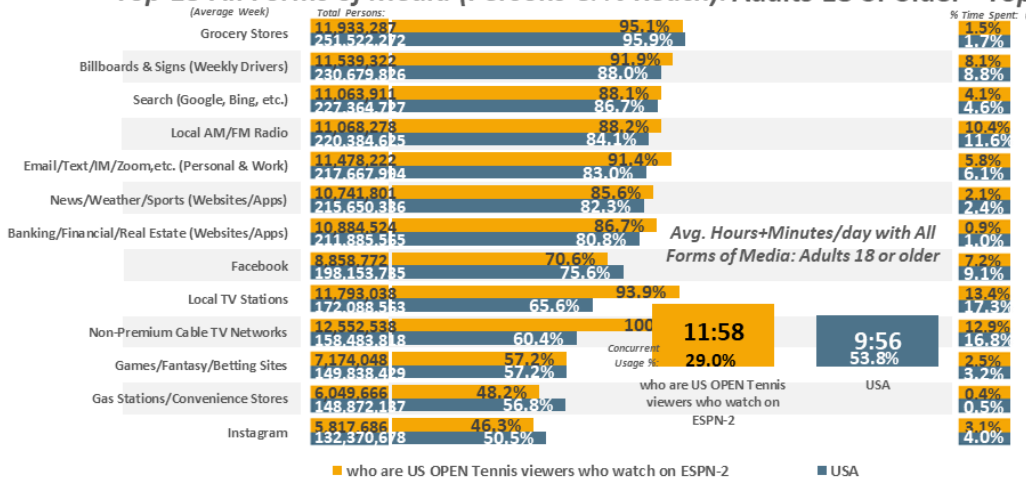
USA Jan23-Feb24 USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 23,333

soefa.ai Share of Everything for Anything ©

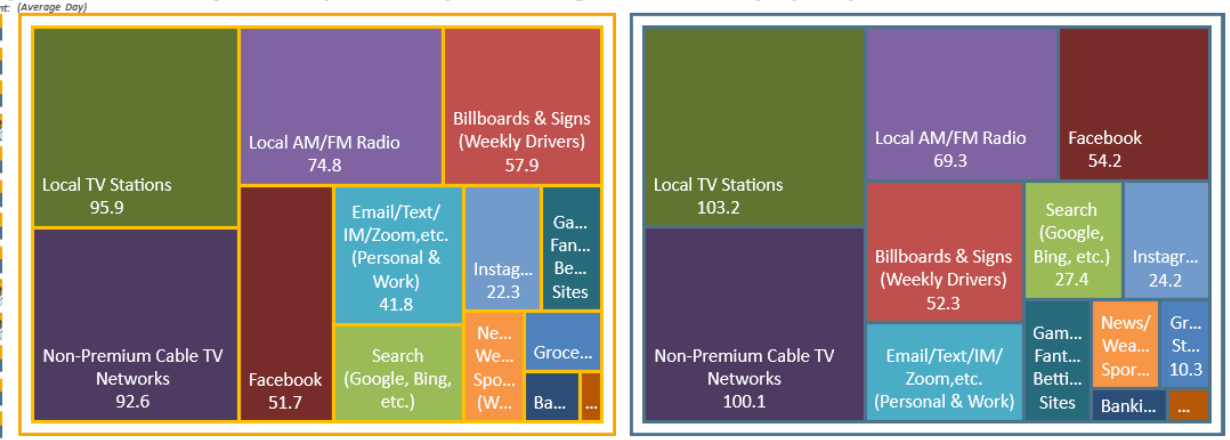
Special TV sports programs watched past 12 months: U.S. Open (tennis) AND... Cable networks/stations watched past 7 days: ESPN

Adults 18 or older who are US OPEN Tennis viewers who watch on ESPN-2 spend an average of 9 hours and 28 minutes each day with All Forms of Ad-Supported Media. 80.8% listen to Local AM/FM Radio for an avg. of 64. minutes/day. *(Local Radio delivers 9.1% of Time with Ad-Supported Media.)*

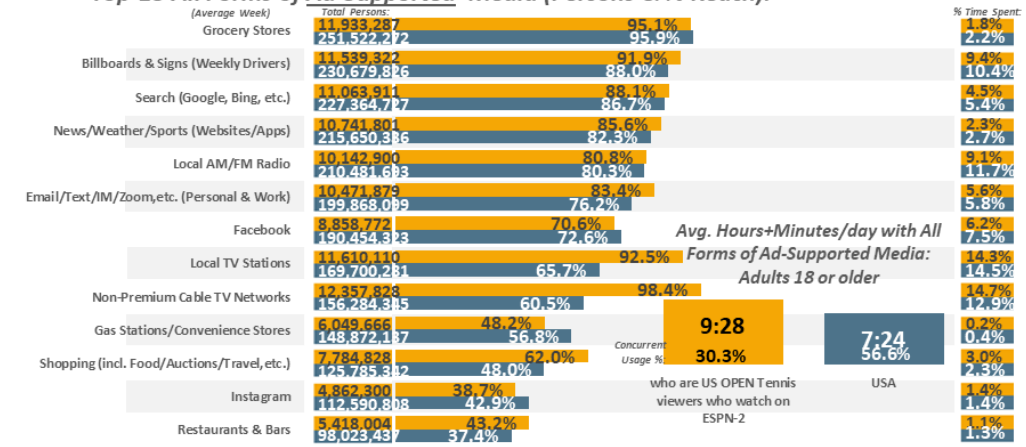
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



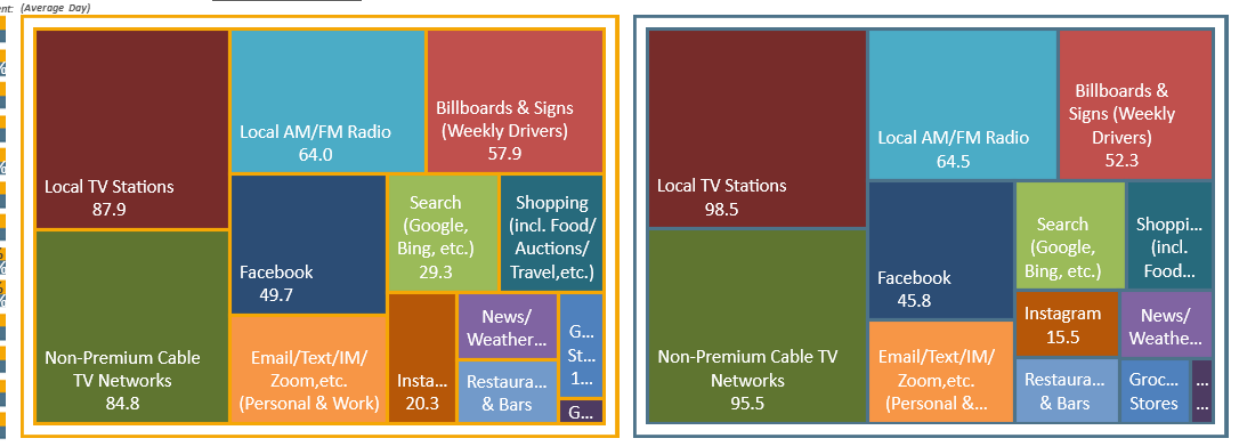
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *4,252*

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

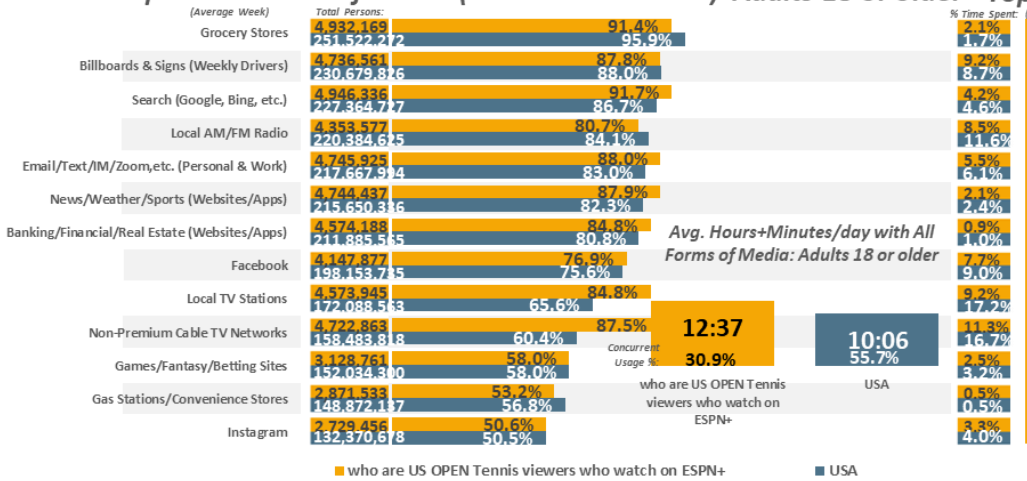
USA Jan23-Feb24 *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *23,333*

soefa.ai Share of Everything for Anything ©

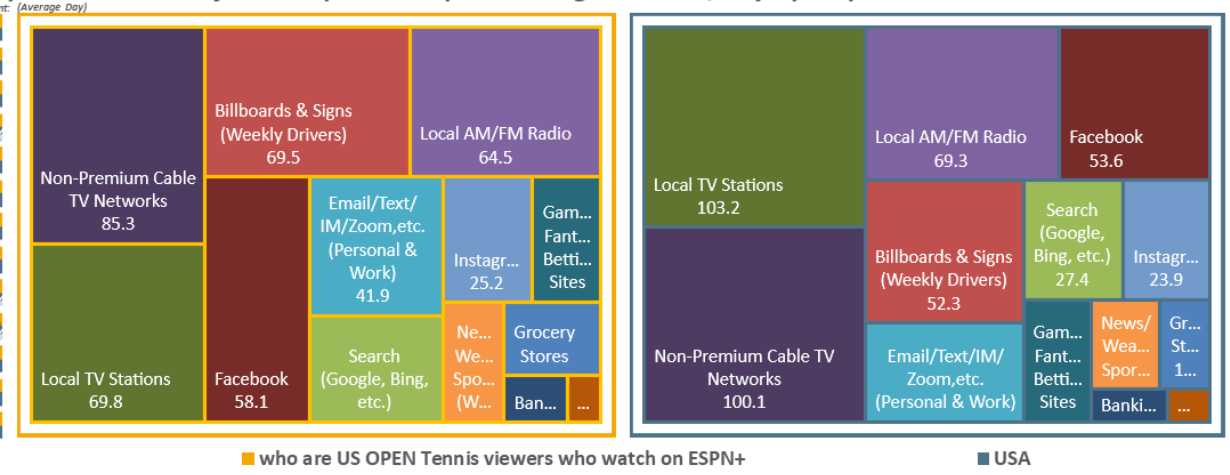
Special TV sports programs watched past 12 months: U.S. Open (tennis) AND... Cable networks/stations watched past 7 days: ESPN2

Adults 18 or older who are US OPEN Tennis viewers who watch on ESPN+ spend an average of 9 hours and 32 minutes each day with All Forms of Ad-Supported Media. 72.9% listen to Local AM/FM Radio for an avg. of 53.8 minutes/day. *(Local Radio delivers 6.9% of Time with Ad-Supported Media.)*

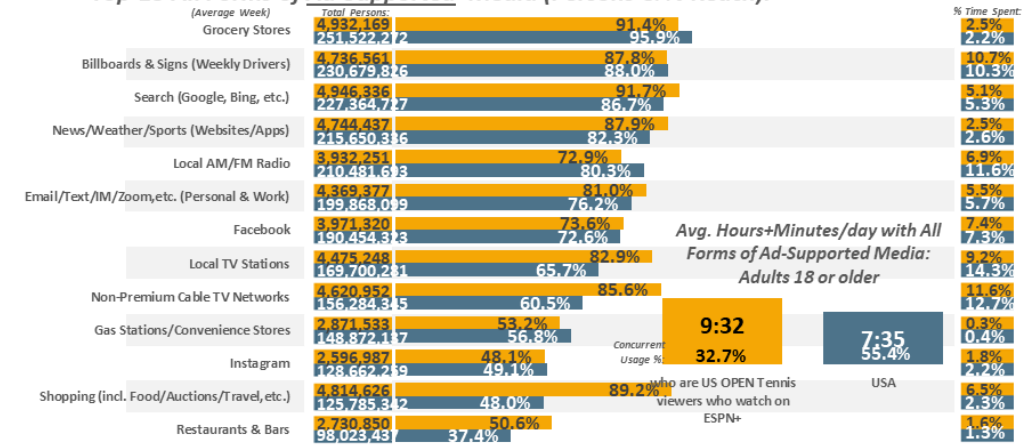
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



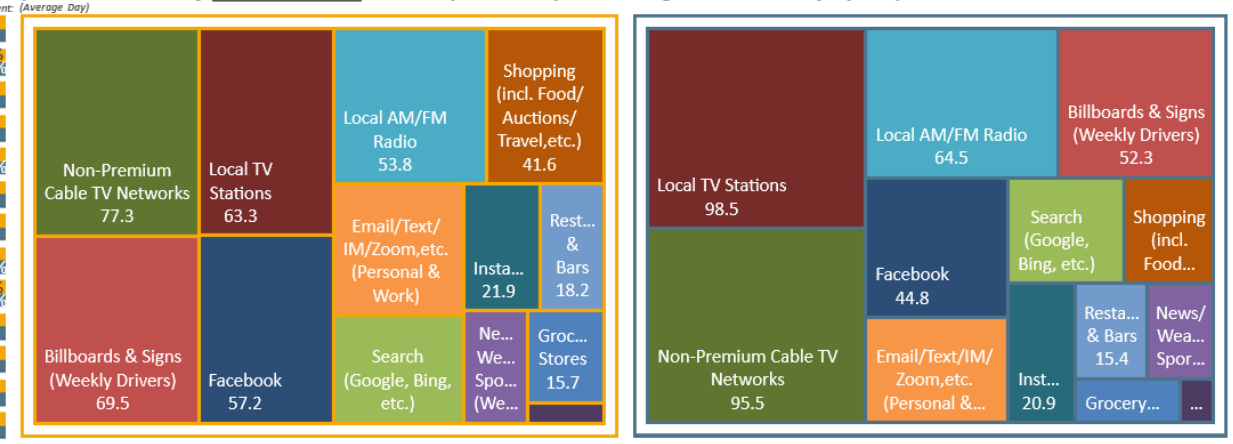
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Top-13 All Forms of 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



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 4,252

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

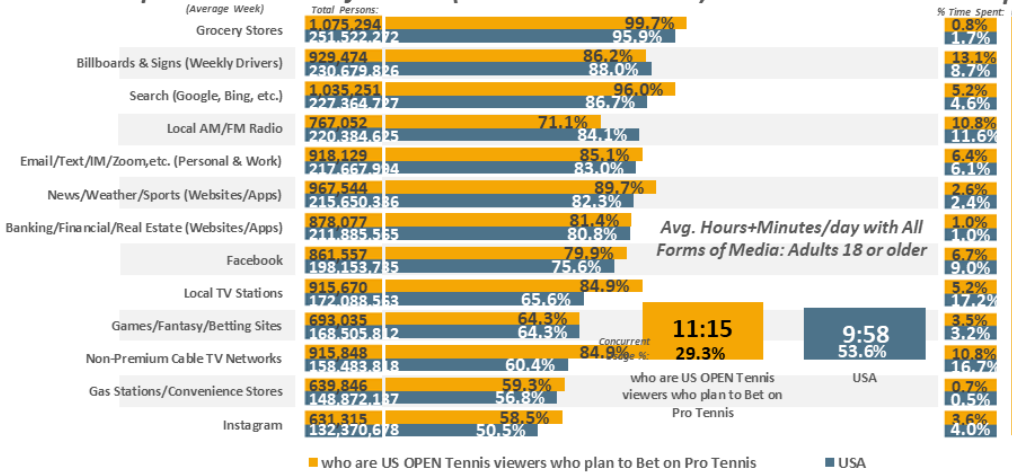
USA Jan23-Feb24 USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 23,333

soefa.ai Share of Everything for Anything ©

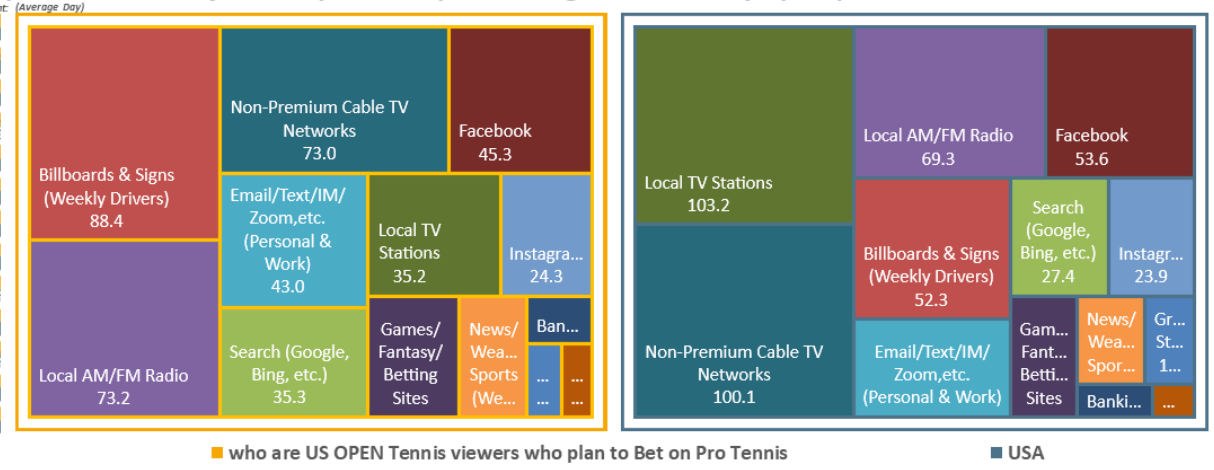
Special TV sports programs watched past 12 months: U.S. Open (tennis) AND... Video streaming services used past 7 days: ESPN+

Adults 18 or older who are US OPEN Tennis viewers who plan to Bet on Pro Tennis spend an average of 9 hours and 25 minutes each day with All Forms of Ad-Supported Media. 64.6% listen to Local AM/FM Radio for an avg. of 58.4 minutes/day. *(Local Radio delivers 6.7% of Time with Ad-Supported Media.)*

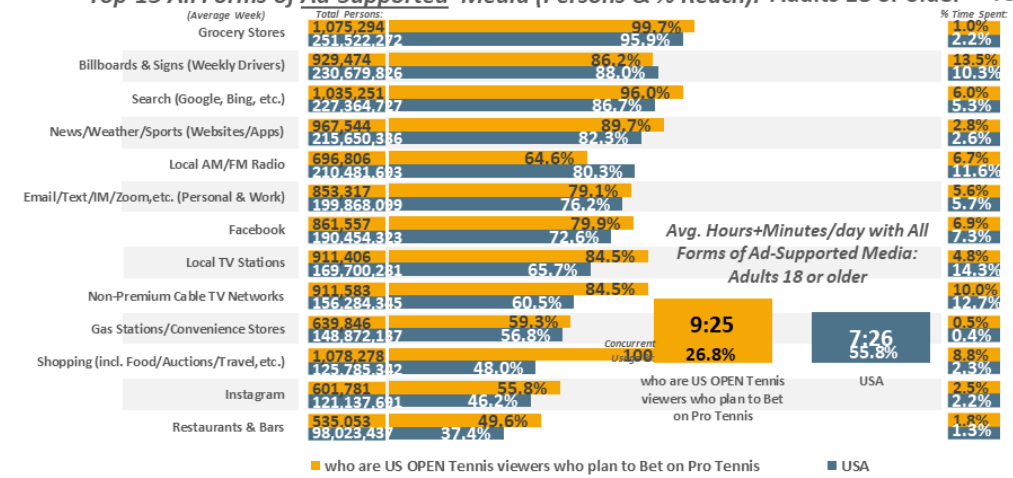
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



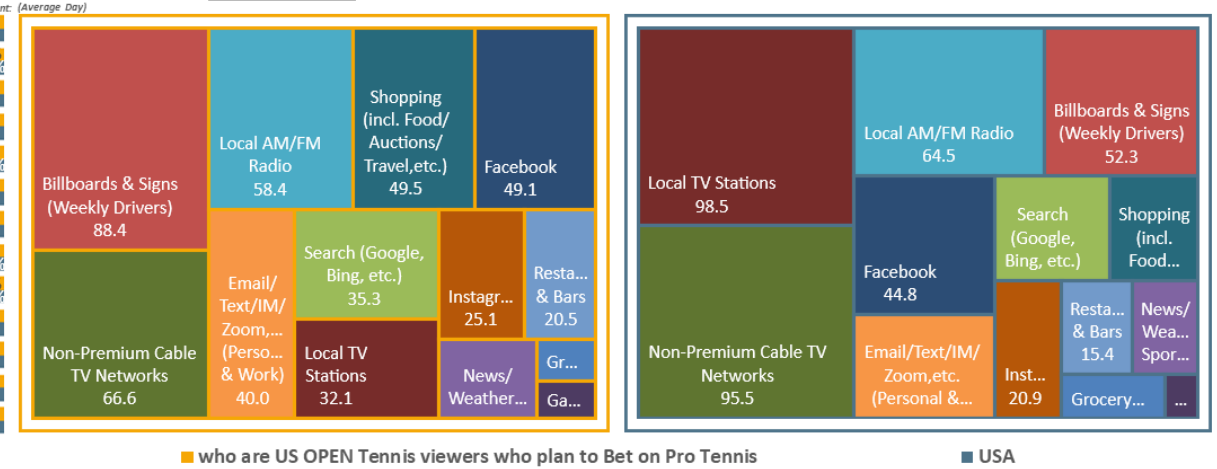
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Top-13 All Forms of 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



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 4,252

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

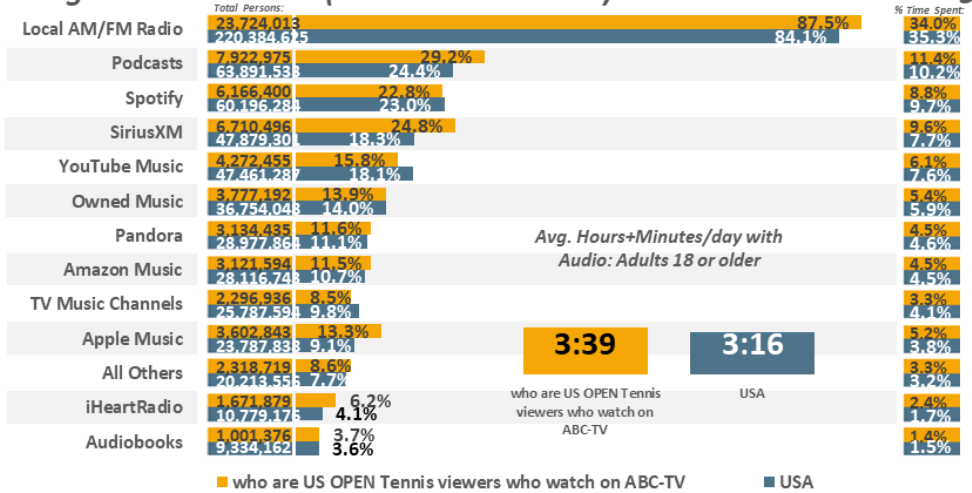
USA Jan23-Feb24 USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 23,333

soefa.ai Share of Everything for Anything ©

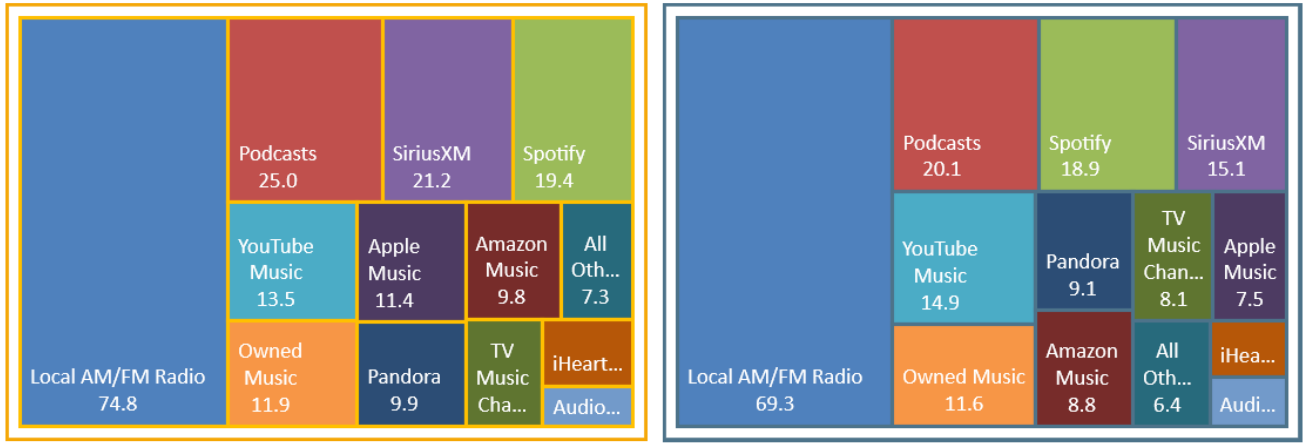
Special TV sports programs watched past 12 months: U.S. Open (tennis) AND... Sports betting - sports plan to bet on next 12 months: Professional tennis

21,940,614 or 81.% of Adults 18 or older who are US OPEN Tennis viewers who watch on ABC-TV listen to Ad-Supported Local AM/FM Radio for an average of 66.2 minutes every day representing 42.3% of all time spent daily with Ad-Supported Audio.

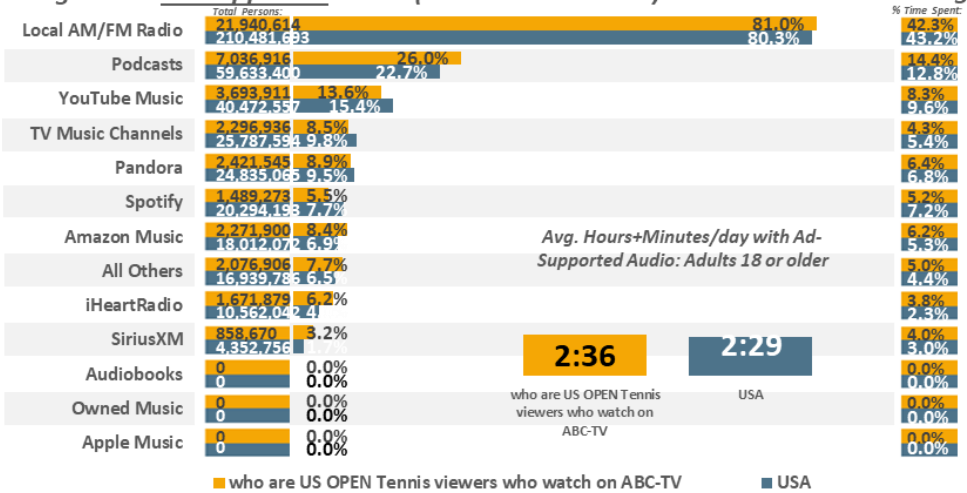
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



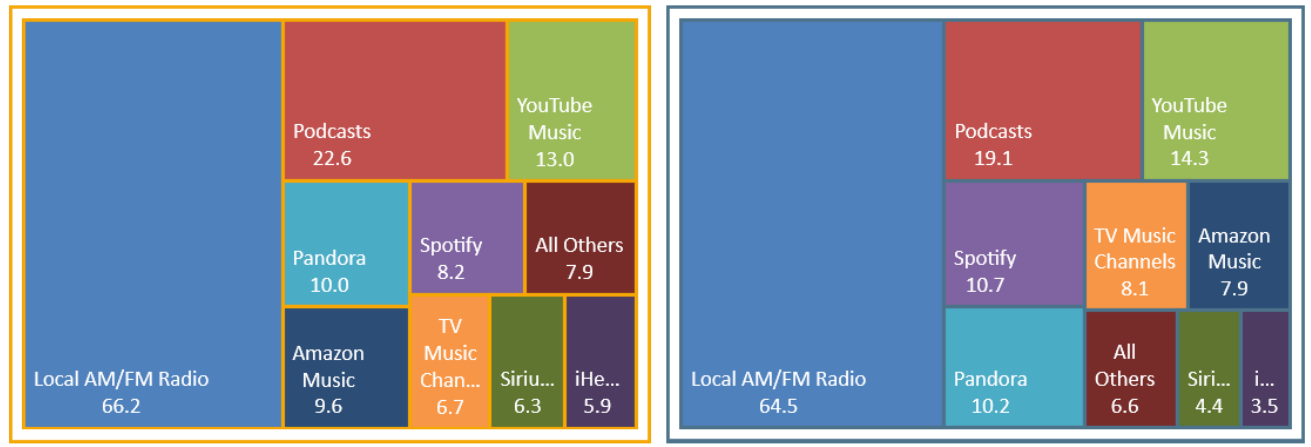
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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: Feb23-Apr24 Qual Intab 4,252

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

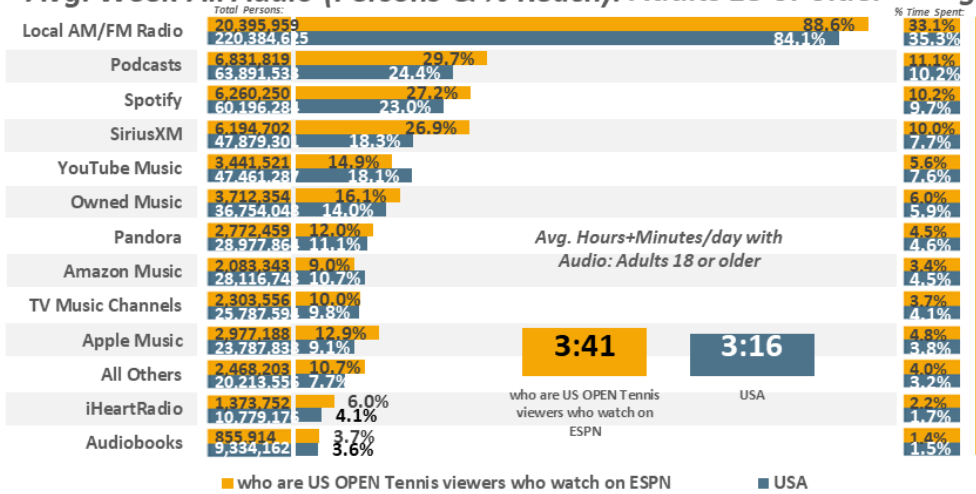
USA Jan23-Feb24 USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 23,333

soefa.ai Share of Everything for Anything ©

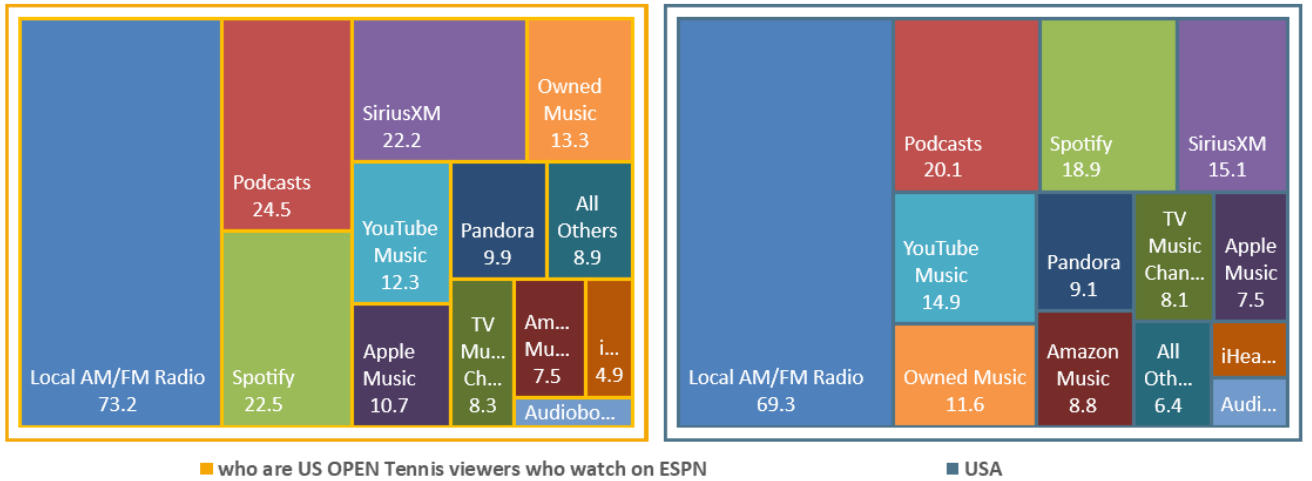
Special TV sports programs watched past 12 months: U.S. Open (tennis) AND... Broadcast TV networks/stations watched past 7 days: Any listed ABC station(s)

18,958,985 or 82.3% of Adults 18 or older who are US OPEN Tennis viewers who watch on ESPN listen to Ad-Supported Local AM/FM Radio for an average of 65. minutes every day representing 42.3% of all time spent daily with Ad-Supported Audio.

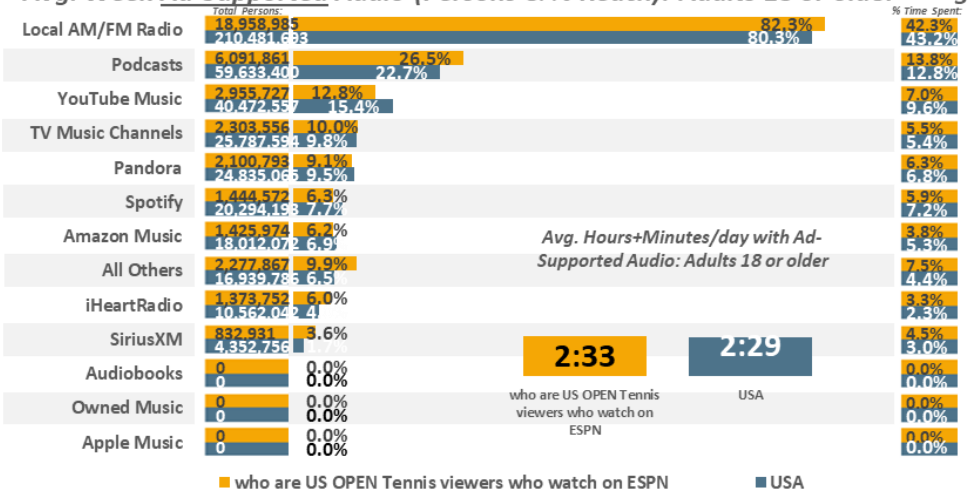
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



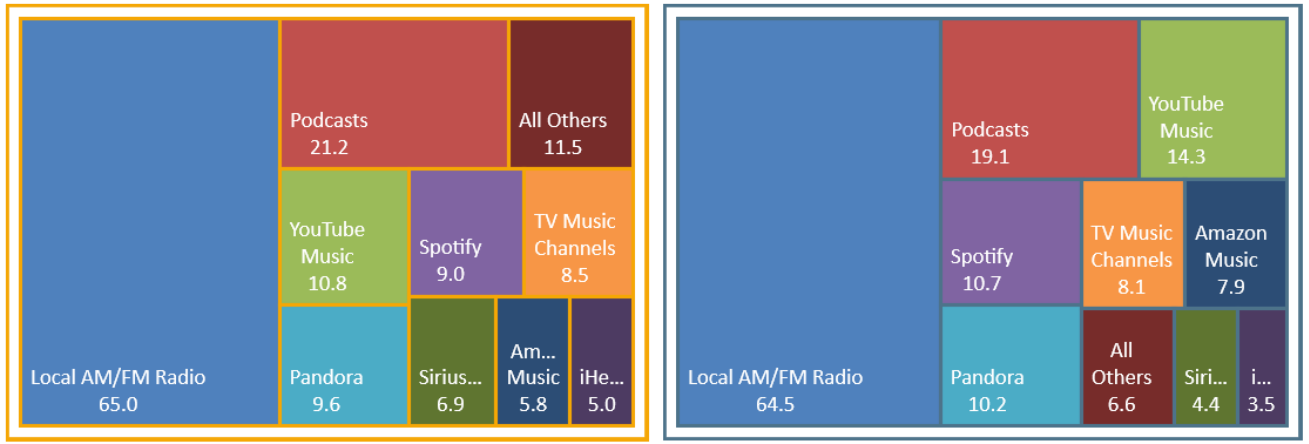
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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: Feb23-Apr24 Qual Intab 4,252

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

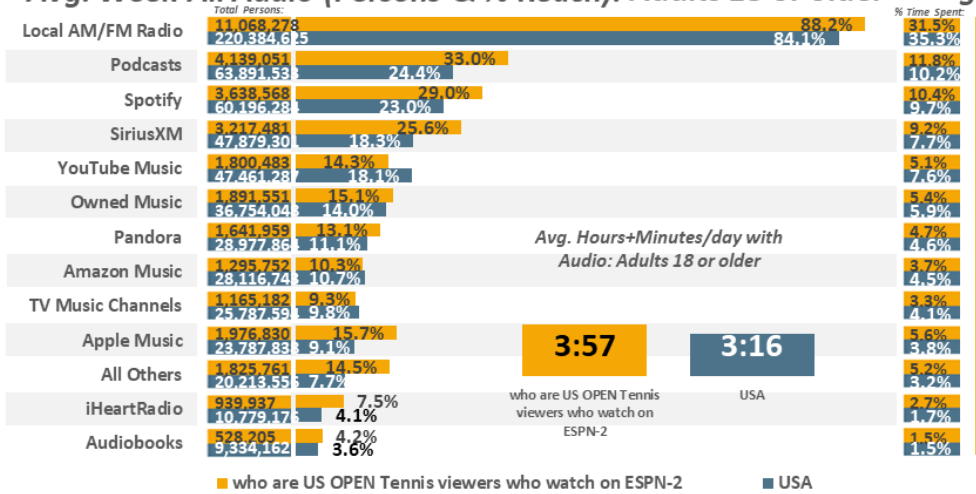
USA Jan23-Feb24 USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 23,333

soefa.ai Share of Everything for Anything ©

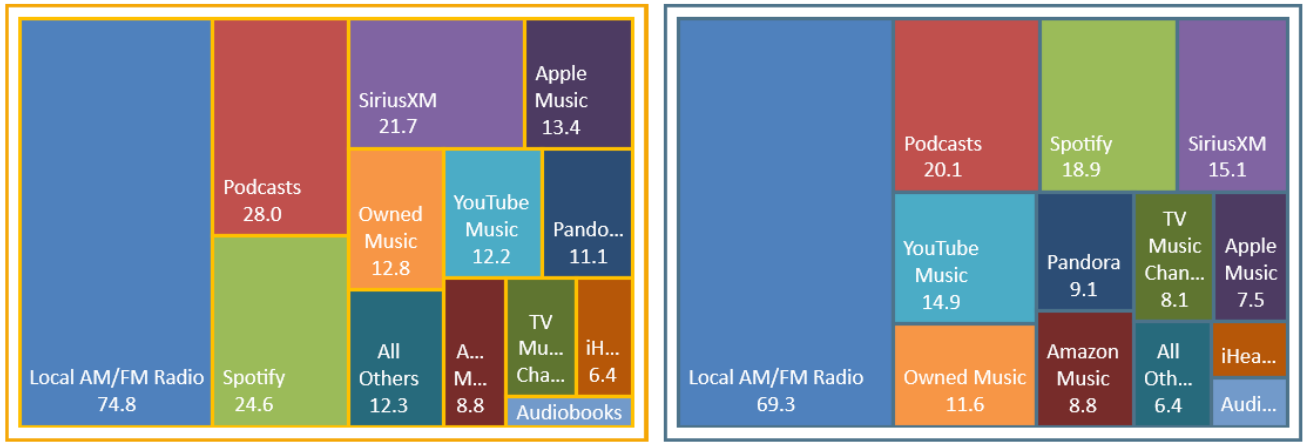
Special TV sports programs watched past 12 months: U.S. Open (tennis) AND... Cable networks/stations watched past 7 days: ESPN

10,142,900 or 80.8% of Adults 18 or older who are US OPEN Tennis viewers who watch on ESPN-2 listen to Ad-Supported Local AM/FM Radio for an average of 64. minutes every day representing 37.9% of all time spent daily with Ad-Supported Audio.

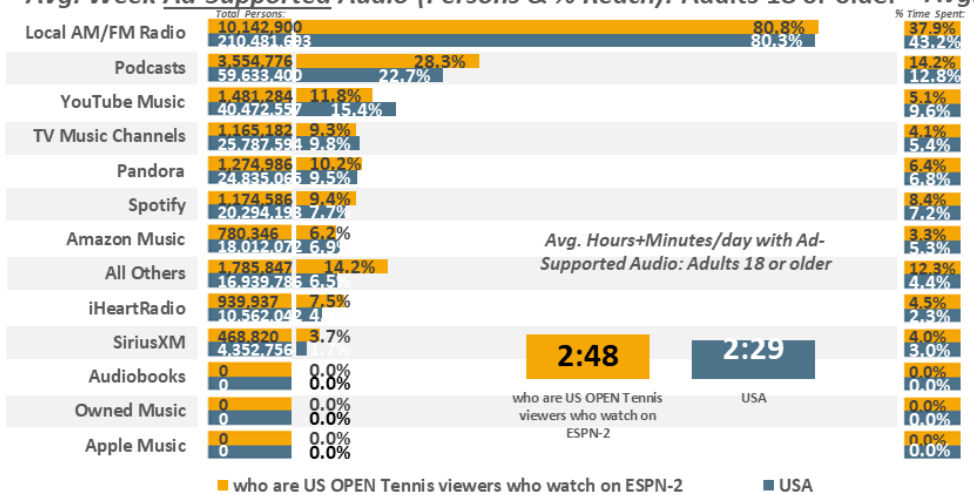
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



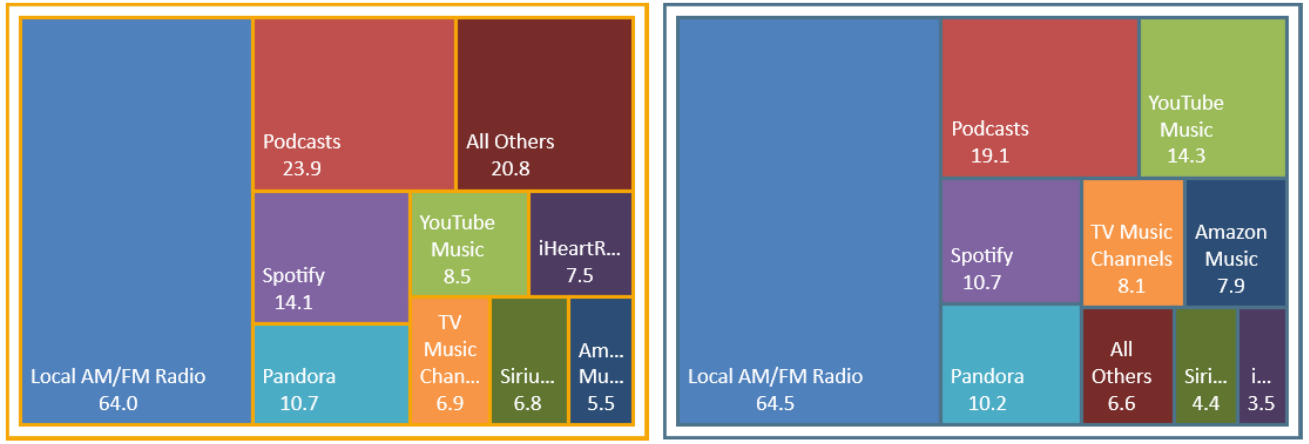
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 4,252

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

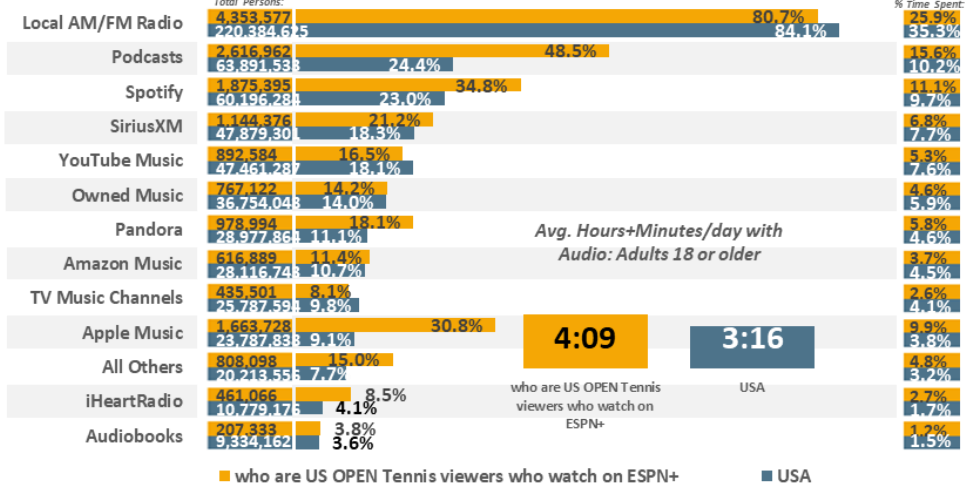
USA Jan23-Feb24 USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 23,333

soefa.ai Share of Everything for Anything ©

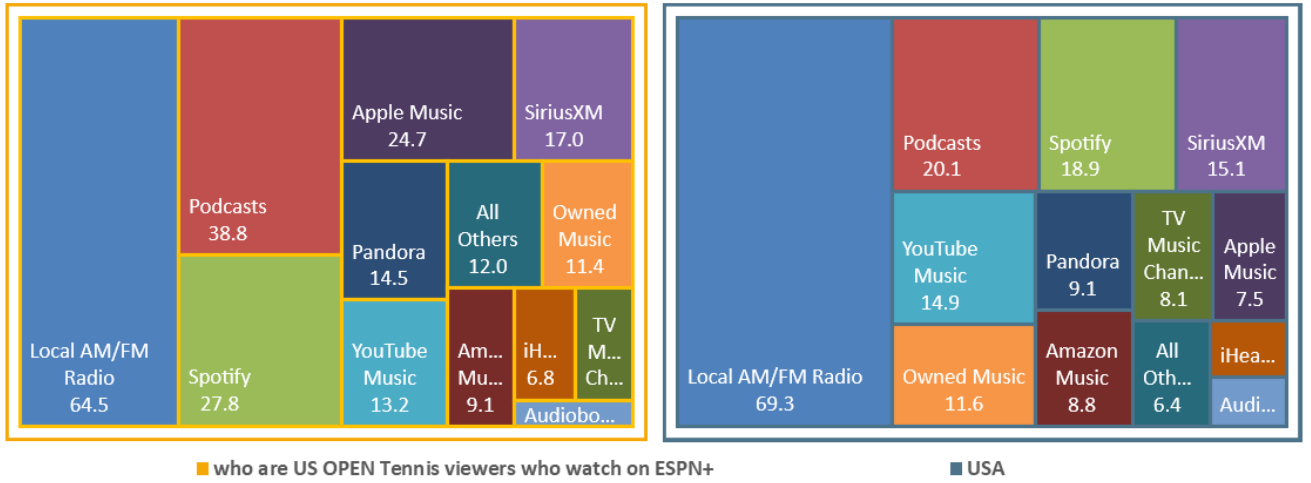
Special TV sports programs watched past 12 months: U.S. Open (tennis) AND... Cable networks/stations watched past 7 days: ESPN2

3,932,251 or 72.9% of Adults 18 or older who are US OPEN Tennis viewers who watch on ESPN+ listen to Ad-Supported Local AM/FM Radio for an average of 53.8 minutes every day representing 31.9% of all time spent daily with Ad-Supported Audio.

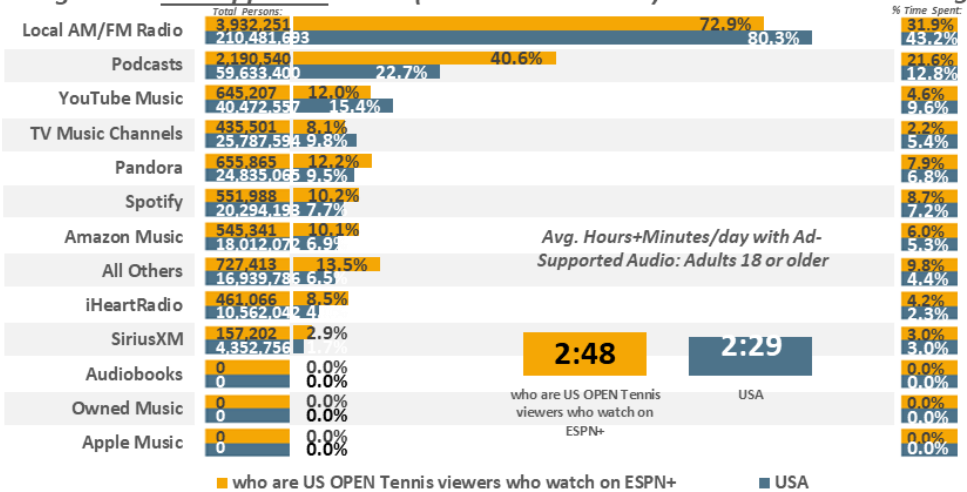
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



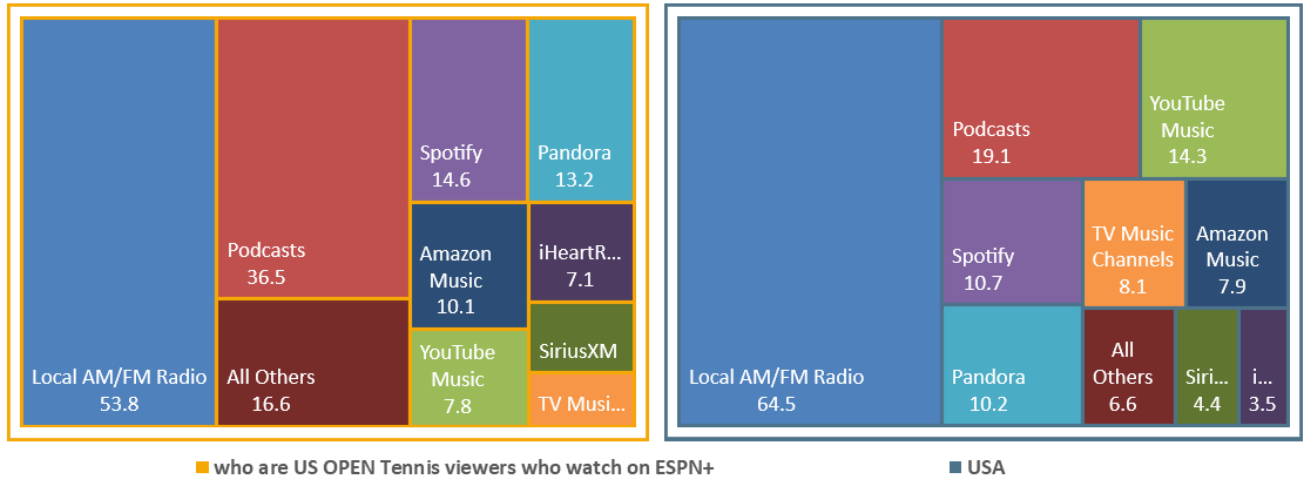
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 4,252

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

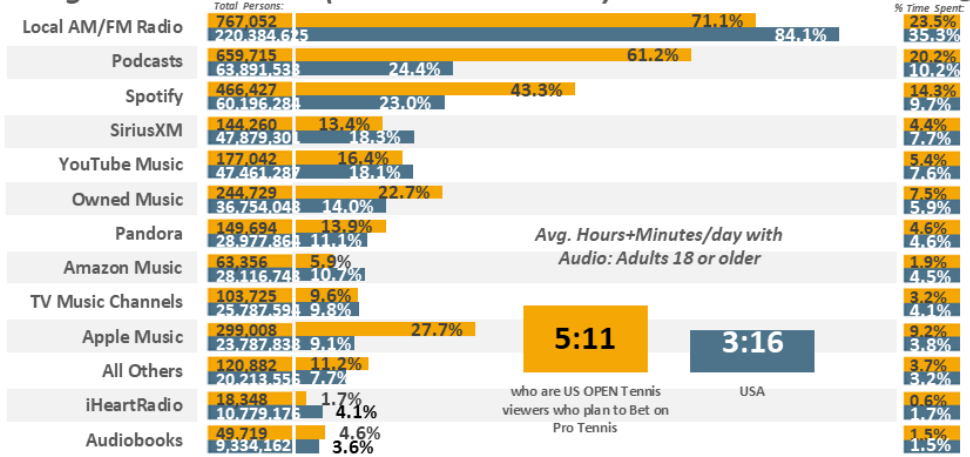
USA Jan23-Feb24 USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 23,333

soefa.ai Share of Everything for Anything ©

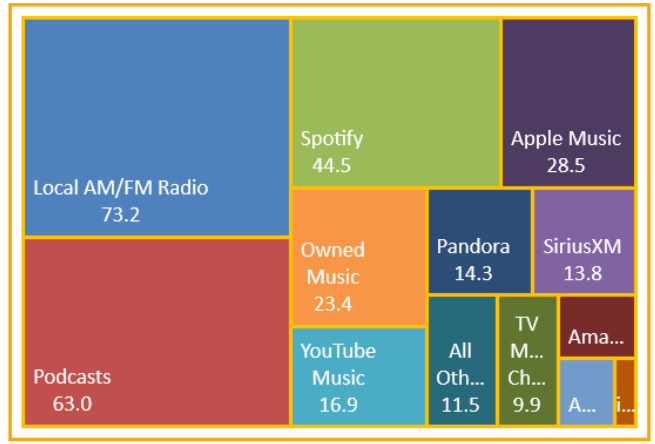
Special TV sports programs watched past 12 months: U.S. Open (tennis) AND... Video streaming services used past 7 days: ESPN+

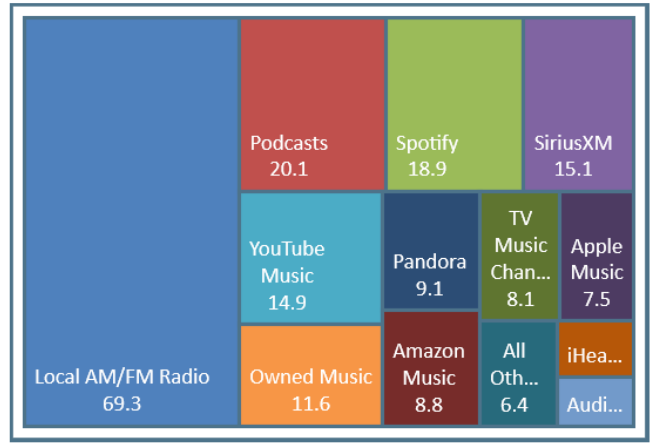
696,806 or 64.6% of Adults 18 or older who are US OPEN Tennis viewers who plan to Bet on Pro Tennis listen to Ad-Supported Local AM/FM Radio for an average of 58.4 minutes every day representing 30.6% of all time spent daily with Ad-Supported Audio.

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

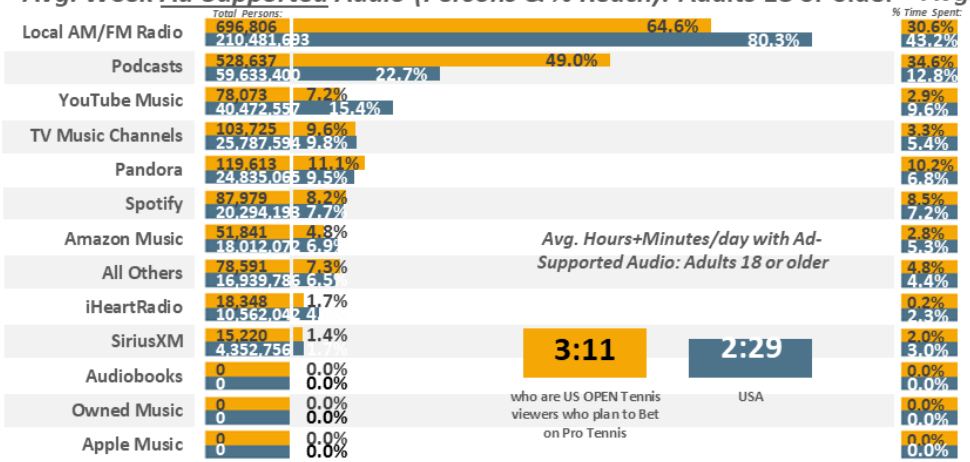


Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

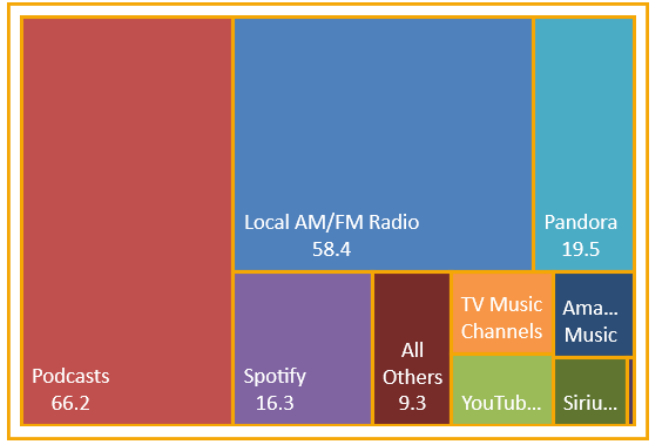


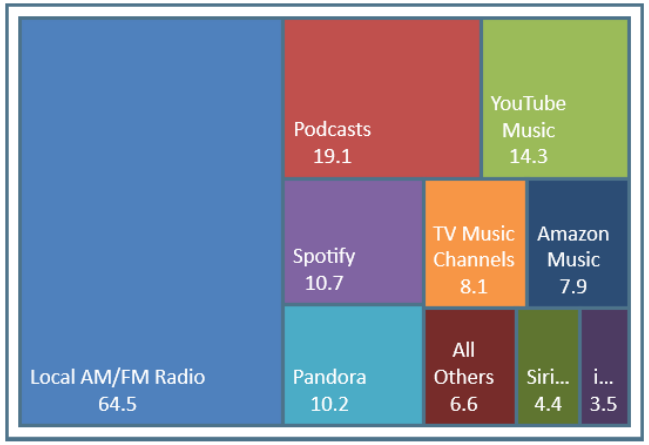


Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 18 or older



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





USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 4,252

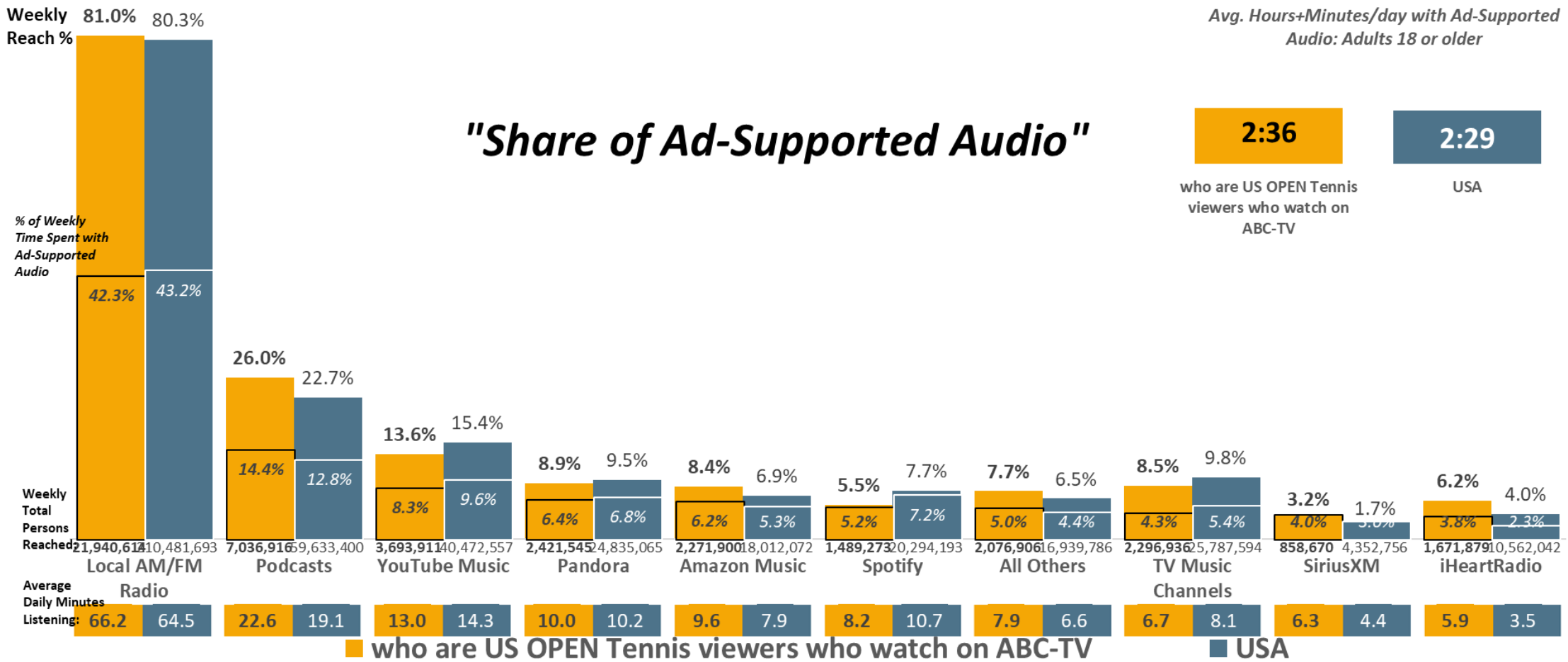
All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

USA Jan23-Feb24 USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 23,333

soefa.ai Share of Everything for Anything ©

Special TV sports programs watched past 12 months: U.S. Open (tennis) AND... Sports betting - sports plan to bet on next 12 months: Professional tennis

21,940,614 or 81.% of Adults 18 or older who are US OPEN Tennis viewers who watch on ABC-TV listen to Ad-Supported Local AM/FM Radio for an average of 66.2 minutes every day representing 42.3% of all time spent daily with Ad-Supported Audio.



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 4,252

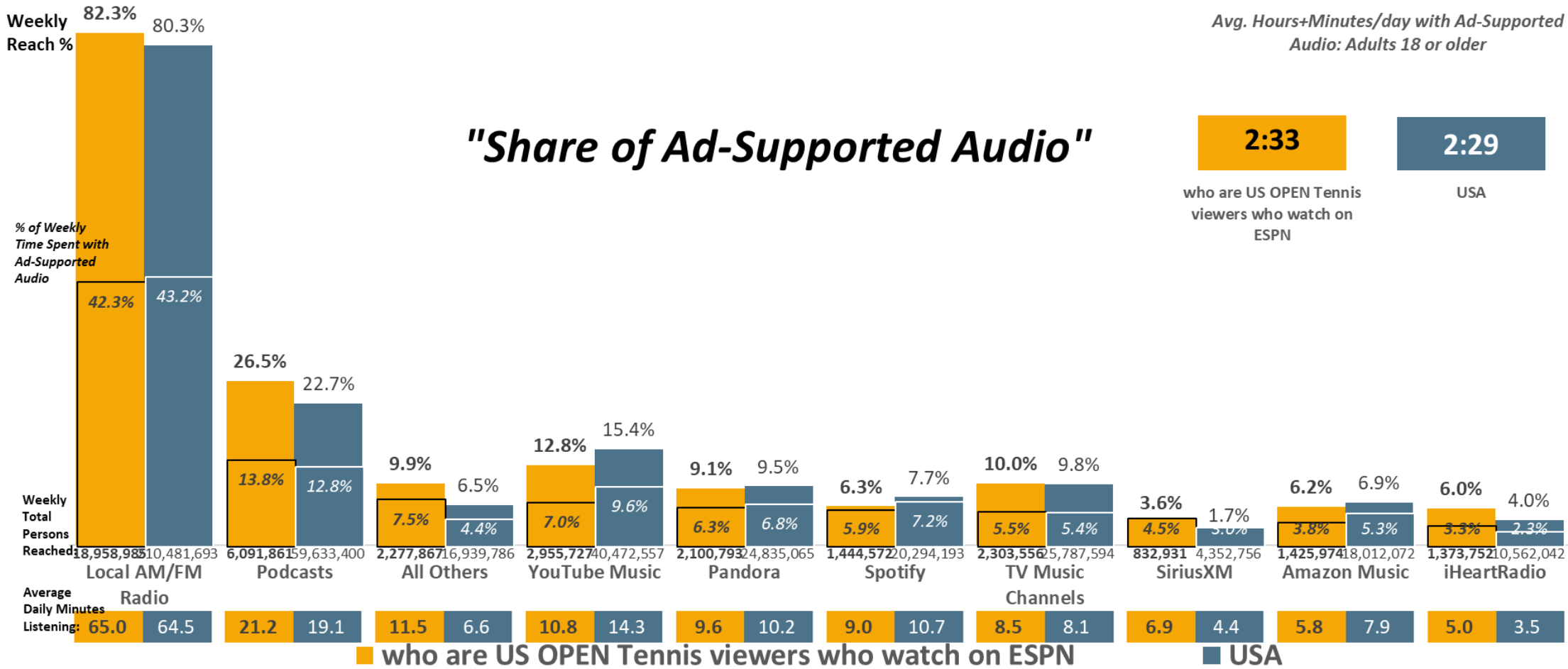
All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

USA Jan23-Feb24 USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 23,333

soefa.ai Share of Everything for Anything ©

Special TV sports programs watched past 12 months: U.S. Open (tennis) AND... Broadcast TV networks/stations watched past 7 days: Any listed ABC station(s)

18,958,985 or 82.3% of Adults 18 or older who are US OPEN Tennis viewers who watch on ESPN listen to Ad-Supported Local AM/FM Radio for an average of 65. minutes every day representing 42.3% of all time spent daily with Ad-Supported Audio.



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 4,252

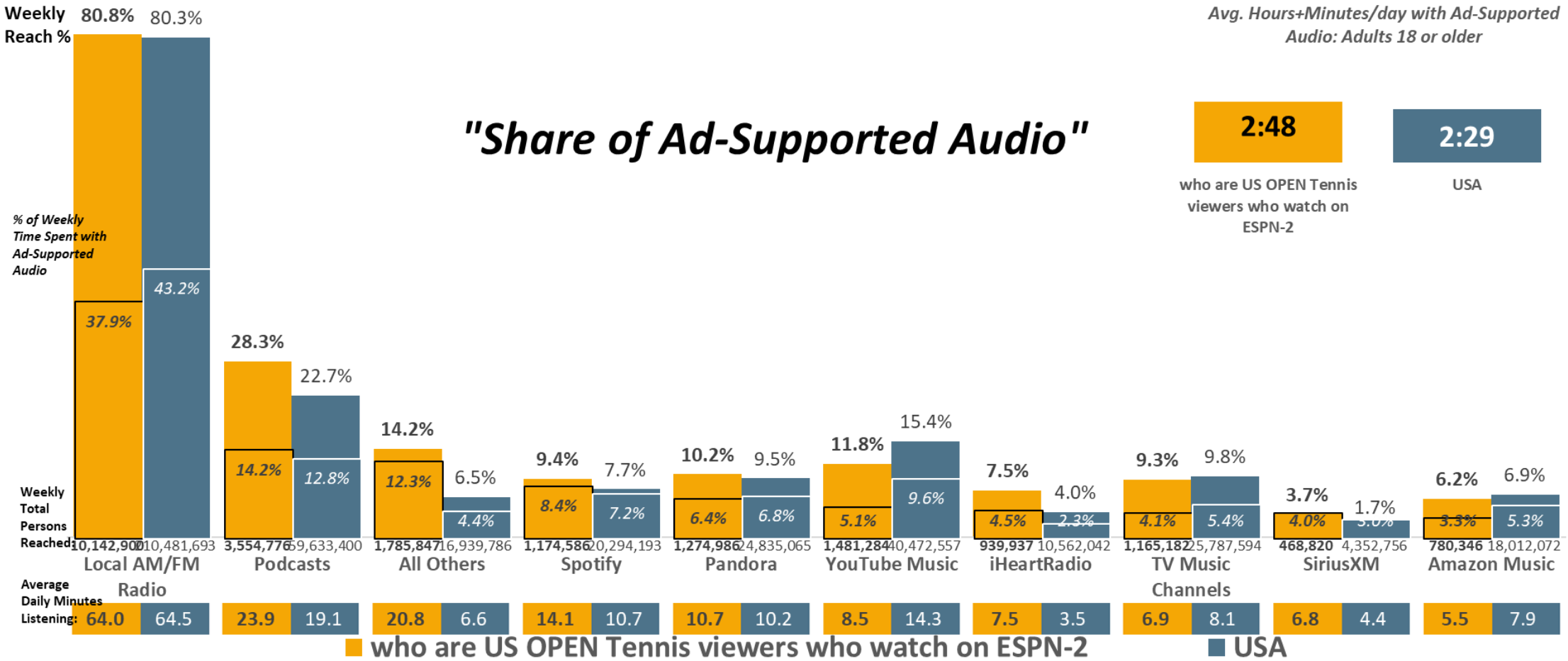
All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

USA Jan23-Feb24 USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 23,333

soefa.ai Share of Everything for Anything ©

Special TV sports programs watched past 12 months: U.S. Open (tennis) AND... Cable networks/stations watched past 7 days: ESPN

10,142,900 or 80.8% of Adults 18 or older who are US OPEN Tennis viewers who watch on ESPN-2 listen to Ad-Supported Local AM/FM Radio for an average of 64. minutes every day representing 37.9% of all time spent daily with Ad-Supported Audio.



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 4,252

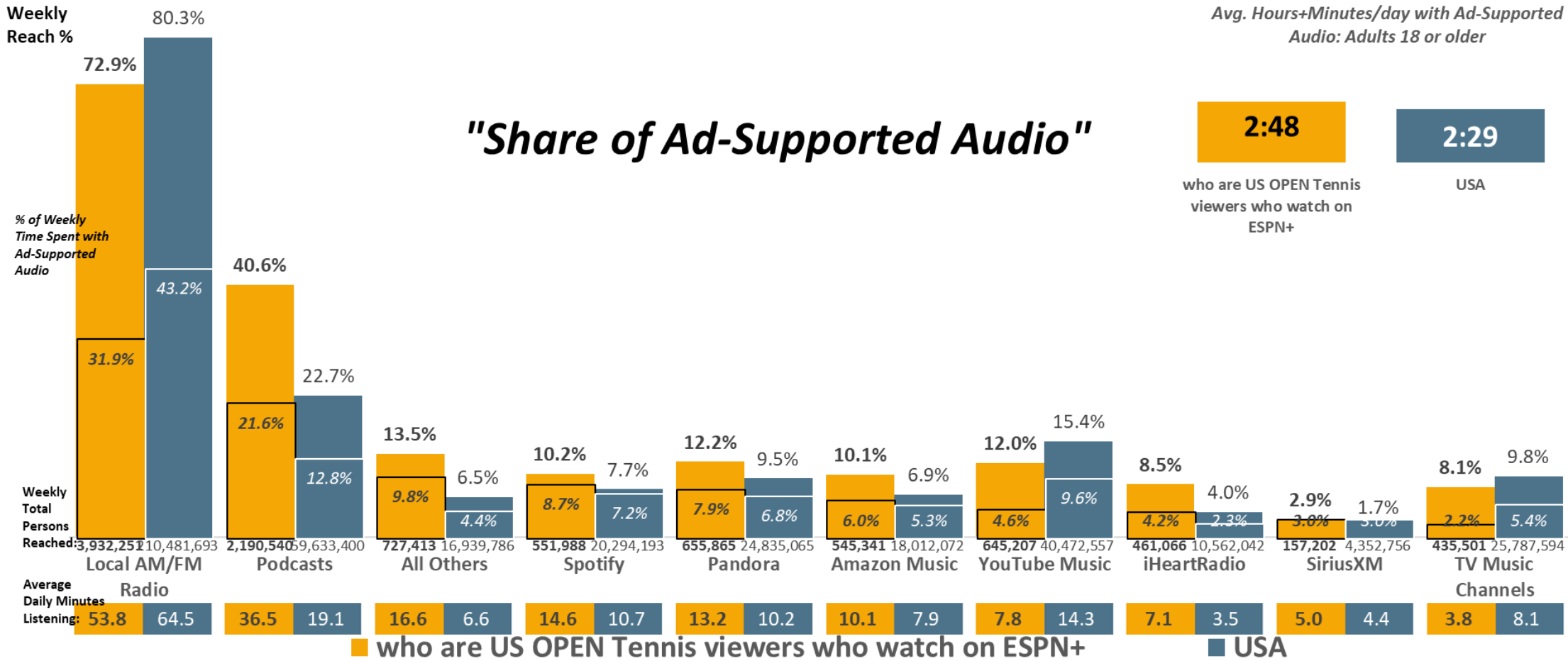
All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

USA Jan23-Feb24 USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 23,333

soefa.ai Share of Everything for Anything ©

Special TV sports programs watched past 12 months: U.S. Open (tennis) AND... Cable networks/stations watched past 7 days: ESPN2

3,932,251 or 72.9% of Adults 18 or older who are US OPEN Tennis viewers who watch on ESPN+ listen to Ad-Supported Local AM/FM Radio for an average of 53.8 minutes every day representing 31.9% of all time spent daily with Ad-Supported Audio.



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 4,252

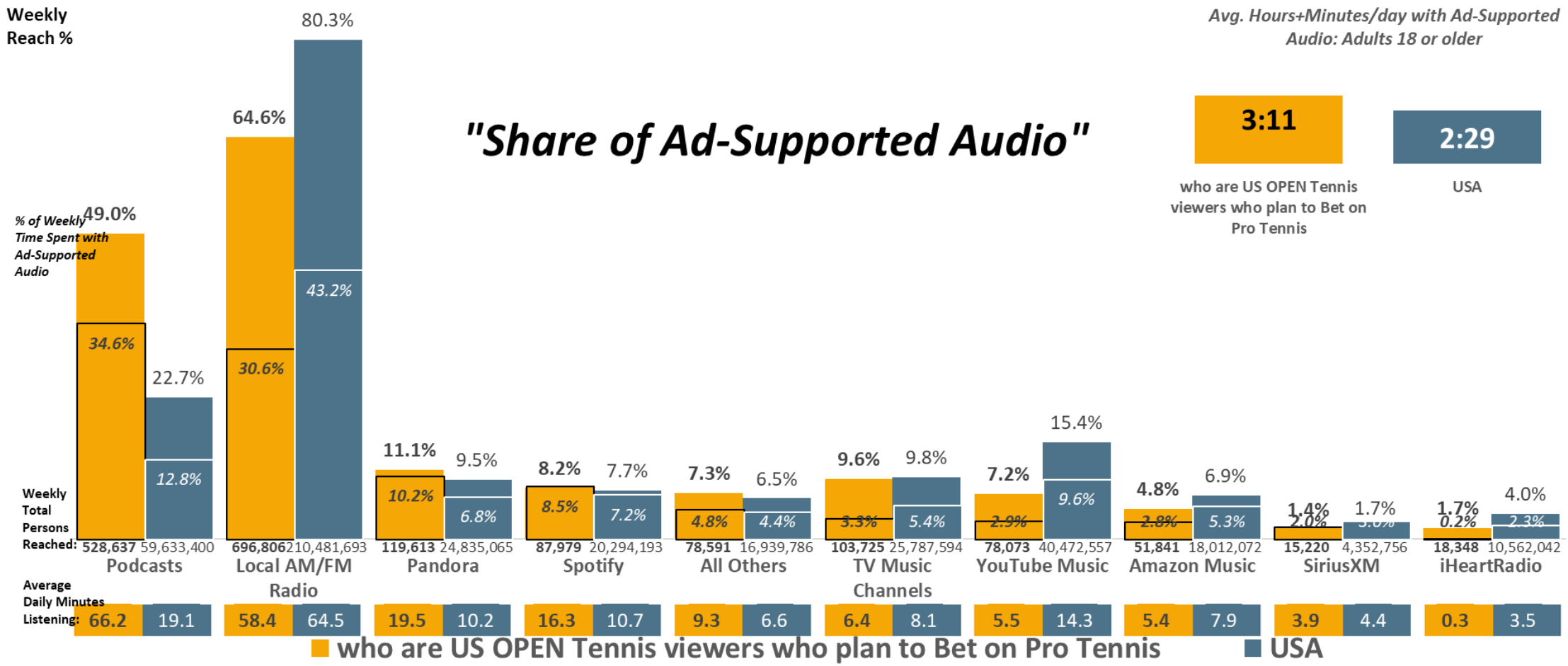
All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

USA Jan23-Feb24 USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 23,333

soefa.ai Share of Everything for Anything ©

Special TV sports programs watched past 12 months: U.S. Open (tennis) AND... Video streaming services used past 7 days: ESPN+

696,806 or 64.6% of Adults 18 or older who are US OPEN Tennis viewers who plan to Bet on Pro Tennis listen to Ad-Supported Local AM/FM Radio for an average of 58.4 minutes every day representing 30.6% of all time spent daily with Ad-Supported Audio.



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 4,252

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

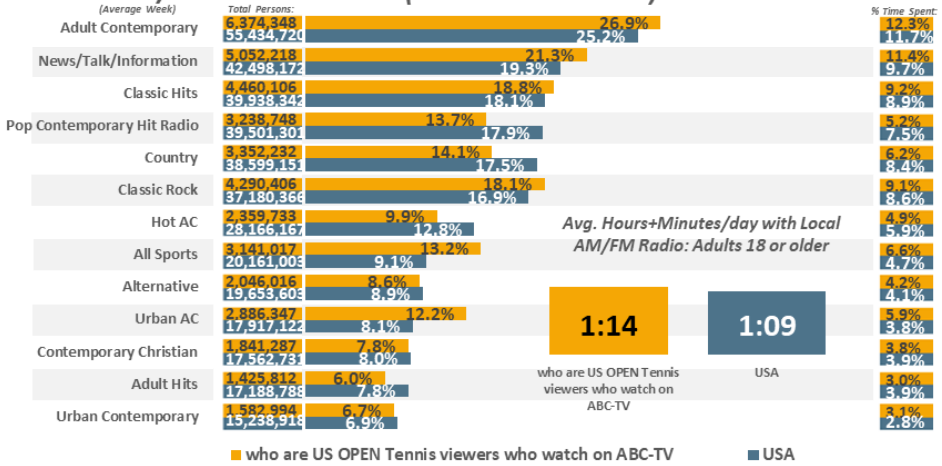
USA Jan23-Feb24 USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 23,333

soefa.ai Share of Everything for Anything ©

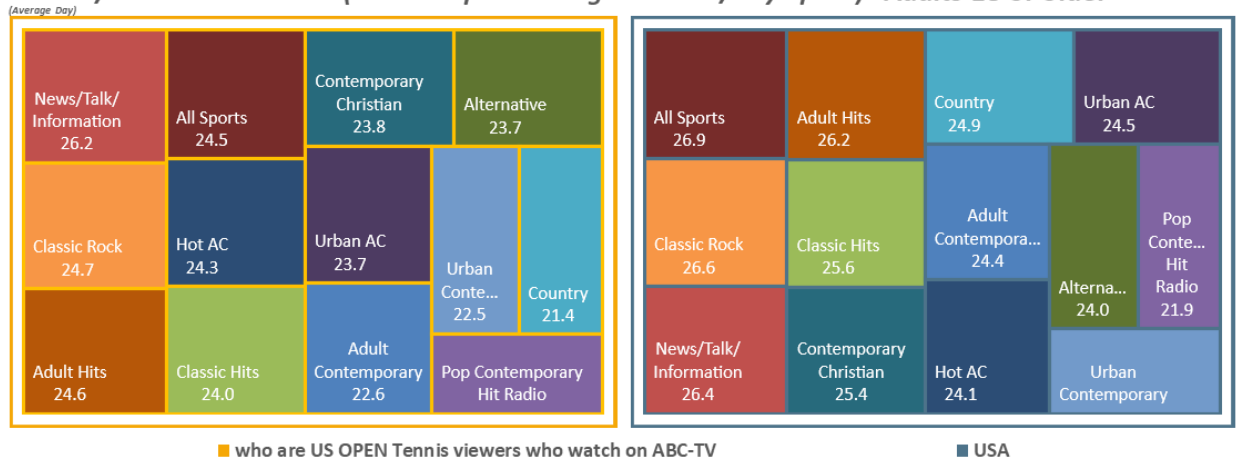
Special TV sports programs watched past 12 months: U.S. Open (tennis) AND... Sports betting - sports plan to bet on next 12 months: Professional tennis

21,940,614 or 81.% of Adults 18 or older who are US OPEN Tennis viewers who watch on ABC-TV listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Classic Hits, Classic Rock, Country, and Pop Contemporary Hit Radio.

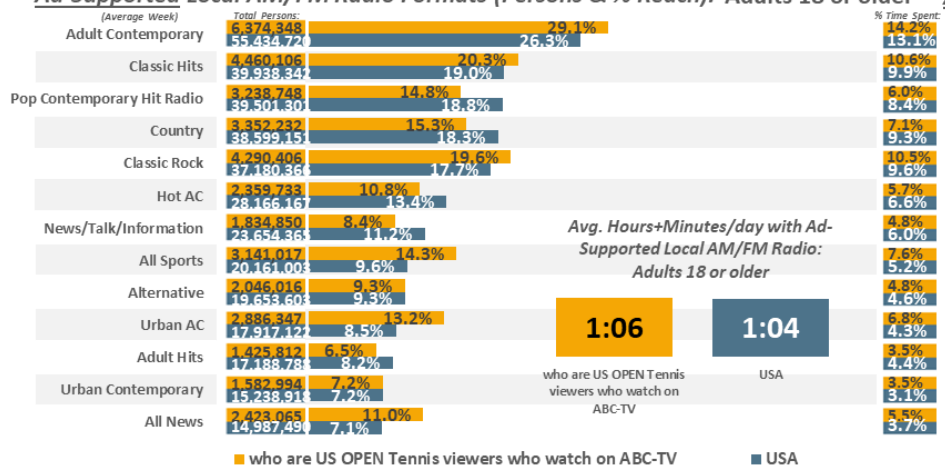
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



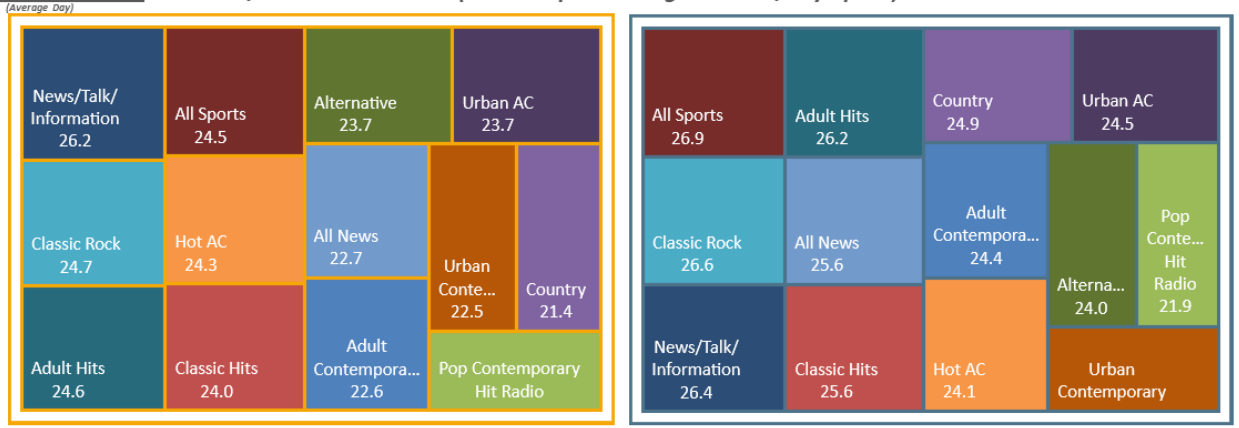
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 4,252

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

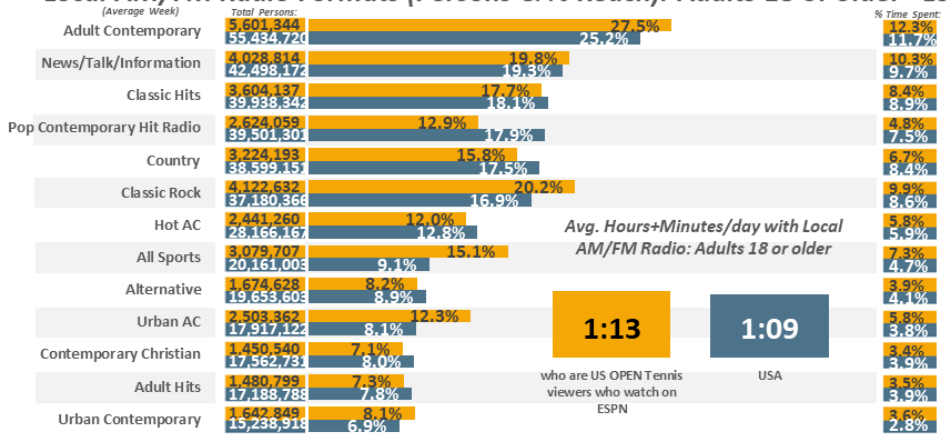
USA Jan23-Feb24 USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 23,333

soefa.ai Share of Everything for Anything ©

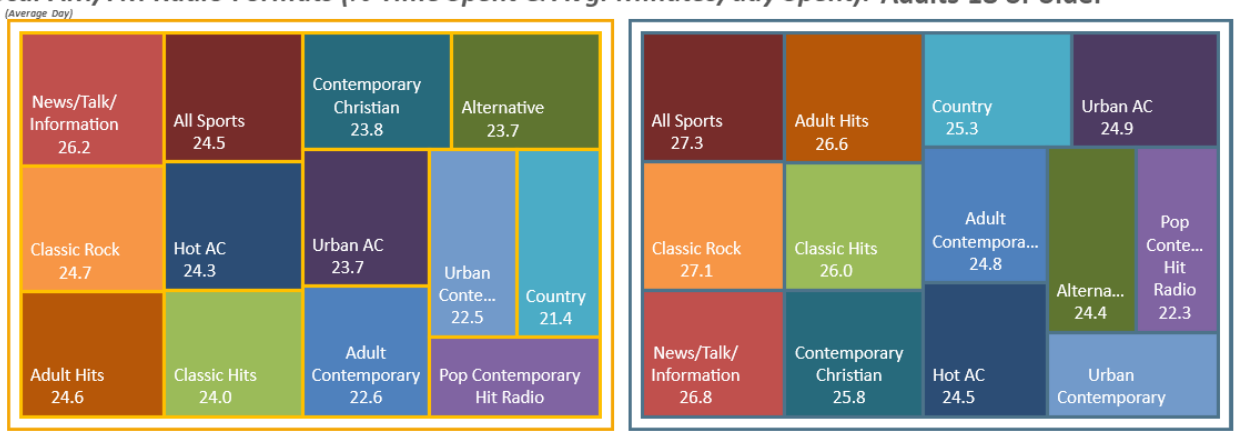
Special TV sports programs watched past 12 months: U.S. Open (tennis) AND... Broadcast TV networks/stations watched past 7 days: Any listed ABC station(s)

18,958,985 or 82.3% of Adults 18 or older who are US OPEN Tennis viewers who watch on ESPN listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Classic Rock, Classic Hits, Country, and All Sports.

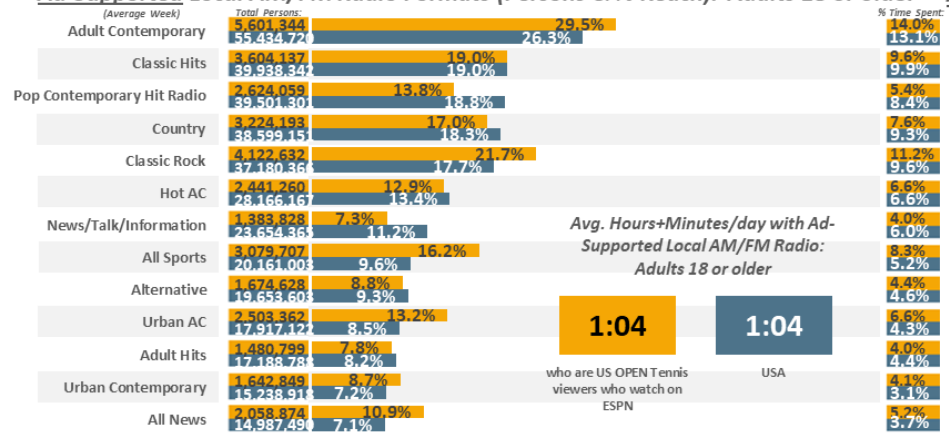
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



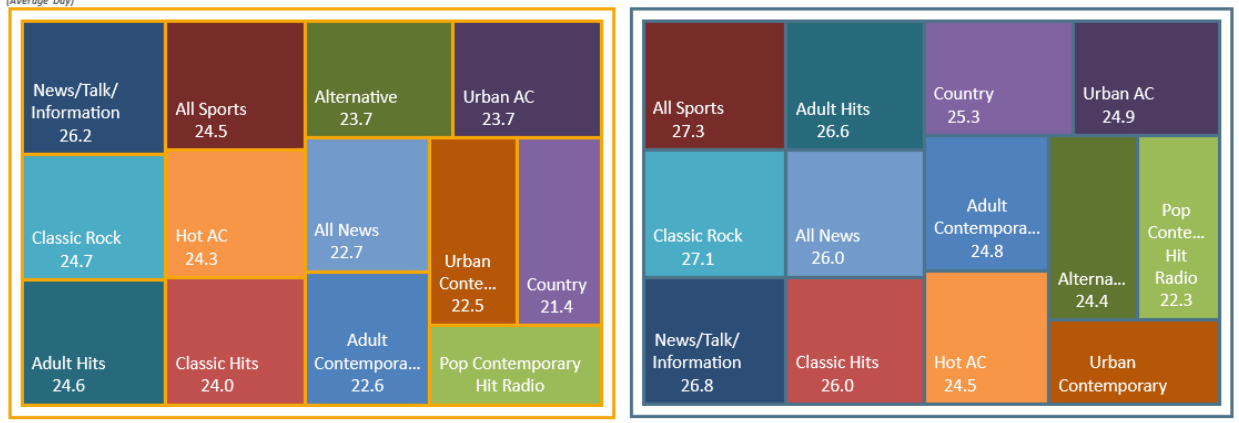
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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: Feb23-Apr24 Qual Intab 4,252

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

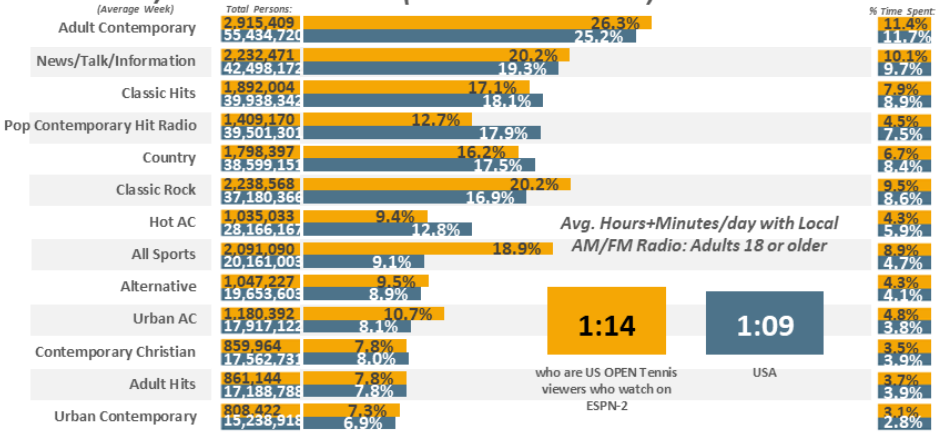
USA Jan23-Feb24 USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 23,333

soefa.ai Share of Everything for Anything ©

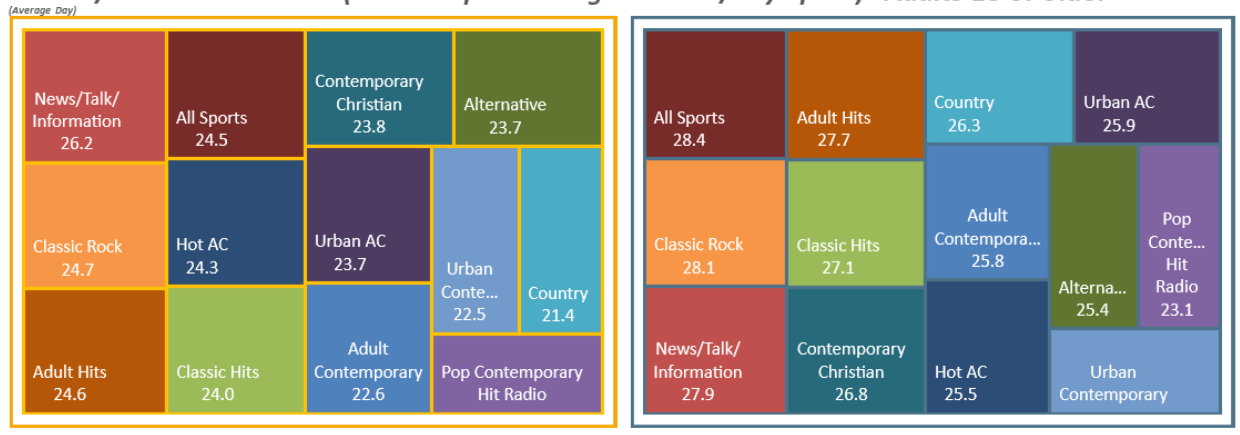
Special TV sports programs watched past 12 months: U.S. Open (tennis) AND... Cable networks/stations watched past 7 days: ESPN

10,142,900 or 80.8% of Adults 18 or older who are US OPEN Tennis viewers who watch on ESPN-2 listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Classic Rock, All Sports, Classic Hits, and Country.

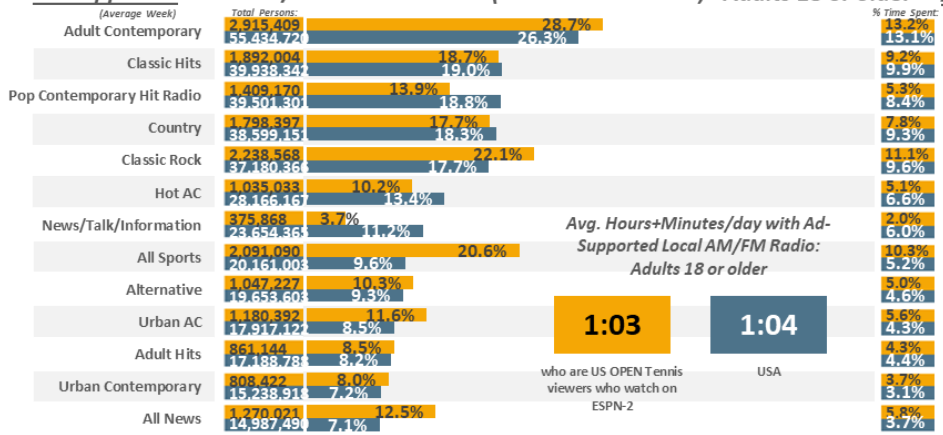
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



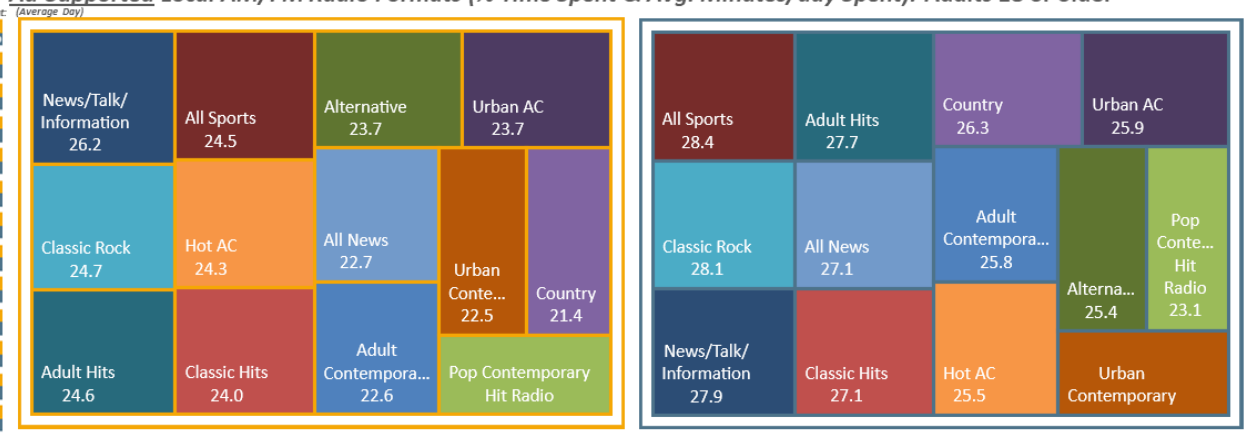
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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: Feb23-Apr24 Qual Intab 4,252

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

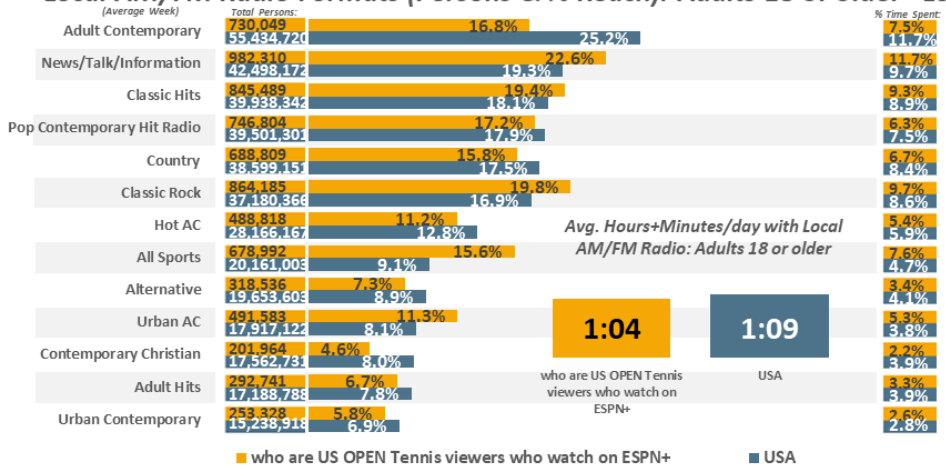
USA Jan23-Feb24 USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 23,333

soefa.ai Share of Everything for Anything ©

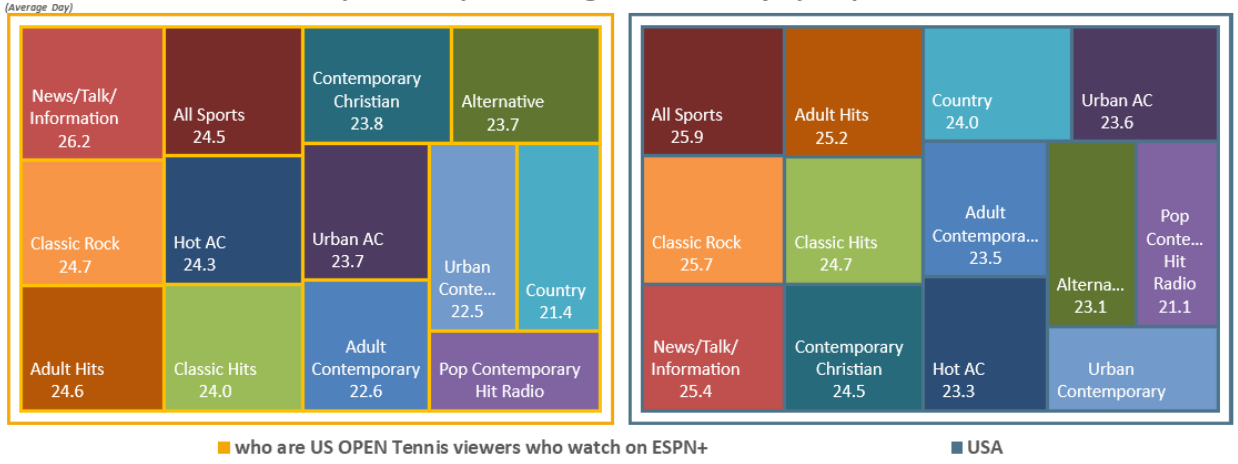
Special TV sports programs watched past 12 months: U.S. Open (tennis) AND... Cable networks/stations watched past 7 days: ESPN2

3,932,251 or 72.9% of Adults 18 or older who are US OPEN Tennis viewers who watch on ESPN+ listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Classic Rock, Classic Hits, Pop Contemporary Hit Radio, Adult Contemporary, and Country.

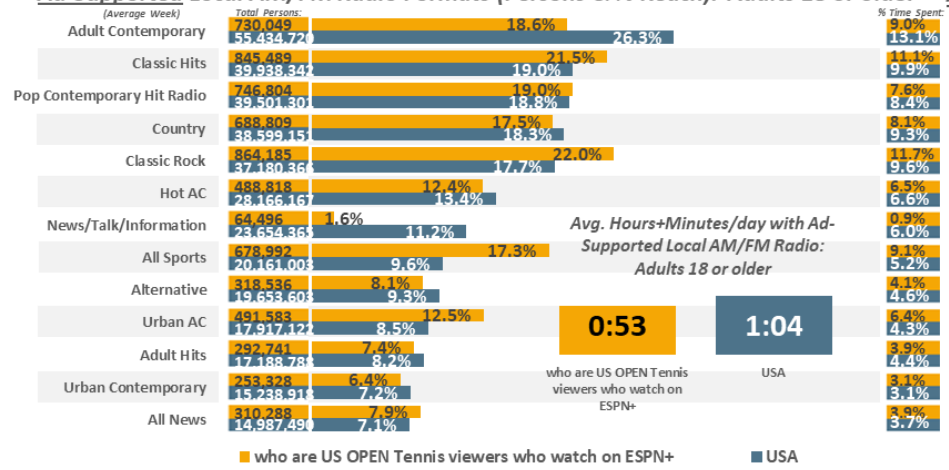
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



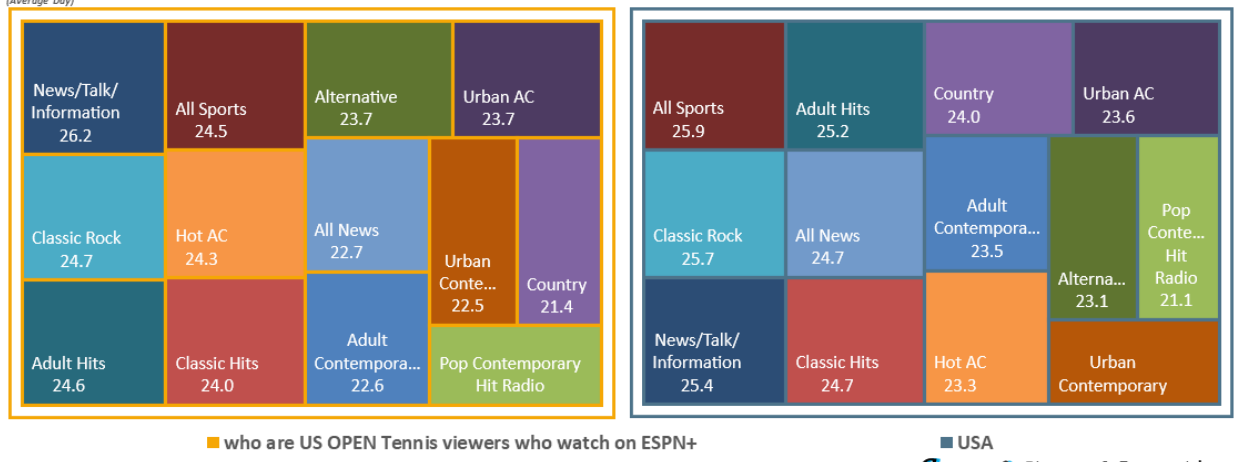
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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: Feb23-Apr24 Qual Intab 4,252

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

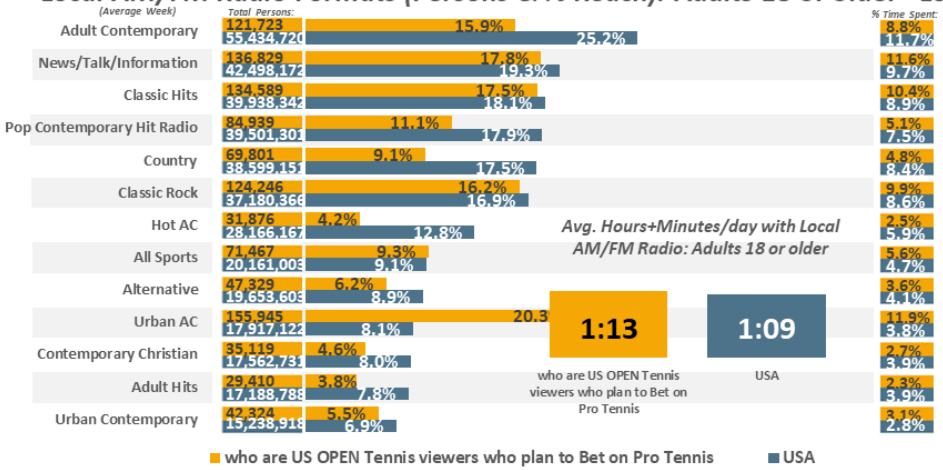
USA Jan23-Feb24 USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 23,333

soefa.ai Share of Everything for Anything ©

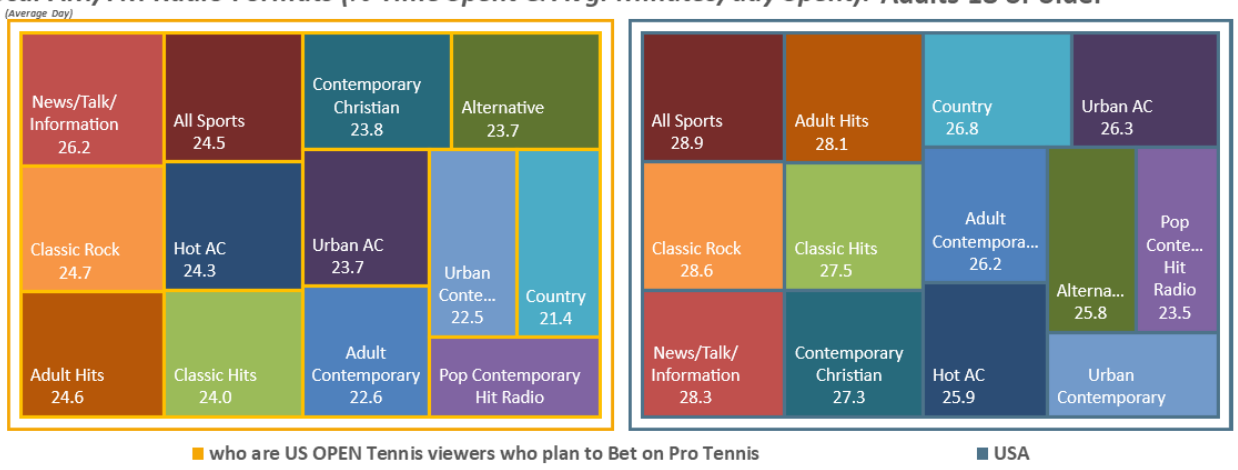
Special TV sports programs watched past 12 months: U.S. Open (tennis) AND... Video streaming services used past 7 days: ESPN+

696,806 or 64.6% of Adults 18 or older who are US OPEN Tennis viewers who plan to Bet on Pro Tennis listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Urban AC, Classic Hits, Classic Rock, Adult Contemporary, and Pop Contemporary Hit Radio.

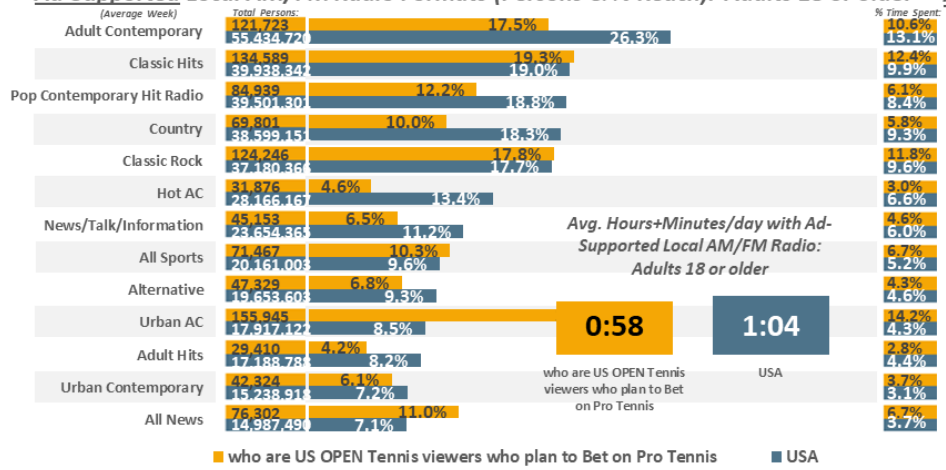
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



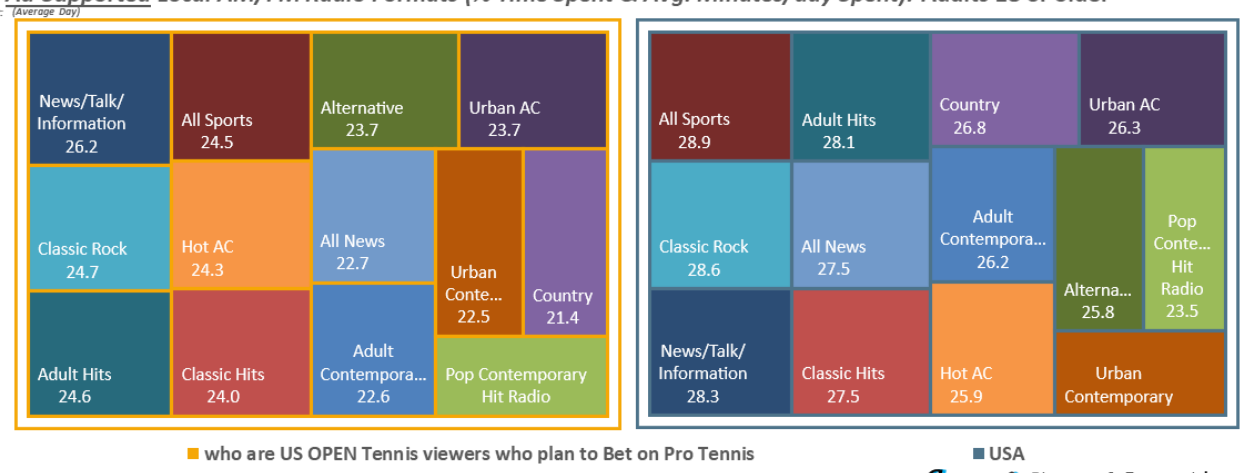
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 4,252

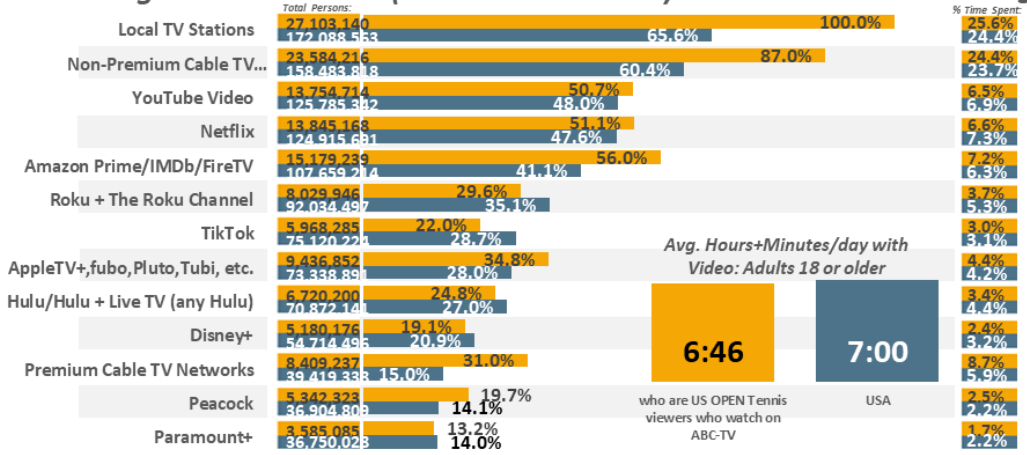
All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved. USA Jan23-Feb24 USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 23,333

soefa.ai Share of Everything for Anything ©

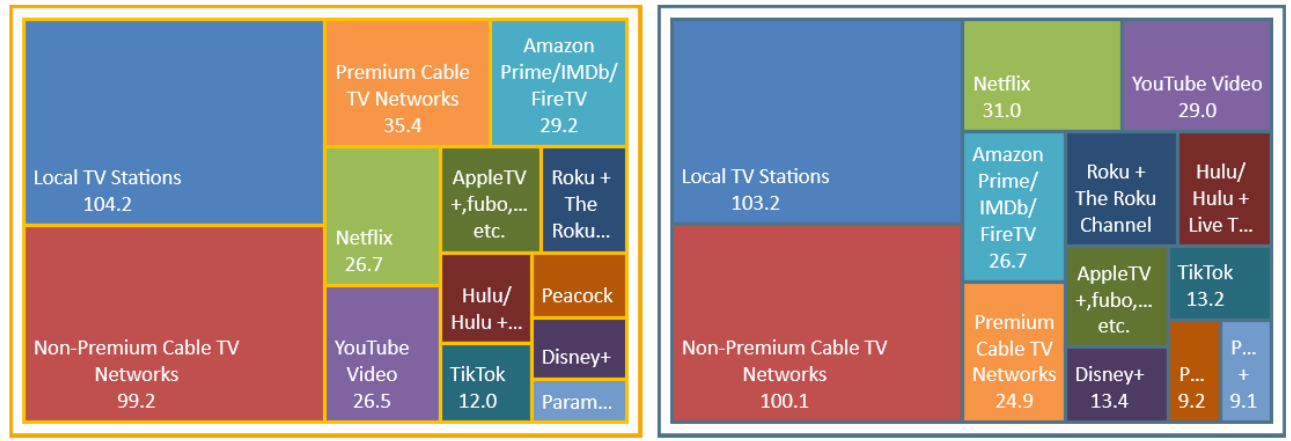
Special TV sports programs watched past 12 months: U.S. Open (tennis) AND... Sports betting - sports plan to bet on next 12 months: Professional tennis

26,638,647 or 98.3% of Adults 18 or older who are US OPEN Tennis viewers who watch on ABC-TV watch Ad-Supported Local TV Stations for an average of 96.5 minutes every day representing 28.2% of all time spent daily with Ad-Supported Video.

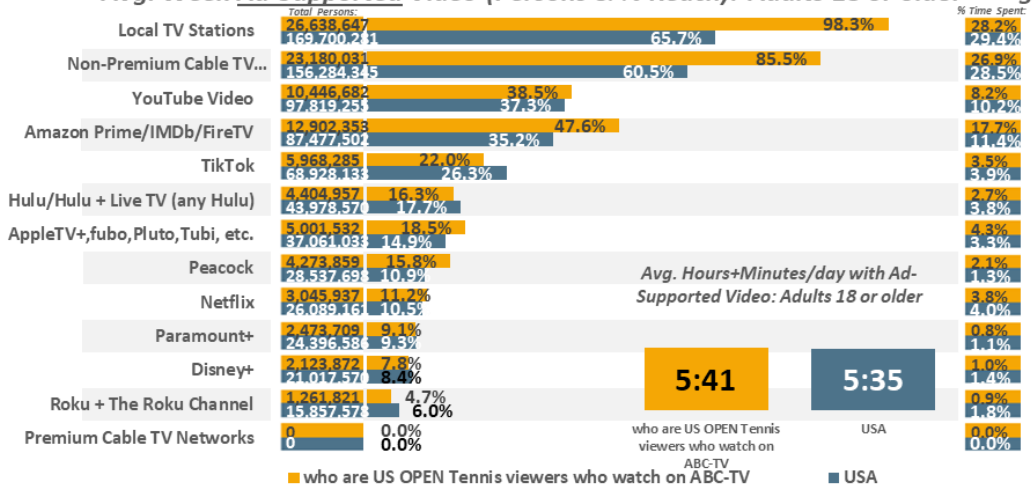
Avg. Week All Video (Persons & % Reach): Adults 18 or older



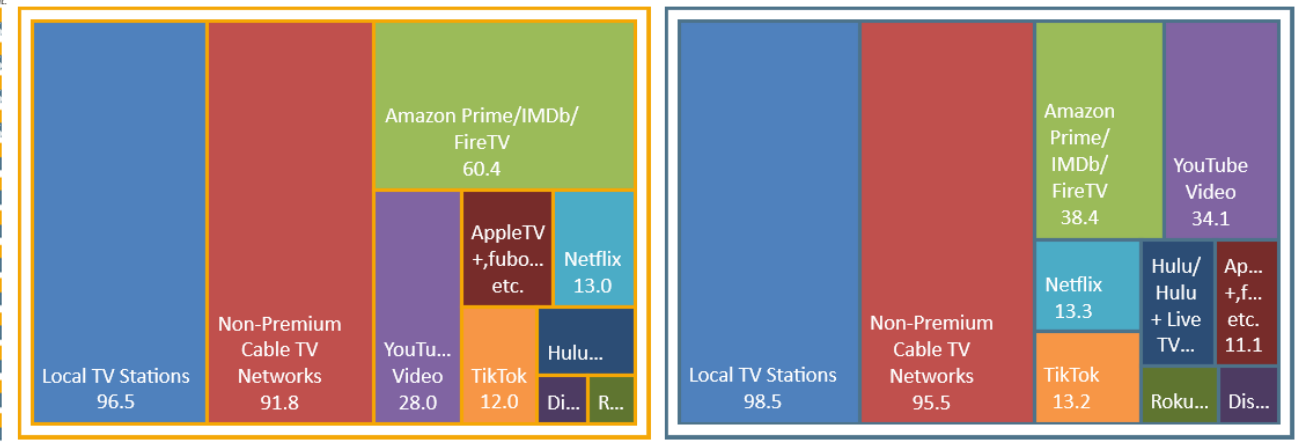
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



who are US OPEN Tennis viewers who watch on ABC-TV ■ USA

USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 4,252

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

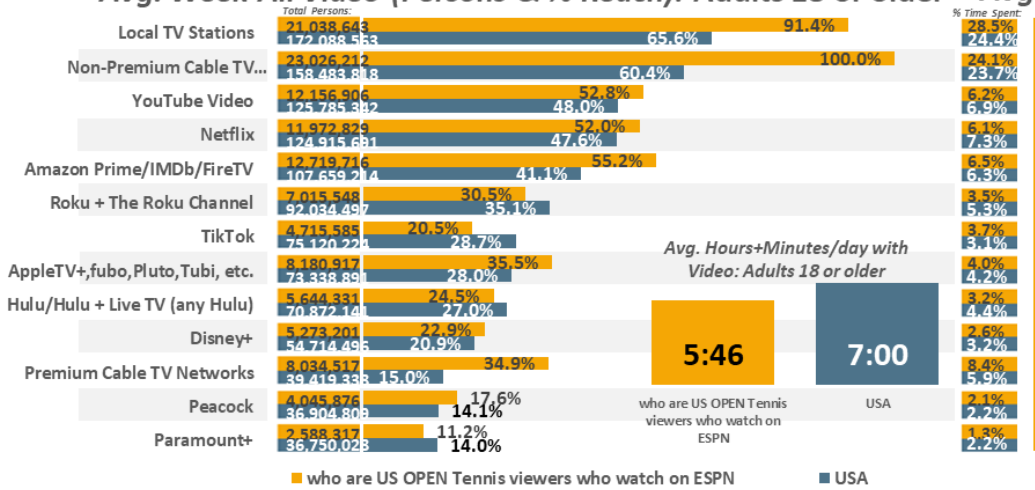
USA Jan23-Feb24 USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 23,333

soefa.ai Share of Everything for Anything ©

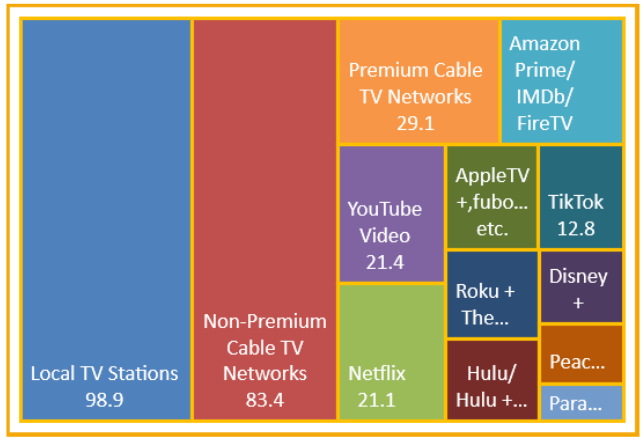
Special TV sports programs watched past 12 months: U.S. Open (tennis) AND... Broadcast TV networks/stations watched past 7 days: Any listed ABC station(s)

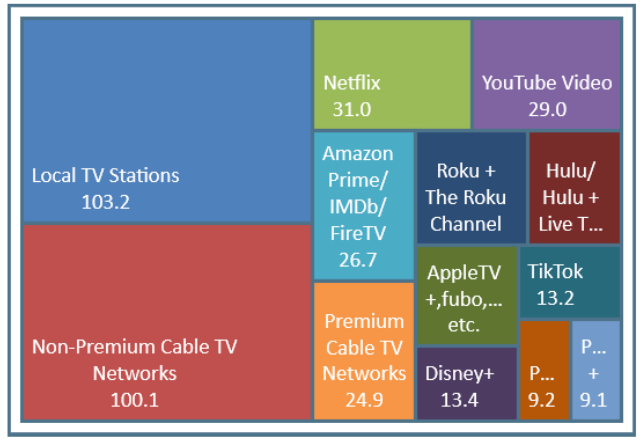
20,742,727 or 90.1% of Adults 18 or older who are US OPEN Tennis viewers who watch on ESPN watch Ad-Supported Local TV Stations for an average of 91.3 minutes every day representing 31.2% of all time spent daily with Ad-Supported Video.

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

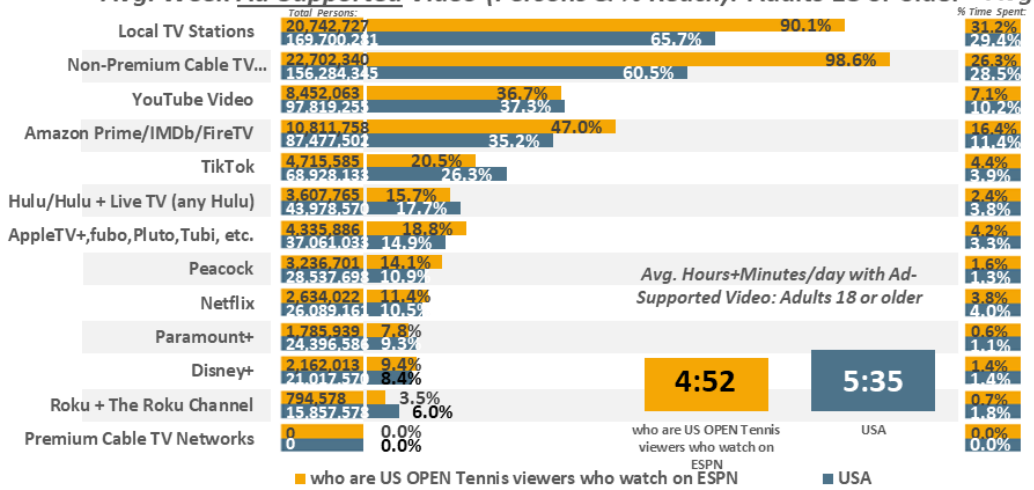


Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

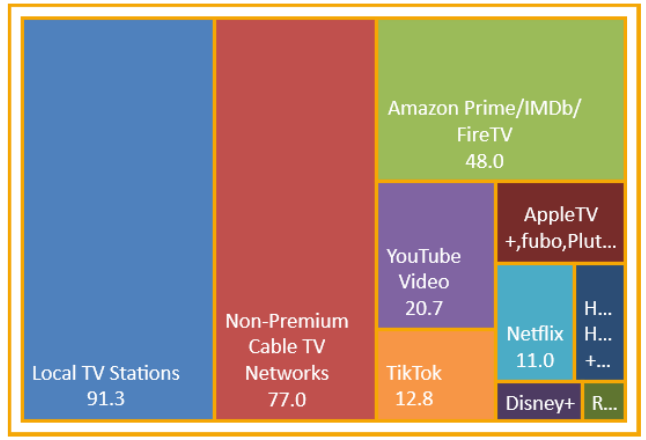


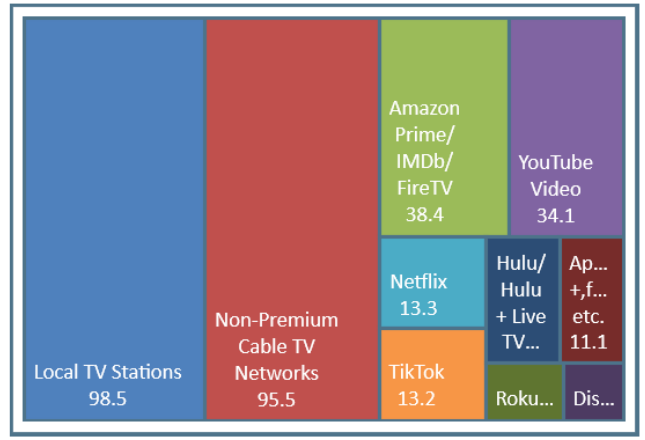


Avg. Week Ad-Supported Video (Persons & % Reach): Adults 18 or older



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





USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 4,252

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

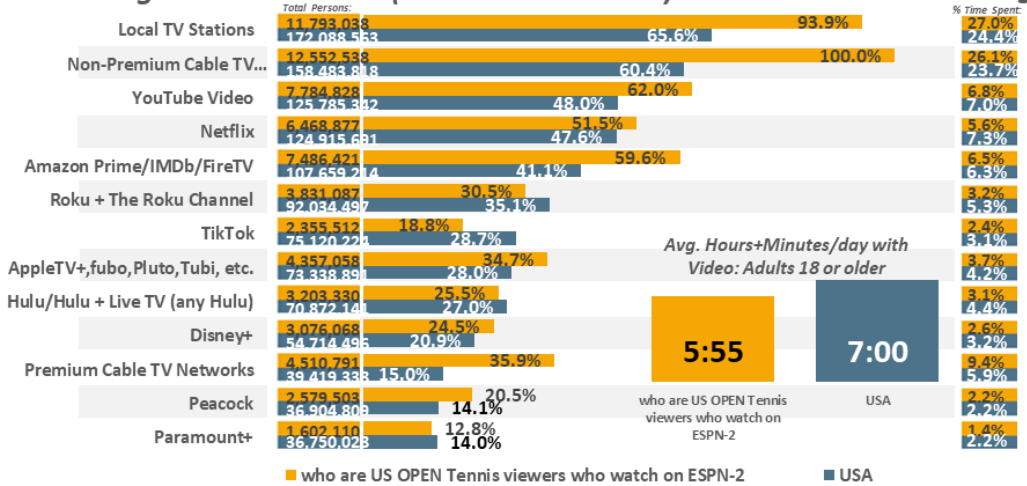
USA Jan23-Feb24 USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 23,333

soefa.ai Share of Everything for Anything ©

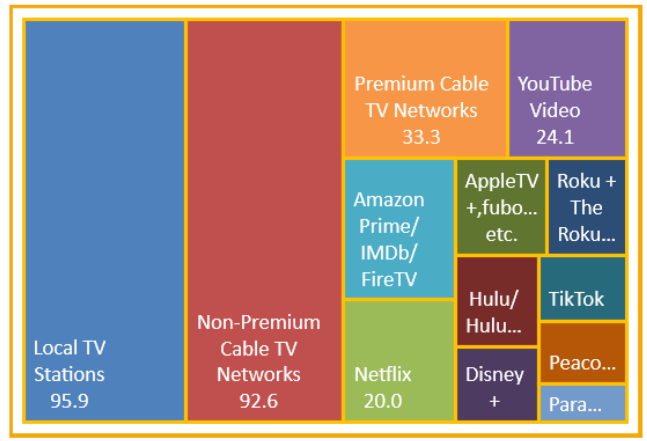
Special TV sports programs watched past 12 months: U.S. Open (tennis) AND... Cable networks/stations watched past 7 days: ESPN

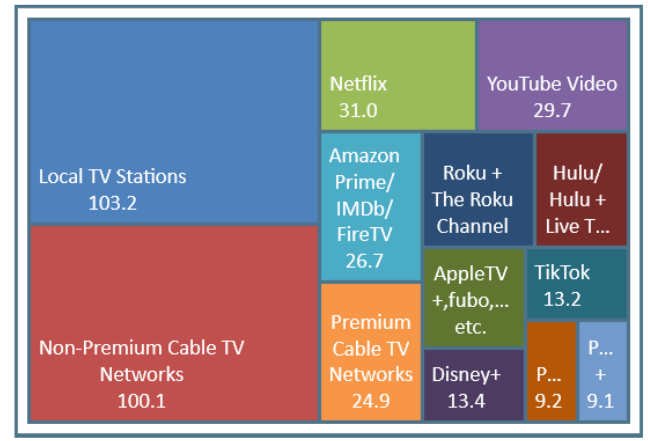
11,610,110 or 92.5% of Adults 18 or older who are US OPEN Tennis viewers who watch on ESPN-2 watch Ad-Supported Local TV Stations for an average of 87.9 minutes every day representing 29.1% of all time spent daily with Ad-Supported Video.

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



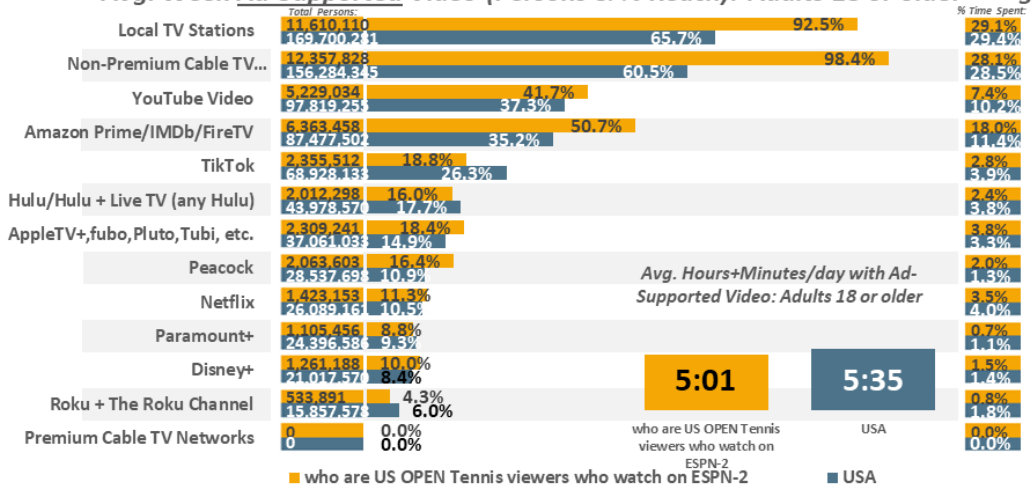
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



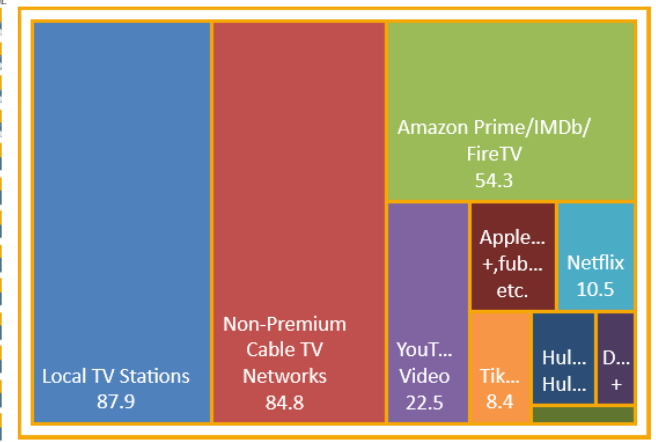


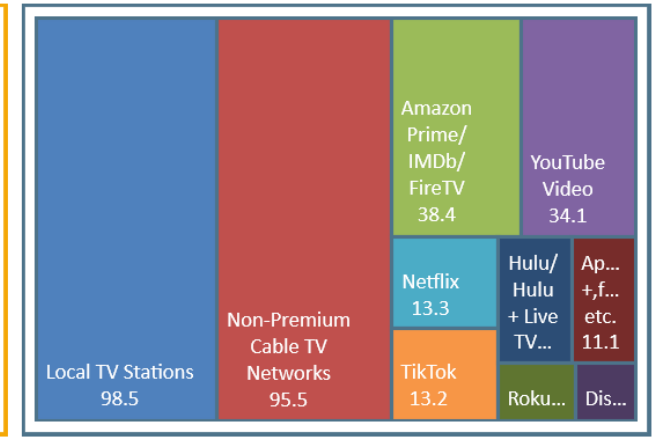
who are US OPEN Tennis viewers who watch on ESPN-2 ■ USA

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





who are US OPEN Tennis viewers who watch on ESPN-2 ■ USA

USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 4,252

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

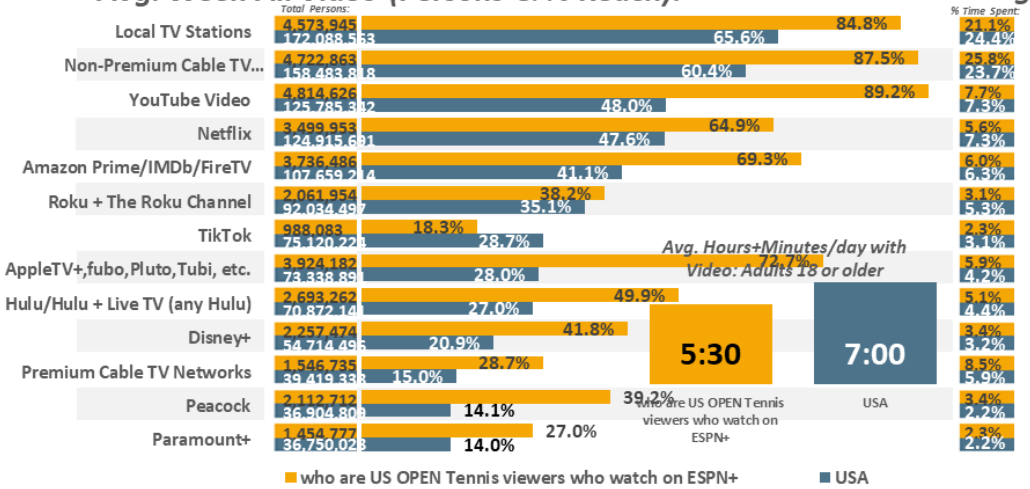
USA Jan23-Feb24 USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 23,333

soefa.ai Share of Everything for Anything ©

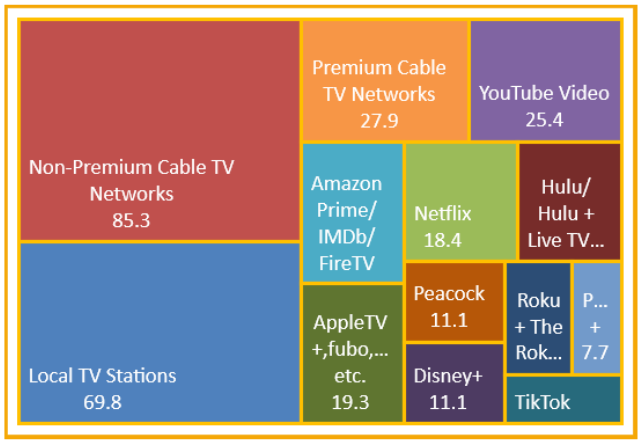
Special TV sports programs watched past 12 months: U.S. Open (tennis) AND... Cable networks/stations watched past 7 days: ESPN2

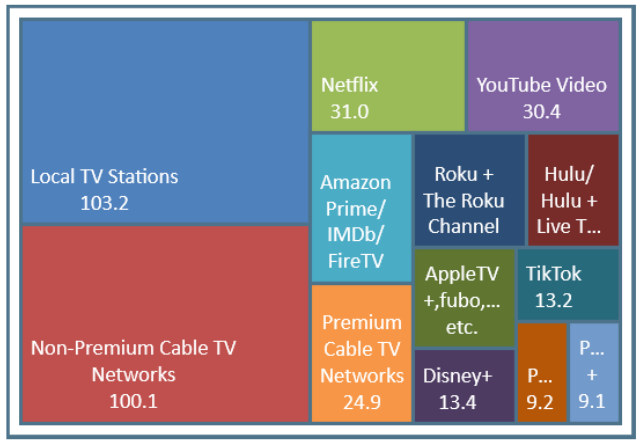
4,475,248 or 82.9% of Adults 18 or older who are US OPEN Tennis viewers who watch on ESPN+ watch Ad-Supported Local TV Stations for an average of 63.3 minutes every day representing 23.2% of all time spent daily with Ad-Supported Video.

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

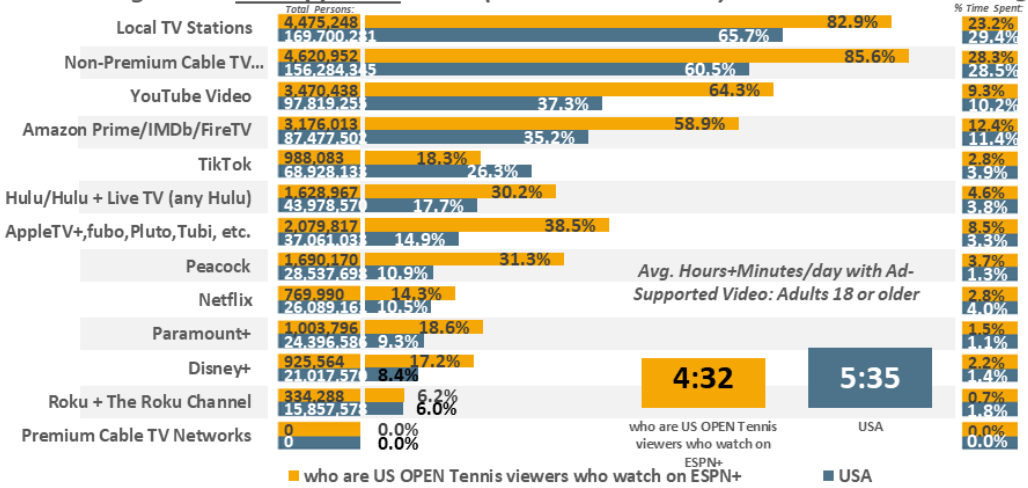


Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

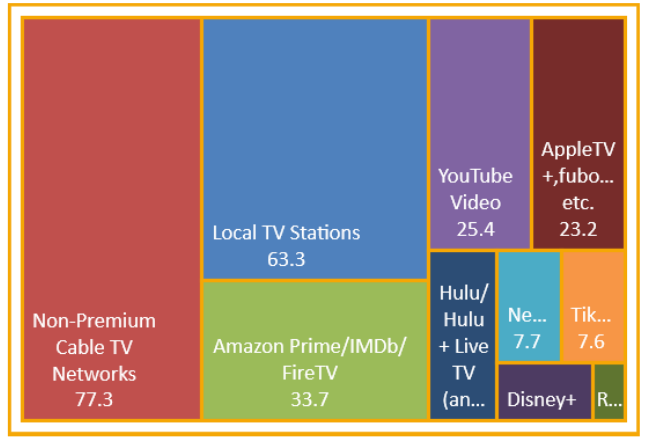


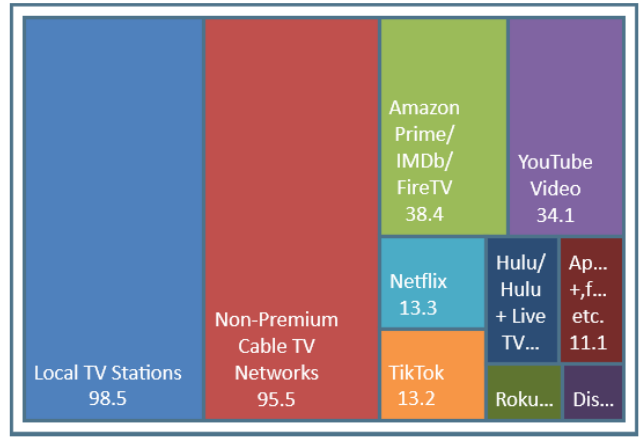


Avg. Week Ad-Supported Video (Persons & % Reach): Adults 18 or older



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





USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 4,252

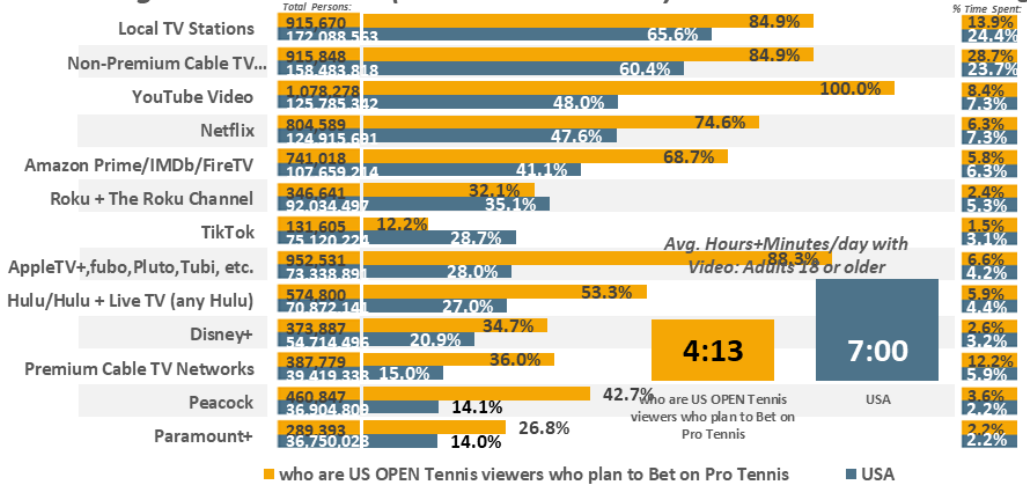
All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved. USA Jan23-Feb24 USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 23,333

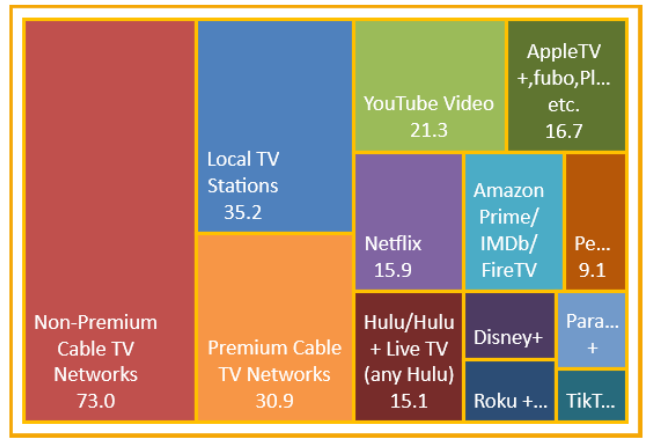
soefa.ai Share of Everything for Anything ©

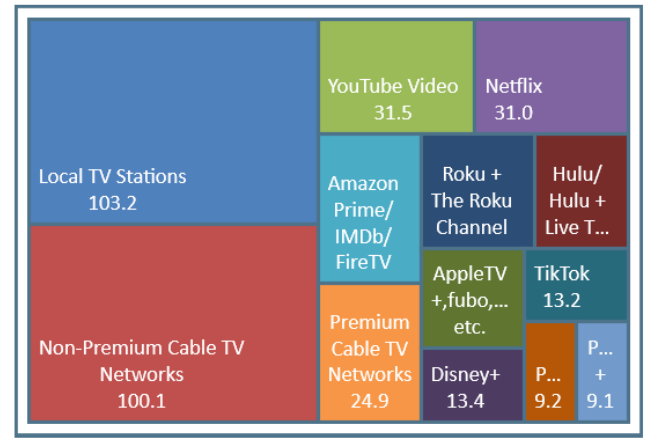
Special TV sports programs watched past 12 months: U.S. Open (tennis) AND... Video streaming services used past 7 days: ESPN+

911,406 or 84.5% of Adults 18 or older who are US OPEN Tennis viewers who plan to Bet on Pro Tennis watch Ad-Supported Local TV Stations for an average of 32.1 minutes every day representing 15.3% of all time spent daily with Ad-Supported Video.

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

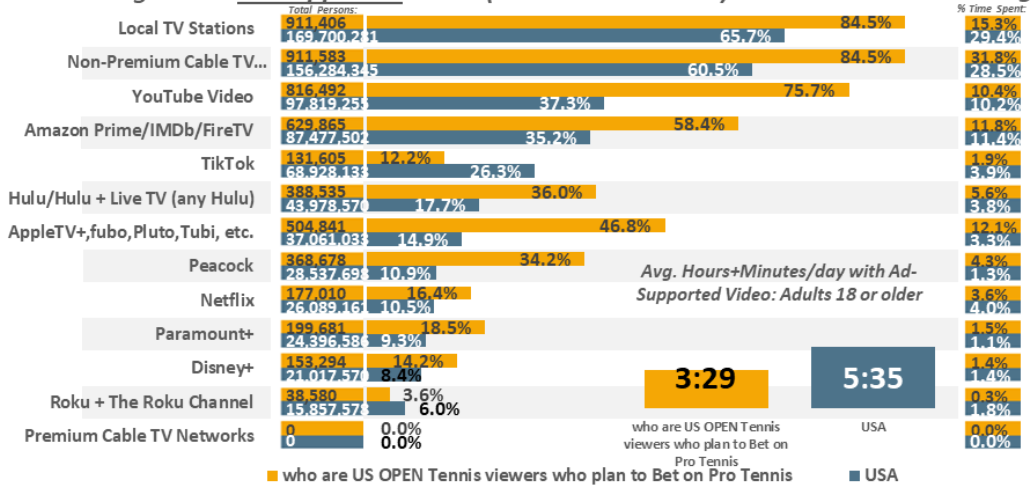


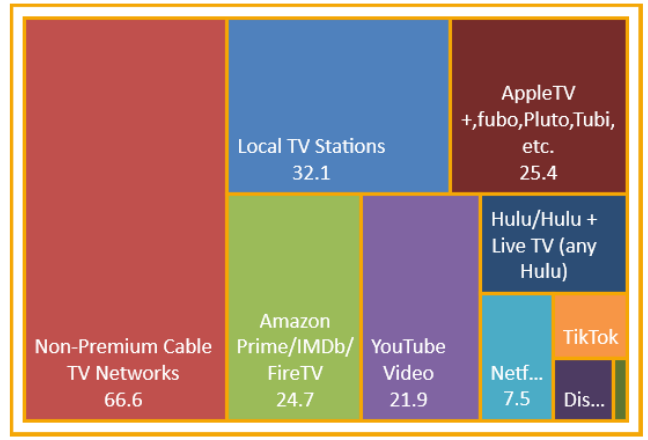


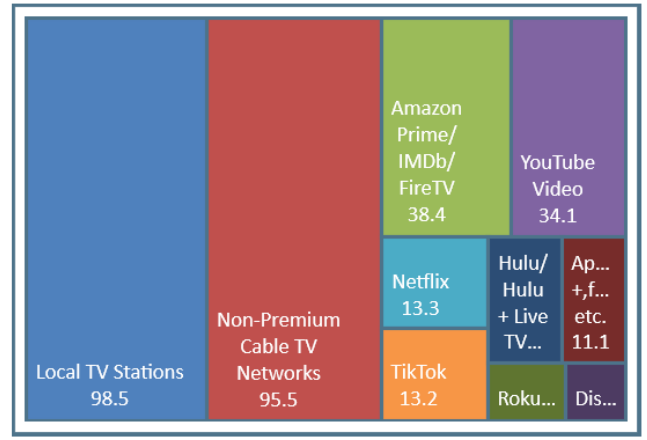


who are US OPEN Tennis viewers who plan to Bet on Pro Tennis ■ USA

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







who are US OPEN Tennis viewers who plan to Bet on Pro Tennis ■ USA

USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 4,252

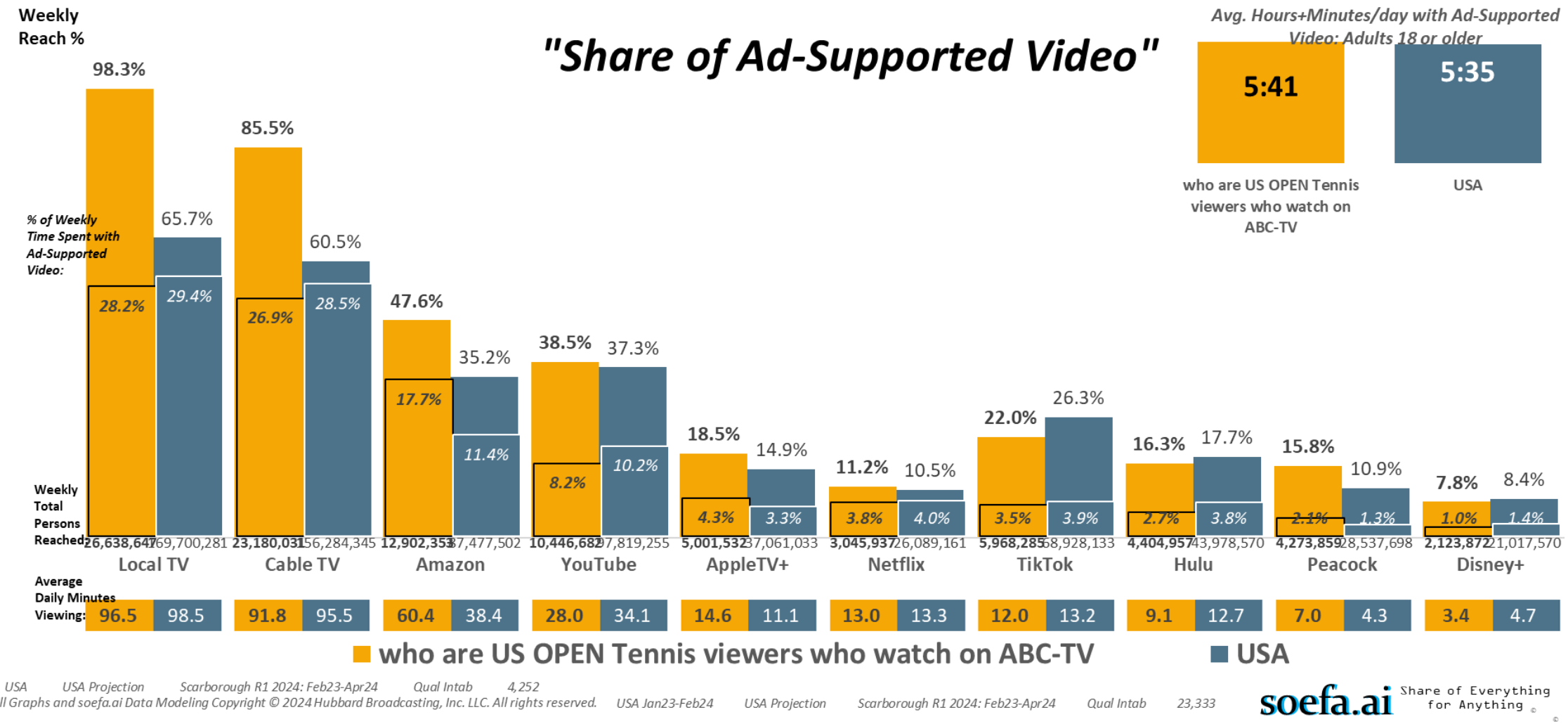
All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

USA Jan23-Feb24 USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 23,333

soefa.ai Share of Everything for Anything ©

Special TV sports programs watched past 12 months: U.S. Open (tennis) AND... Sports betting - sports plan to bet on next 12 months: Professional tennis

26,638,647 or 98.3% of Adults 18 or older who are US OPEN Tennis viewers who watch on ABC-TV watch Ad-Supported Local TV Stations for an average of 96.5 minutes every day representing 28.2% of all time spent daily with Ad-Supported Video.



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 4,252

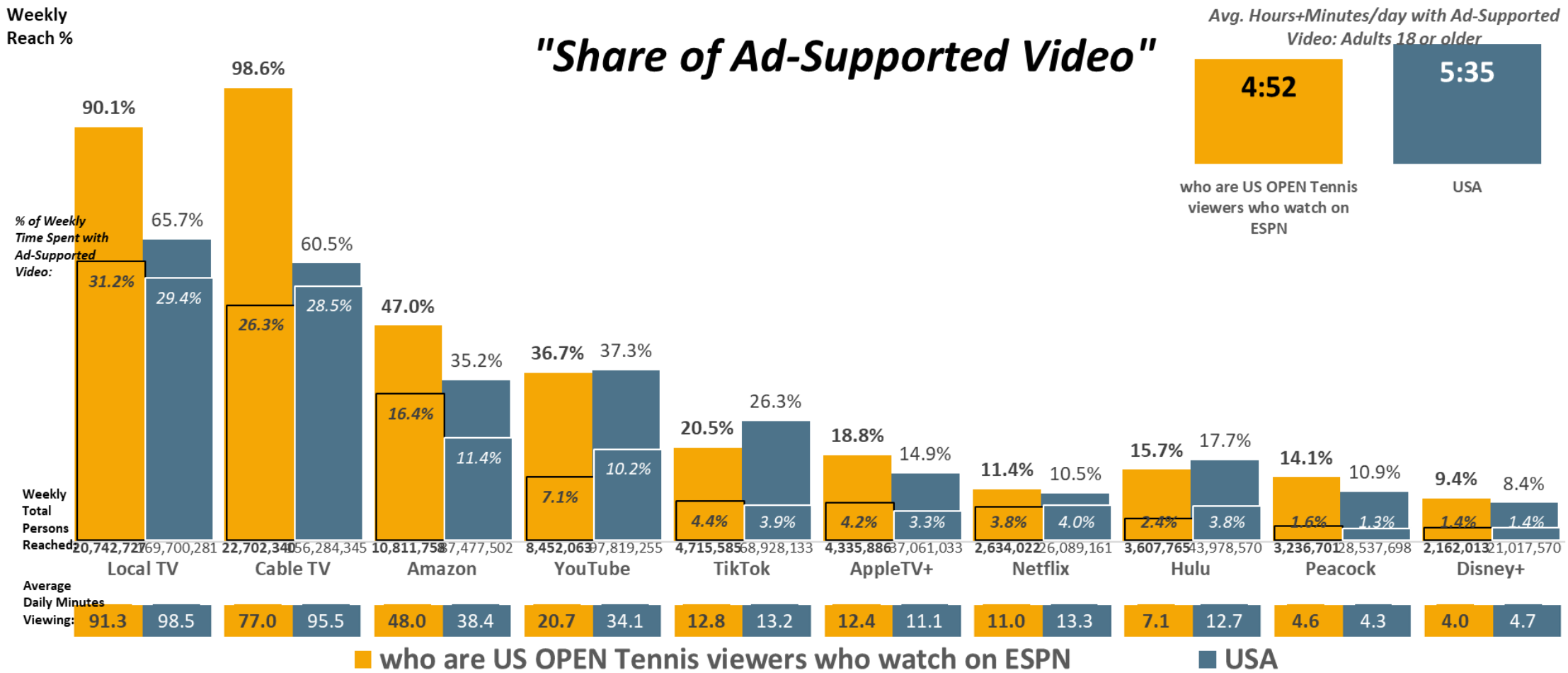
All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

USA Jan23-Feb24 USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 23,333

soefa.ai Share of Everything for Anything ©

Special TV sports programs watched past 12 months: U.S. Open (tennis) AND... Broadcast TV networks/stations watched past 7 days: Any listed ABC station(s)

20,742,727 or 90.1% of Adults 18 or older who are US OPEN Tennis viewers who watch on ESPN watch Ad-Supported Local TV Stations for an average of 91.3 minutes every day representing 31.2% of all time spent daily with Ad-Supported Video.



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 4,252

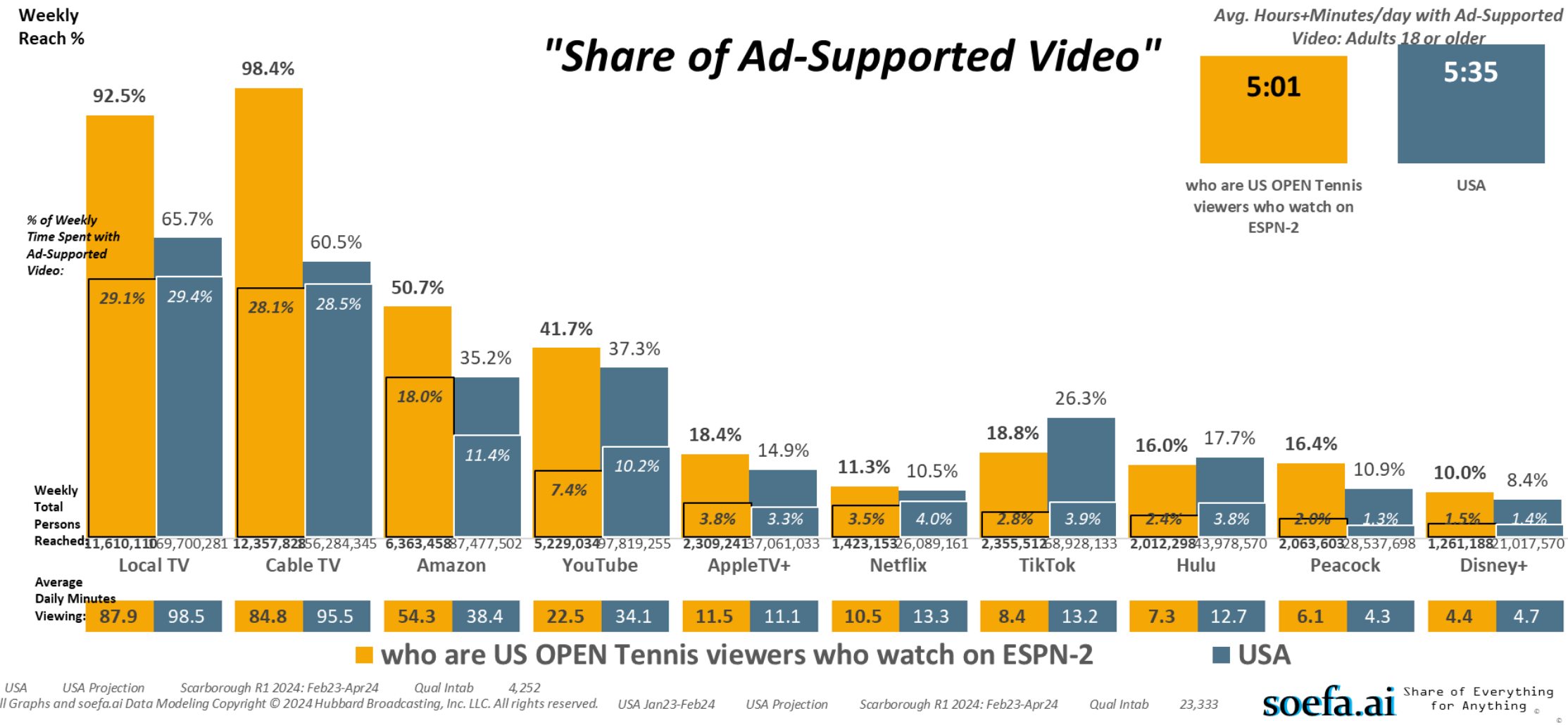
All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

USA Jan23-Feb24 USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 23,333

soefa.ai Share of Everything for Anything ©

Special TV sports programs watched past 12 months: U.S. Open (tennis) AND... Cable networks/stations watched past 7 days: ESPN

11,610,110 or 92.5% of Adults 18 or older who are US OPEN Tennis viewers who watch on ESPN-2 watch Ad-Supported Local TV Stations for an average of 87.9 minutes every day representing 29.1% of all time spent daily with Ad-Supported Video.



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 4,252

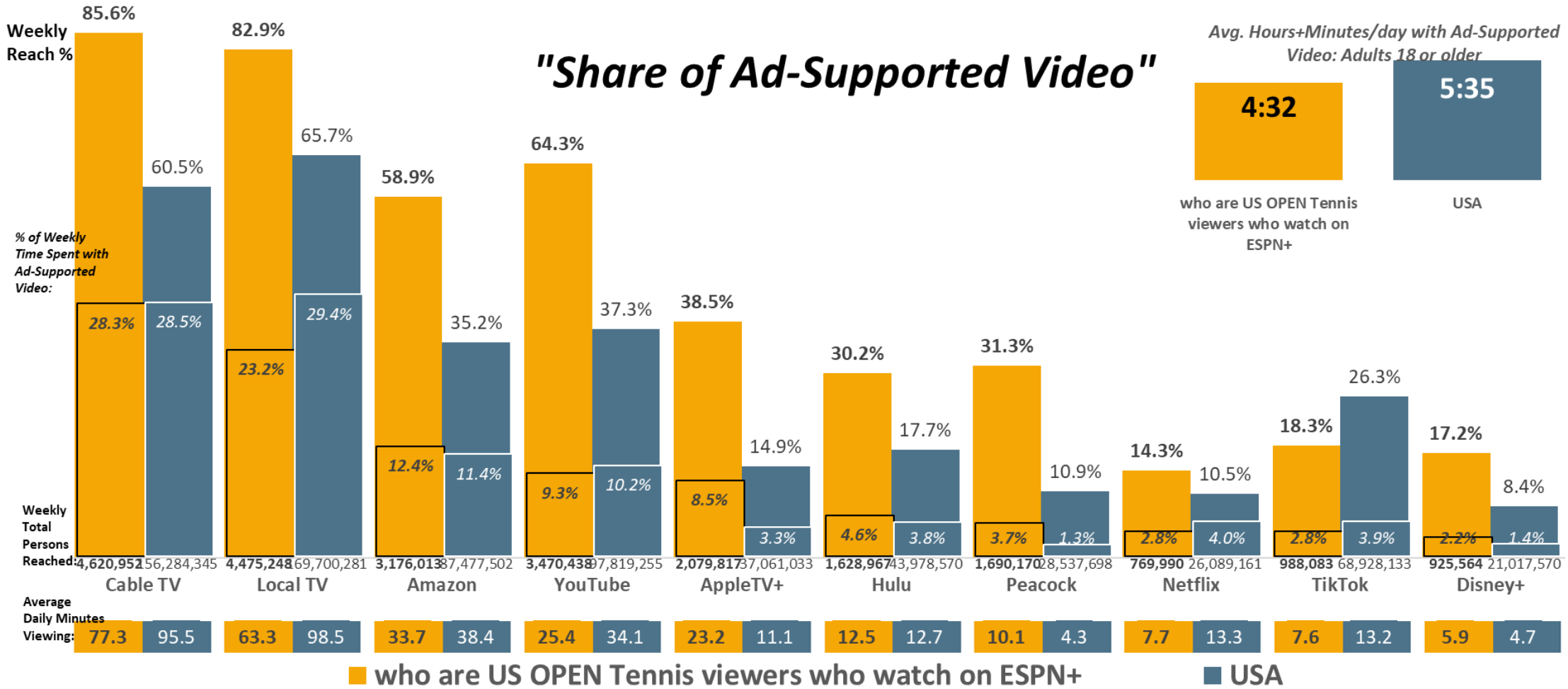
All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

USA Jan23-Feb24 USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 23,333

soefa.ai Share of Everything for Anything ©

Special TV sports programs watched past 12 months: U.S. Open (tennis) AND... Cable networks/stations watched past 7 days: ESPN2

4,475,248 or 82.9% of Adults 18 or older who are US OPEN Tennis viewers who watch on ESPN+ watch Ad-Supported Local TV Stations for an average of 63.3 minutes every day representing 23.2% of all time spent daily with Ad-Supported Video.



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 4,252

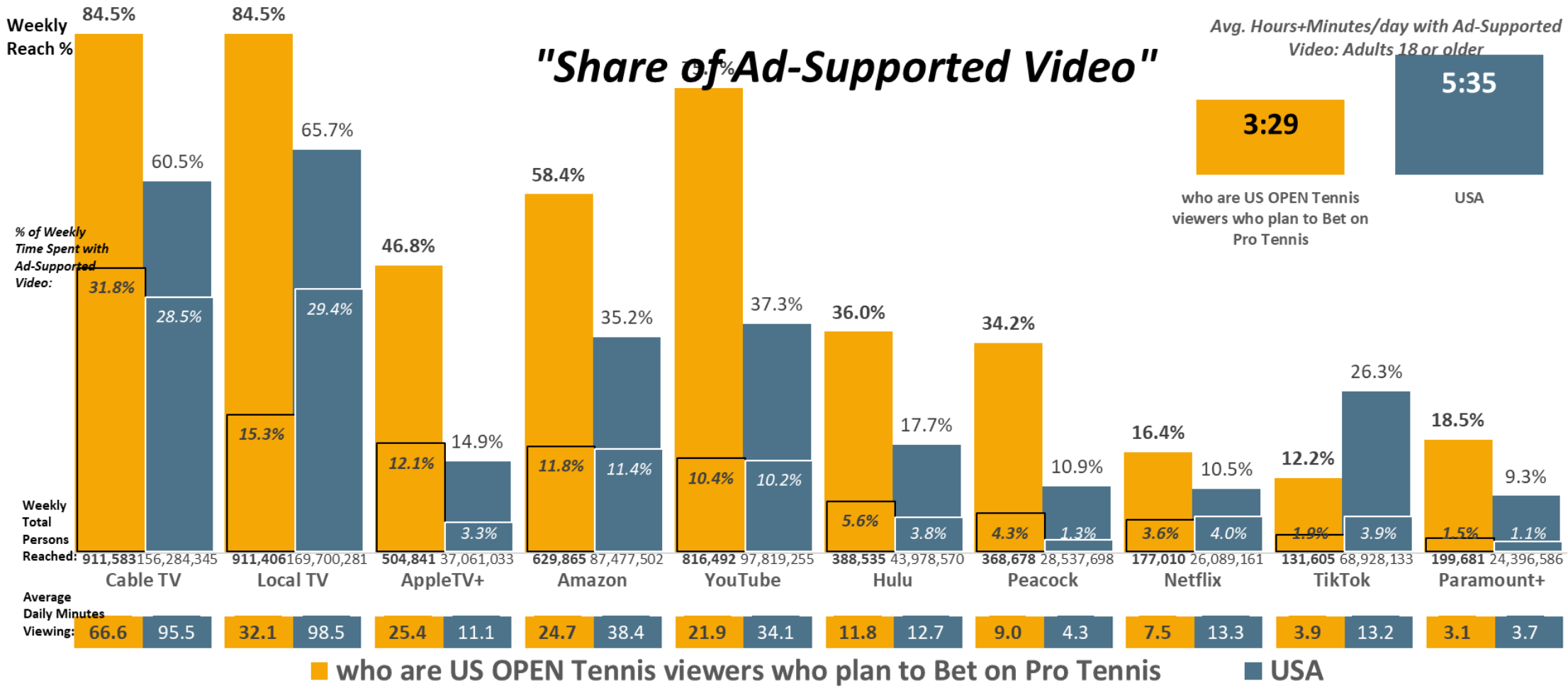
All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

USA Jan23-Feb24 USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 23,333

soefa.ai Share of Everything for Anything ©

Special TV sports programs watched past 12 months: U.S. Open (tennis) AND... Video streaming services used past 7 days: ESPN+

911,406 or 84.5% of Adults 18 or older who are US OPEN Tennis viewers who plan to Bet on Pro Tennis watch Ad-Supported Local TV Stations for an average of 32.1 minutes every day representing 15.3% of all time spent daily with Ad-Supported Video.



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 4,252

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

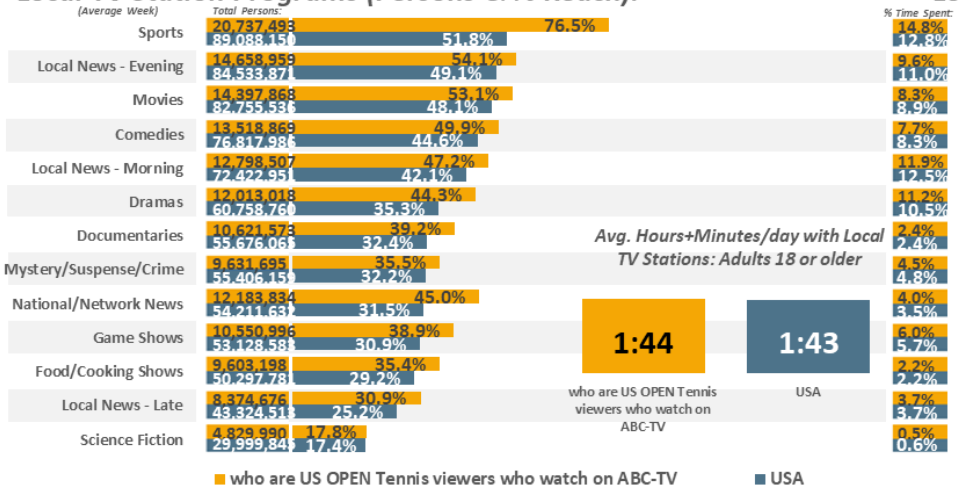
USA Jan23-Feb24 USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 23,333

soefa.ai Share of Everything for Anything ©

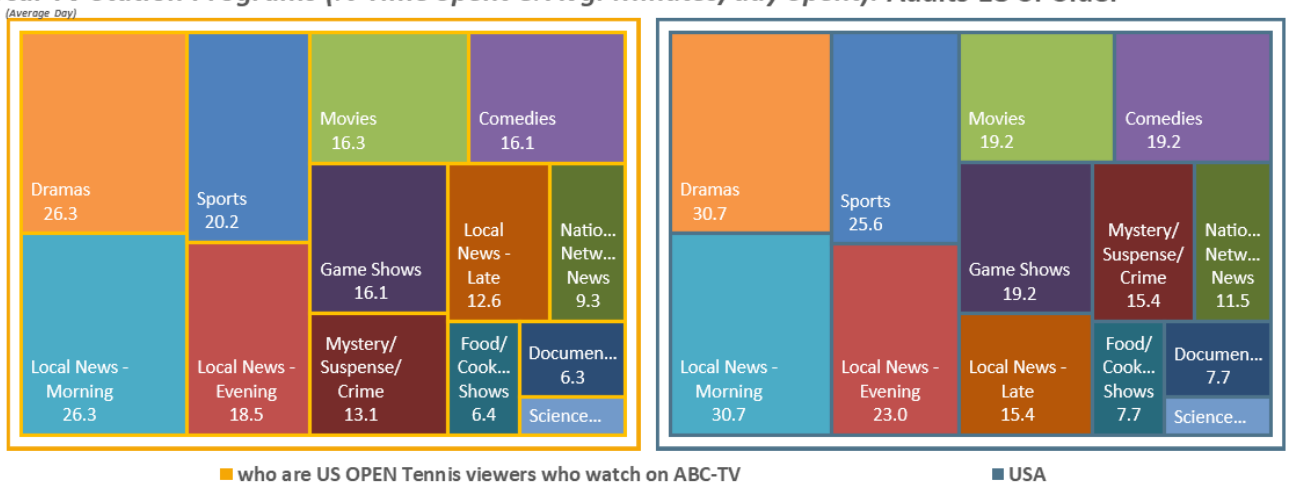
Special TV sports programs watched past 12 months: U.S. Open (tennis) AND... Sports betting - sports plan to bet on next 12 months: Professional tennis

26,638,647 or 98.3% of Adults 18 or older who are US OPEN Tennis viewers who watch on ABC-TV watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Movies, Local News - Morning, Comedies, and Dramas.

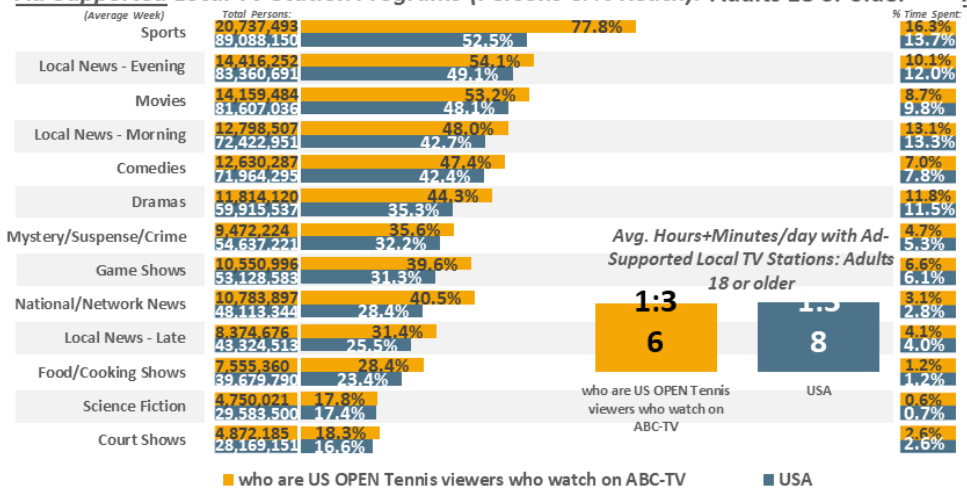
Local TV Station Programs (Persons & % Reach): Adults 18 or older



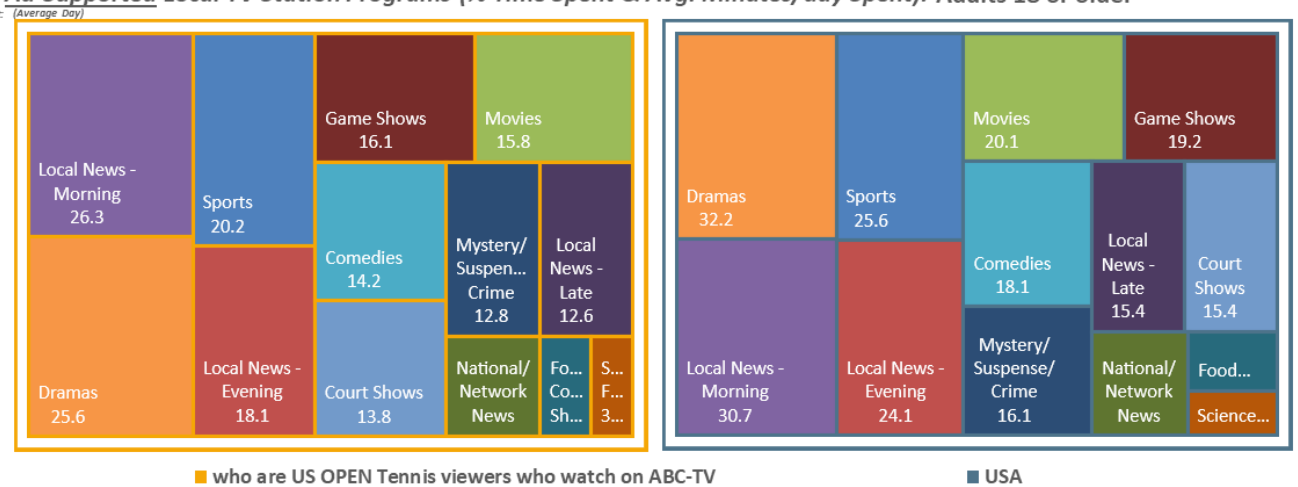
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 4,252

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

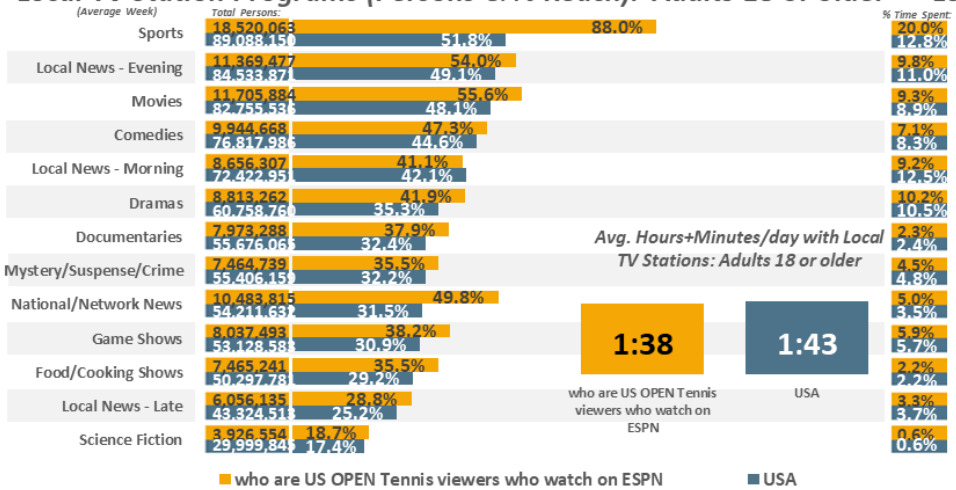
USA Jan23-Feb24 USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 23,333

soefa.ai Share of Everything for Anything ©

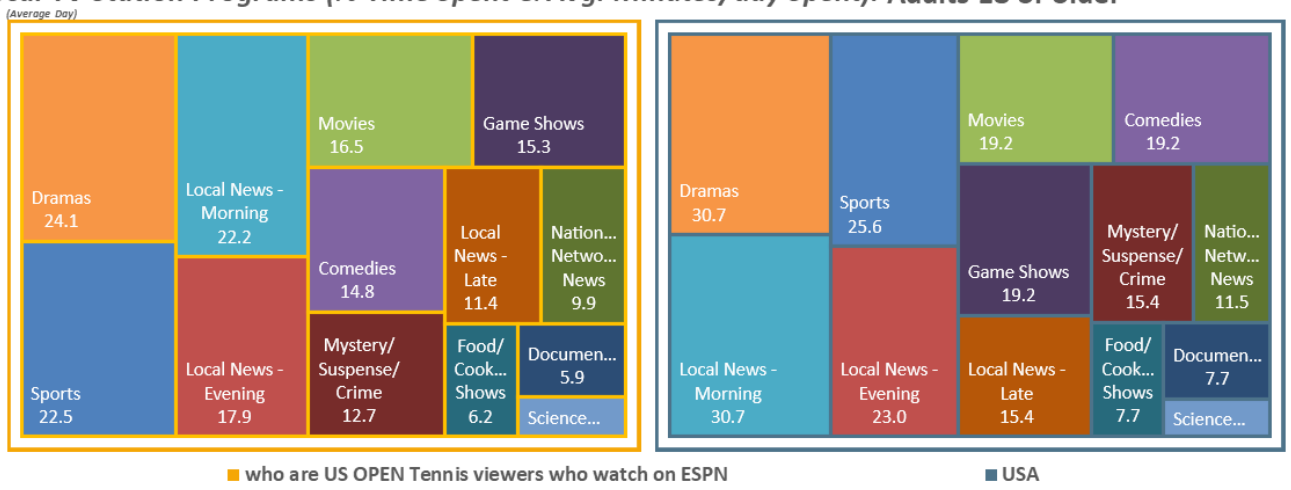
Special TV sports programs watched past 12 months: U.S. Open (tennis) AND... Broadcast TV networks/stations watched past 7 days: Any listed ABC station(s)

20,742,727 or 90.1% of Adults 18 or older who are US OPEN Tennis viewers who watch on ESPN watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Movies, Local News - Evening, Comedies, National/Network News, and Dramas.

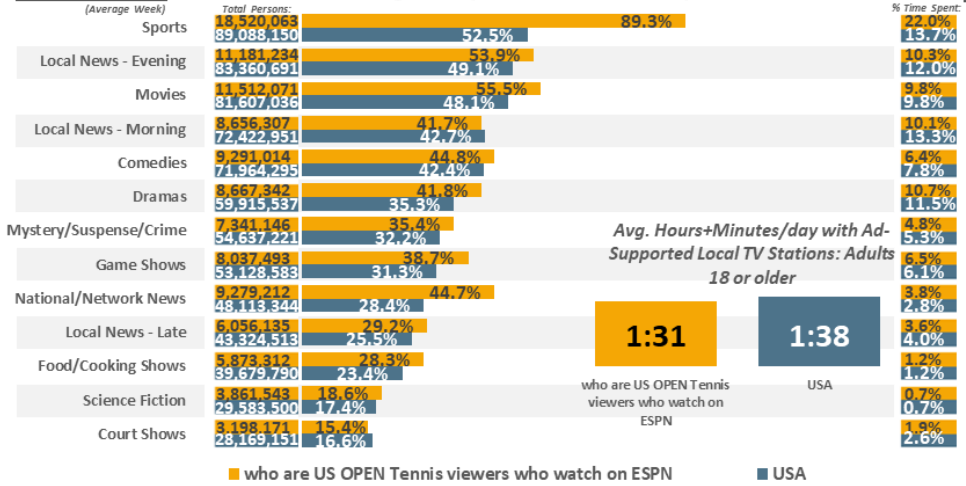
Local TV Station Programs (Persons & % Reach): Adults 18 or older



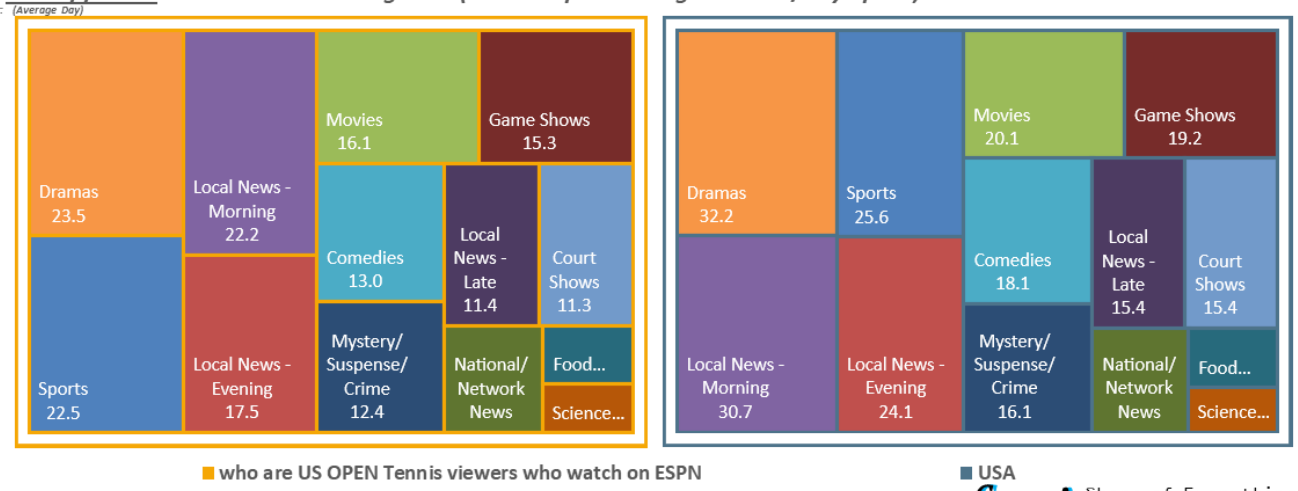
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 4,252

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

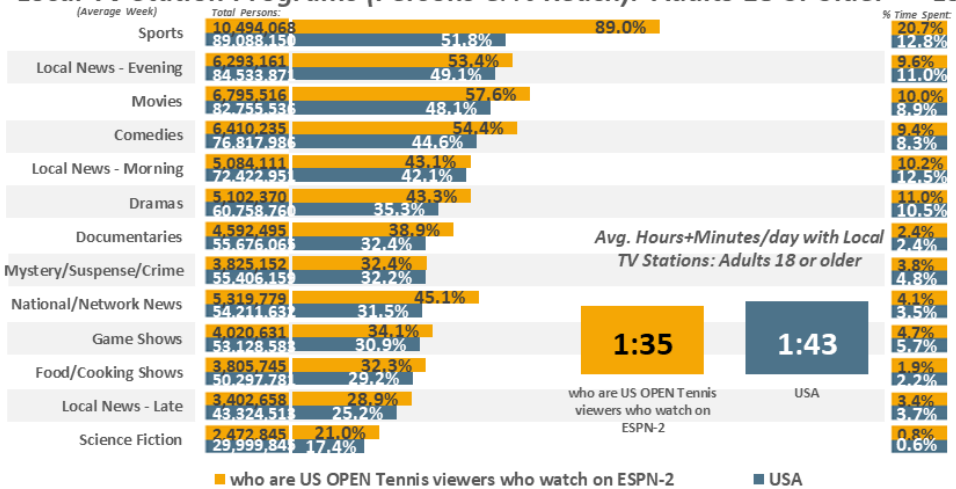
USA Jan23-Feb24 USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 23,333

soefa.ai Share of Everything for Anything ©

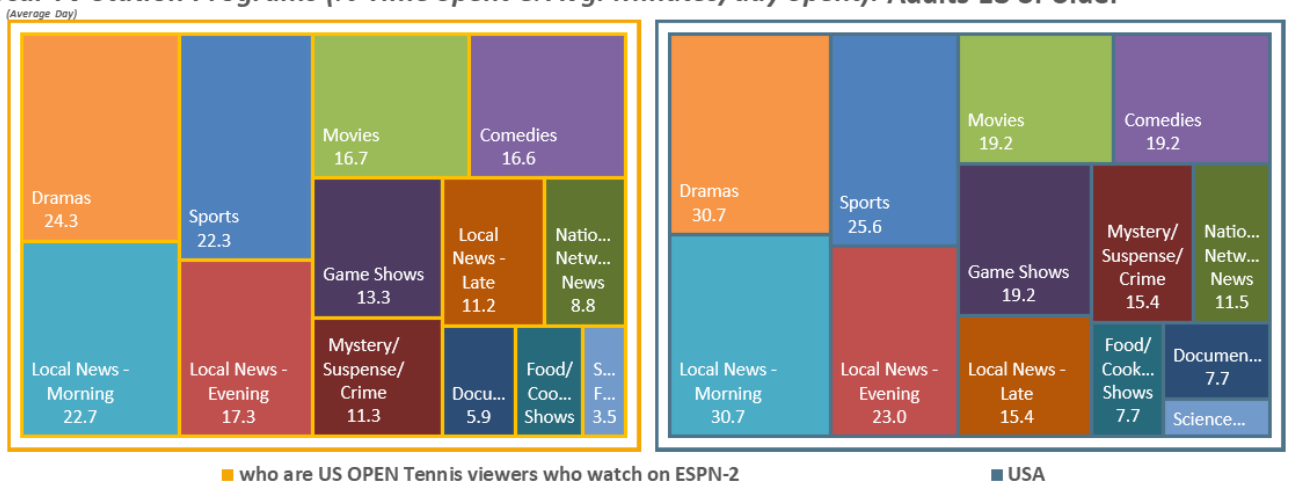
Special TV sports programs watched past 12 months: U.S. Open (tennis) AND... Cable networks/stations watched past 7 days: ESPN

11,610,110 or 92.5% of Adults 18 or older who are US OPEN Tennis viewers who watch on ESPN-2 watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Movies, Local News - Evening, Comedies, Local News - Morning, and Dramas.

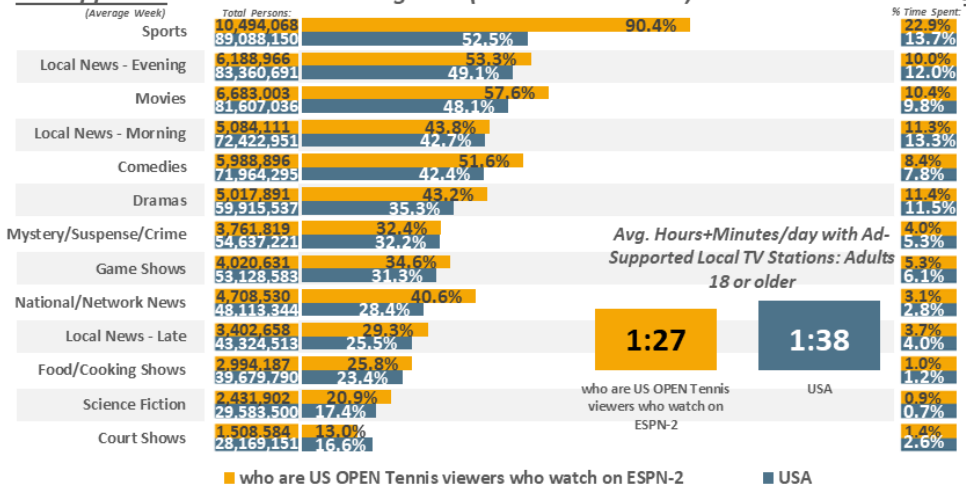
Local TV Station Programs (Persons & % Reach): Adults 18 or older



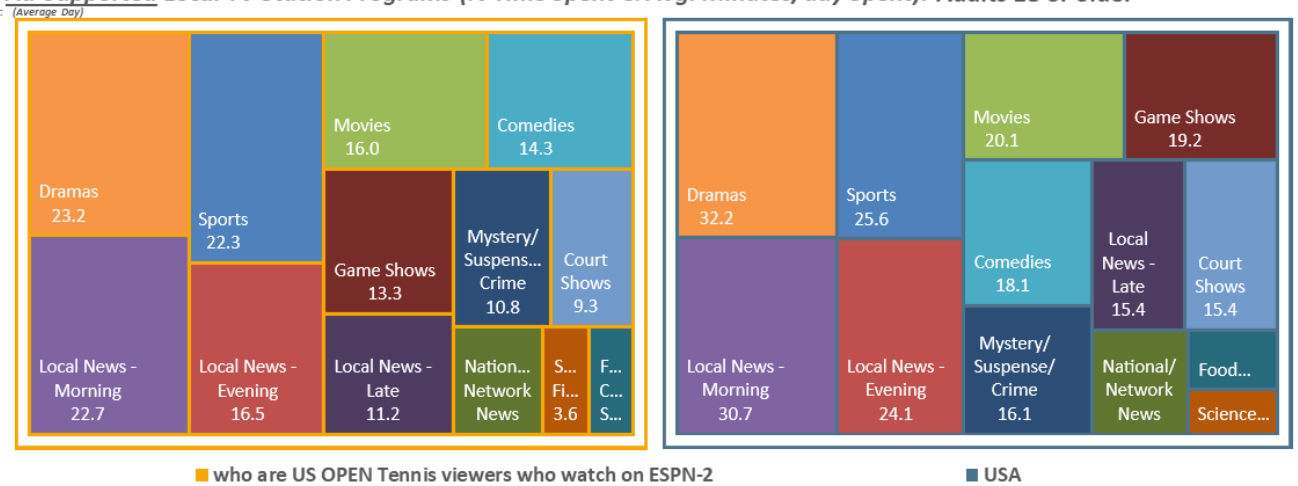
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 4,252

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

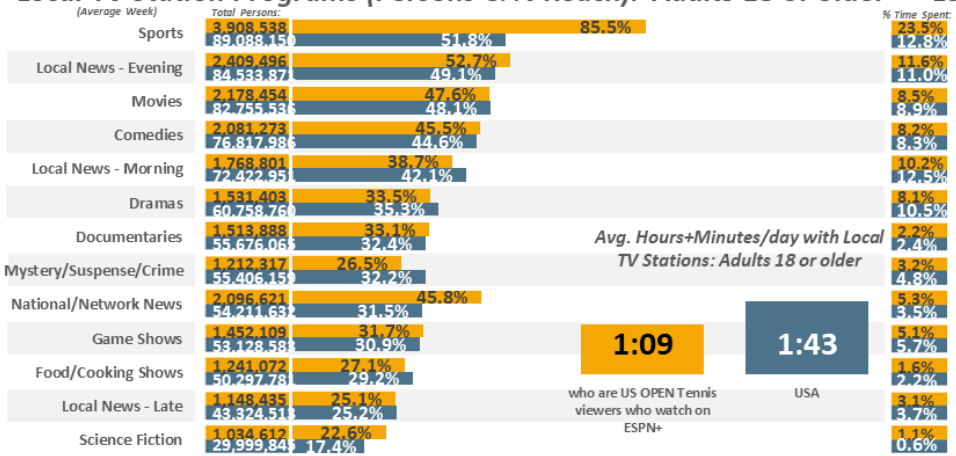
USA Jan23-Feb24 USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 23,333

soefa.ai Share of Everything for Anything ©

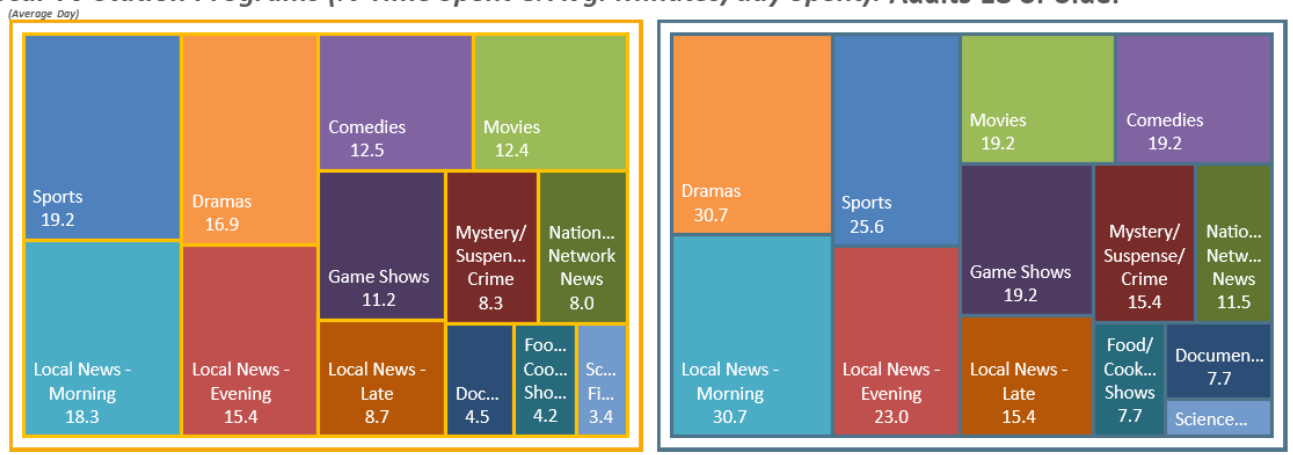
Special TV sports programs watched past 12 months: U.S. Open (tennis) AND... Cable networks/stations watched past 7 days: ESPN2

4,475,248 or 82.9% of Adults 18 or older who are US OPEN Tennis viewers who watch on ESPN+ watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Movies, Comedies, National/Network News, and Local News - Morning.

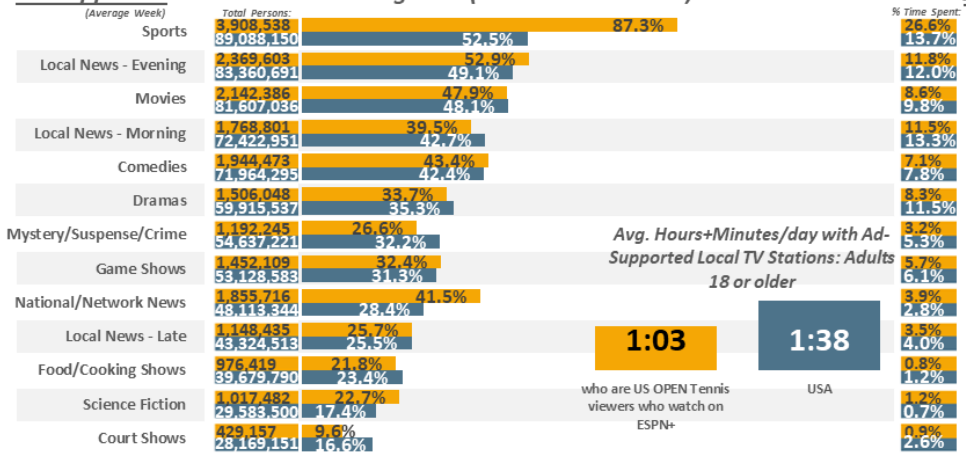
Local TV Station Programs (Persons & % Reach): Adults 18 or older



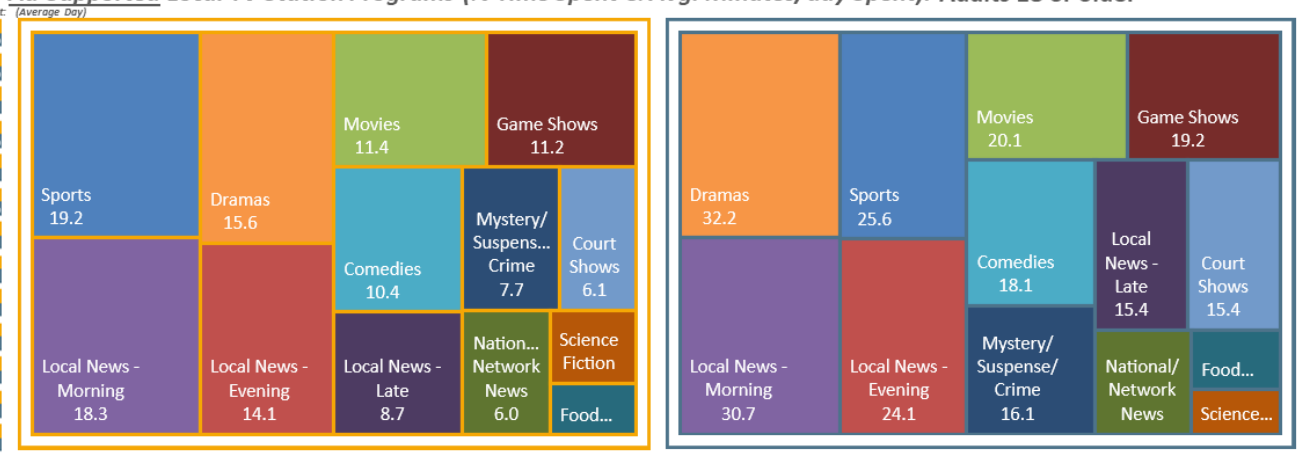
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 4,252

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

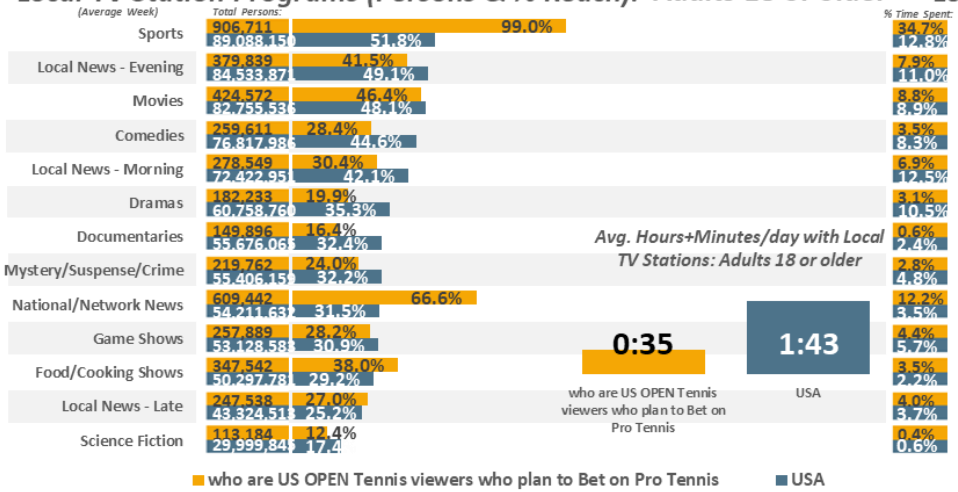
USA Jan23-Feb24 USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 23,333

soefa.ai Share of Everything for Anything ©

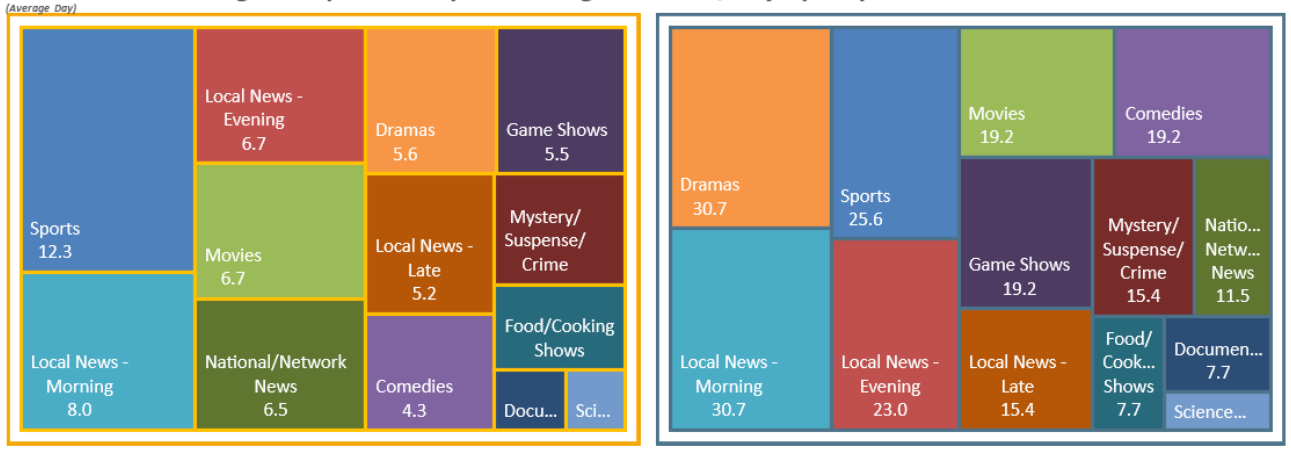
Special TV sports programs watched past 12 months: U.S. Open (tennis) AND... Video streaming services used past 7 days: ESPN+

911,406 or 84.5% of Adults 18 or older who are US OPEN Tennis viewers who plan to Bet on Pro Tennis watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, National/Network News, Movies, Local News - Evening, Local News - Morning, and Food/Co

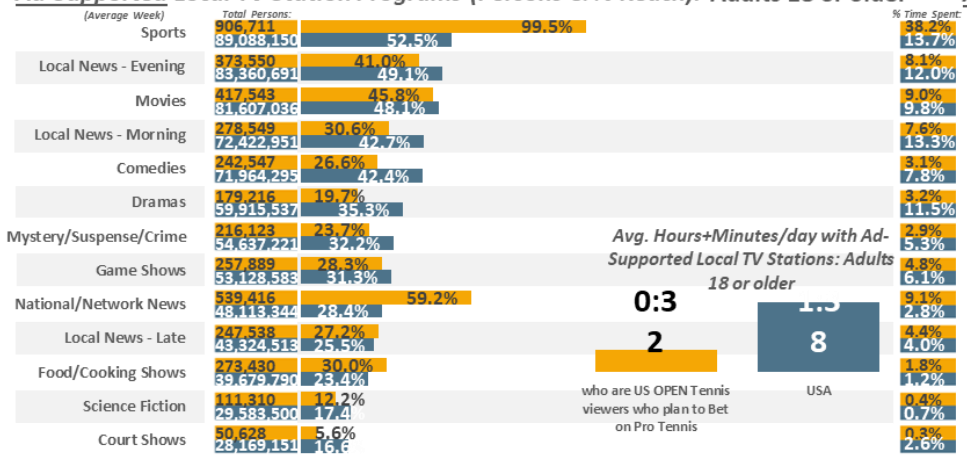
Local TV Station Programs (Persons & % Reach): Adults 18 or older



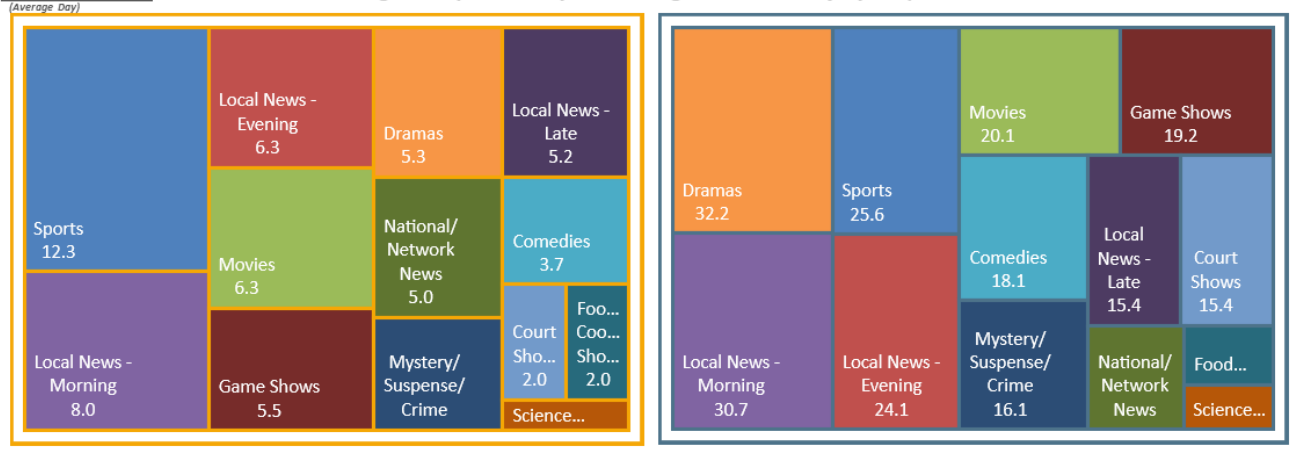
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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: Feb23-Apr24 Qual Intab 4,252

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

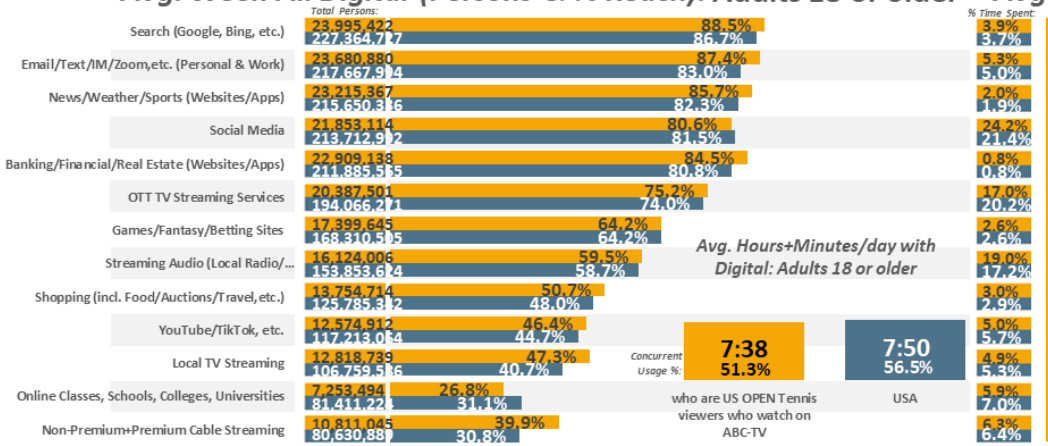
USA Jan23-Feb24 USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 23,333

soefa.ai Share of Everything for Anything ©

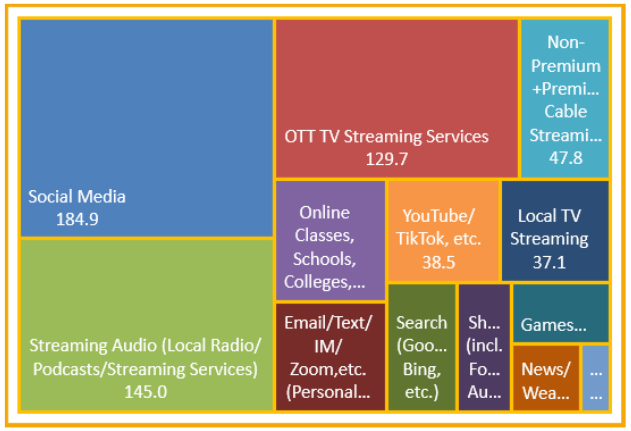
Special TV sports programs watched past 12 months: U.S. Open (tennis) AND... Sports betting - sports plan to bet on next 12 months: Professional tennis

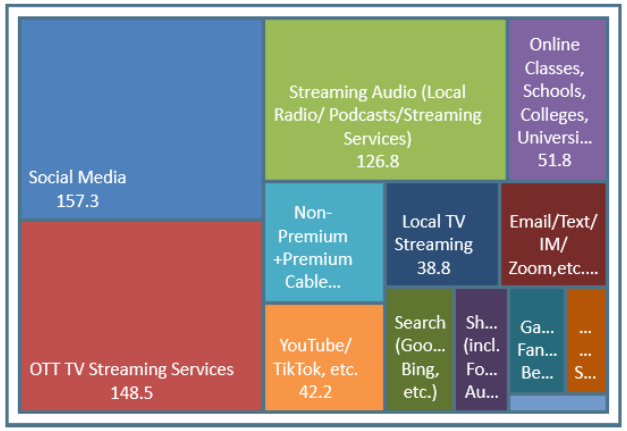
19,066,601 or 70.3% of Adults 18 or older who are US OPEN Tennis viewers who watch on ABC-TV use Ad-Supported Social Media for an average of 170.1 minutes every day representing 28.3% of all time spent daily with Ad-Supported Digital Media.

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

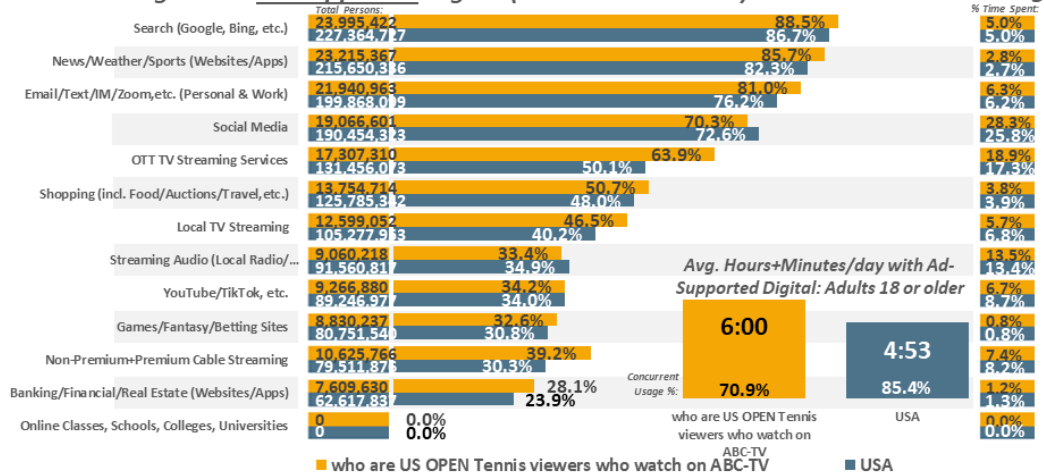


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

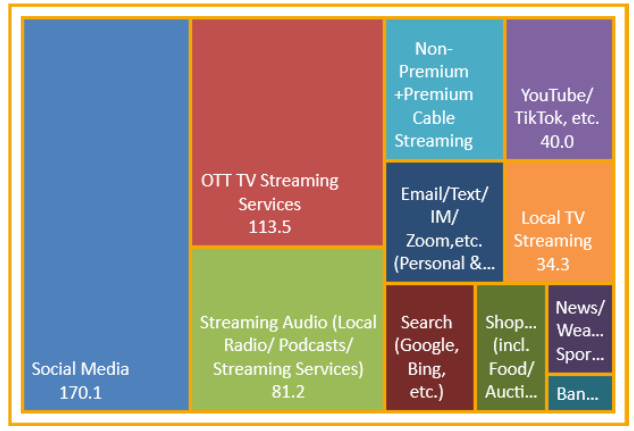


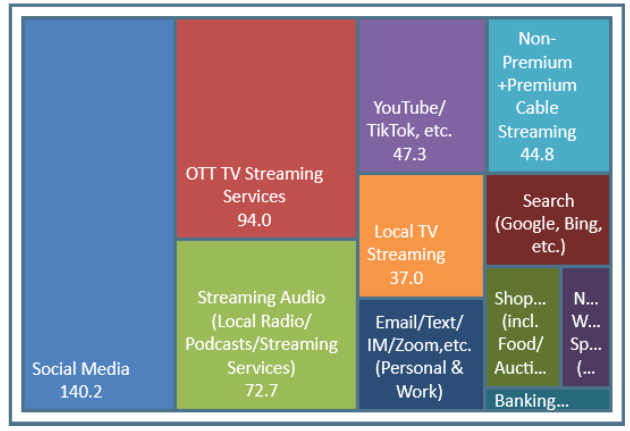


Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 18 or older



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





USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 4,252

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

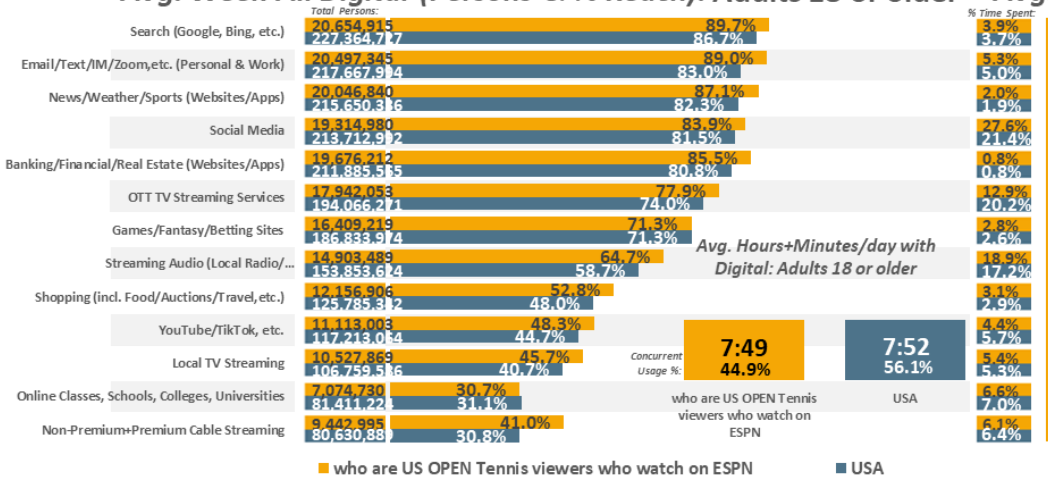
USA Jan23-Feb24 USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 23,333

soefa.ai Share of Everything for Anything ©

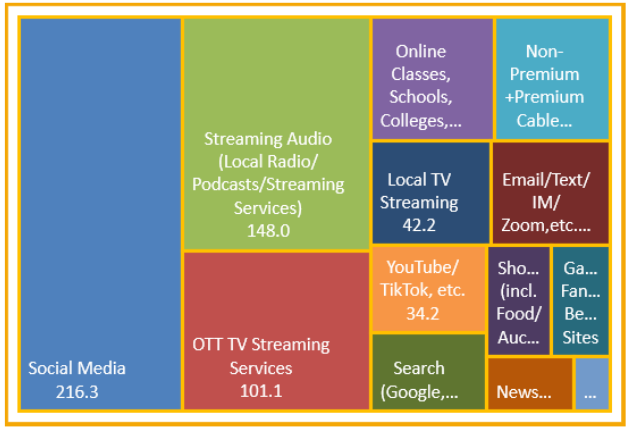
Special TV sports programs watched past 12 months: U.S. Open (tennis) AND... Broadcast TV networks/stations watched past 7 days: Any listed ABC station(s)

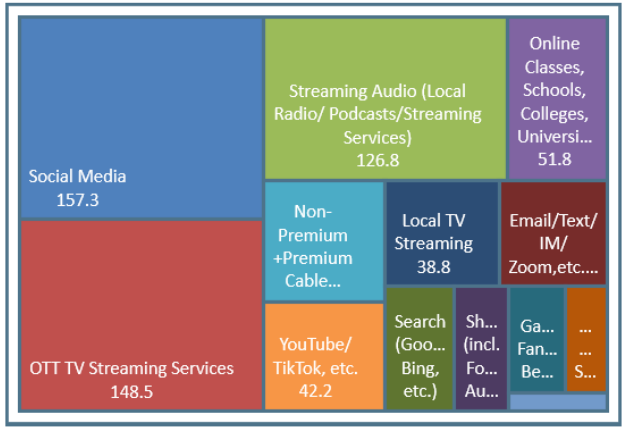
17,053,172 or 74.1% of Adults 18 or older who are US OPEN Tennis viewers who watch on ESPN use Ad-Supported Social Media for an average of 199. minutes every day representing 32.7% of all time spent daily with Ad-Supported Digital Media.

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

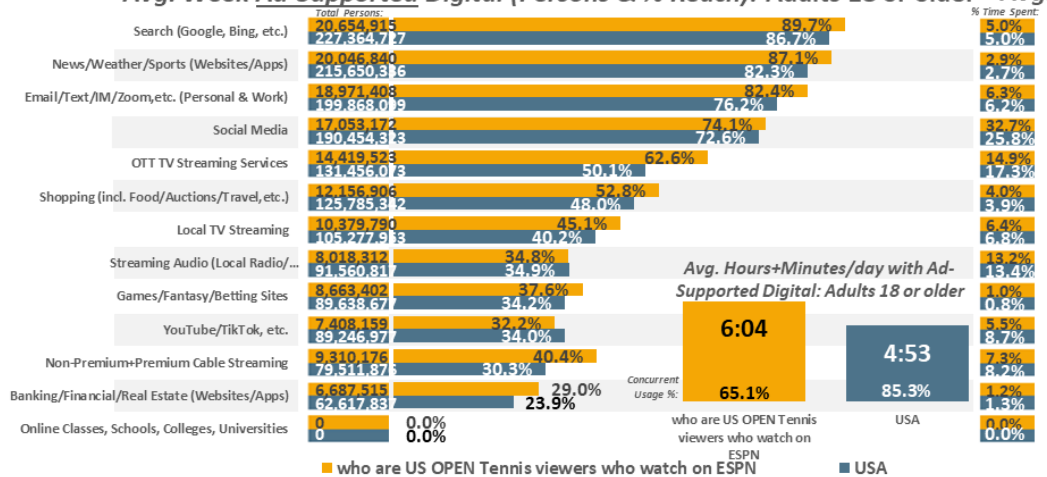


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

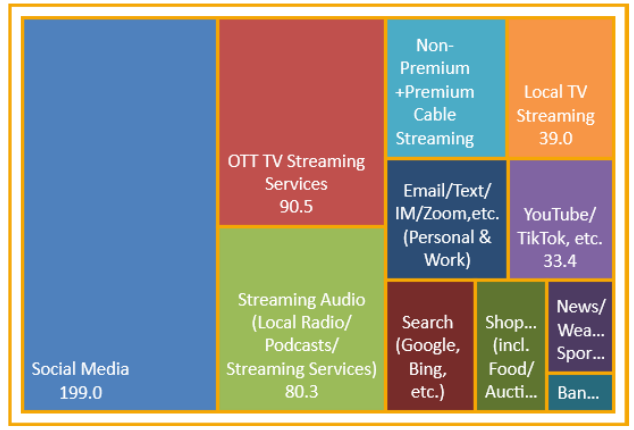


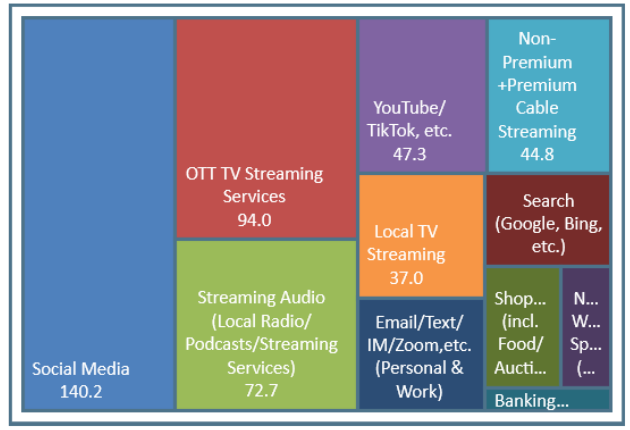


Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 18 or older



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





USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 4,252

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

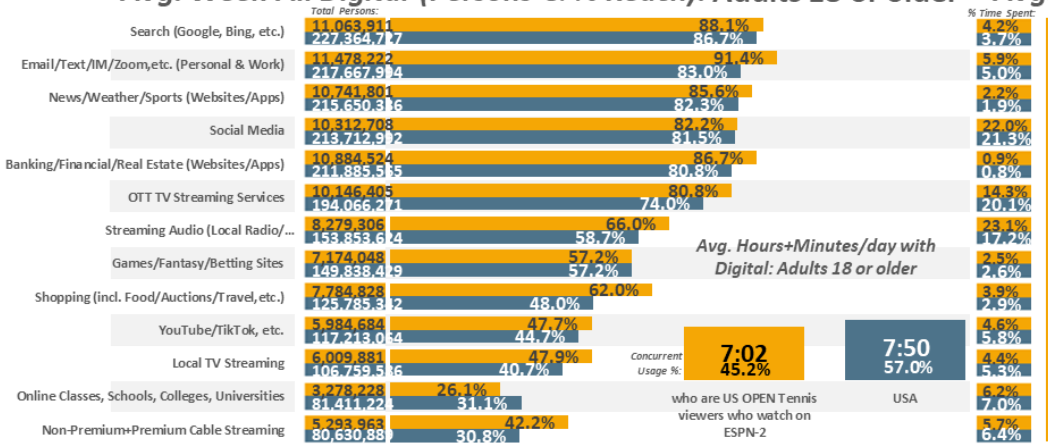
USA Jan23-Feb24 USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 23,333

soefa.ai Share of Everything for Anything ©

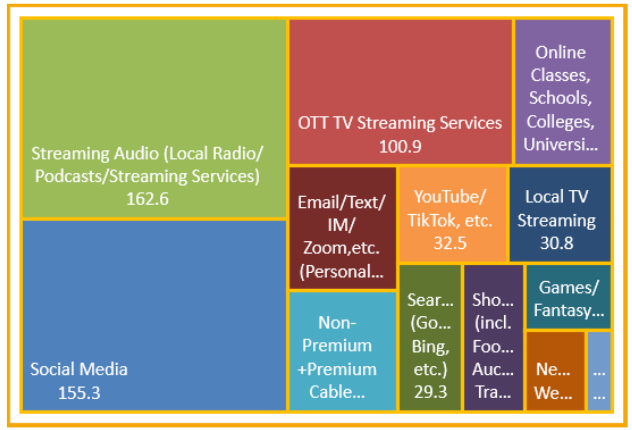
Special TV sports programs watched past 12 months: U.S. Open (tennis) AND... Cable networks/stations watched past 7 days: ESPN

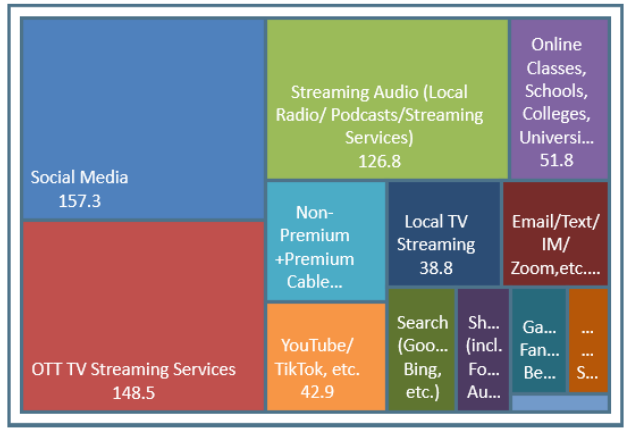
9,030,525 or 71.9% of Adults 18 or older who are US OPEN Tennis viewers who watch on ESPN-2 use Ad-Supported Social Media for an average of 142.9 minutes every day representing 25.9% of all time spent daily with Ad-Supported Digital Media.

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

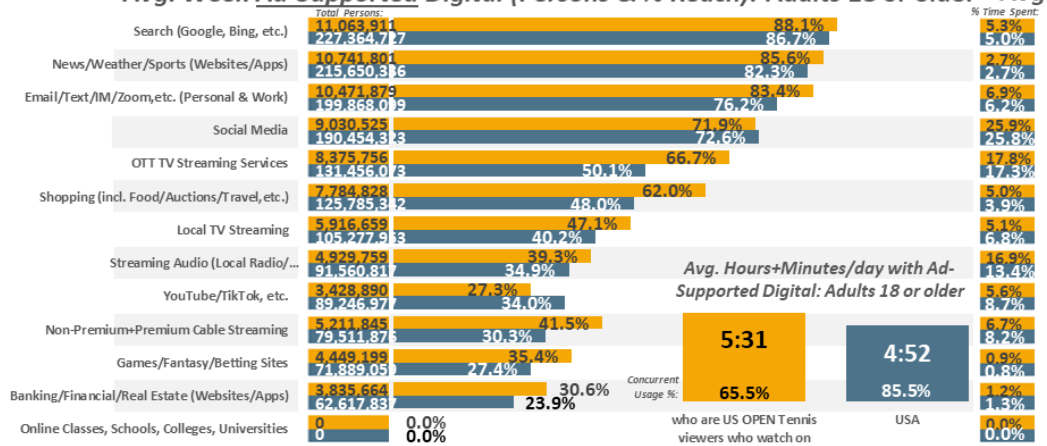


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

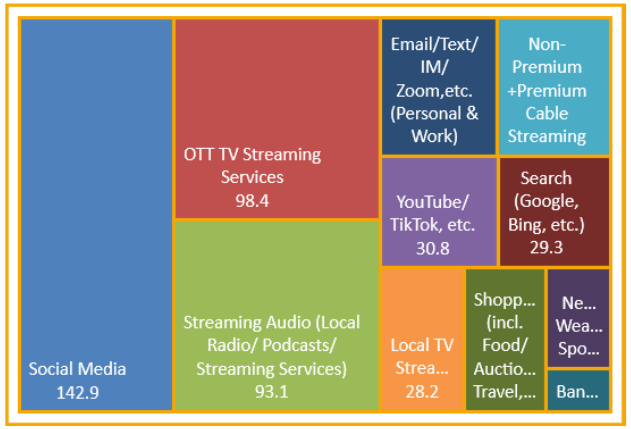


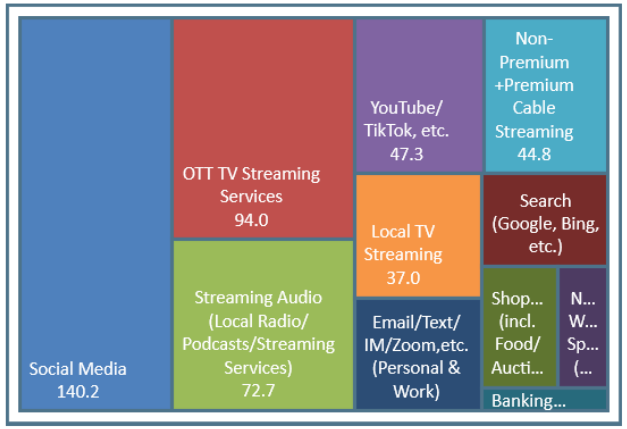


Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 18 or older



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





USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 4,252

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

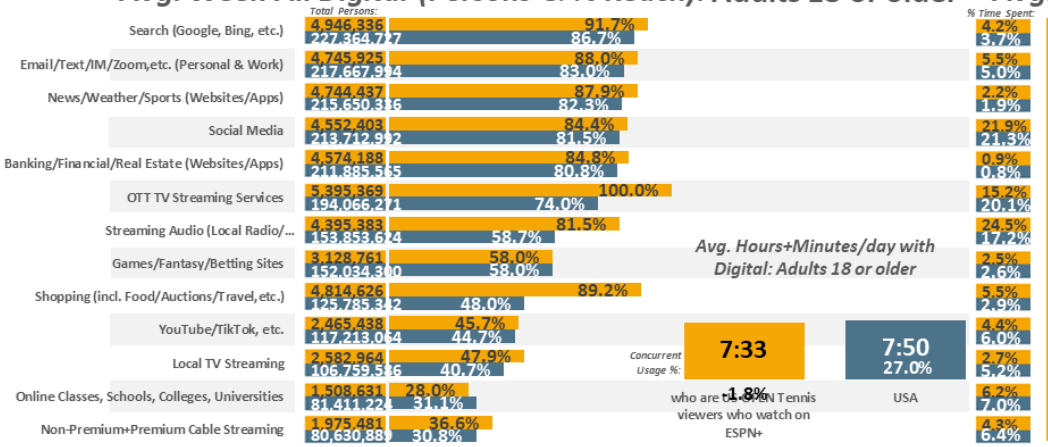
USA Jan23-Feb24 USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 23,333

soefa.ai Share of Everything for Anything ©

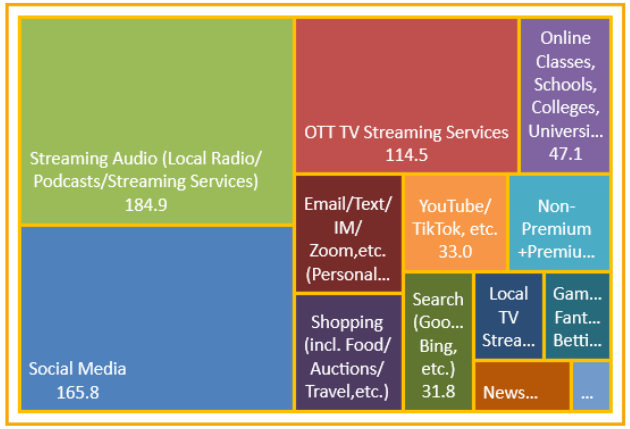
Special TV sports programs watched past 12 months: U.S. Open (tennis) AND... Cable networks/stations watched past 7 days: ESPN2

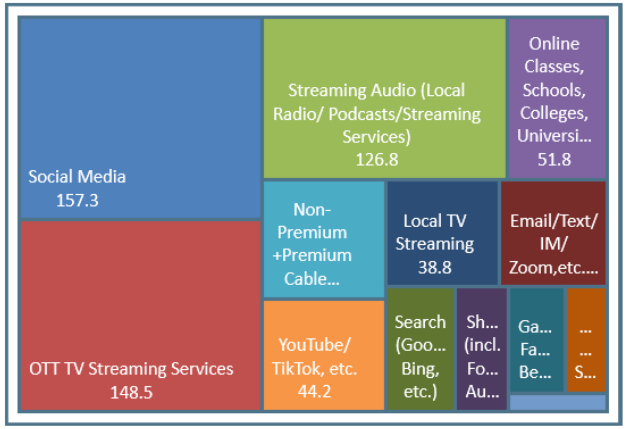
3,971,320 or 73.6% of Adults 18 or older who are US OPEN Tennis viewers who watch on ESPN+ use Ad-Supported Social Media for an average of 144.6 minutes every day representing 25.3% of all time spent daily with Ad-Supported Digital Media.

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

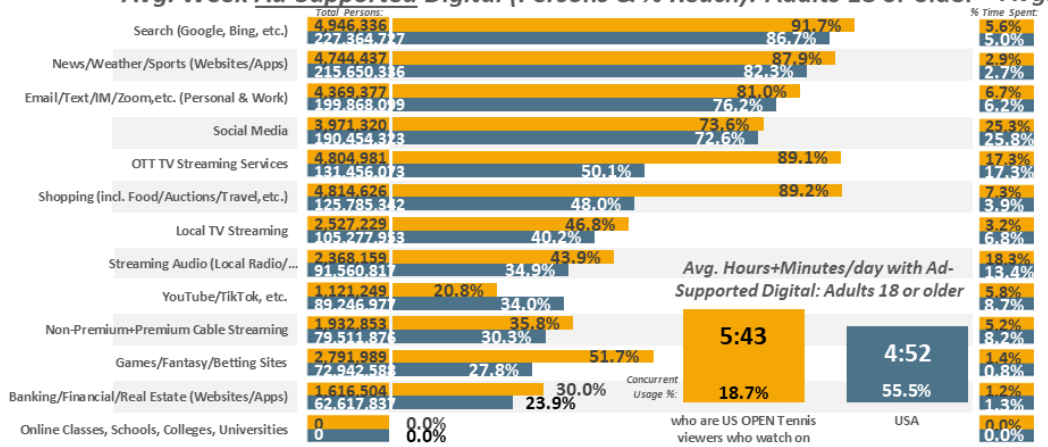


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

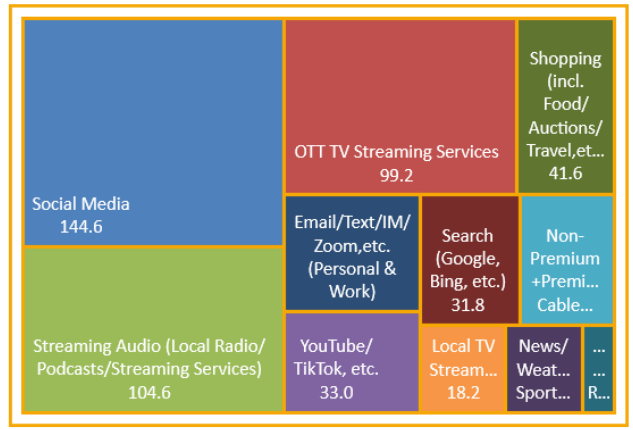


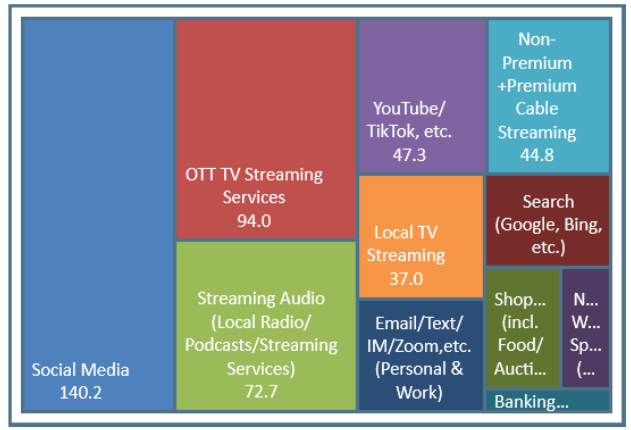


Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 18 or older



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





USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 4,252

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

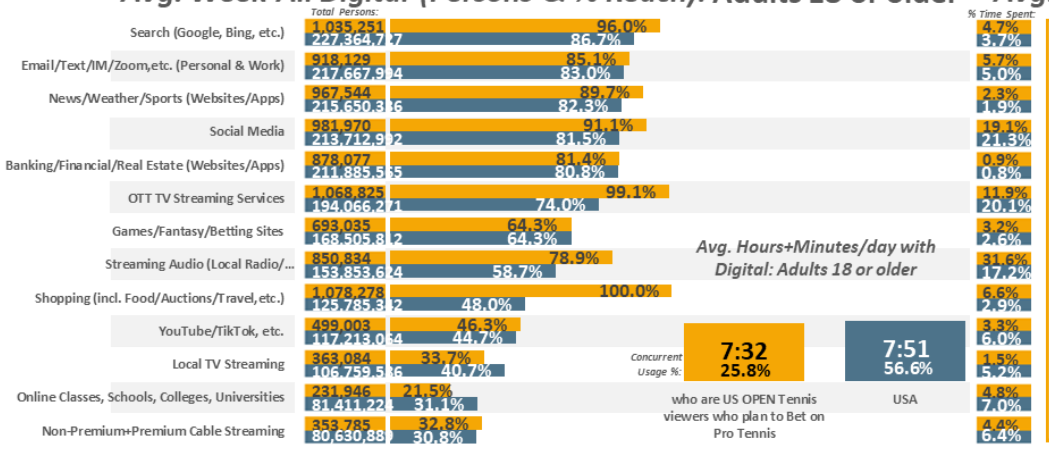
USA Jan23-Feb24 USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 23,333

soefa.ai Share of Everything for Anything ©

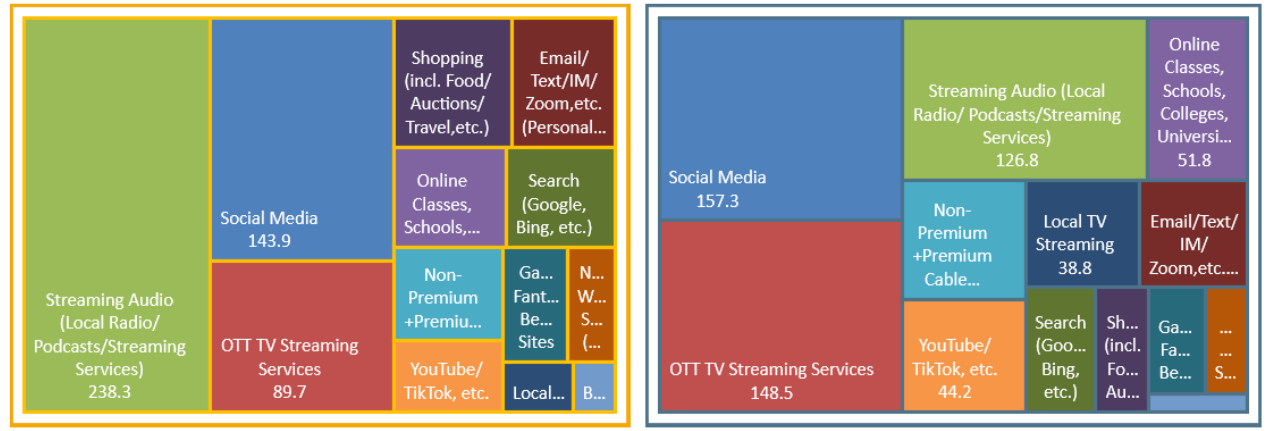
Special TV sports programs watched past 12 months: U.S. Open (tennis) AND... Video streaming services used past 7 days: ESPN+

911,514 or 84.5% of Adults 18 or older who are US OPEN Tennis viewers who plan to Bet on Pro Tennis use Ad-Supported Social Media for an average of 132.4 minutes every day representing 23.7% of all time spent daily with Ad-Supported Digital Media.

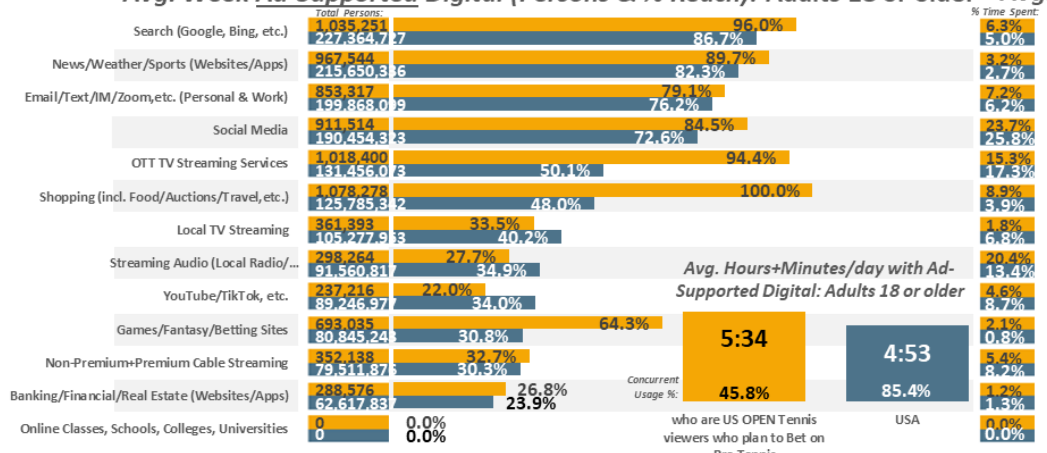
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



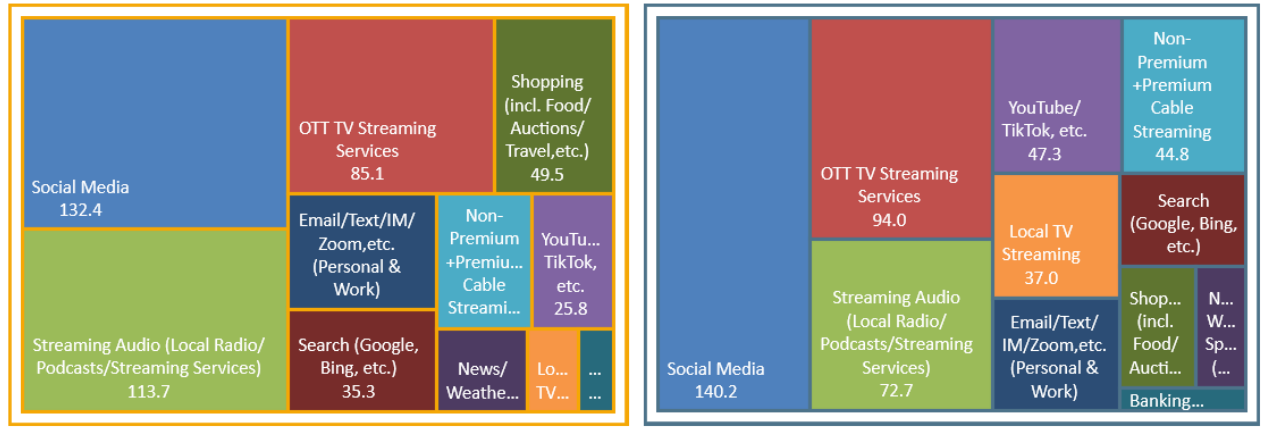
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 4,252

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

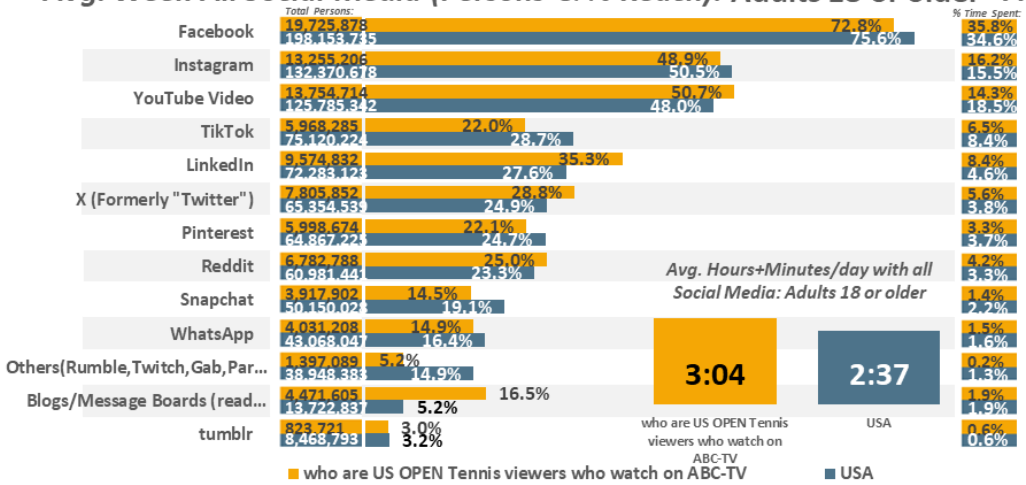
USA Jan23-Feb24 USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 23,333

soefa.ai Share of Everything for Anything ©

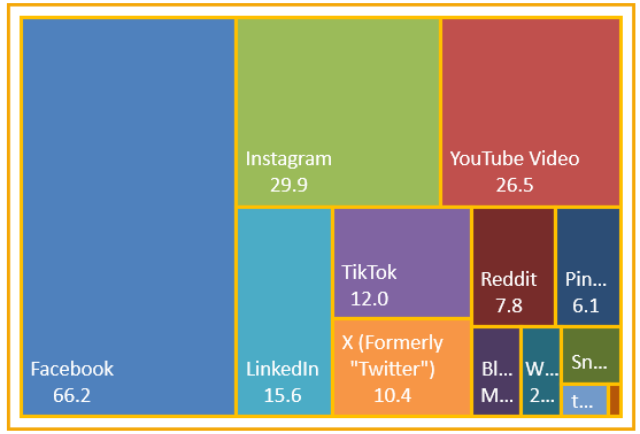
Special TV sports programs watched past 12 months: U.S. Open (tennis) AND... Sports betting - sports plan to bet on next 12 months: Professional tennis

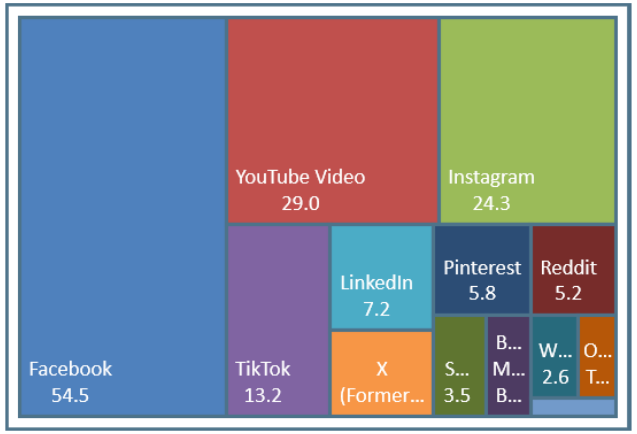
19,066,601 or 70.3% of Adults 18 or older who are US OPEN Tennis viewers who watch on ABC-TV use Ad-Supported Facebook for an average of 58.9 minutes every day representing 36.5% of all time spent daily with Ad-Supported Social Media.

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

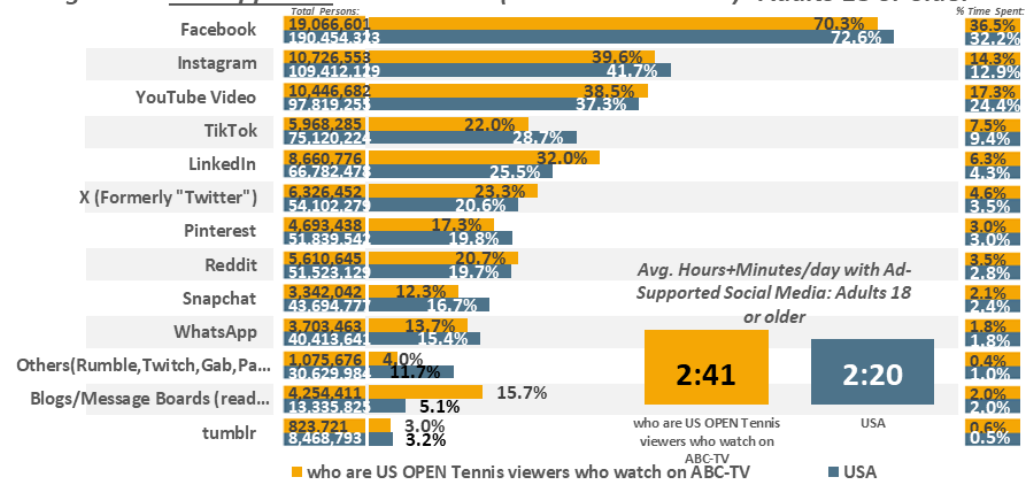


Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

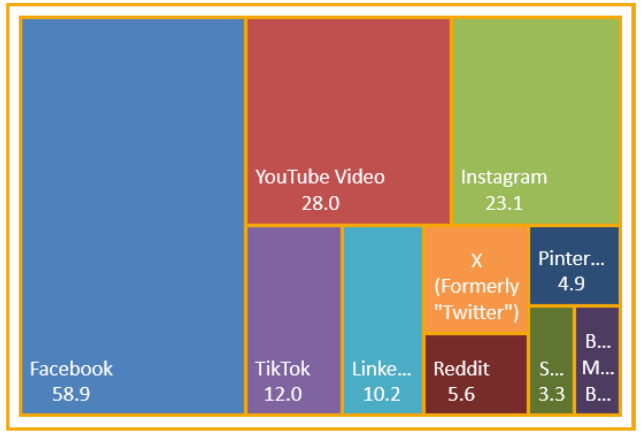


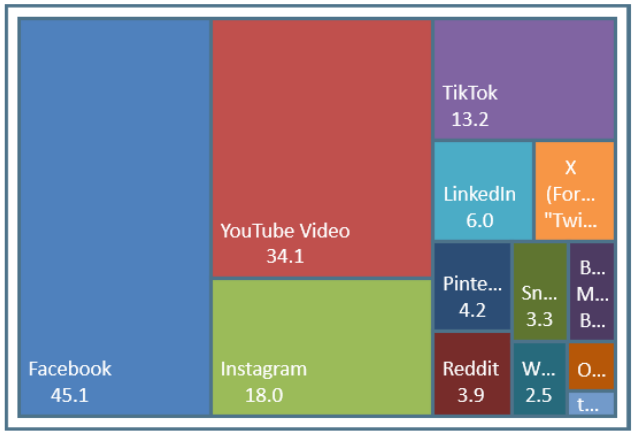


Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 18 or older



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





USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 4,252

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

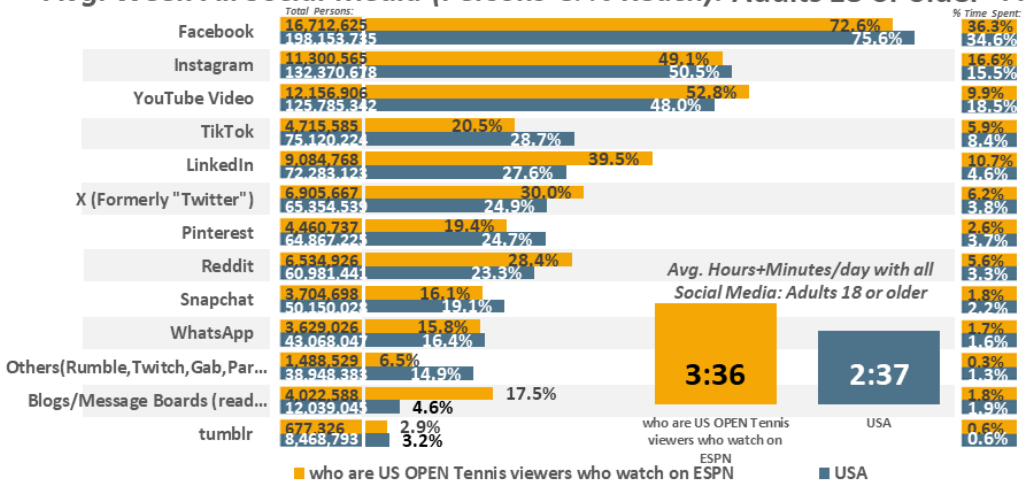
USA Jan23-Feb24 USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 23,333

soefa.ai Share of Everything for Anything ©

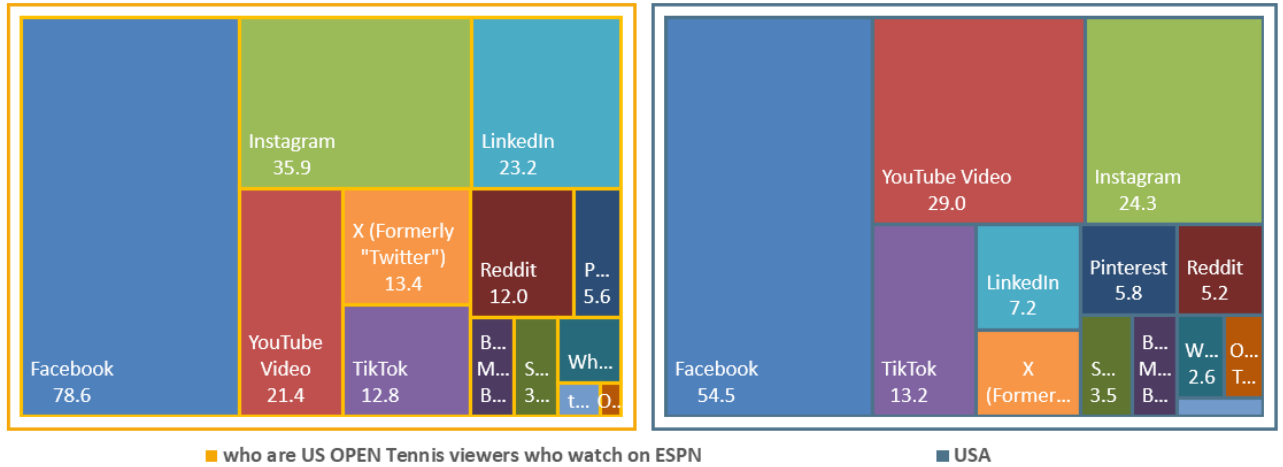
Special TV sports programs watched past 12 months: U.S. Open (tennis) AND... Broadcast TV networks/stations watched past 7 days: Any listed ABC station(s)

16,712,625 or 72.6% of Adults 18 or older who are US OPEN Tennis viewers who watch on ESPN use Ad-Supported Facebook for an average of 75.2 minutes every day representing 39.4% of all time spent daily with Ad-Supported Social Media.

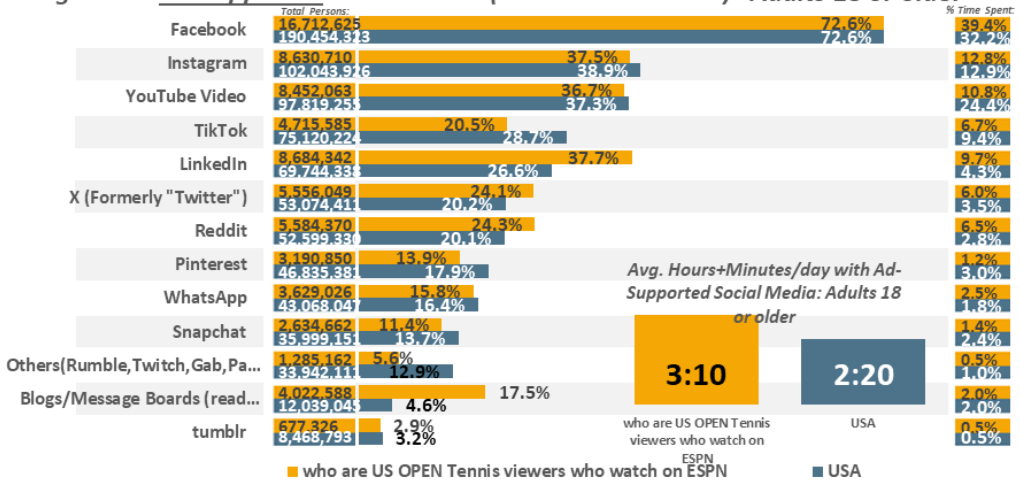
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



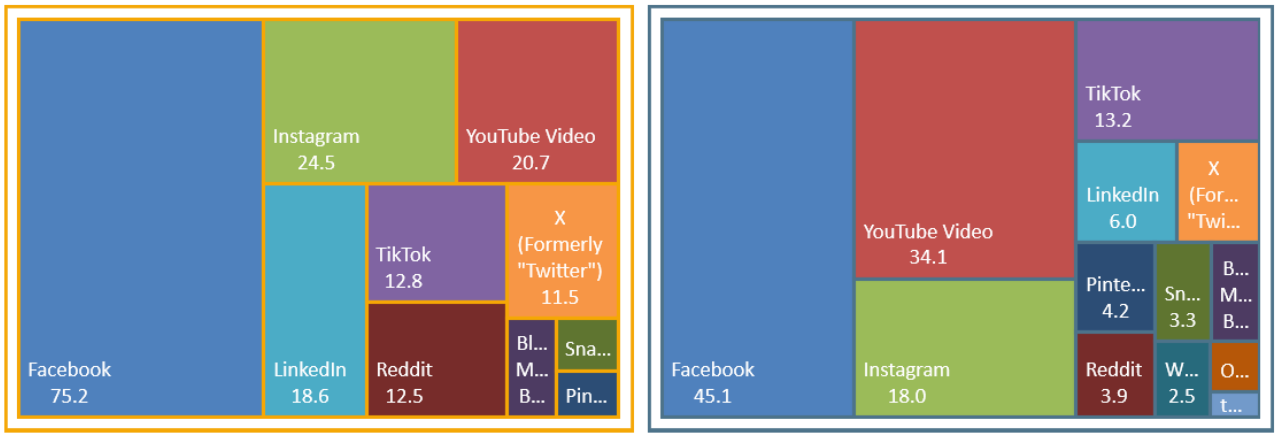
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 4,252

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

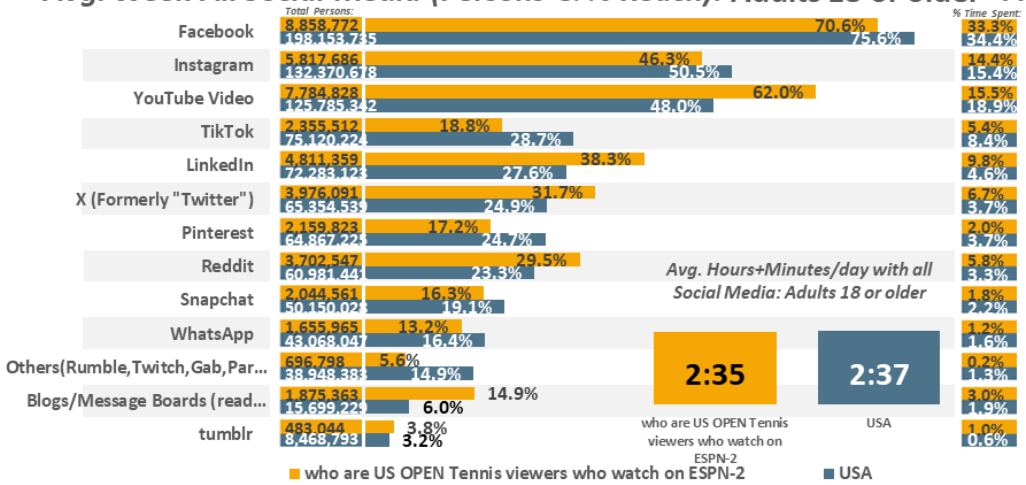
USA Jan23-Feb24 USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 23,333

soefa.ai Share of Everything for Anything ©

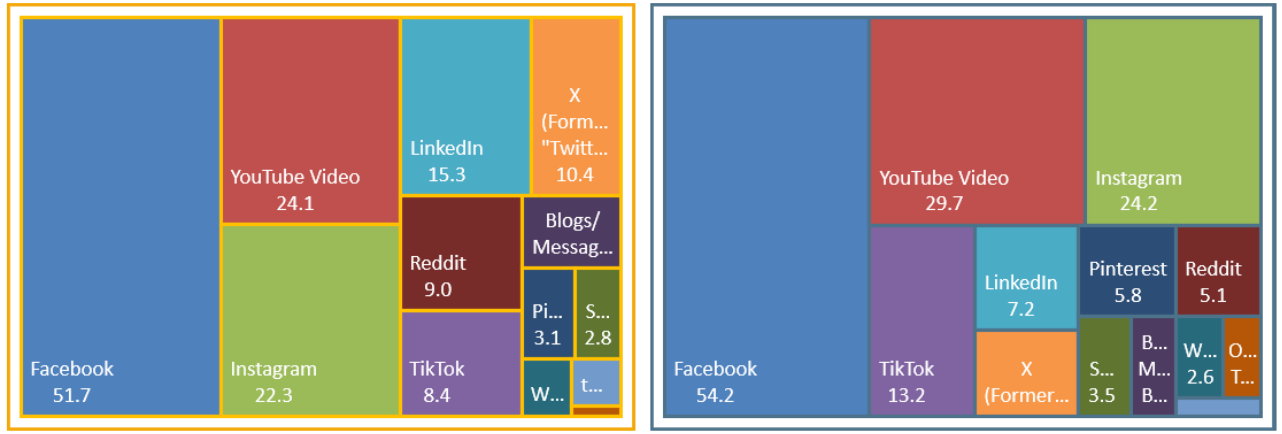
Special TV sports programs watched past 12 months: U.S. Open (tennis) AND... Cable networks/stations watched past 7 days: ESPN

8,858,772 or 70.6% of Adults 18 or older who are US OPEN Tennis viewers who watch on ESPN-2 use Ad-Supported Facebook for an average of 49.7 minutes every day representing 36.5% of all time spent daily with Ad-Supported Social Media.

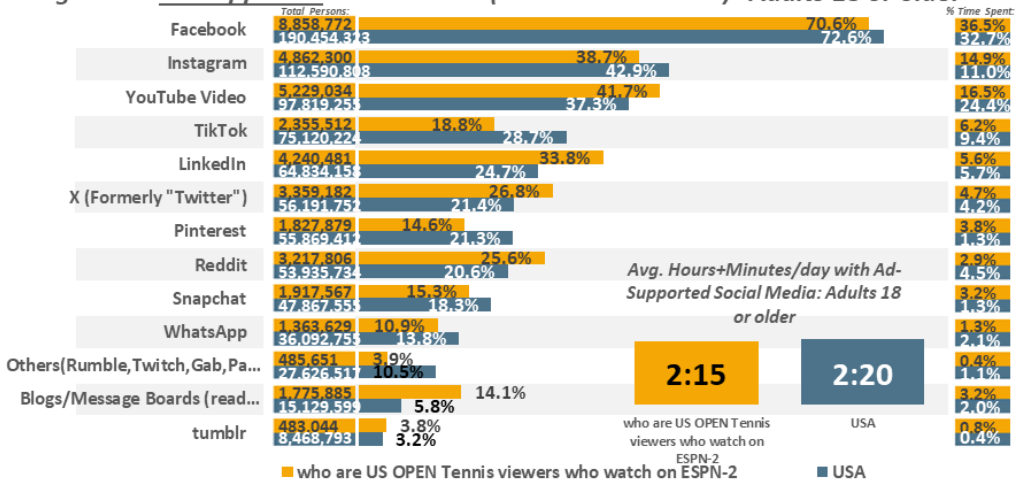
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



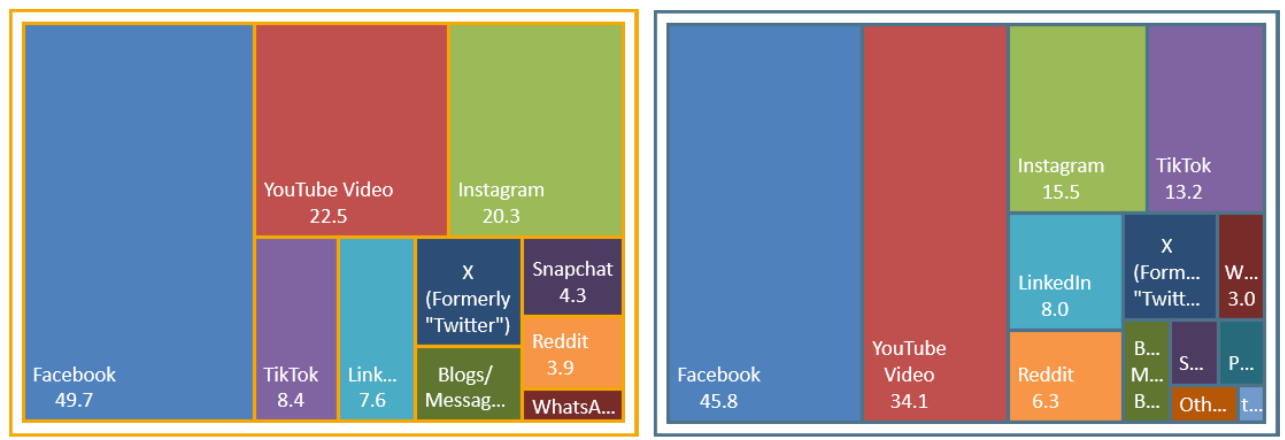
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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: Feb23-Apr24 Qual Intab 4,252

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

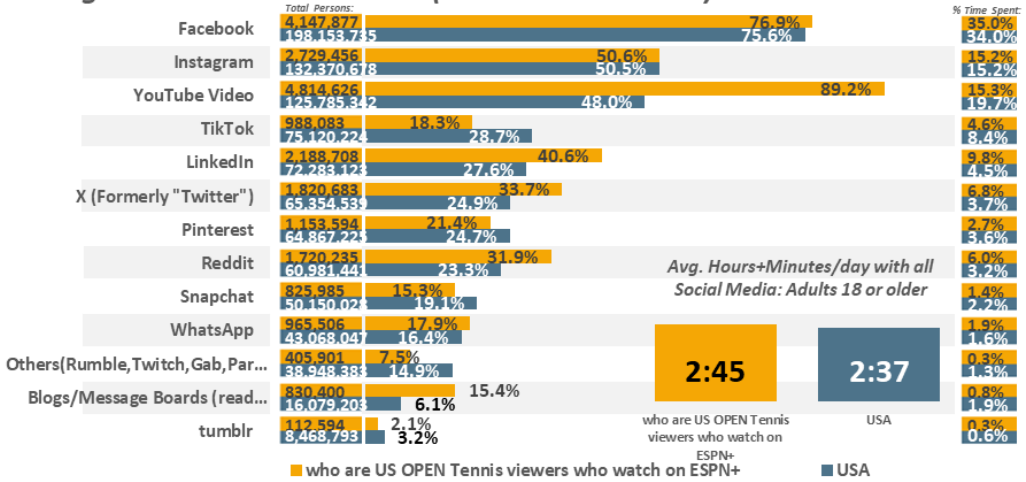
USA Jan23-Feb24 USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 23,333

soefa.ai Share of Everything for Anything ©

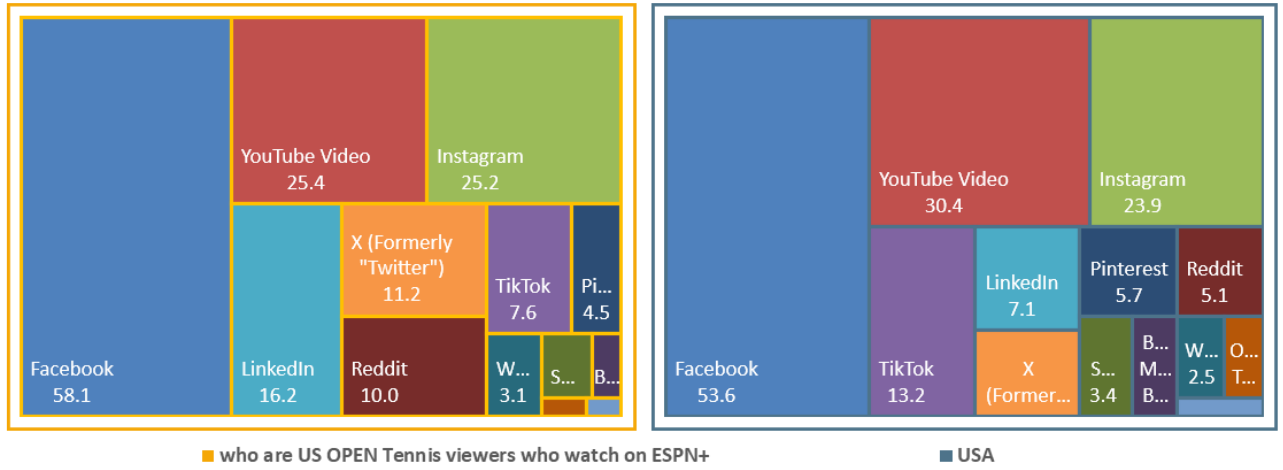
Special TV sports programs watched past 12 months: U.S. Open (tennis) AND... Cable networks/stations watched past 7 days: ESPN2

3,971,320 or 73.6% of Adults 18 or older who are US OPEN Tennis viewers who watch on ESPN+ use Ad-Supported Facebook for an average of 57.2 minutes every day representing 39.5% of all time spent daily with Ad-Supported Social Media.

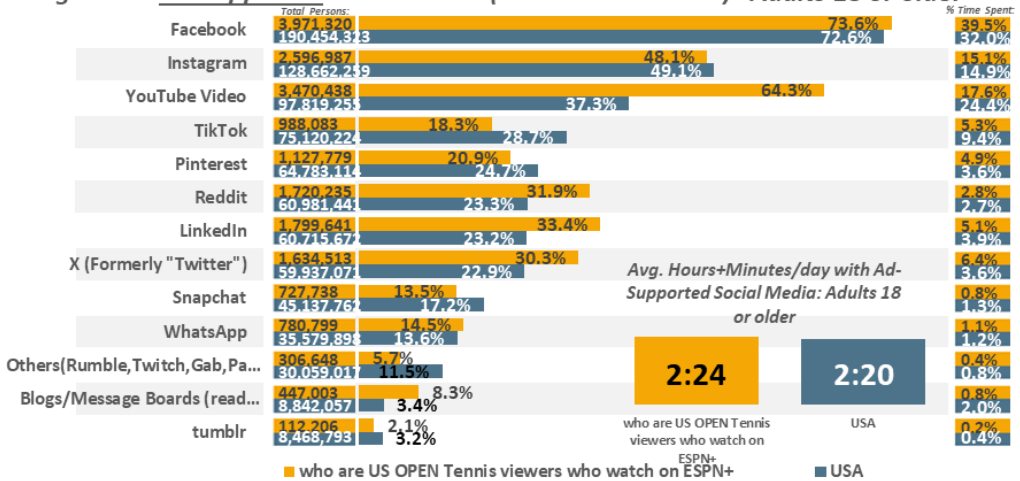
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



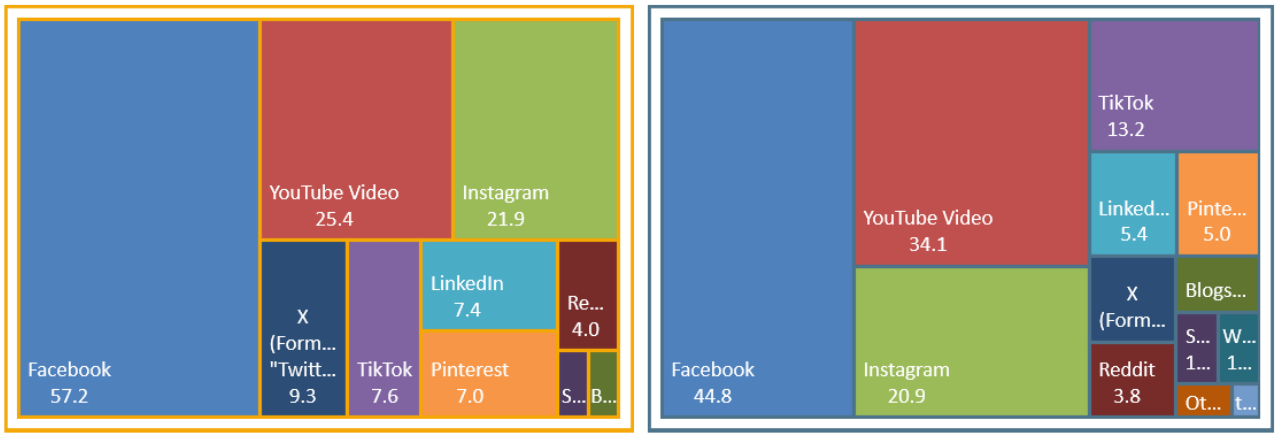
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 4,252

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

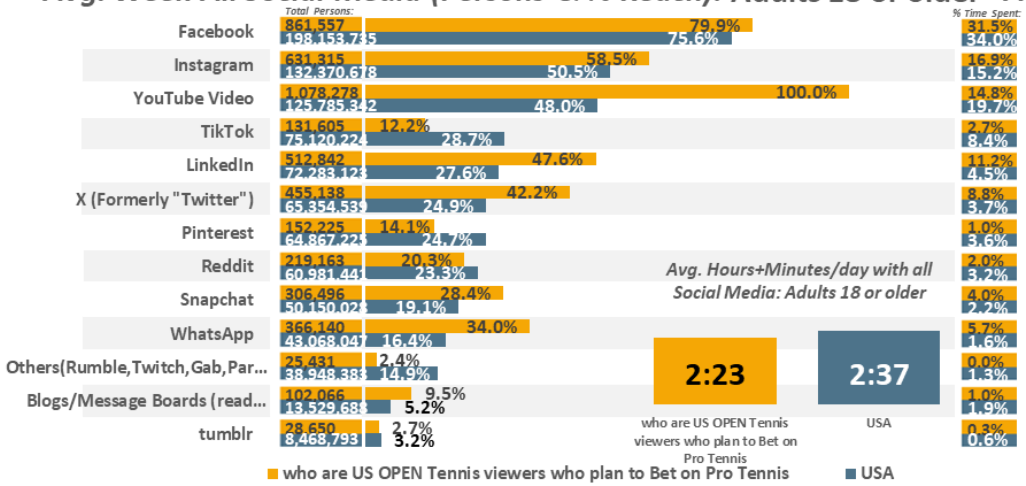
USA Jan23-Feb24 USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 23,333

soefa.ai Share of Everything for Anything ©

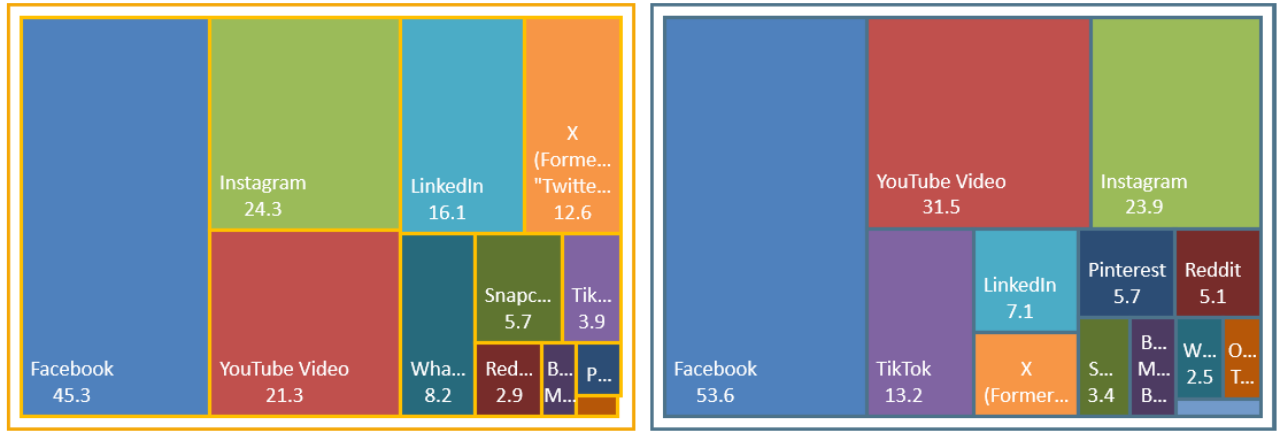
Special TV sports programs watched past 12 months: U.S. Open (tennis) AND... Video streaming services used past 7 days: ESPN+

861,557 or 79.9% of Adults 18 or older who are US OPEN Tennis viewers who plan to Bet on Pro Tennis use Ad-Supported Facebook for an average of 49.1 minutes every day representing 36.9% of all time spent daily with Ad-Supported Social Media.

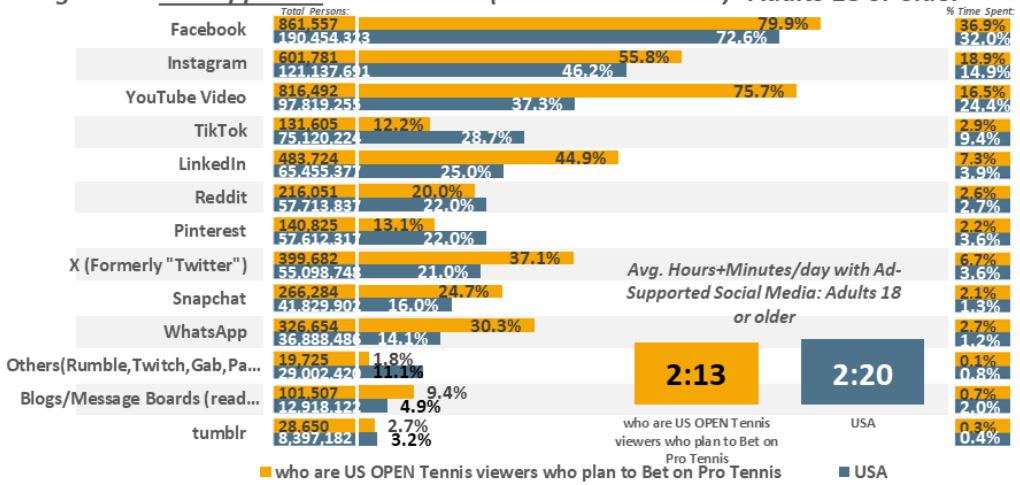
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



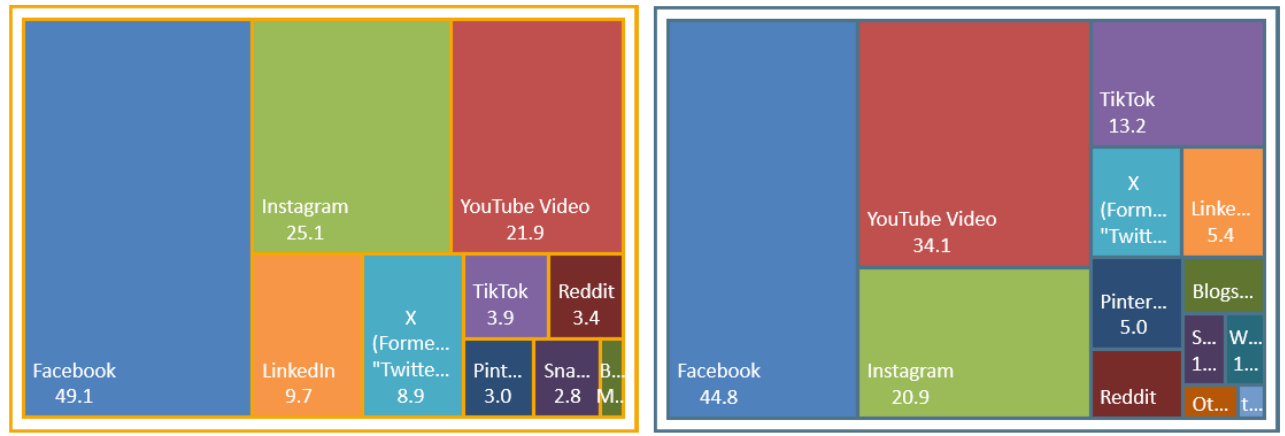
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 4,252

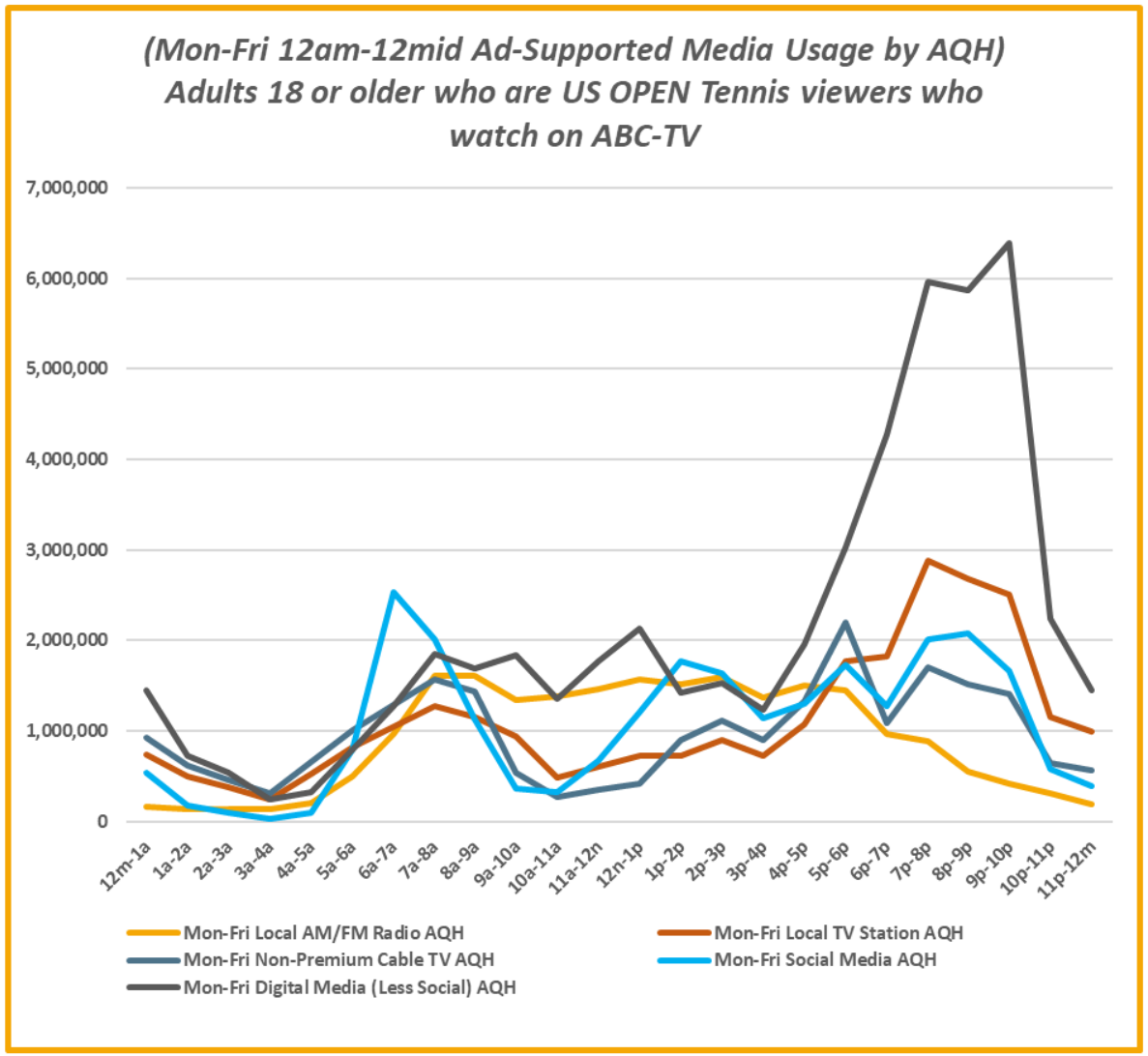
All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

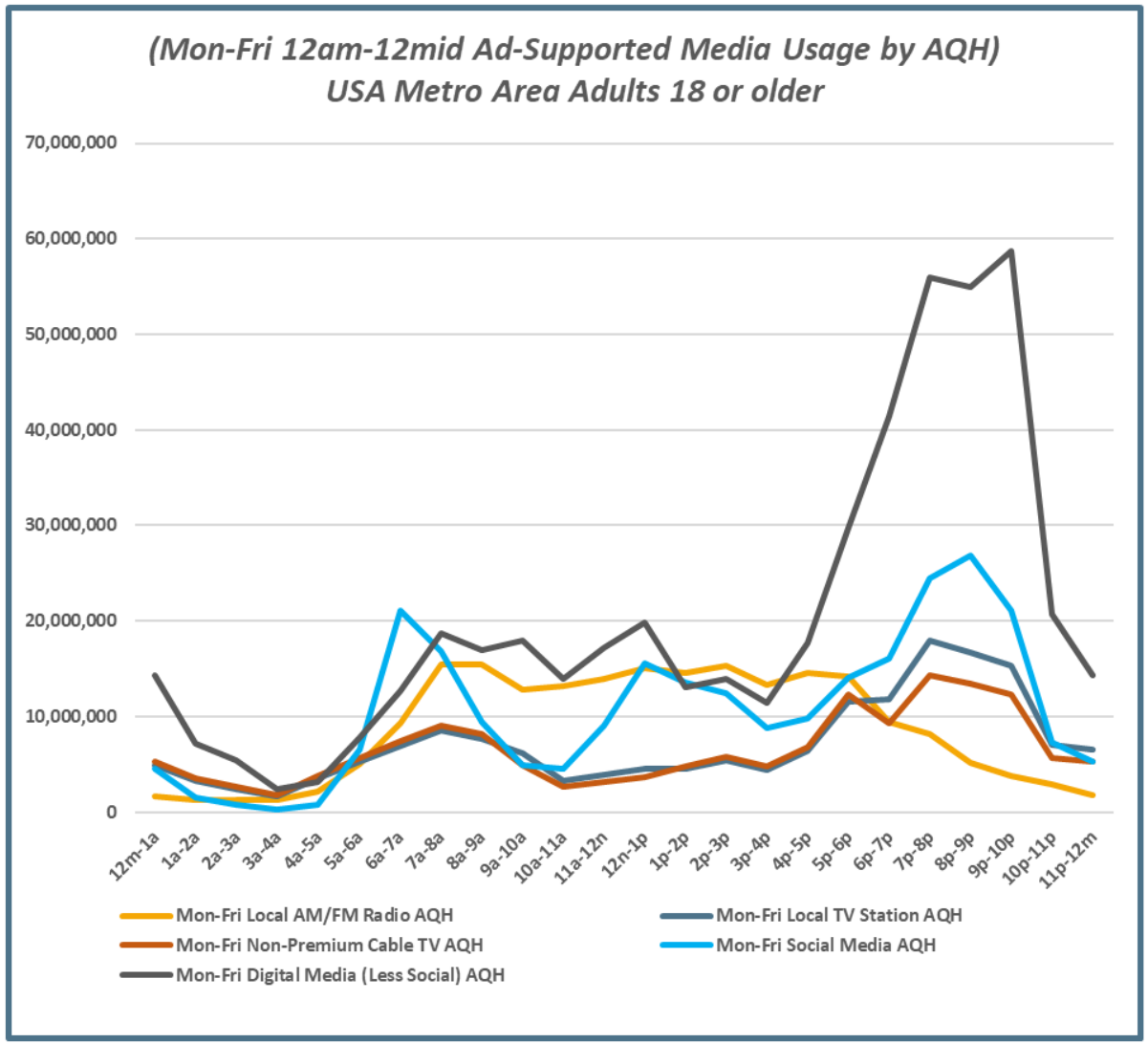
USA Jan23-Feb24 USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 23,333

soefa.ai Share of Everything for Anything ©

Special TV sports programs watched past 12 months: U.S. Open (tennis) AND... Sports betting - sports plan to bet on next 12 months: Professional tennis

M-F 6a-7p Avg. Available Impressions per 15-min. are… All Other Digital Media: 1,948,689; Local Radio: 1,411,022; Social Media: 1,315,251; Non-Prem. Cable: 1,028,510; Local TV: 1,018,566 reaching Adults 18 or older who are US OPEN Tennis viewers who





USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 4,252

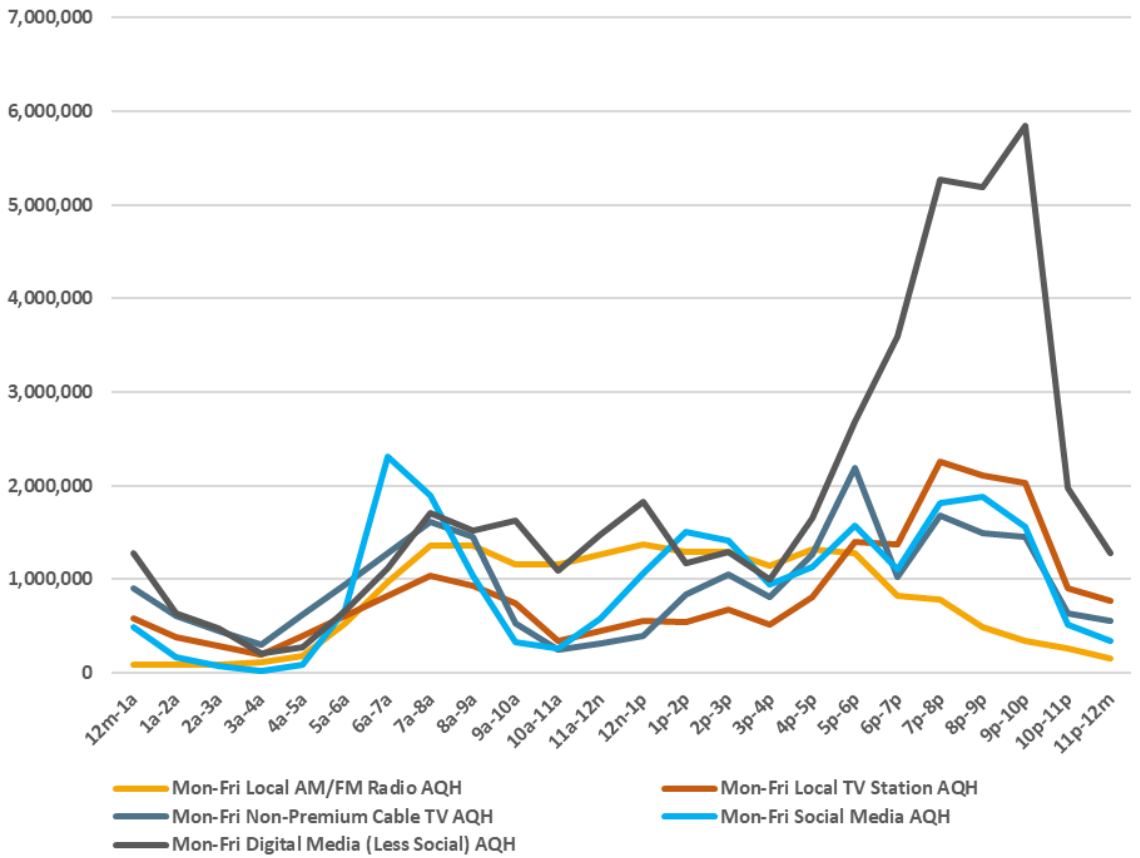
All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved. *USA Jan23-Feb24 USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 23,333*

soefa.ai Share of Everything for Anything ©

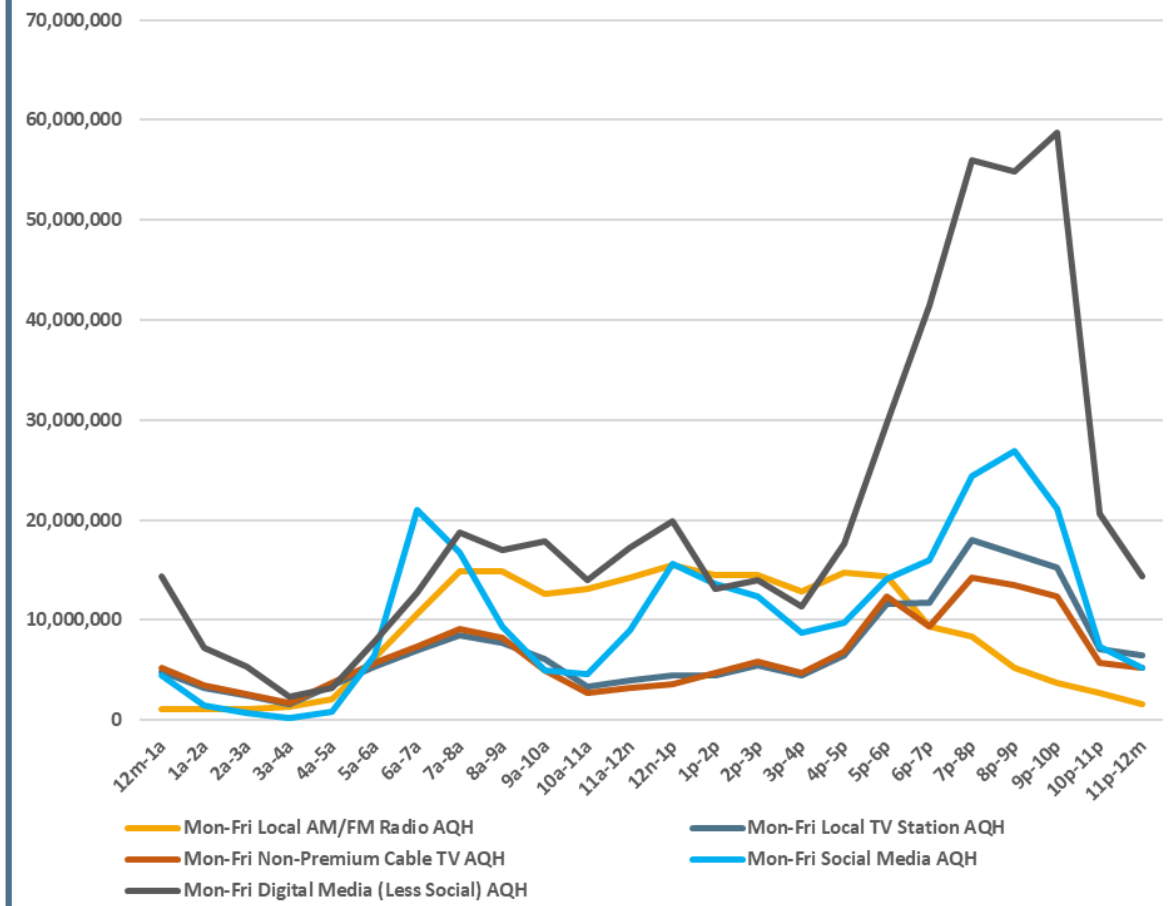
Special TV sports programs watched past 12 months: U.S. Open (tennis) AND… Broadcast TV networks/stations watched past 7 days: Any listed ABC station(s)

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 1,676,172; Local Radio: 1,216,813; Social Media: 1,167,876; Non-Prem. Cable: 1,001,913; Local TV: 784,512 reaching Adults 18 or older who are US OPEN Tennis viewers who w

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH) Adults 18 or older who are US OPEN Tennis viewers who watch on ESPN



(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH) USA Metro Area Adults 18 or older



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 4,252

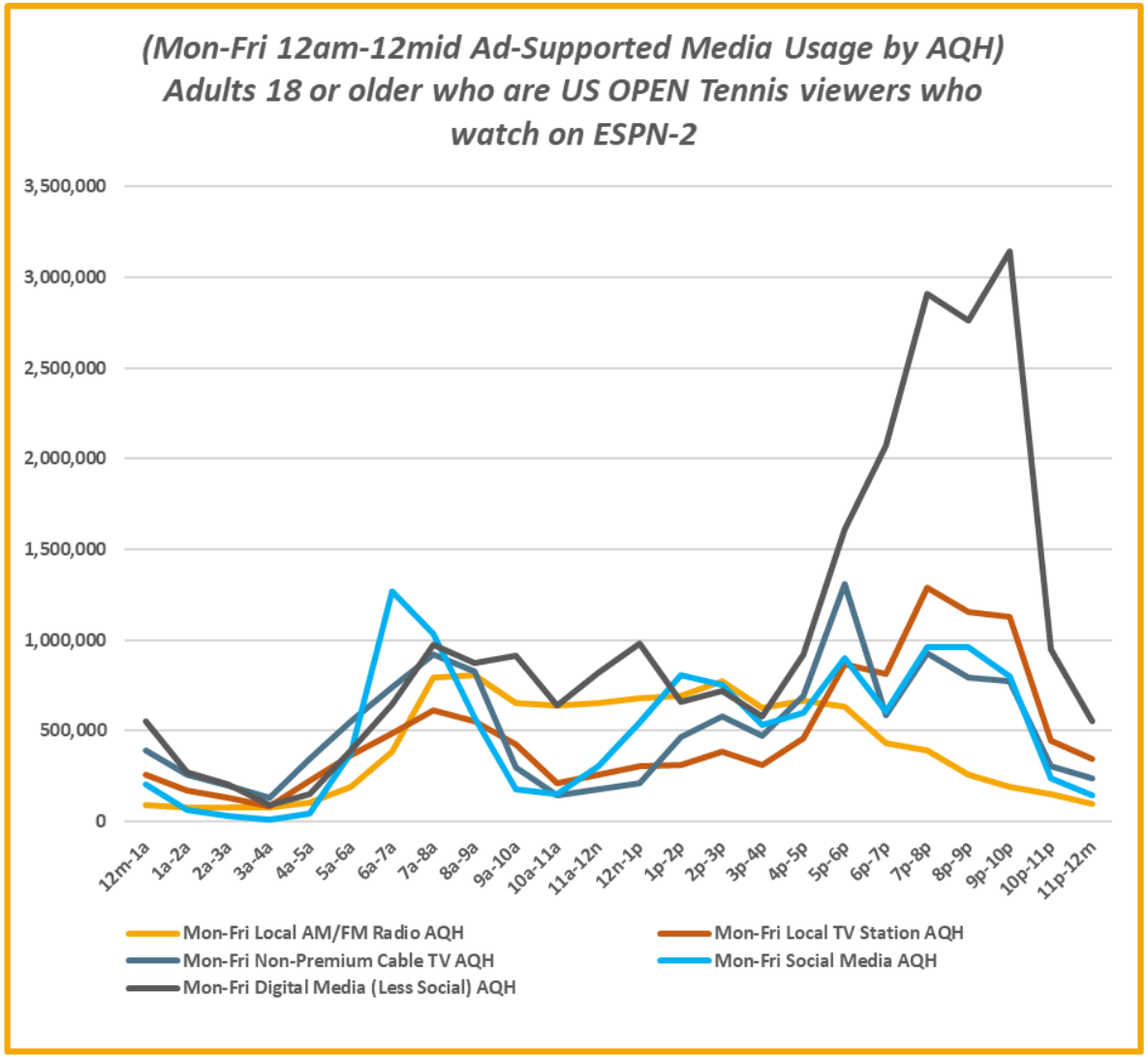
All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

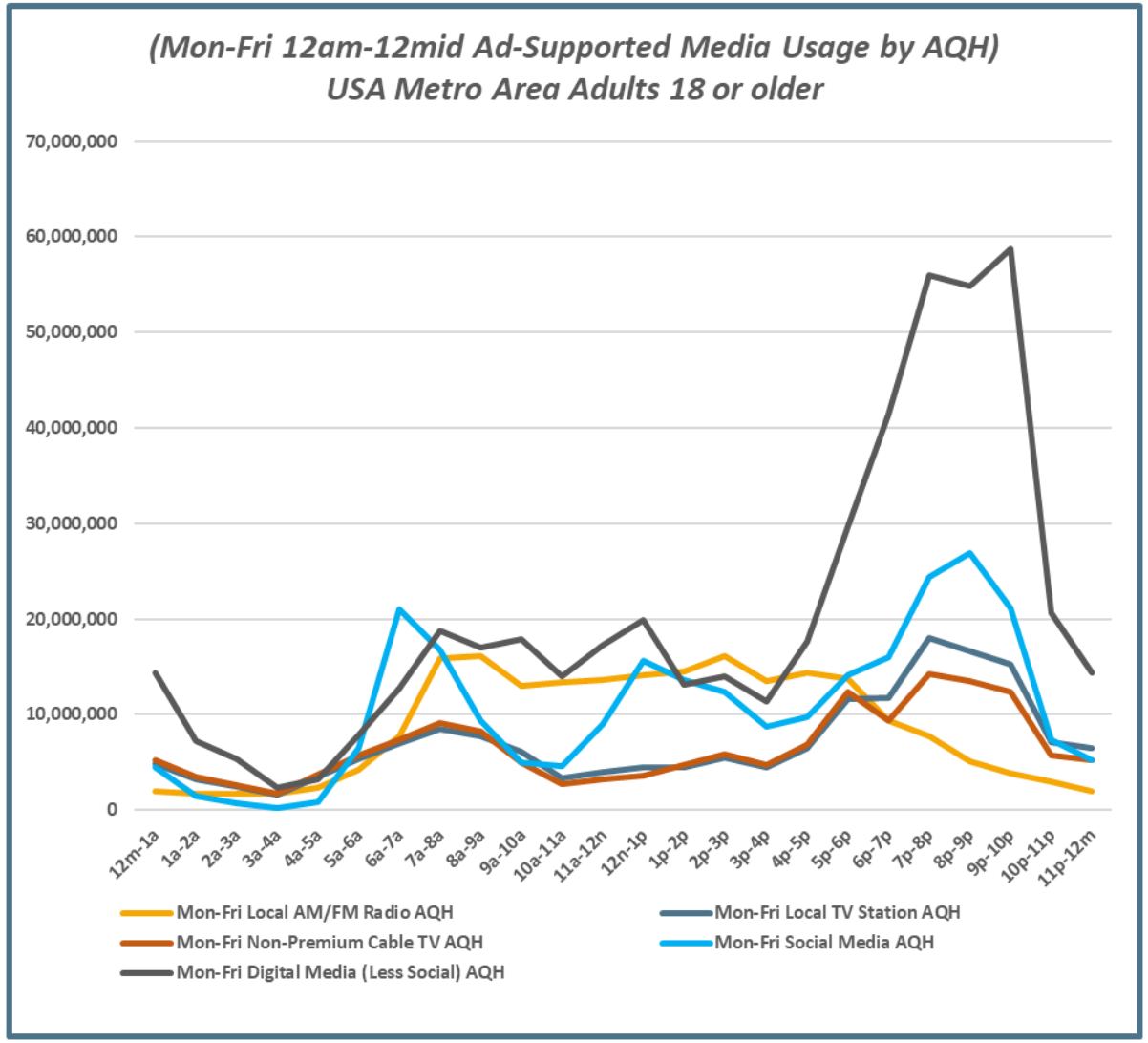
USA Jan23-Feb24 USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 23,333

soefa.ai Share of Everything for Anything ©

Special TV sports programs watched past 12 months: U.S. Open (tennis) AND... Cable networks/stations watched past 7 days: ESPN

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 954,885; Local Radio: 648,128; Social Media: 635,031; Non-Prem. Cable: 572,032; Local TV: 461,893 reaching Adults 18 or older who are US OPEN Tennis viewers who watch on





USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 4,252

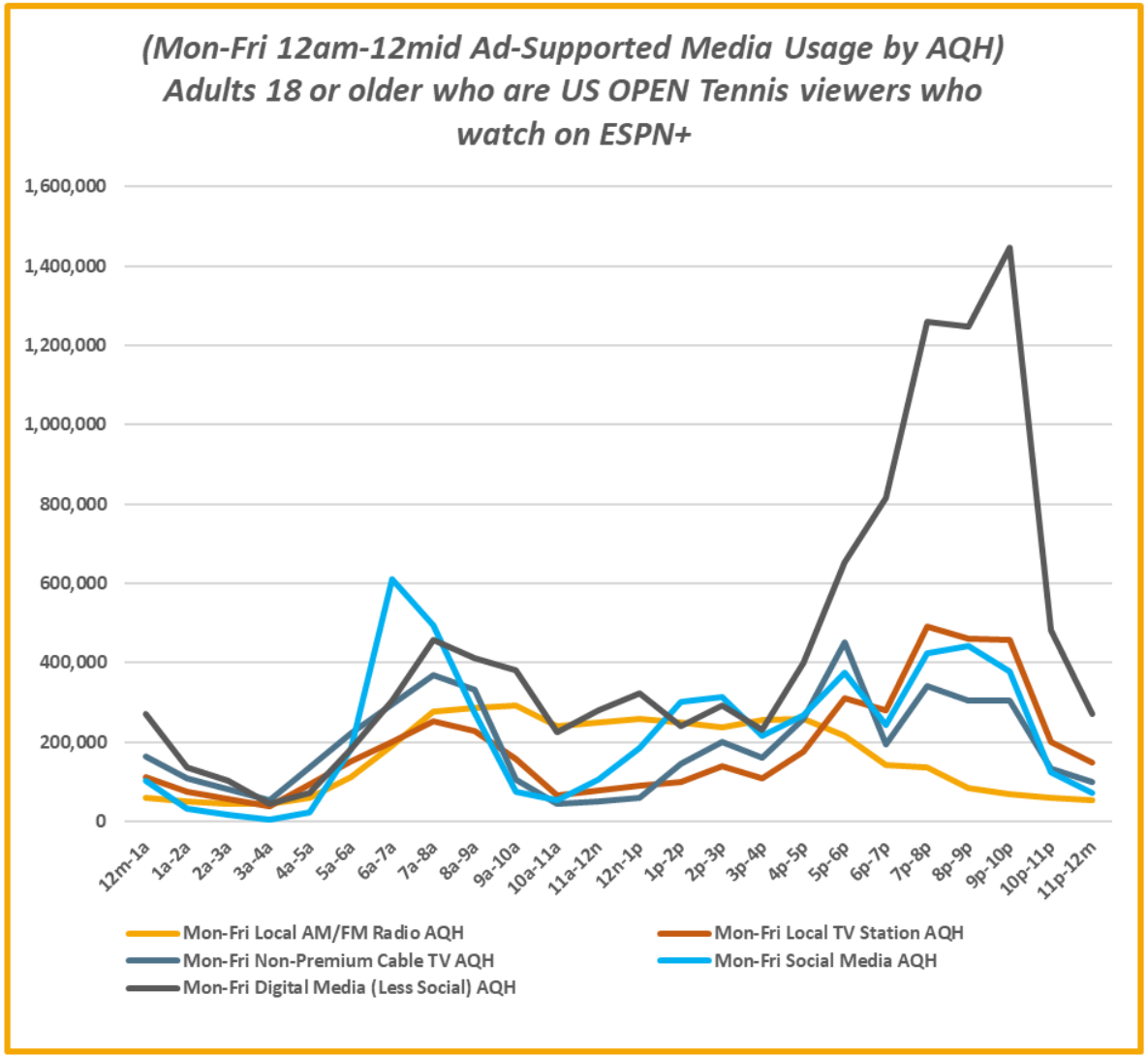
All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

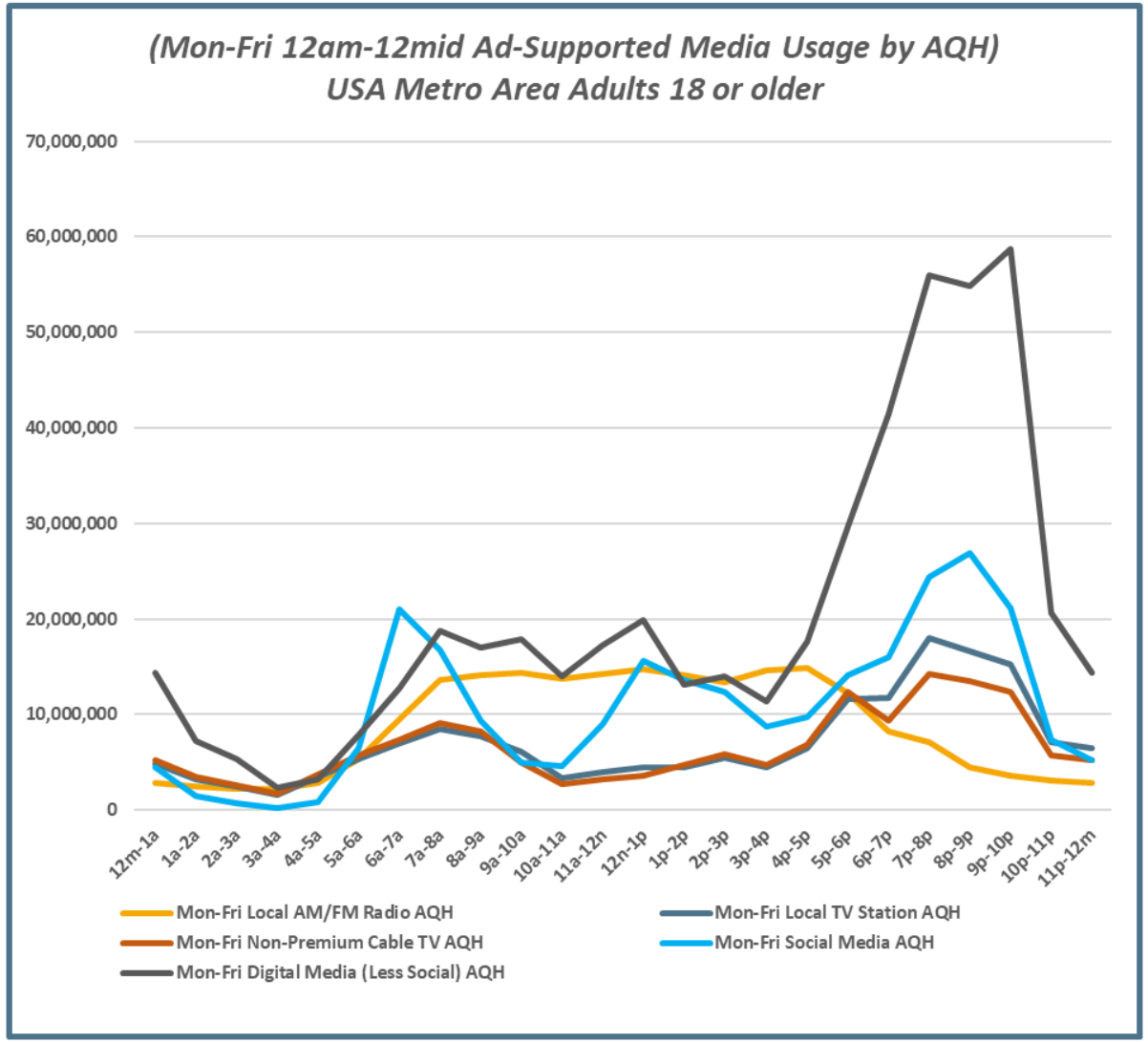
USA Jan23-Feb24 USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 23,333

soefa.ai Share of Everything for Anything ©

Special TV sports programs watched past 12 months: U.S. Open (tennis) AND... Cable networks/stations watched past 7 days: ESPN2

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 386,015; Social Media: 270,479; Local Radio: 243,089; Non-Prem. Cable: 205,176; Local TV: 168,406 reaching Adults 18 or older who are US OPEN Tennis viewers who watch on





USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 4,252

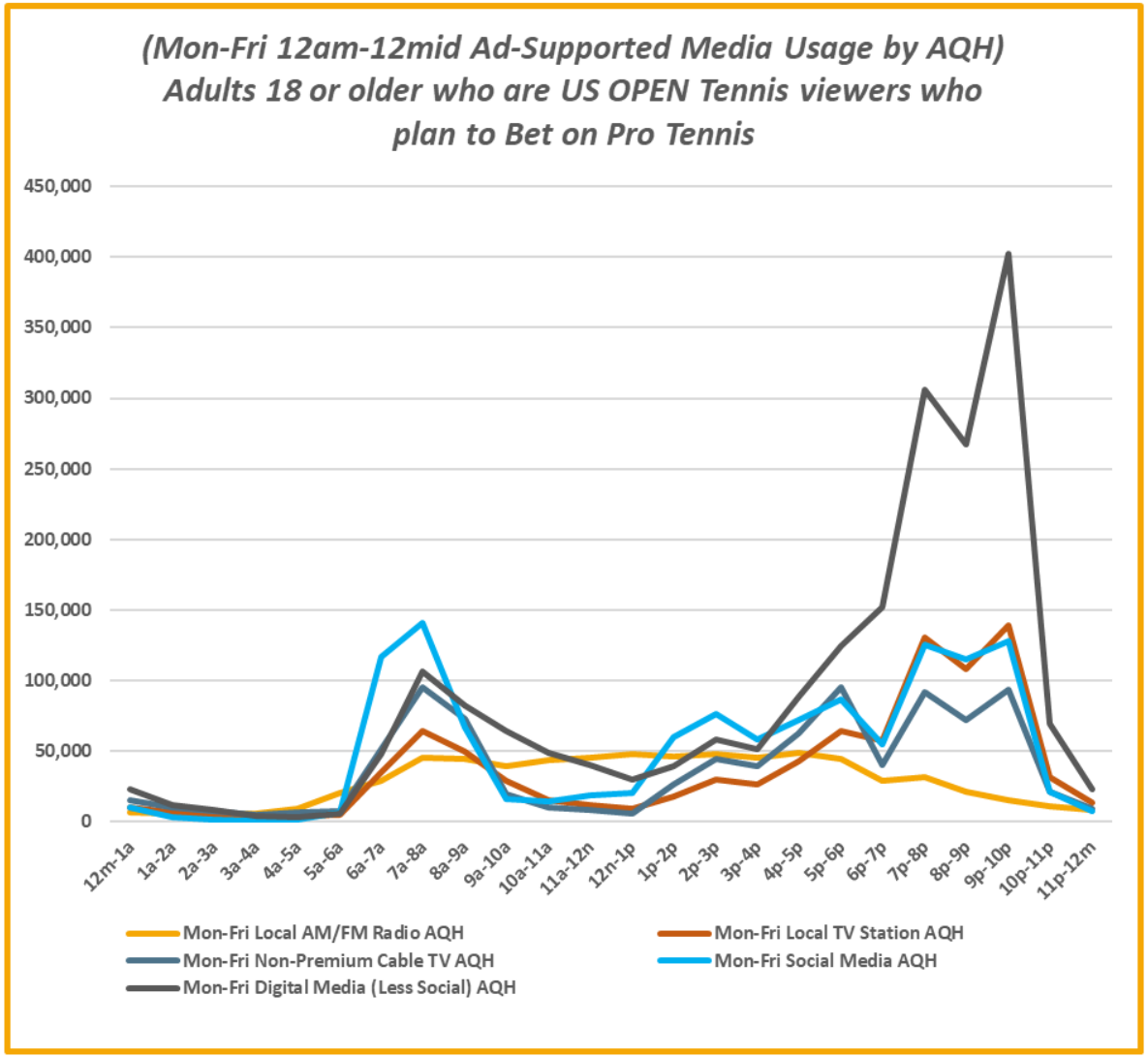
All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

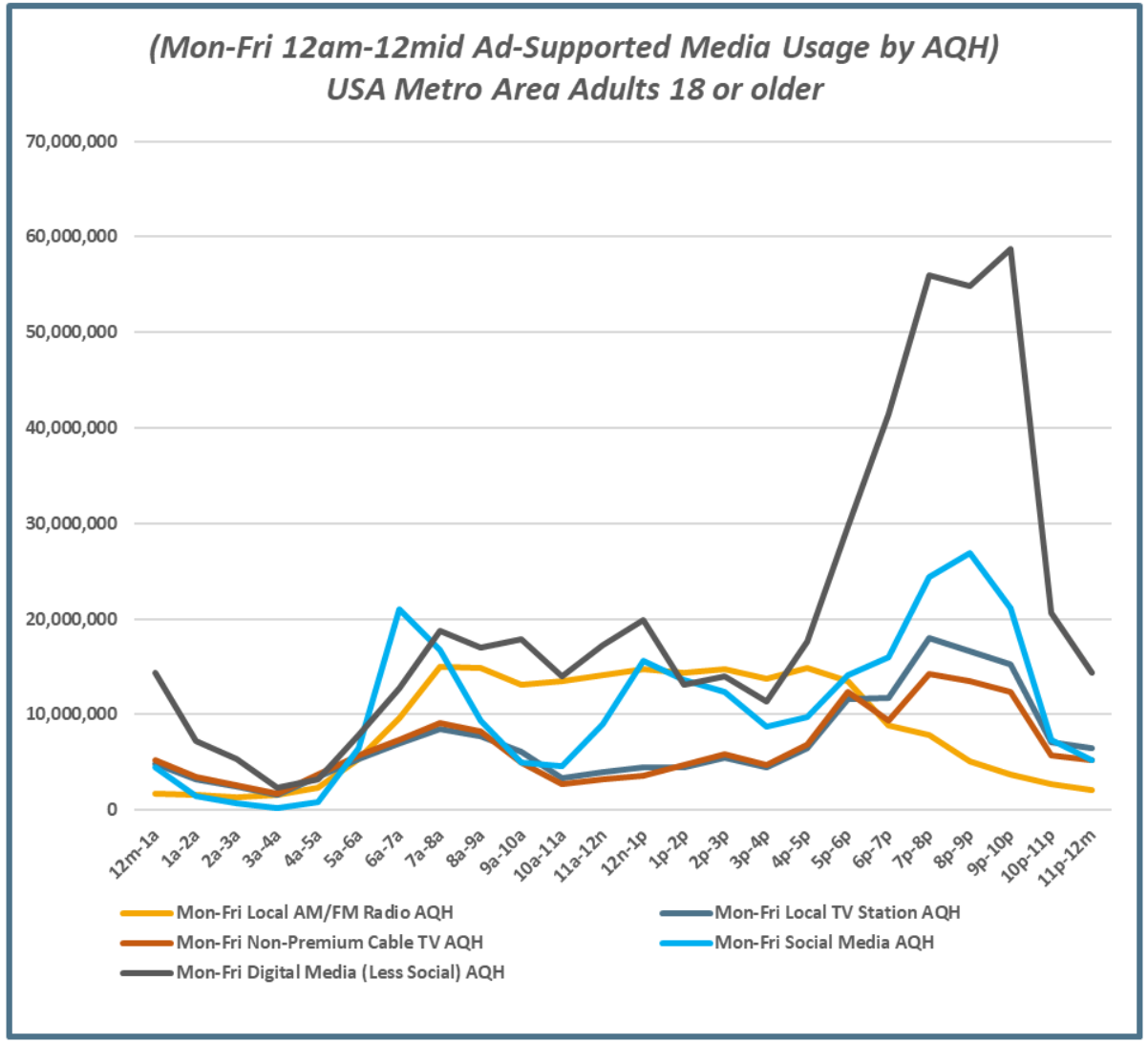
USA Jan23-Feb24 USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 23,333

soefa.ai Share of Everything for Anything ©

Special TV sports programs watched past 12 months: U.S. Open (tennis) AND... Video streaming services used past 7 days: ESPN+

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 71,832; Social Media: 61,525; Non-Prem. Cable: 43,980; Local Radio: 42,835; Local TV: 34,907 reaching Adults 18 or older who are US OPEN Tennis viewers who plan to Bet on





USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 4,252

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

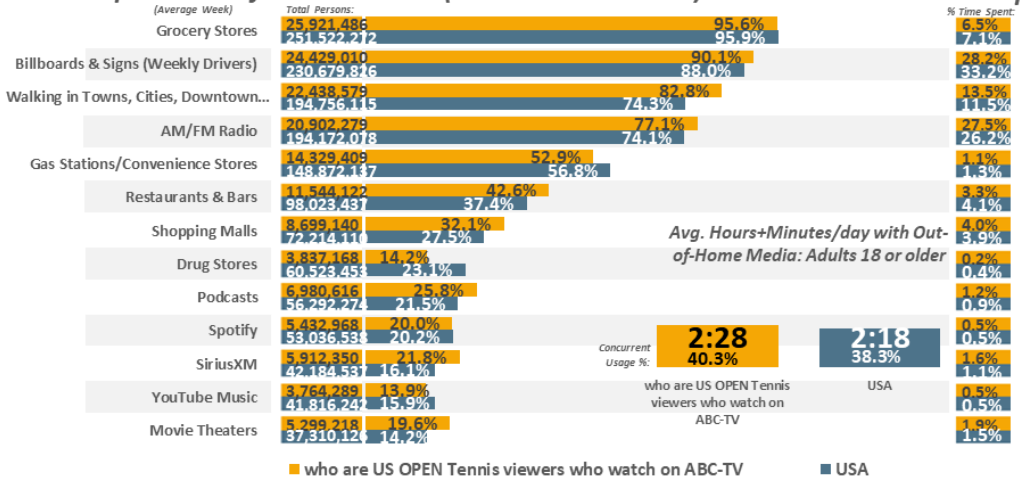
USA Jan23-Feb24 USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 23,333

soefa.ai Share of Everything for Anything ©

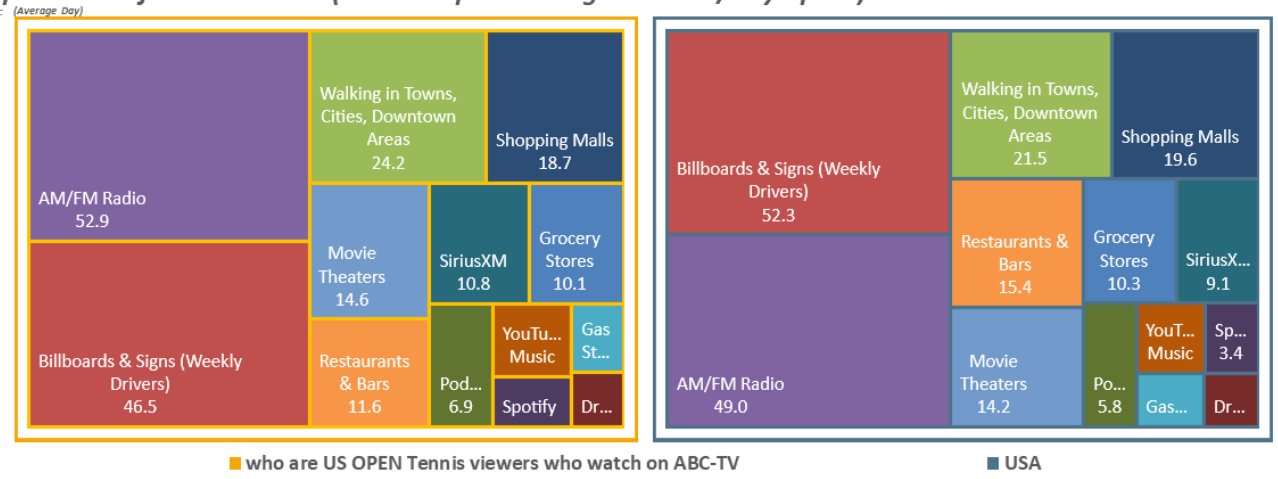
Special TV sports programs watched past 12 months: U.S. Open (tennis) AND... Sports betting - sports plan to bet on next 12 months: Professional tennis

24,429,010 or 90.1% of Adults 18 or older who are US OPEN Tennis viewers who watch on ABC-TV spend an average of 46.5 minutes per day driving, seeing Billboards and Signs. 71.3% Listen to Local Radio Stations Out-of-Home for an average of 46.8 minutes/day

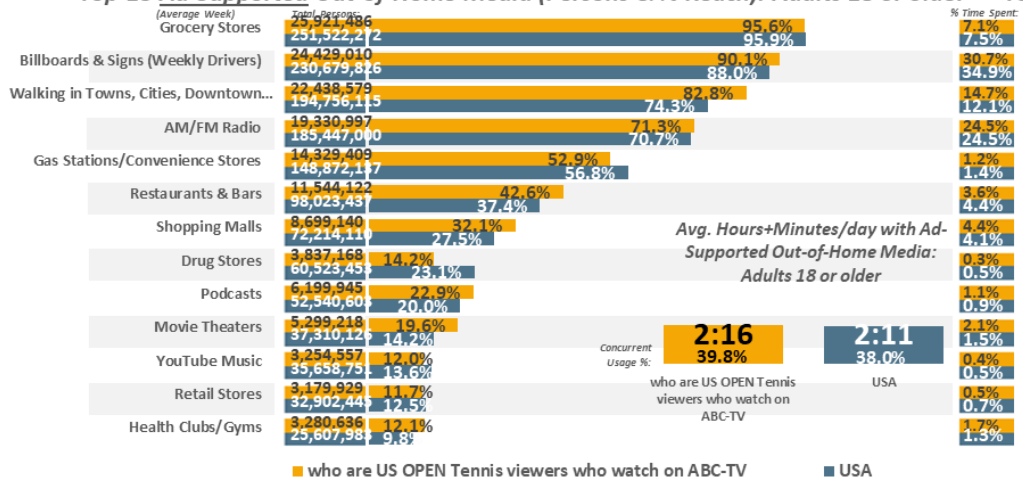
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



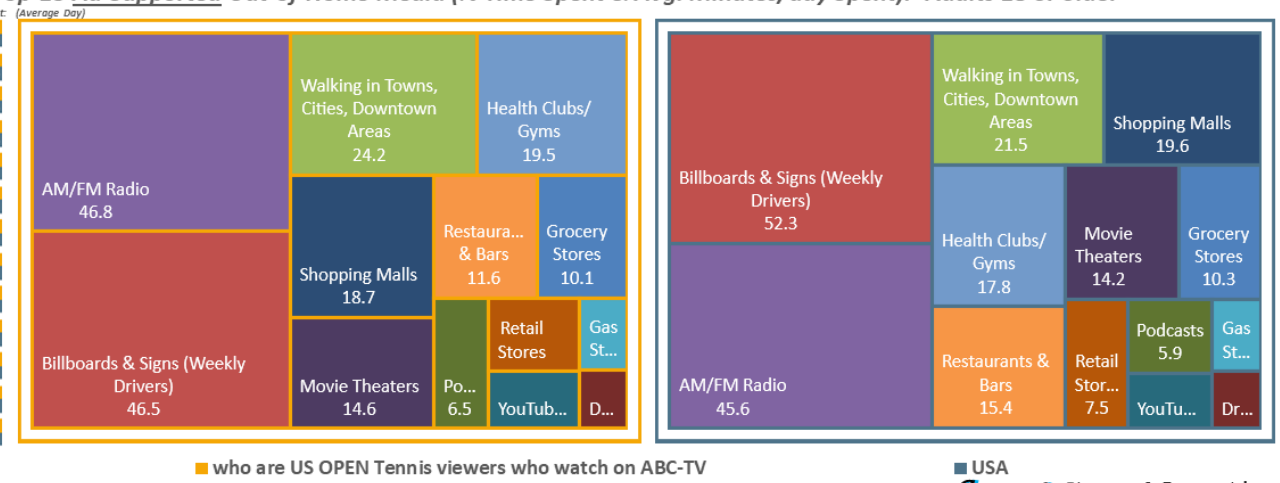
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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: Feb23-Apr24 Qual Intab 4,252

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

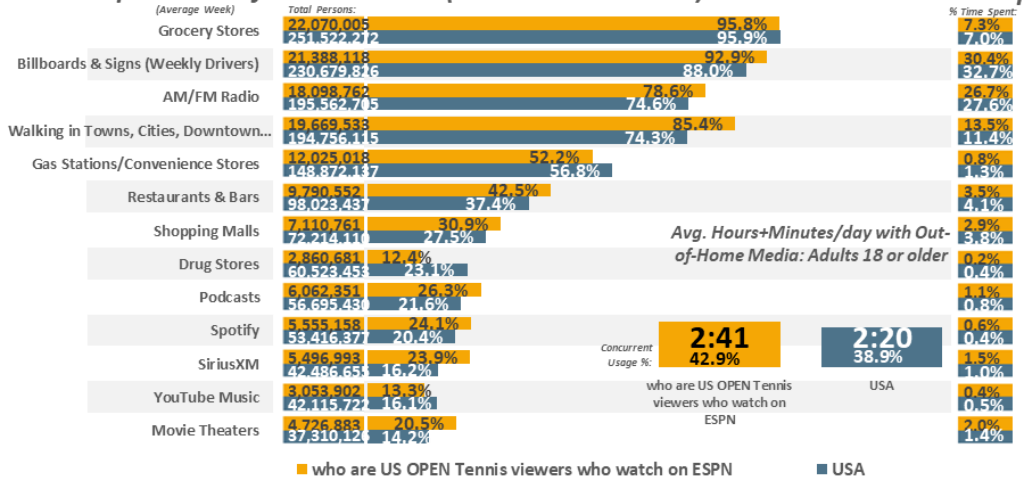
USA Jan23-Feb24 USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 23,333

soefa.ai Share of Everything for Anything ©

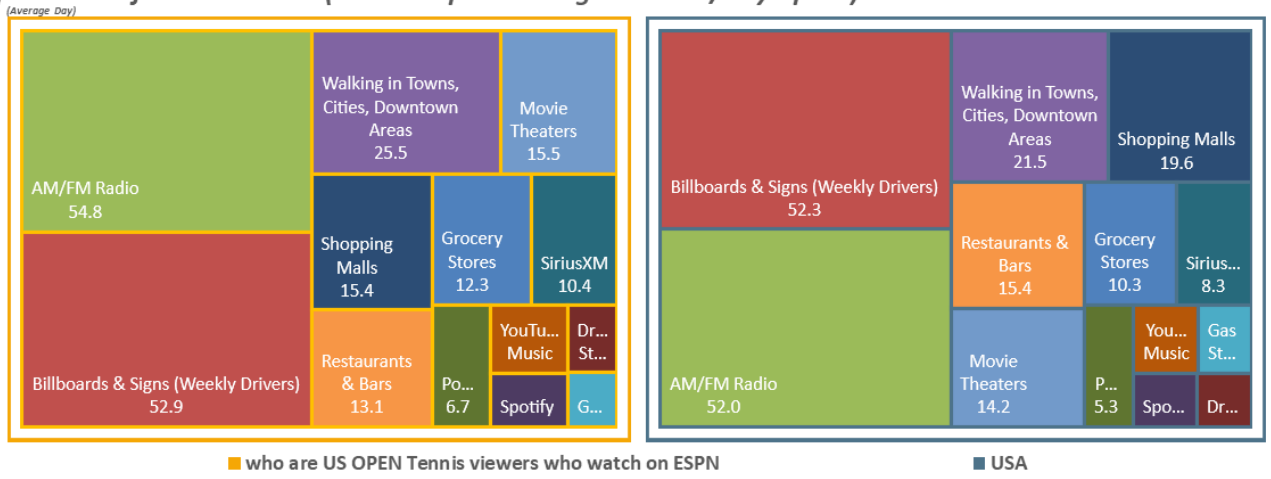
Special TV sports programs watched past 12 months: U.S. Open (tennis) AND... Broadcast TV networks/stations watched past 7 days: Any listed ABC station(s)

21,388,118 or 92.9% of Adults 18 or older who are US OPEN Tennis viewers who watch on ESPN spend an average of 52.9 minutes per day driving, seeing Billboards and Signs. 73.1% Listen to Local Radio Stations Out-of-Home for an average of 48.7 minutes/day.

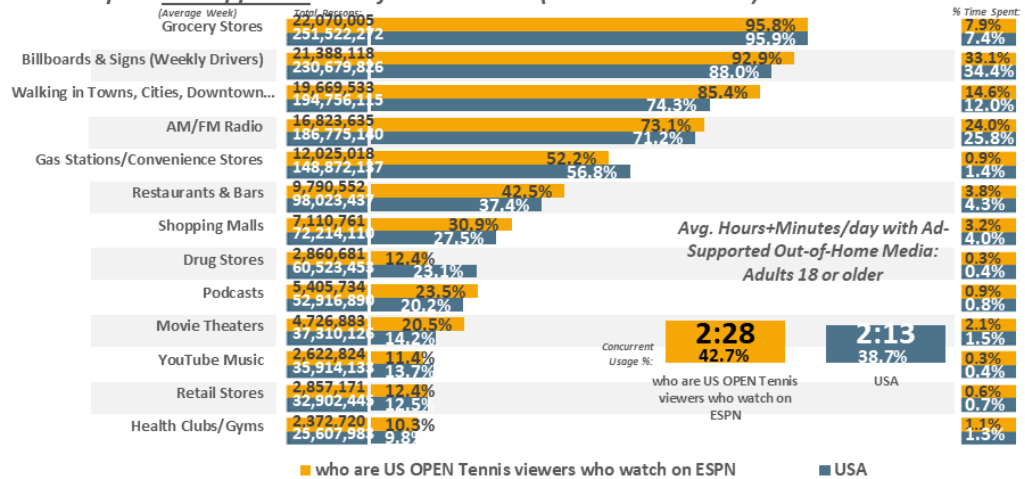
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



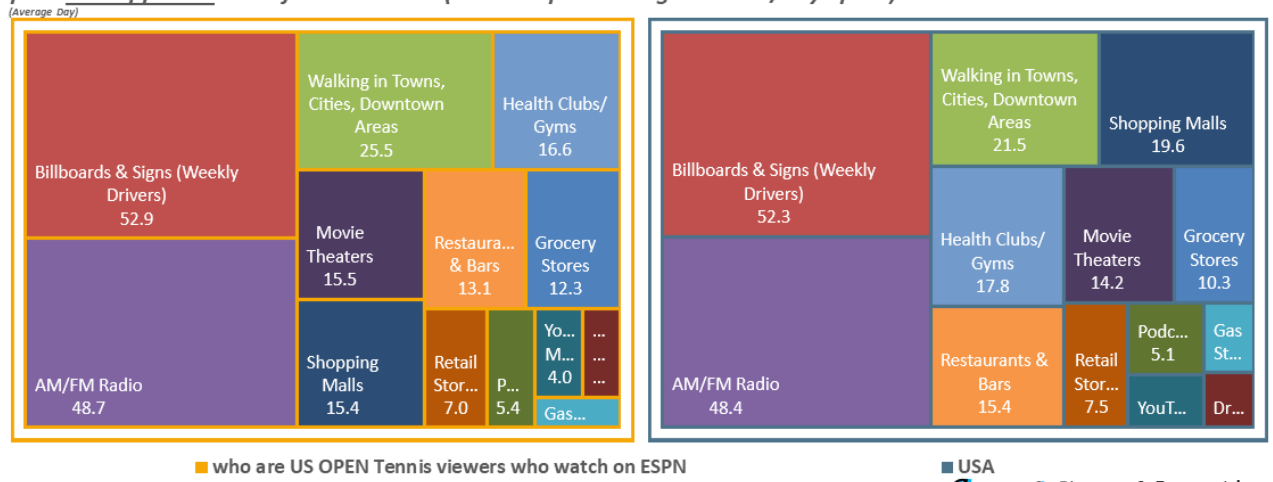
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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: Feb23-Apr24 Qual Intab 4,252

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

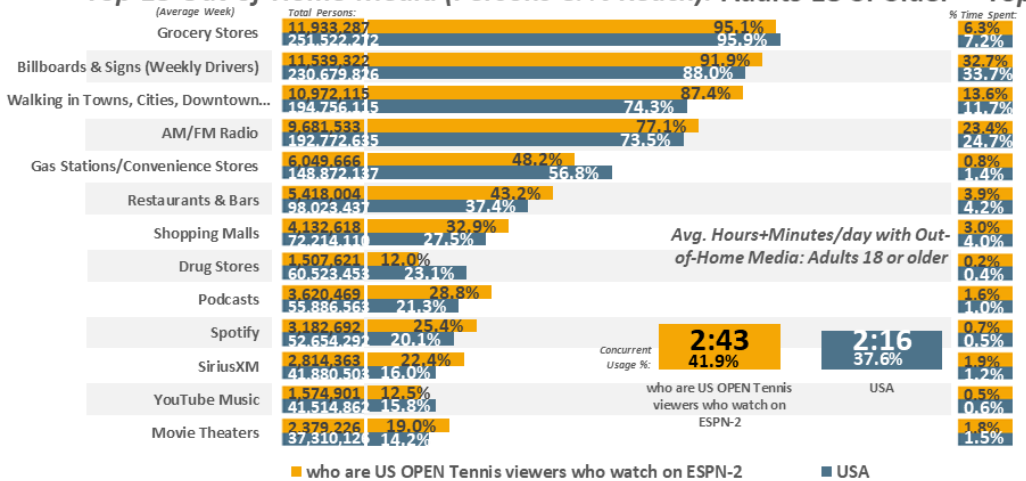
USA Jan23-Feb24 USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 23,333

soefa.ai Share of Everything for Anything ©

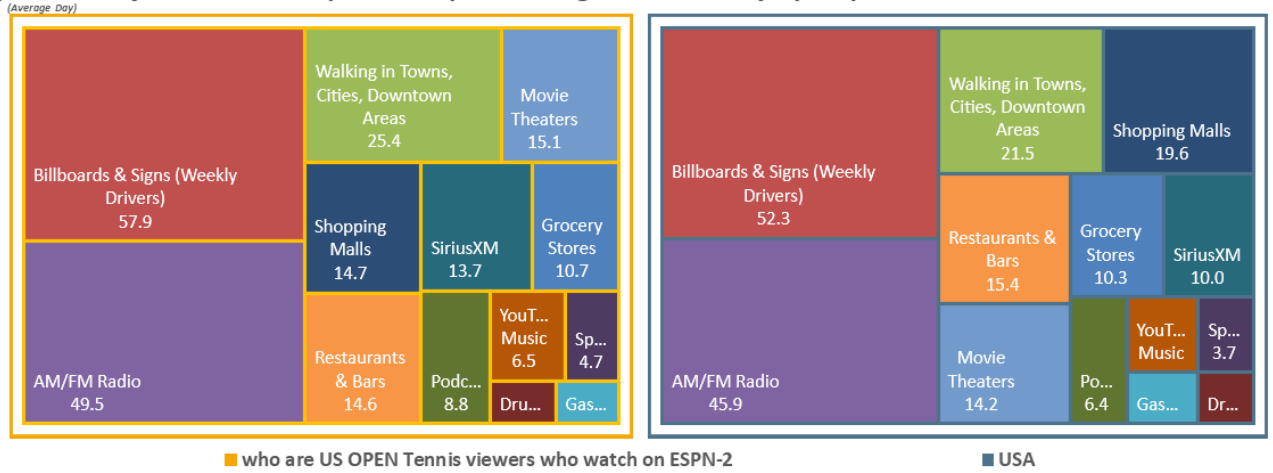
Special TV sports programs watched past 12 months: U.S. Open (tennis) AND... Cable networks/stations watched past 7 days: ESPN

11,539,322 or 91.9% of Adults 18 or older who are US OPEN Tennis viewers who watch on ESPN-2 spend an average of 57.9 minutes per day driving, seeing Billboards and Signs. 70.7% Listen to Local Radio Stations Out-of-Home for an average of 42.3 minutes/day

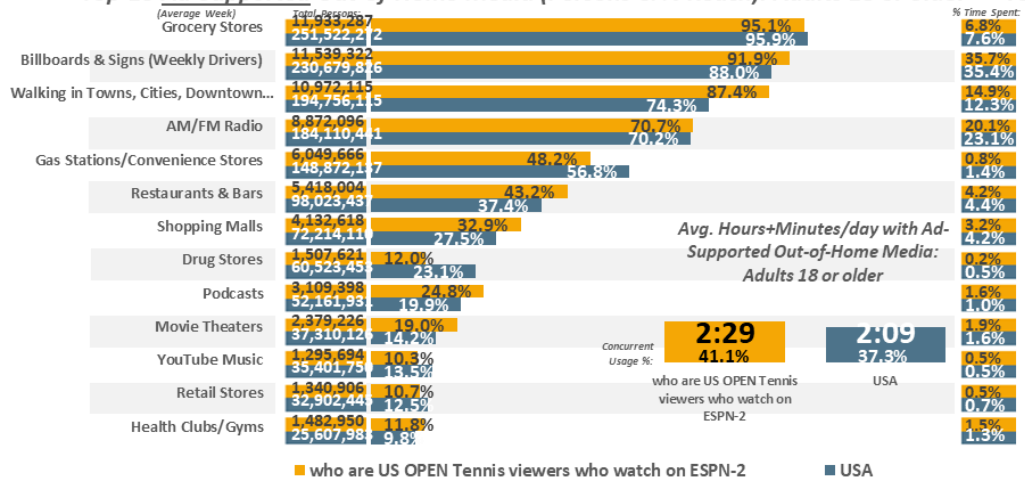
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



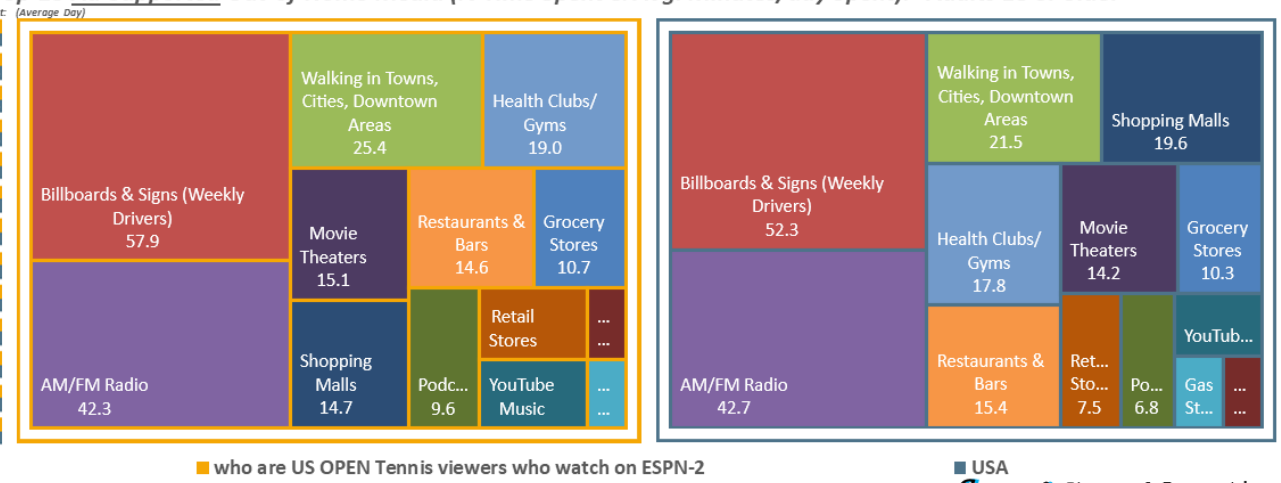
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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: Feb23-Apr24 Qual Intab 4,252

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

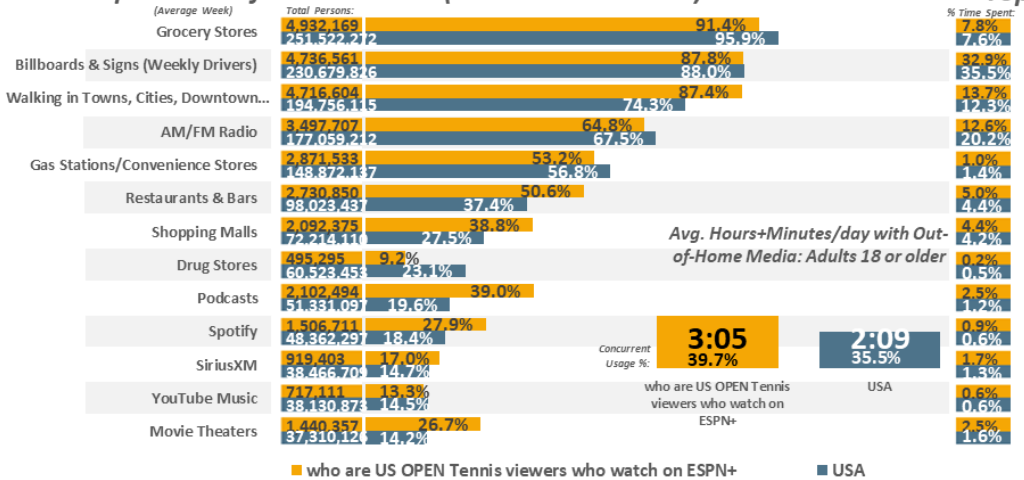
USA Jan23-Feb24 USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 23,333

soefa.ai Share of Everything for Anything ©

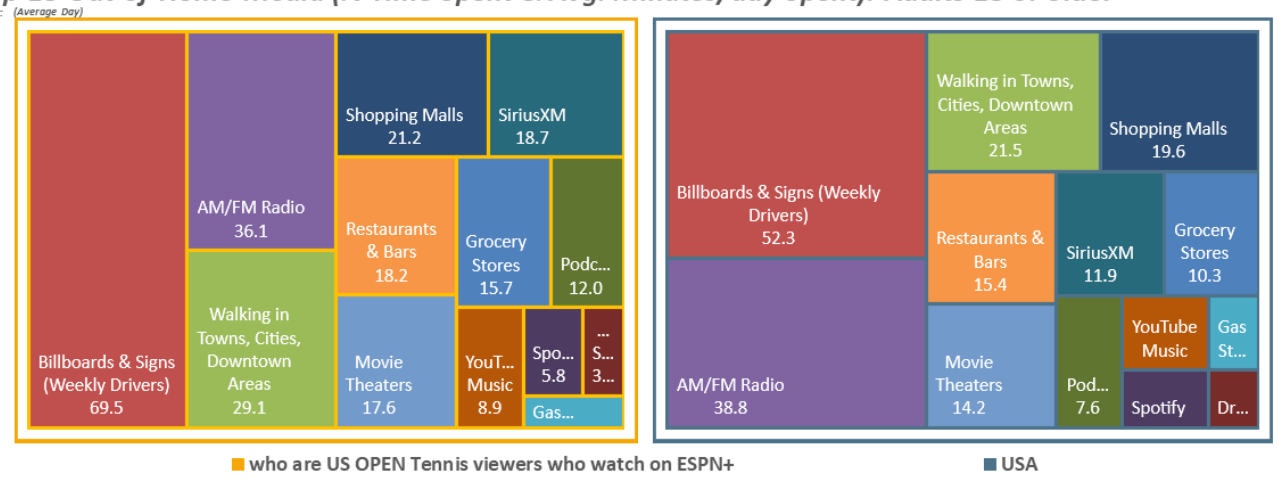
Special TV sports programs watched past 12 months: U.S. Open (tennis) AND... Cable networks/stations watched past 7 days: ESPN2

4,736,561 or 87.8% of Adults 18 or older who are US OPEN Tennis viewers who watch on ESPN+ spend an average of 69.5 minutes per day driving, seeing Billboards and Signs. 58.6% Listen to Local Radio Stations Out-of-Home for an average of 30.1 minutes/day.

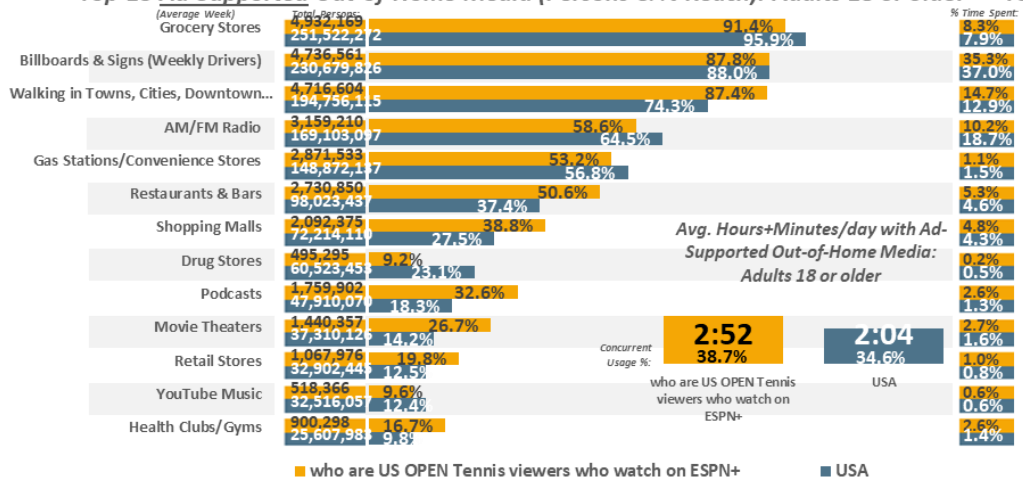
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



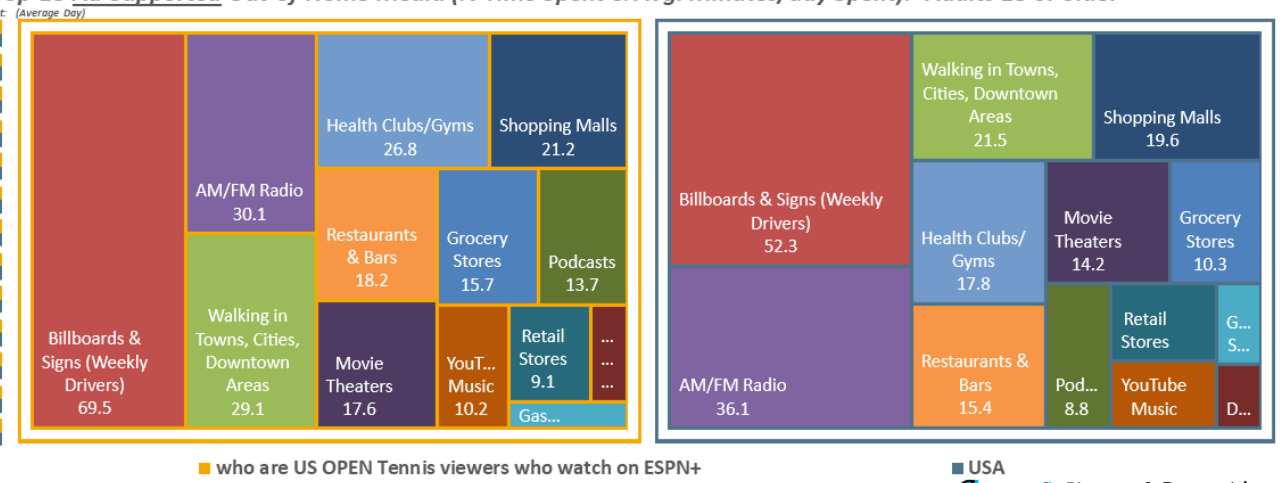
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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: Feb23-Apr24 Qual Intab 4,252

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

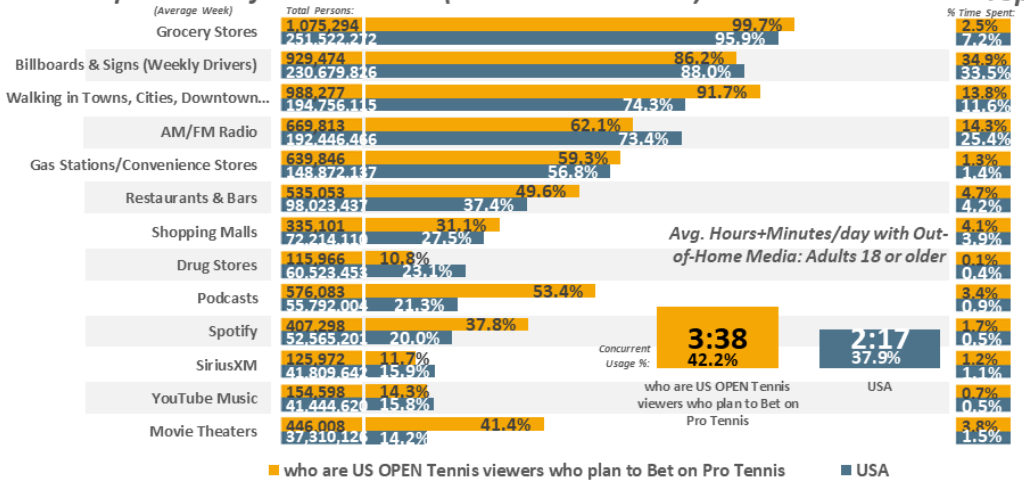
USA Jan23-Feb24 USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 23,333

soefa.ai Share of Everything for Anything ©

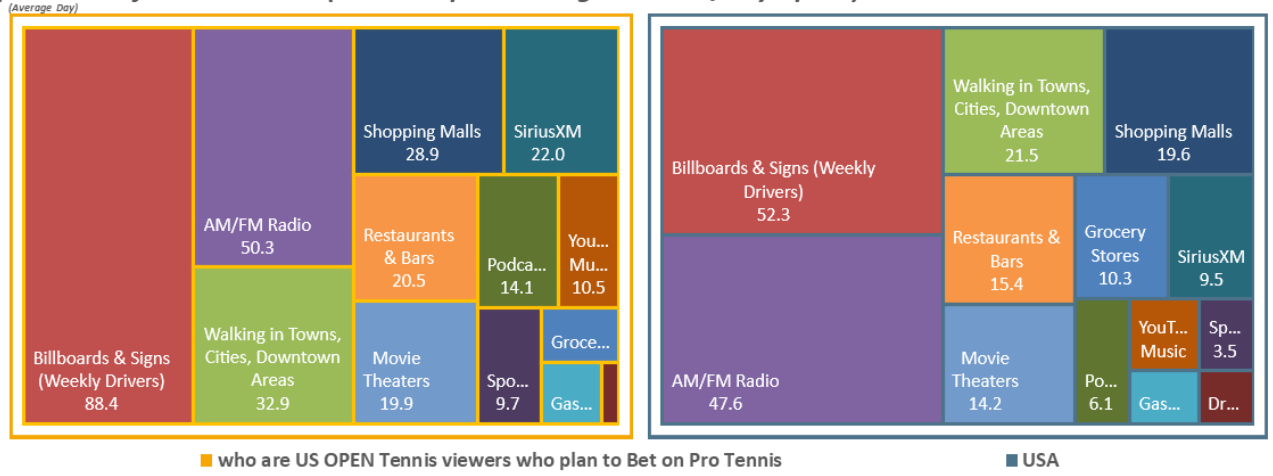
Special TV sports programs watched past 12 months: U.S. Open (tennis) AND... Video streaming services used past 7 days: ESPN+

929,474 or 86.2% of Adults 18 or older who are US OPEN Tennis viewers who plan to Bet on Pro Tennis spend an average of 88.4 minutes per day driving, seeing Billboards and Signs. 56.4% Listen to Local Radio Stations Out-of-Home for an average of 40.2 minu

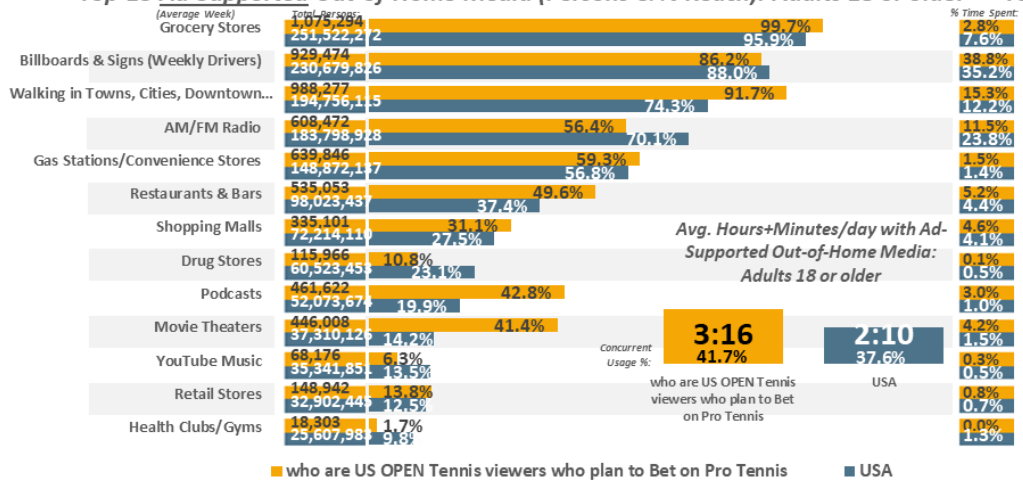
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



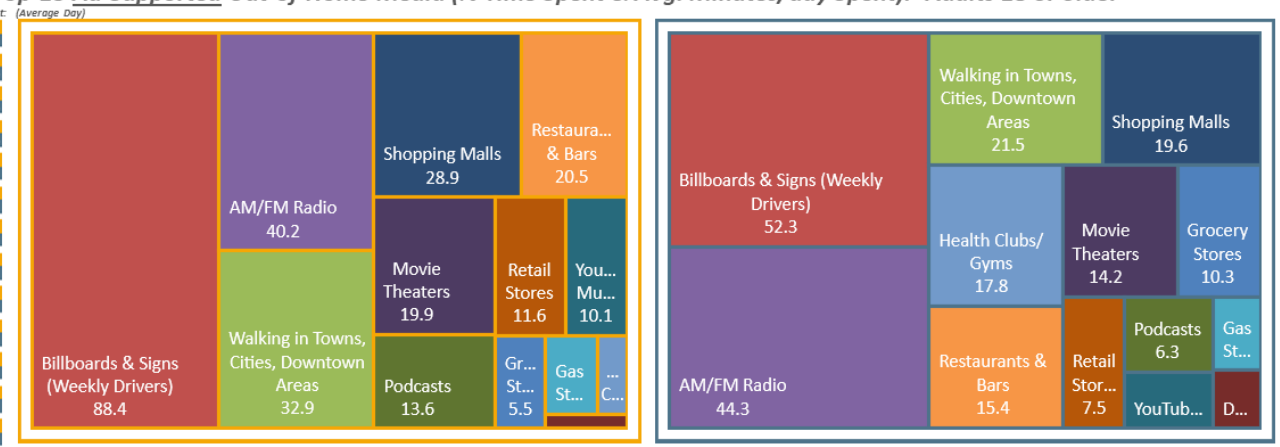
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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: Feb23-Apr24 Qual Intab 4,252

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

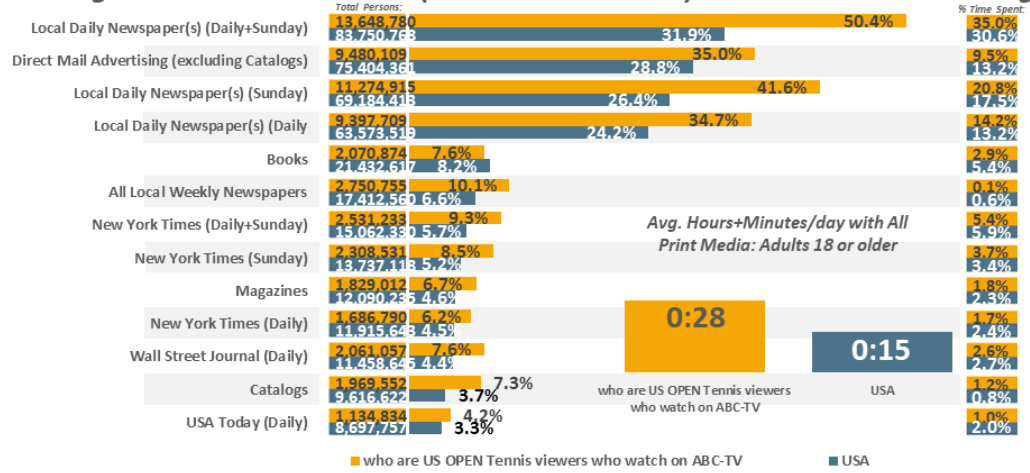
USA Jan23-Feb24 USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 23,333

soefa.ai Share of Everything for Anything ©

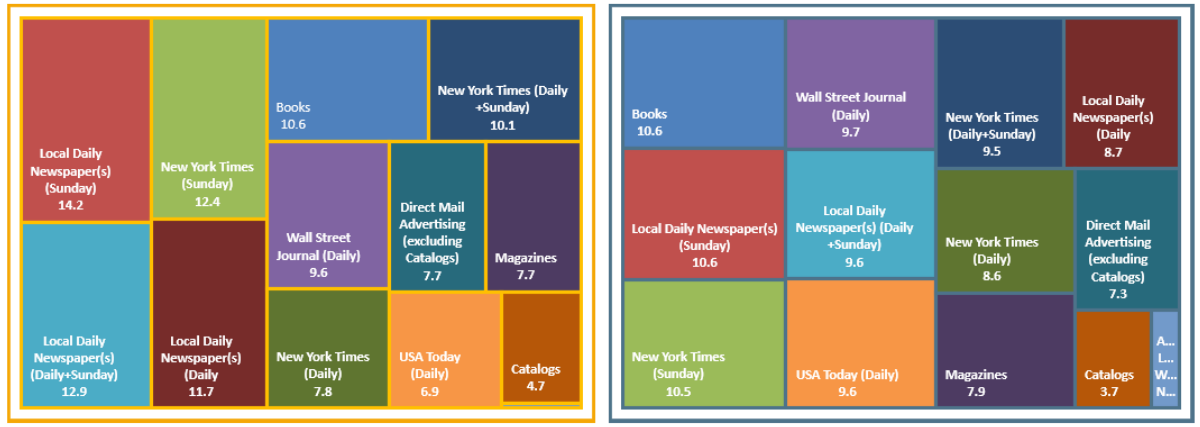
Special TV sports programs watched past 12 months: U.S. Open (tennis) AND... Sports betting - sports plan to bet on next 12 months: Professional tennis

13,648,780 or 50.4% of Adults 18 or older who are US OPEN Tennis viewers who watch on ABC-TV read Local Daily Newspaper(s) (Daily+Sunday) for an average of 12.9 minutes every day representing 36.1% of all time spent daily with All forms of Print Media.

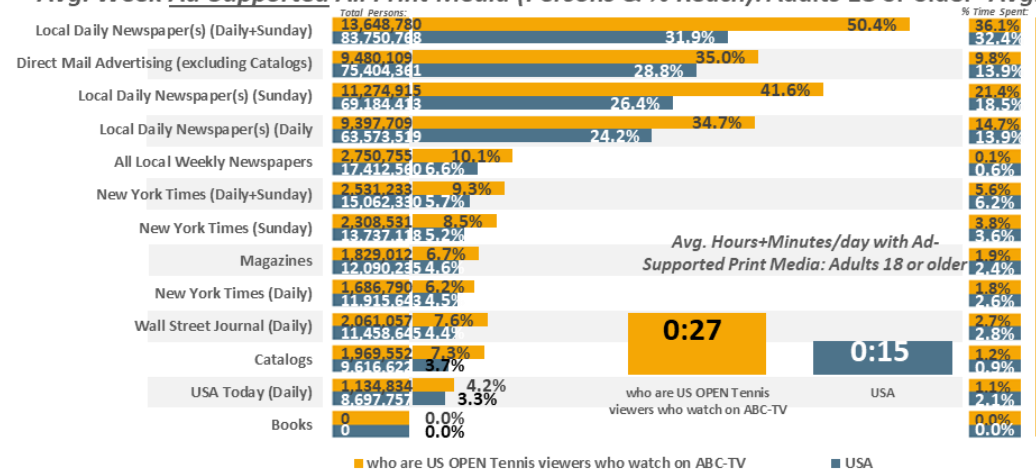
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



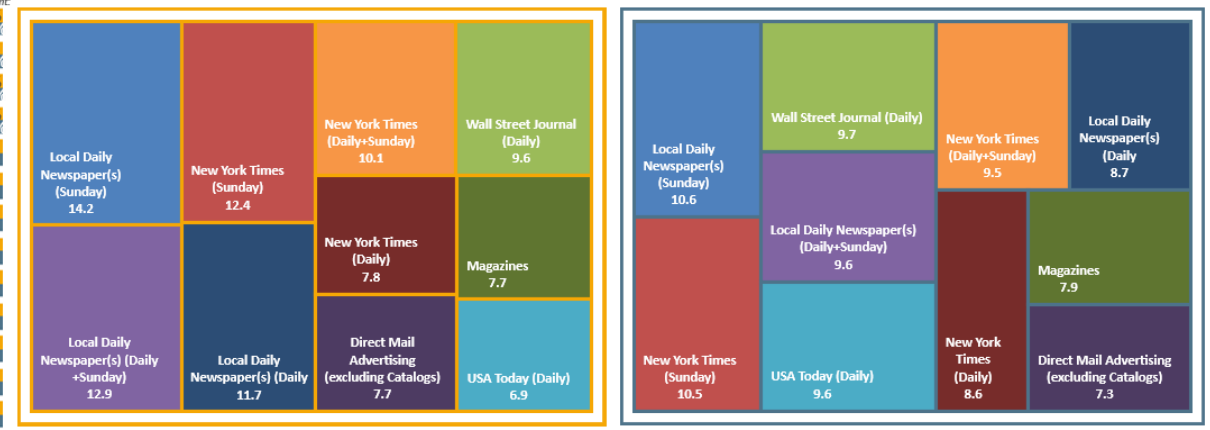
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 4,252

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

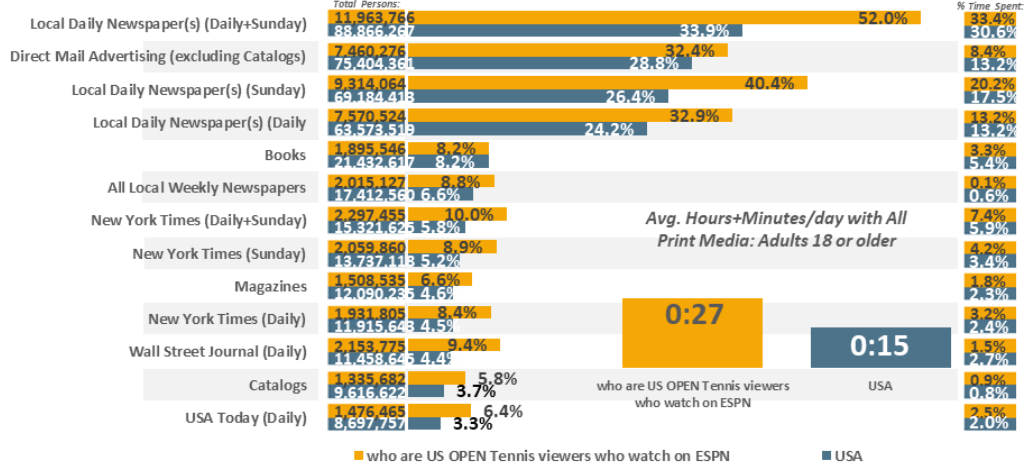
USA Jan23-Feb24 USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 23,333

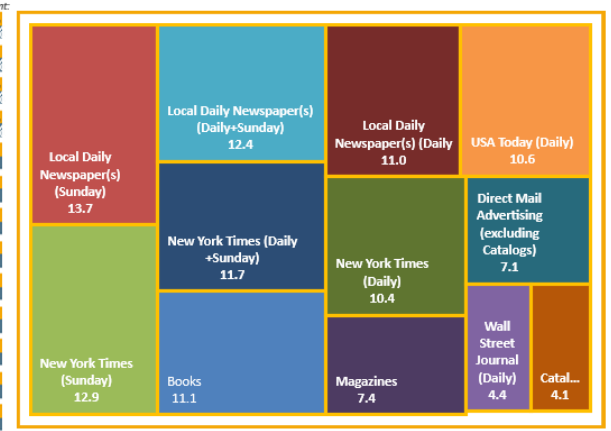
soefa.ai Share of Everything for Anything ©

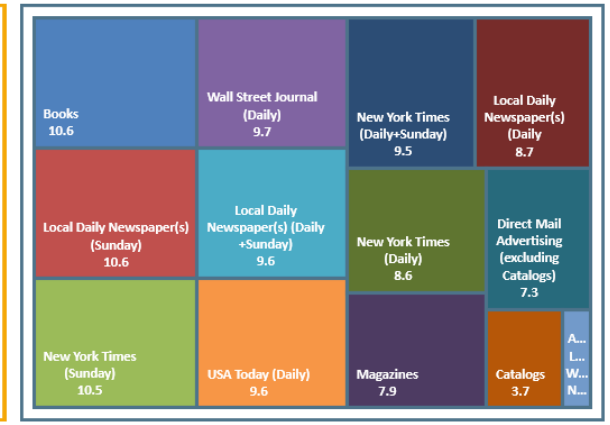
Special TV sports programs watched past 12 months: U.S. Open (tennis) AND... Broadcast TV networks/stations watched past 7 days: Any listed ABC station(s)

11,963,766 or 52.% of Adults 18 or older who are US OPEN Tennis viewers who watch on ESPN read Local Daily Newspaper(s) (Daily+Sunday) for an average of 12.4 minutes every day representing 34.6% of all time spent daily with All forms of Print Media.

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

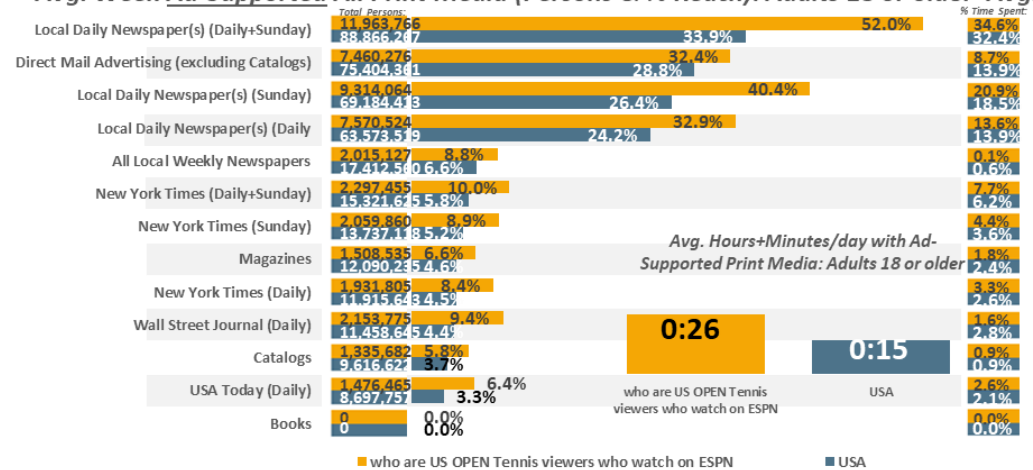


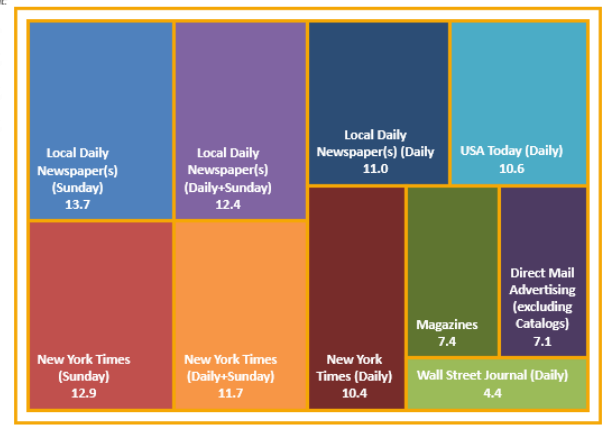


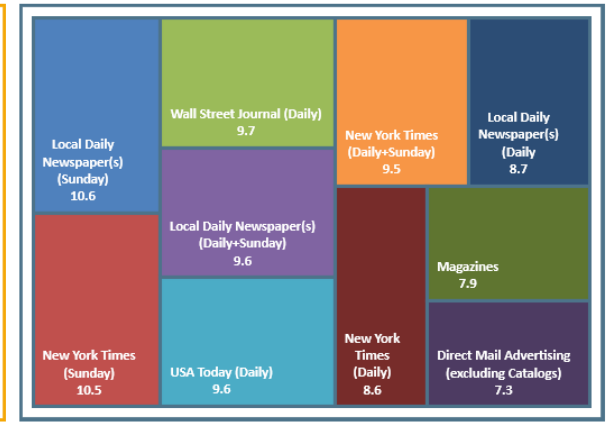


who are US OPEN Tennis viewers who watch on ESPN ■ USA

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







who are US OPEN Tennis viewers who watch on ESPN ■ USA

USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 4,252

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

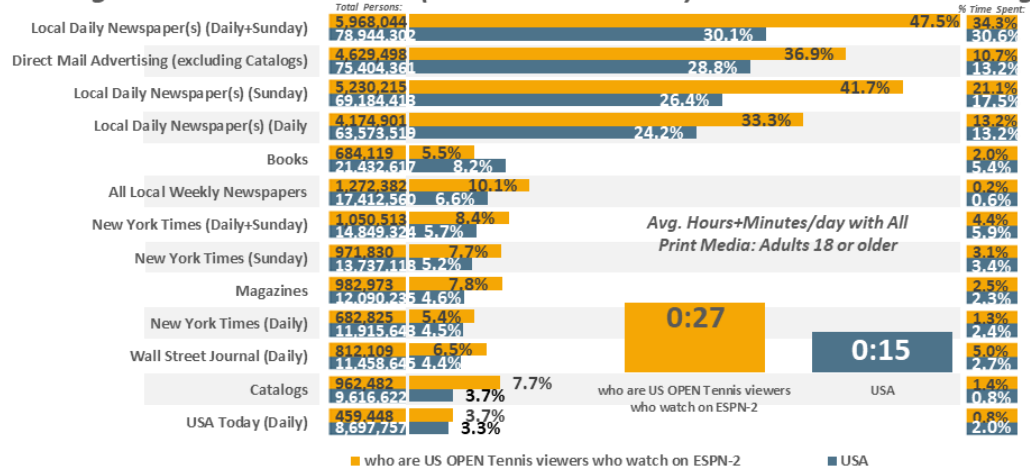
USA Jan23-Feb24 USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 23,333

soefa.ai Share of Everything for Anything ©

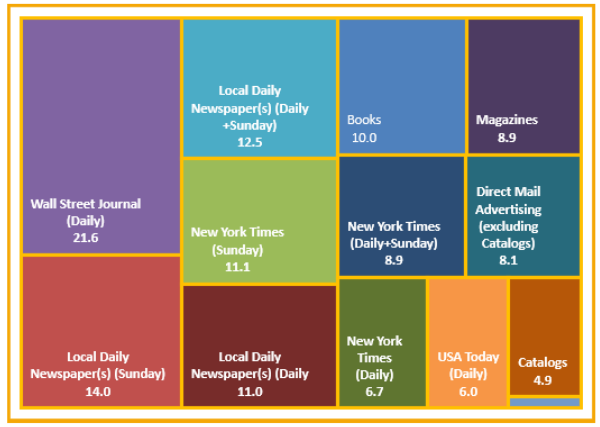
Special TV sports programs watched past 12 months: U.S. Open (tennis) AND... Cable networks/stations watched past 7 days: ESPN

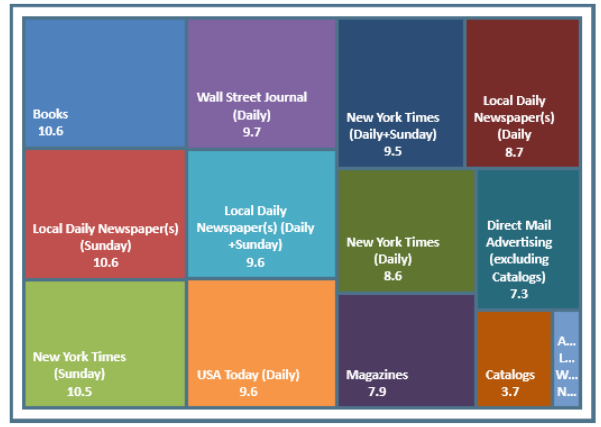
5,968,044 or 47.5% of Adults 18 or older who are US OPEN Tennis viewers who watch on ESPN-2 read Local Daily Newspaper(s) (Daily+Sunday) for an average of 12.5 minutes every day representing 35.% of all time spent daily with All forms of Print Media.

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

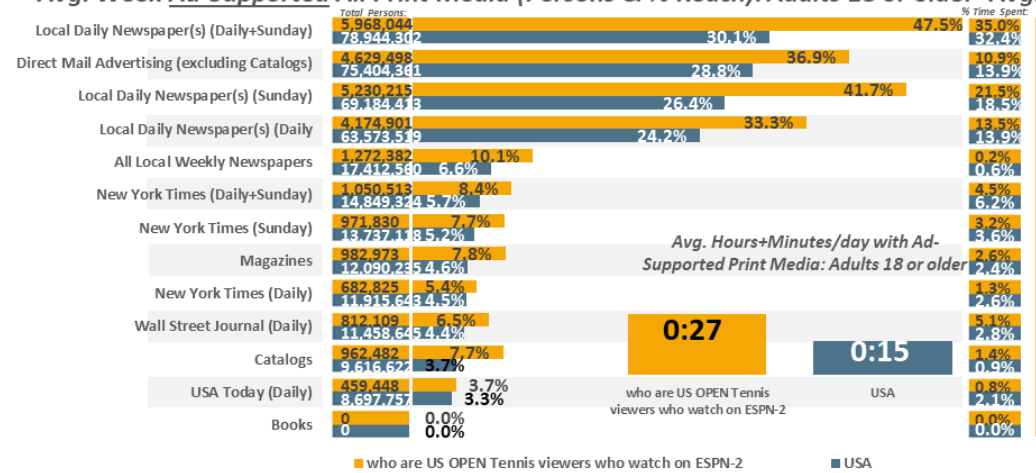


Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

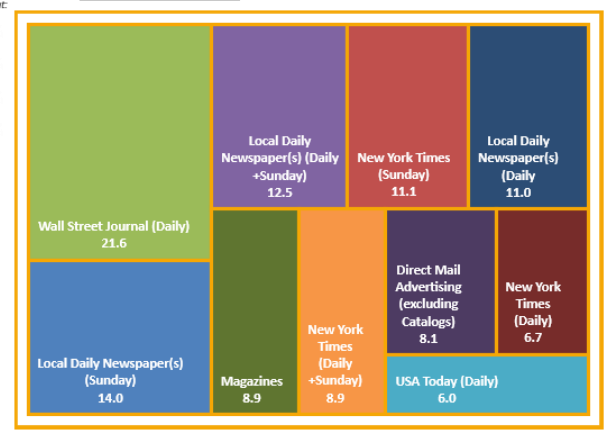


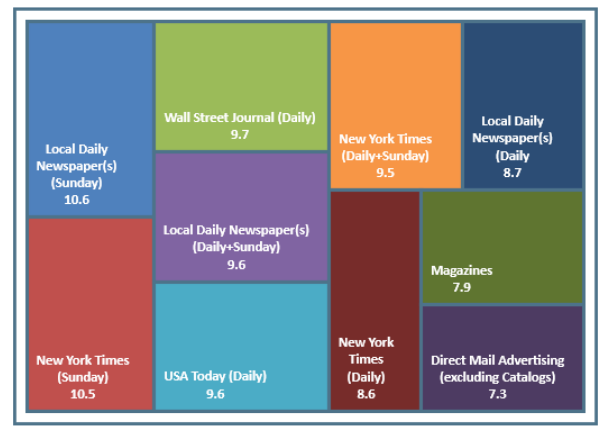


Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older



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





USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 4,252

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

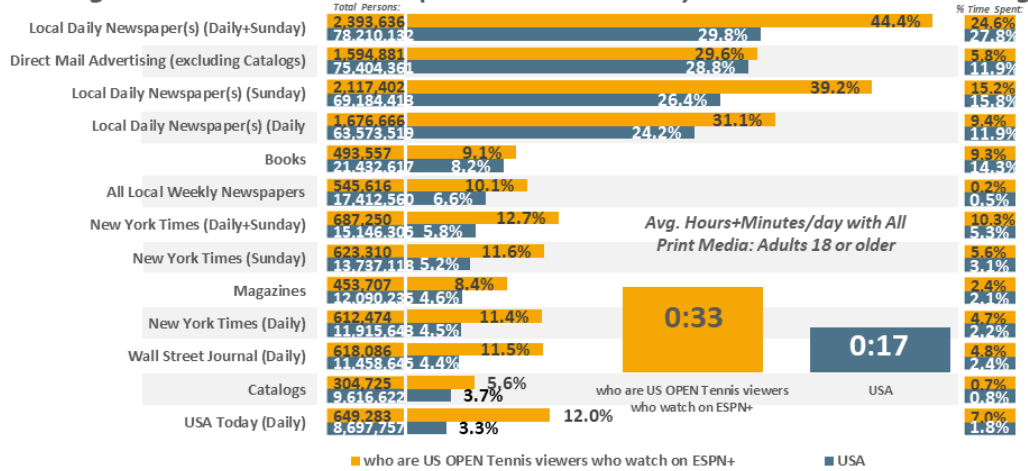
USA Jan23-Feb24 USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 23,333

soefa.ai Share of Everything for Anything ©

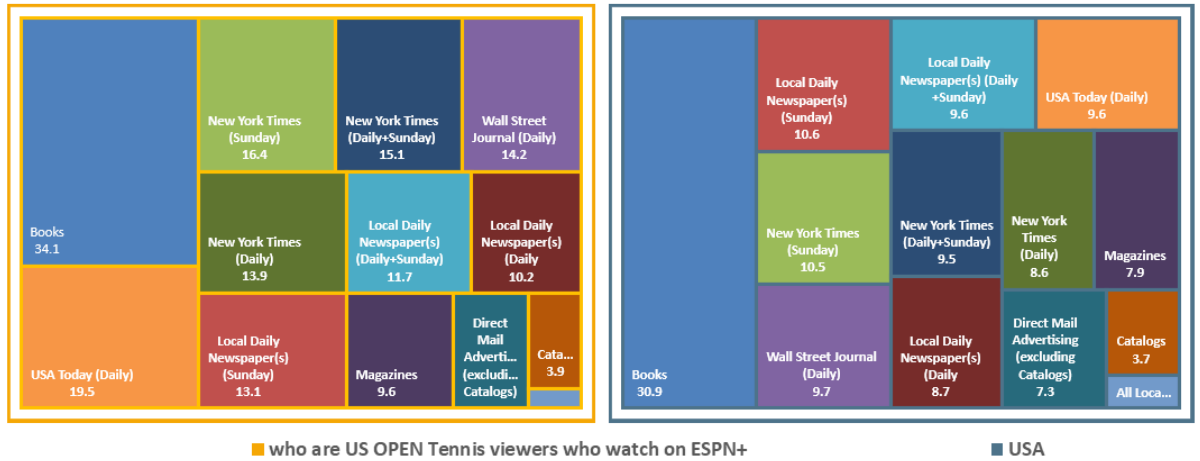
Special TV sports programs watched past 12 months: U.S. Open (tennis) AND... Cable networks/stations watched past 7 days: ESPN2

2,393,636 or 44.4% of Adults 18 or older who are US OPEN Tennis viewers who watch on ESPN+ read Local Daily Newspaper(s) (Daily+Sunday) for an average of 11.7 minutes every day representing 27.2% of all time spent daily with All forms of Print Media.

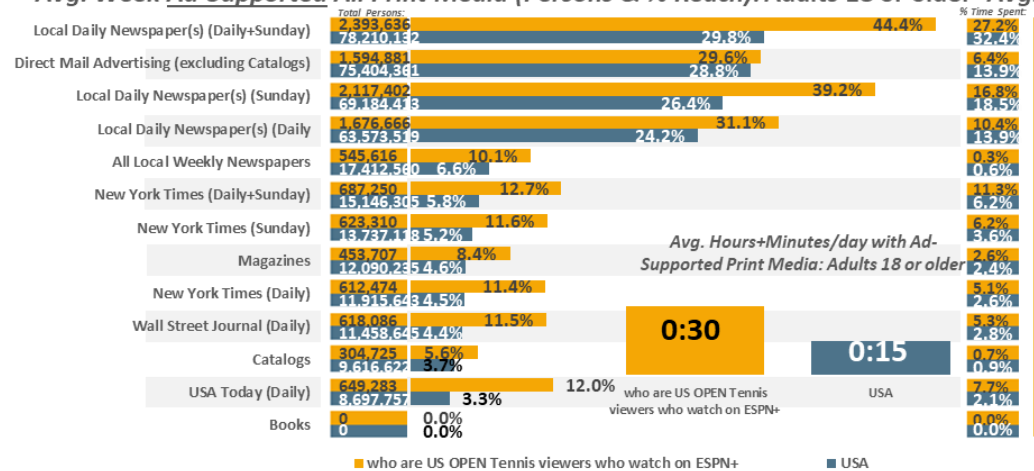
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



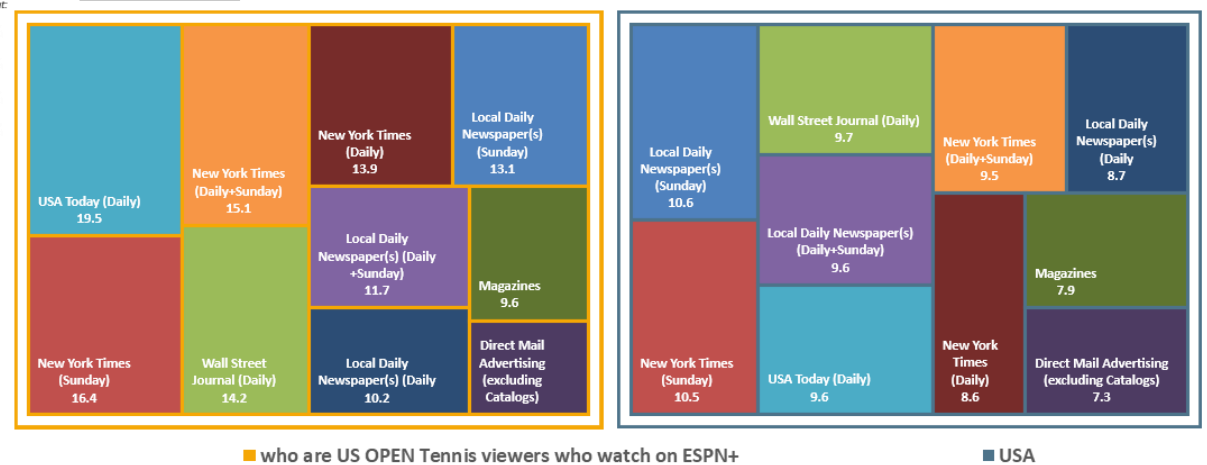
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 4,252

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

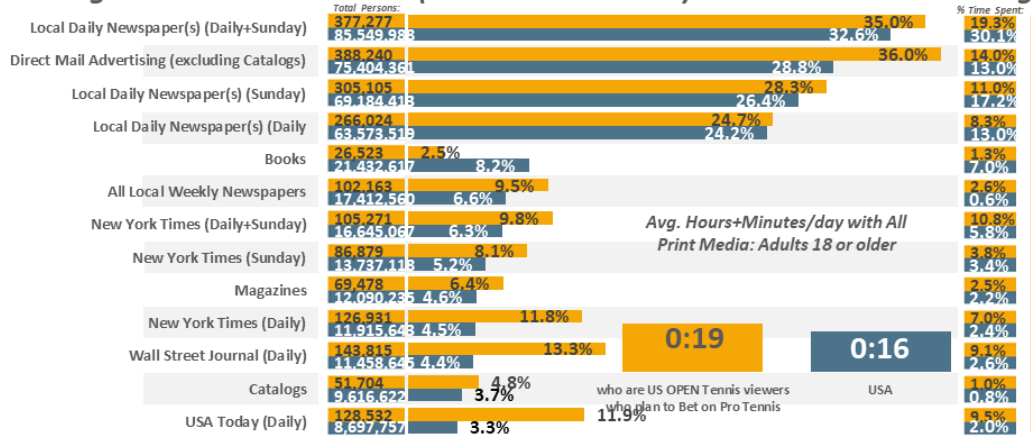
USA Jan23-Feb24 USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 23,333

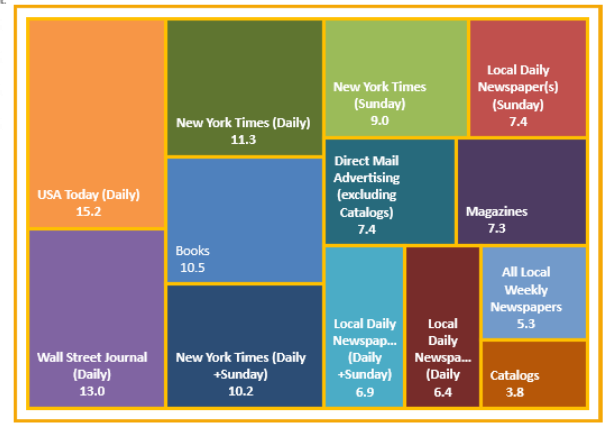
soefa.ai Share of Everything for Anything ©

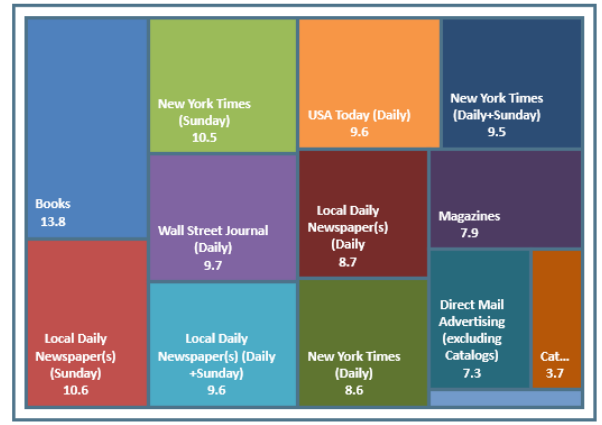
Special TV sports programs watched past 12 months: U.S. Open (tennis) AND... Video streaming services used past 7 days: ESPN+

377,277 or 35.% of Adults 18 or older who are US OPEN Tennis viewers who plan to Bet on Pro Tennis read Local Daily Newspaper(s) (Daily+Sunday) for an average of 6.9 minutes every day representing 19.5% of all time spent daily with All forms of Print Med

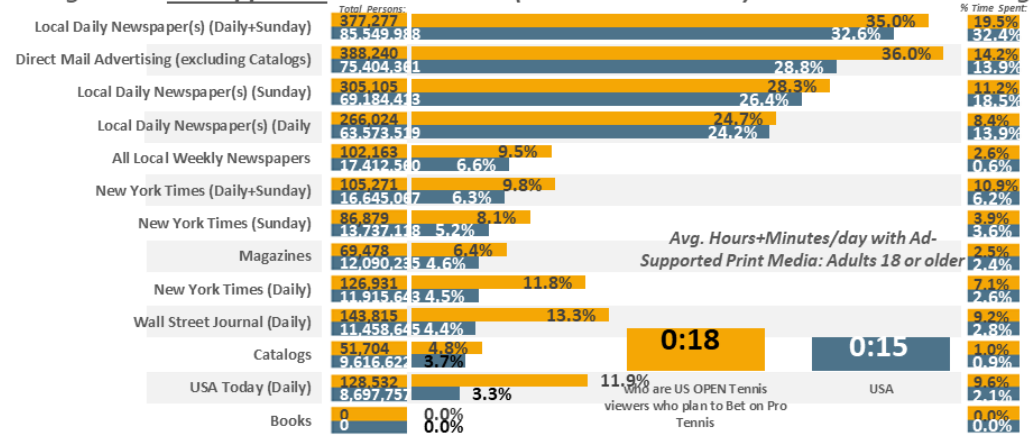
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older

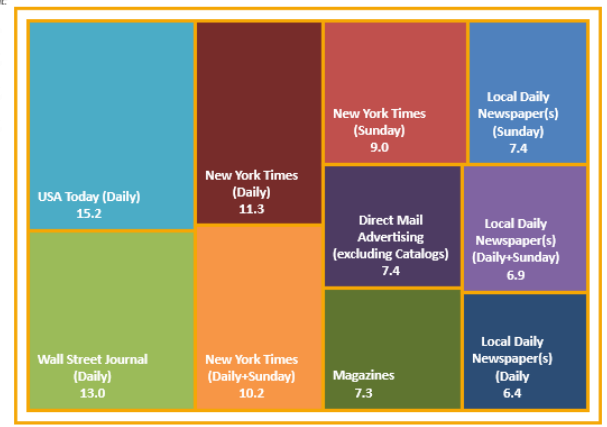


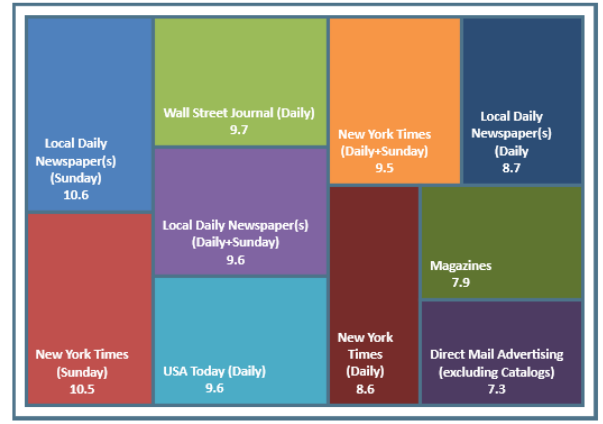




Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older







USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 4,252

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved. *USA Jan23-Feb24 USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 23,333*

soefa.ai Share of Everything for Anything ©

Special TV sports programs watched past 12 months: U.S. Open (tennis) AND... Sports betting - sports plan to bet on next 12 months: Professional tennis