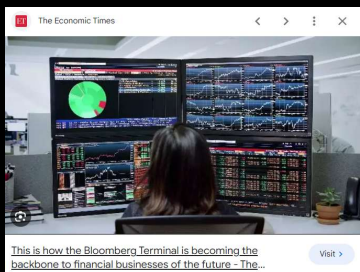


USA+4 More DMAs – P18+ who Played MULTIPLAYER ONLINE BATTLE GAMES (MOBA) in the past 30 days!

Complete Demographic & Media Use Profiles



Complete Demographic, Psychographic, and Total Media Usage Profiles of USA, MINNEAPOLIS-ST. PAUL, ST. LOUIS, CINCINNATI, and WEST PALM BEACH DMA P18+ who Played MULTIPLAYER ONLINE BATTLE GAMES (MOBA) in the past 30 days as of March 31, 2026.



腾讯游戏
Tencent Games



Vanguard

BlackRock



USA



MSP



STL



CIN



WPB

P18+

Hubbard
media that connects

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

Ways used Internet/apps past 30 days on any device: Entertainment: Games - multiplayer online battle arena (MOBA)



8.9% or 24,417,789 of USA DMA Adults 18 or older Played MULTIPLAYER ONLINE BATTLE GAMES past 30 days.
Typical Adults 18 or older who Played MULTIPLAYER ONLINE BATTLE GAMES past 30 days are 36.2 years old
(25.8% younger than average) and have a \$102,262 (12.8% lower than average) annual household income.

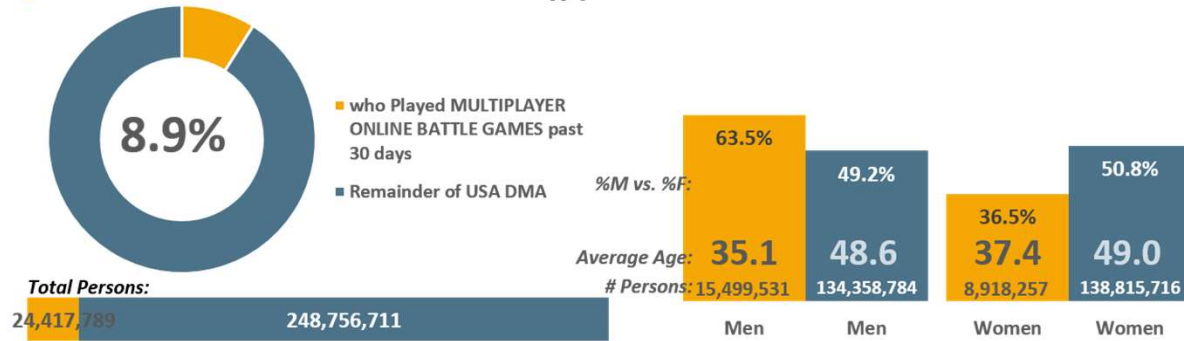


Percent of Market: Adults 18 or older

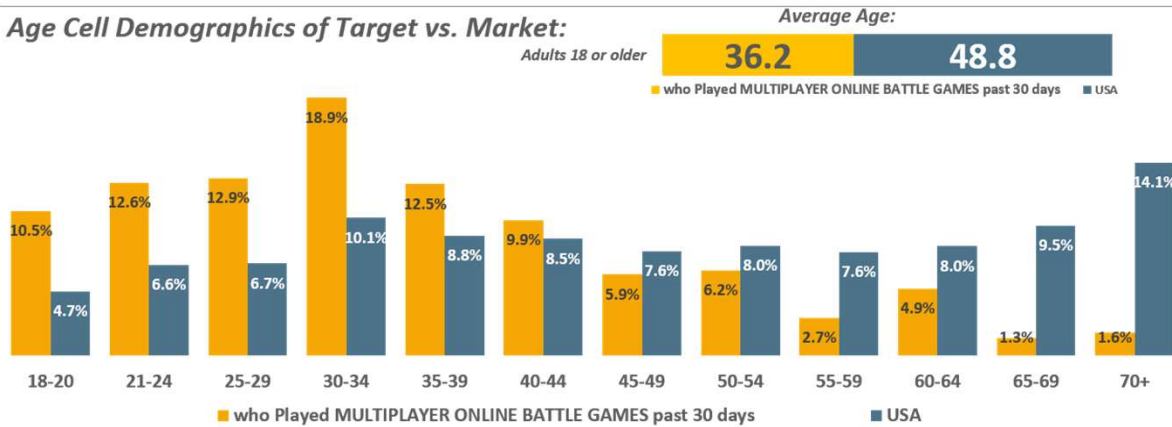


Gender of Target vs. Market: Adults 18 or older

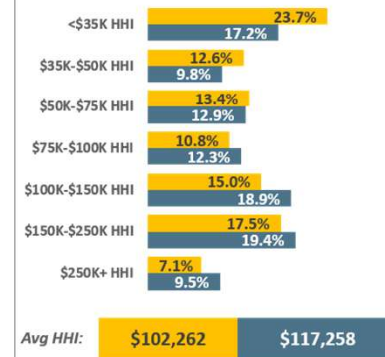
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 1,889
All Graphs and HBI AI Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

Ways used Internet/apps past 30 days on any device: Entertainment: Games - multiplayer online battle arena (MOBA)



7.7% or 299,873 of MSP DMA Adults 18 or older Played MULTIPLAYER ONLINE BATTLE GAMES past 30 days. Typical Adults 18 or older who Played MULTIPLAYER ONLINE BATTLE GAMES past 30 days are 36.6 years old (25.1% younger than average) and have a \$100,700 (12.% lower than average) annual household income.

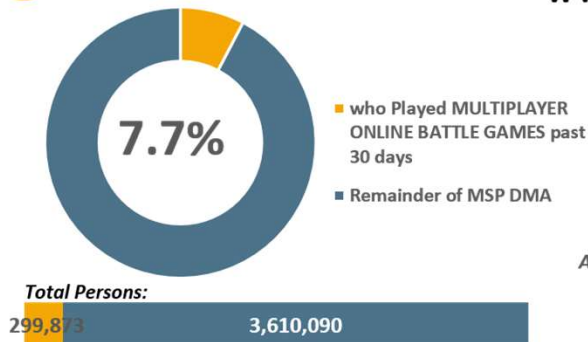


Percent of Market: Adults 18 or older



Gender of Target vs. Market: Adults 18 or older

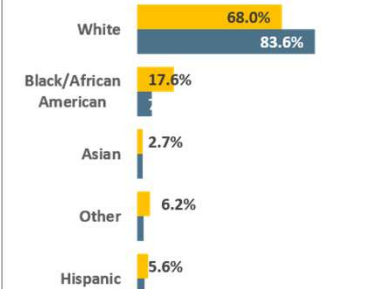
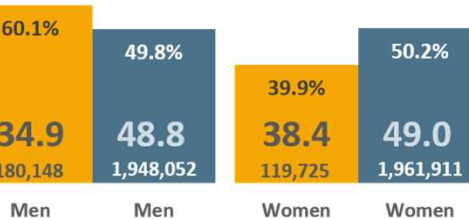
Ethnicity of Target vs. Market:



%M vs. %F:

Average Age:

Persons:



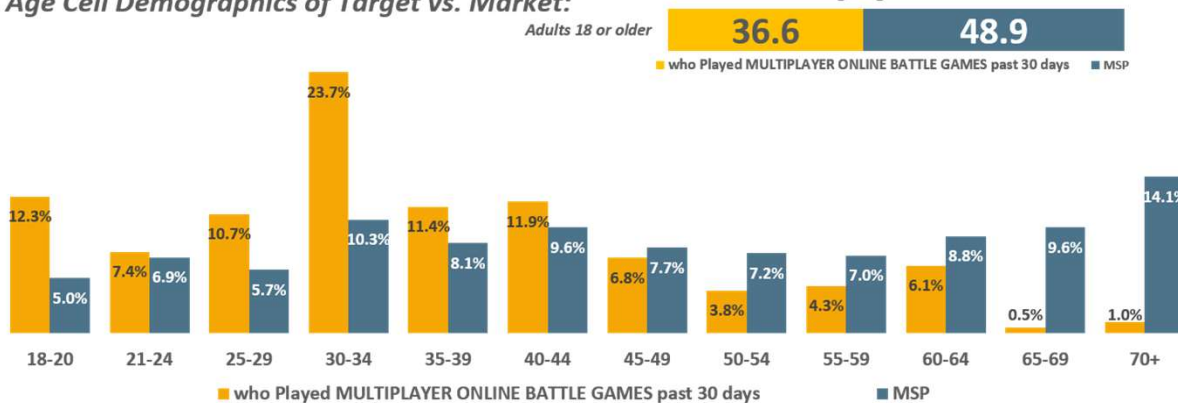
Age Cell Demographics of Target vs. Market:

Average Age:

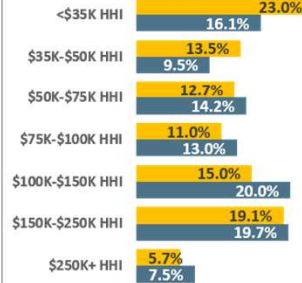
Adults 18 or older

who Played MULTIPLAYER ONLINE BATTLE GAMES past 30 days

MSP



HHI of Target vs. Market:



Avg HHI: \$100,700 \$114,452



9.9% or 250,315 of STL DMA Adults 18 or older Played MULTIPLAYER ONLINE BATTLE GAMES past 30 days. Typical Adults 18 or older who Played MULTIPLAYER ONLINE BATTLE GAMES past 30 days are 38.1 years old (23.1% younger than average) and have a \$91,533 (11.9% lower than average) annual household income.

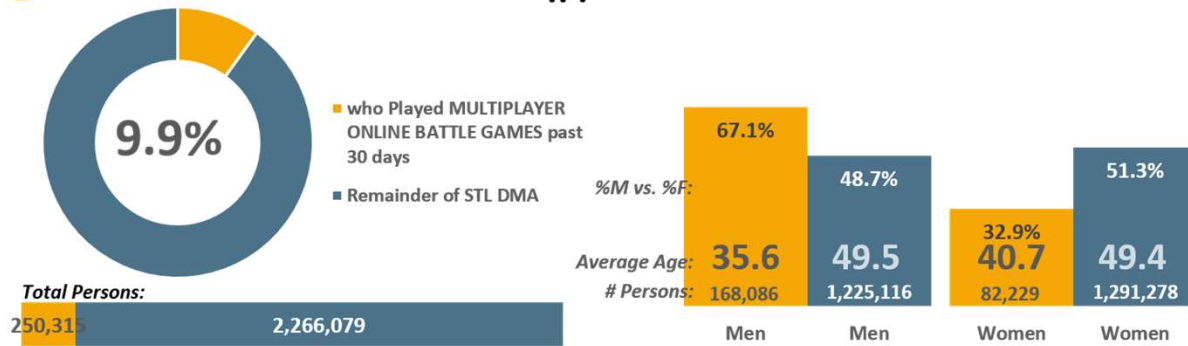


Percent of Market: Adults 18 or older

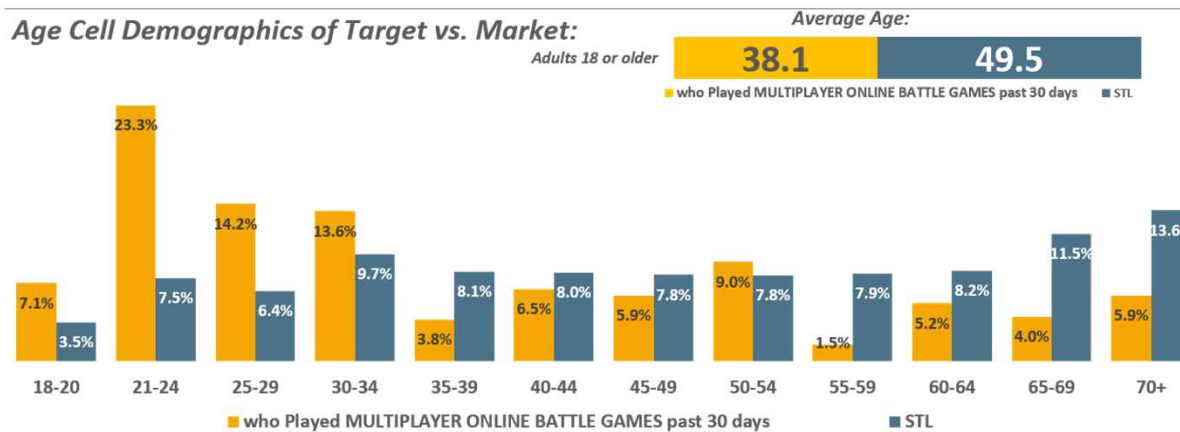


Gender of Target vs. Market: Adults 18 or older

Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:





8.8% or 170,274 of CIN DMA Adults 18 or older Played MULTIPLAYER ONLINE BATTLE GAMES past 30 days. Typical Adults 18 or older who Played MULTIPLAYER ONLINE BATTLE GAMES past 30 days are 34. years old (30.1% younger than average) and have a \$82,789 (20.% lower than average) annual household income.

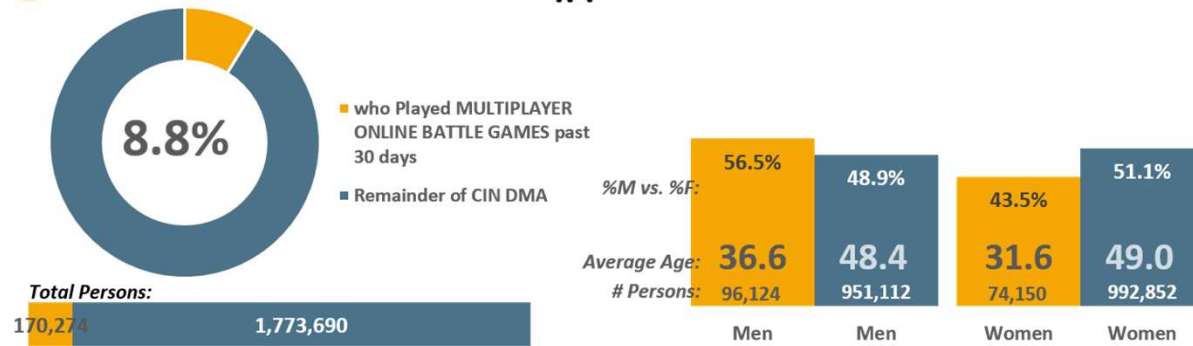


Percent of Market: Adults 18 or older

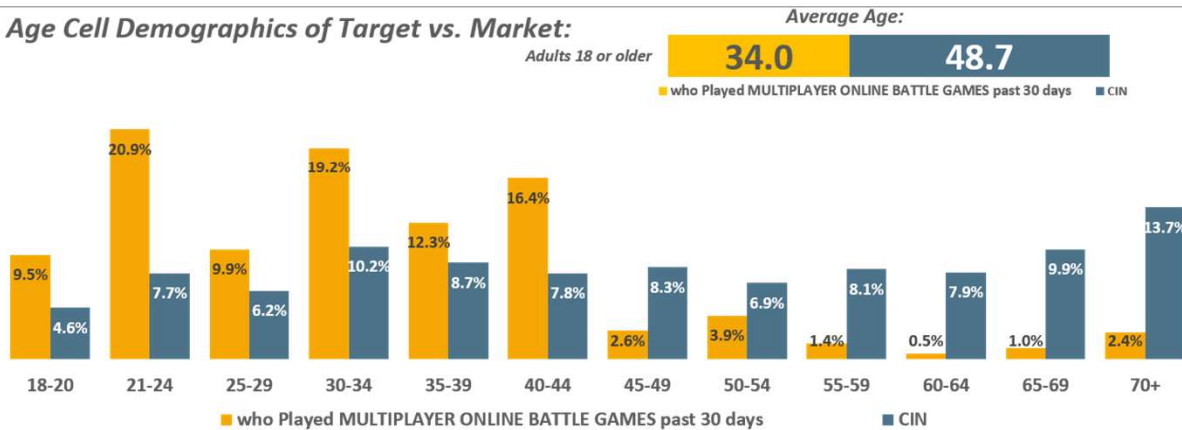


Gender of Target vs. Market: Adults 18 or older

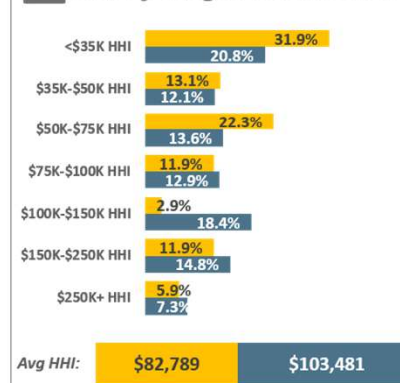
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:

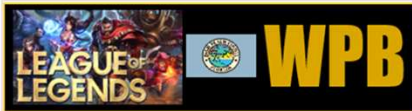


HHI of Target vs. Market:



CIN DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 131
All Graphs and HBI AI Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

Ways used Internet/apps past 30 days on any device: Entertainment: Games - multiplayer online battle arena (MOBA)



7.3% or 141,129 of WPB DMA Adults 18 or older Played MULTIPLAYER ONLINE BATTLE GAMES past 30 days. Typical Adults 18 or older who Played MULTIPLAYER ONLINE BATTLE GAMES past 30 days are 38.4 years old (27.8% younger than average) and have a \$90,931 (13.7% lower than average) annual household income.

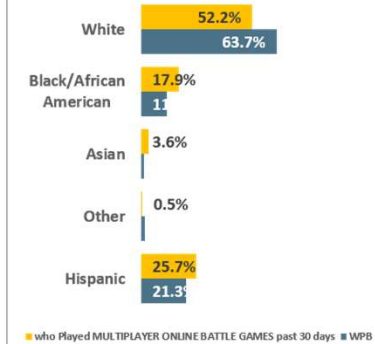
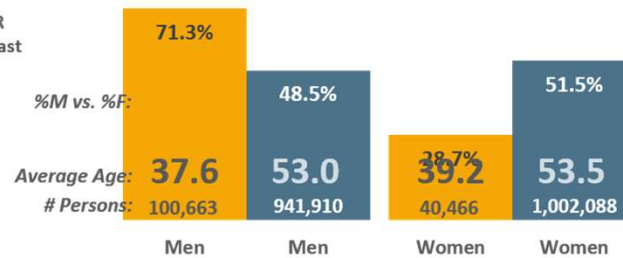


Percent of Market: Adults 18 or older



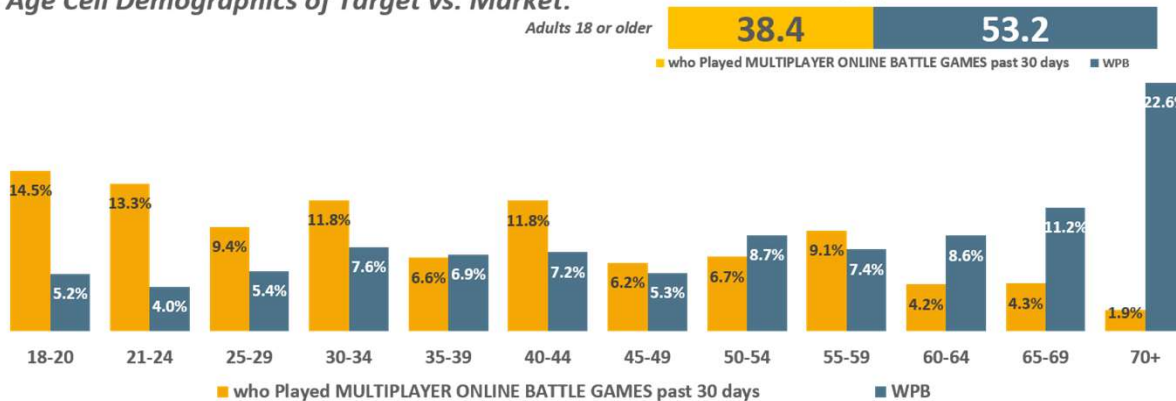
Gender of Target vs. Market: Adults 18 or older

Ethnicity of Target vs. Market:

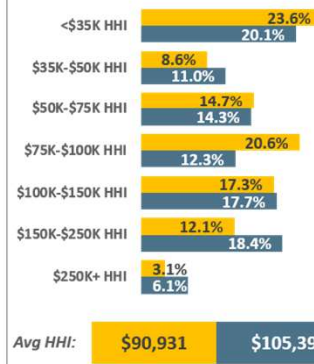


Age Cell Demographics of Target vs. Market:

Average Age:



HHI of Target vs. Market:

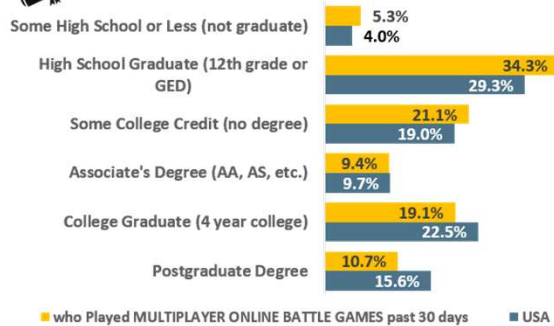




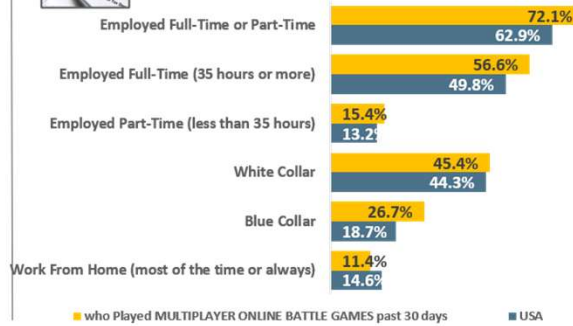
8.9% or 24,417,789 of USA DMA Adults 18 or older Played MULTIPLAYER ONLINE BATTLE GAMES past 30 days. Adults 18 or older who Played MULTIPLAYER ONLINE BATTLE GAMES past 30 days are 21.6% less likely to be a college graduate, 13.8% more likely to work full-time, 22.9% less likely to be married, 45.2% more likely to be a parent of 1 or more children under 1



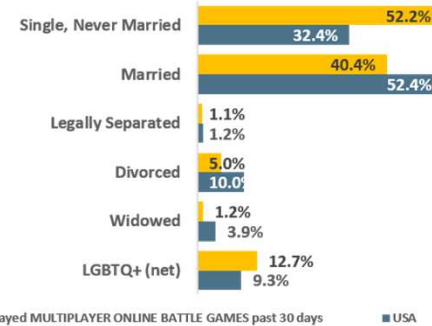
Education Levels: Adults 18 or older



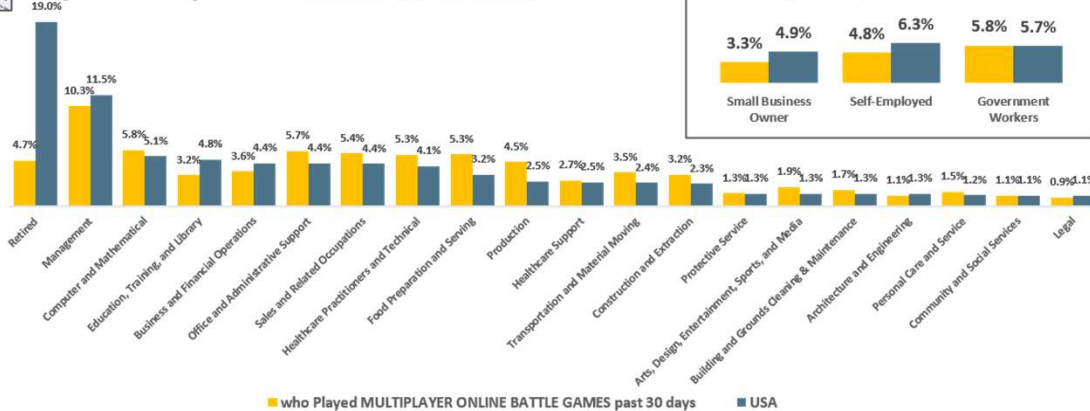
Employment: Adults 18 or older



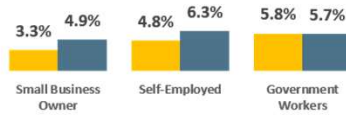
Marital Status: Adults 18 or older



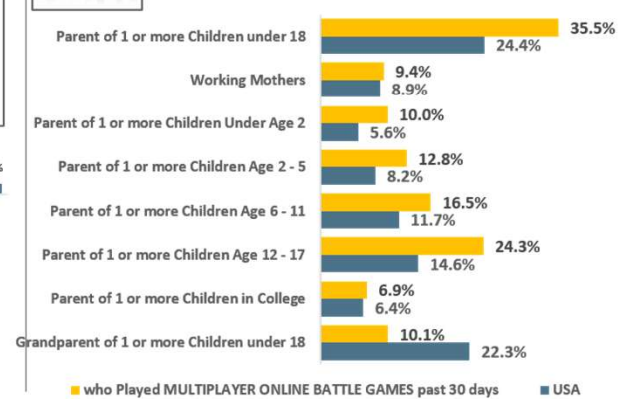
Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers



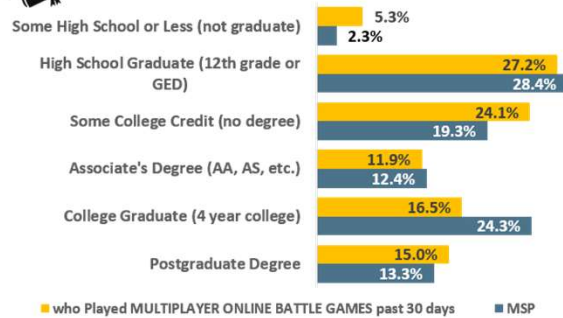
Stage in Life: Adults 18 or older



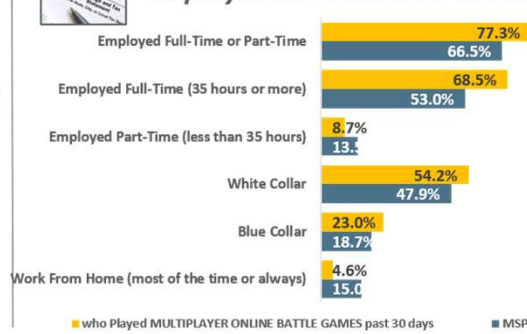


7.7% or 299,873 of MSP DMA Adults 18 or older Played MULTIPLAYER ONLINE BATTLE GAMES past 30 days. Adults 18 or older who Played MULTIPLAYER ONLINE BATTLE GAMES past 30 days are 16.4% less likely to be a college graduate, 29.2% more likely to work full-time, 11% less likely to be married, 68.2% more likely to be a parent of 1 or more children under 18

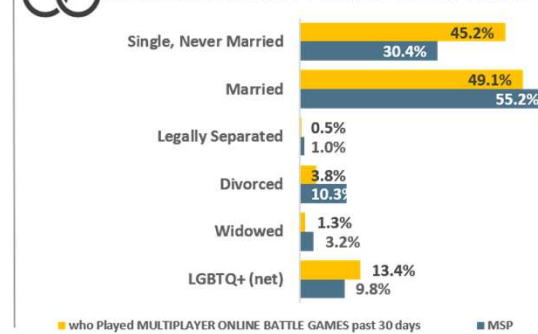
Education Levels: Adults 18 or older



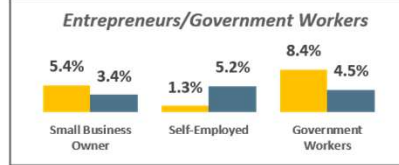
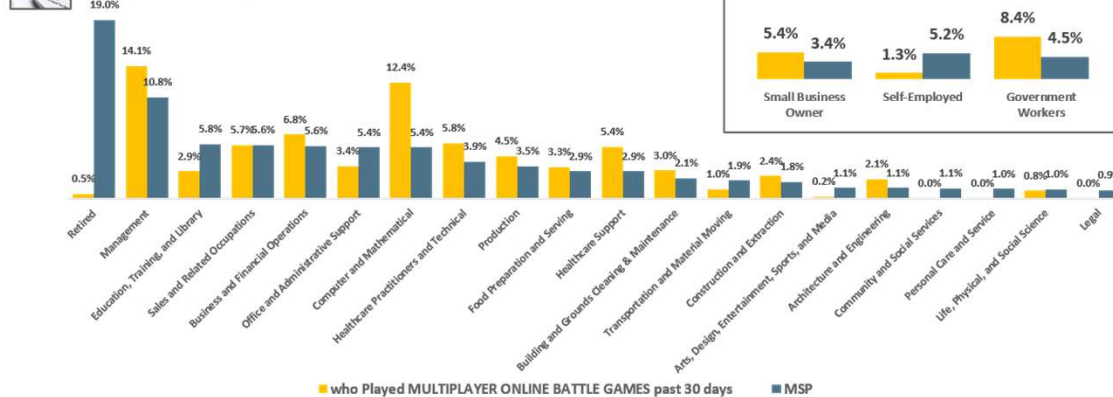
Employment: Adults 18 or older



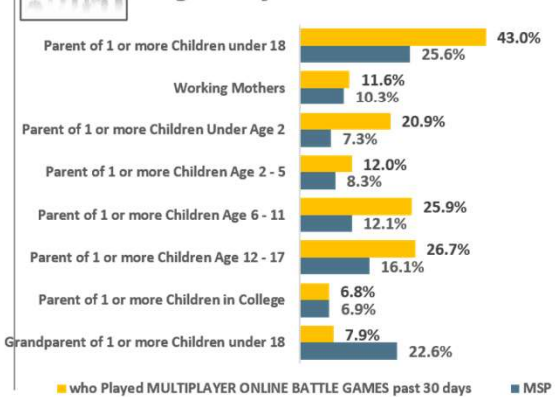
Marital Status: Adults 18 or older



Top-20 Occupations: Adults 18 or older



Stage in Life: Adults 18 or older

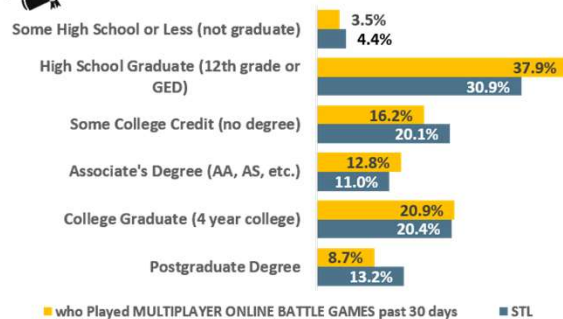




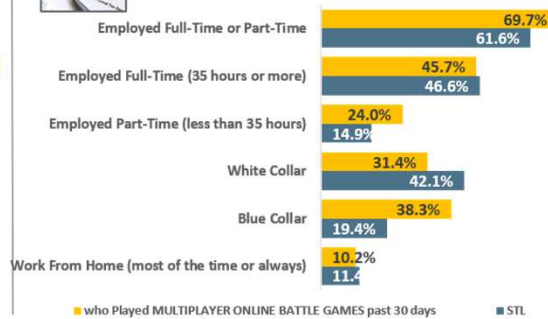
9.9% or 250,315 of STL DMA Adults 18 or older Played MULTIPLAYER ONLINE BATTLE GAMES past 30 days. Adults 18 or older who Played MULTIPLAYER ONLINE BATTLE GAMES past 30 days are 11.9% less likely to be a college graduate, 2.% less likely to work full-time, 19.% less likely to be married, 34.2% more likely to be a parent of 1 or more children under 18.



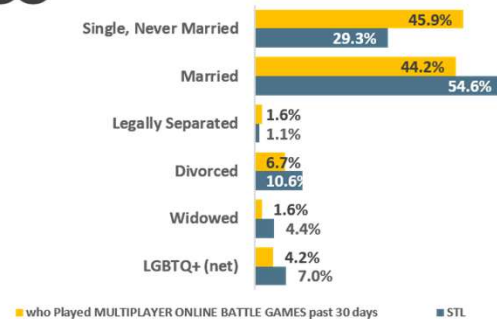
Education Levels: Adults 18 or older



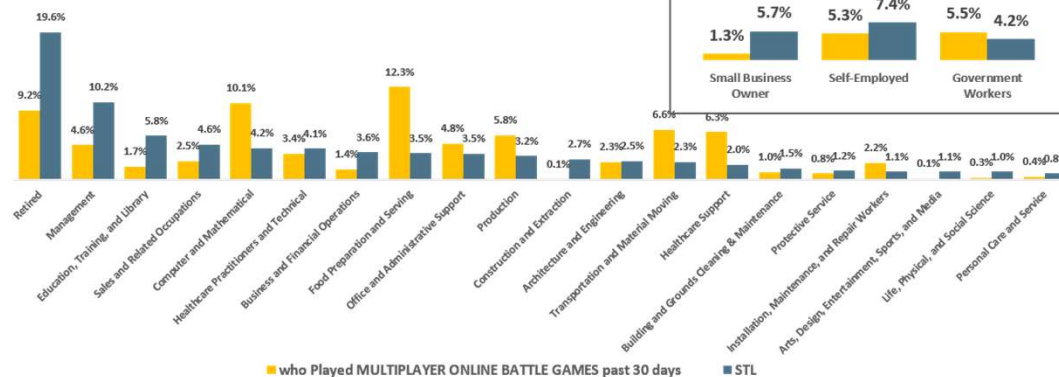
Employment: Adults 18 or older



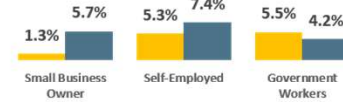
Marital Status: Adults 18 or older



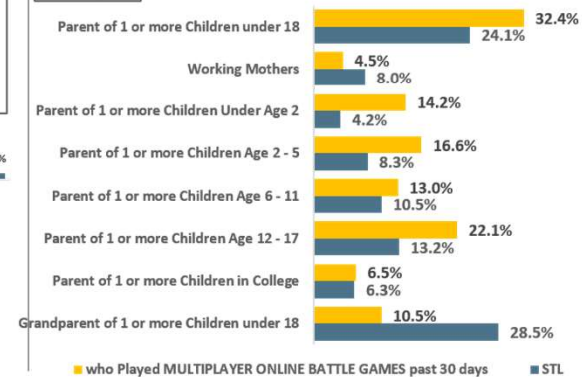
Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers



Stage in Life: Adults 18 or older

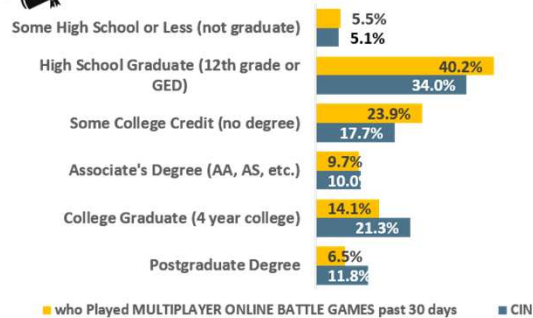




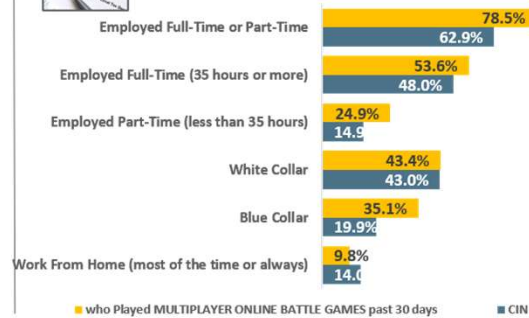
8.8% or 170,274 of CIN DMA Adults 18 or older Played MULTIPLAYER ONLINE BATTLE GAMES past 30 days. Adults 18 or older who Played MULTIPLAYER ONLINE BATTLE GAMES past 30 days are 37.6% less likely to be a college graduate, 11.7% more likely to work full-time, 25.3% less likely to be married, 29.3% more likely to be a parent of 1 or more children under 1



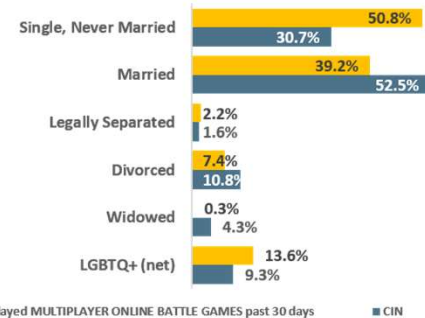
Education Levels: Adults 18 or older



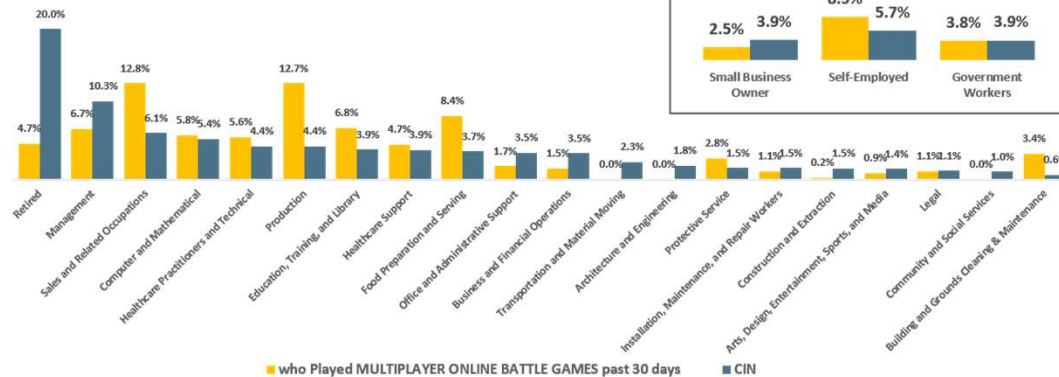
Employment: Adults 18 or older



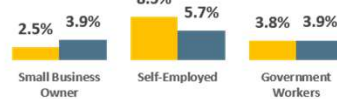
Marital Status: Adults 18 or older



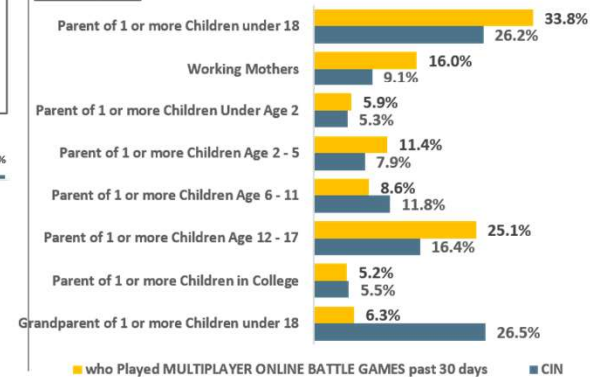
Top-20 Occupations: Adults 18 or older

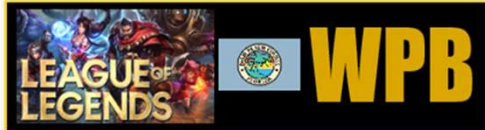


Entrepreneurs/Government Workers



Stage in Life: Adults 18 or older

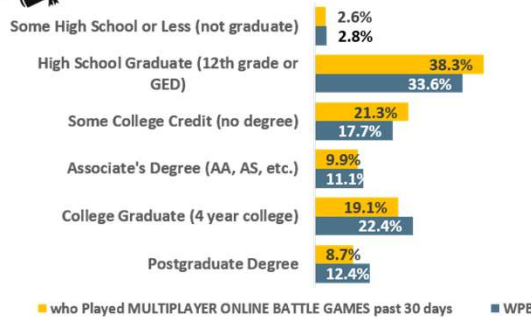




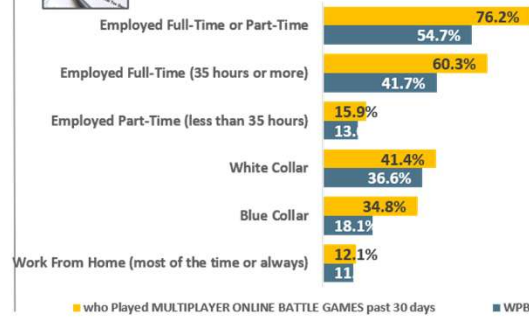
7.3% or 141,129 of WPB DMA Adults 18 or older Played MULTIPLAYER ONLINE BATTLE GAMES past 30 days. Adults 18 or older who Played MULTIPLAYER ONLINE BATTLE GAMES past 30 days are 20.1% less likely to be a college graduate, 44.5% more likely to work full-time, 44.6% less likely to be married, 27.1% more likely to be a parent of 1 or more children under 1



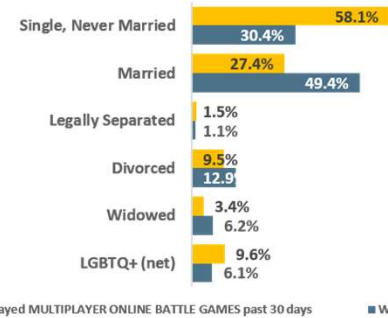
Education Levels: Adults 18 or older



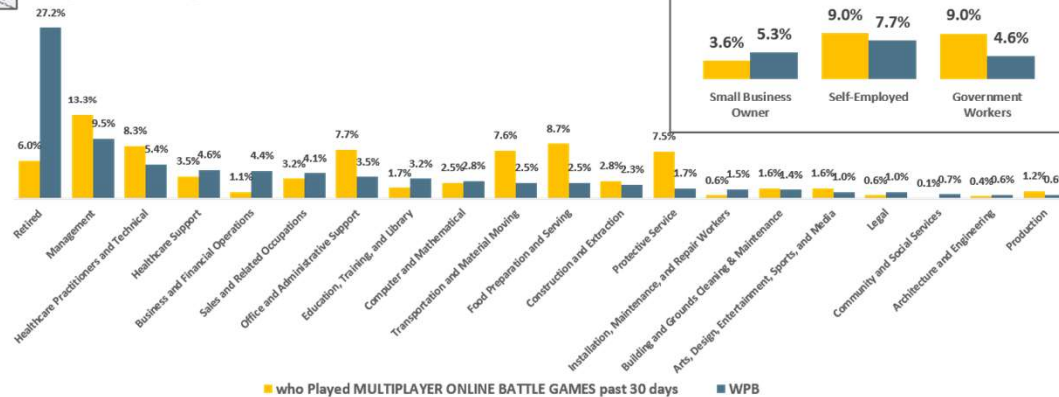
Employment: Adults 18 or older



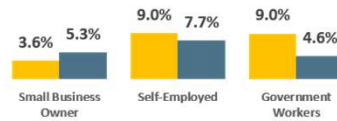
Marital Status: Adults 18 or older



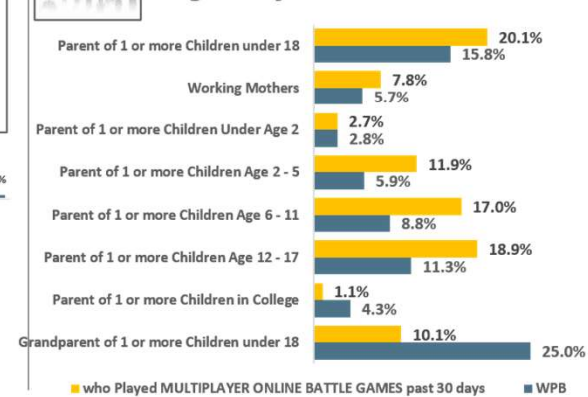
Top-20 Occupations: Adults 18 or older

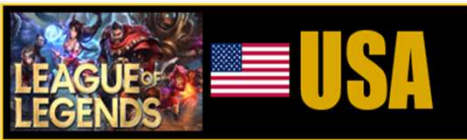


Entrepreneurs/Government Workers

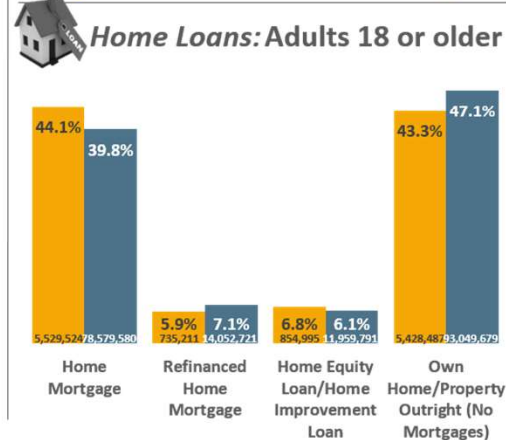
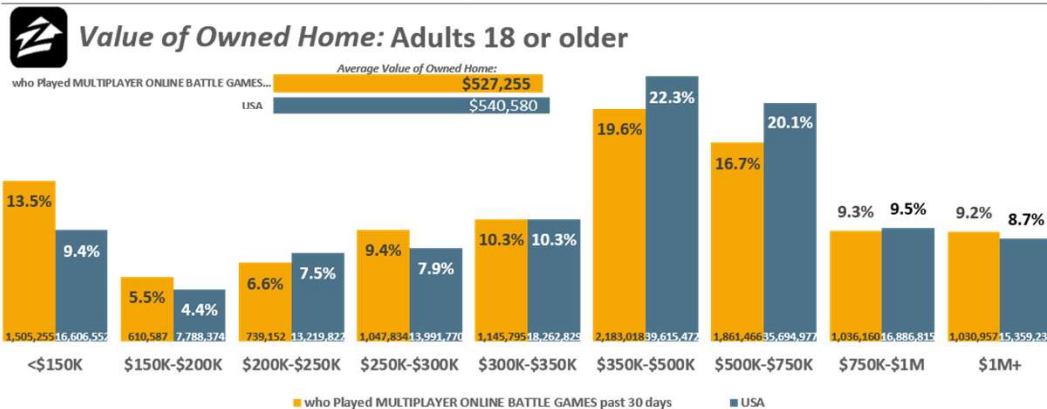
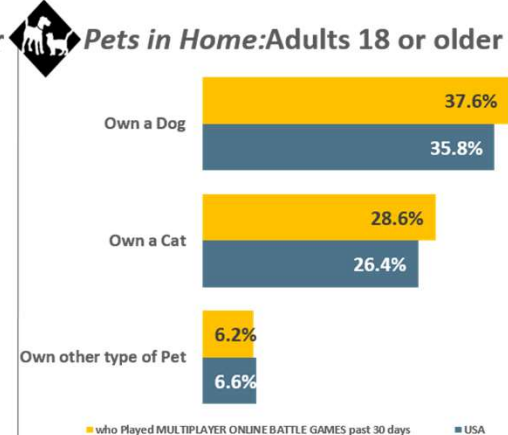
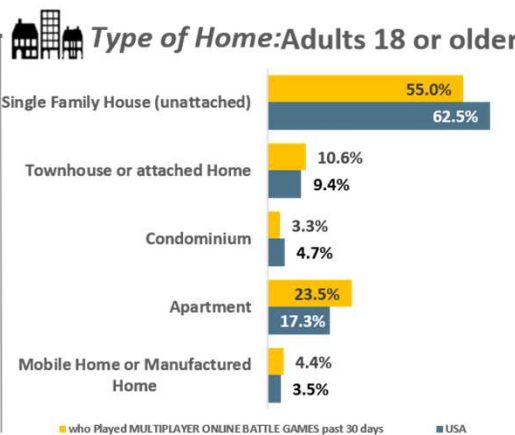
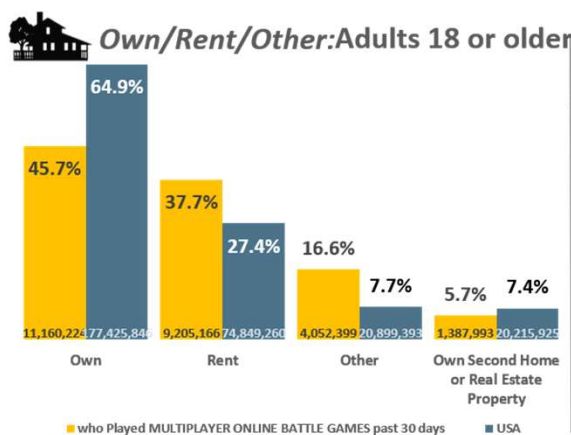


Stage in Life: Adults 18 or older





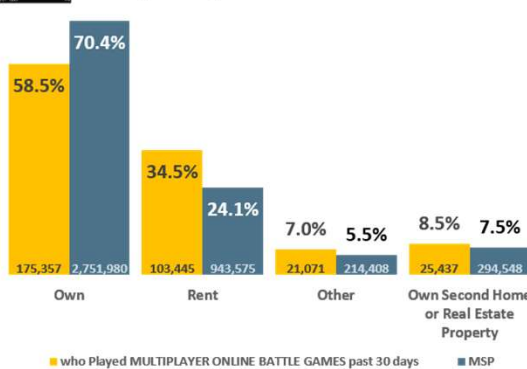
8.9% or 24,417,789 of USA DMA Adults 18 or older Played MULTIPLAYER ONLINE BATTLE GAMES past 30 days. Adults 18 or older who Played MULTIPLAYER ONLINE BATTLE GAMES past 30 days are 29.6% less likely to own their home, 2.5% more likely to own a lower valued home, 11.9% less likely to have a single-family home, 5% more likely to have a dog.



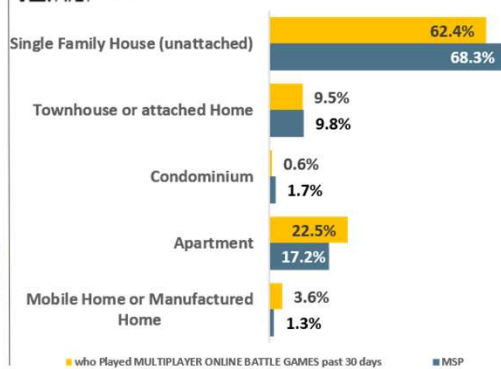


7.7% or 299,873 of MSP DMA Adults 18 or older Played MULTIPLAYER ONLINE BATTLE GAMES past 30 days. Adults 18 or older who Played MULTIPLAYER ONLINE BATTLE GAMES past 30 days are 16.9% less likely to own their home, 18.1% more likely to own a higher valued home, 8.6% less likely to have a single-family home, 20.0% more likely to have a dog.

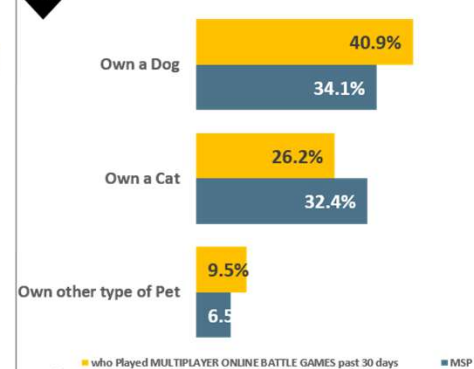
Own/Rent/Other: Adults 18 or older



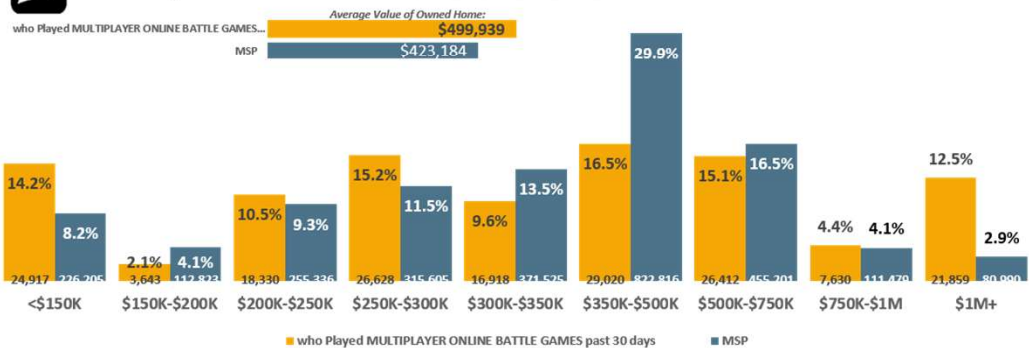
Type of Home: Adults 18 or older



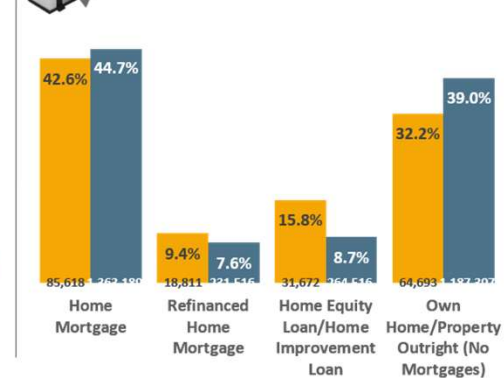
Pets in Home: Adults 18 or older

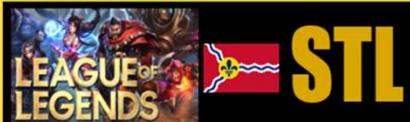


Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older

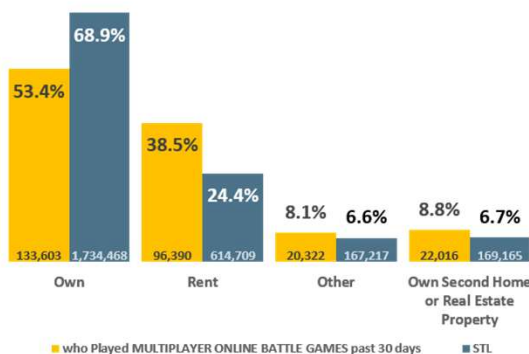




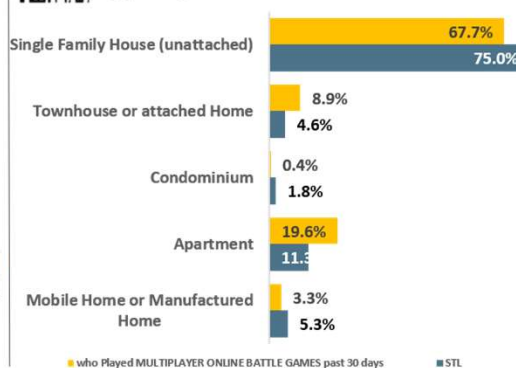
9.9% or 250,315 of STL DMA Adults 18 or older Played MULTIPLAYER ONLINE BATTLE GAMES past 30 days. Adults 18 or older who Played MULTIPLAYER ONLINE BATTLE GAMES past 30 days are 22.6% less likely to own their home, 9.9% more likely to own a lower valued home, 9.7% less likely to have a single-family home, .7% more likely to have a dog.



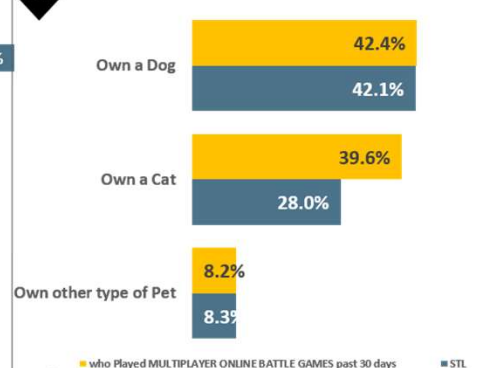
Own/Rent/Other: Adults 18 or older



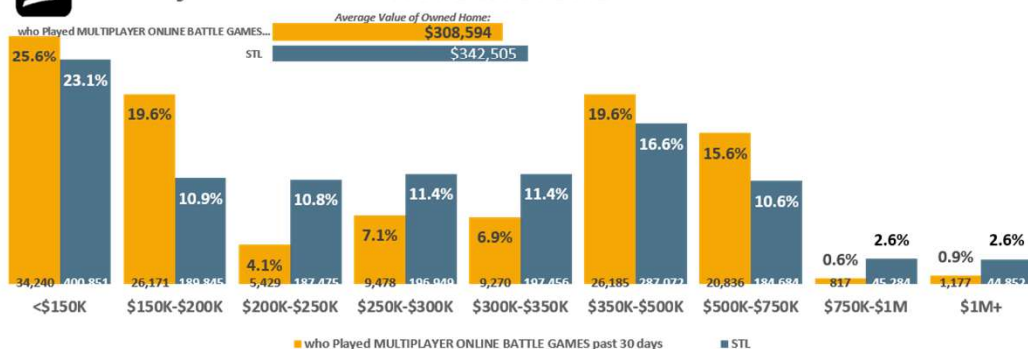
Type of Home: Adults 18 or older



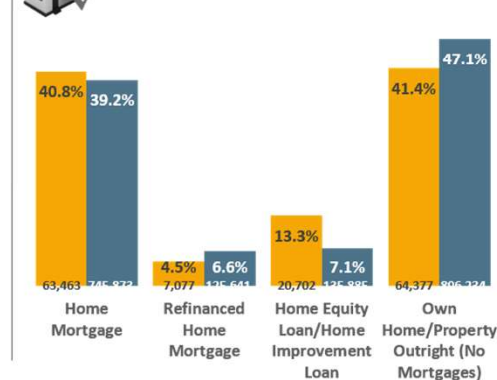
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



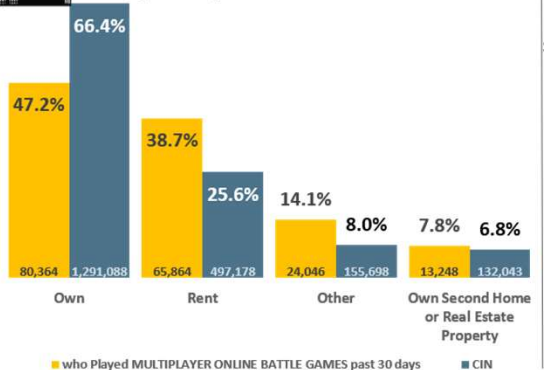
Home Loans: Adults 18 or older



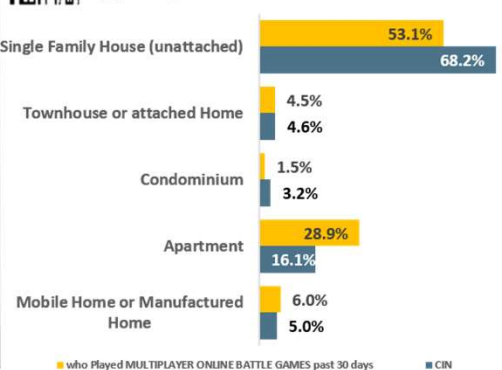


8.8% or 170,274 of CIN DMA Adults 18 or older Played MULTIPLAYER ONLINE BATTLE GAMES past 30 days. Adults 18 or older who Played MULTIPLAYER ONLINE BATTLE GAMES past 30 days are 28.9% less likely to own their home, 23.7% more likely to own a lower valued home, 22.1% less likely to have a single-family home, 9.7% less likely to have a dog.

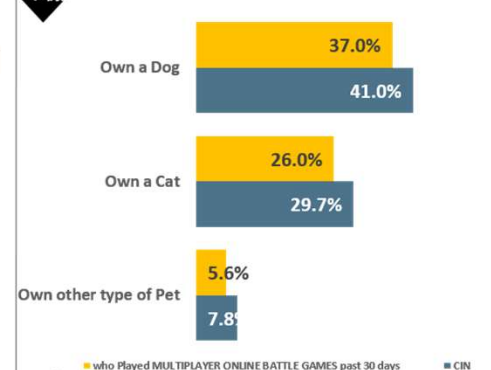
Own/Rent/Other: Adults 18 or older



Type of Home: Adults 18 or older



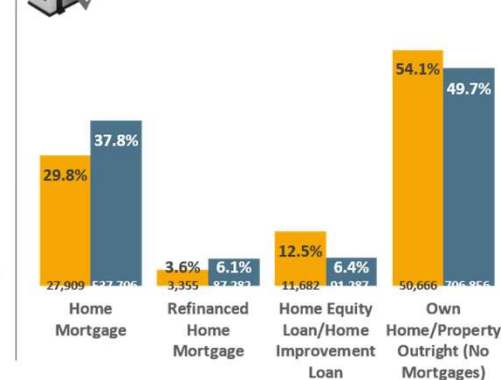
Pets in Home: Adults 18 or older

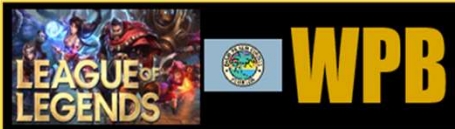


Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older

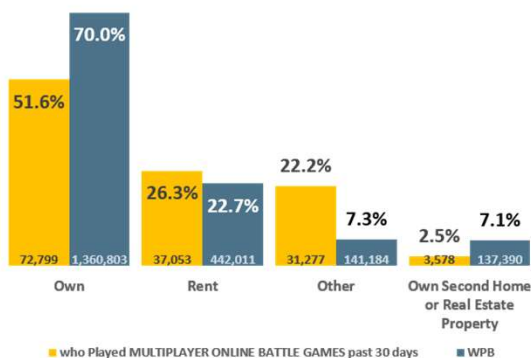




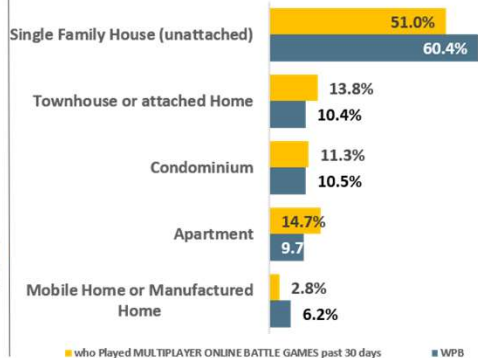
7.3% or 141,129 of WPB DMA Adults 18 or older Played MULTIPLAYER ONLINE BATTLE GAMES past 30 days. Adults 18 or older who Played MULTIPLAYER ONLINE BATTLE GAMES past 30 days are 26.3% less likely to own their home, 1.8% more likely to own a lower valued home, 15.6% less likely to have a single-family home, 22.1% more likely to have a dog.



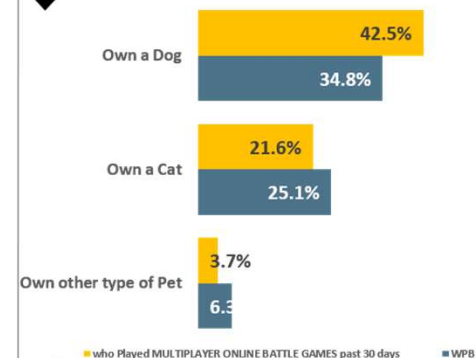
Own/Rent/Other: Adults 18 or older



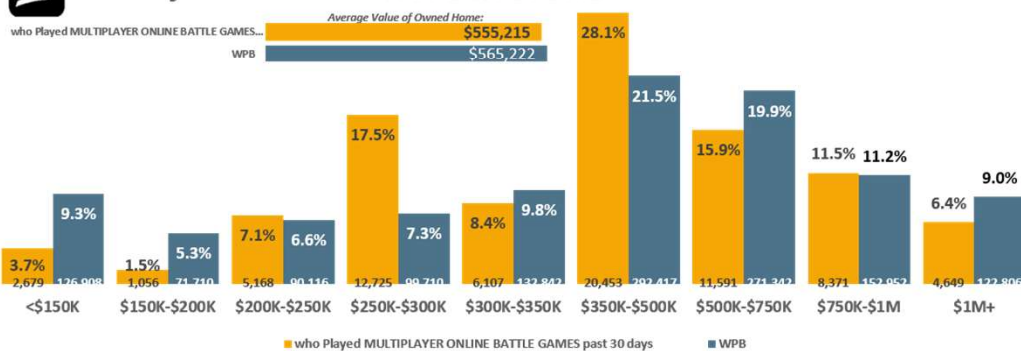
Type of Home: Adults 18 or older



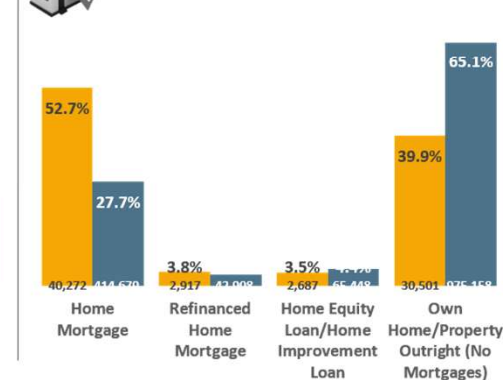
Pets in Home: Adults 18 or older

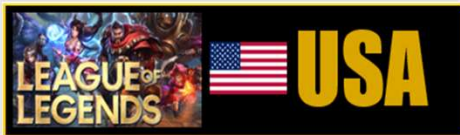


Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older

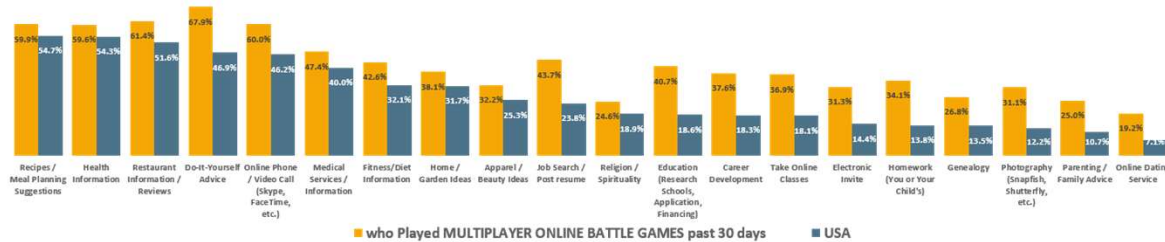




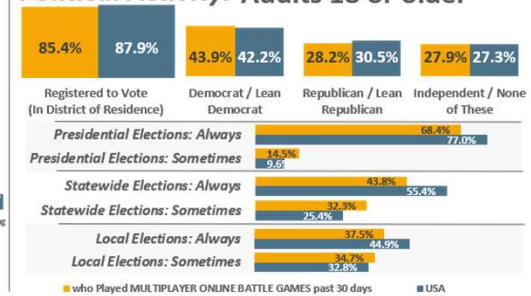
8.9% or 24,417,789 of USA DMA Adults 18 or older Played MULTIPLAYER ONLINE BATTLE GAMES past 30 days. Adults 18 or older who Played MULTIPLAYER ONLINE BATTLE GAMES past 30 days are 44.6% more likely to look up D-I-Y advice online, 16.4% less likely to always vote in local elections, .9% more likely to belong to a gym, 3.4% more likely to fly domestic past



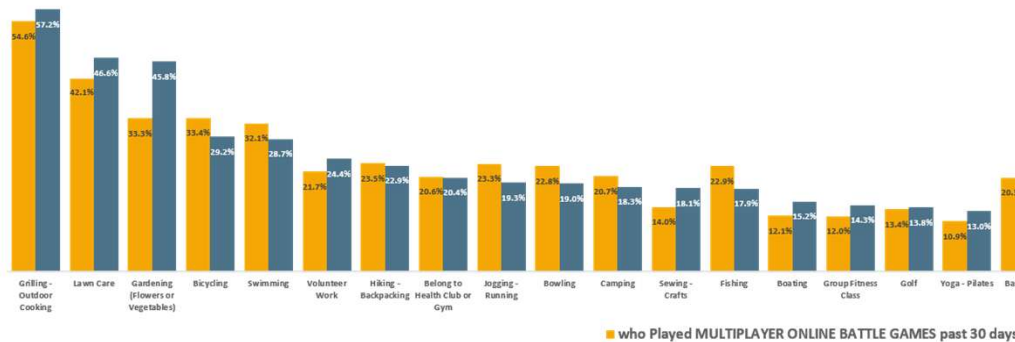
Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



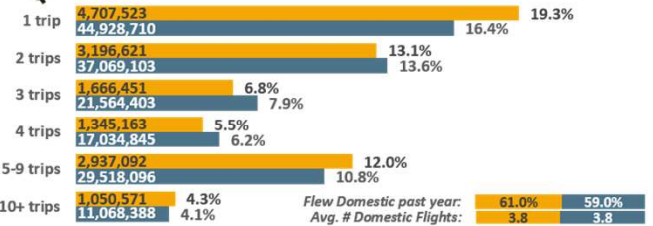
Political Activity: Adults 18 or older



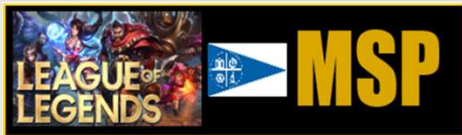
Top-30 past 12-months Active Lifestyle Activities: Adults 18 or older



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



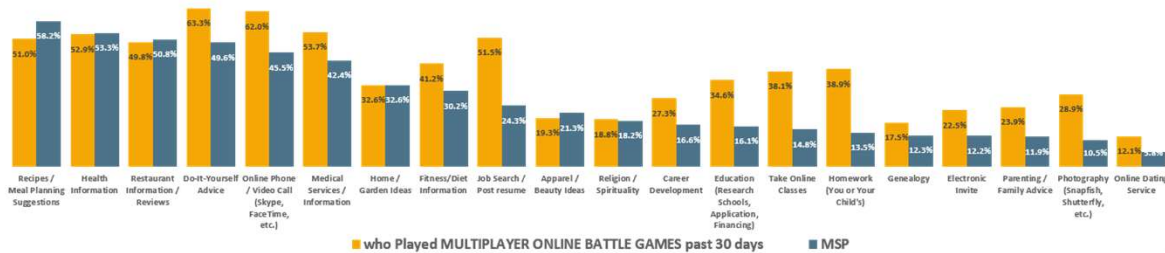
Flew Domestic past year: 61.0% vs 59.0%
Avg. # Domestic Flights: 3.8 vs 3.8



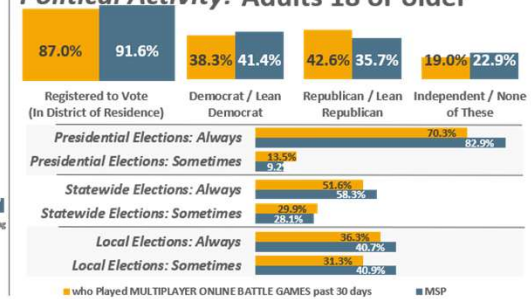
7.7% or 299,873 of MSP DMA Adults 18 or older Played MULTIPLAYER ONLINE BATTLE GAMES past 30 days. Adults 18 or older who Played MULTIPLAYER ONLINE BATTLE GAMES past 30 days are 27.6% more likely to look up D-I-Y advice online, 10.9% less likely to always vote in local elections, 30.7% less likely to belong to a gym, 11.9% less likely to fly domestic p



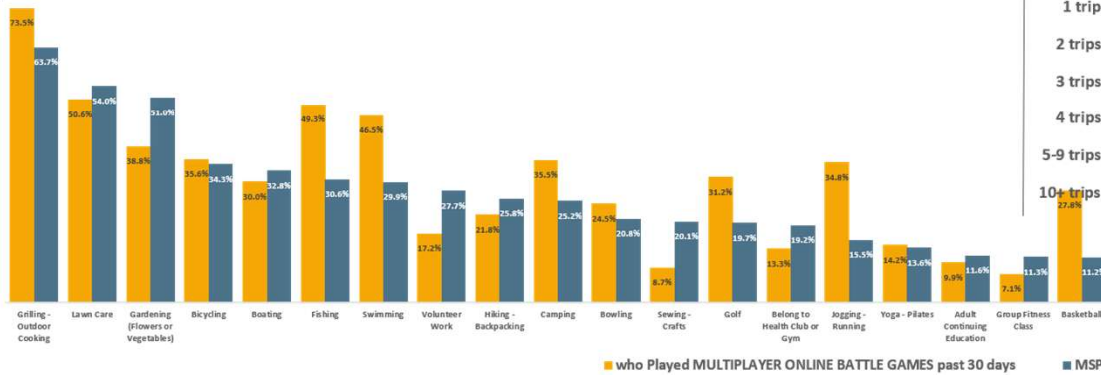
Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



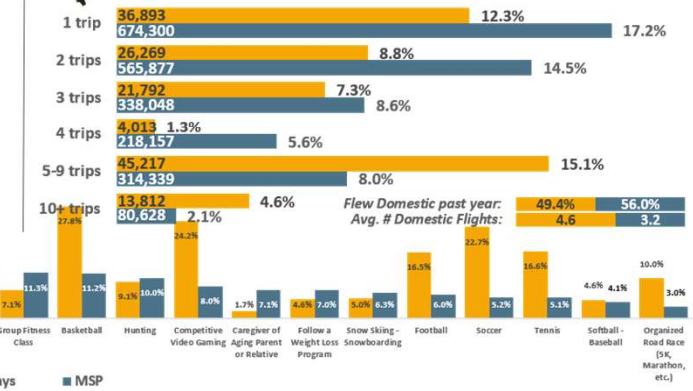
Political Activity: Adults 18 or older



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



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

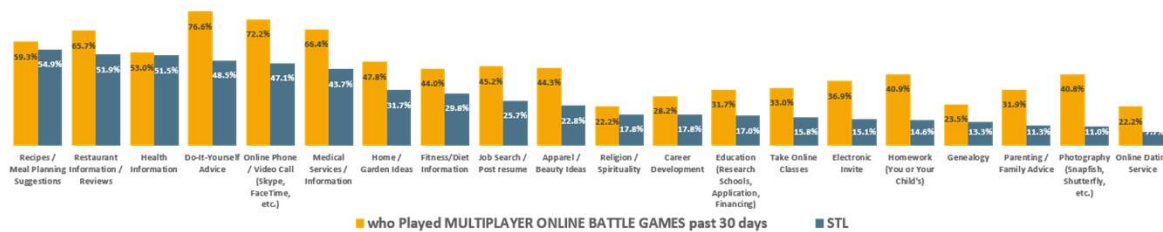




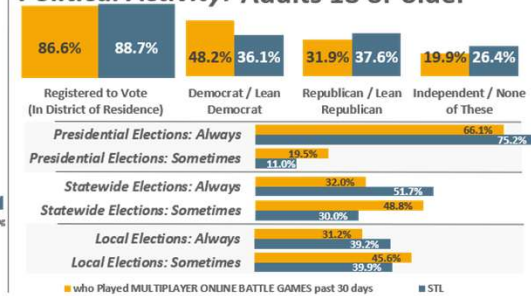
9.9% or 250,315 of STL DMA Adults 18 or older Played MULTIPLAYER ONLINE BATTLE GAMES past 30 days. Adults 18 or older who Played MULTIPLAYER ONLINE BATTLE GAMES past 30 days are 57.8% more likely to look up D-I-Y advice online, 20.5% less likely to always vote in local elections, 21.2% more likely to belong to a gym, 9.2% more likely to fly domestic pa



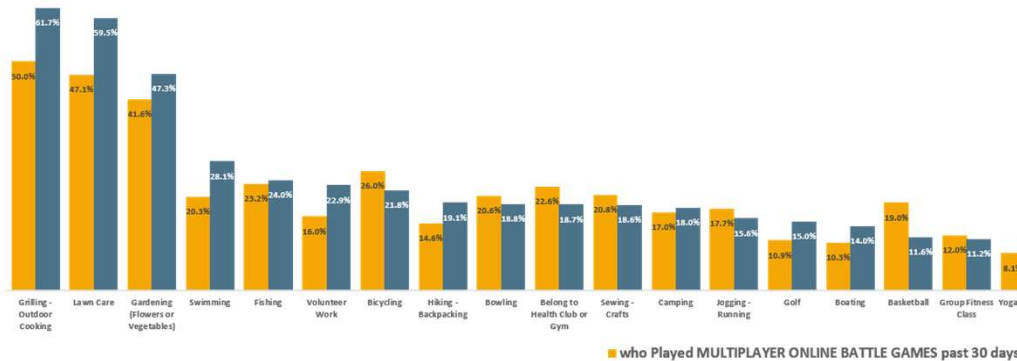
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



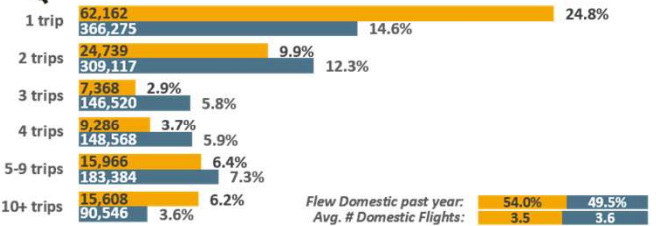
Political Activity: Adults 18 or older

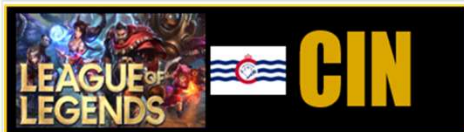


Top-30 past 12-months Active Lifestyle Activites: Adults 18 or older



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

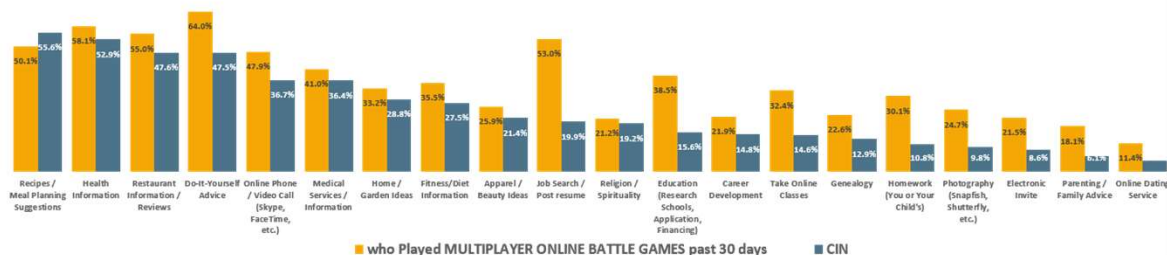




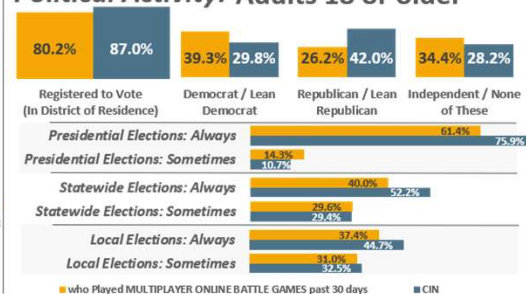
8.8% or 170,274 of CIN DMA Adults 18 or older Played MULTIPLAYER ONLINE BATTLE GAMES past 30 days. Adults 18 or older who Played MULTIPLAYER ONLINE BATTLE GAMES past 30 days are 34.8% more likely to look up D-I-Y advice online, 16.3% less likely to always vote in local elections, 12.3% less likely to belong to a gym, 10.5% less likely to fly domestic p



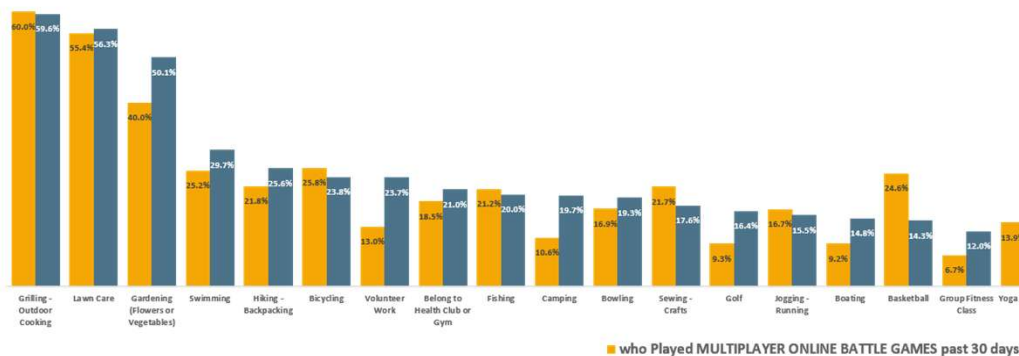
Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



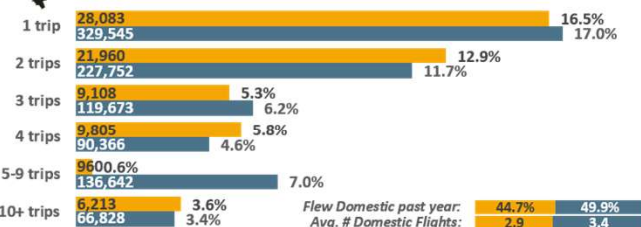
Political Activity: Adults 18 or older



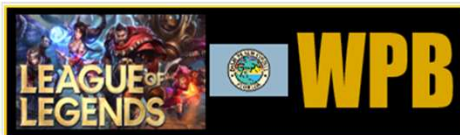
Top-30 past 12-months Active Lifestyle Activities: Adults 18 or older



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



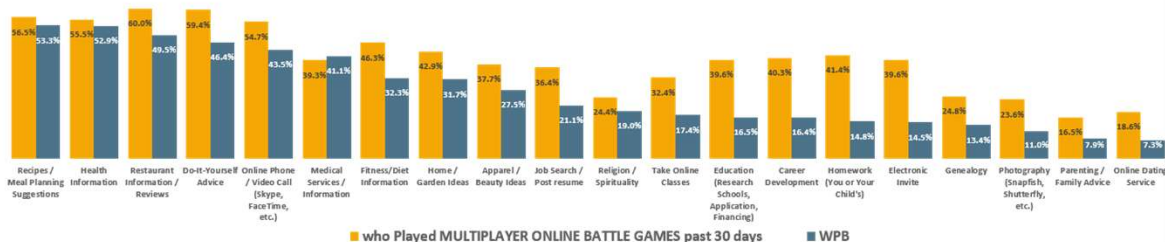
Flew Domestic past year: 44.7%
Avg. # Domestic Flights: 2.9



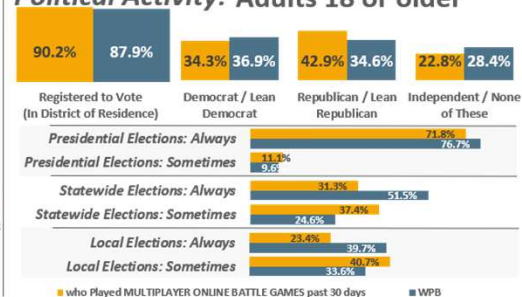
7.3% or 141,129 of WPB DMA Adults 18 or older Played MULTIPLAYER ONLINE BATTLE GAMES past 30 days. Adults 18 or older who Played MULTIPLAYER ONLINE BATTLE GAMES past 30 days are 28.% more likely to look up D-I-Y advice online, 41.% less likely to always vote in local elections, 29.6% more likely to belong to a gym, 1.3% more likely to fly domestic past



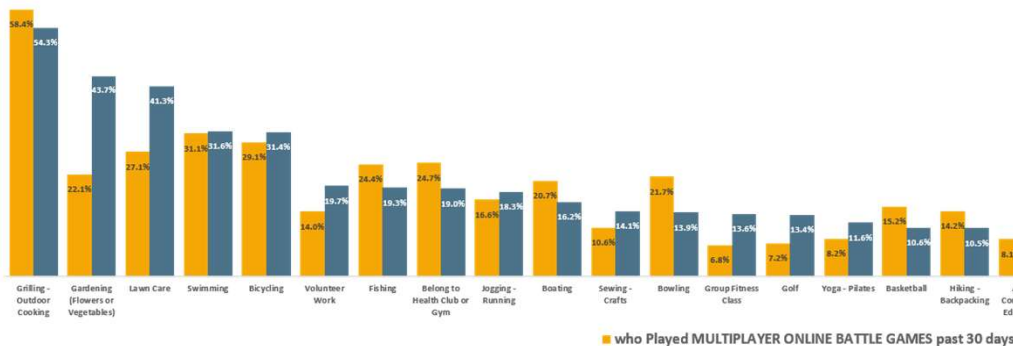
Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



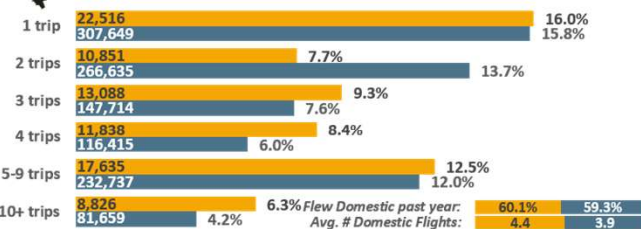
Political Activity: Adults 18 or older



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



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



6.3% Flew Domestic past year:
Avg. # Domestic Flights:

60.1%
4.4

WPB DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab 165

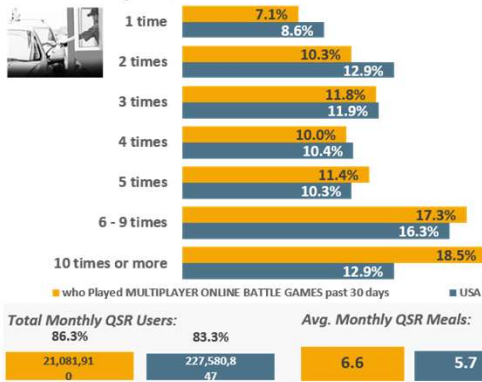
All Graphs and HBIAI Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

Ways used Internet/apps past 30 days on any device: Entertainment: Games - multiplayer online battle arena (MOBA)

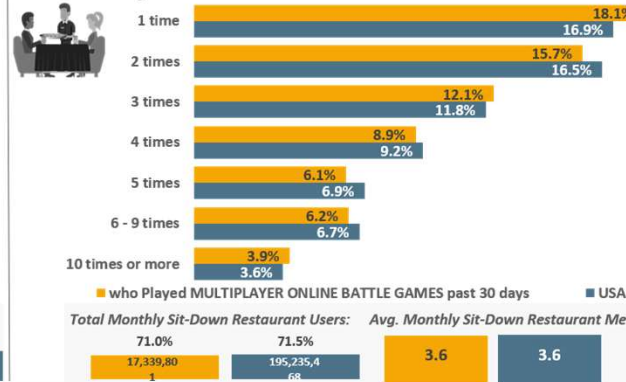


8.9% or 24,417,789 of USA DMA Adults 18 or older Played MULTIPLAYER ONLINE BATTLE GAMES past 30 days. Adults 18 or older who Played MULTIPLAYER ONLINE BATTLE GAMES past 30 days are 3.6% more likely to use QSRs past mo., .6% less likely to use Sit-Down Restaurants past mo., 15.2% more likely to use Casinos past yr., 32.2% more likely to smoke cigarettes.

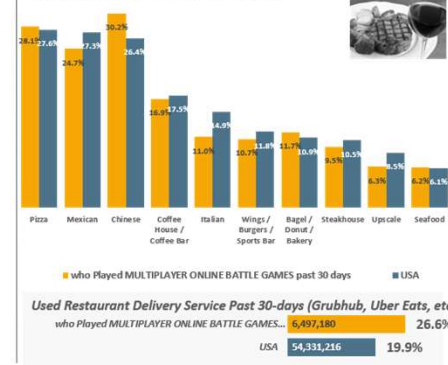
Past 30-days QSR Users: Adults 18 or older



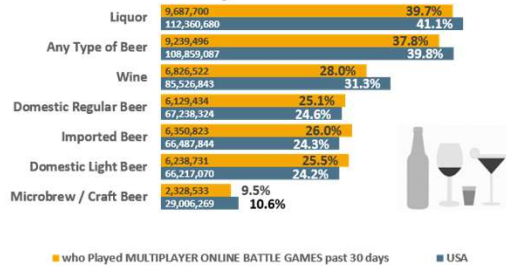
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



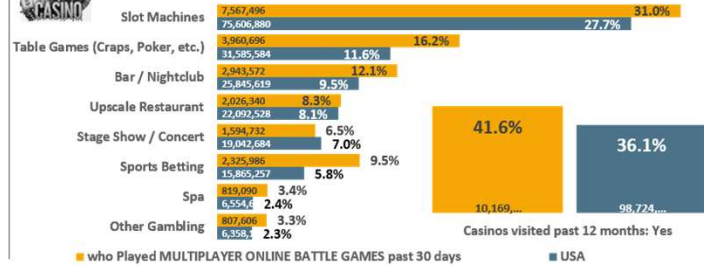
Top-10 Cuisines: Adults 18 or older (Sit-Down Restaurants Used Past 30-days)



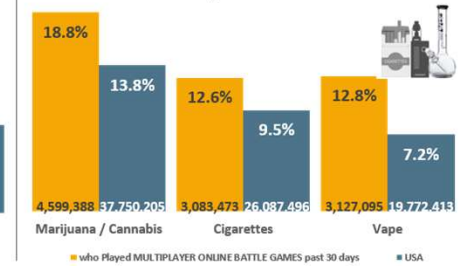
Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older



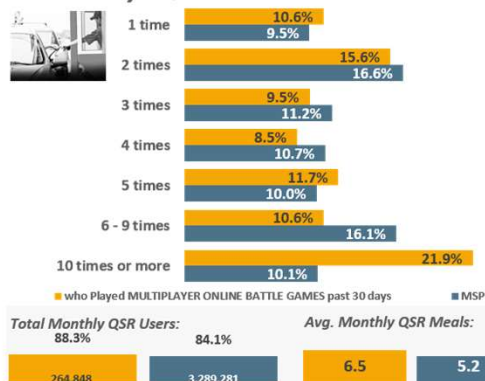
Used Past 30-days: Adults 18 or older



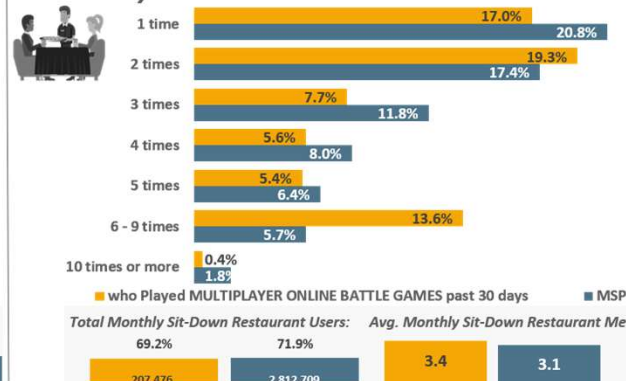


7.7% or 299,873 of MSP DMA Adults 18 or older Played MULTIPLAYER ONLINE BATTLE GAMES past 30 days. Adults 18 or older who Played MULTIPLAYER ONLINE BATTLE GAMES past 30 days are 5.% more likely to use QSRs past mo., 3.8% less likely to use Sit-Down Restaurants past mo., 21.4% more likely to use Casinos past yr., 60.9% more likely to smoke cigarettes.

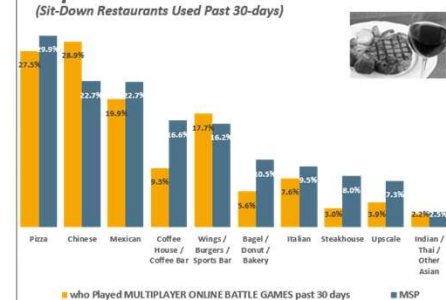
Past 30-days QSR Users: Adults 18 or older



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



Top-10 Cuisines: Adults 18 or older (Sit-Down Restaurants Used Past 30-days)

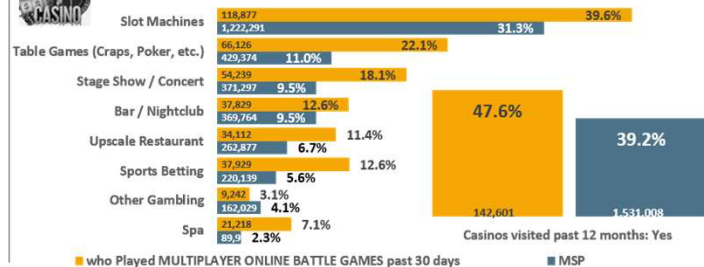


Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)
 who Played MULTIPLAYER ONLINE BATTLE GAMES... 58,641 (19.6%) vs MSP 518,071 (13.3%)

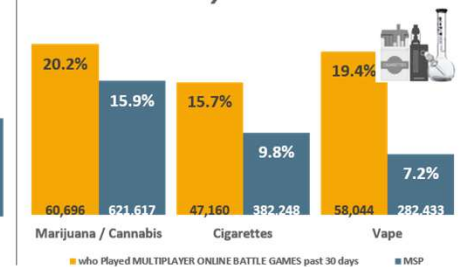
Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older



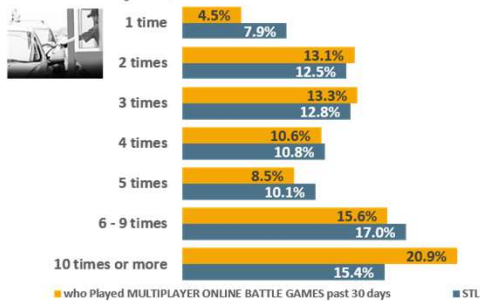
Used Past 30-days: Adults 18 or older





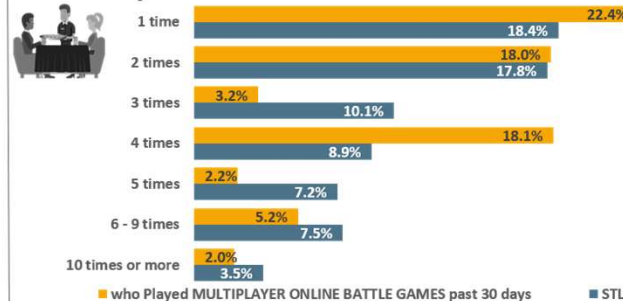
9.9% or 250,315 of STL DMA Adults 18 or older Played MULTIPLAYER ONLINE BATTLE GAMES past 30 days. Adults 18 or older who Played MULTIPLAYER ONLINE BATTLE GAMES past 30 days are .1% less likely to use QSRs past mo., 3.% less likely to use Sit-Down Restaurants past mo., 4.7% more likely to use Casinos past yr., 51.2% more likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



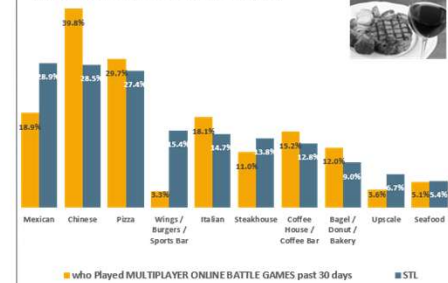
Total Monthly QSR Users: 86.5% (216,547) vs 86.6% (2,179,523)
Avg. Monthly QSR Meals: 6.8 vs 6.0

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



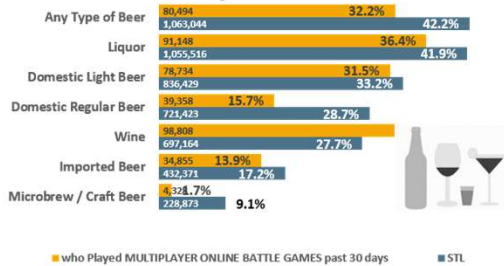
Total Monthly Sit-Down Restaurant Users: 71.1% (178,032) vs 73.3% (1,845,216)
Avg. Monthly Sit-Down Restaurant Meals: 3.1 vs 3.6

Top-10 Cuisines: Adults 18 or older (Sit-Down Restaurants Used Past 30-days)

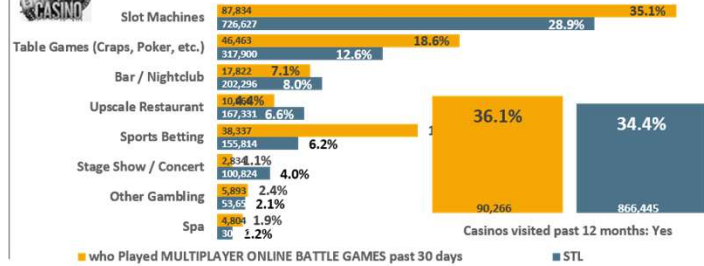


Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)
who Played MULTIPLAYER ONLINE BATTLE GAMES...: 76,016 (30.4%) vs STL 429,308 (17.1%)

Drank Past 30-days: Adults 18 or older

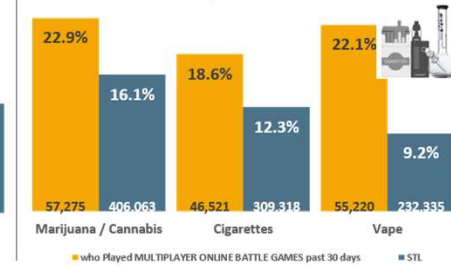


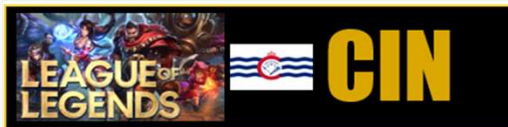
Past 12 months Casino Activities: Adults 18 or older



Casinos visited past 12 months: Yes
90,266 (36.1%) vs 866,445 (34.4%)

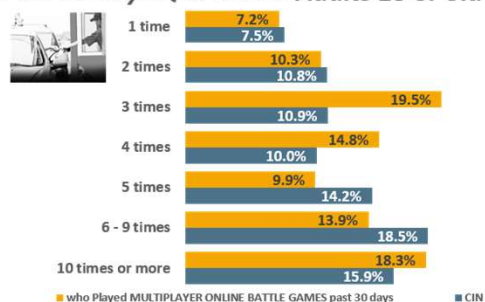
Used Past 30-days: Adults 18 or older



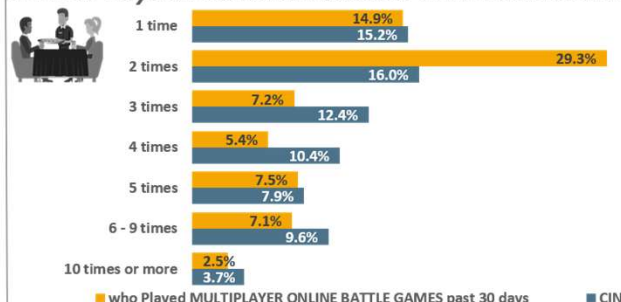


8.8% or 170,274 of CIN DMA Adults 18 or older Played MULTIPLAYER ONLINE BATTLE GAMES past 30 days. Adults 18 or older who Played MULTIPLAYER ONLINE BATTLE GAMES past 30 days are 7.% more likely to use QSRs past mo., 2.% less likely to use Sit-Down Restaurants past mo., 20.8% more likely to use Casinos past yr., 12.% more likely to smoke cigarettes.

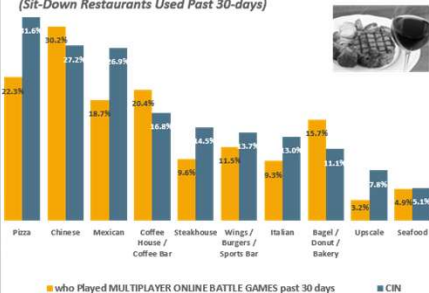
Past 30-days QSR Users: Adults 18 or older



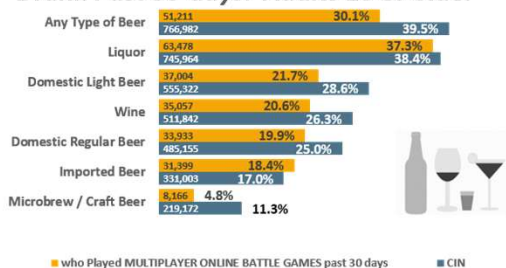
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



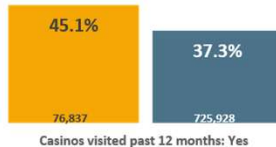
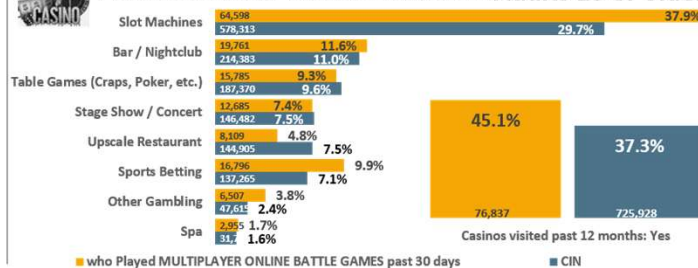
Top-10 Cuisines: Adults 18 or older (Sit-Down Restaurants Used Past 30-days)



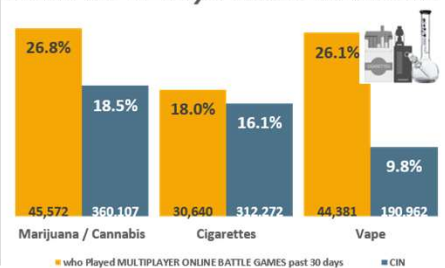
Drank Past 30-days: Adults 18 or older

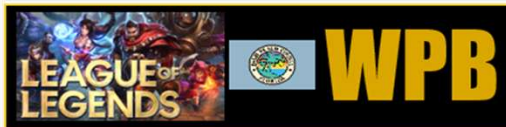


Past 12 months Casino Activities: Adults 18 or older



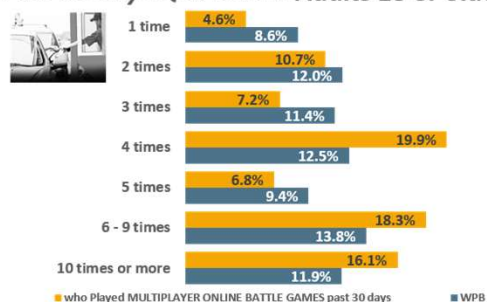
Used Past 30-days: Adults 18 or older



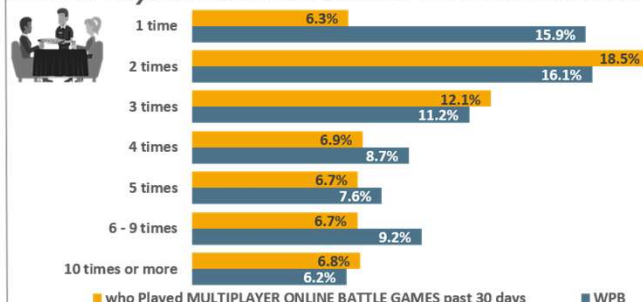


7.3% or 141,129 of WPB DMA Adults 18 or older Played MULTIPLAYER ONLINE BATTLE GAMES past 30 days. Adults 18 or older who Played MULTIPLAYER ONLINE BATTLE GAMES past 30 days are 5.2% more likely to use QSRs past mo., 14.9% less likely to use Sit-Down Restaurants past mo., 3.8% less likely to use Casinos past yr., 6.5% less likely to smoke cigarettes.

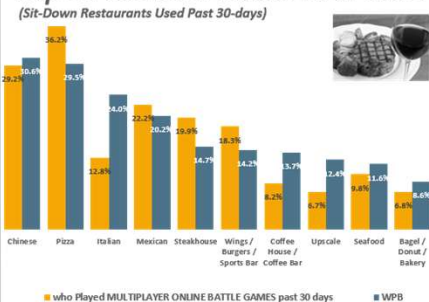
Past 30-days QSR Users: Adults 18 or older



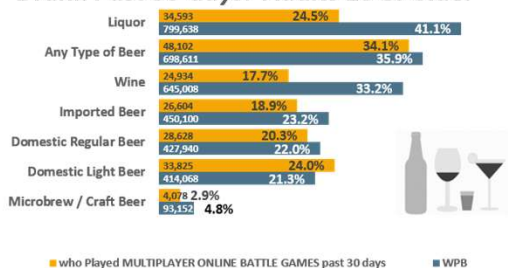
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



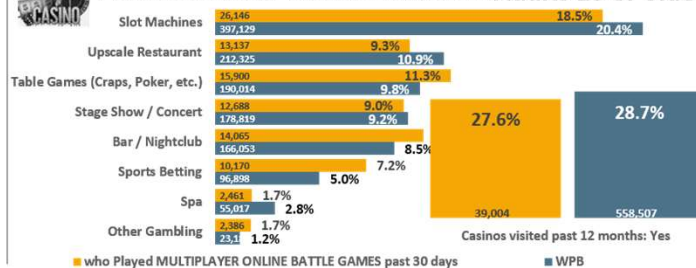
Top-10 Cuisines: Adults 18 or older (Sit-Down Restaurants Used Past 30-days)



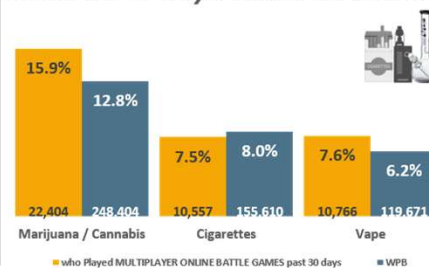
Drank Past 30-days: Adults 18 or older

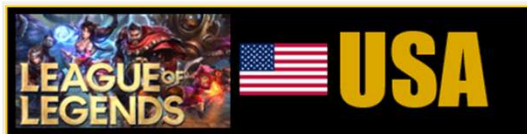


Past 12 months Casino Activities: Adults 18 or older



Used Past 30-days: Adults 18 or older

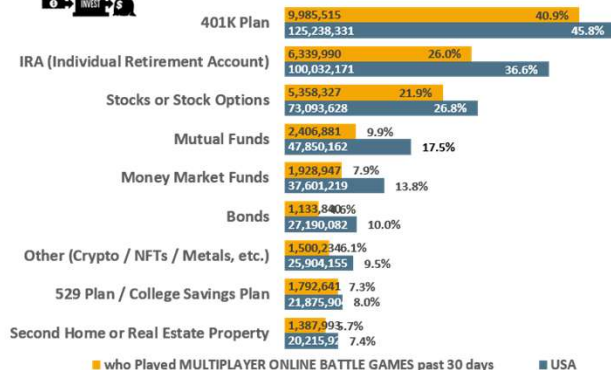




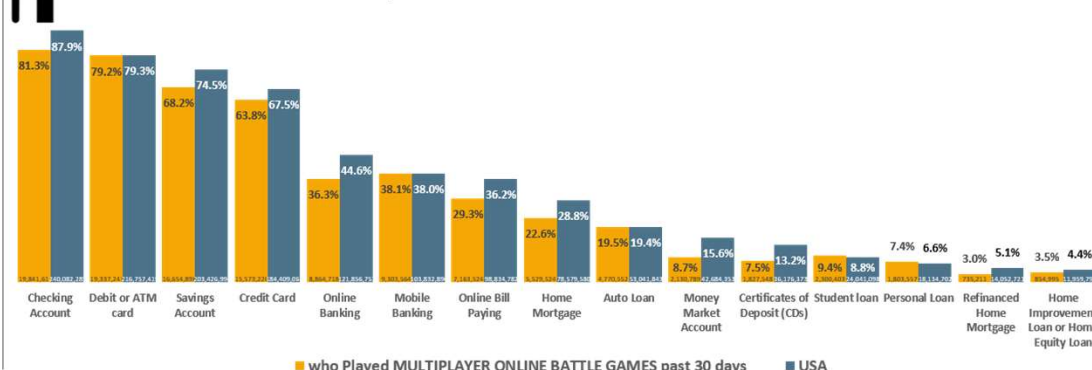
8.9% or 24,417,789 of USA DMA Adults 18 or older Played MULTIPLAYER ONLINE BATTLE GAMES past 30 days. Adults 18 or older who Played MULTIPLAYER ONLINE BATTLE GAMES past 30 days are 10.8% less likely to have a 401K, .6% more likely to have an Auto Loan, 8.6% less likely to Invest/Trade Stocks Online, 6.2% more likely to pay with their Debit Card.



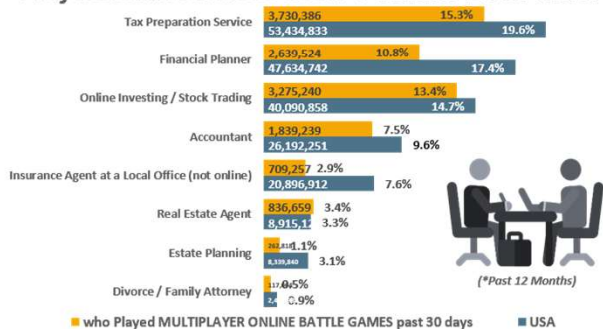
Investments Owned: Adults 18 or older



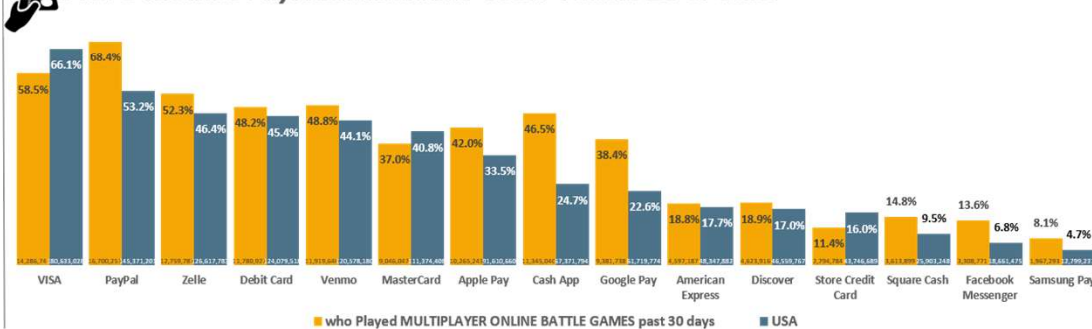
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used*: Adults 18 or older



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





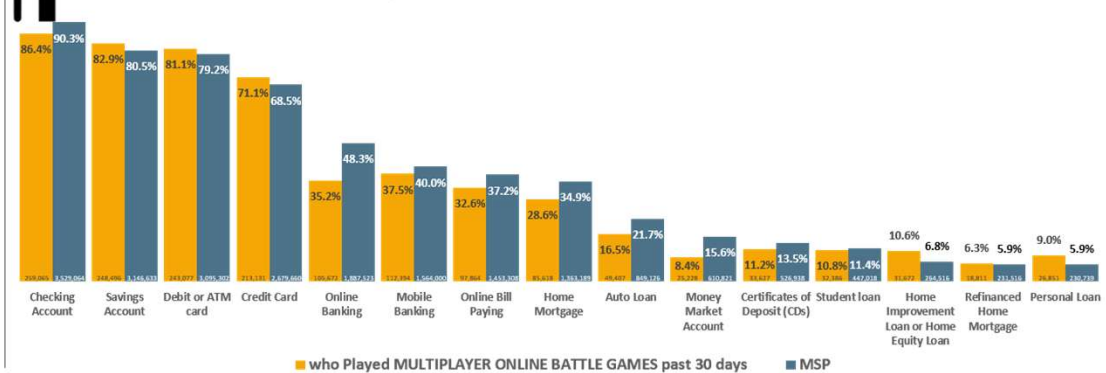
7.7% or 299,873 of MSP DMA Adults 18 or older Played MULTIPLAYER ONLINE BATTLE GAMES past 30 days. Adults 18 or older who Played MULTIPLAYER ONLINE BATTLE GAMES past 30 days are 5.6% less likely to have a 401K, 24.1% less likely to have an Auto Loan, 37.3% more likely to Invest/Trade Stocks Online, 18.1% more likely to pay with their Debit Card.



Investments Owned: Adults 18 or older



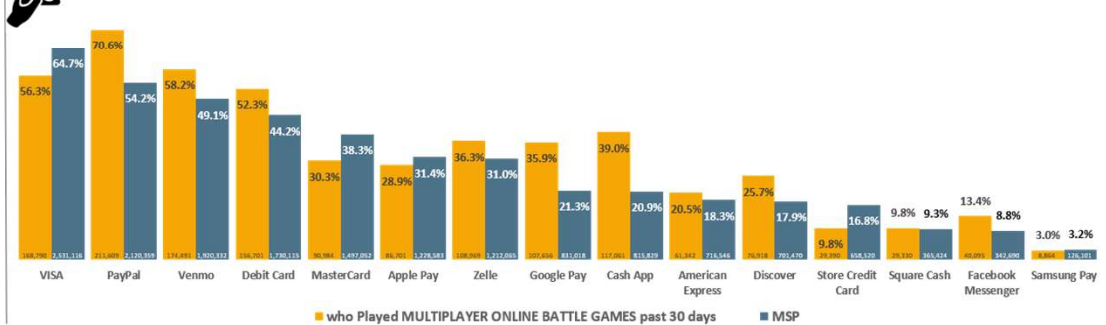
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used*: Adults 18 or older



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

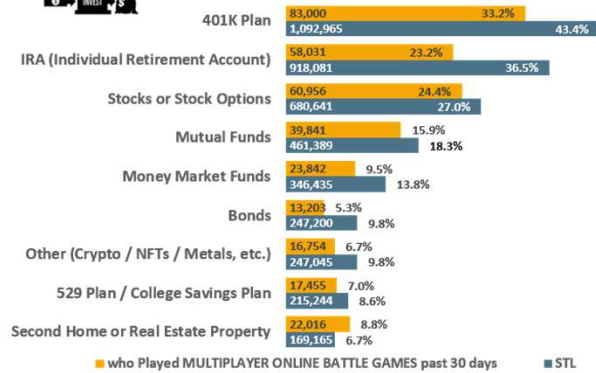




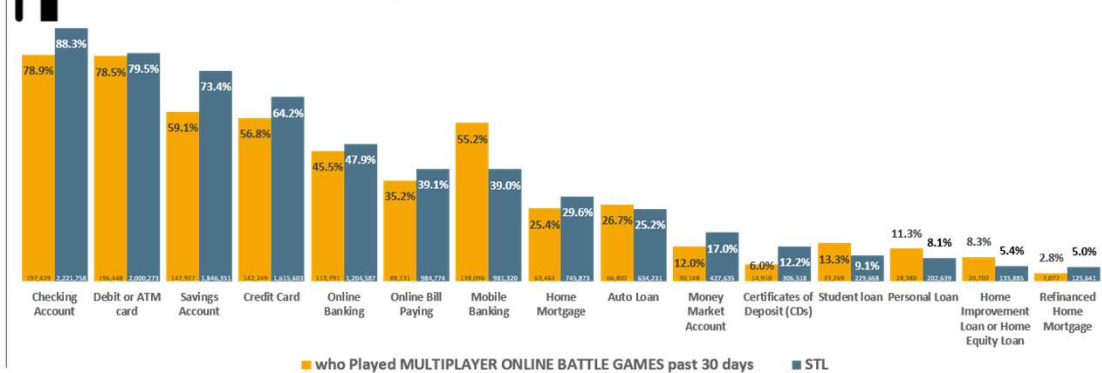
9.9% or 250,315 of STL DMA Adults 18 or older Played MULTIPLAYER ONLINE BATTLE GAMES past 30 days. Adults 18 or older who Played MULTIPLAYER ONLINE BATTLE GAMES past 30 days are 23.7% less likely to have a 401K, 5.9% more likely to have an Auto Loan, 13.5% less likely to Invest/Trade Stocks Online, 1.6% more likely to pay with their Debit Card.



Investments Owned: Adults 18 or older



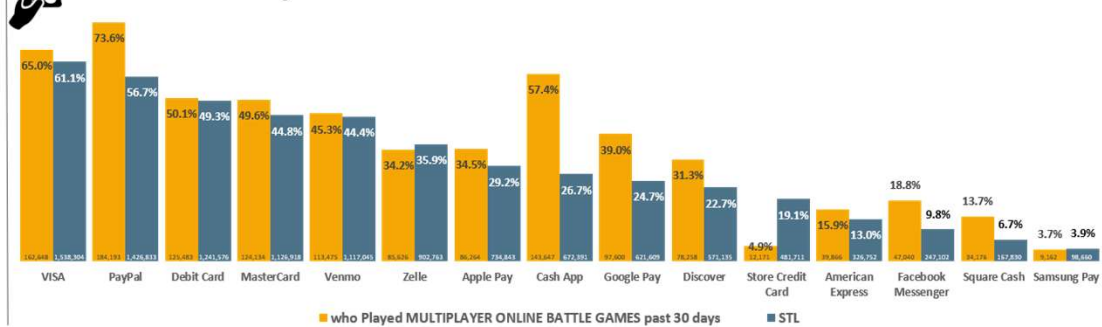
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used*: Adults 18 or older



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

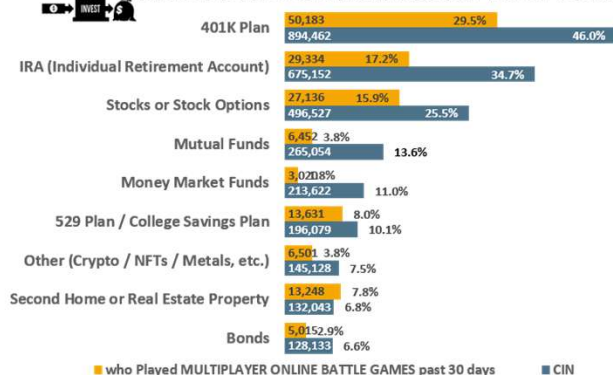




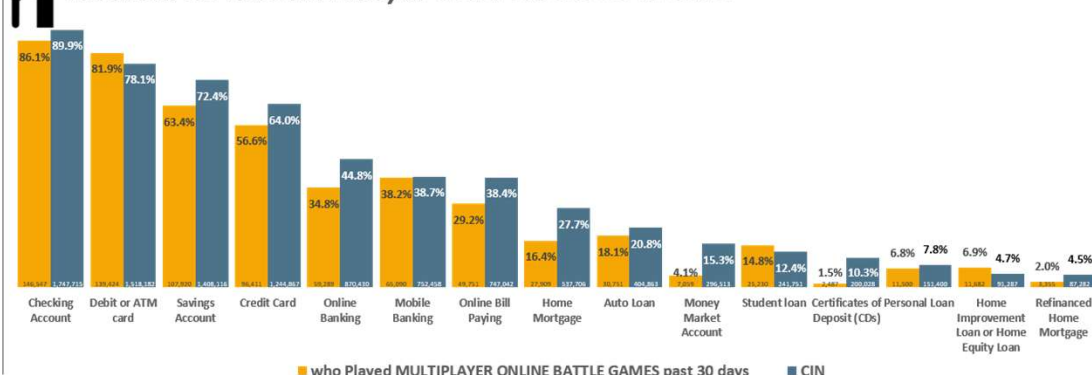
8.8% or 170,274 of CIN DMA Adults 18 or older Played MULTIPLAYER ONLINE BATTLE GAMES past 30 days. Adults 18 or older who Played MULTIPLAYER ONLINE BATTLE GAMES past 30 days are 35.9% less likely to have a 401K, 13.3% less likely to have an Auto Loan, 50.8% less likely to Invest/Trade Stocks Online, 21.9% more likely to pay with their Debit Card.



Investments Owned: Adults 18 or older



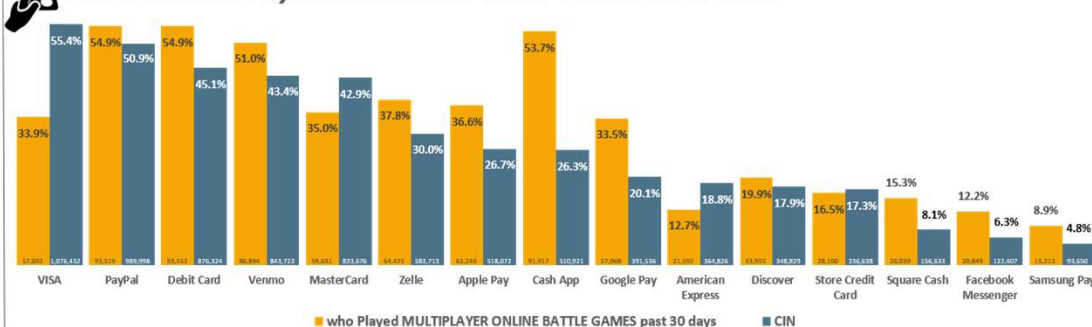
Financial Services Has and/or Uses: Adults 18 or older

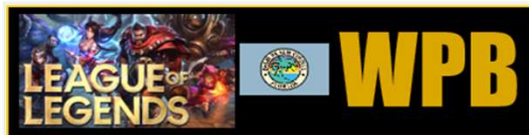


Professional Services Used*: Adults 18 or older



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

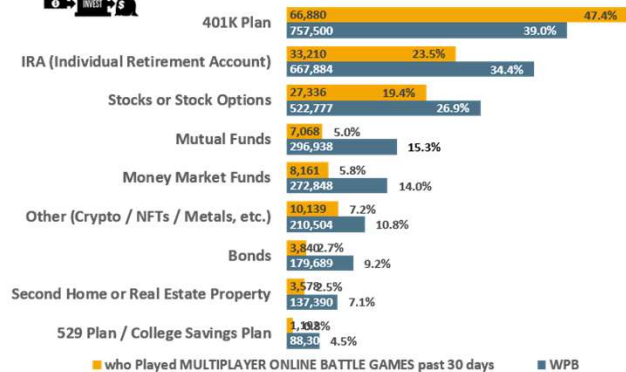




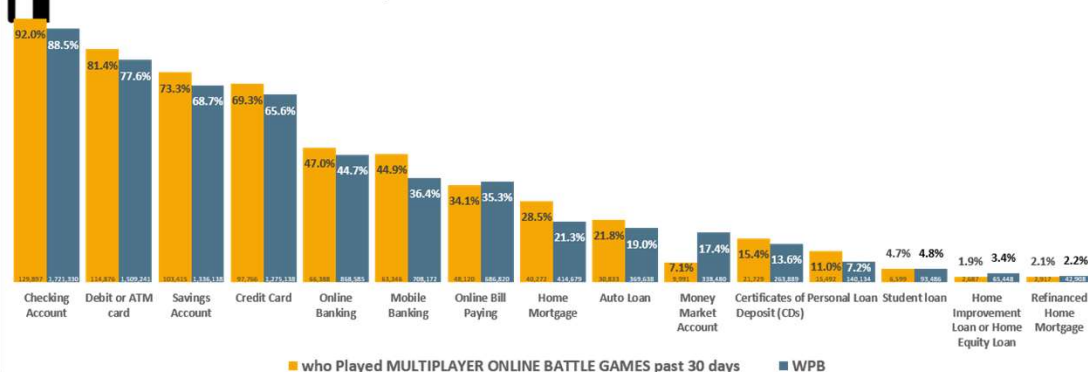
7.3% or 141,129 of WPB DMA Adults 18 or older Played MULTIPLAYER ONLINE BATTLE GAMES past 30 days. Adults 18 or older who Played MULTIPLAYER ONLINE BATTLE GAMES past 30 days are 21.6% more likely to have a 401K, 14.9% more likely to have an Auto Loan, 7.5% more likely to Invest/Trade Stocks Online, 16.2% more likely to pay with their Debit Card.



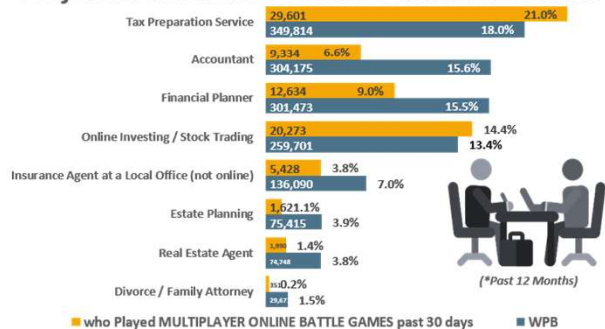
Investments Owned: Adults 18 or older



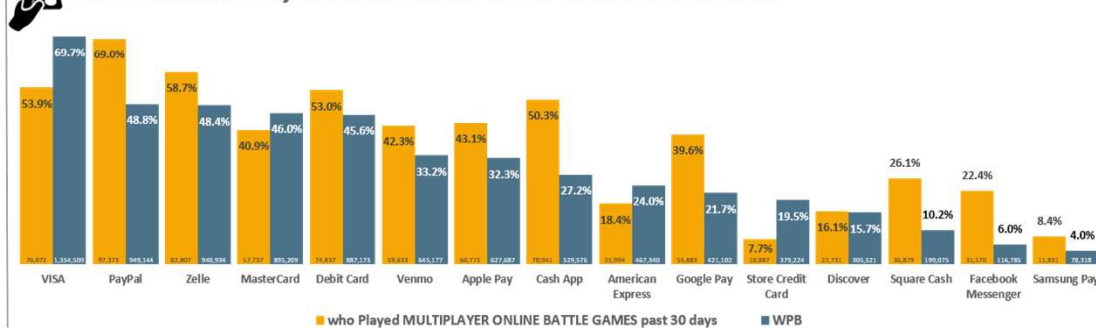
Financial Services Has and/or Uses: Adults 18 or older

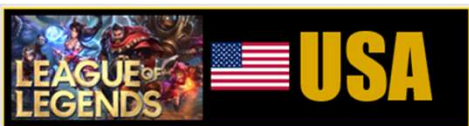


Professional Services Used*: Adults 18 or older



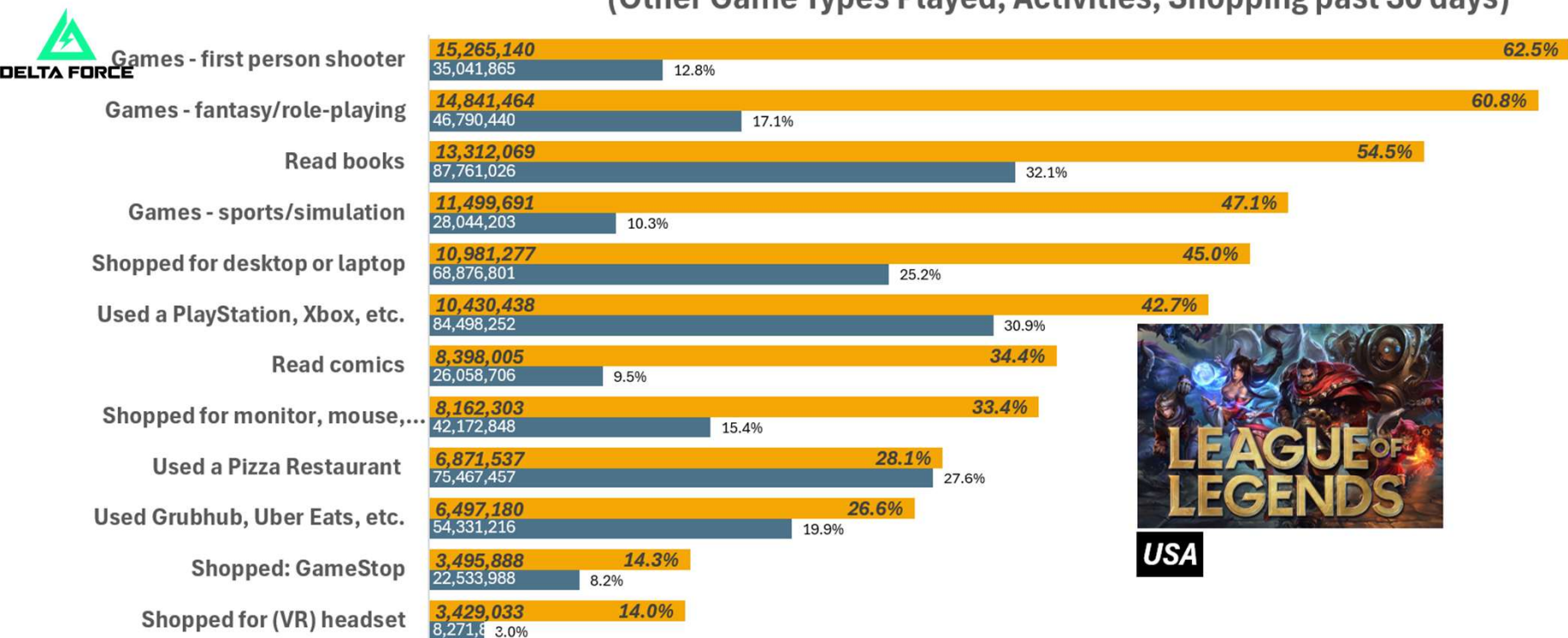
Past 3-Months Payment Methods Used: Adults 18 or older





"Games, Activities, Shopping"

P18+ who Played MULTIPLAYER ONLINE BATTLE GAMES (MOBA) in the past 30 days
(Other Game Types Played, Activities, Shopping past 30 days)



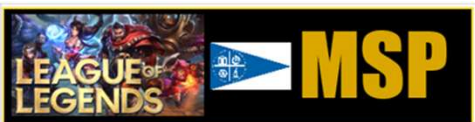
■ P18+ who Played MULTIPLAYER ONLINE BATTLE GAMES (MOBA) in the past 30 days (Other Game Types Played, Activities, Shopping past 30 days)

■ P18+ USA (Other Game Types Played, Activities, Shopping past 30 days)

USA DMA Scarborough R1 2026: Jan25-Mar26 Qual Intab: 1889
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

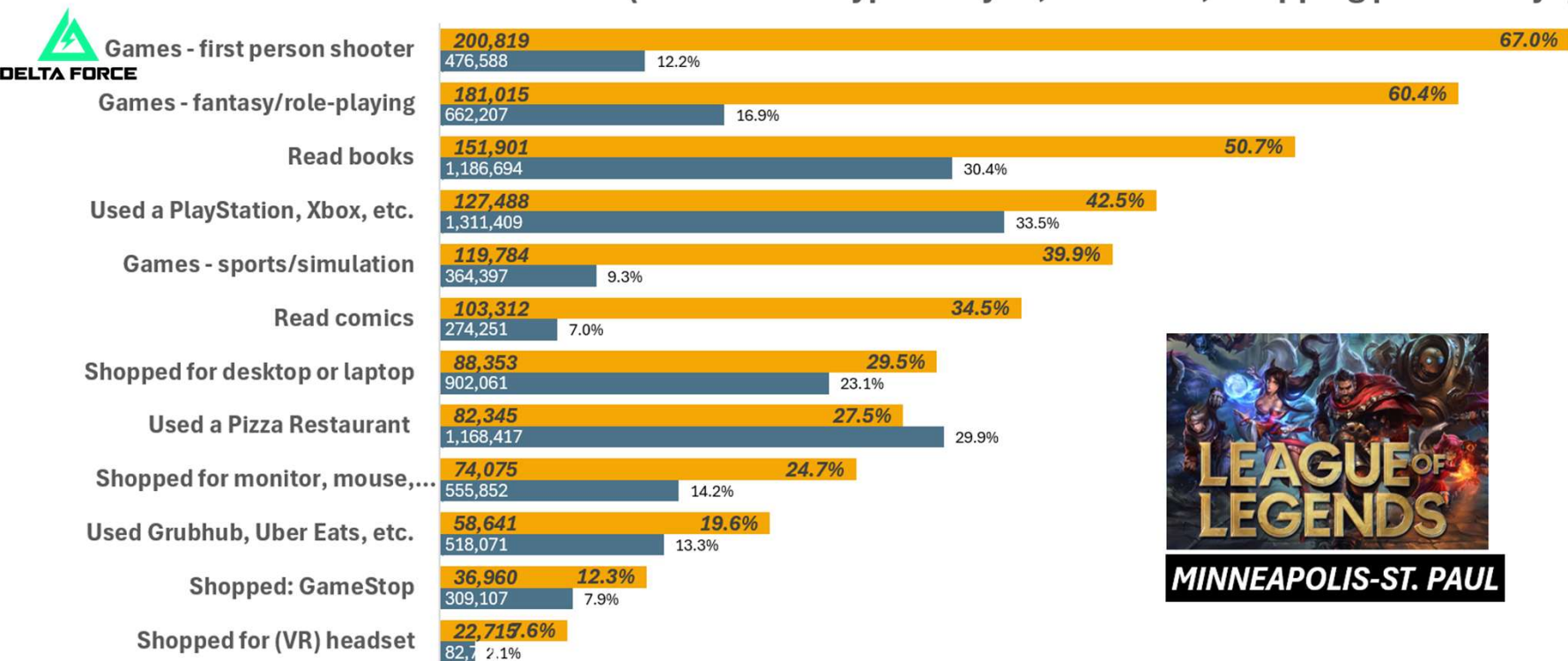
soefa.ai Share of Everything
for Anything ®

Ways used Internet/apps past 30 days on any device: Entertainment: Games - multiplayer online battle arena (MOBA)



"Games, Activities, Shopping"

P18+ who Played MULTIPLAYER ONLINE BATTLE GAMES (MOBA) in the past 30 days
(Other Game Types Played, Activities, Shopping past 30 days)



MINNEAPOLIS-ST. PAUL

■ P18+ who Played MULTIPLAYER ONLINE BATTLE GAMES (MOBA) in the past 30 days (Other Game Types Played, Activities, Shopping past 30 days)

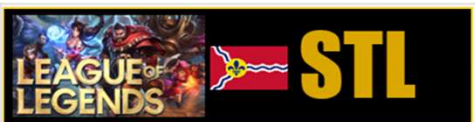
■ P18+ MINNEAPOLIS-ST. PAUL (Other Game Types Played, Activities, Shopping past 30 days)

MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab: 117

All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

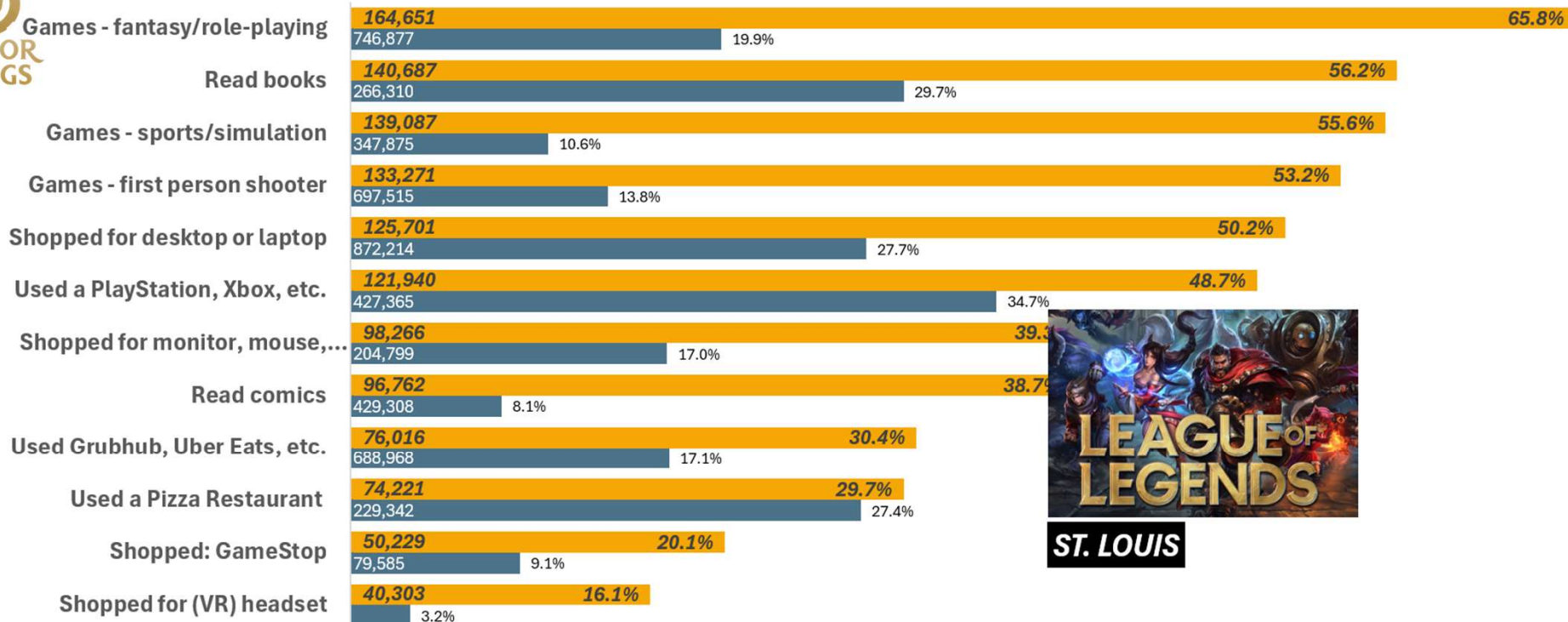
soefa.ai Share of Everything for Anything ®

Ways used Internet/apps past 30 days on any device: Entertainment: Games - multiplayer online battle arena (MOBA)



"Games, Activities, Shopping"

P18+ who Played MULTIPLAYER ONLINE BATTLE GAMES (MOBA) in the past 30 days
(Other Game Types Played, Activities, Shopping past 30 days)



ST. LOUIS

■ P18+ who Played MULTIPLAYER ONLINE BATTLE GAMES (MOBA) in the past 30 days (Other Game Types Played, Activities, Shopping past 30 days)

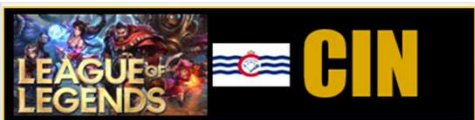
■ P18+ ST. LOUIS (Other Game Types Played, Activities, Shopping past 30 days)

ST. LOUIS DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab: 135

All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

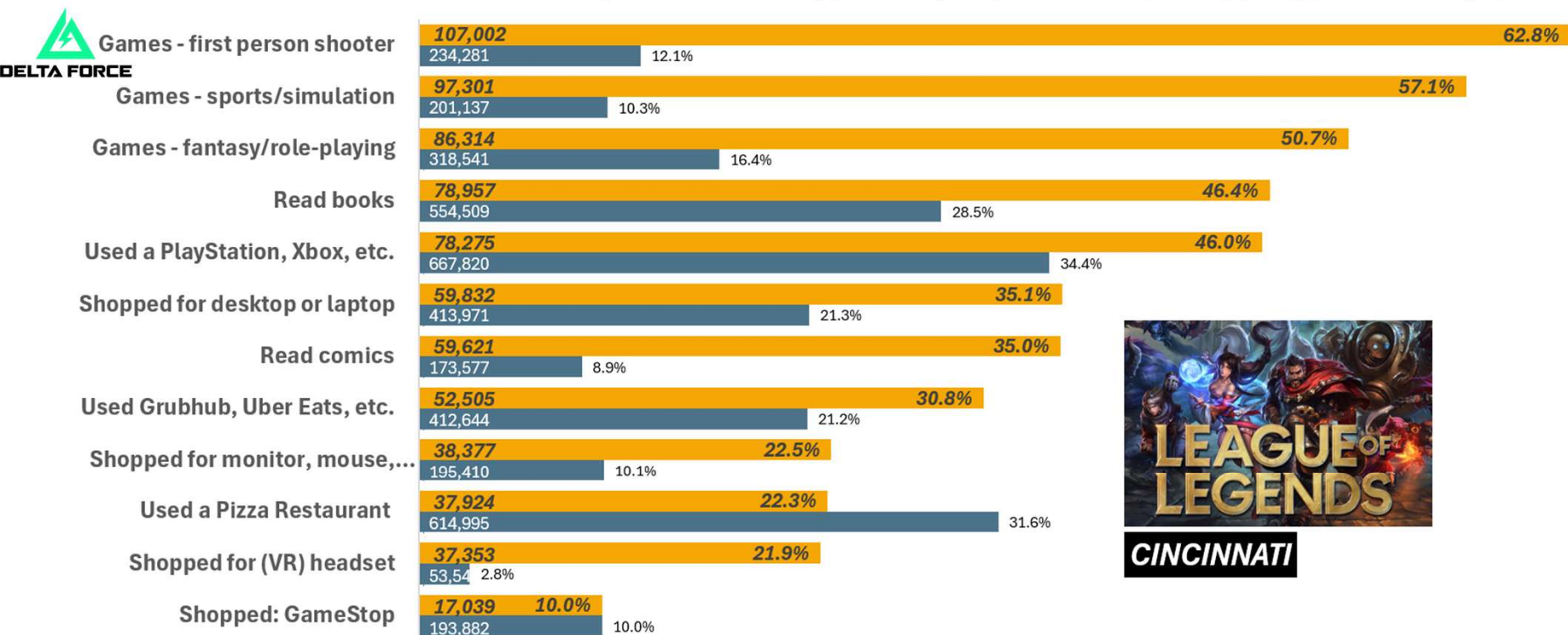
soefa.ai Share of Everything for Anything ®

Ways used Internet/apps past 30 days on any device: Entertainment: Games - multiplayer online battle arena (MOBA)



"Games, Activities, Shopping"

P18+ who Played MULTIPLAYER ONLINE BATTLE GAMES (MOBA) in the past 30 days
(Other Game Types Played, Activities, Shopping past 30 days)



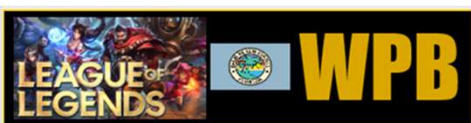
■ P18+ who Played MULTIPLAYER ONLINE BATTLE GAMES (MOBA) in the past 30 days (Other Game Types Played, Activities, Shopping past 30 days)

■ P18+ CINCINNATI (Other Game Types Played, Activities, Shopping past 30 days)

CINCINNATI DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab: 131
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

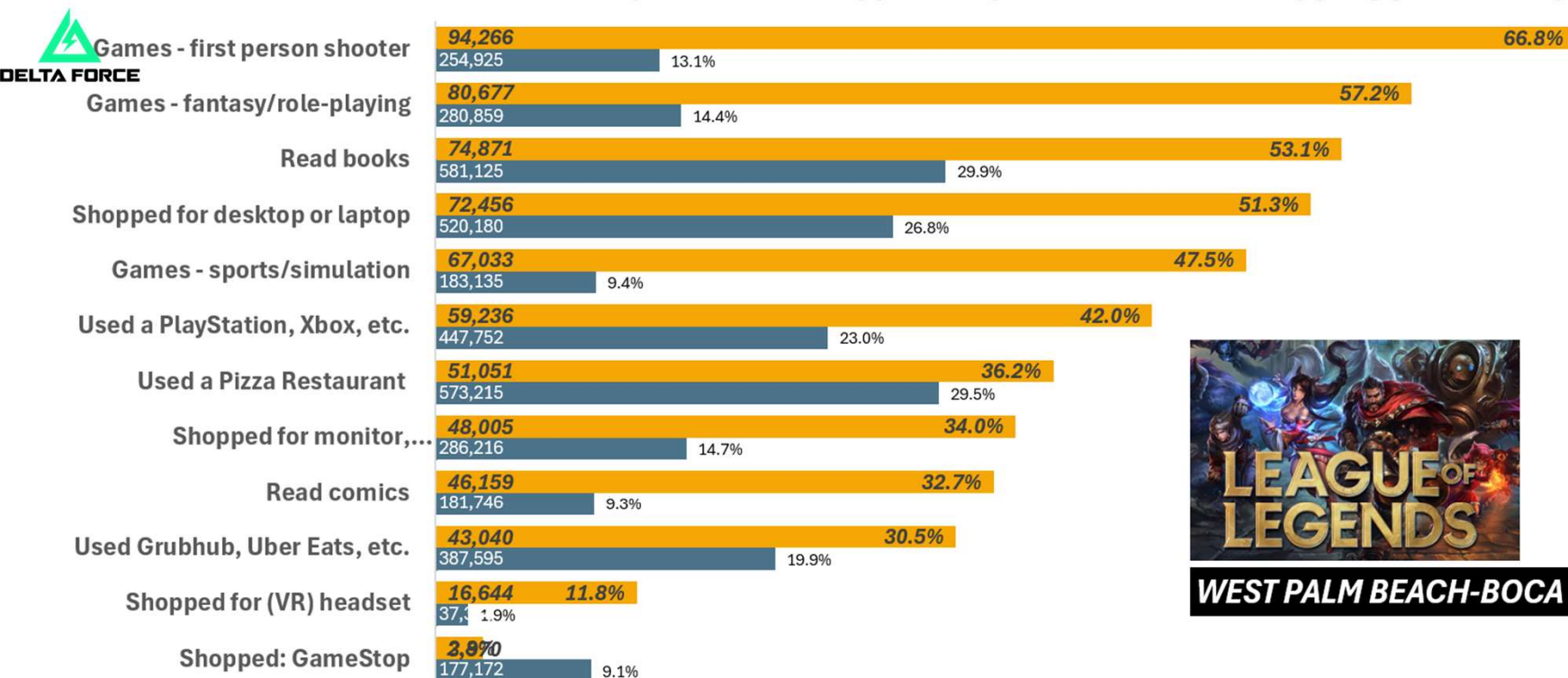
soefa.ai Share of Everything for Anything

Ways used Internet/apps past 30 days on any device: Entertainment: Games - multiplayer online battle arena (MOBA)



"Games, Activities, Shopping"

P18+ who Played MULTIPLAYER ONLINE BATTLE GAMES (MOBA) in the past 30 days
(Other Game Types Played, Activities, Shopping past 30 days)



WEST PALM BEACH-BOCA RATON

■ P18+ who Played MULTIPLAYER ONLINE BATTLE GAMES (MOBA) in the past 30 days (Other Game Types Played, Activities, Shopping past 30 days)

■ P18+ WEST PALM BEACH-BOCA RATON (Other Game Types Played, Activities, Shopping past 30 days)

WEST PALM BEACH-BOCA RATON DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab: 165

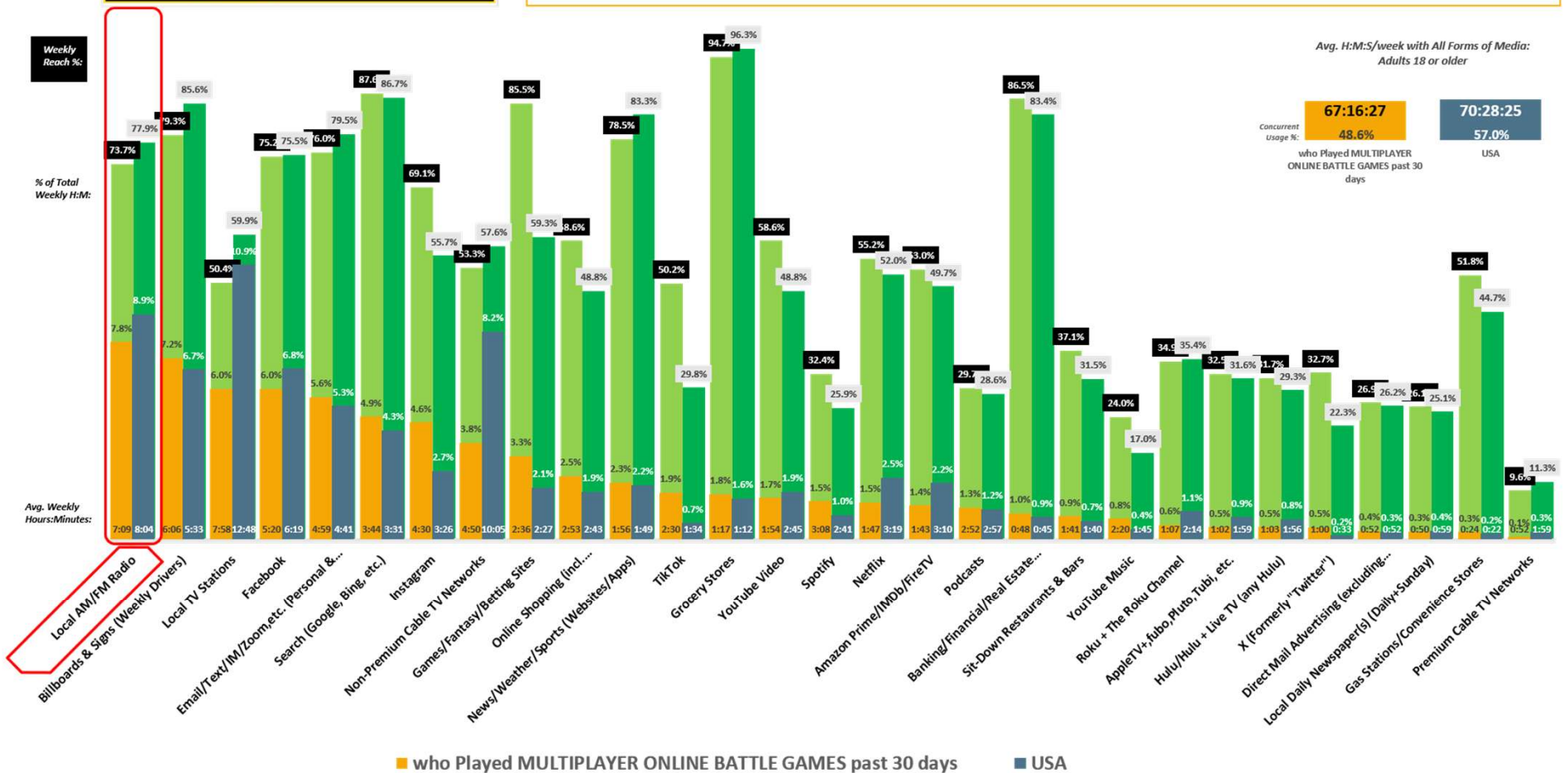
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ®

Ways used Internet/apps past 30 days on any device: Entertainment: Games - multiplayer online battle arena (MOBA)

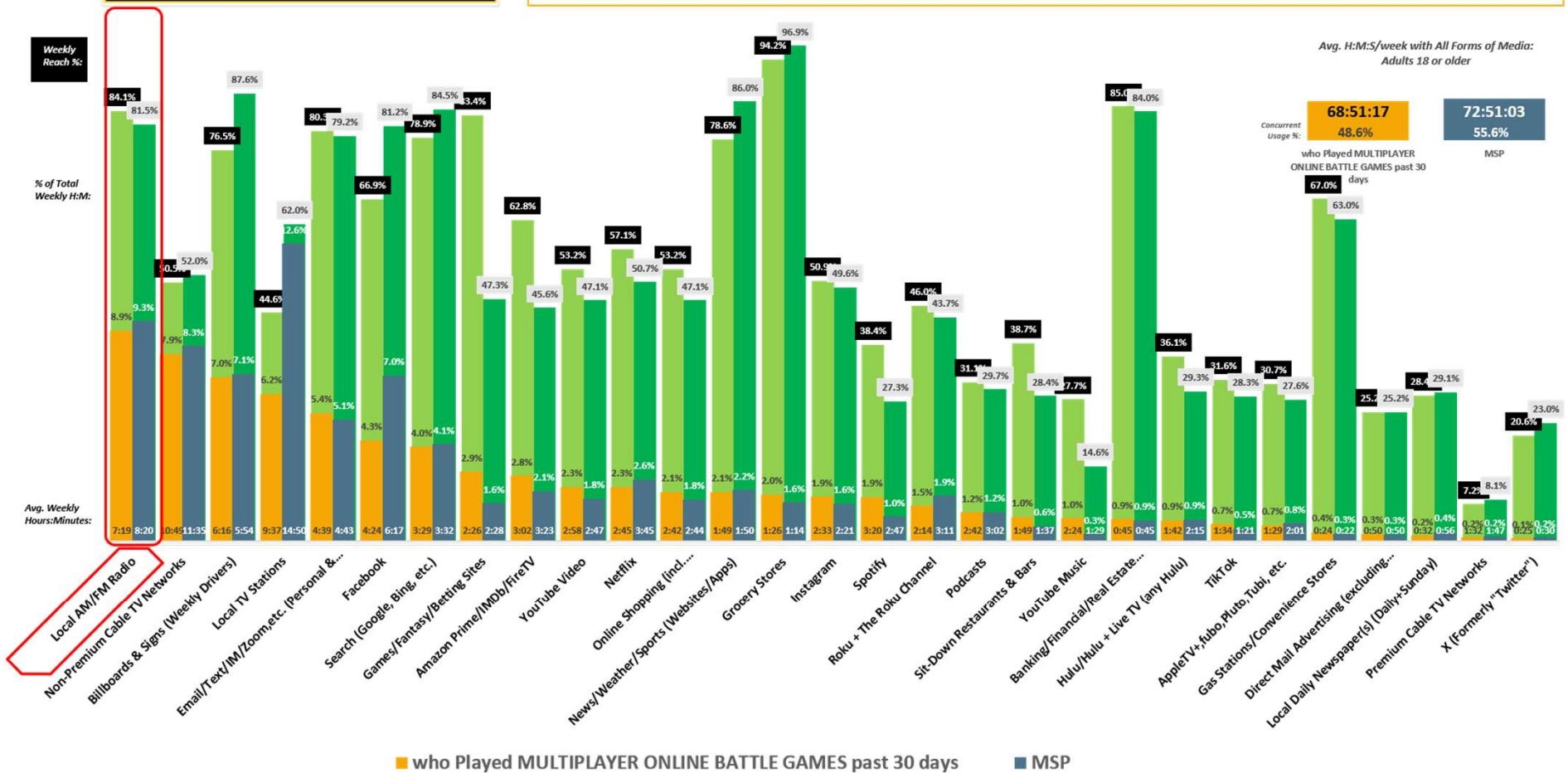


Adults 18 or older who Played MULTIPLAYER ONLINE BATTLE GAMES past 30 days spend an average of 2 days, 19 hours, 16 minutes and 27 seconds each week with All Forms of Media.
 73.7% of Adults 18 or older who Played MULTIPLAYER ONLINE BATTLE GAMES past 30 days spend an avg. of 7 hours and 9 minutes each week listening to All Local AM/FM Radio, representing 7.8% of total time spent with all forms of Media.



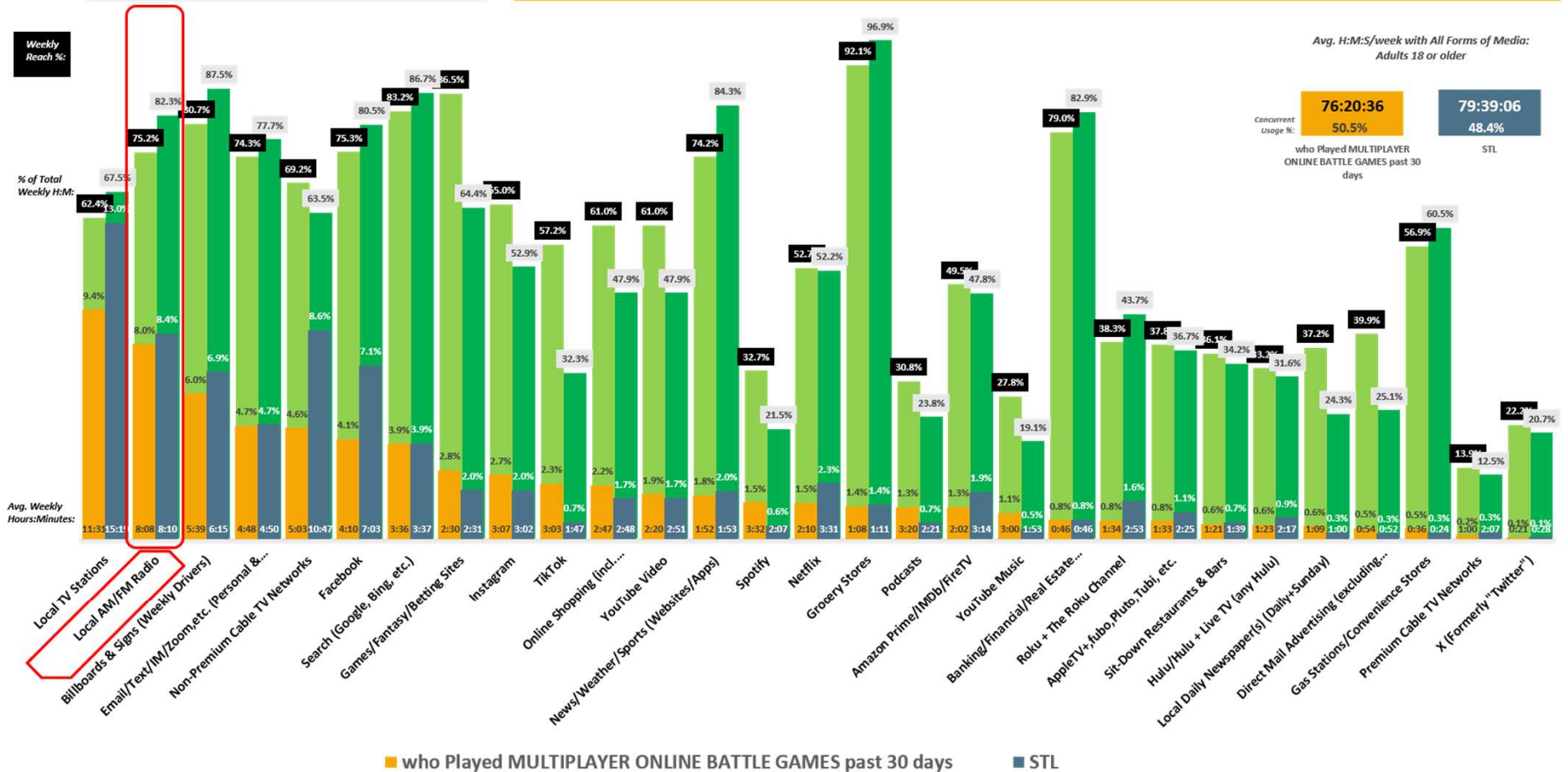


Adults 18 or older who Played MULTIPLAYER ONLINE BATTLE GAMES past 30 days spend an average of 2 days, 20 hours, 51 minutes and 17 seconds each week with All Forms of Media.
 84.1% of Adults 18 or older who Played MULTIPLAYER ONLINE BATTLE GAMES past 30 days spend an avg. of 7 hours and 19 minutes each week listening to All Local AM/FM Radio, representing 8.9% of total time spent with all forms of Media.



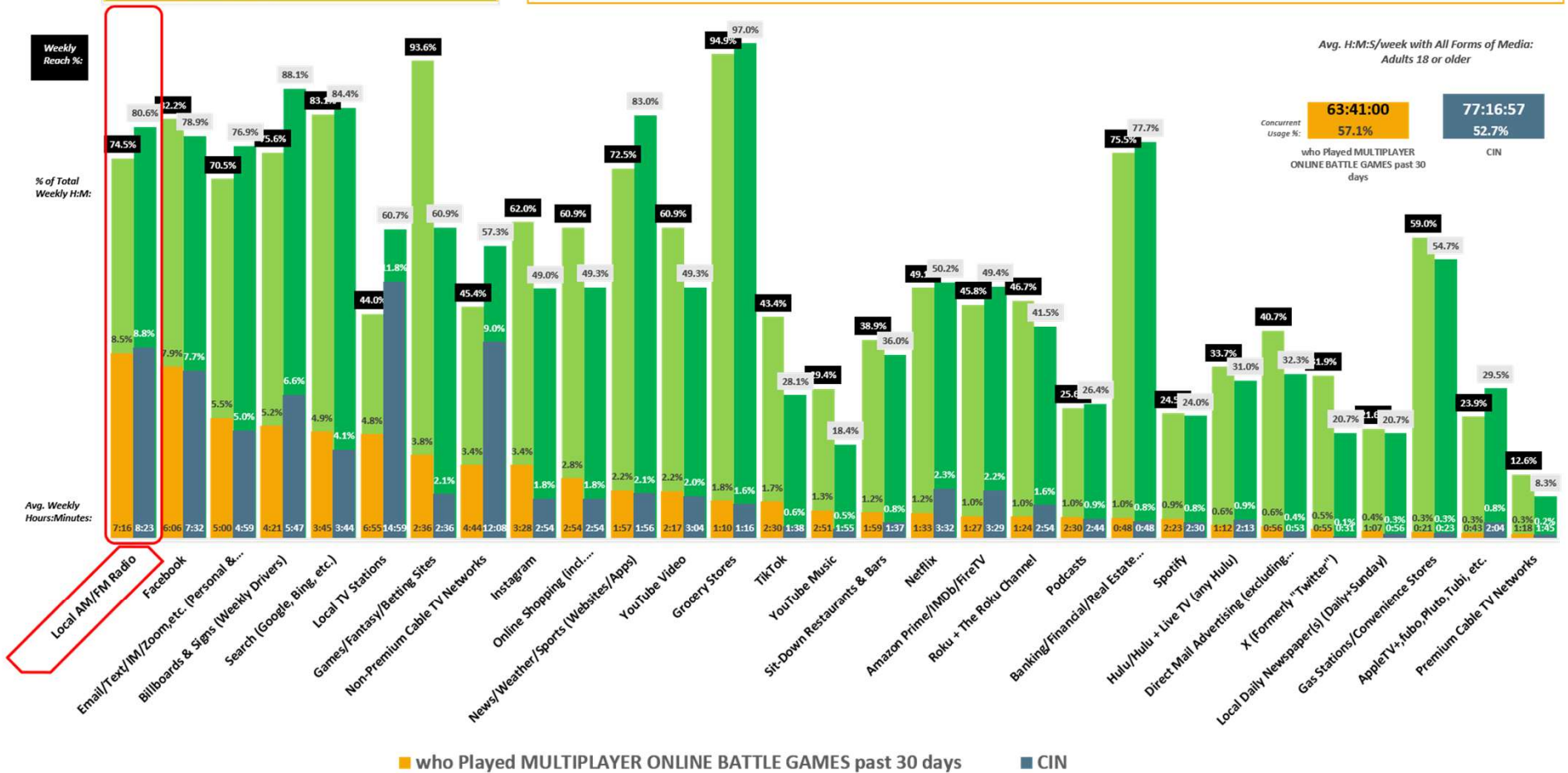


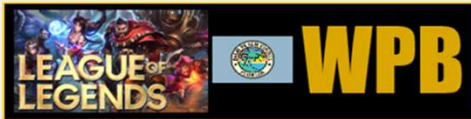
Adults 18 or older who Played MULTIPLAYER ONLINE BATTLE GAMES past 30 days spend an average of 3 days, 4 hours, 20 minutes and 36 seconds each week with All Forms of Media.
 75.2% of Adults 18 or older who Played MULTIPLAYER ONLINE BATTLE GAMES past 30 days spend an avg. of 8 hours and 8 minutes each week listening to All Local AM/FM Radio, representing 8.% of total time spent with all forms of Media.



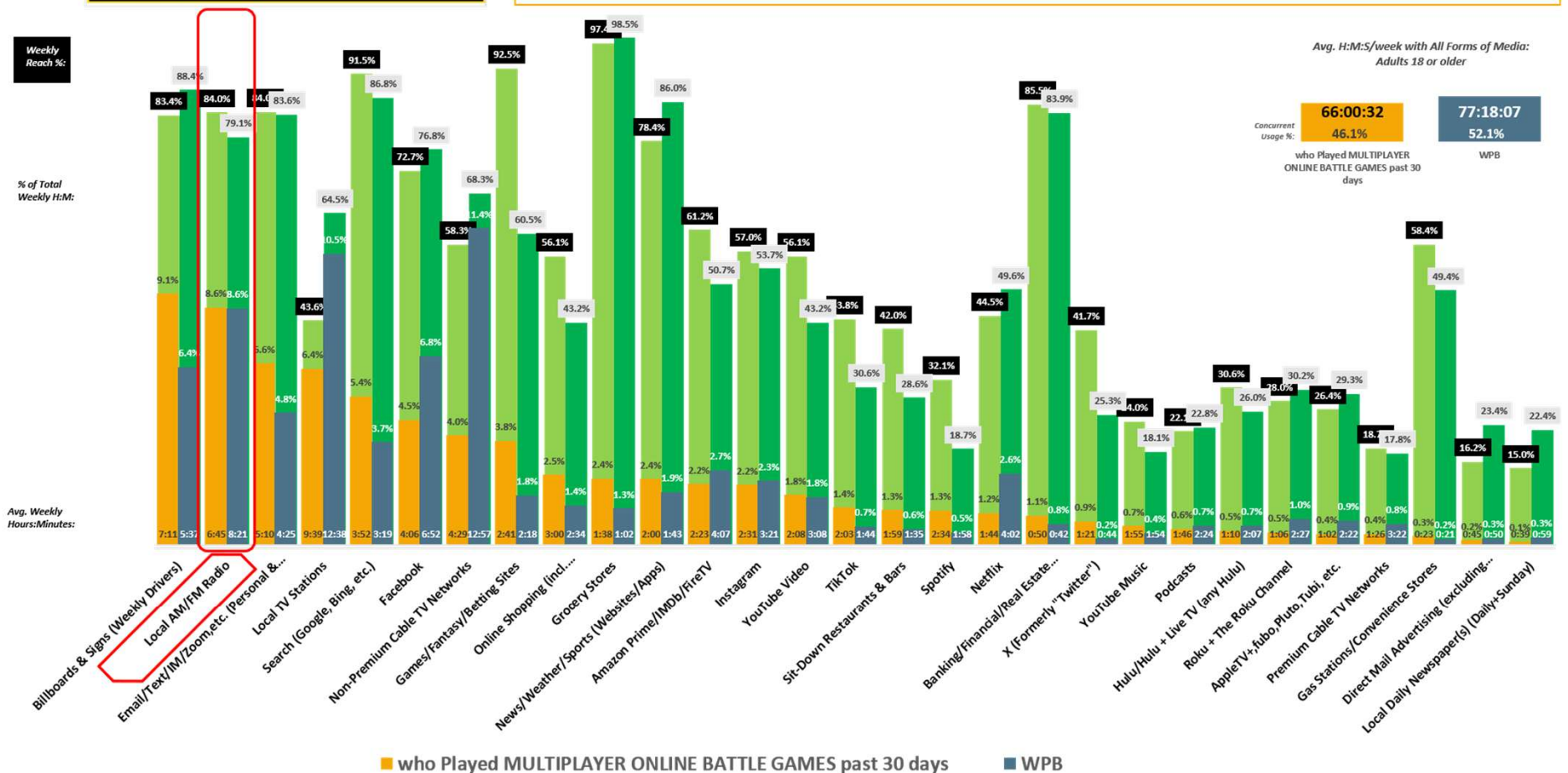


Adults 18 or older who Played MULTIPLAYER ONLINE BATTLE GAMES past 30 days spend an average of 2 days, 15 hours, 41 minutes and 0 seconds each week with All Forms of Media.
 74.5% of Adults 18 or older who Played MULTIPLAYER ONLINE BATTLE GAMES past 30 days spend an avg. of 7 hours and 16 minutes each week listening to All Local AM/FM Radio, representing 8.5% of total time spent with all forms of Media.



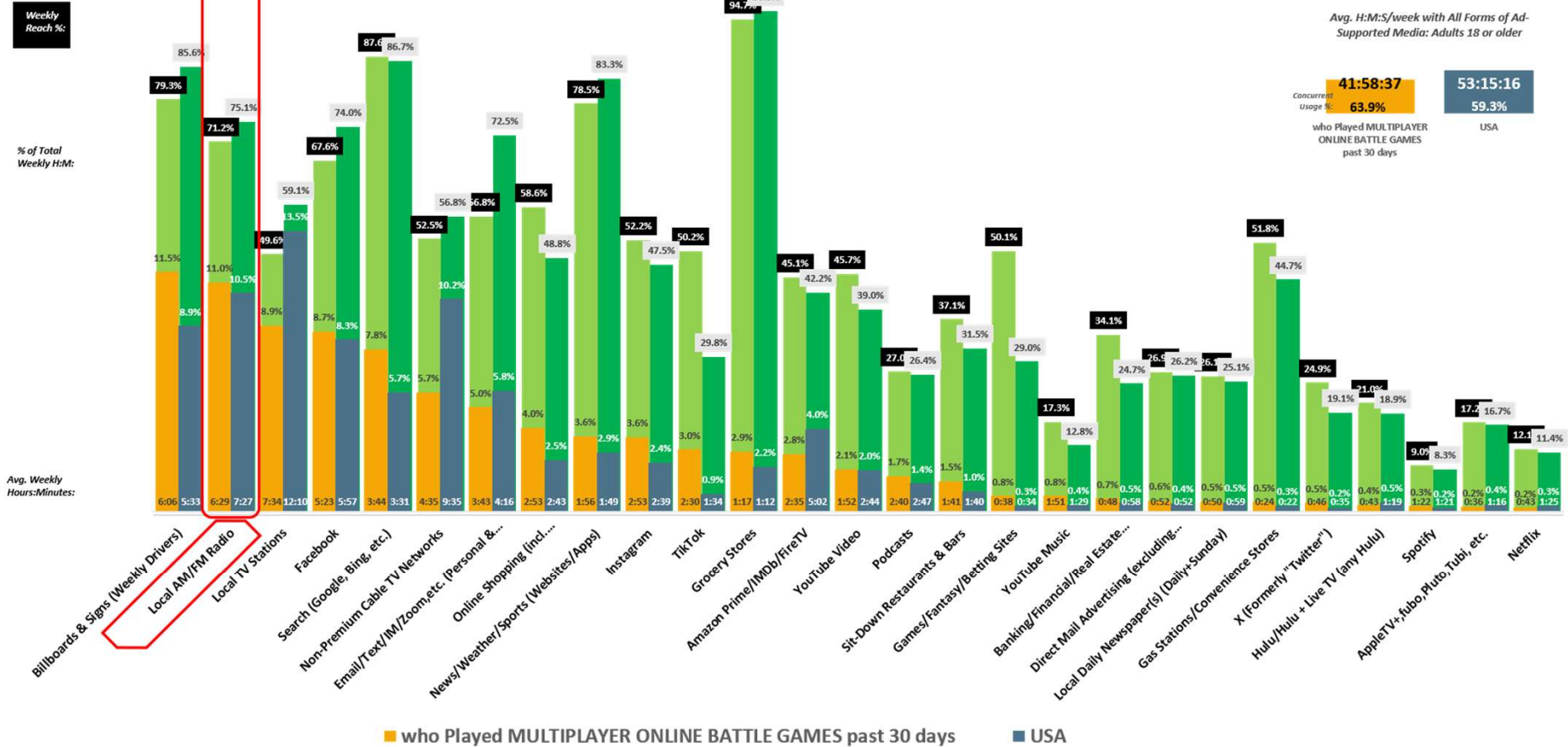


Adults 18 or older who Played MULTIPLAYER ONLINE BATTLE GAMES past 30 days spend an average of 2 days, 18 hours, 0 minutes and 32 seconds each week with All Forms of Media.
 84.4% of Adults 18 or older who Played MULTIPLAYER ONLINE BATTLE GAMES past 30 days spend an avg. of 6 hours and 45 minutes each week listening to All Local AM/FM Radio, representing 8.6% of total time spent with all forms of Media.



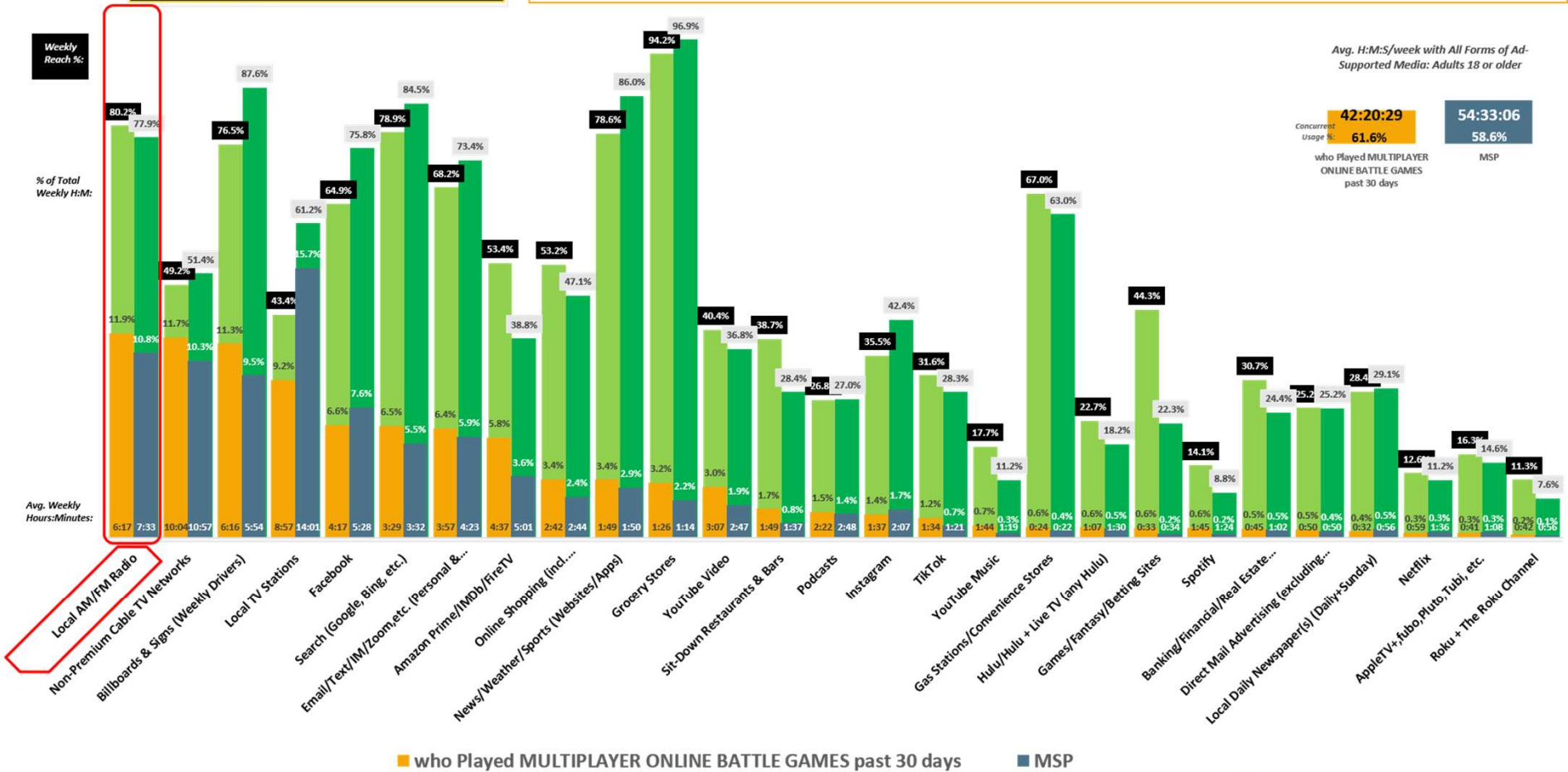


Adults 18 or older who Played MULTIPLAYER ONLINE BATTLE GAMES past 30 days spend an average of 1 days, 17 hours, 58 minutes and 37 seconds each week with All Forms of Ad-Supported Media.
 71.2% of Adults 18 or older who Played MULTIPLAYER ONLINE BATTLE GAMES past 30 days spend an avg. of 6 hours and 29 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 11.1% of total time spent with all forms of Ad-Supported Media.



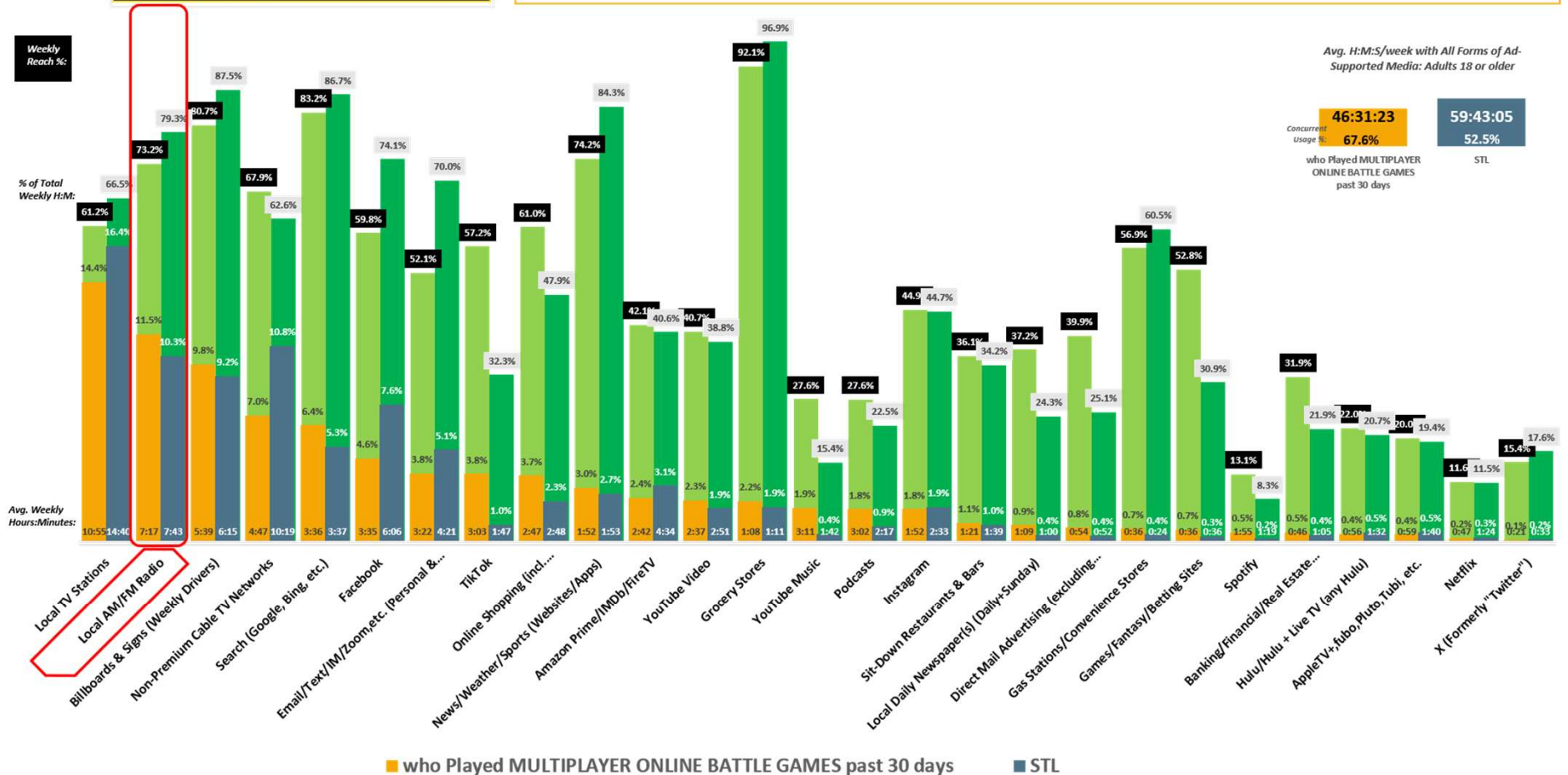


Adults 18 or older who Played MULTIPLAYER ONLINE BATTLE GAMES past 30 days spend an average of 1 days, 18 hours, 20 minutes and 29 seconds each week with All Forms of Ad-Supported Media.
 80.2% of Adults 18 or older who Played MULTIPLAYER ONLINE BATTLE GAMES past 30 days spend an avg. of 6 hours and 17 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 11.9% of total time spent with all forms of Ad-Supported Media.



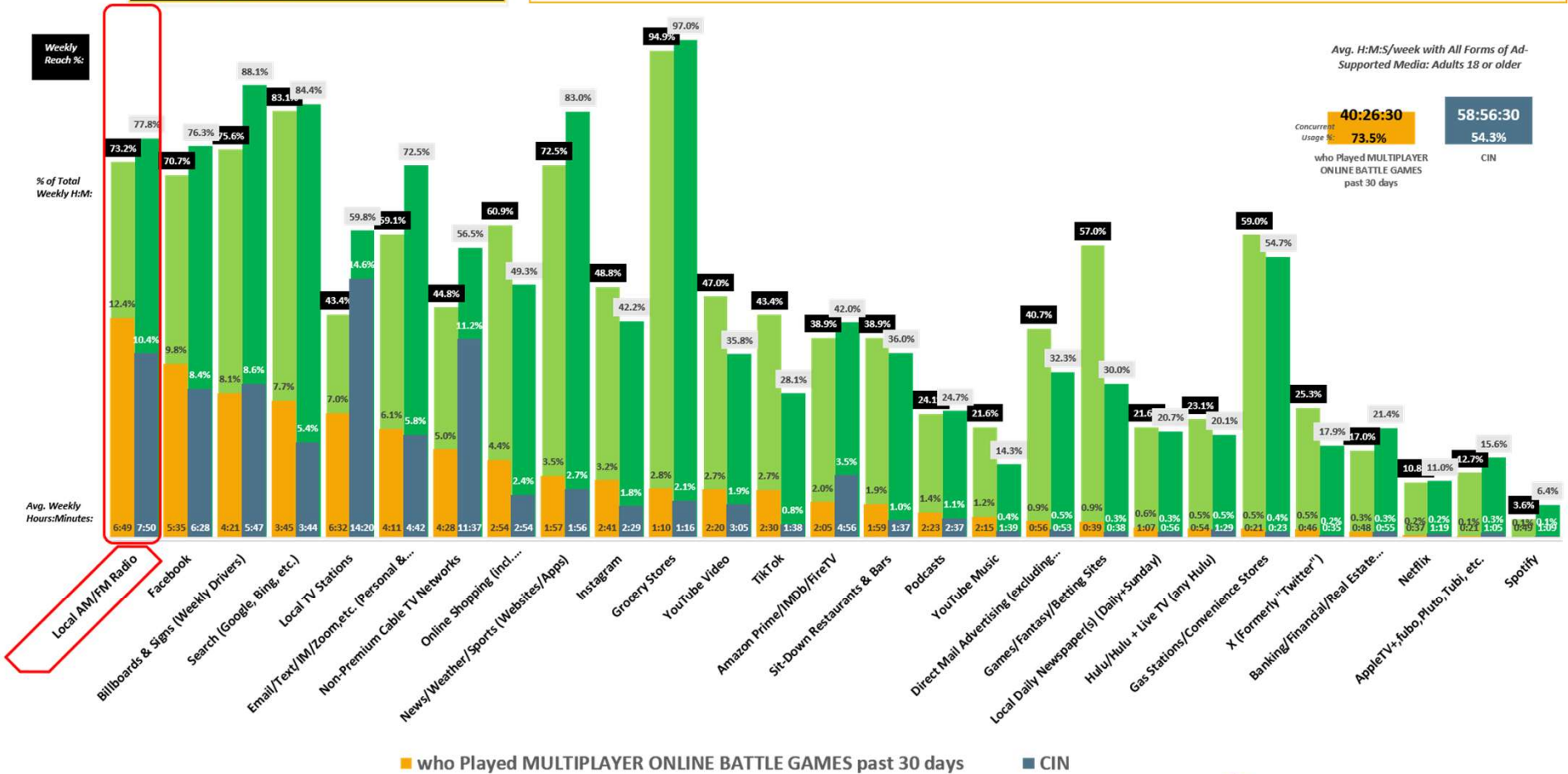


Adults 18 or older who Played MULTIPLAYER ONLINE BATTLE GAMES past 30 days spend an average of 1 days, 22 hours, 31 minutes and 23 seconds each week with All Forms of Ad-Supported Media.
 73.2% of Adults 18 or older who Played MULTIPLAYER ONLINE BATTLE GAMES past 30 days spend an avg. of 7 hours and 17 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 11.5% of total time spent with all forms of Ad-Supported Media.



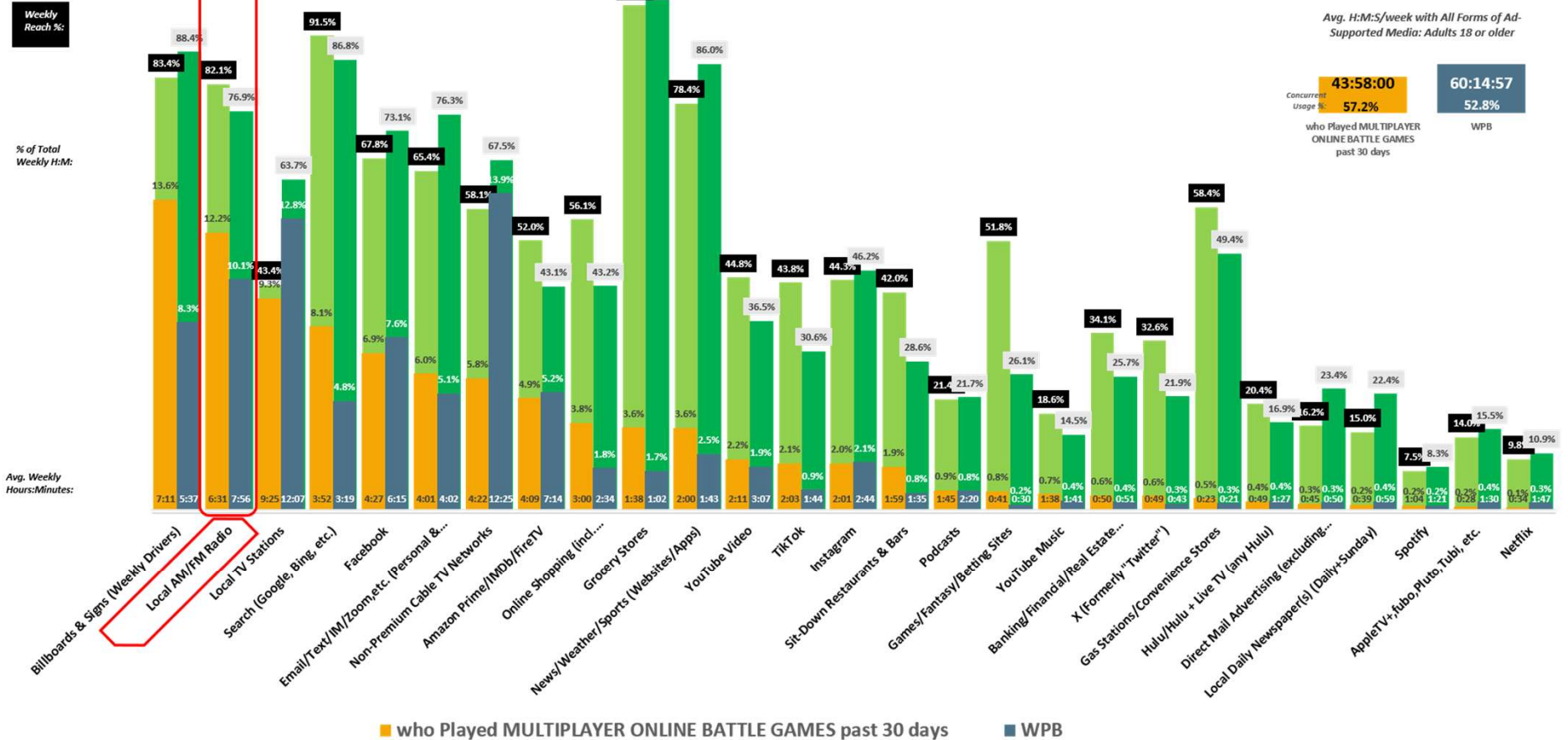


Adults 18 or older who Played MULTIPLAYER ONLINE BATTLE GAMES past 30 days spend an average of 1 days, 16 hours, 26 minutes and 30 seconds each week with All Forms of Ad-Supported Media.
 73.2% of Adults 18 or older who Played MULTIPLAYER ONLINE BATTLE GAMES past 30 days spend an avg. of 6 hours and 49 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 12.4% of total time spent with all forms of Ad-Supported Media.





Adults 18 or older who Played MULTIPLAYER ONLINE BATTLE GAMES past 30 days spend an average of 1 days, 19 hours, 58 minutes and 0 seconds each week with All Forms of Ad-Supported Media.
82.1% of Adults 18 or older who Played MULTIPLAYER ONLINE BATTLE GAMES past 30 days spend an avg. of 6 hours and 31 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 12.2% of total time spent with all forms of Ad-Supported Media.

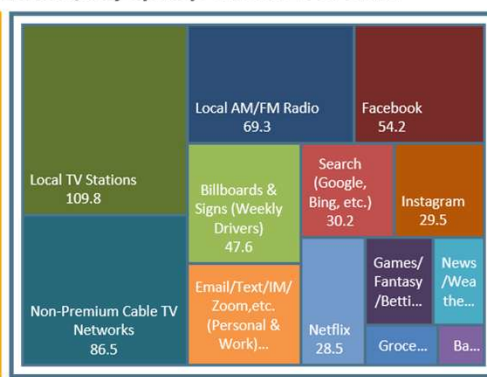
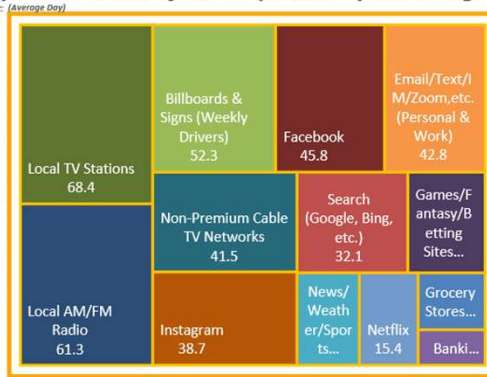
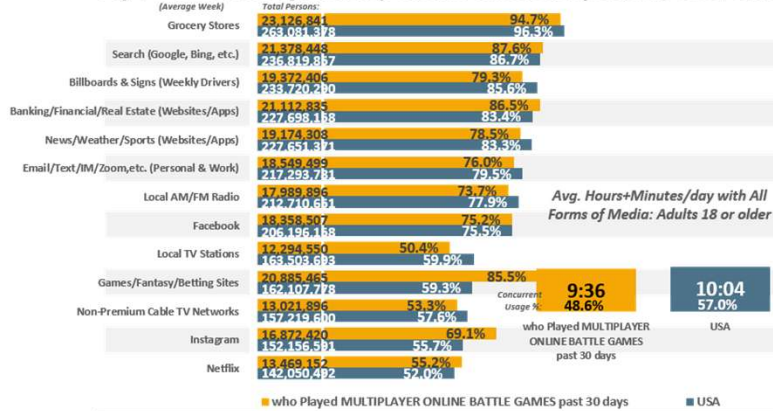




Adults 18 or older who Played MULTIPLAYER ONLINE BATTLE GAMES past 30 days spend an average of 5 hours and 59 minutes each day with All Forms of Ad-Supported Media. 71.2% listen to Local AM/FM Radio for an avg. of 55.6 minutes/day. (Local Radio delivers 11.% of Time with Ad-Supported Media.)

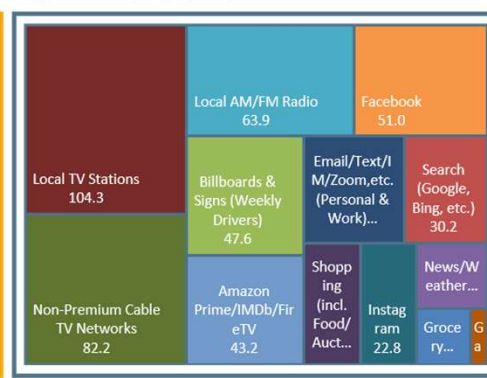
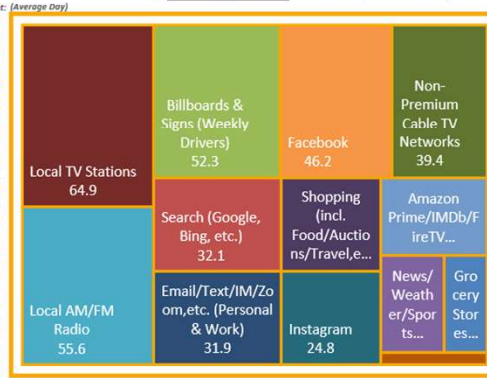
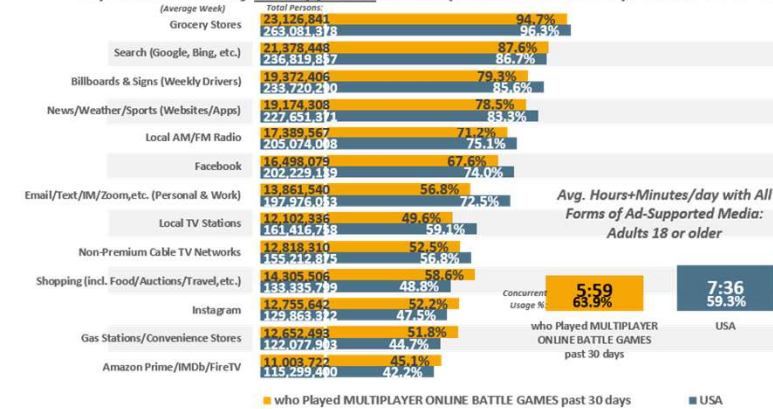
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older

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 2026: Jan25-Mar26 Qual Intab 1,889
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

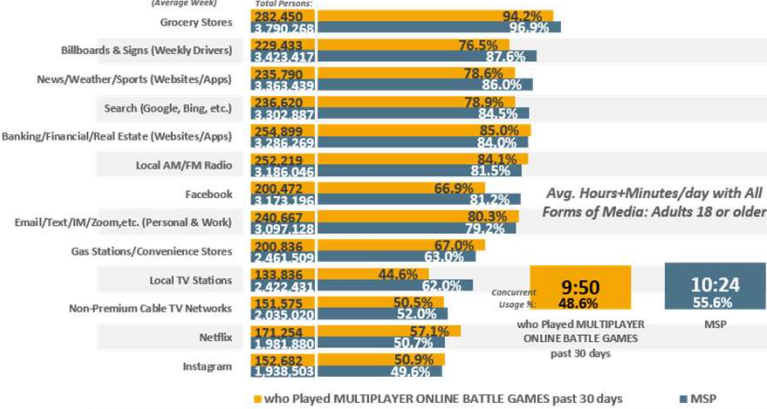
soefa.ai Share of Everything for Anything

Ways used Internet/apps past 30 days on any device: Entertainment: Games - multiplayer online battle arena (MOBA)

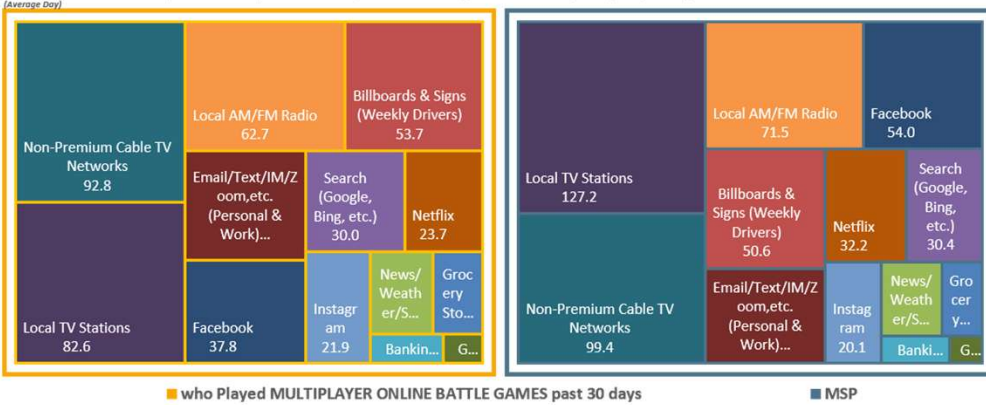


Adults 18 or older who Played MULTIPLAYER ONLINE BATTLE GAMES past 30 days spend an average of 6 hours and 2 minutes each day with All Forms of Ad-Supported Media. 80.2% listen to Local AM/FM Radio for an avg. of 54. minutes/day. (Local Radio delivers 11.9% of Time with Ad-Supported Media.)

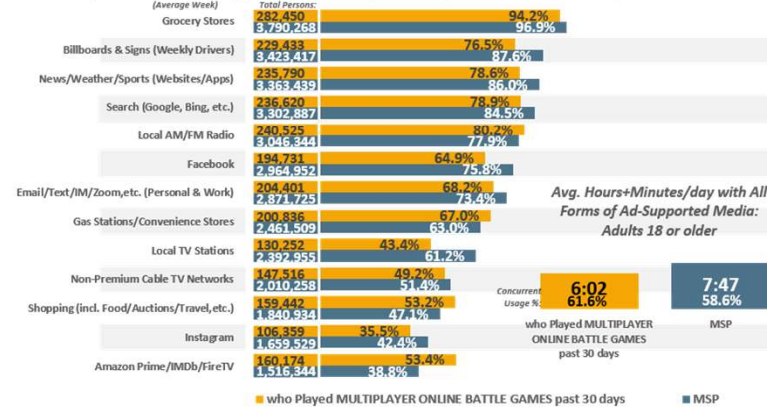
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



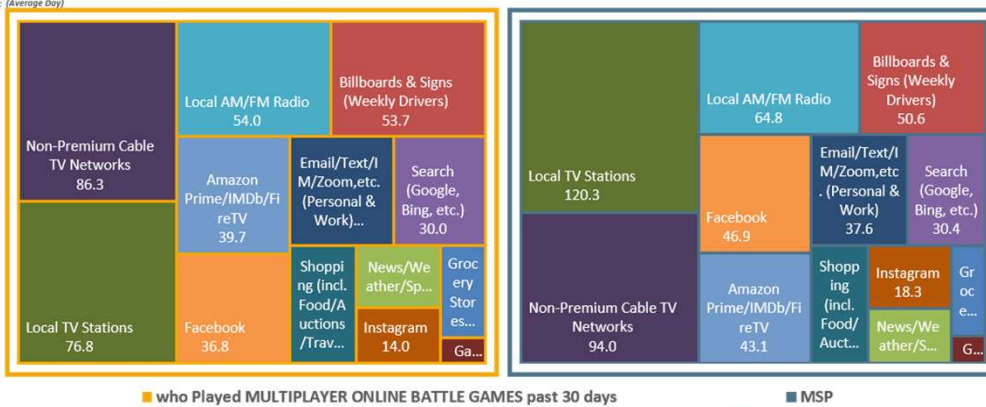
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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

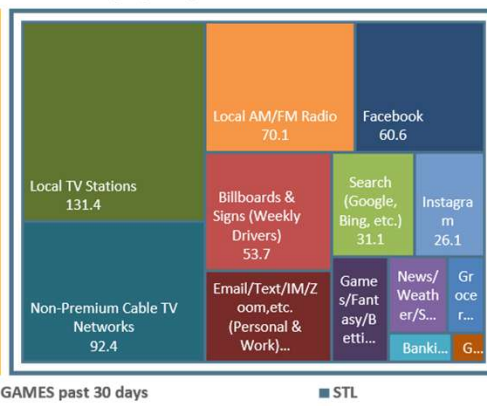
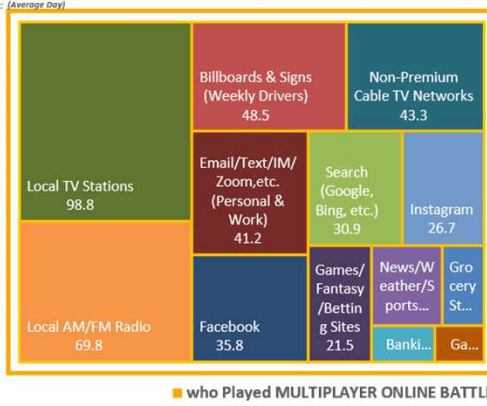
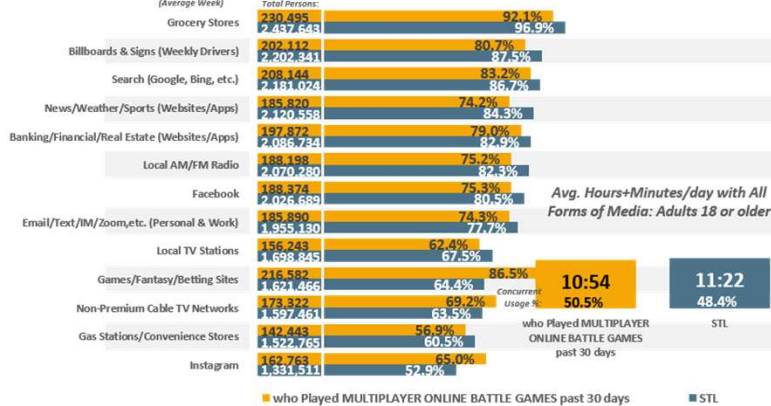




Adults 18 or older who Played MULTIPLAYER ONLINE BATTLE GAMES past 30 days spend an average of 6 hours and 38 minutes each day with All Forms of Ad-Supported Media. 73.2% listen to Local AM/FM Radio for an avg. of 62.6 minutes/day. (Local Radio delivers 11.5% of Time with Ad-Supported Media.)

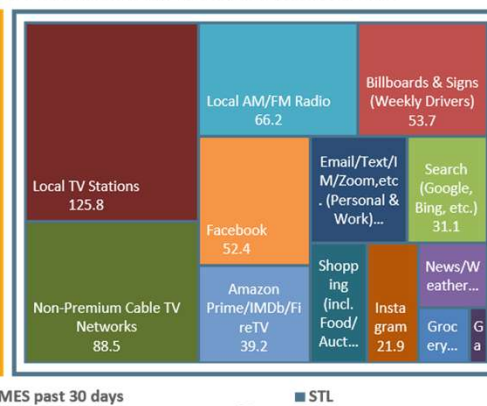
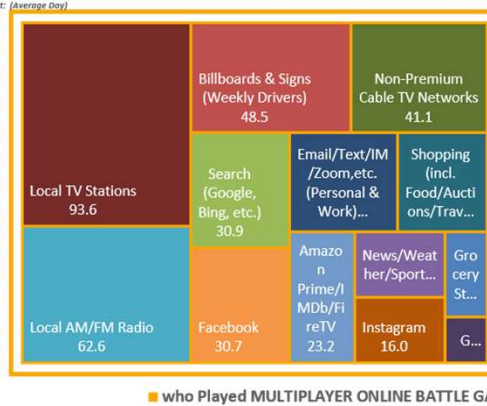
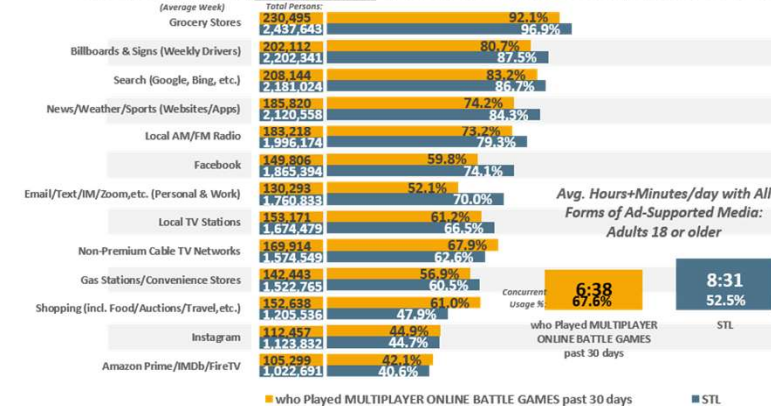
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older

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



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

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



STL DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 135
 All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything

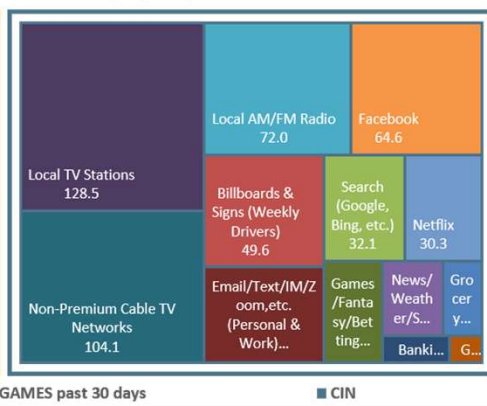
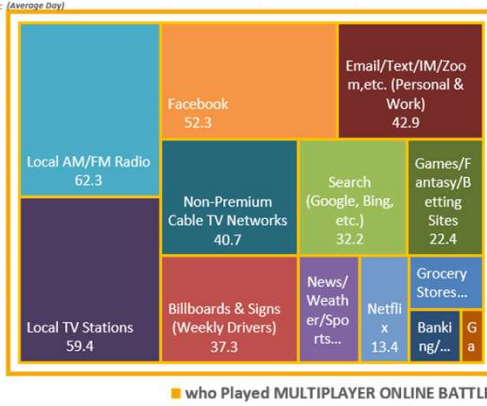
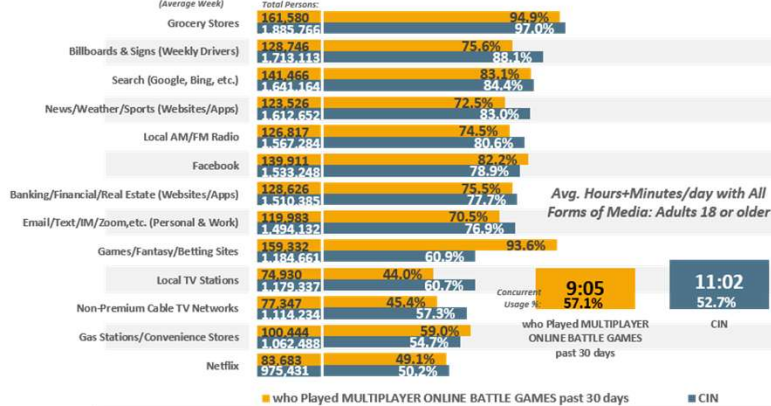
Ways used Internet/apps past 30 days on any device: Entertainment: Games - multiplayer online battle arena (MOBA)



Adults 18 or older who Played MULTIPLAYER ONLINE BATTLE GAMES past 30 days spend an average of 5 hours and 46 minutes each day with All Forms of Ad-Supported Media. 73.2% listen to Local AM/FM Radio for an avg. of 58.5 minutes/day. (Local Radio delivers 12.4% of Time with Ad-Supported Media.)

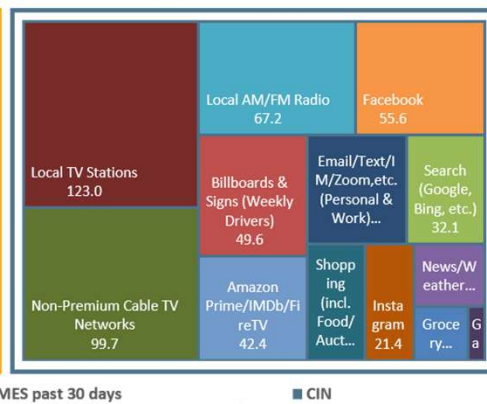
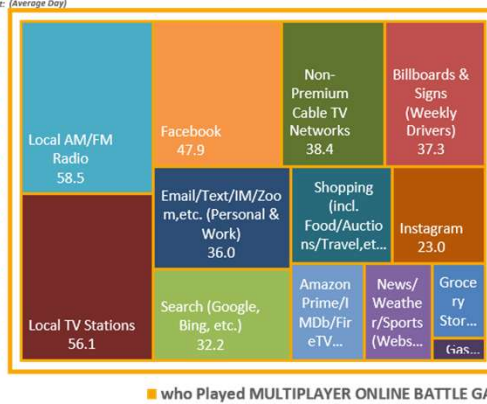
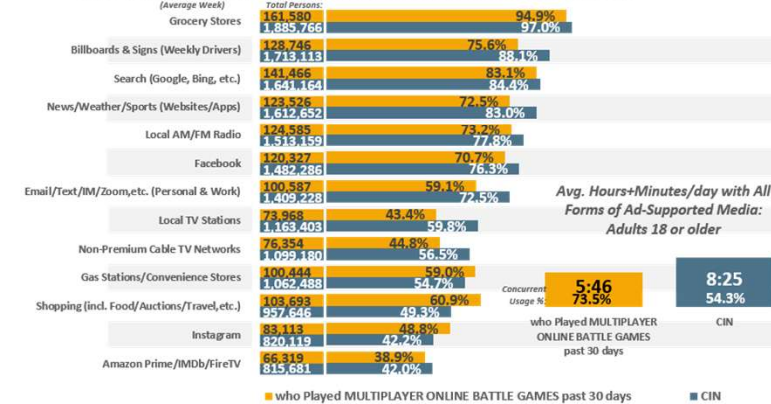
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older

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



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

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



CIN DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 131
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything

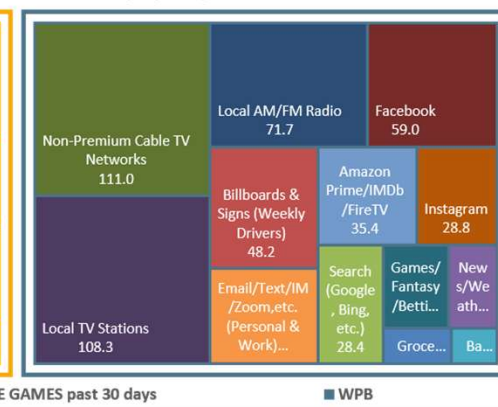
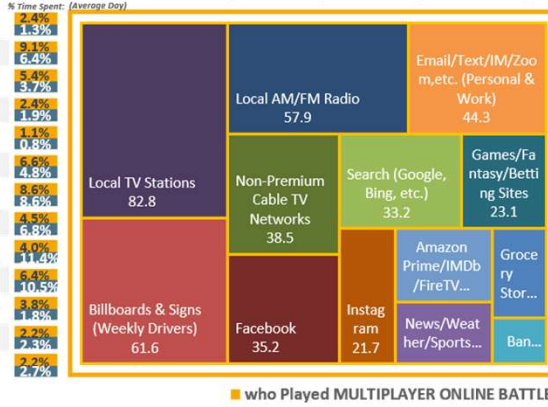
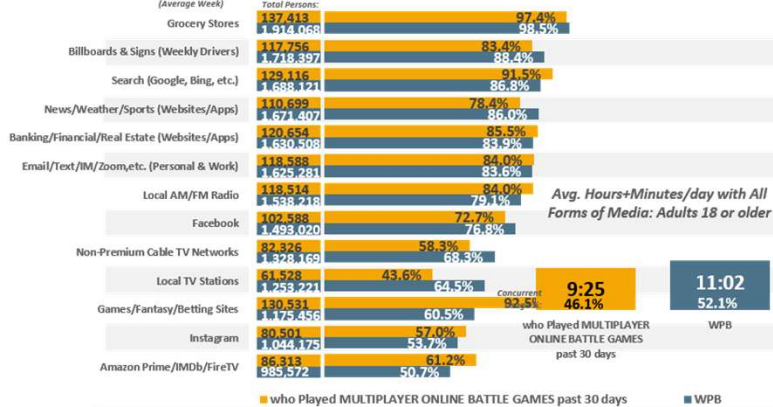
Ways used Internet/apps past 30 days on any device: Entertainment: Games - multiplayer online battle arena (MOBA)



Adults 18 or older who Played MULTIPLAYER ONLINE BATTLE GAMES past 30 days spend an average of 6 hours and 16 minutes each day with All Forms of Ad-Supported Media. 82.1% listen to Local AM/FM Radio for an avg. of 55.9 minutes/day. (Local Radio delivers 12.2% of Time with Ad-Supported Media.)

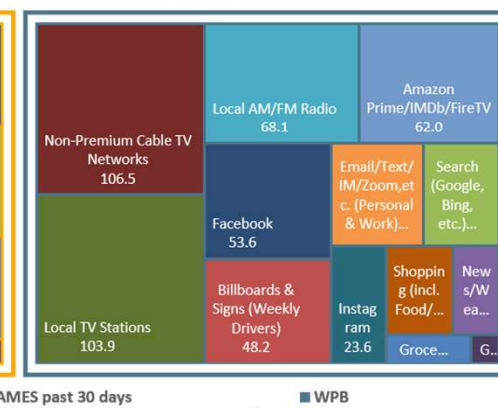
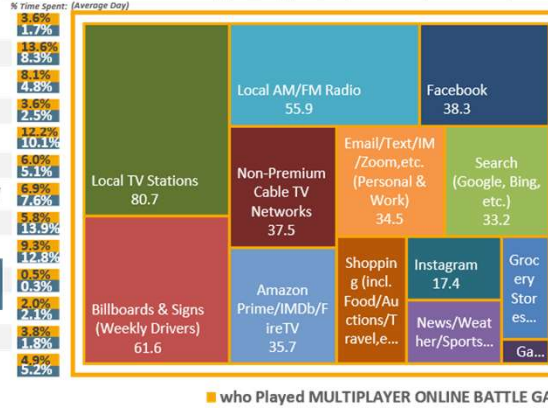
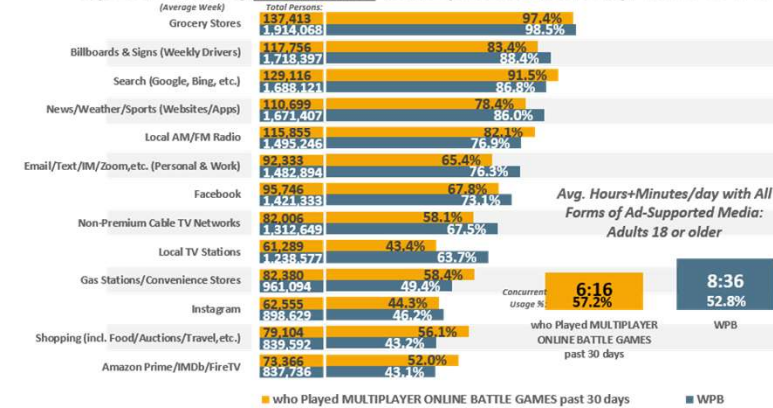
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older

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

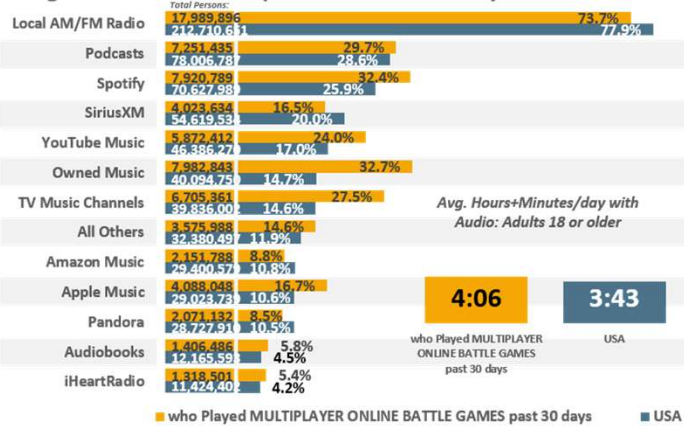
Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



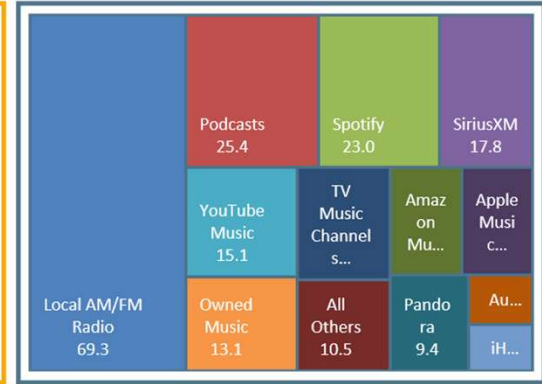
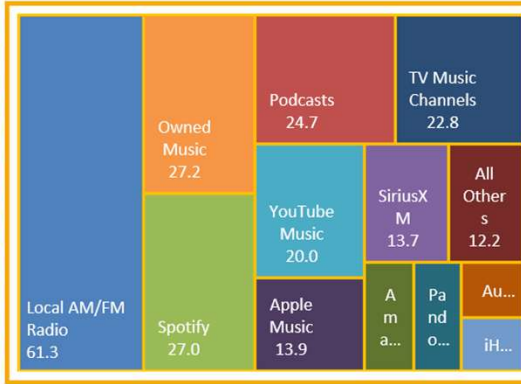


17,389,567 or 71.2% of Adults 18 or older who Played MULTIPLAYER ONLINE BATTLE GAMES past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 55.6 minutes every day representing 35.6% of all time spent daily with Ad-Supported Audio.

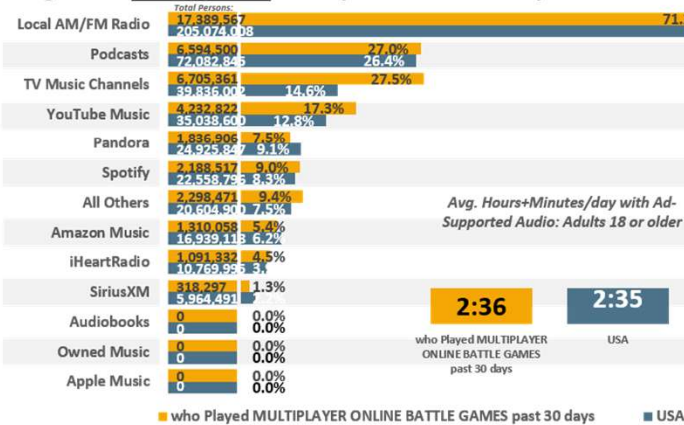
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



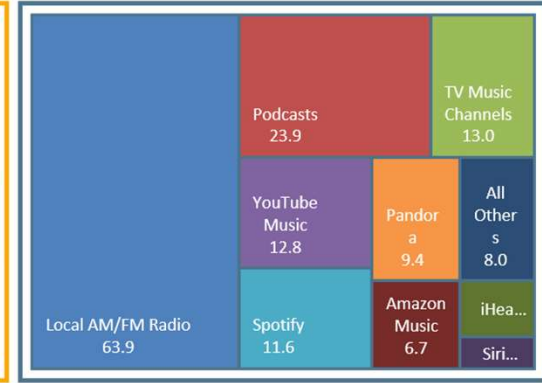
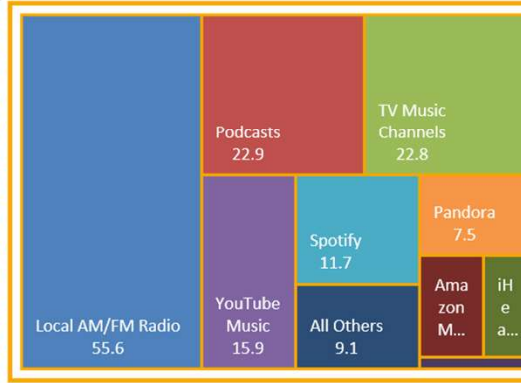
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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 2026: Jan25-Mar26 Qual Intab 1,889
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

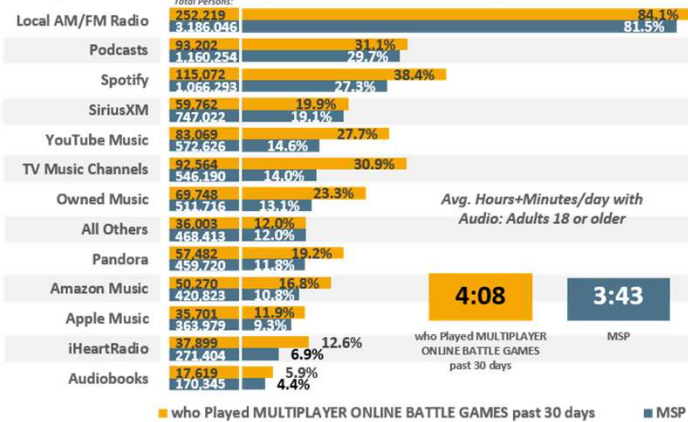
soefa.ai Share of Everything for Anything

Ways used Internet/apps past 30 days on any device: Entertainment: Games - multiplayer online battle arena (MOBA)

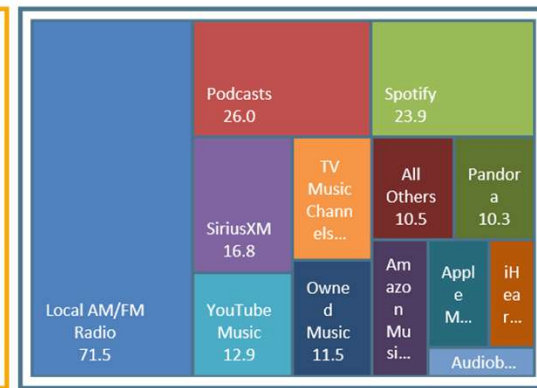
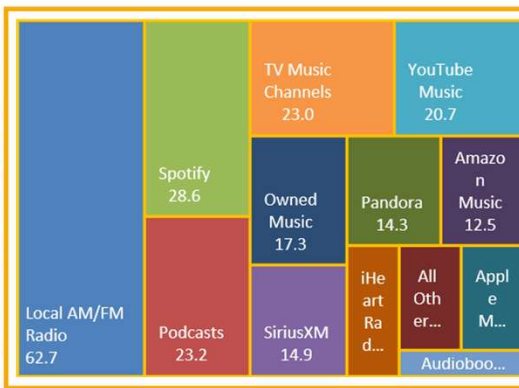


240,525 or 80.2% of Adults 18 or older who Played MULTIPLAYER ONLINE BATTLE GAMES past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 54. minutes every day representing 32.8% of all time spent daily with Ad-Supported Audio.

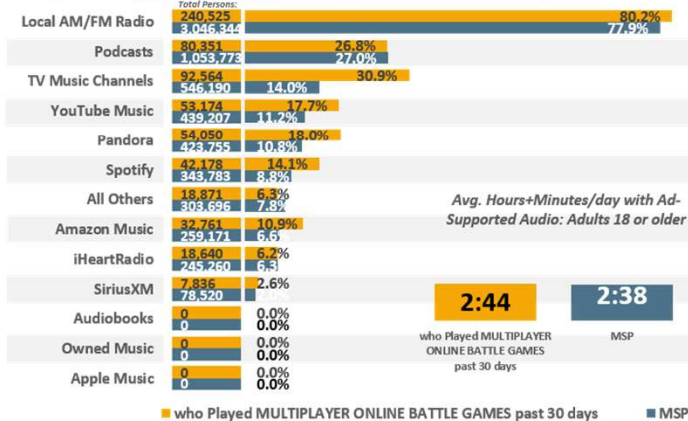
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



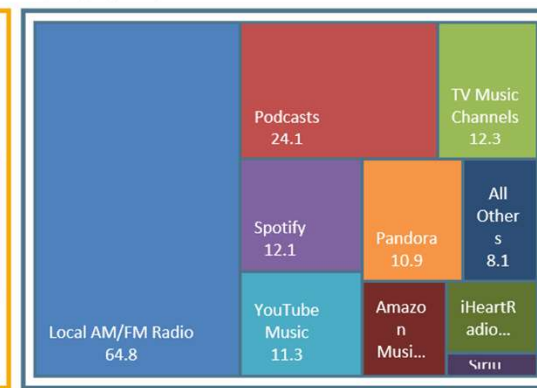
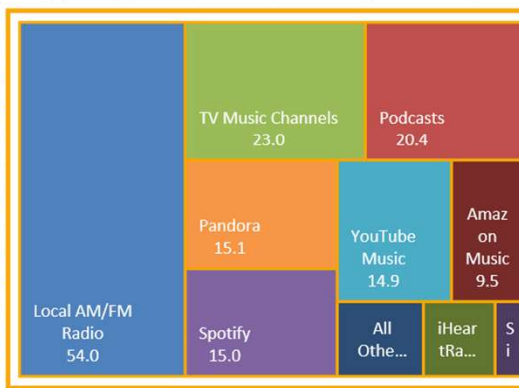
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



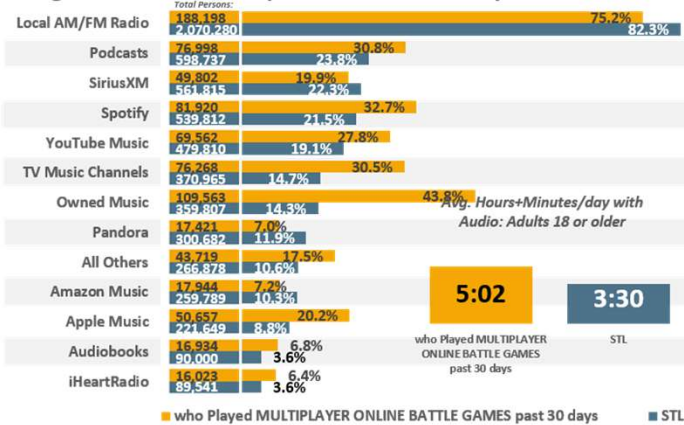
Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



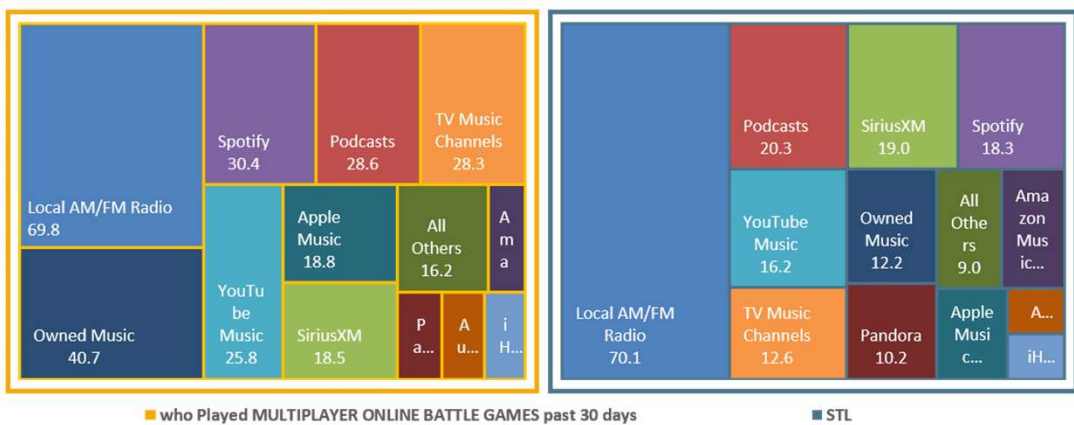


183,218 or 73.2% of Adults 18 or older who Played MULTIPLAYER ONLINE BATTLE GAMES past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 62.6 minutes every day representing 32.3% of all time spent daily with Ad-Supported Audio.

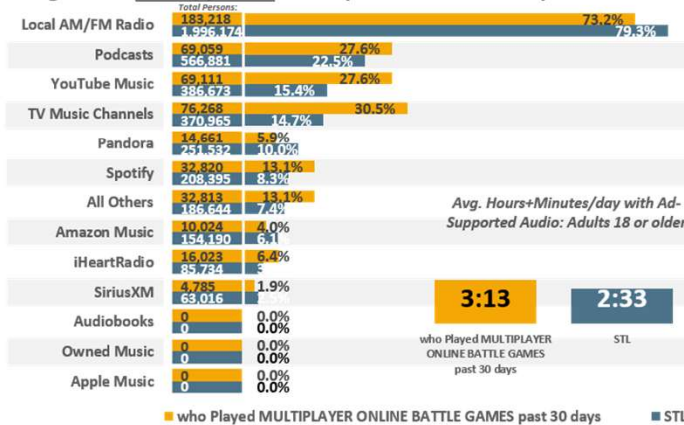
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



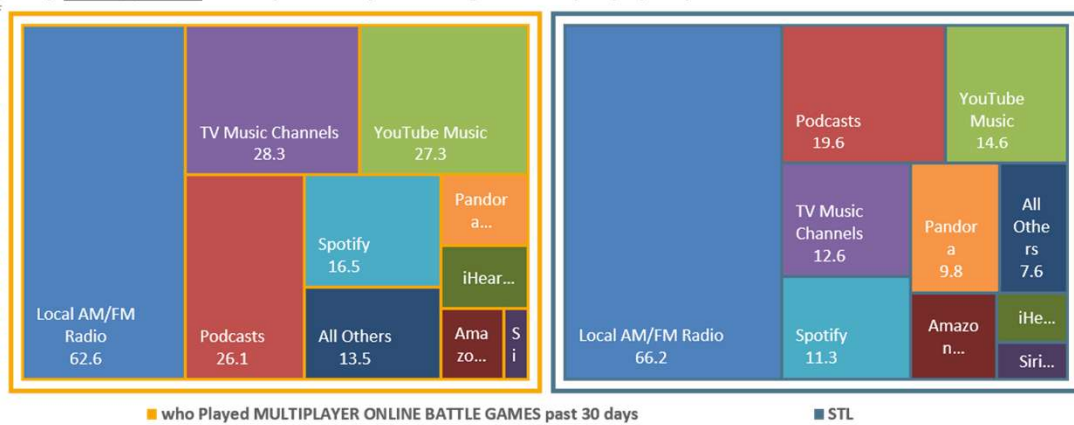
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



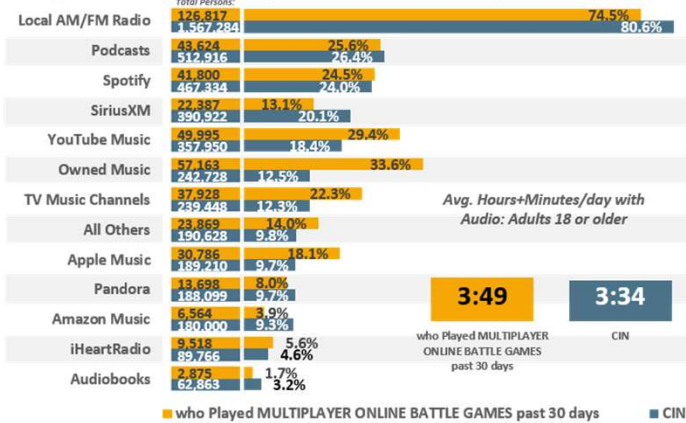
Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



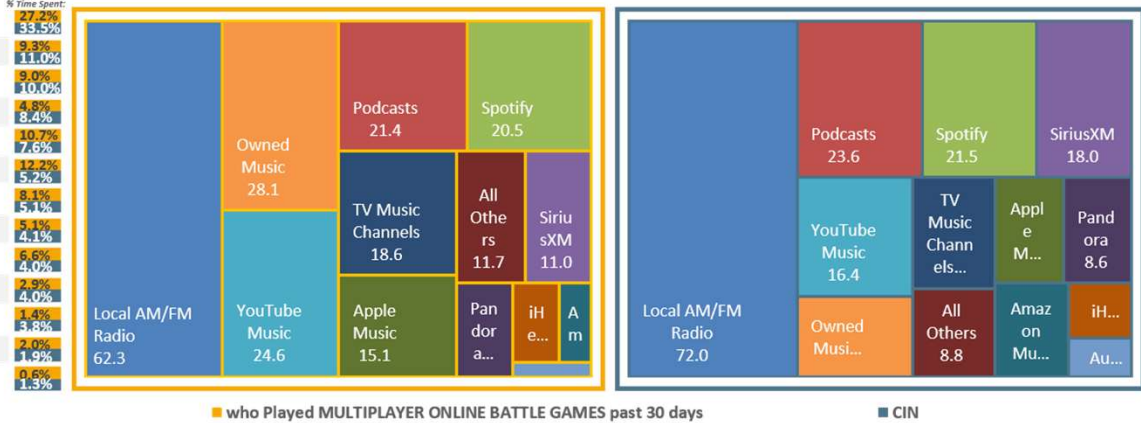


124,585 or 73.2% of Adults 18 or older who Played MULTIPLAYER ONLINE BATTLE GAMES past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 58.5 minutes every day representing 39.3% of all time spent daily with Ad-Supported Audio.

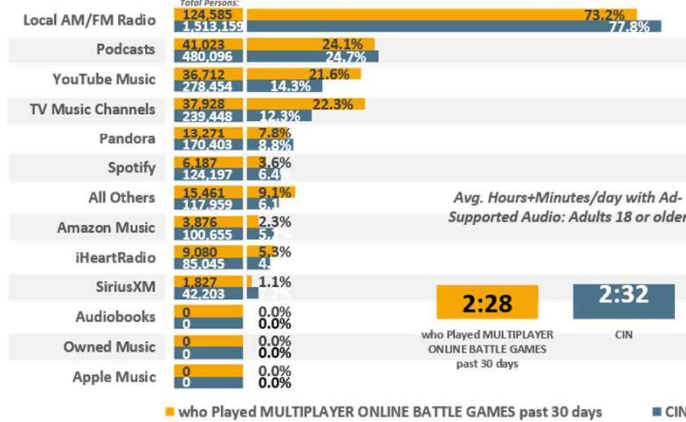
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



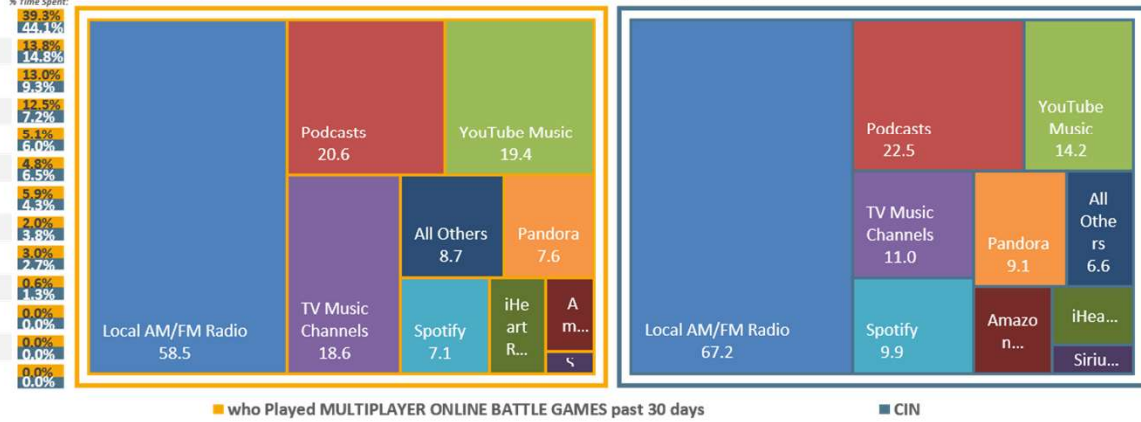
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



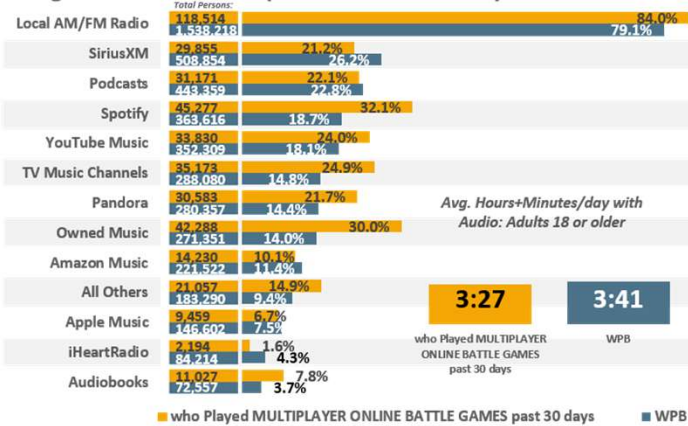
Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



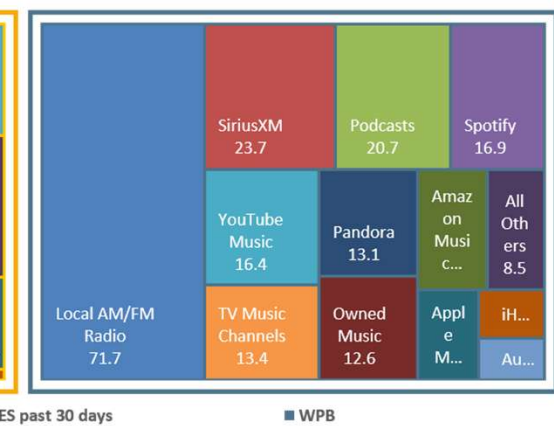
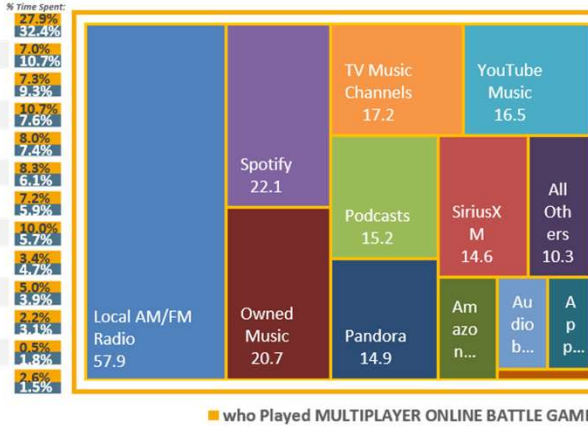


115,855 or 82.1% of Adults 18 or older who Played MULTIPLAYER ONLINE BATTLE GAMES past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 55.9 minutes every day representing 39.1% of all time spent daily with Ad-Supported Audio.

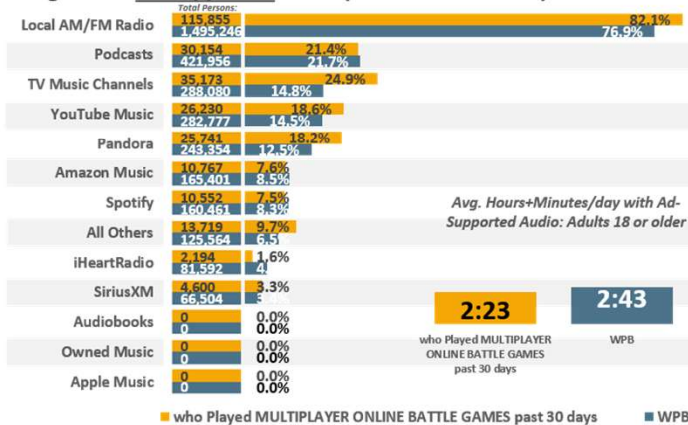
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



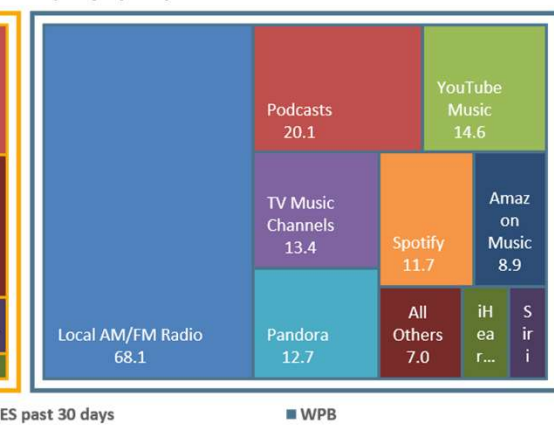
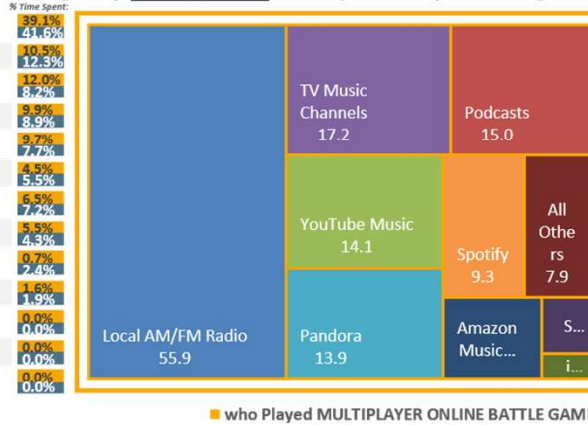
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

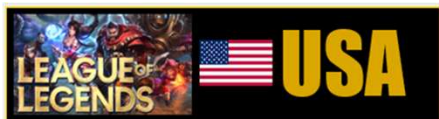


Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 18 or older

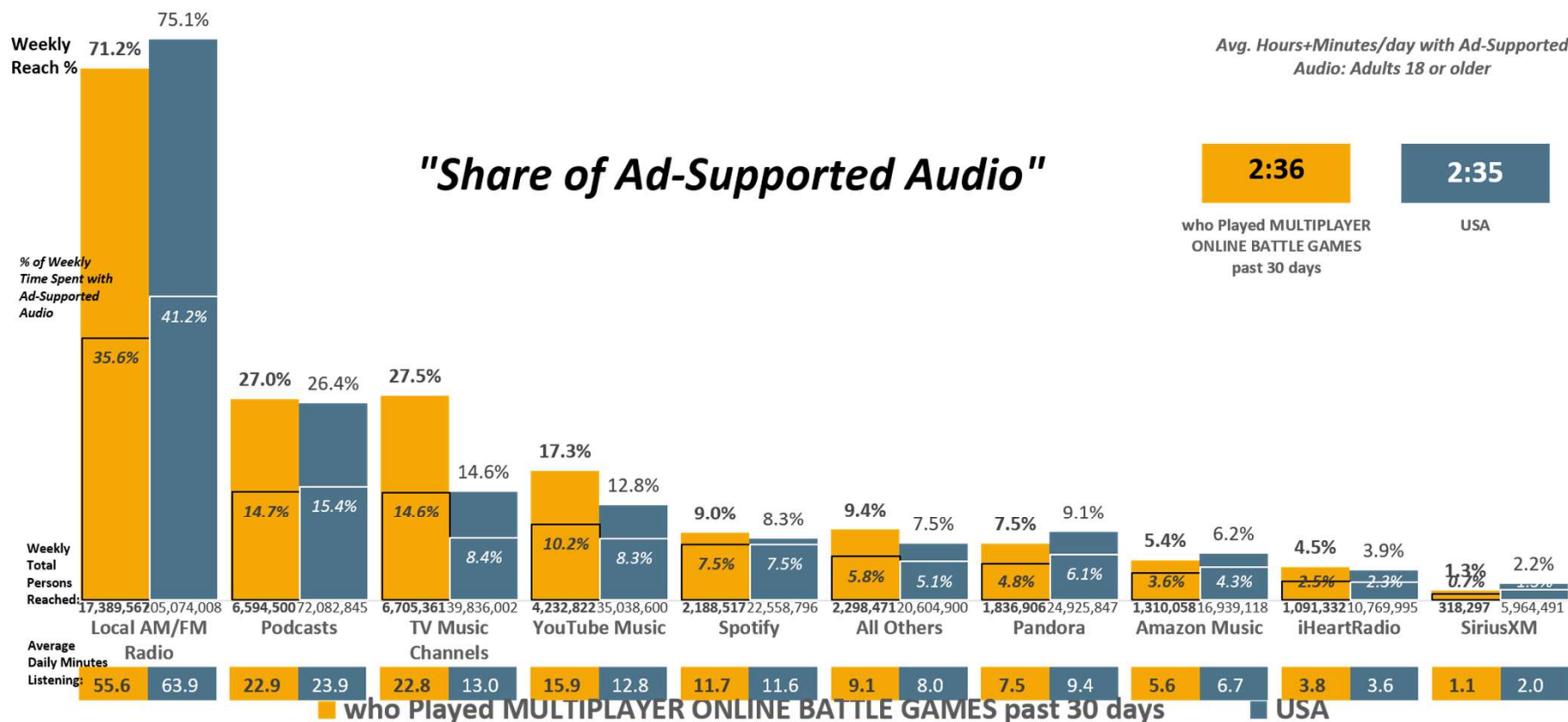


Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



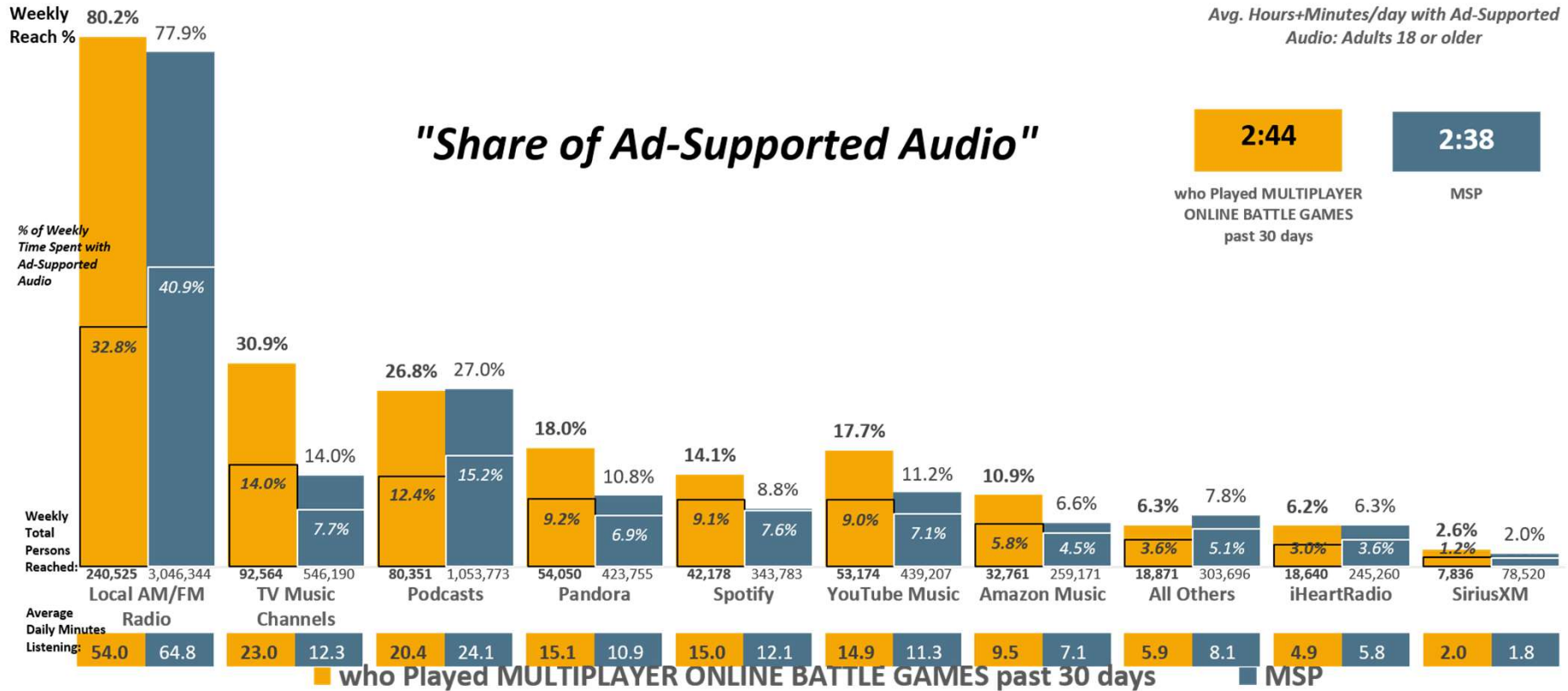


17,389,567 or 71.2% of Adults 18 or older who Played MULTIPLAYER ONLINE BATTLE GAMES past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 55.6 minutes every day representing 35.6% of all time spent daily with Ad-Supported Audio.



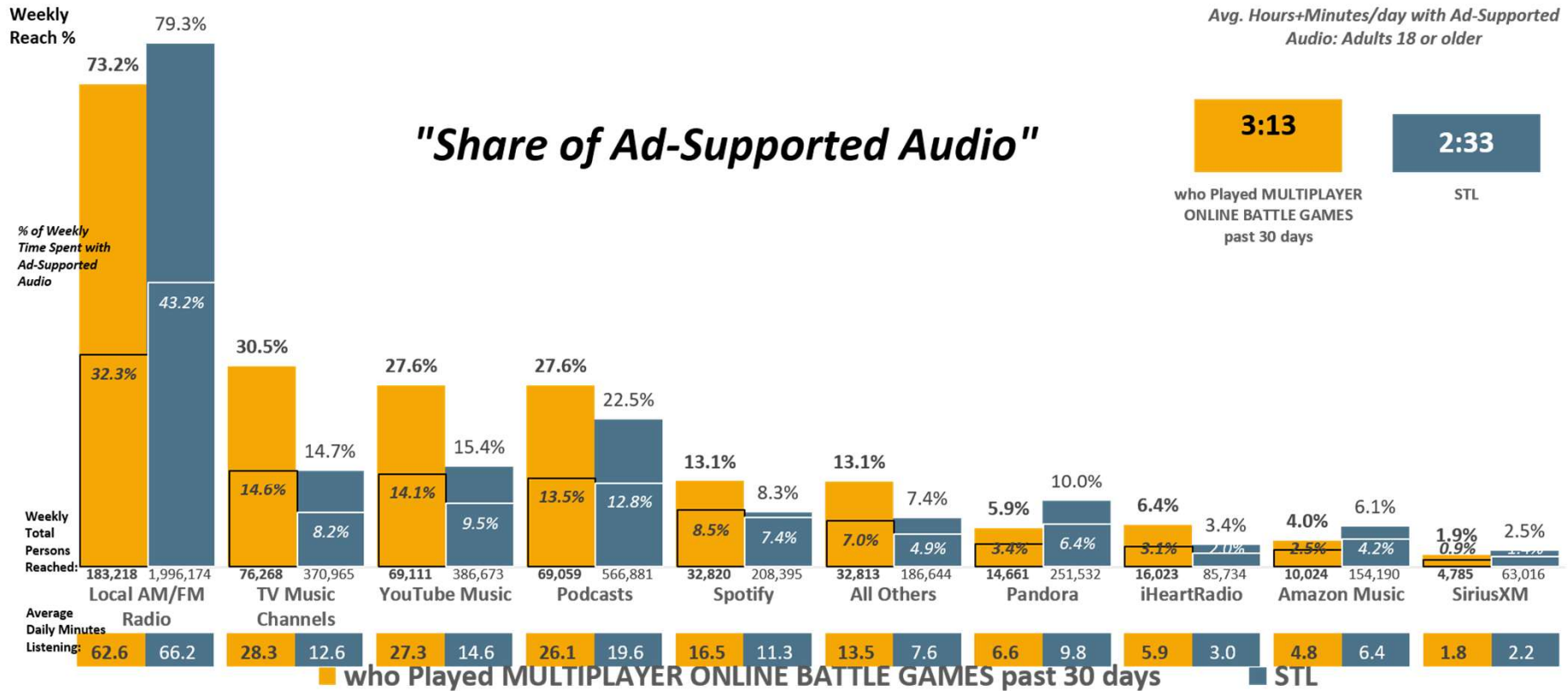


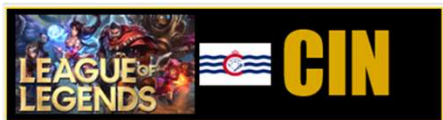
240,525 or 80.2% of Adults 18 or older who Played MULTIPLAYER ONLINE BATTLE GAMES past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 54. minutes every day representing 32.8% of all time spent daily with Ad-Supported Audio.



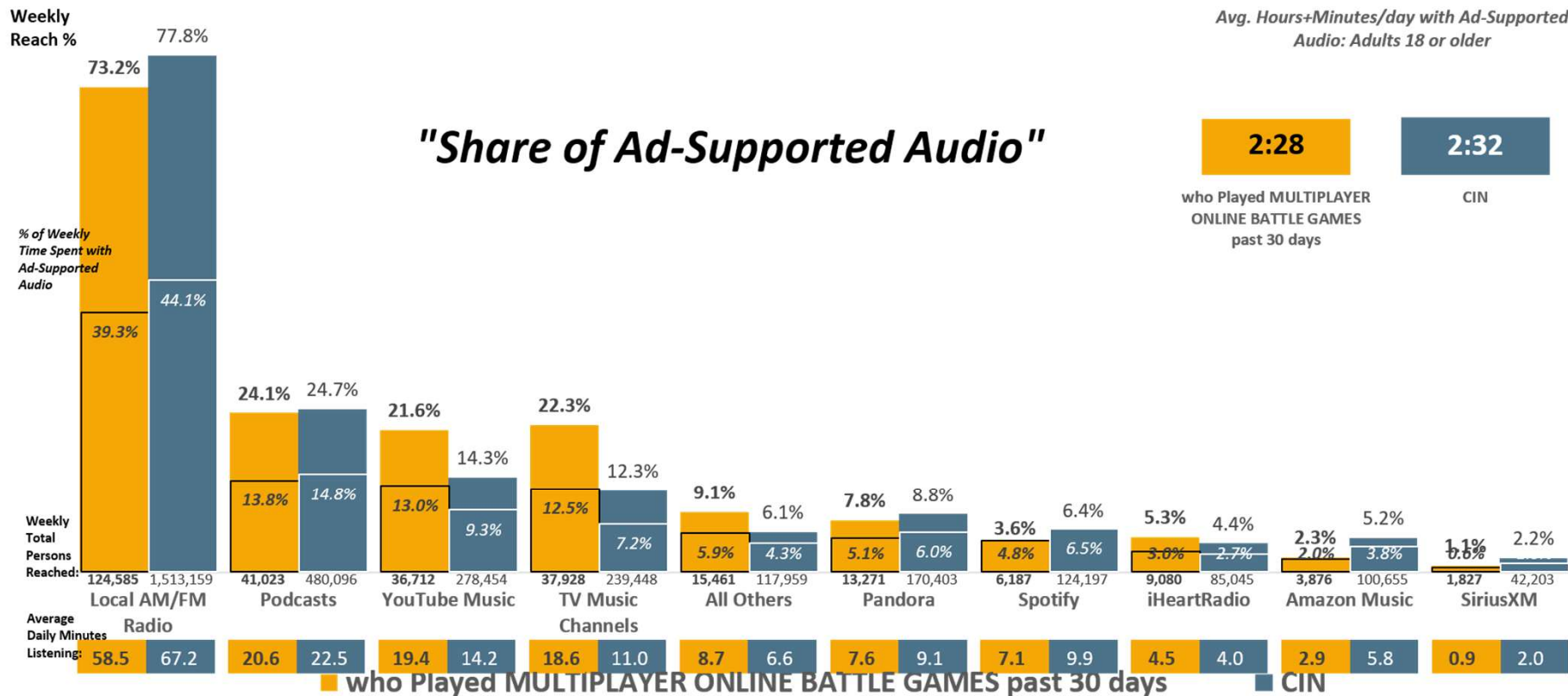


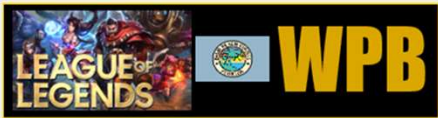
183,218 or 73.2% of Adults 18 or older who Played MULTIPLAYER ONLINE BATTLE GAMES past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 62.6 minutes every day representing 32.3% of all time spent daily with Ad-Supported Audio.



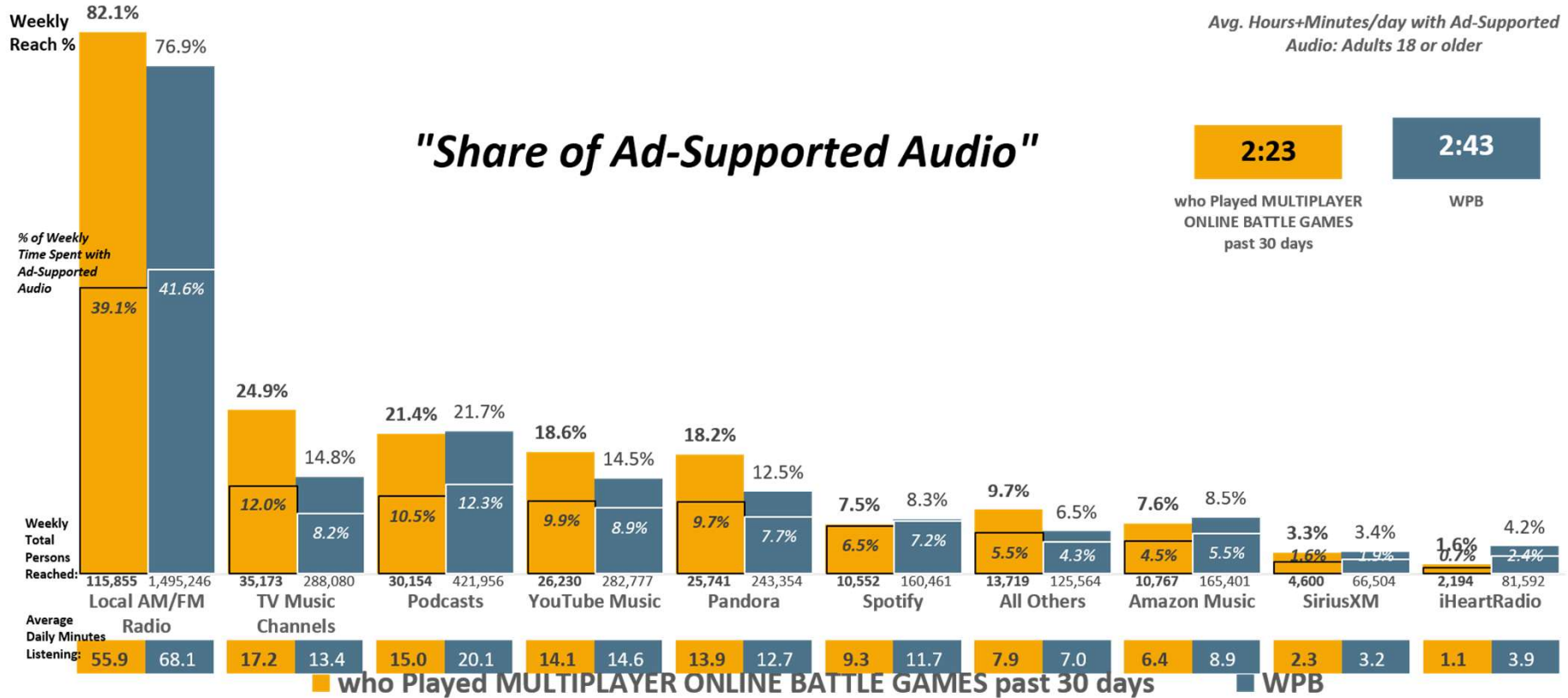


124,585 or 73.2% of Adults 18 or older who Played MULTIPLAYER ONLINE BATTLE GAMES past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 58.5 minutes every day representing 39.3% of all time spent daily with Ad-Supported Audio.





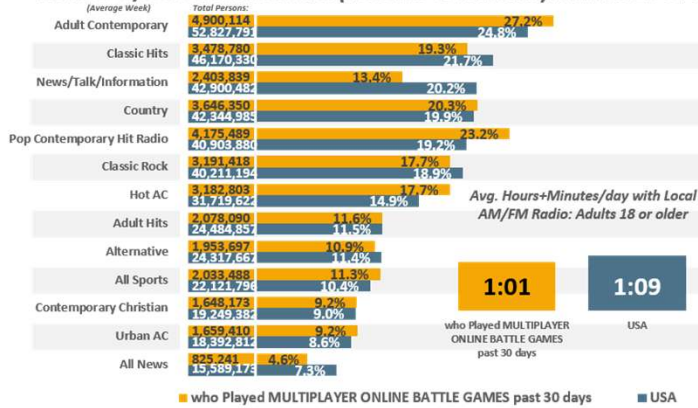
115,855 or 82.1% of Adults 18 or older who Played MULTIPLAYER ONLINE BATTLE GAMES past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 55.9 minutes every day representing 39.1% of all time spent daily with Ad-Supported Audio.



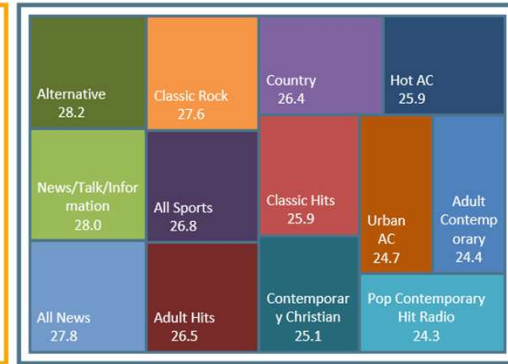
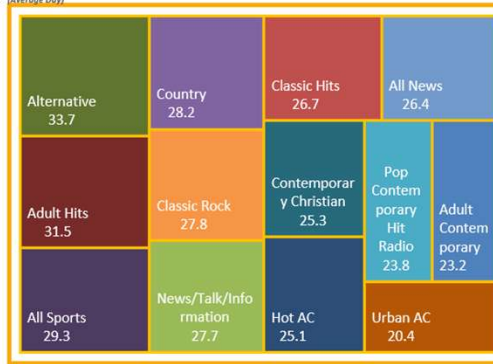


17,389,567 or 71.2% of Adults 18 or older who Played MULTIPLAYER ONLINE BATTLE GAMES past 30 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Pop Contemporary Hit Radio, Country, Classic Hits, and Classic Rock.

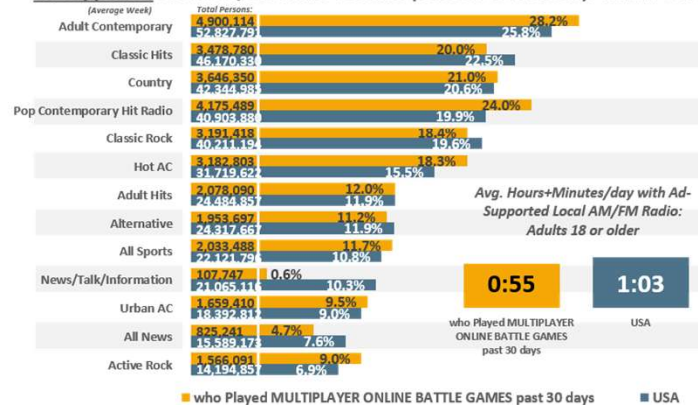
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



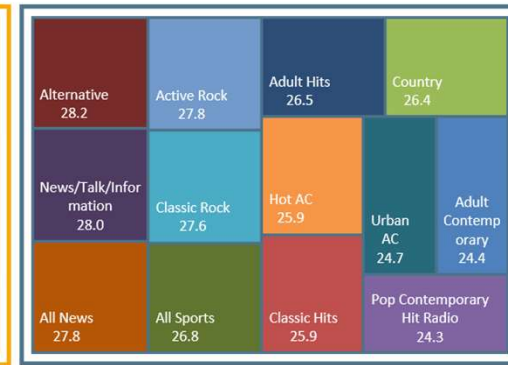
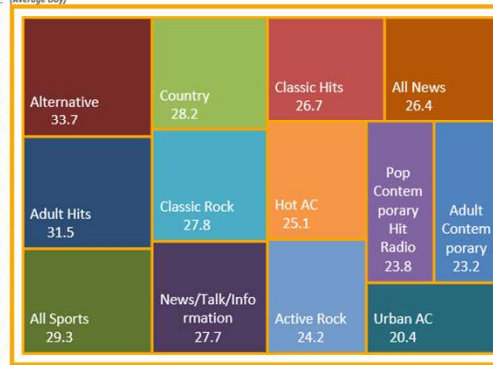
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



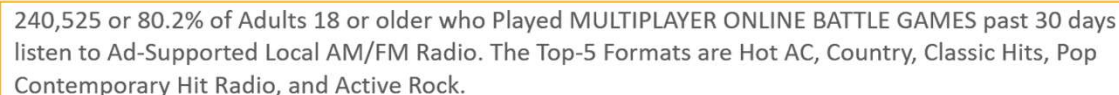
Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 1,889
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything

Ways used Internet/apps past 30 days on any device: Entertainment: Games - multiplayer online battle arena (MOBA)



	(Average Week)	Total Persons:	%
Hot AC	311,272	28.6%	48.1%
	311,968		
Country	272,254	30.6%	
	327,228	28.4%	
Classic Hits	71,027	28.2%	
	311,079	25.5%	
News/Talk/Information	24,697	9.8%	
	775,389	24.5%	
Adult Contemporary	44,851	17.2%	
	315,952	19.3%	
Pop Contemporary Hit Radio	68,685	27.2%	
	592,976	18.6%	
Classic Rock	44,107	17.5%	
	595,972	17.4%	
All Sports	44,697	17.7%	
	494,326	15.9%	
Active Rock	46,800	18.6%	
	435,128	13.7%	
Contemporary Christian	30,669	17.2%	
	411,348	12.9%	
Album Adult Alternative	19,930	7.7%	
	244,601	7.7%	
Classic Country	8,740	3.5%	
	207,984	6.5%	
Soft Adult Contemporary	16,660	6.6%	
	195,492	6.4%	

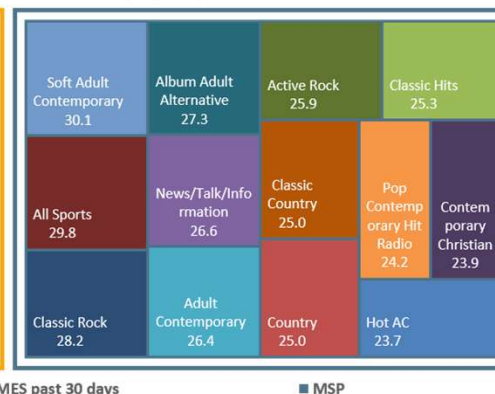
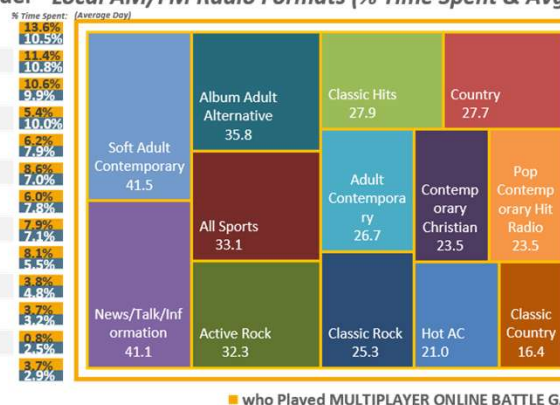
Avg. Hours+Minutes/day with Local AM/FM Radio: Adults 18 or older

1:02

1:11

who Played MULTIPLAYER ONLINE BATTLE GAMES past 30 days

MSP



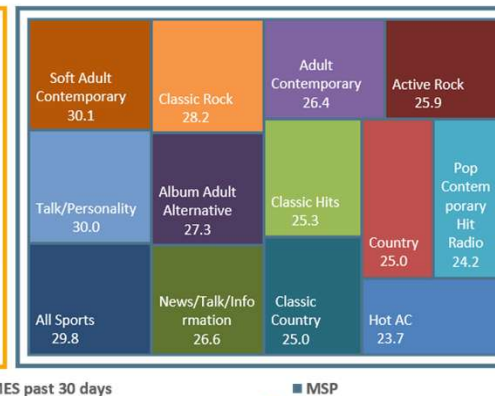
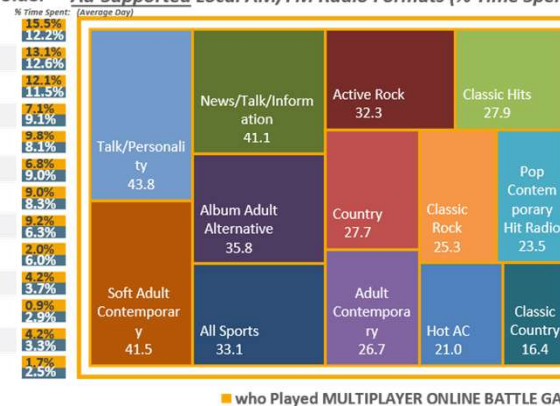
	Average Week	Total Persons	
Hot AC	121,272	911,653	50.4%
Country	77,284	857,728	29.5%
Classic Hits	71,027	811,079	26.6%
Adult Contemporary	43,351	618,652	18.0%
Pop Contemporary Hit Radio	68,685	552,976	28.6%
Classic Rock	44,107	569,579	18.7%
All Sports	44,587	458,846	18.5%
Active Rock	46,899	455,128	16.5%
News/Talk/Information	8,150	399,284	3.4%
Album Adult Alternative	19,310	244,601	8.0%
Classic Country	8,210	217,584	3.8%
Soft Adult Contemporary	16,660	195,499	6.3%
Talk/Personality	6,182	150,119	2.6%

who Played MULTIPLAYER ONLINE BATTLE GAMES past 30 days
 MSP

Avg. Hours+Minutes/day with Ad-Supported Local AM/FM Radio:
 Adults 18 or older

0:53
 who Played MULTIPLAYER ONLINE BATTLE GAMES past 30 days

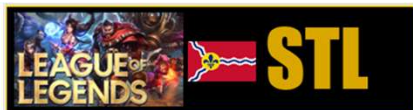
1:04
 MSP



MSP DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 117
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

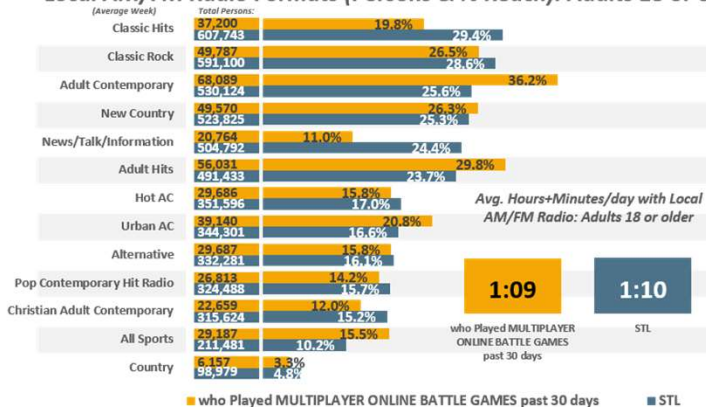
soefa.ai Share of Everything
for Anything

Ways used Internet/apps past 30 days on any device: Entertainment: Games - multiplayer online battle arena (MOBA)

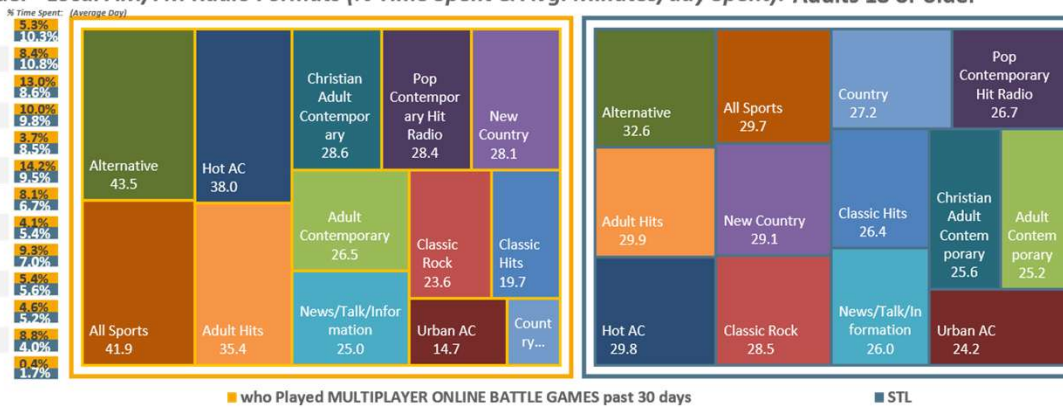


183,218 or 73.2% of Adults 18 or older who Played MULTIPLAYER ONLINE BATTLE GAMES past 30 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Adult Hits, Classic Rock, New Country, and Urban AC.

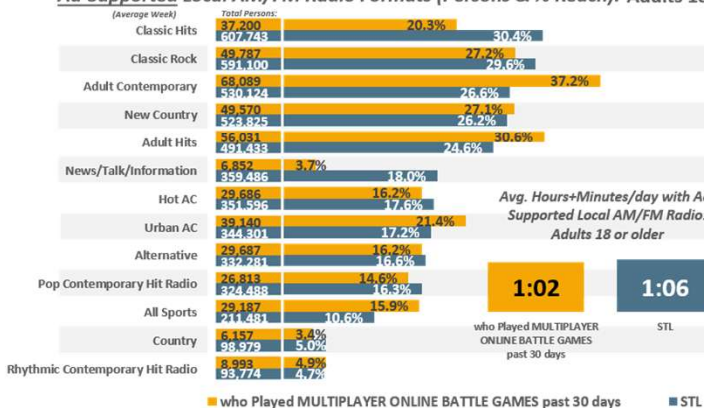
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



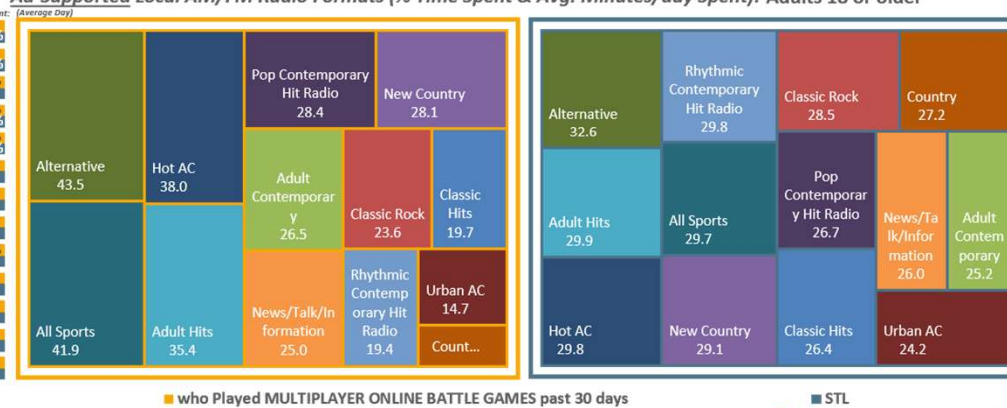
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



STL DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 135
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

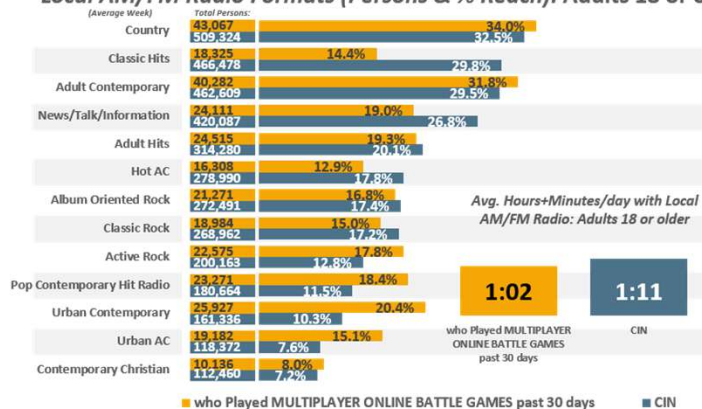
soefa.ai Share of Everything for Anything

Ways used Internet/apps past 30 days on any device: Entertainment: Games - multiplayer online battle arena (MOBA)

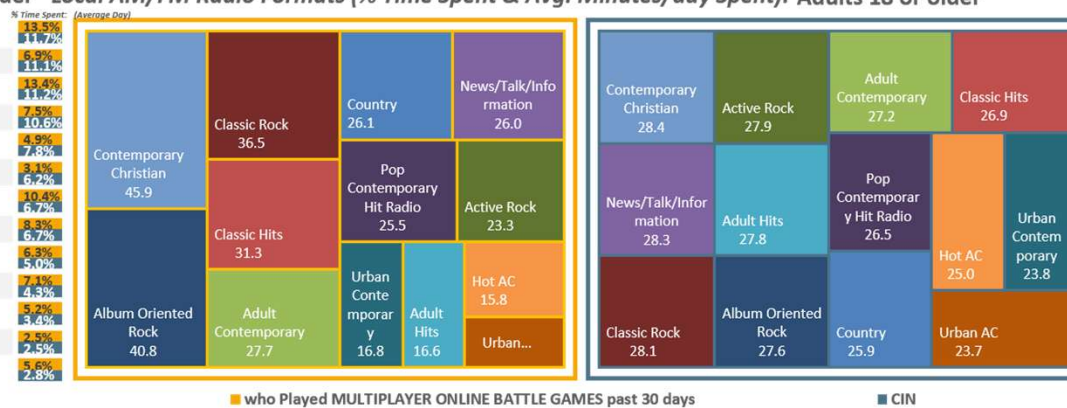


124,585 or 73.2% of Adults 18 or older who Played MULTIPLAYER ONLINE BATTLE GAMES past 30 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Country, Adult Contemporary, Urban Contemporary, Adult Hits, and Pop Contemporary Hit Radio.

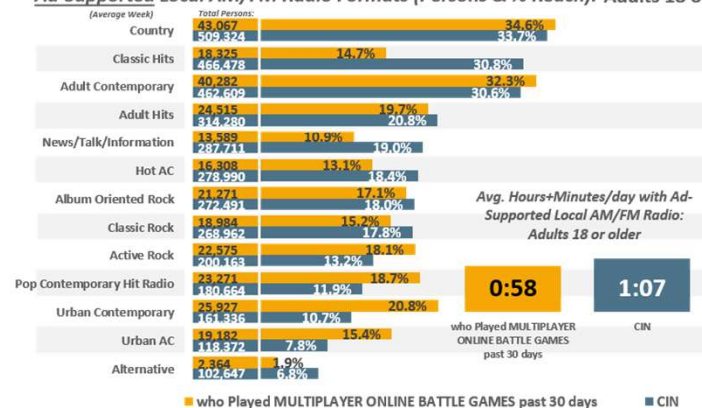
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



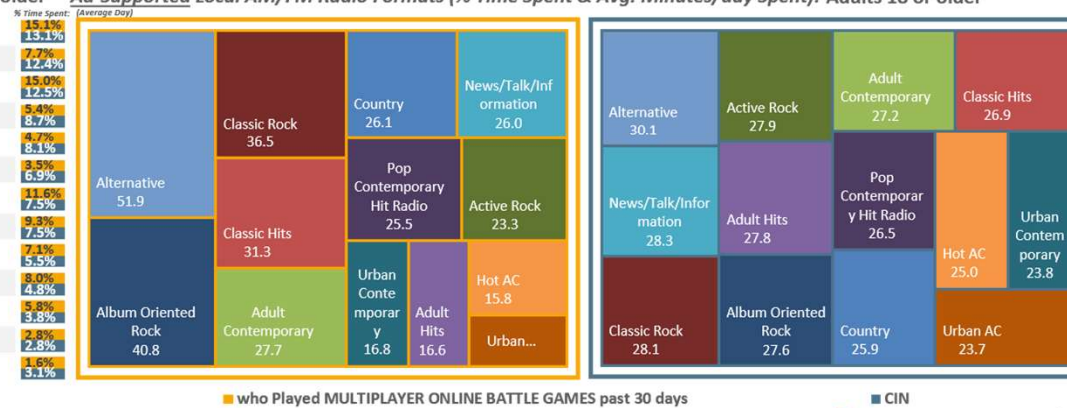
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



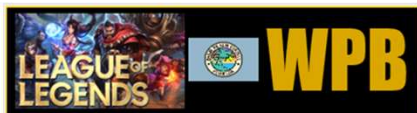
Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



CIN DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 131
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

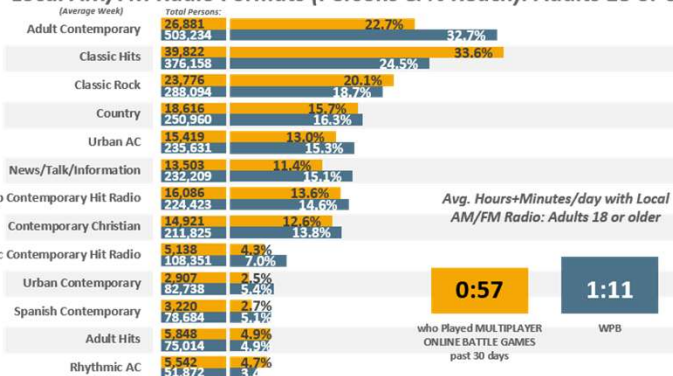
soefa.ai Share of Everything for Anything

Ways used Internet/apps past 30 days on any device: Entertainment: Games - multiplayer online battle arena (MOBA)

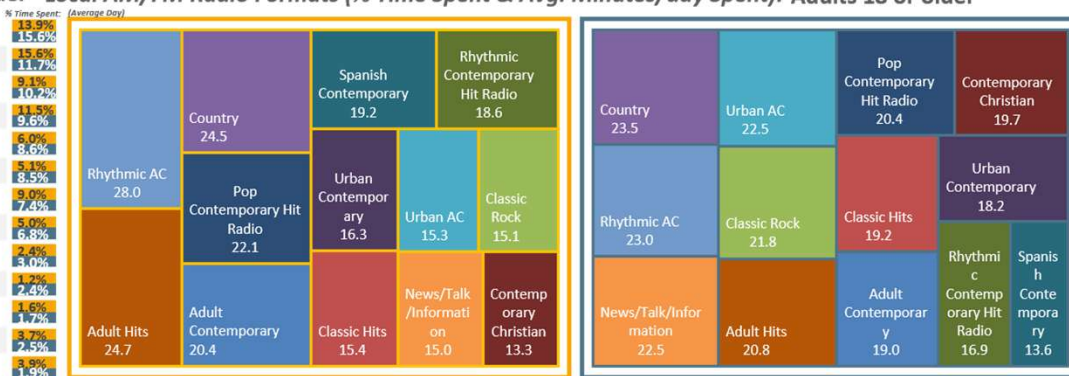


115,855 or 82.1% of Adults 18 or older who Played MULTIPLAYER ONLINE BATTLE GAMES past 30 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Classic Hits, Adult Contemporary, Classic Rock, Country, and Pop Contemporary Hit Radio.

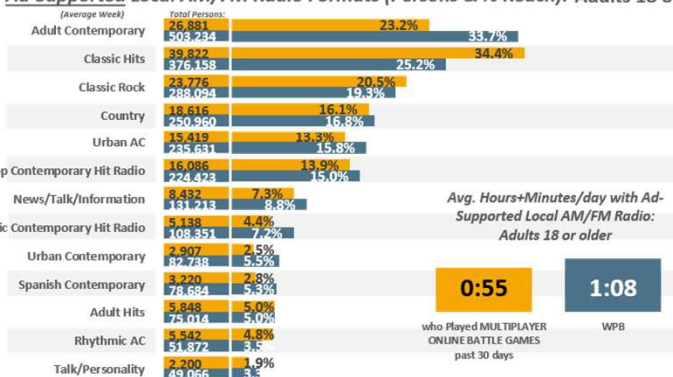
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



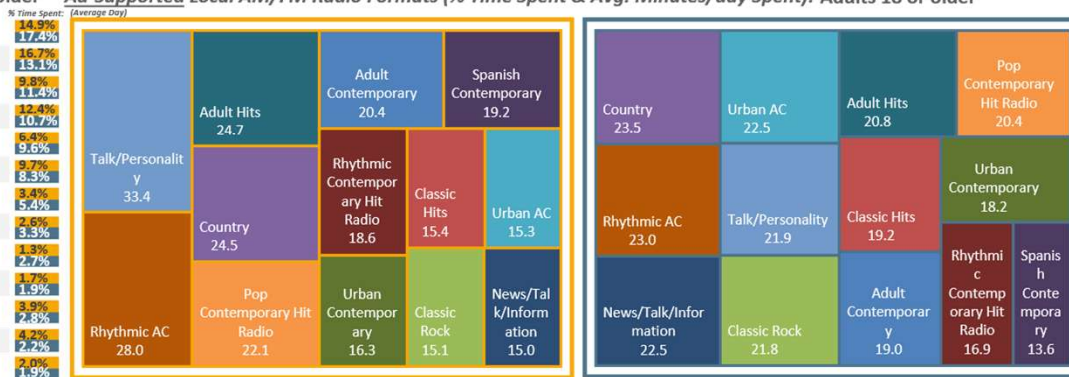
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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

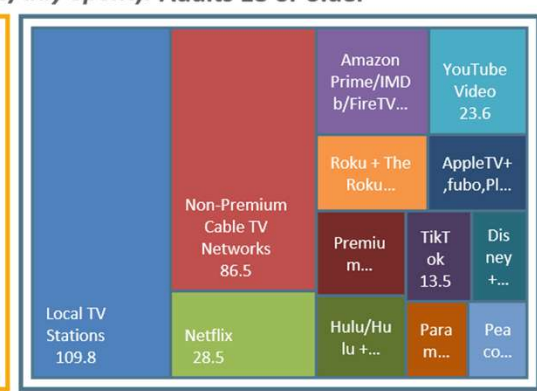
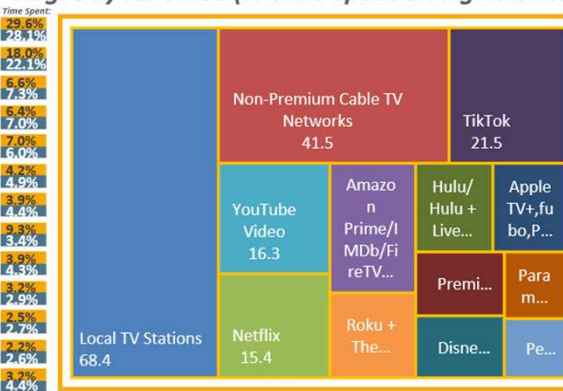
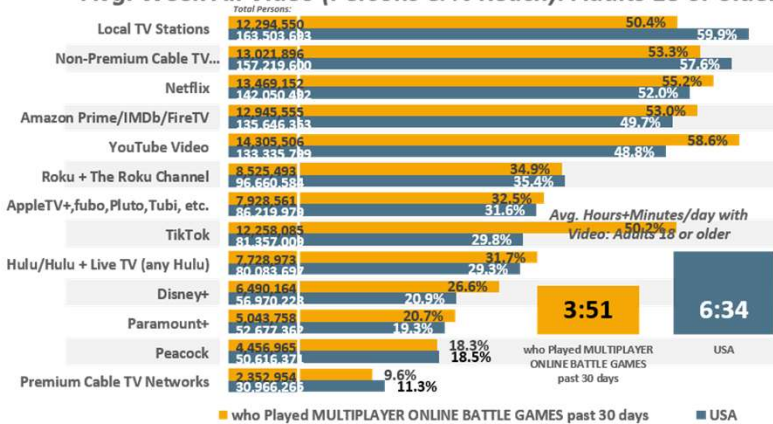




12,102,336 or 49.6% of Adults 18 or older who Played MULTIPLAYER ONLINE BATTLE GAMES past 30 days watch Ad-Supported Local TV Stations for an average of 64.9 minutes every day representing 33.9% of all time spent daily with Ad-Supported Video.

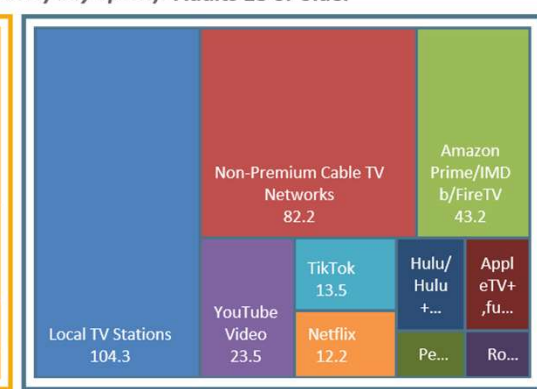
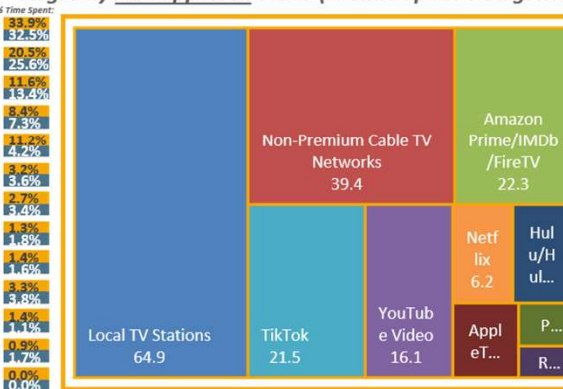
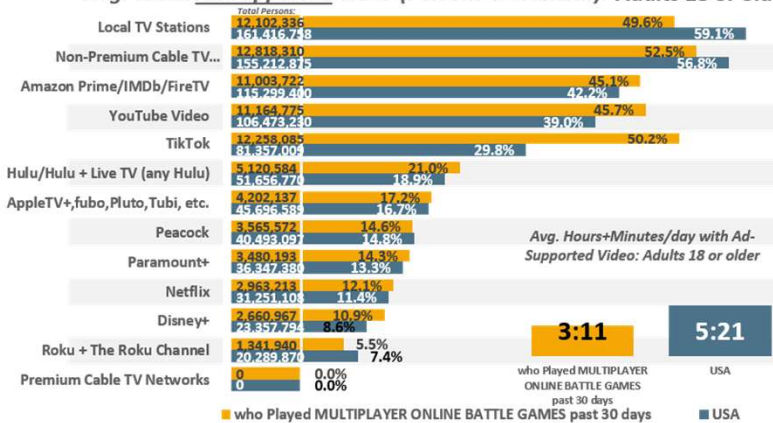
Avg. Week All Video (Persons & % Reach): Adults 18 or older

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 2026: Jan25-Mar26 Qual Intab 1,889
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything

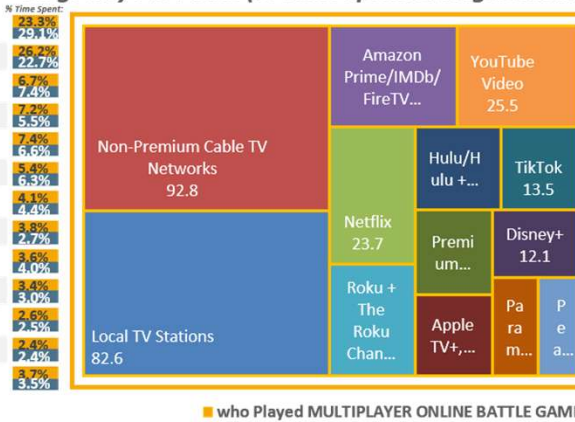
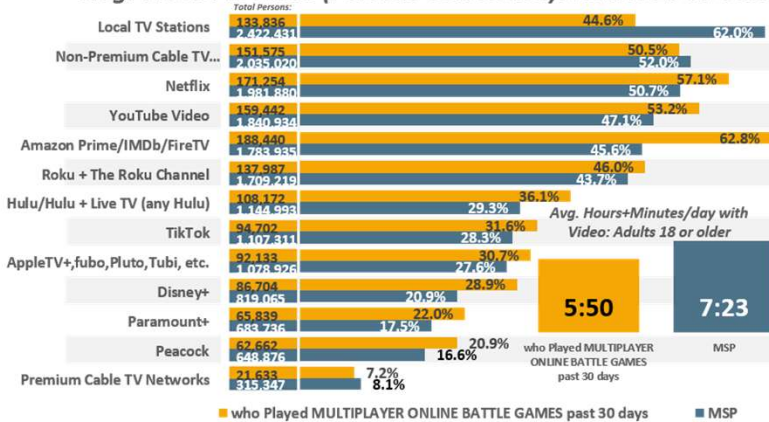
Ways used Internet/apps past 30 days on any device: Entertainment: Games - multiplayer online battle arena (MOBA)



130,252 or 43.4% of Adults 18 or older who Played MULTIPLAYER ONLINE BATTLE GAMES past 30 days watch Ad-Supported Local TV Stations for an average of 76.8 minutes every day representing 26.9% of all time spent daily with Ad-Supported Video.

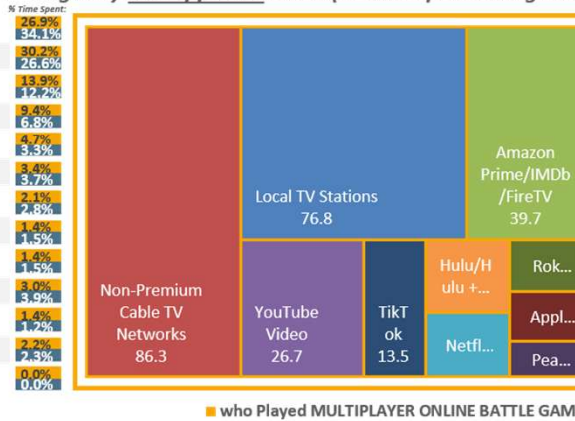
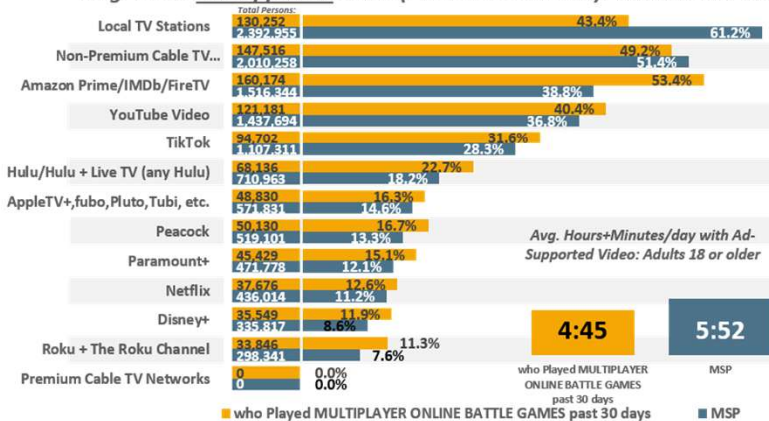
Avg. Week All Video (Persons & % Reach): Adults 18 or older

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



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

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



MSP DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 117
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything

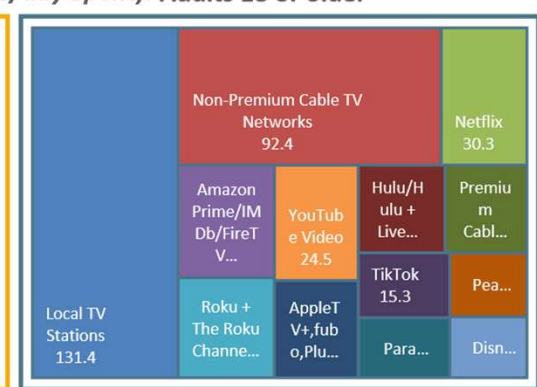
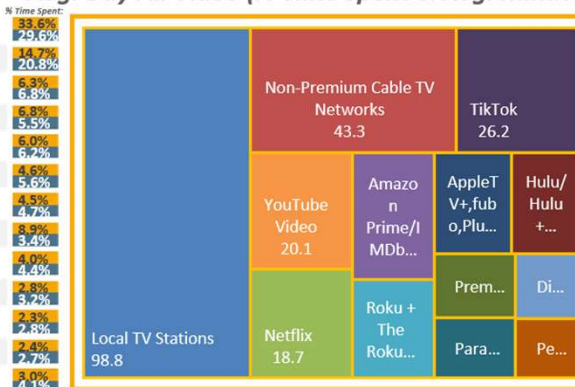
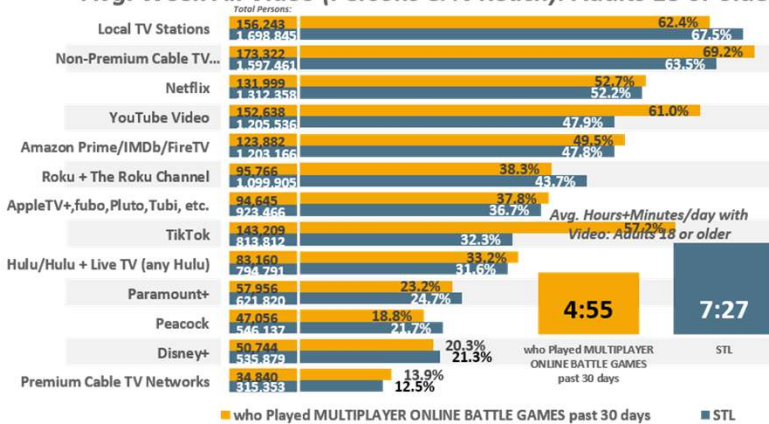
Ways used Internet/apps past 30 days on any device: Entertainment: Games - multiplayer online battle arena (MOBA)



153,171 or 61.2% of Adults 18 or older who Played MULTIPLAYER ONLINE BATTLE GAMES past 30 days watch Ad-Supported Local TV Stations for an average of 93.6 minutes every day representing 38.9% of all time spent daily with Ad-Supported Video.

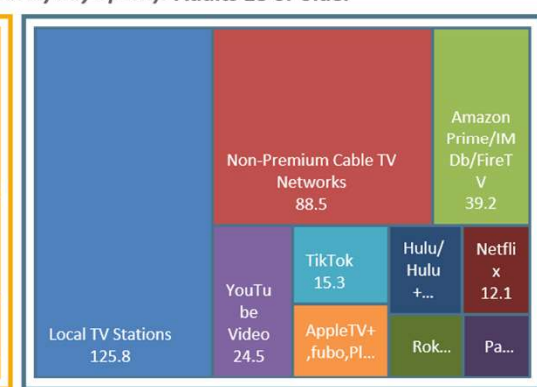
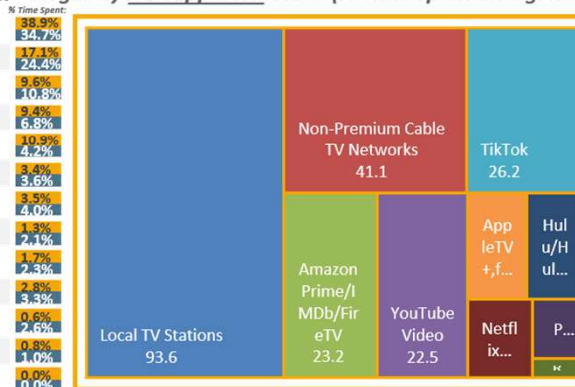
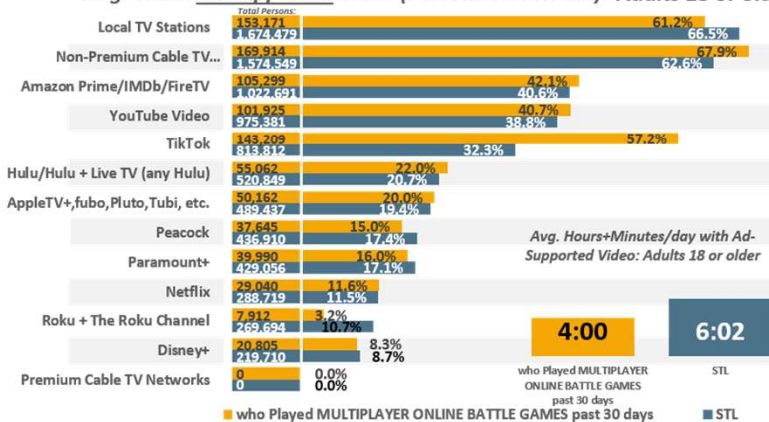
Avg. Week All Video (Persons & % Reach): Adults 18 or older

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



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

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



STL DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 135
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything

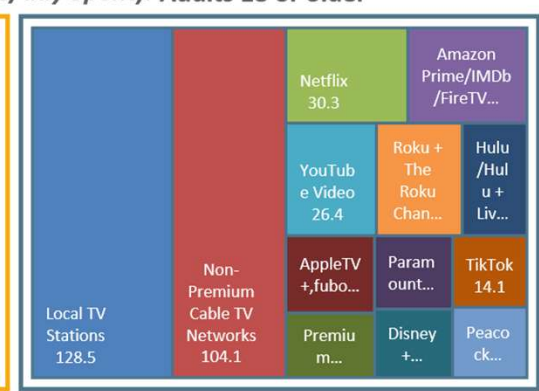
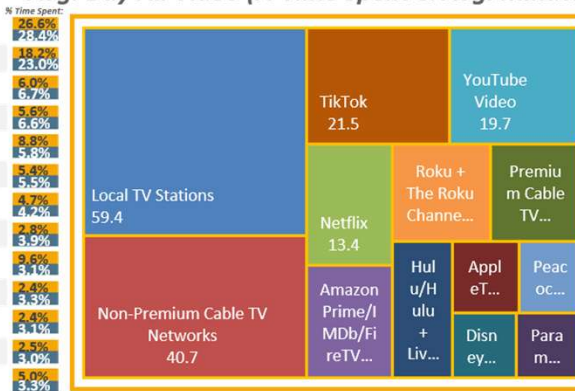
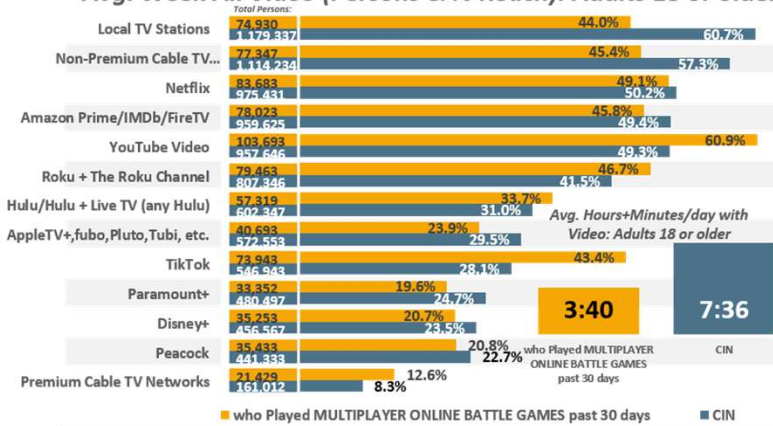
Ways used Internet/apps past 30 days on any device: Entertainment: Games - multiplayer online battle arena (MOBA)



73,968 or 43.4% of Adults 18 or older who Played MULTIPLAYER ONLINE BATTLE GAMES past 30 days watch Ad-Supported Local TV Stations for an average of 56.1 minutes every day representing 31.1% of all time spent daily with Ad-Supported Video.

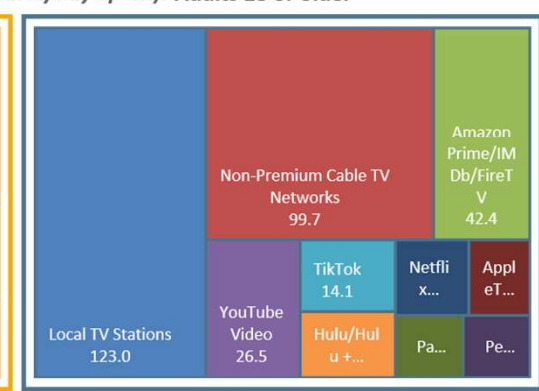
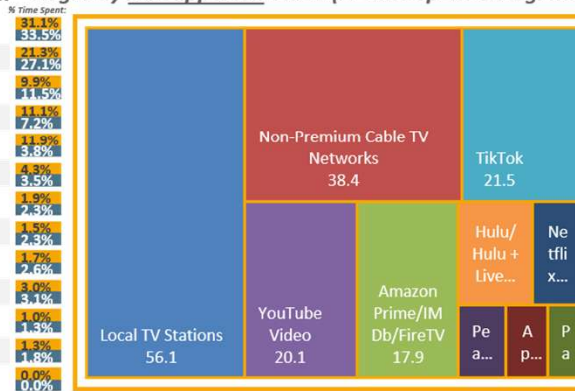
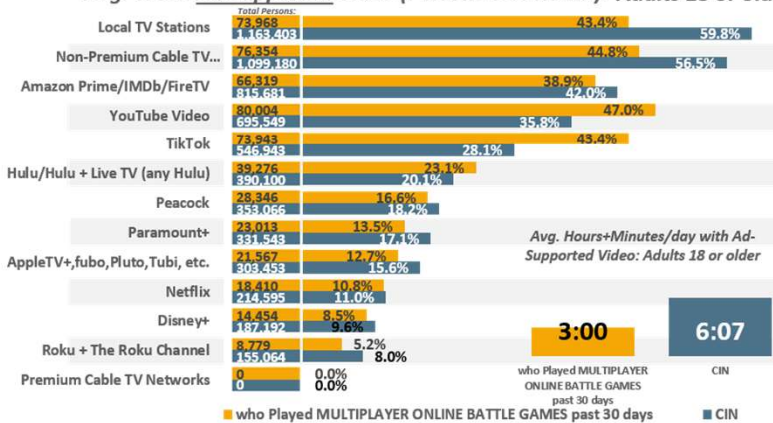
Avg. Week All Video (Persons & % Reach): Adults 18 or older

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



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

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



CIN DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 131
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything

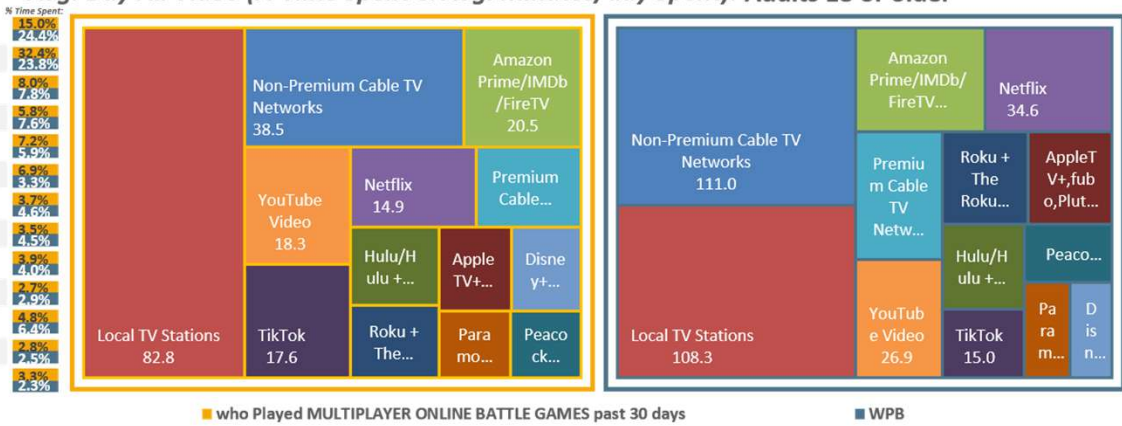
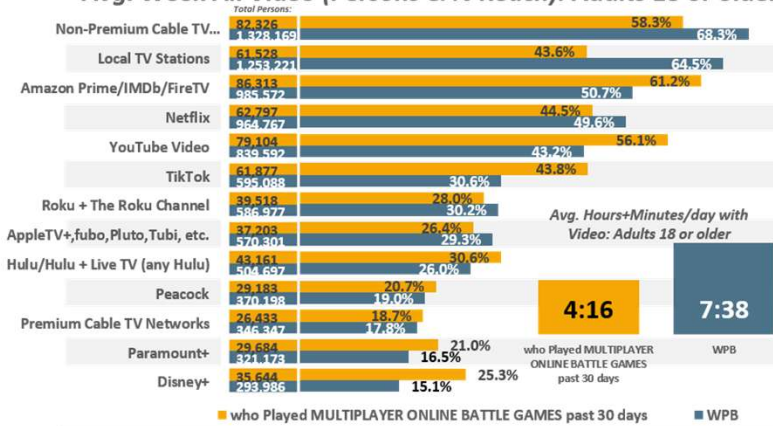
Ways used Internet/apps past 30 days on any device: Entertainment: Games - multiplayer online battle arena (MOBA)



61,289 or 43.4% of Adults 18 or older who Played MULTIPLAYER ONLINE BATTLE GAMES past 30 days watch Ad-Supported Local TV Stations for an average of 80.7 minutes every day representing 36.9% of all time spent daily with Ad-Supported Video.

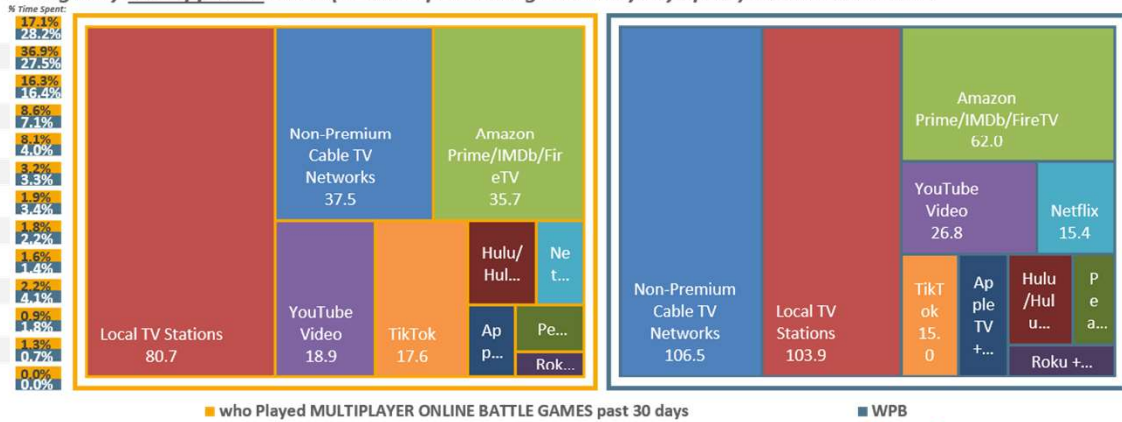
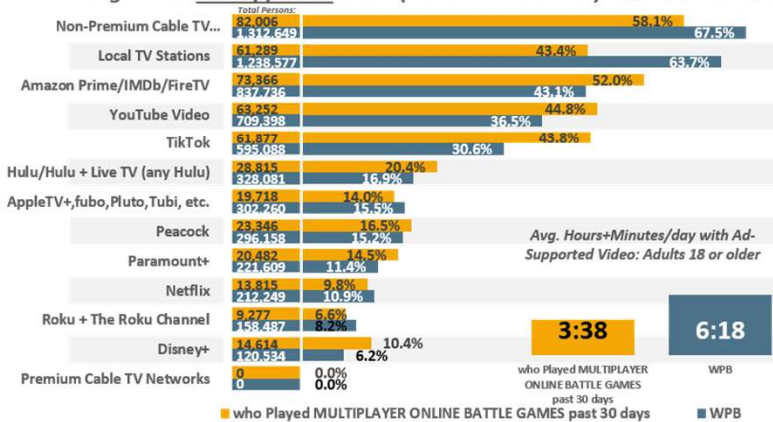
Avg. Week All Video (Persons & % Reach): Adults 18 or older

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



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

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



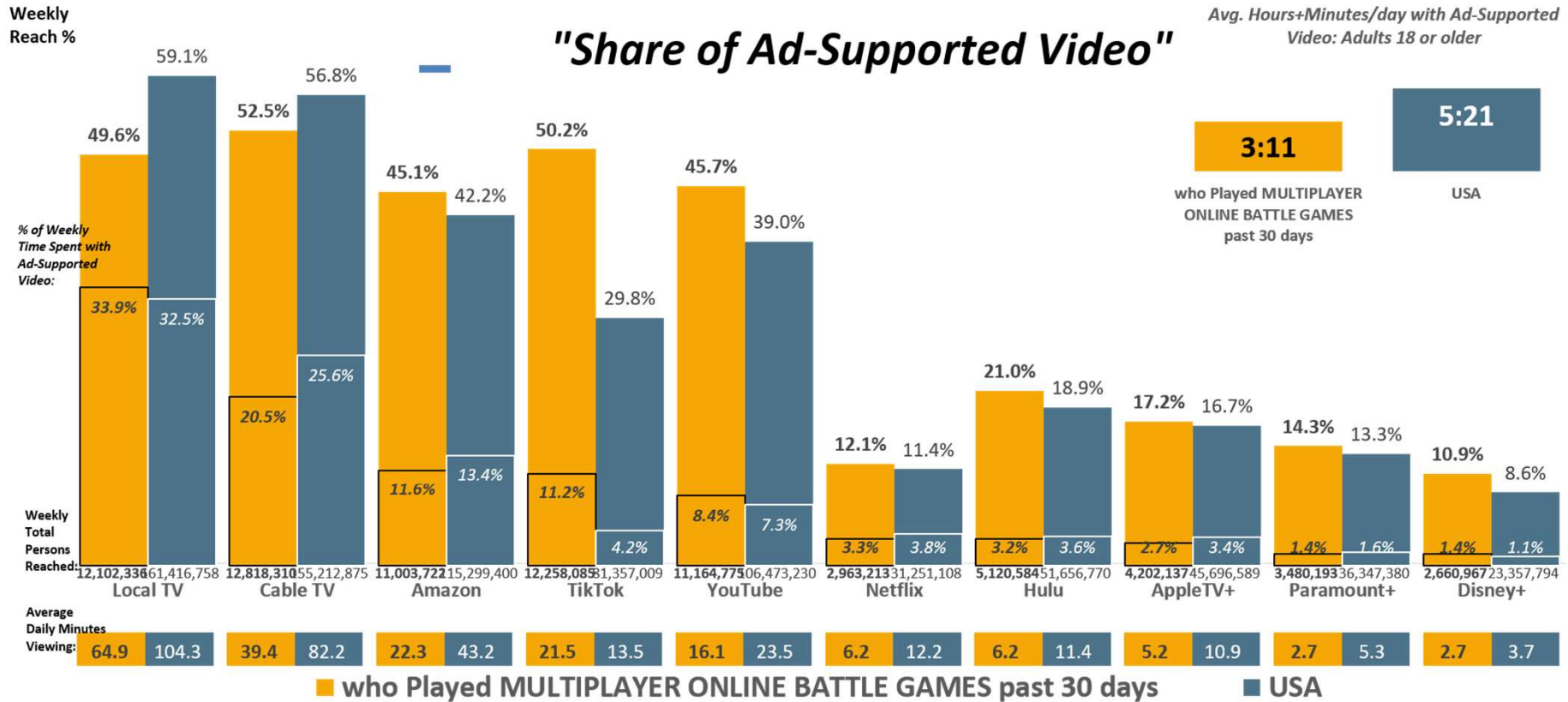
WPB DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab 165
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything

Ways used Internet/apps past 30 days on any device: Entertainment: Games - multiplayer online battle arena (MOBA)



12,102,336 or 49.6% of Adults 18 or older who Played MULTIPLAYER ONLINE BATTLE GAMES past 30 days watch Ad-Supported Local TV Stations for an average of 64.9 minutes every day representing 33.9% of all time spent daily with Ad-Supported Video.



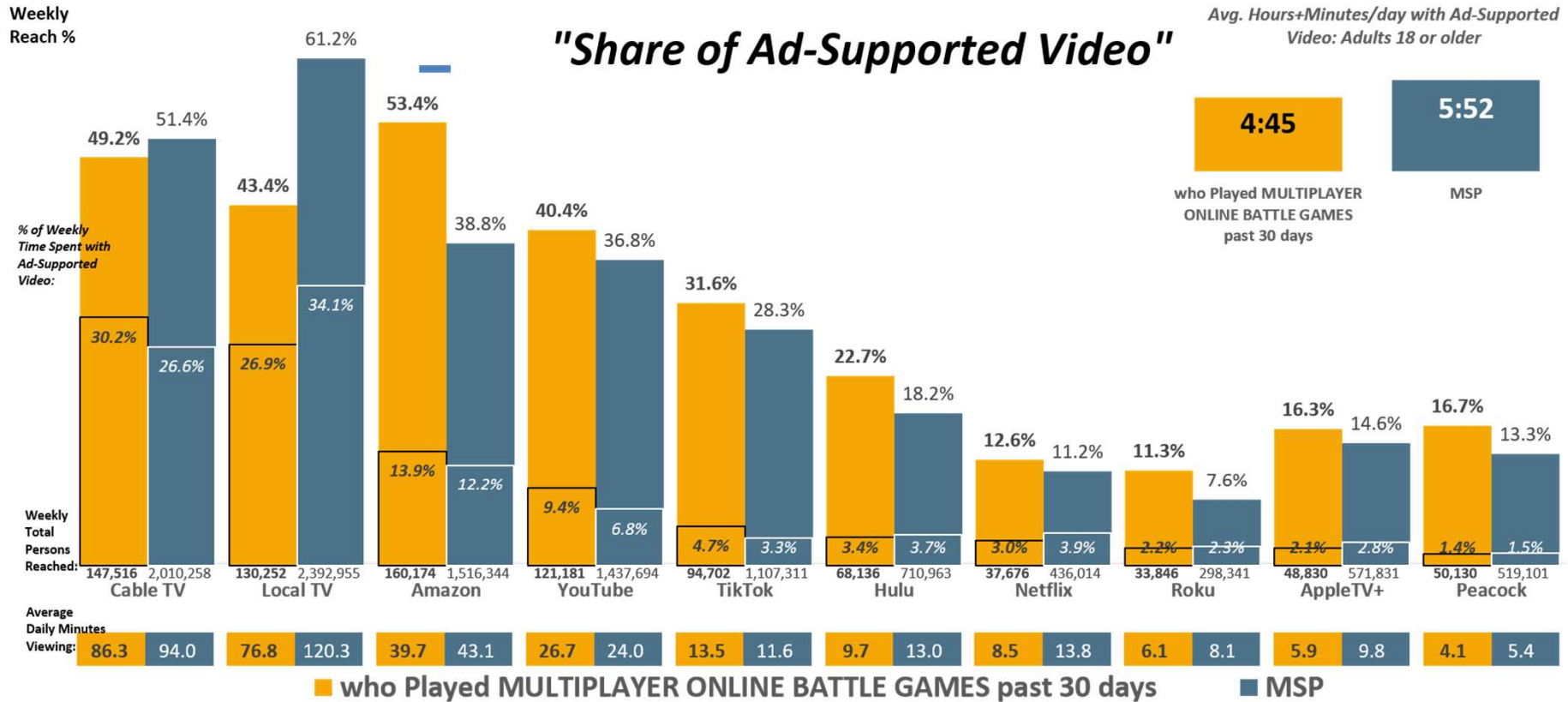
USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 1,889 Scarborough R1 2026: Jan25-Mar26 USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 24,338
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything

Ways used Internet/apps past 30 days on any device: Entertainment: Games - multiplayer online battle arena (MOBA)



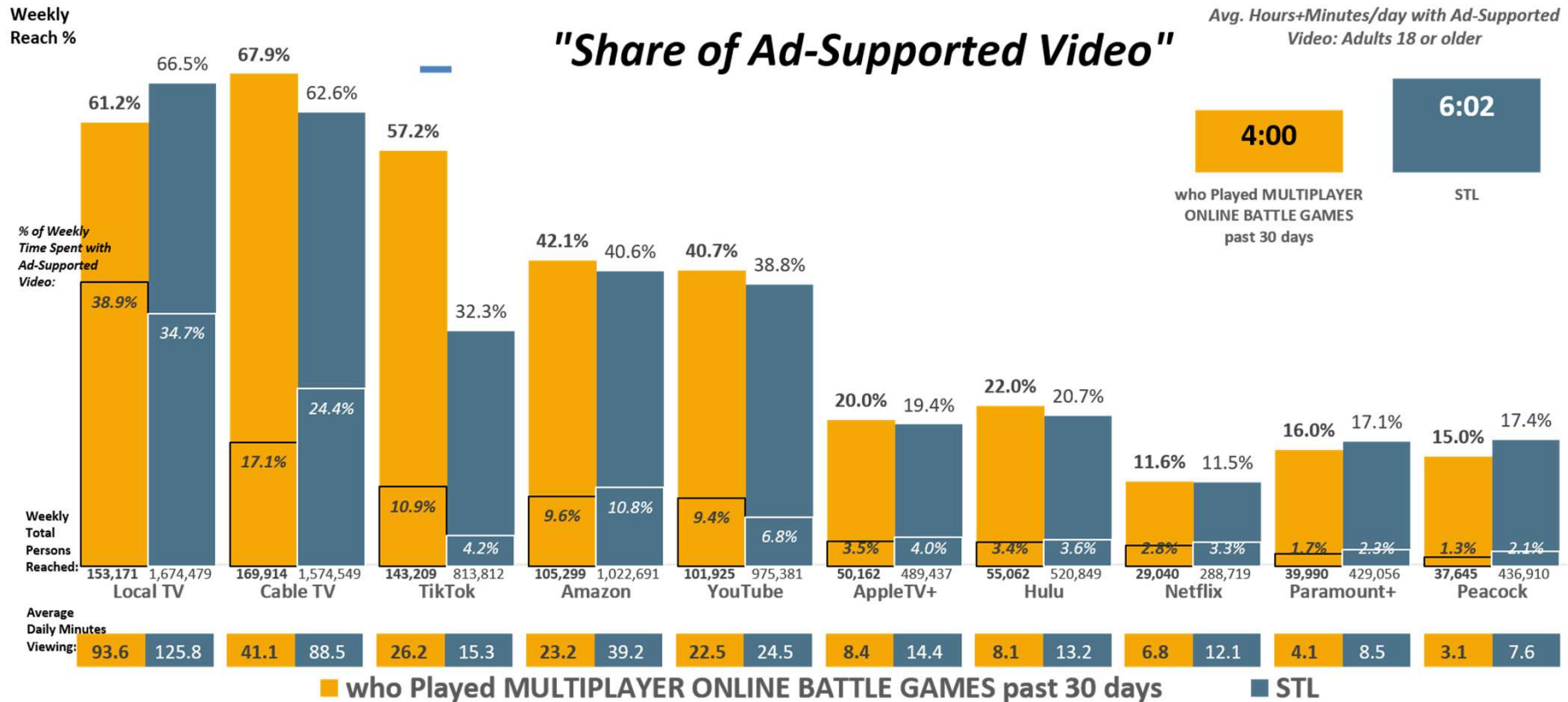
130,252 or 43.4% of Adults 18 or older who Played MULTIPLAYER ONLINE BATTLE GAMES past 30 days watch Ad-Supported Local TV Stations for an average of 76.8 minutes every day representing 26.9% of all time spent daily with Ad-Supported Video.





153,171 or 61.2% of Adults 18 or older who Played MULTIPLAYER ONLINE BATTLE GAMES past 30 days watch Ad-Supported Local TV Stations for an average of 93.6 minutes every day representing 38.9% of all time spent daily with Ad-Supported Video.

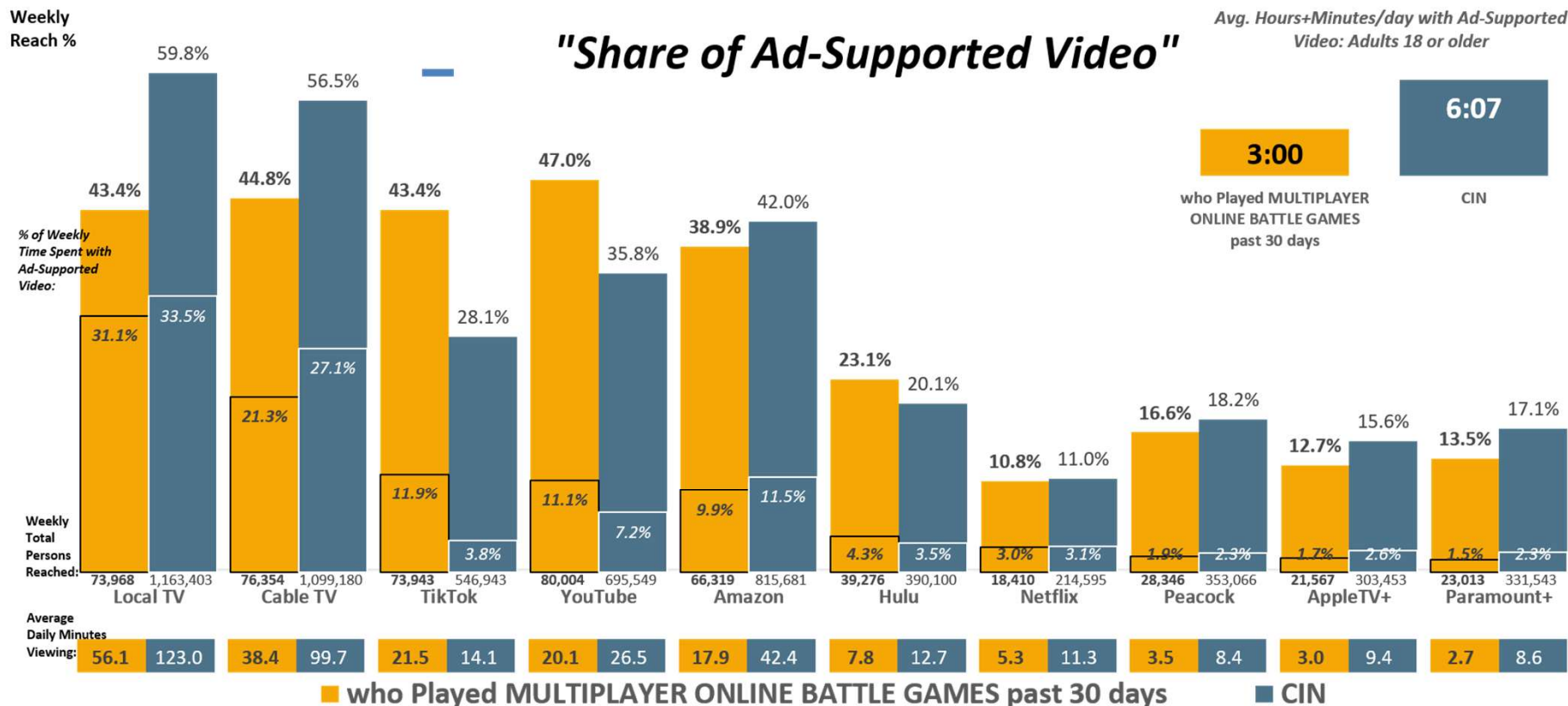
"Share of Ad-Supported Video"

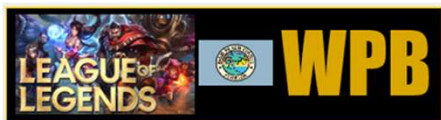




73,968 or 43.4% of Adults 18 or older who Played MULTIPLAYER ONLINE BATTLE GAMES past 30 days watch Ad-Supported Local TV Stations for an average of 56.1 minutes every day representing 31.1% of all time spent daily with Ad-Supported Video.

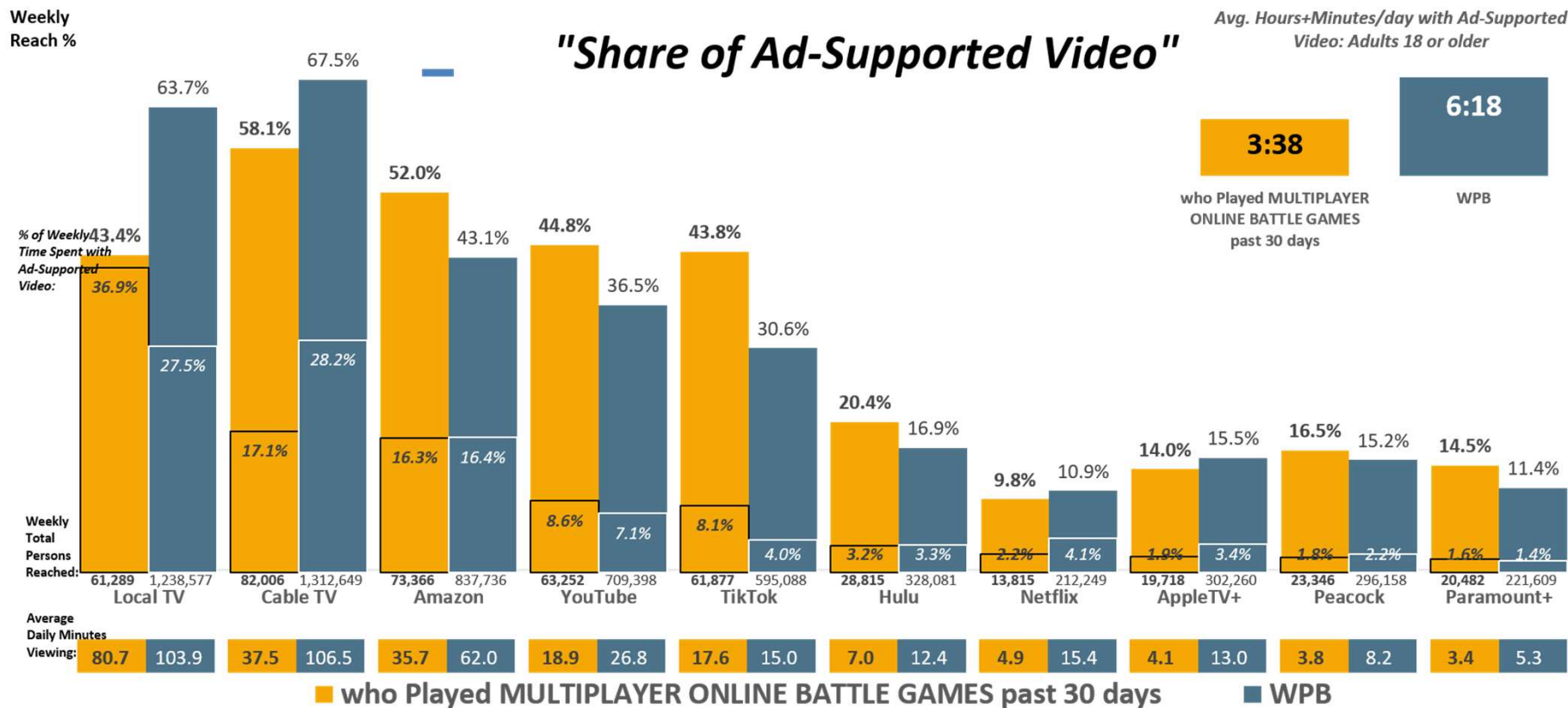
"Share of Ad-Supported Video"





61,289 or 43.4% of Adults 18 or older who Played MULTIPLAYER ONLINE BATTLE GAMES past 30 days watch Ad-Supported Local TV Stations for an average of 80.7 minutes every day representing 36.9% of all time spent daily with Ad-Supported Video.

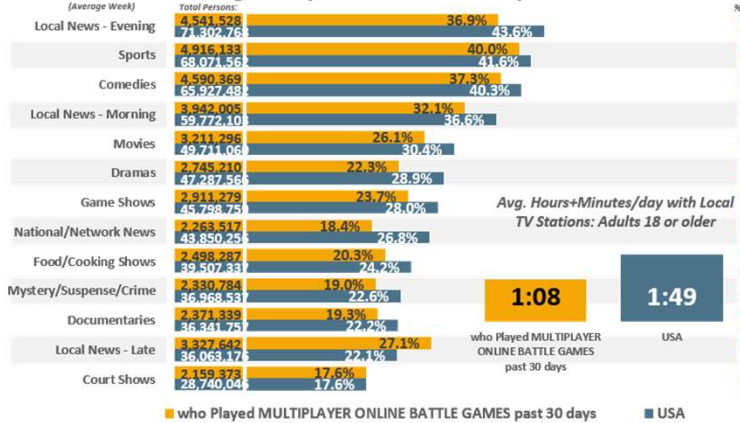
"Share of Ad-Supported Video"



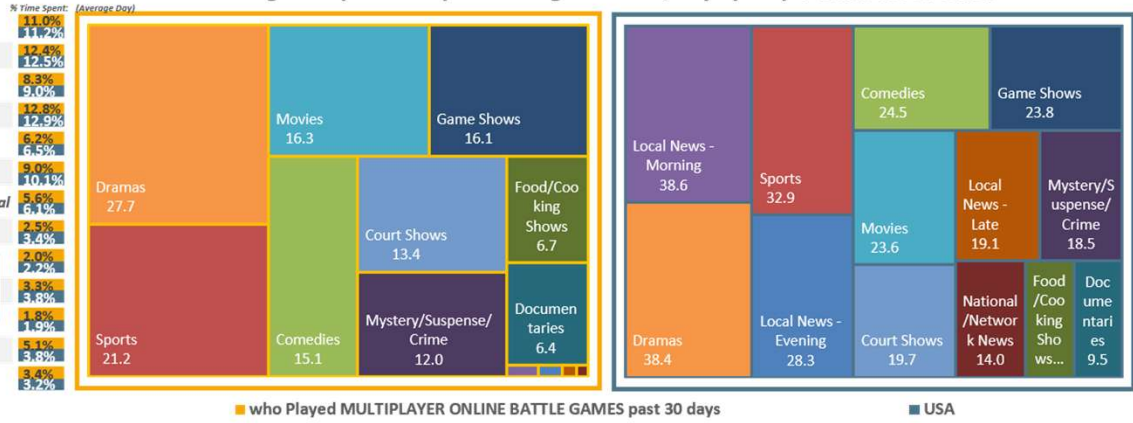


12,102,336 or 49.6% of Adults 18 or older who Played MULTIPLAYER ONLINE BATTLE GAMES past 30 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Comedies, Local News - Morning, Local News - Late, and Movies.

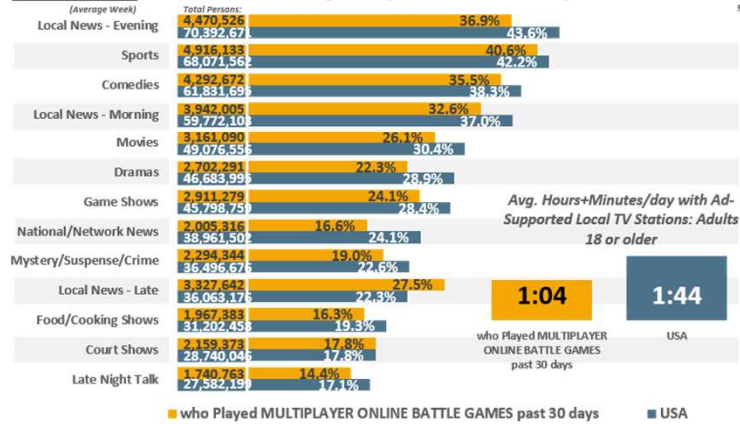
Local TV Station Programs (Persons & % Reach): Adults 18 or older



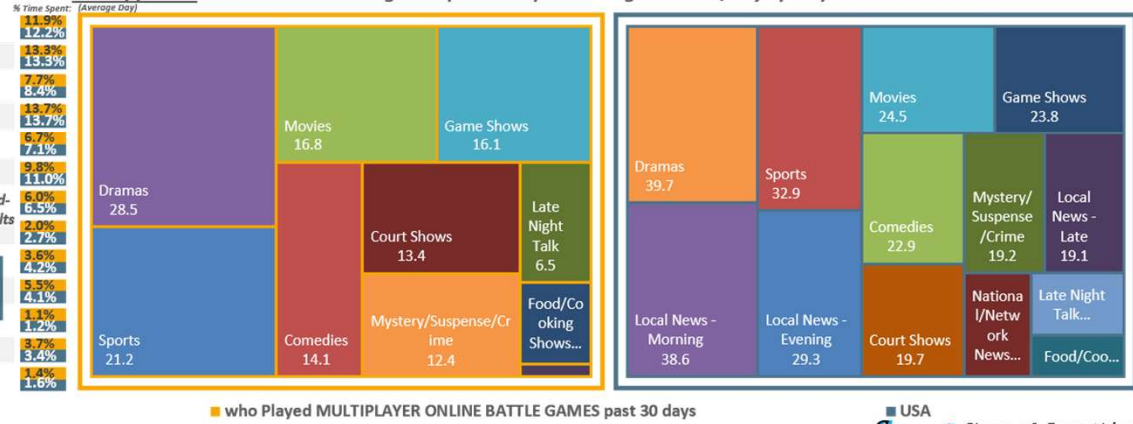
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 1,889
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

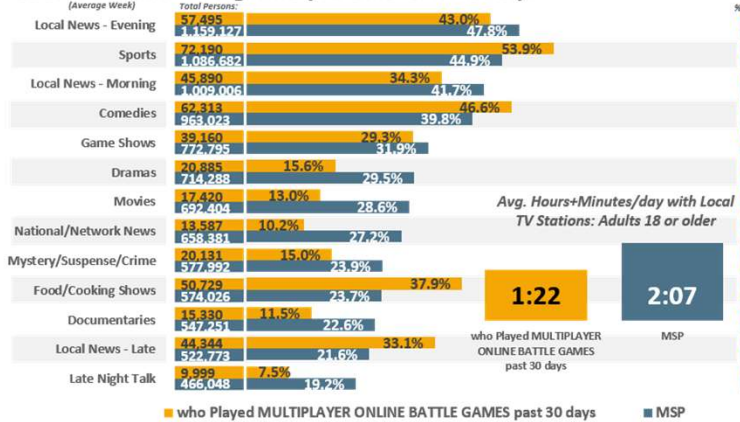
soefa.ai Share of Everything for Anything

Ways used Internet/apps past 30 days on any device: Entertainment: Games - multiplayer online battle arena (MOBA)

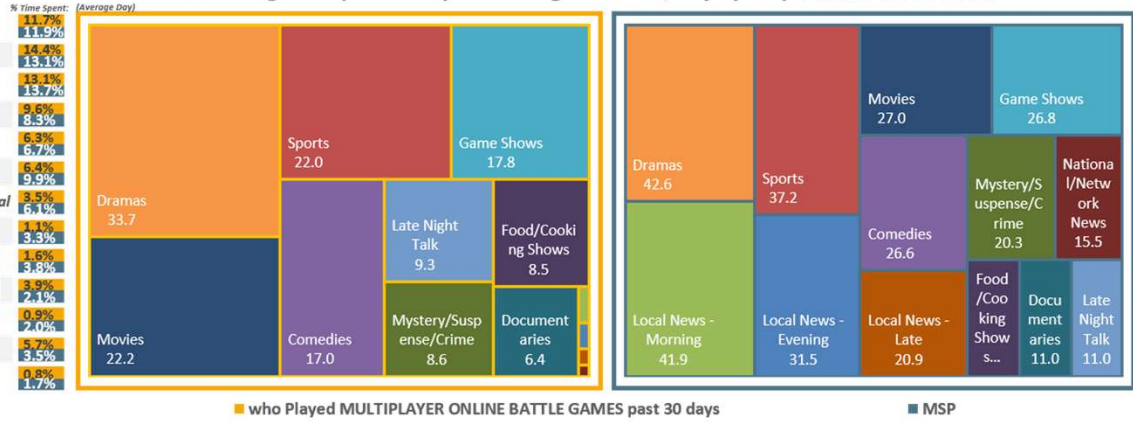


130,252 or 43.4% of Adults 18 or older who Played MULTIPLAYER ONLINE BATTLE GAMES past 30 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Comedies, Local News - Evening, Local News - Morning, Local News - Late, and Food/Cooking S

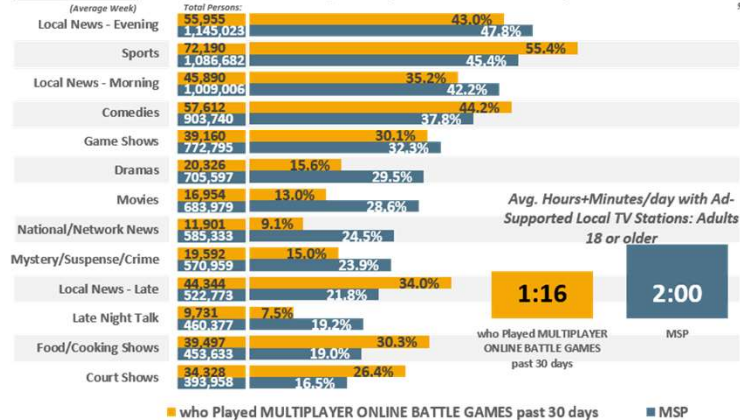
Local TV Station Programs (Persons & % Reach): Adults 18 or older



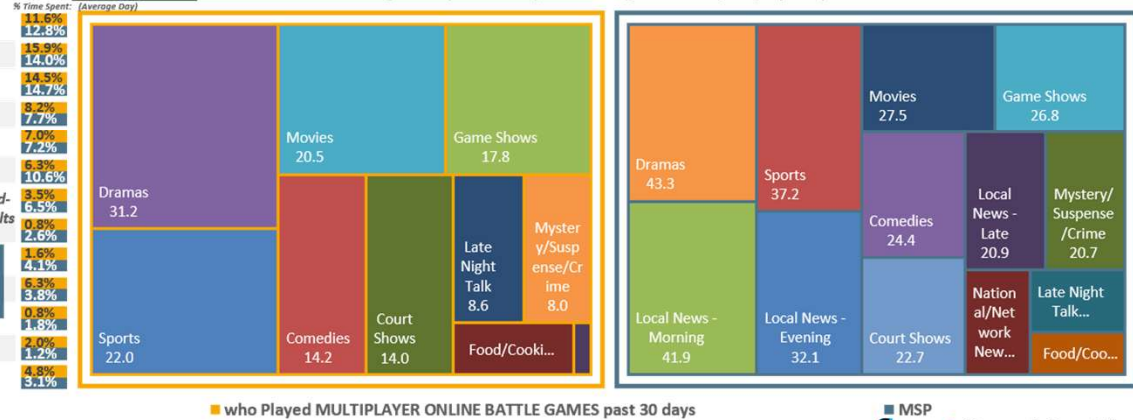
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



MSP DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 117
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

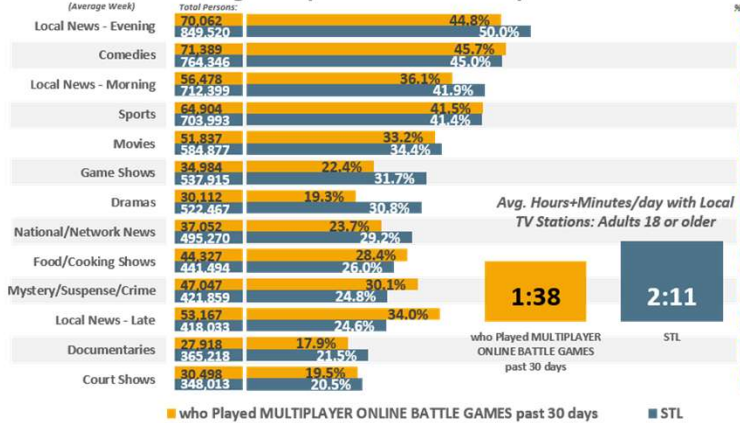
soefa.ai Share of Everything for Anything

Ways used Internet/apps past 30 days on any device: Entertainment: Games - multiplayer online battle arena (MOBA)

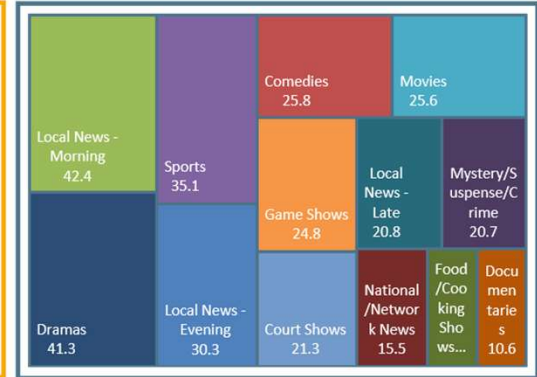
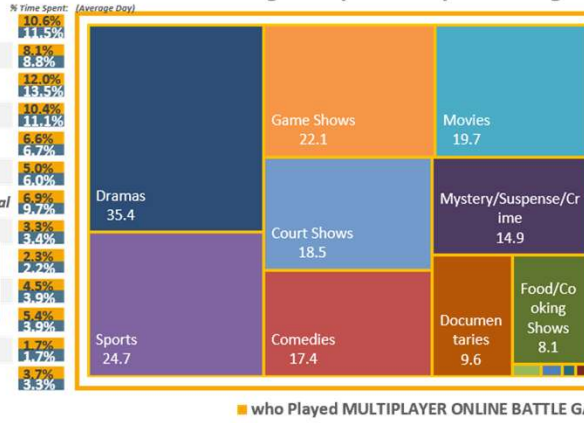


153,171 or 61.2% of Adults 18 or older who Played MULTIPLAYER ONLINE BATTLE GAMES past 30 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Comedies, Sports, Local News - Morning, Local News - Late, and Movies.

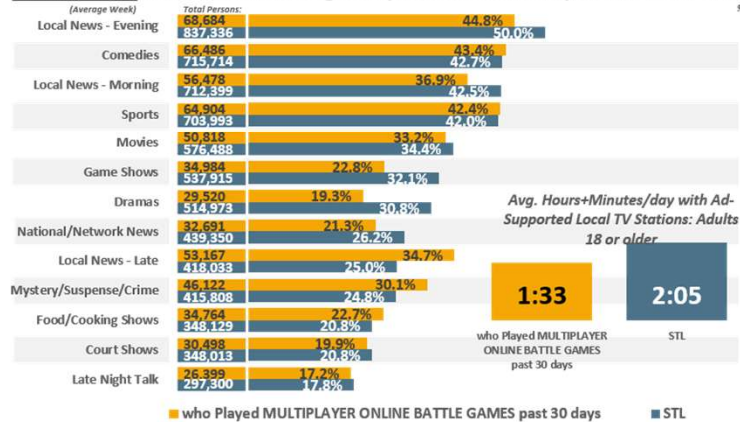
Local TV Station Programs (Persons & % Reach): Adults 18 or older



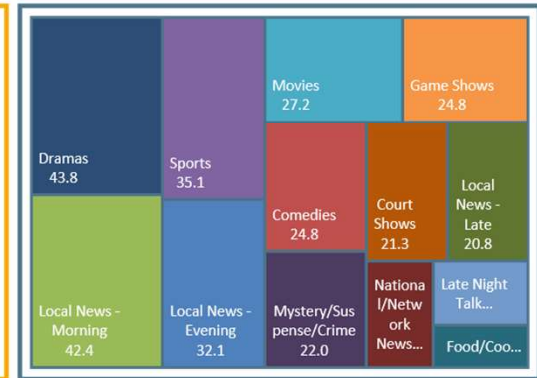
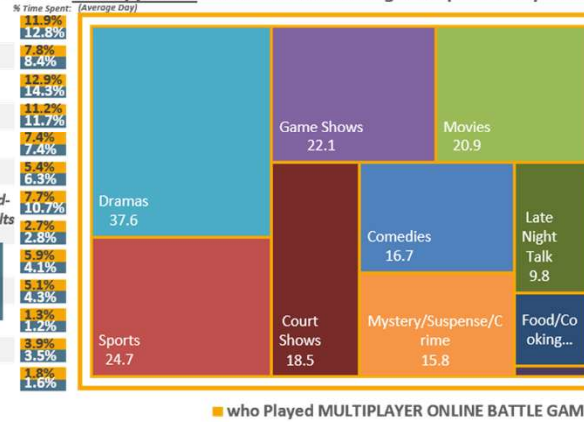
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



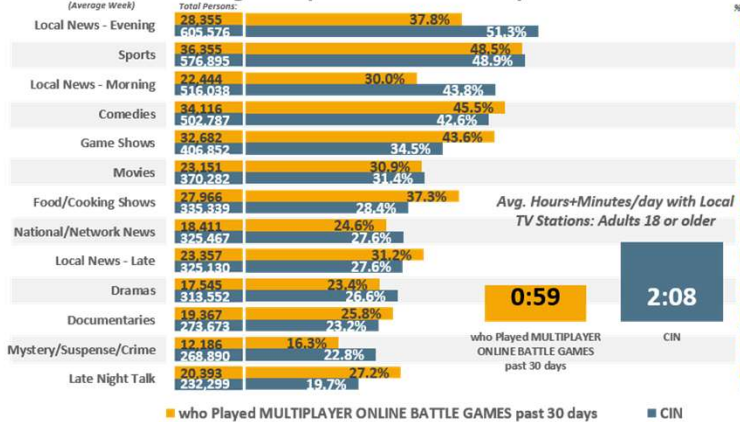
Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



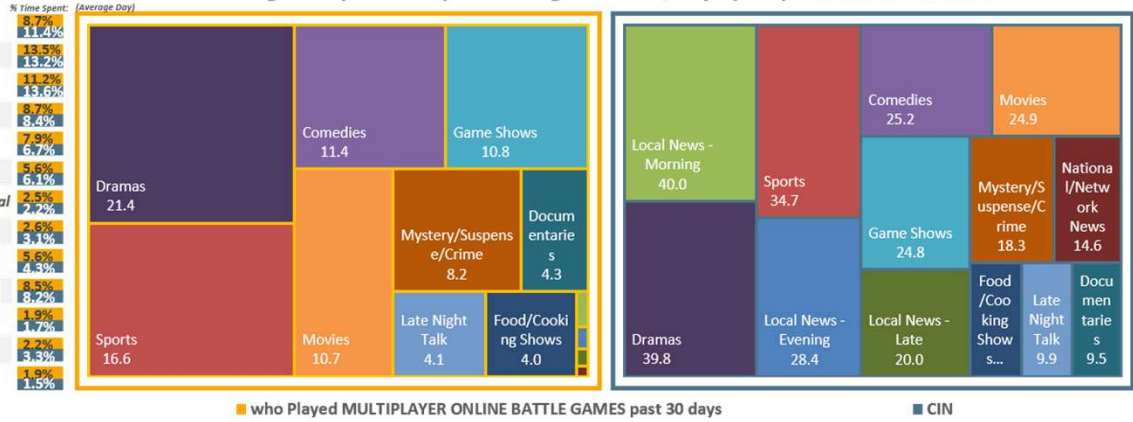


73,968 or 43.4% of Adults 18 or older who Played MULTIPLAYER ONLINE BATTLE GAMES past 30 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Game Shows, Comedies, Local News - Evening, Local News - Late, and Movies.

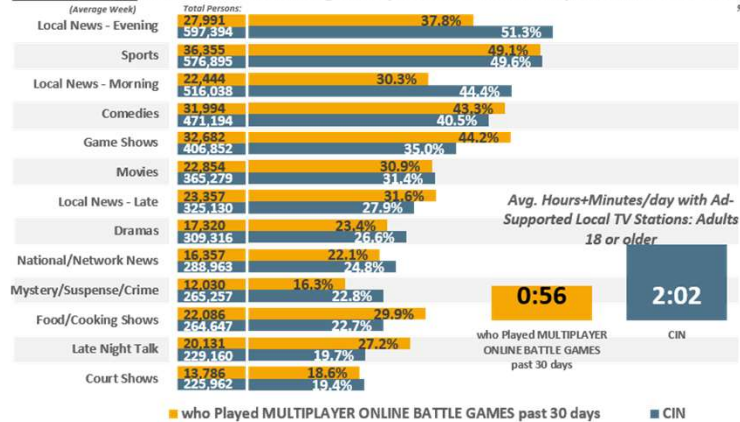
Local TV Station Programs (Persons & % Reach): Adults 18 or older



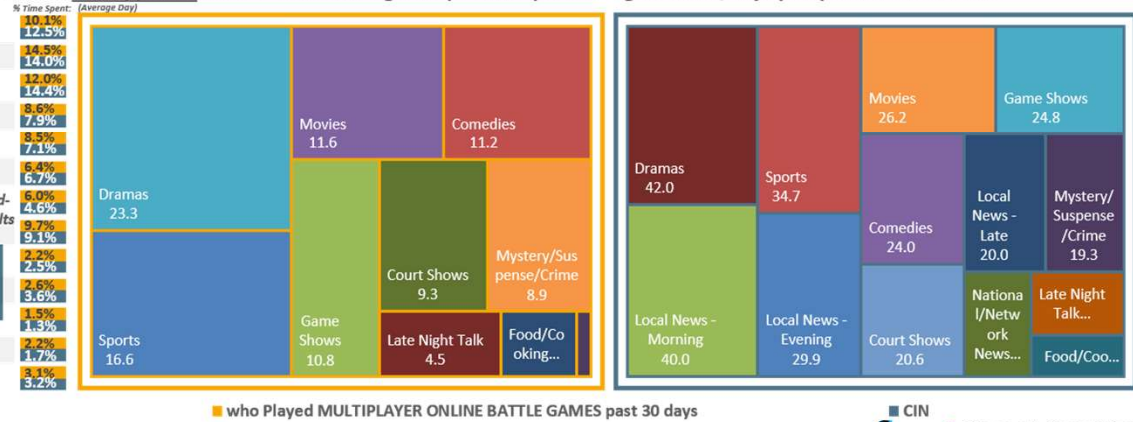
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

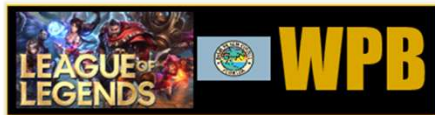


Ad-Supported Local TV Station Programs (Persons & % Reach): Adults 18 or older



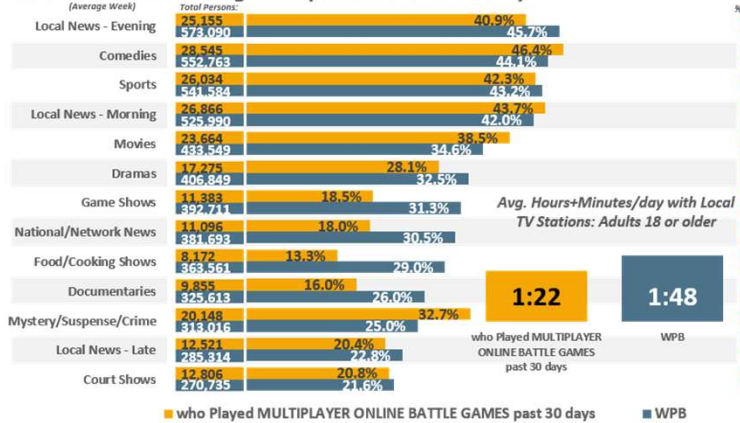
Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



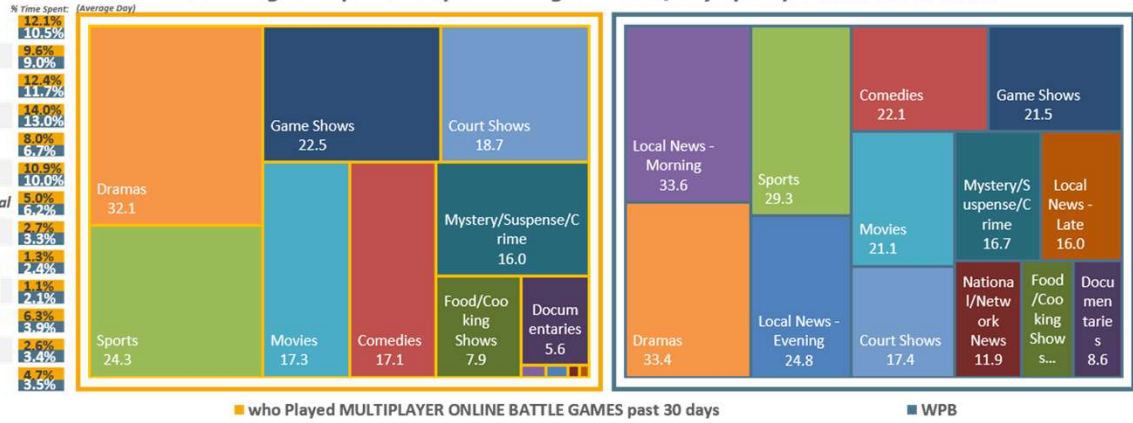


61,289 or 43.4% of Adults 18 or older who Played MULTIPLAYER ONLINE BATTLE GAMES past 30 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Comedies, Local News - Morning, Sports, Local News - Evening, Movies, and Mystery/Suspense/Crime.

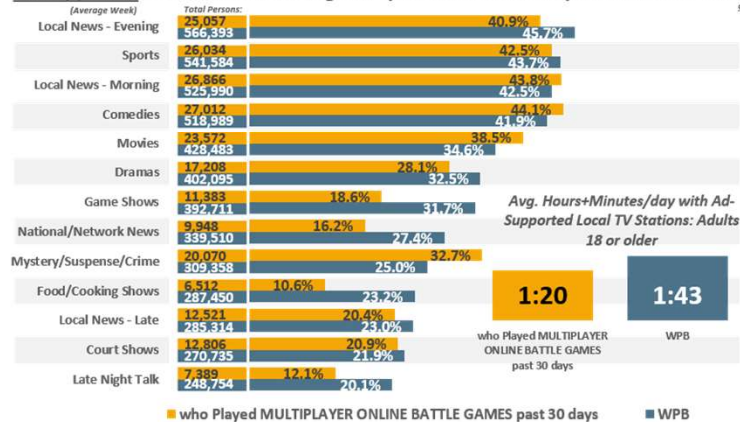
Local TV Station Programs (Persons & % Reach): Adults 18 or older



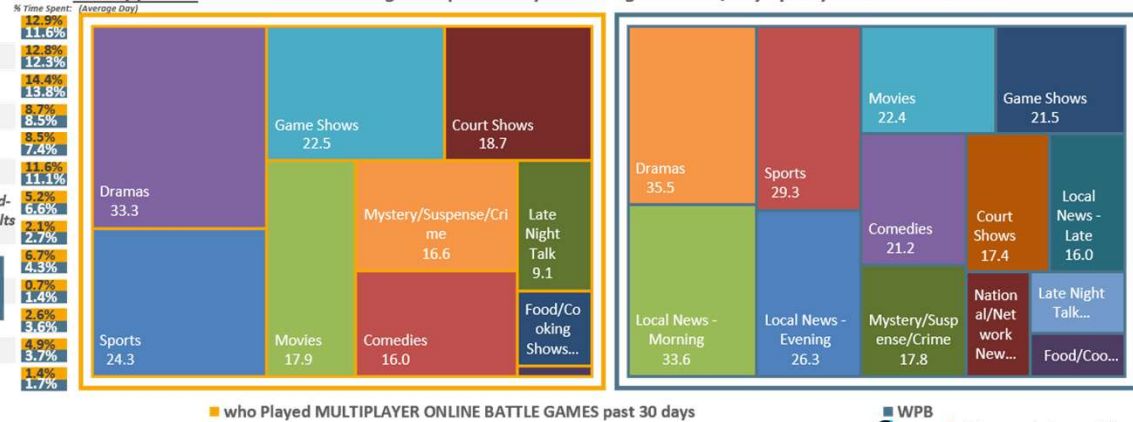
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WPB DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab 165
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything

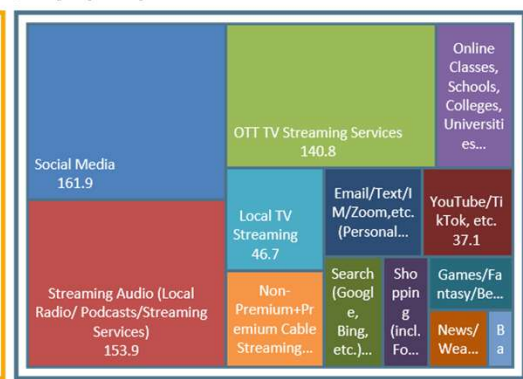
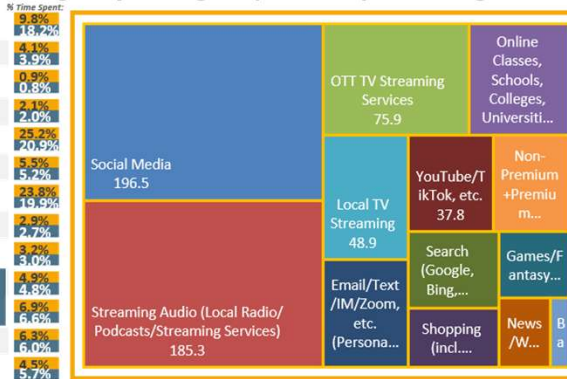
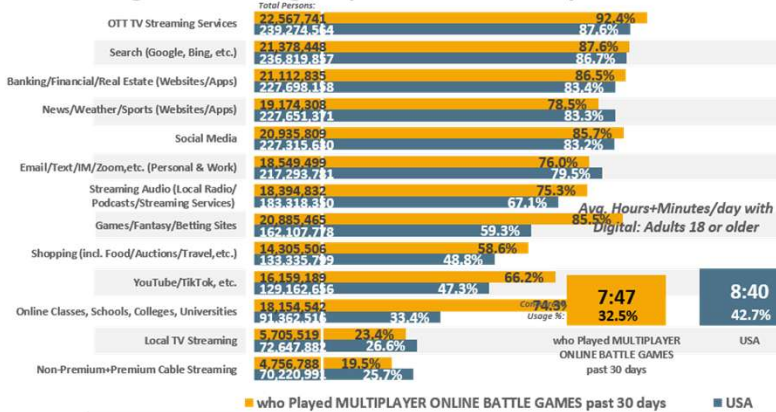
Ways used Internet/apps past 30 days on any device: Entertainment: Games - multiplayer online battle arena (MOBA)



16,498,079 or 67.6% of Adults 18 or older who Played MULTIPLAYER ONLINE BATTLE GAMES past 30 days use Ad-Supported Social Media for an average of 154.9 minutes every day representing 29.% of all time spent daily with Ad-Supported Digital Media.

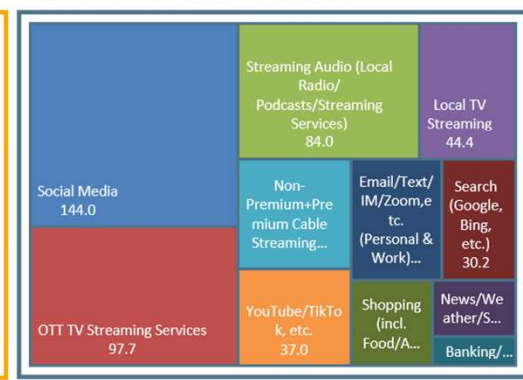
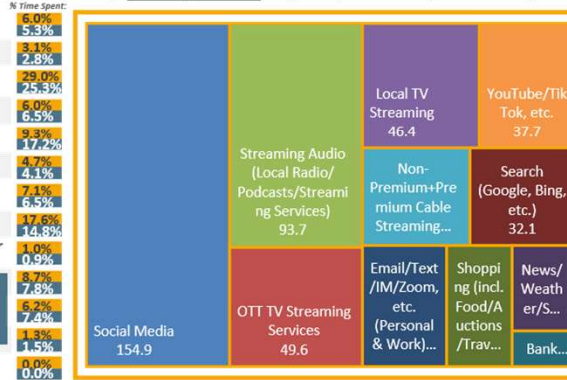
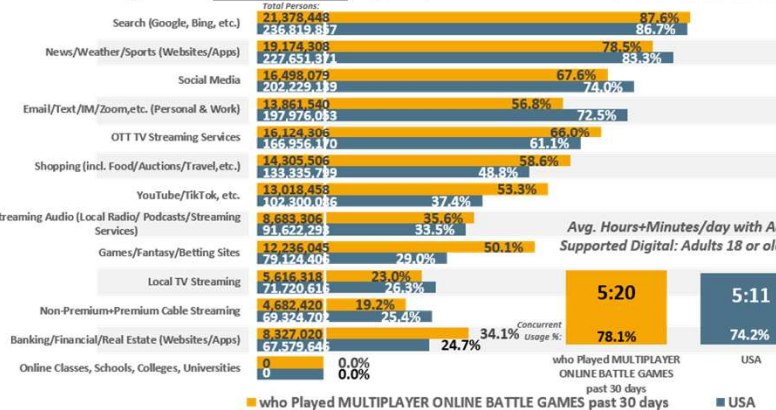
Avg. Week All Digital (Persons & % Reach): Adults 18 or older

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 2026: Jan25-Mar26 Qual Intab 1,889
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything

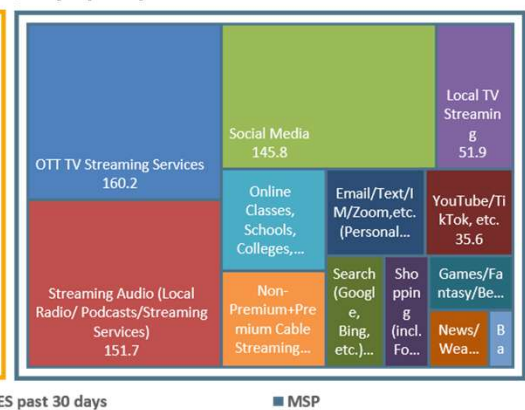
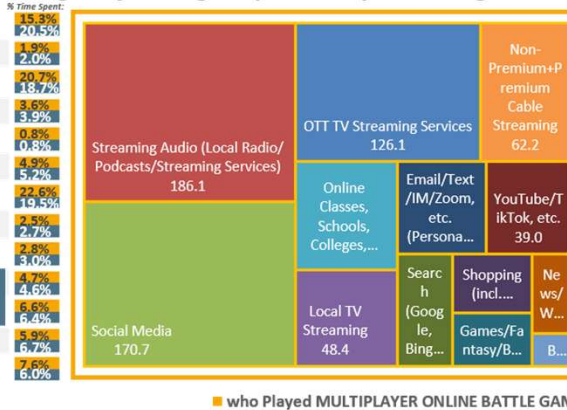
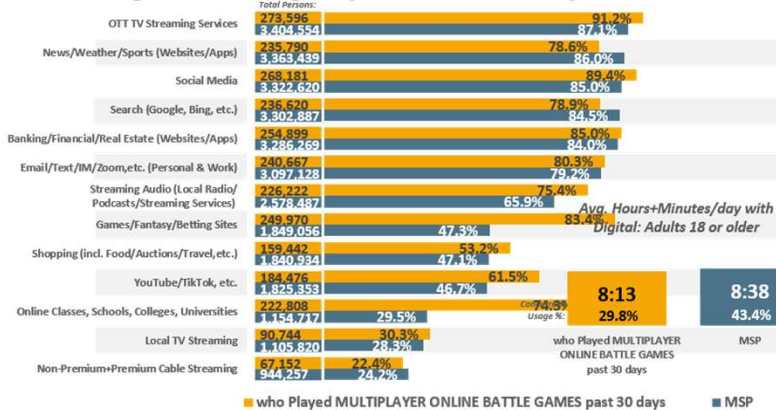
Ways used Internet/apps past 30 days on any device: Entertainment: Games - multiplayer online battle arena (MOBA)



194,731 or 64.9% of Adults 18 or older who Played MULTIPLAYER ONLINE BATTLE GAMES past 30 days use Ad-Supported Social Media for an average of 123.9 minutes every day representing 21.8% of all time spent daily with Ad-Supported Digital Media.

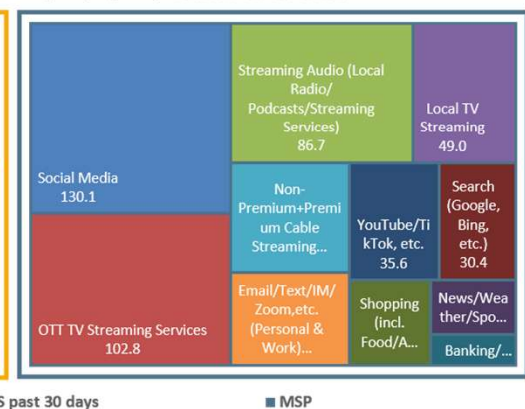
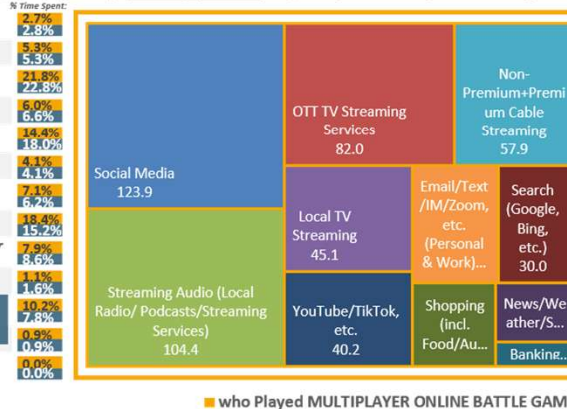
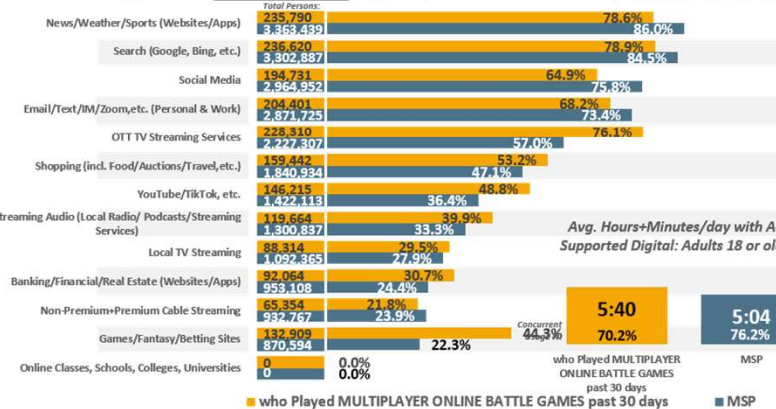
Avg. Week All Digital (Persons & % Reach): Adults 18 or older

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



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

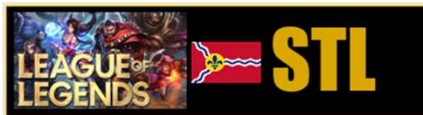
Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



MSP DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 117
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything

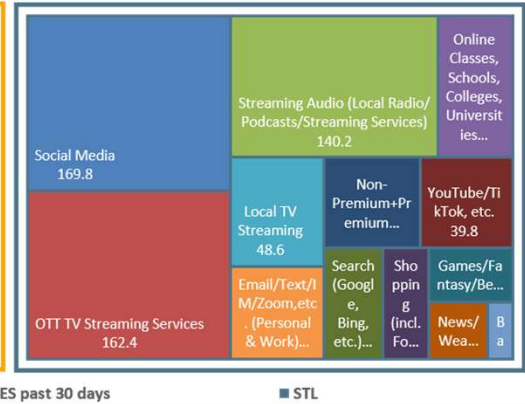
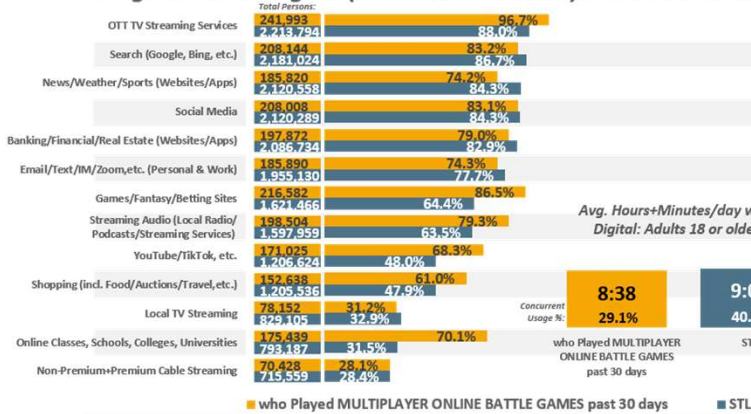
Ways used Internet/apps past 30 days on any device: Entertainment: Games - multiplayer online battle arena (MOBA)



149,806 or 59.8% of Adults 18 or older who Played MULTIPLAYER ONLINE BATTLE GAMES past 30 days use Ad-Supported Social Media for an average of 154.7 minutes every day representing 27.1% of all time spent daily with Ad-Supported Digital Media.

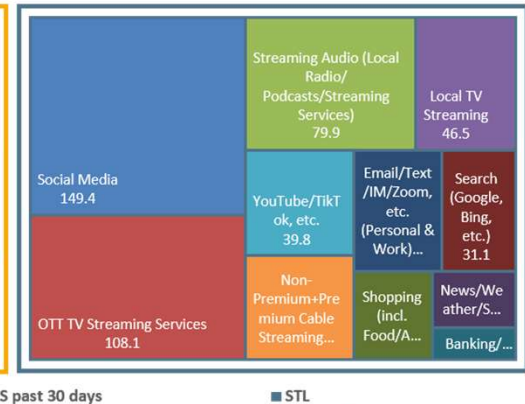
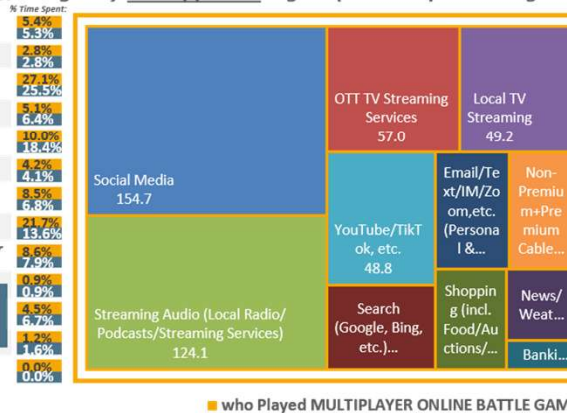
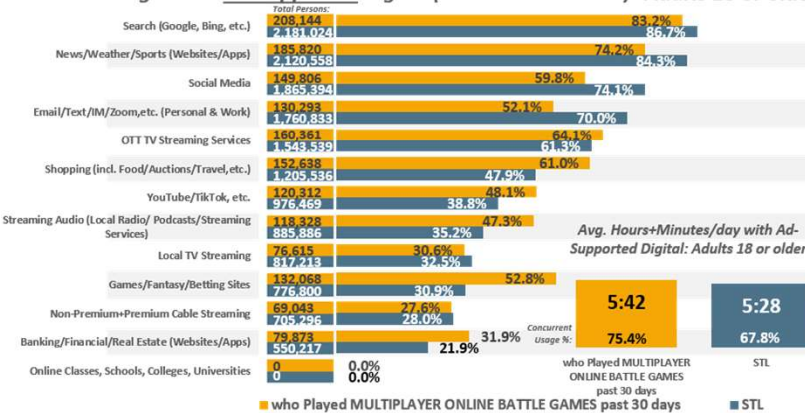
Avg. Week All Digital (Persons & % Reach): Adults 18 or older

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



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

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



STL DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 135
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything

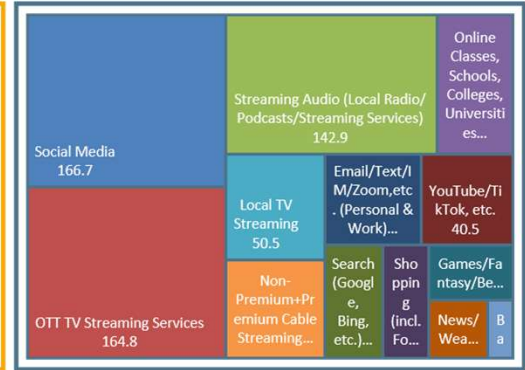
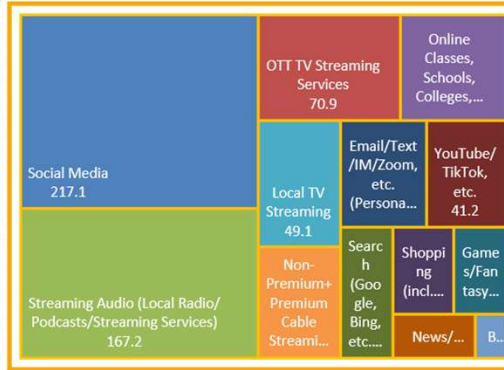
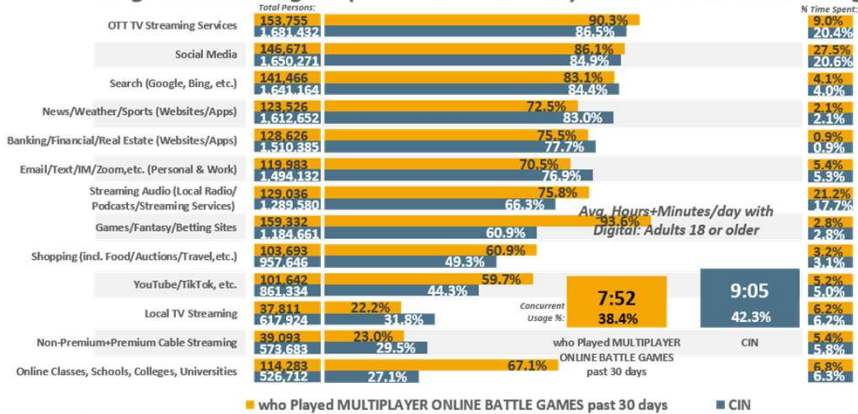
Ways used Internet/apps past 30 days on any device: Entertainment: Games - multiplayer online battle arena (MOBA)



120,327 or 70.7% of Adults 18 or older who Played MULTIPLAYER ONLINE BATTLE GAMES past 30 days use Ad-Supported Social Media for an average of 178.1 minutes every day representing 32.% of all time spent daily with Ad-Supported Digital Media.

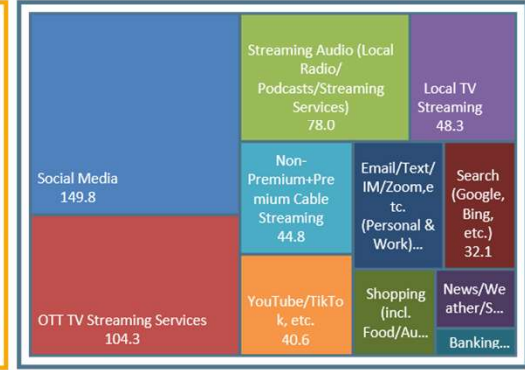
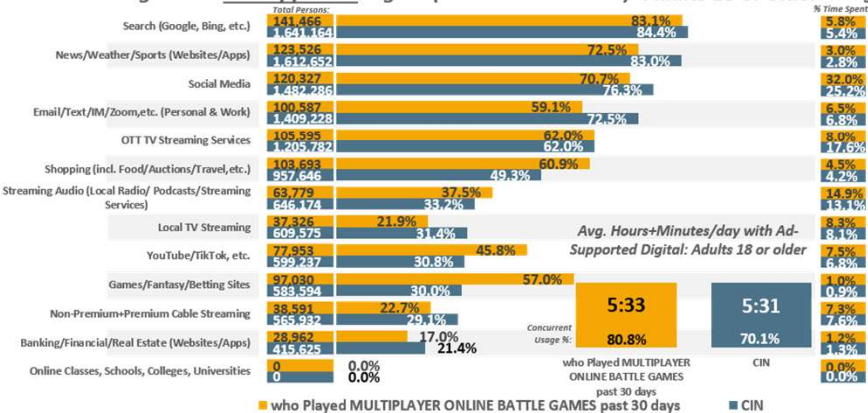
Avg. Week All Digital (Persons & % Reach): Adults 18 or older

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



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

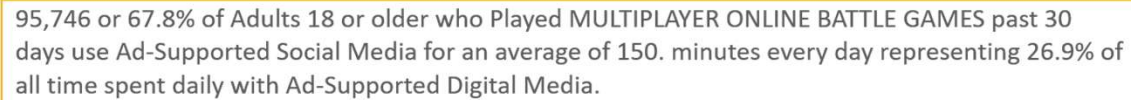
Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



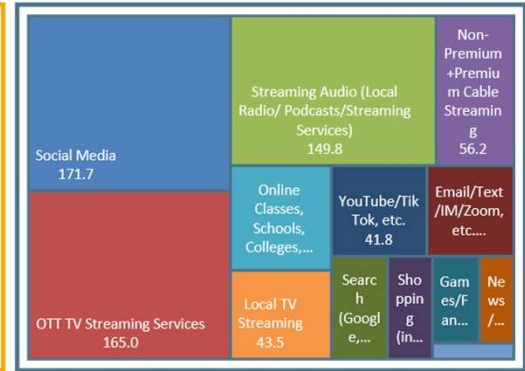
CIN DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 131
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything

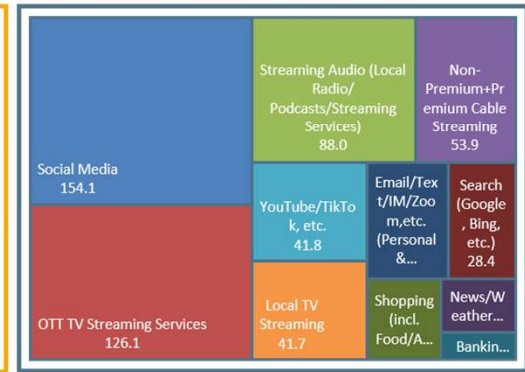
Ways used Internet/apps past 30 days on any device: Entertainment: Games - multiplayer online battle arena (MOBA)



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



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



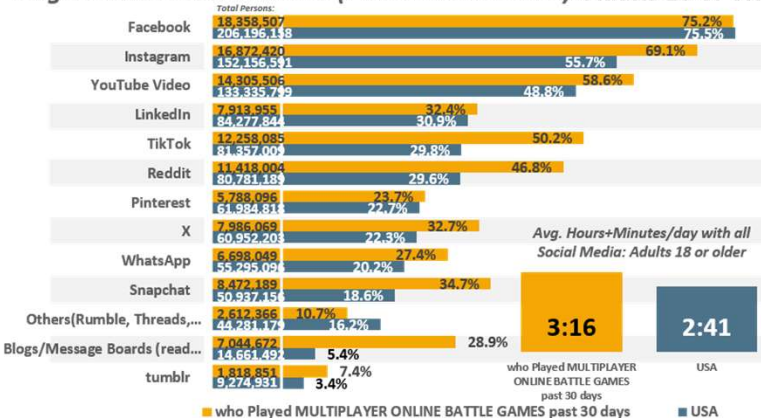
■ WPB
soefa.ai Share of Everything
for Anything.

Ways used Internet/apps past 30 days on any device: Entertainment: Games - multiplayer online battle arena (MOBA)

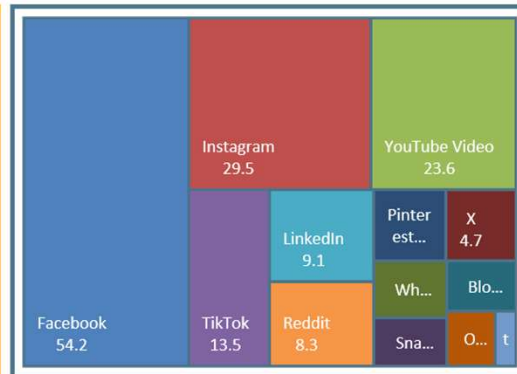
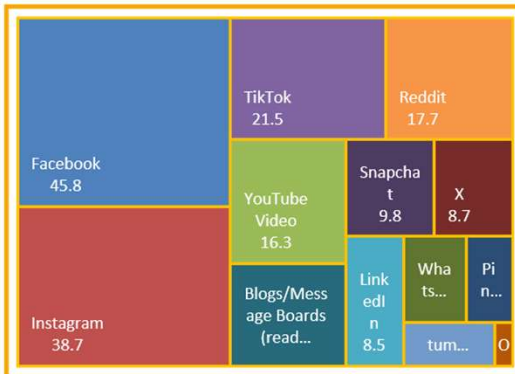


16,498,079 or 67.6% of Adults 18 or older who Played MULTIPLAYER ONLINE BATTLE GAMES past 30 days use Ad-Supported Facebook for an average of 46.2 minutes every day representing 29.8% of all time spent daily with Ad-Supported Social Media.

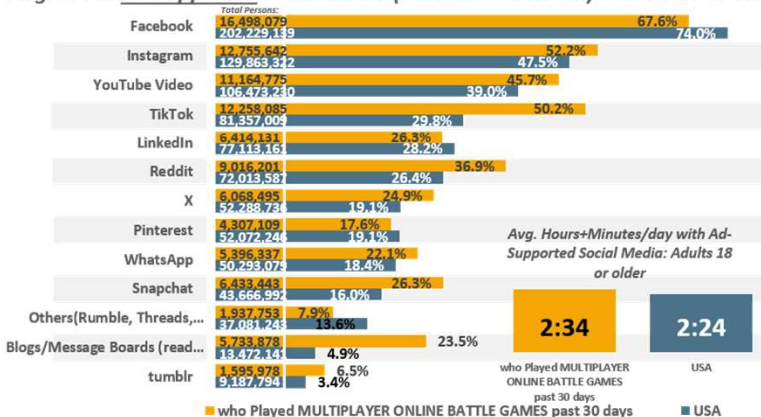
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



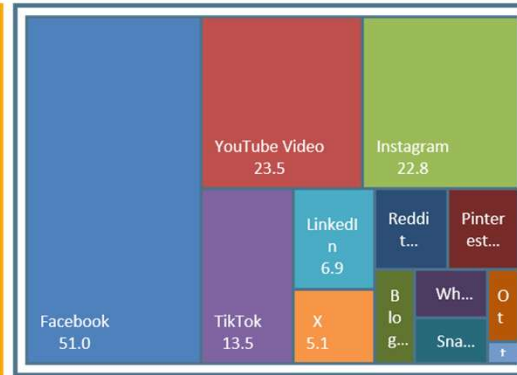
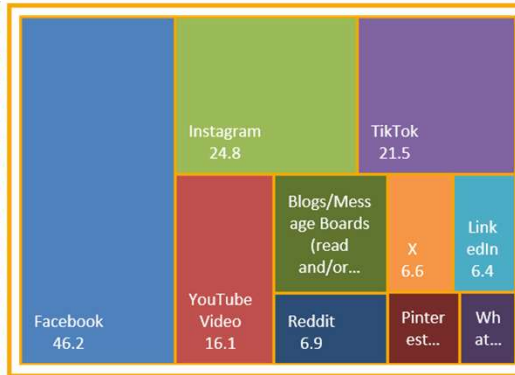
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 1,889
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

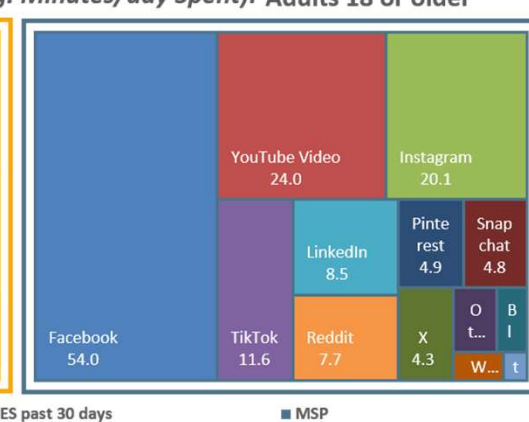
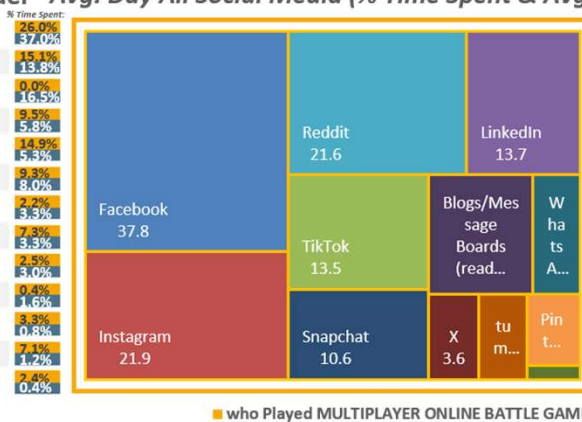
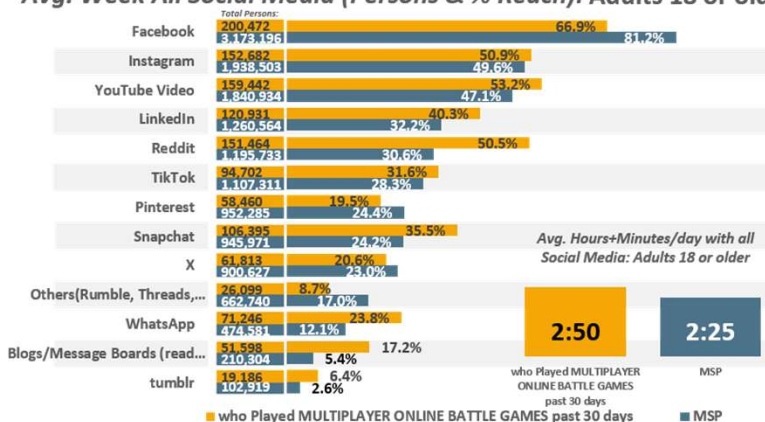
soefa.ai Share of Everything for Anything

Ways used Internet/apps past 30 days on any device: Entertainment: Games - multiplayer online battle arena (MOBA)

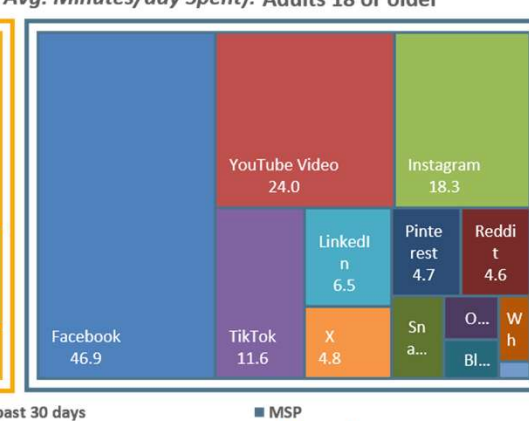
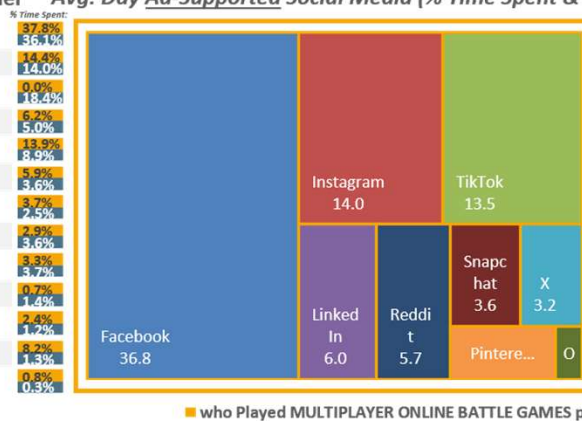
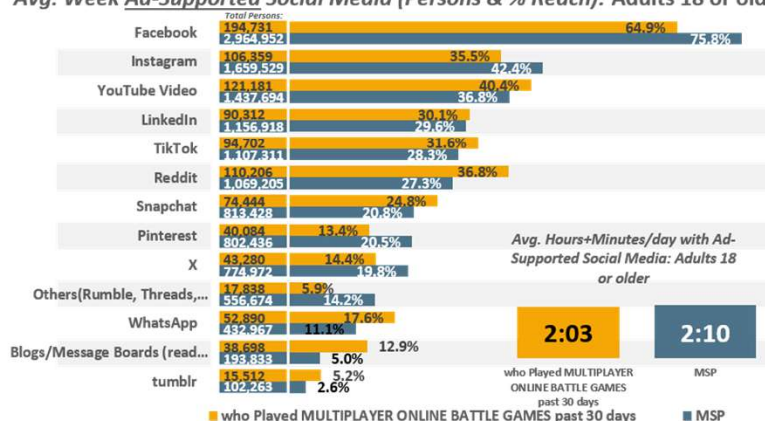


194,731 or 64.9% of Adults 18 or older who Played MULTIPLAYER ONLINE BATTLE GAMES past 30 days use Ad-Supported Facebook for an average of 36.8 minutes every day representing 37.8% of all time spent daily with Ad-Supported Social Media.

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



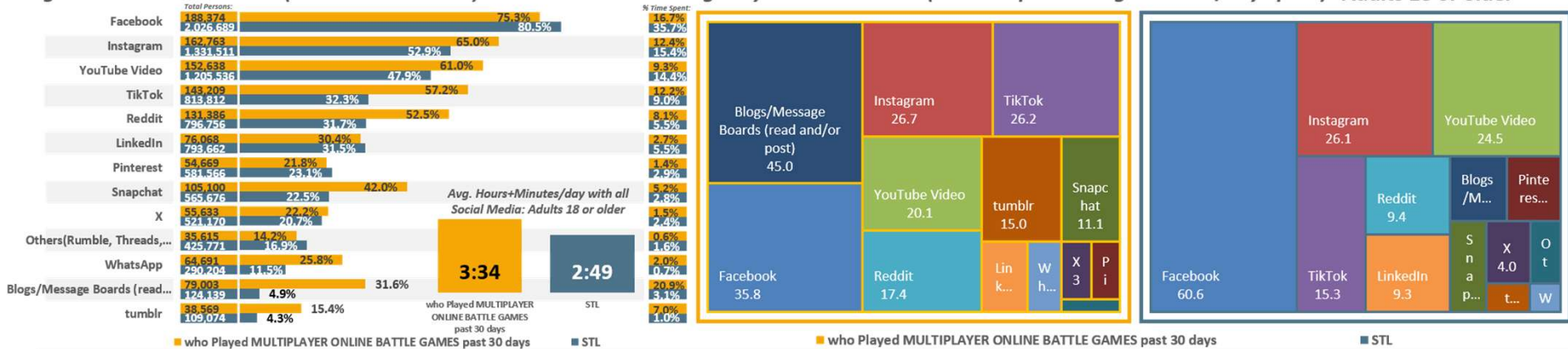
Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



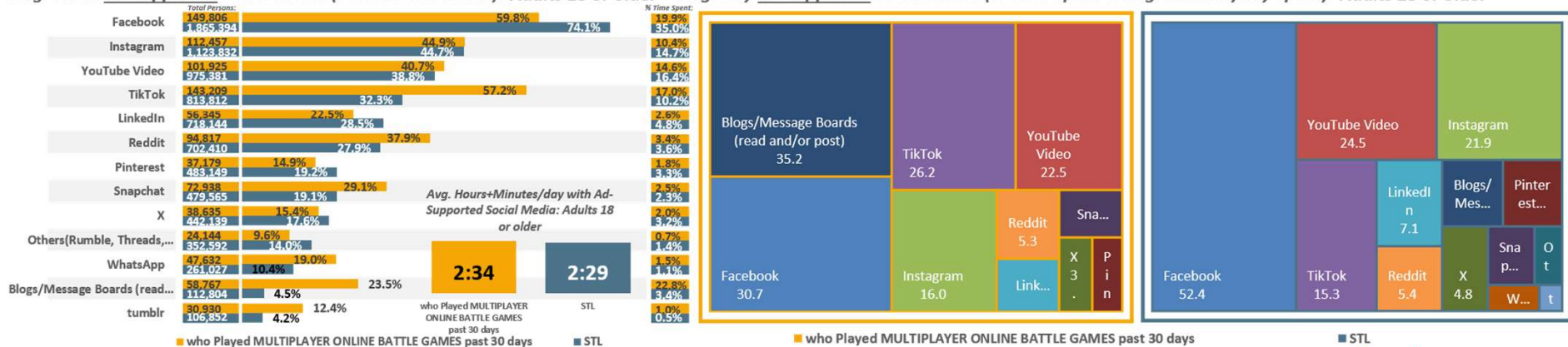


58,767 or 23.5% of Adults 18 or older who Played MULTIPLAYER ONLINE BATTLE GAMES past 30 days use Ad-Supported Blogs/Message Boards (read and/or post) for an average of 35.2 minutes every day representing 22.8% of all time spent daily with Ad-Supported So

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



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



STL DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 135
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

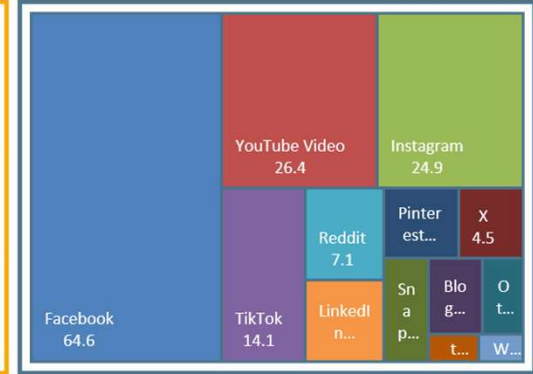
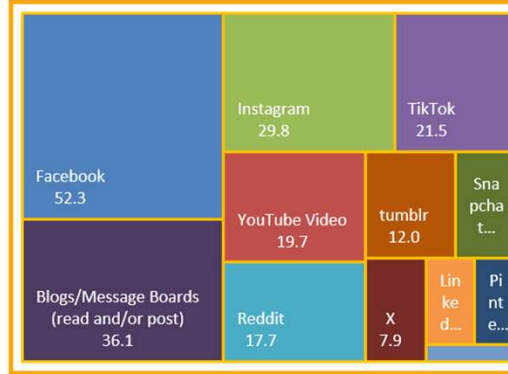
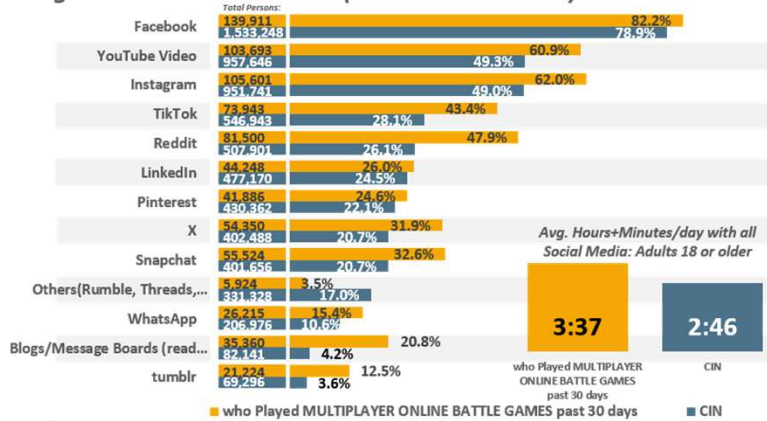
soefa.ai Share of Everything for Anything

Ways used Internet/apps past 30 days on any device: Entertainment: Games - multiplayer online battle arena (MOBA)

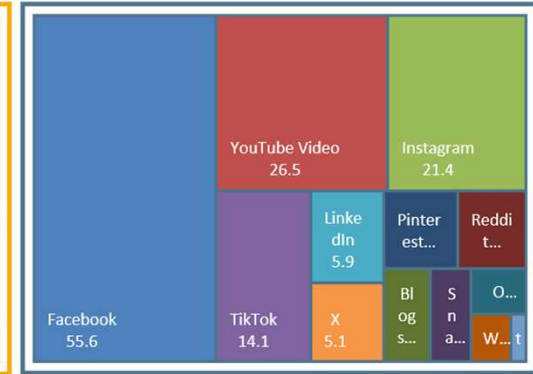
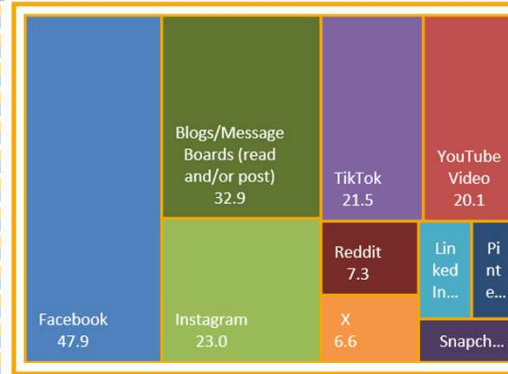
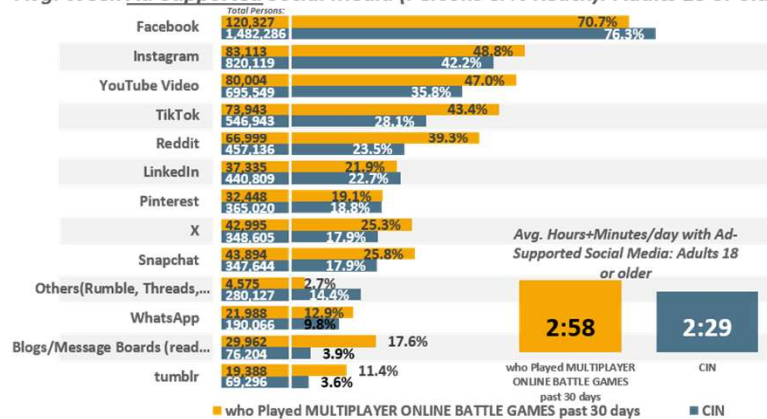


120,327 or 70.7% of Adults 18 or older who Played MULTIPLAYER ONLINE BATTLE GAMES past 30 days use Ad-Supported Facebook for an average of 47.9 minutes every day representing 26.9% of all time spent daily with Ad-Supported Social Media.

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**



CIN DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 131
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

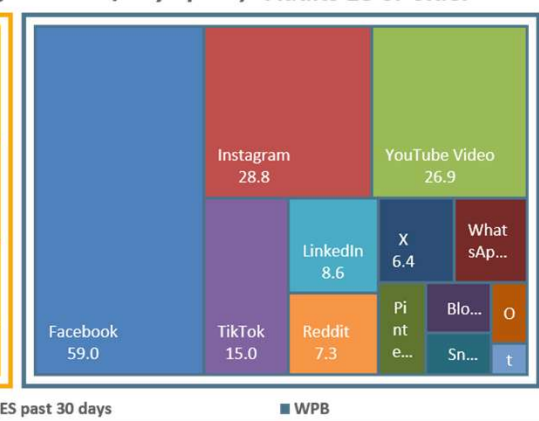
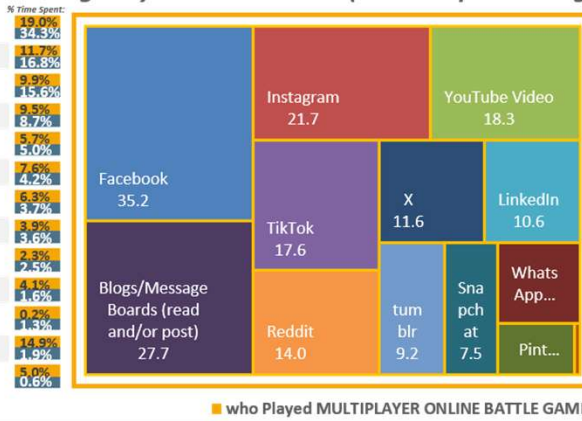
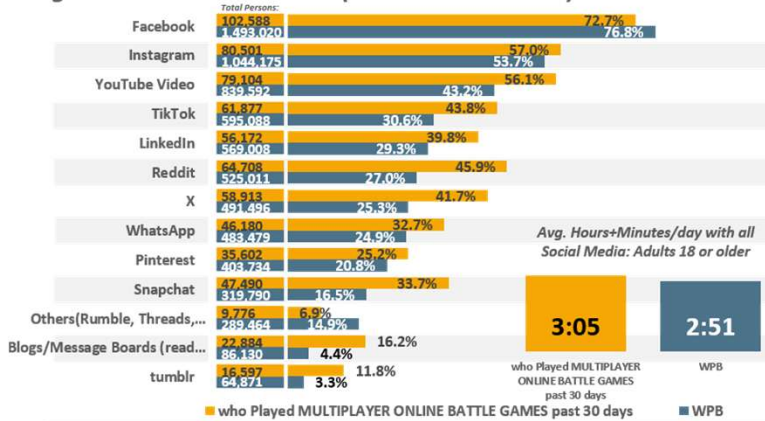
soefa.ai Share of Everything for Anything

Ways used Internet/apps past 30 days on any device: Entertainment: Games - multiplayer online battle arena (MOBA)

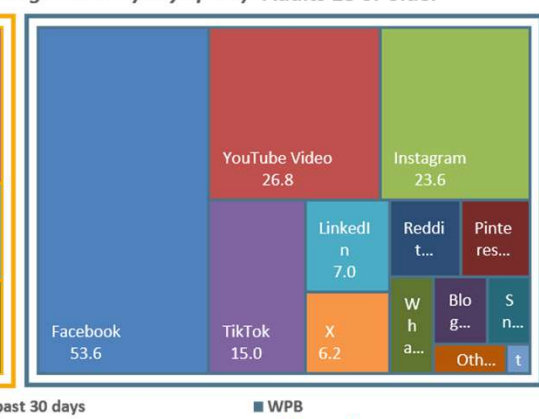
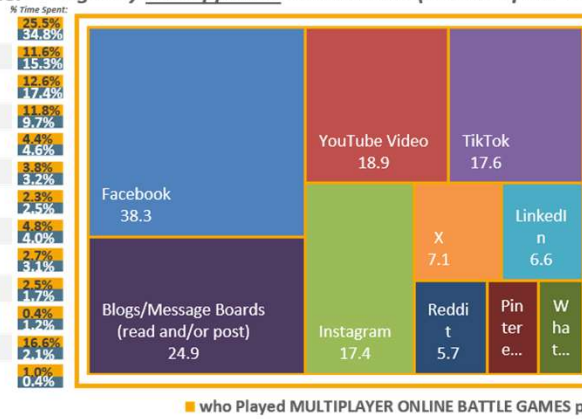
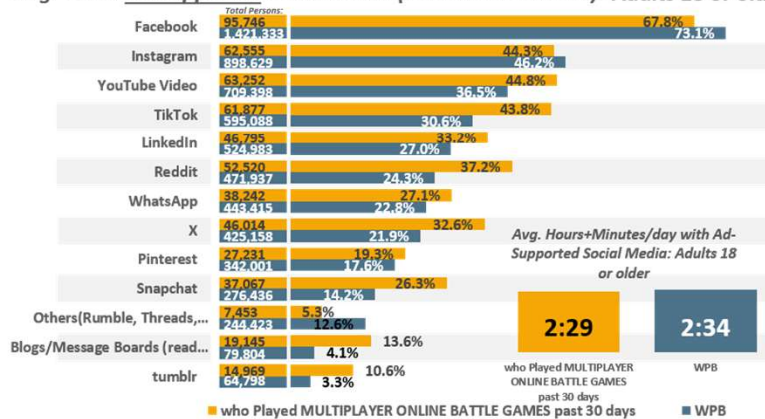


95,746 or 67.8% of Adults 18 or older who Played MULTIPLAYER ONLINE BATTLE GAMES past 30 days use Ad-Supported Facebook for an average of 38.3 minutes every day representing 25.5% of all time spent daily with Ad-Supported Social Media.

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**



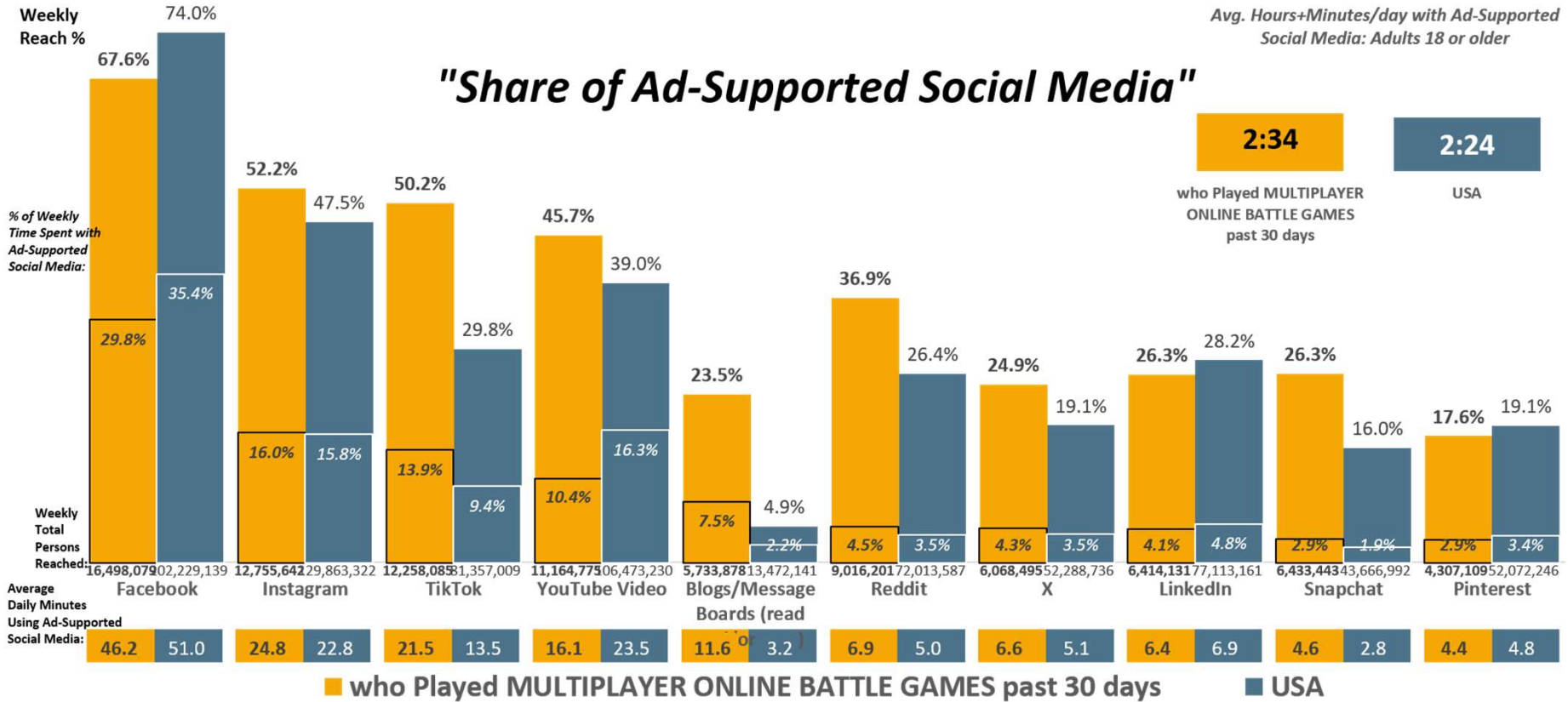
Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**





16,498,079 or 67.6% of Adults 18 or older who Played MULTIPLAYER ONLINE BATTLE GAMES past 30 days use Ad-Supported Facebook for an average of 46.2 minutes every day representing 29.8% of all time spent daily with Ad-Supported Social Media.

"Share of Ad-Supported Social Media"



USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 1,889 Scarborough R1 2026: Jan25-Mar26 USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 24,338
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

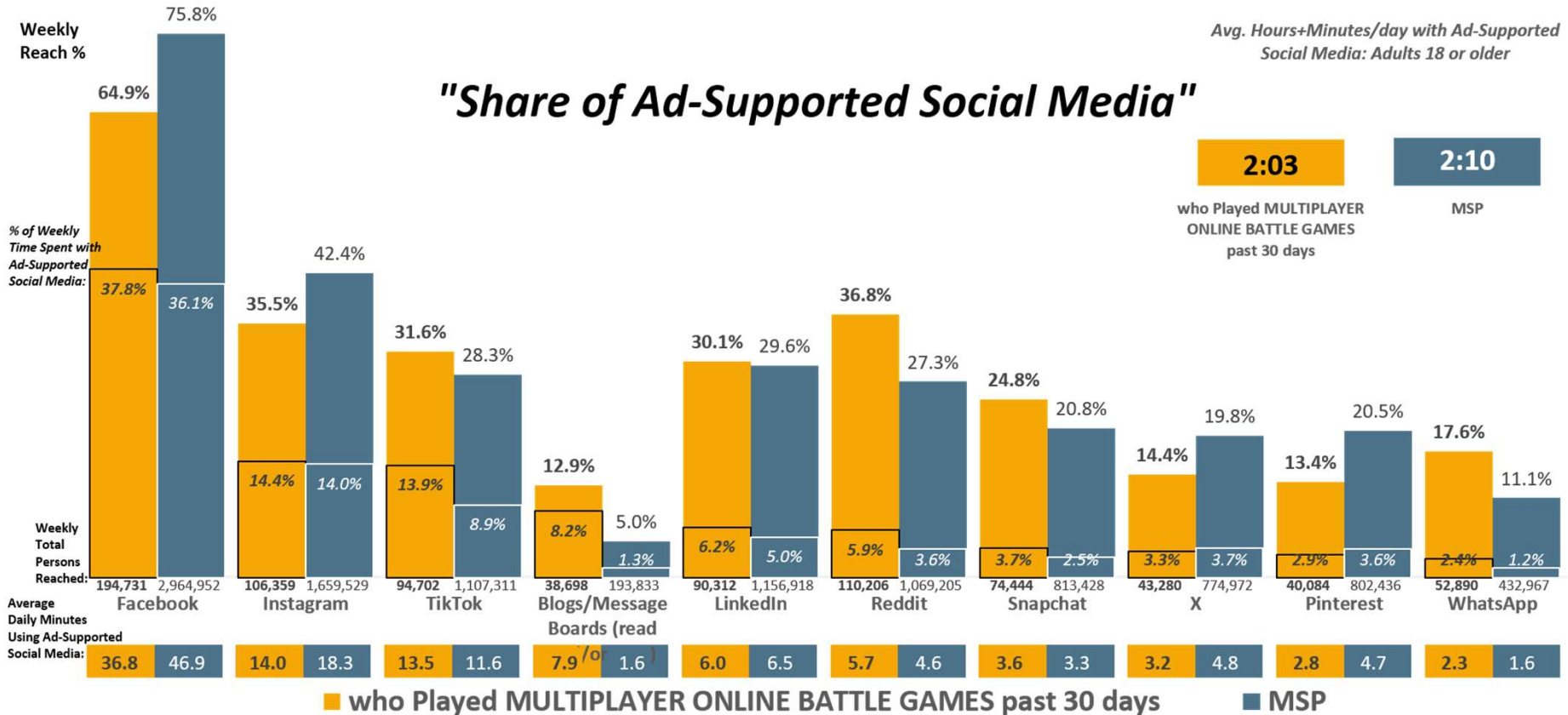
soefa.ai Share of Everything for Anything

Ways used Internet/apps past 30 days on any device: Entertainment: Games - multiplayer online battle arena (MOBA)



194,731 or 64.9% of Adults 18 or older who Played MULTIPLAYER ONLINE BATTLE GAMES past 30 days use Ad-Supported Facebook for an average of 36.8 minutes every day representing 37.8% of all time spent daily with Ad-Supported Social Media.

"Share of Ad-Supported Social Media"



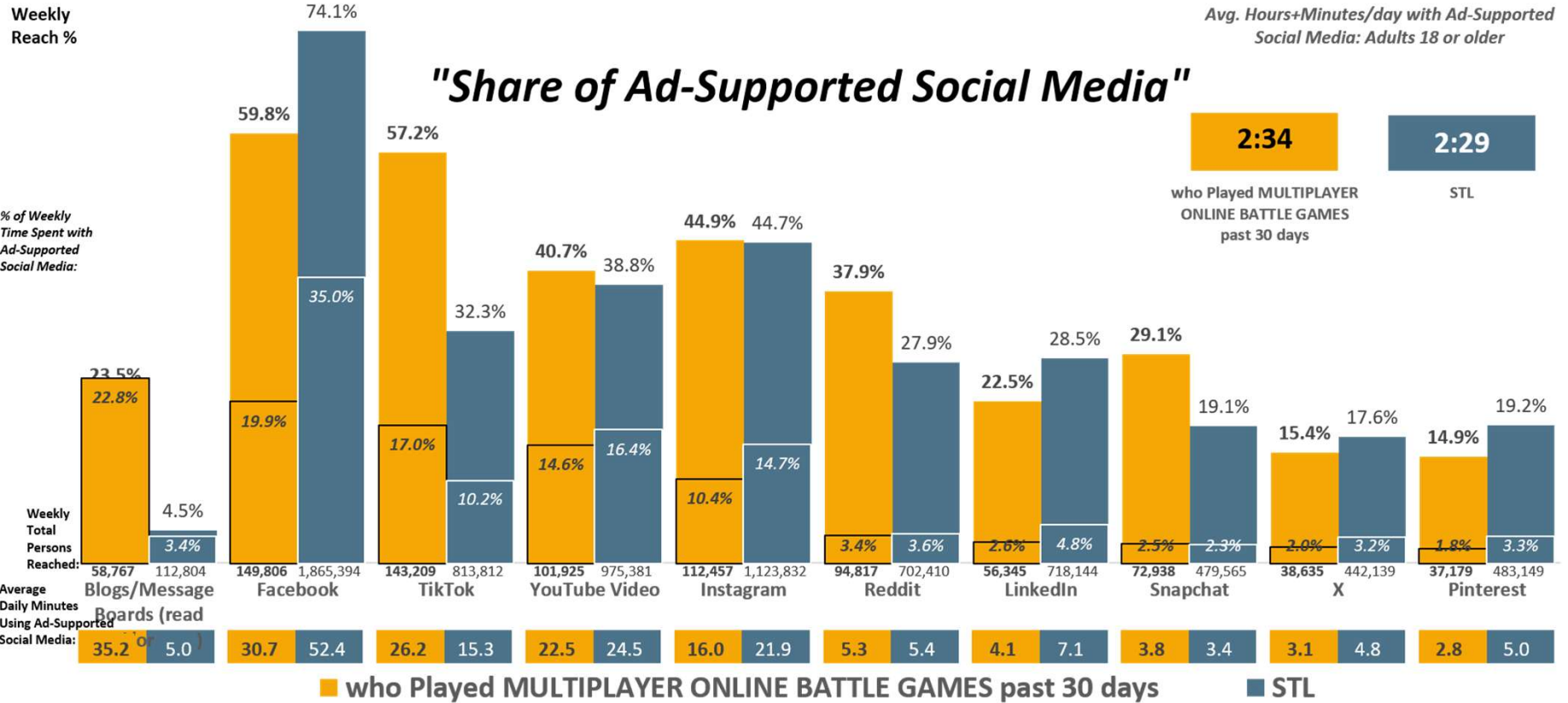
MSP DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 117 MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 1,934
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

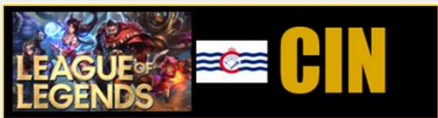
soefa.ai Share of Everything for Anything

Ways used Internet/apps past 30 days on any device: Entertainment: Games - multiplayer online battle arena (MOBA)

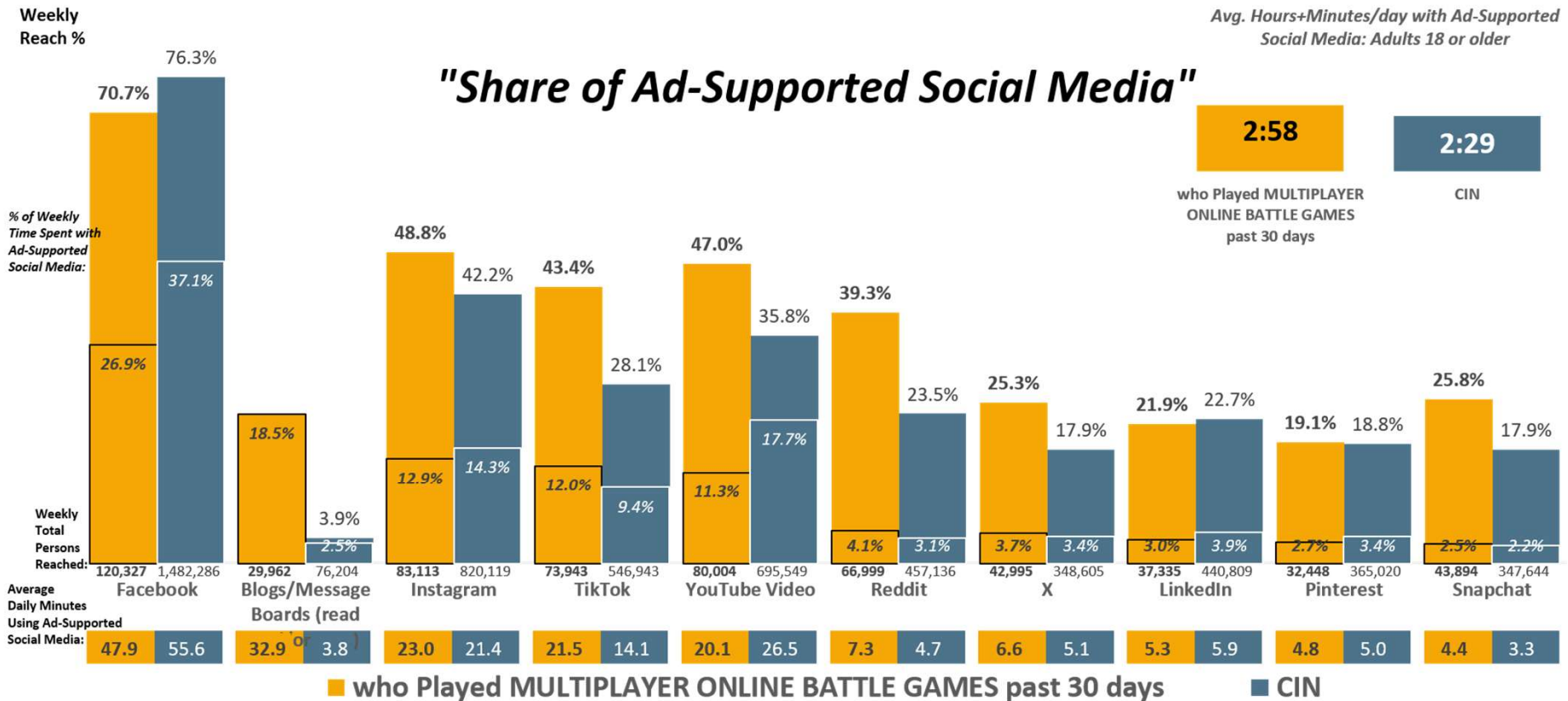


58,767 or 23.5% of Adults 18 or older who Played MULTIPLAYER ONLINE BATTLE GAMES past 30 days use Ad-Supported Blogs/Message Boards (read and/or post) for an average of 35.2 minutes every day representing 22.8% of all time spent daily with Ad-Supported So





120,327 or 70.7% of Adults 18 or older who Played MULTIPLAYER ONLINE BATTLE GAMES past 30 days use Ad-Supported Facebook for an average of 47.9 minutes every day representing 26.9% of all time spent daily with Ad-Supported Social Media.



CIN DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 131 CINCINNATI DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 1,900
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

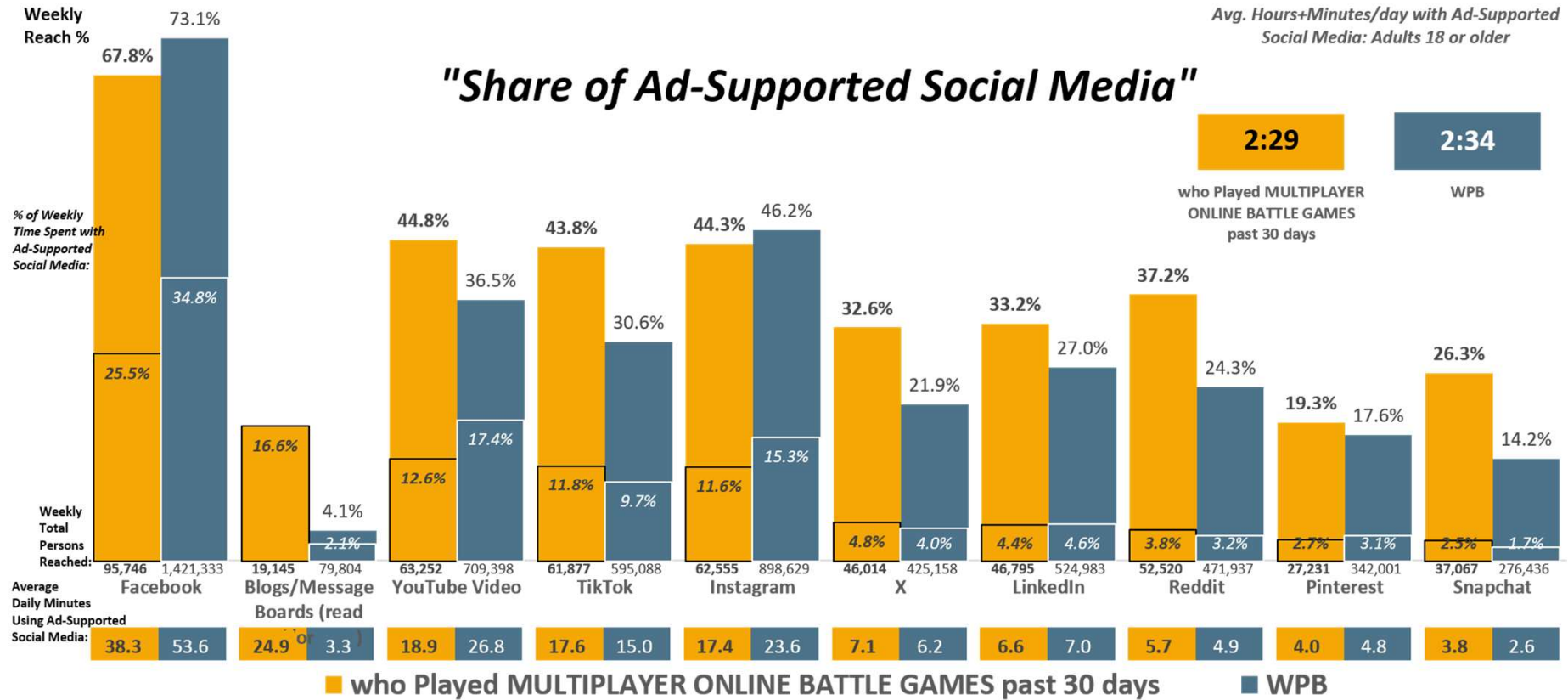
soefa.ai Share of Everything for Anything

Ways used Internet/apps past 30 days on any device: Entertainment: Games - multiplayer online battle arena (MOBA)



95,746 or 67.8% of Adults 18 or older who Played MULTIPLAYER ONLINE BATTLE GAMES past 30 days use Ad-Supported Facebook for an average of 38.3 minutes every day representing 25.5% of all time spent daily with Ad-Supported Social Media.

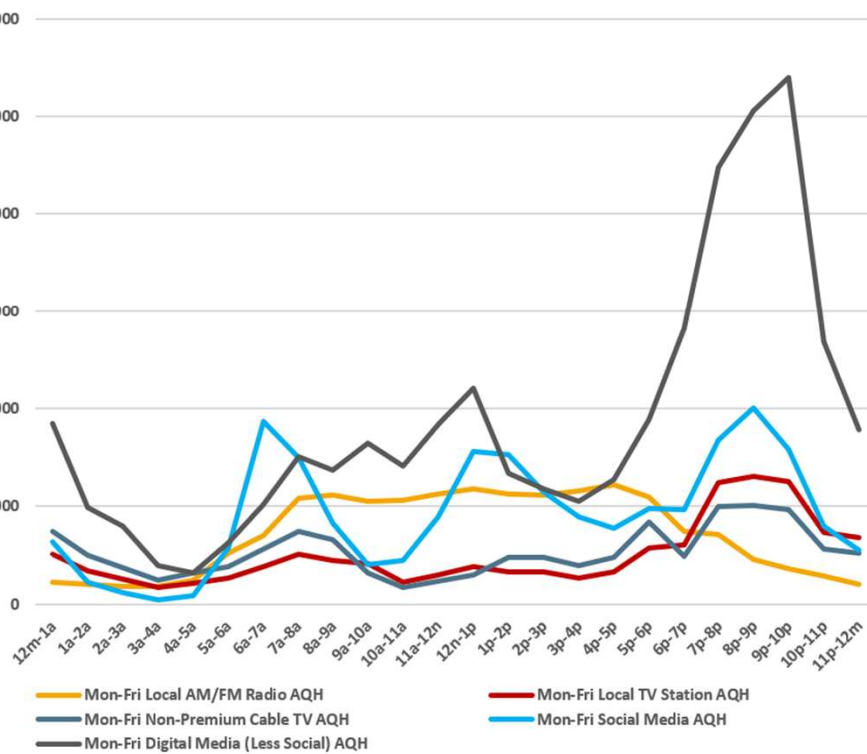
"Share of Ad-Supported Social Media"



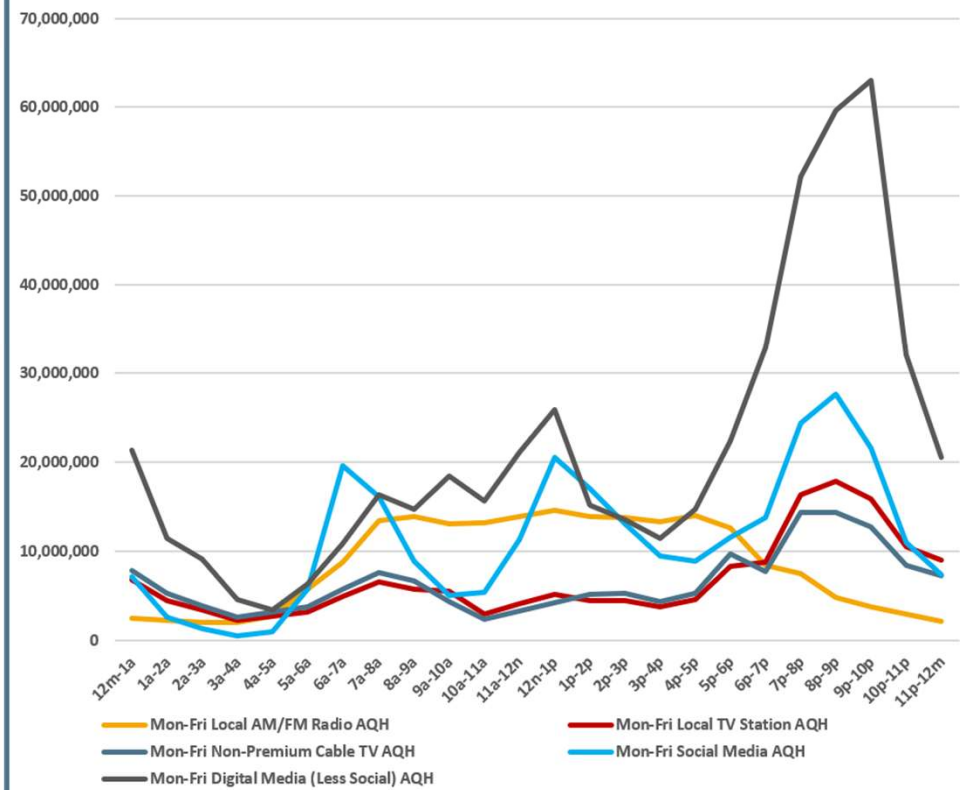


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 1,582,636;
Local Radio: 1,061,473; Social Media: 1,060,658; Non-Prem. Cable: 474,688; Local TV:
394,038 reaching Adults 18 or older who Played MULTIPLAYER ONLINE BATTLE G

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 18 or older who Played MULTIPLAYER ONLINE BATTLE
GAMES past 30 days



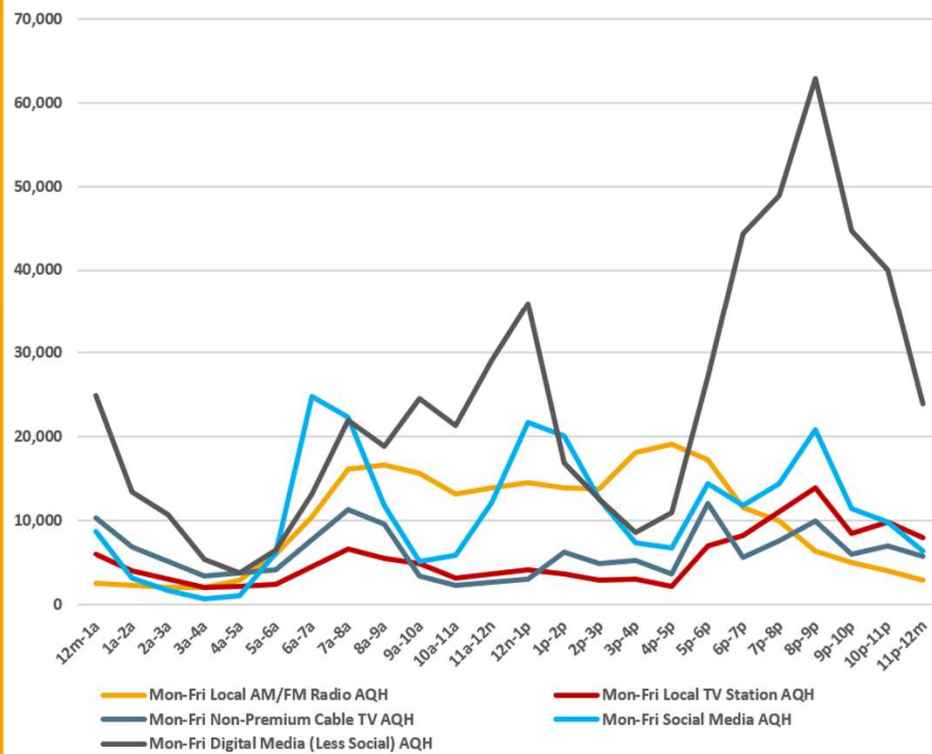
(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
USA Metro Area Adults 18 or older



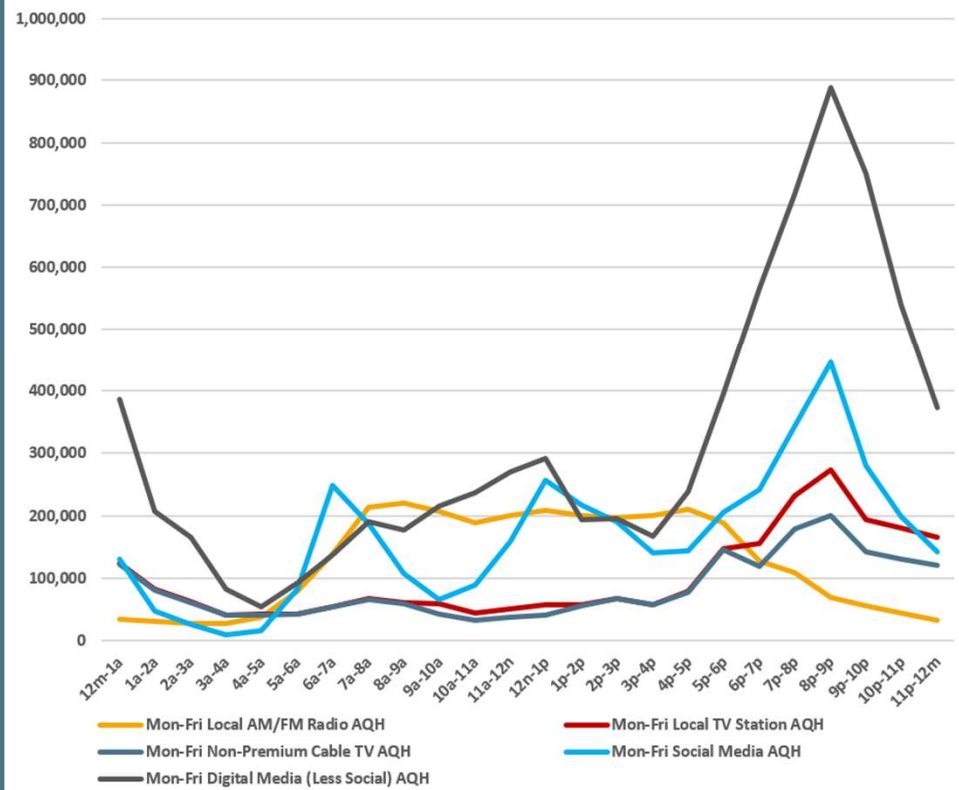


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 21,963;
Local Radio: 14,955; Social Media: 13,598; Non-Prem. Cable: 5,973; Local TV: 4,569
reaching Adults 18 or older who Played MULTIPLAYER ONLINE BATTLE GAMES past 30

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 18 or older who Played MULTIPLAYER ONLINE BATTLE
GAMES past 30 days



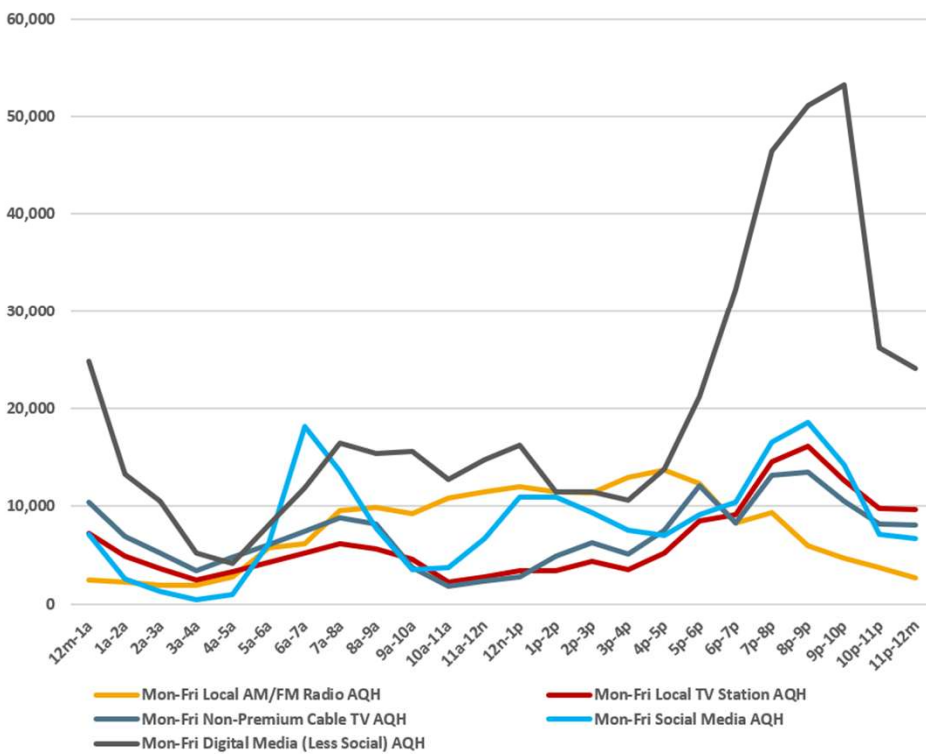
(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
MSP Metro Area Adults 18 or older



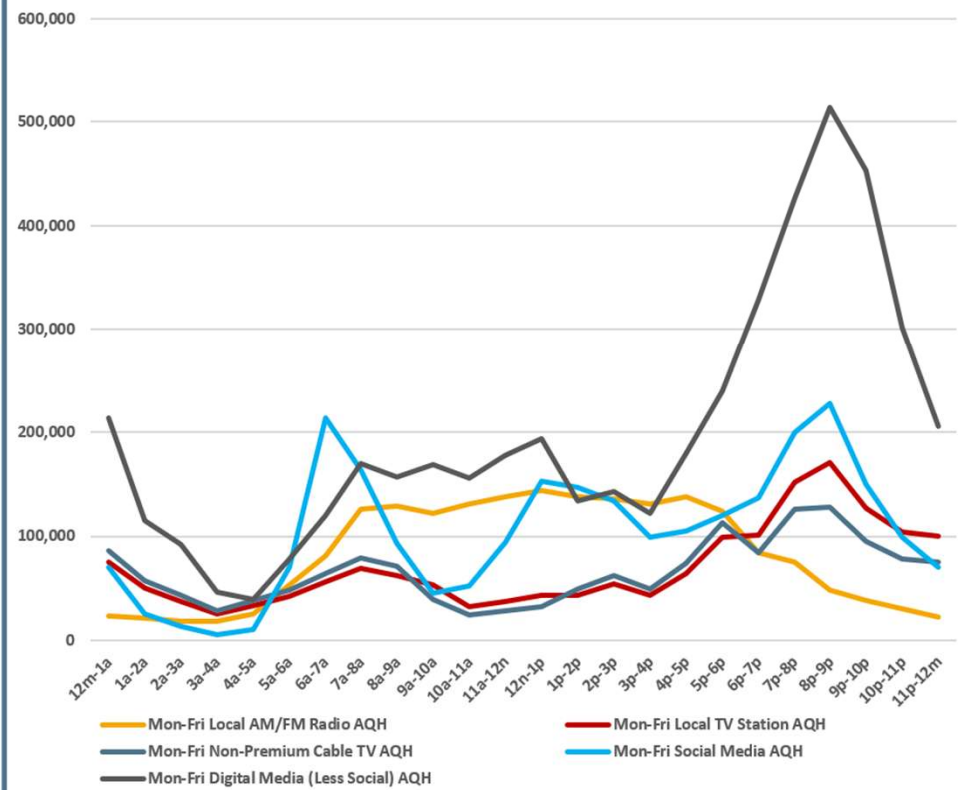


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 15,692;
Local Radio: 10,729; Social Media: 9,147; Non-Prem. Cable: 6,118; Local TV: 4,952
reaching Adults 18 or older who Played MULTIPLAYER ONLINE BATTLE GAMES past 30 d

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 18 or older who Played MULTIPLAYER ONLINE BATTLE
GAMES past 30 days



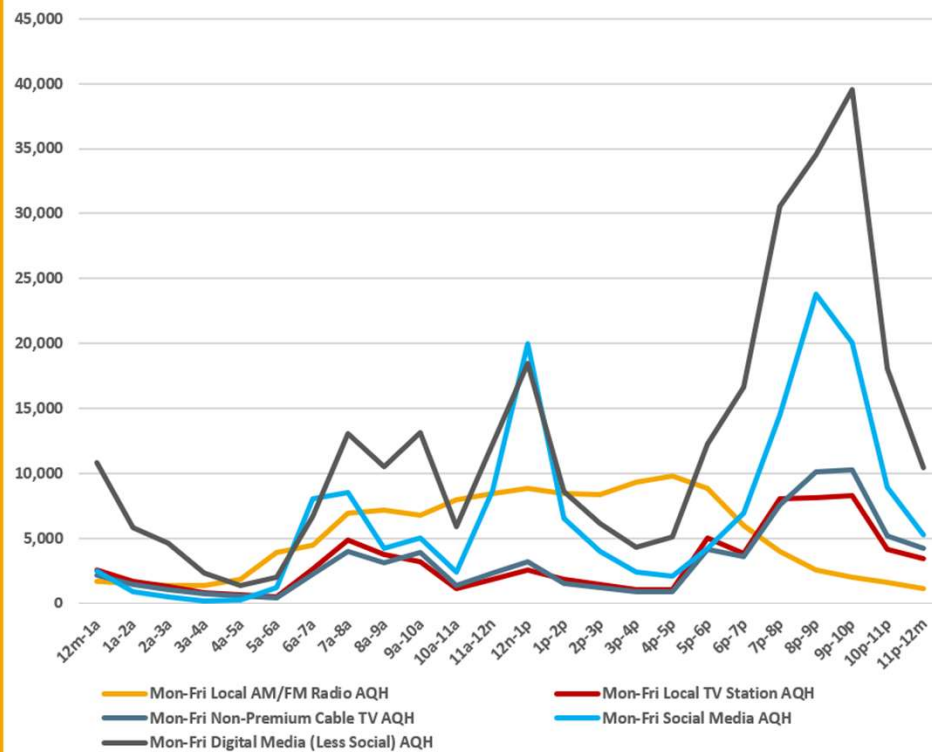
(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
STL Metro Area Adults 18 or older



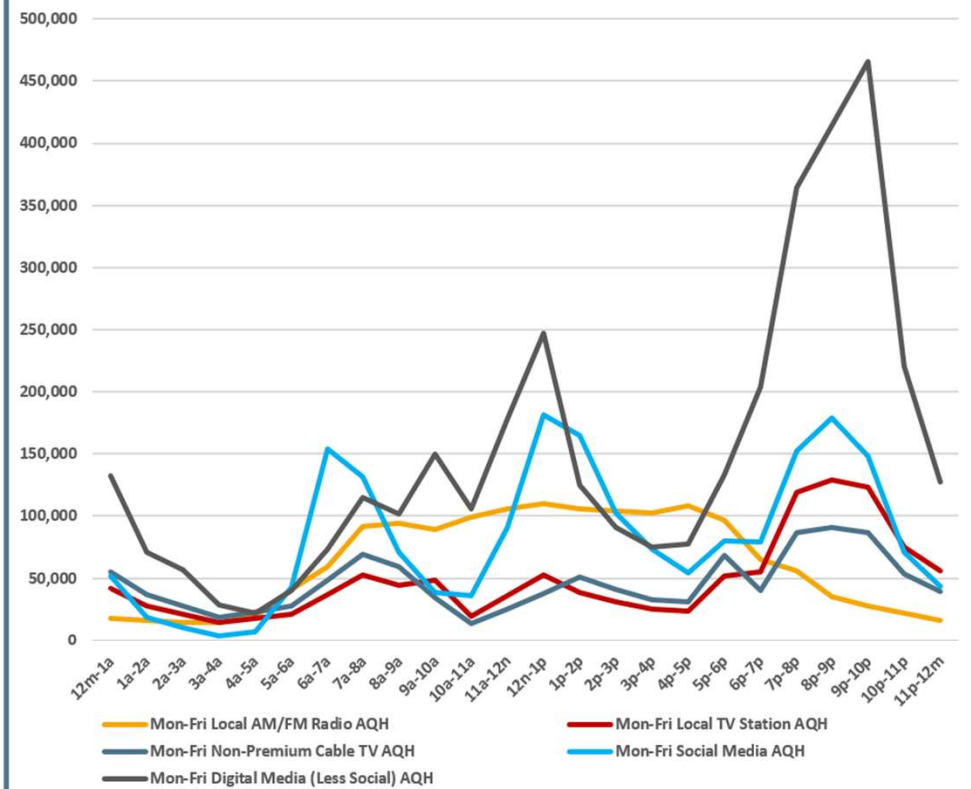


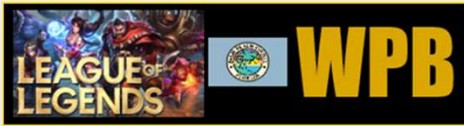
M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 10,252;
Local Radio: 7,804; Social Media: 6,401; Local TV: 2,640; Non-Prem. Cable: 2,509 reaching
Adults 18 or older who Played MULTIPLAYER ONLINE BATTLE GAMES past 30 da

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 18 or older who Played MULTIPLAYER ONLINE BATTLE
GAMES past 30 days



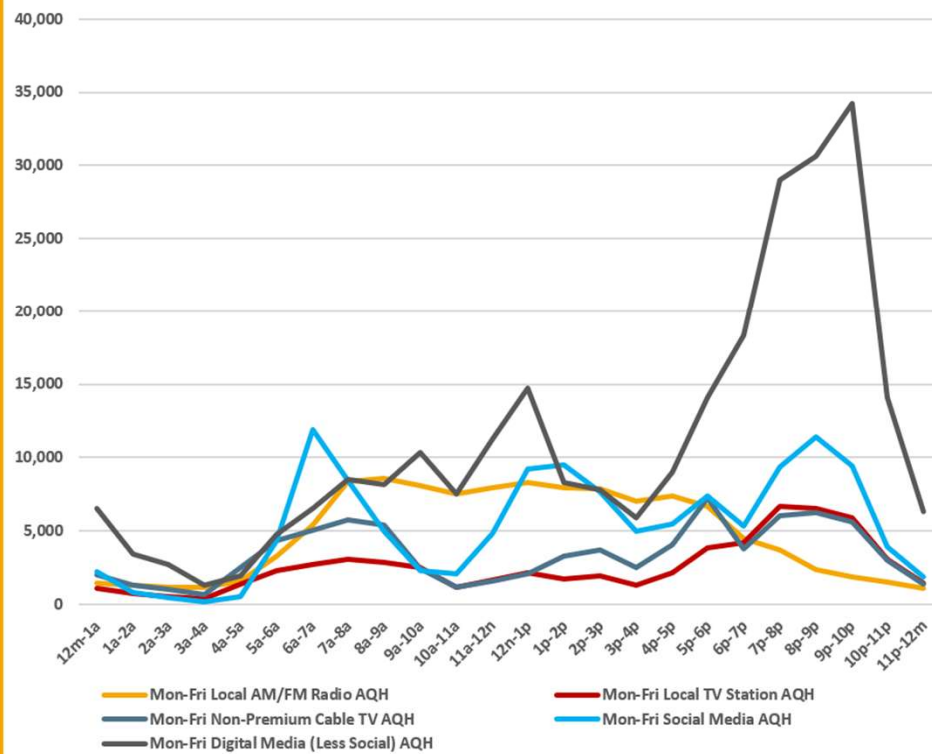
(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
CIN Metro Area Adults 18 or older



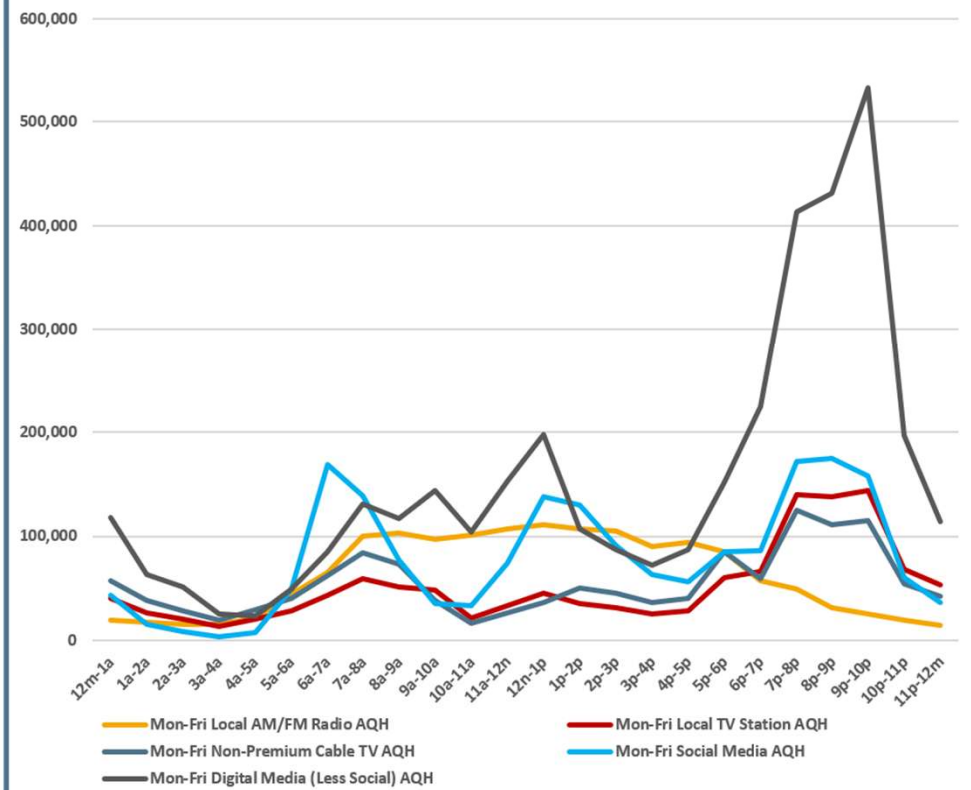


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 10,038;
Local Radio: 7,347; Social Media: 6,455; Non-Prem. Cable: 3,690; Local TV: 2,417 reaching
Adults 18 or older who Played MULTIPLAYER ONLINE BATTLE GAMES past 30 da

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 18 or older who Played MULTIPLAYER ONLINE BATTLE
GAMES past 30 days



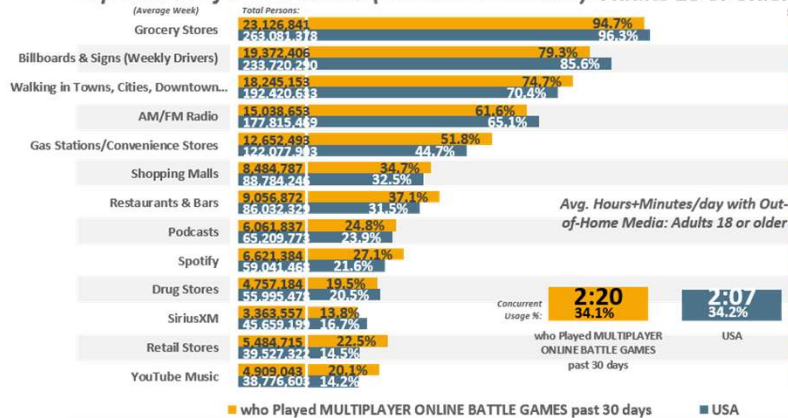
(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
WPB Metro Area Adults 18 or older



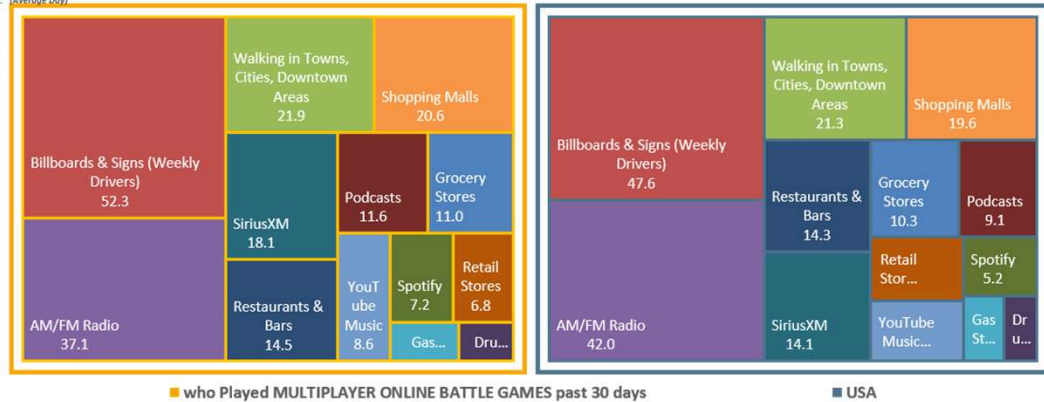


19,372,406 or 79.3% of Adults 18 or older who Played MULTIPLAYER ONLINE BATTLE GAMES past 30 days spend an average of 52.3 minutes per day driving, seeing Billboards and Signs. 59.5% Listen to Local Radio Stations Out-of-Home for an average of 33.7 minute

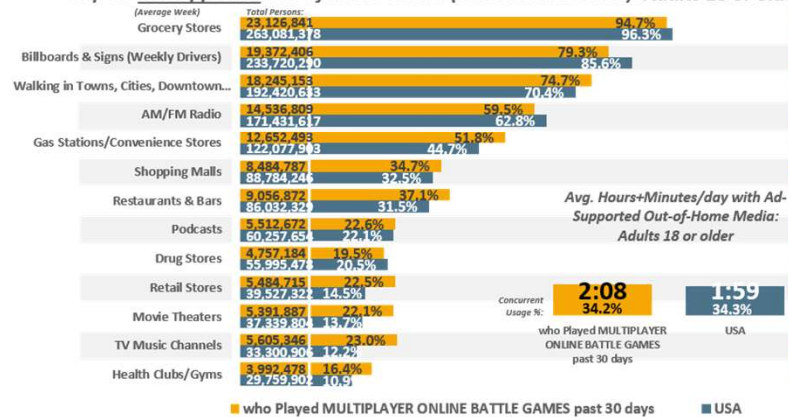
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



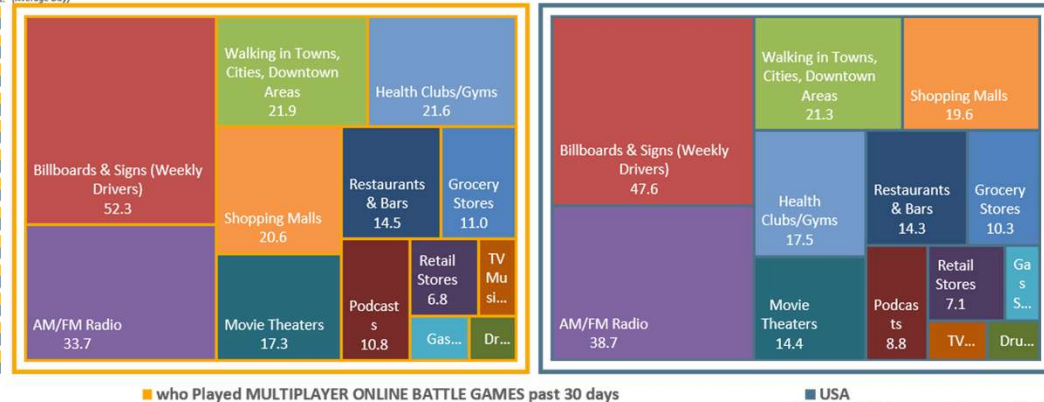
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 1,889
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

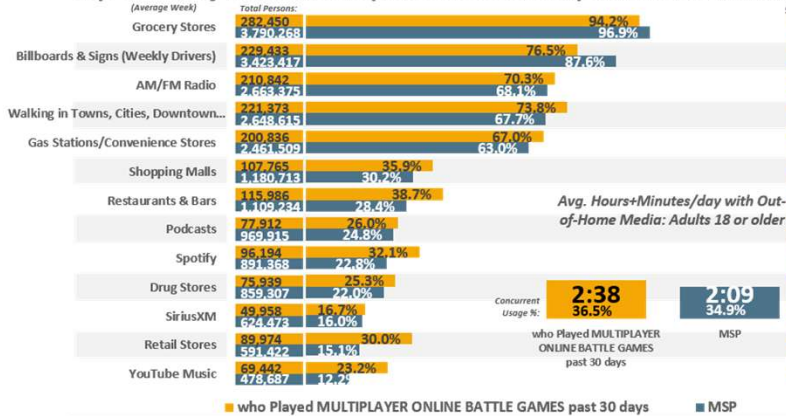
soefa.ai Share of Everything for Anything

Ways used Internet/apps past 30 days on any device: Entertainment: Games - multiplayer online battle arena (MOBA)

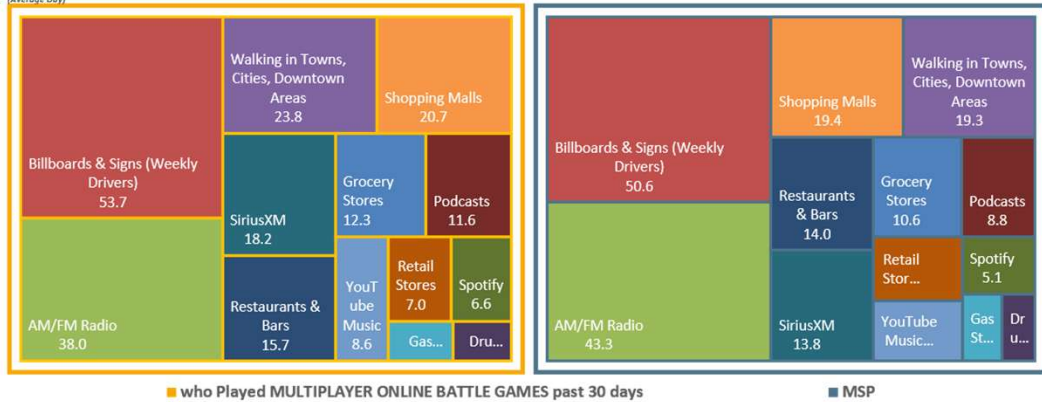


229,433 or 76.5% of Adults 18 or older who Played MULTIPLAYER ONLINE BATTLE GAMES past 30 days spend an average of 53.7 minutes per day driving, seeing Billboards and Signs. 67.1% Listen to Local Radio Stations Out-of-Home for an average of 32.7 minutes/d

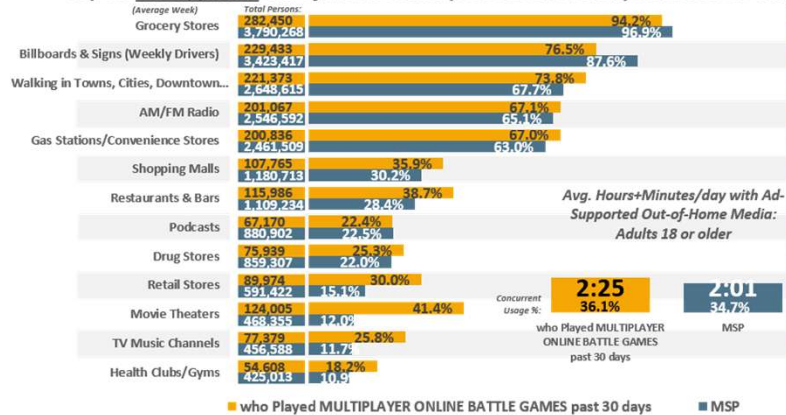
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



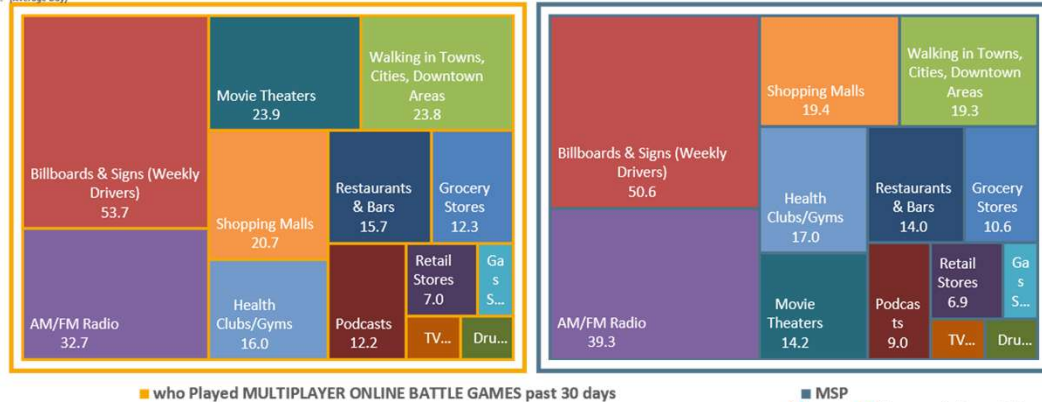
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



MSP DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 117
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

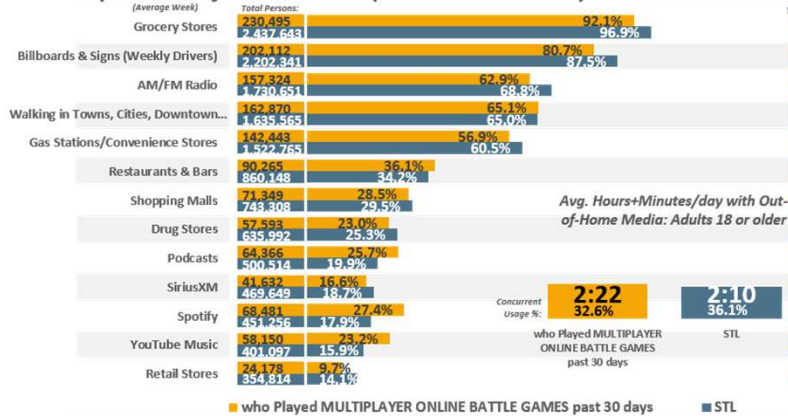
soefa.ai Share of Everything for Anything

Ways used Internet/apps past 30 days on any device: Entertainment: Games - multiplayer online battle arena (MOBA)

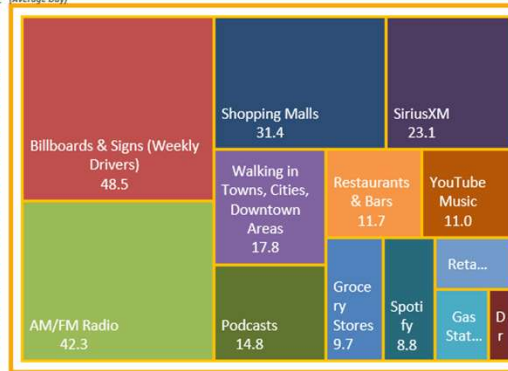


202,112 or 80.7% of Adults 18 or older who Played MULTIPLAYER ONLINE BATTLE GAMES past 30 days spend an average of 48.5 minutes per day driving, seeing Billboards and Signs. 61.2% Listen to Local Radio Stations Out-of-Home for an average of 37.9 minutes/d

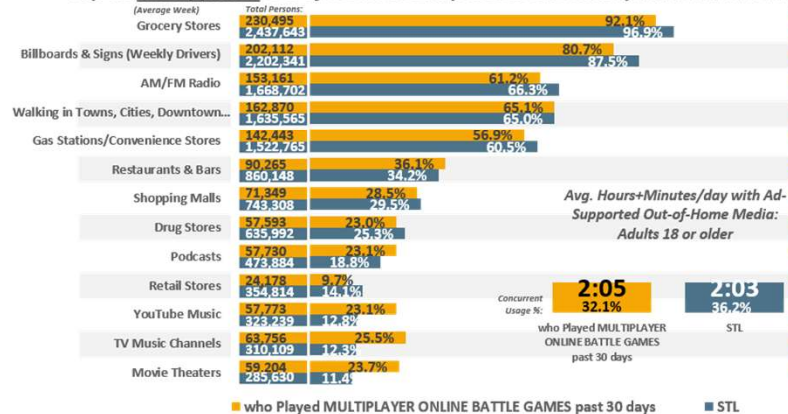
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



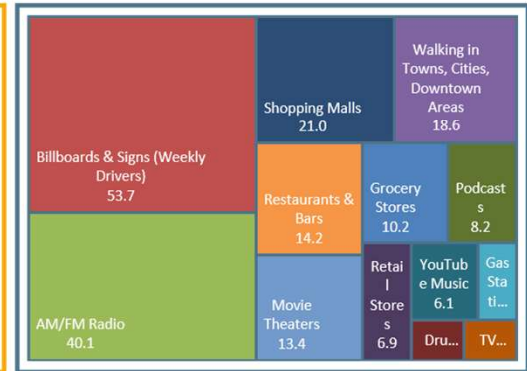
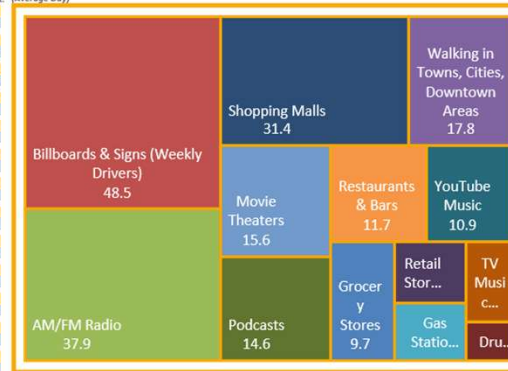
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



STL DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 135
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

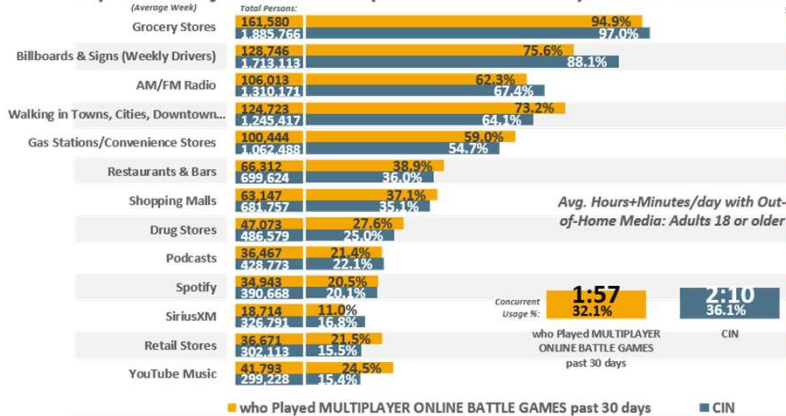
soefa.ai Share of Everything for Anything

Ways used Internet/apps past 30 days on any device: Entertainment: Games - multiplayer online battle arena (MOBA)

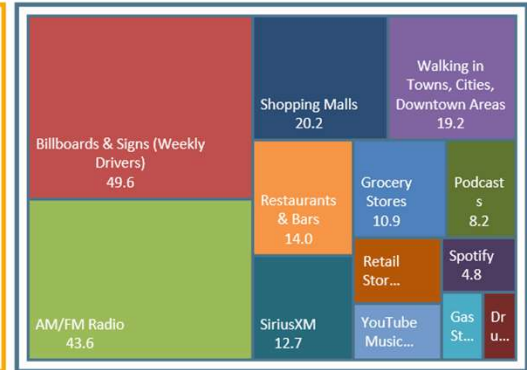


128,746 or 75.6% of Adults 18 or older who Played MULTIPLAYER ONLINE BATTLE GAMES past 30 days spend an average of 37.3 minutes per day driving, seeing Billboards and Signs. 61.2% Listen to Local Radio Stations Out-of-Home for an average of 35.5 minutes/d

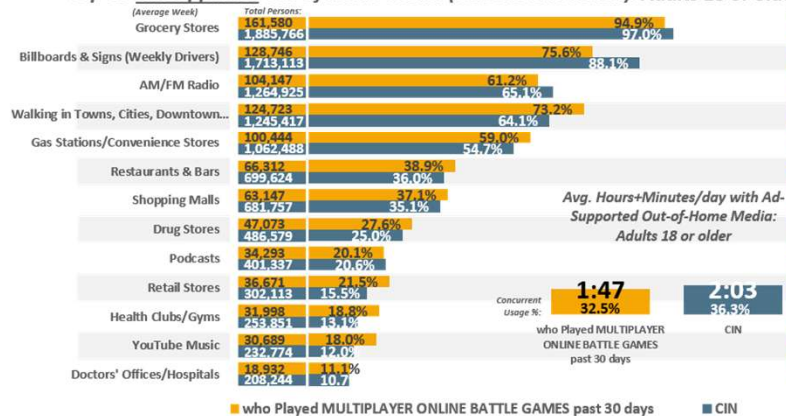
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



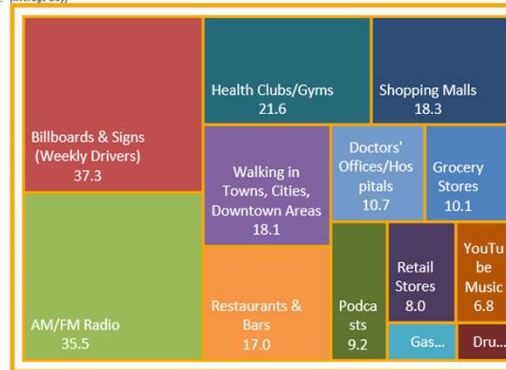
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

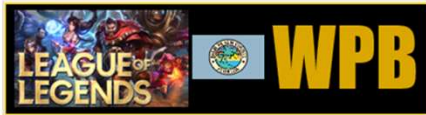


Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Adults 18 or older



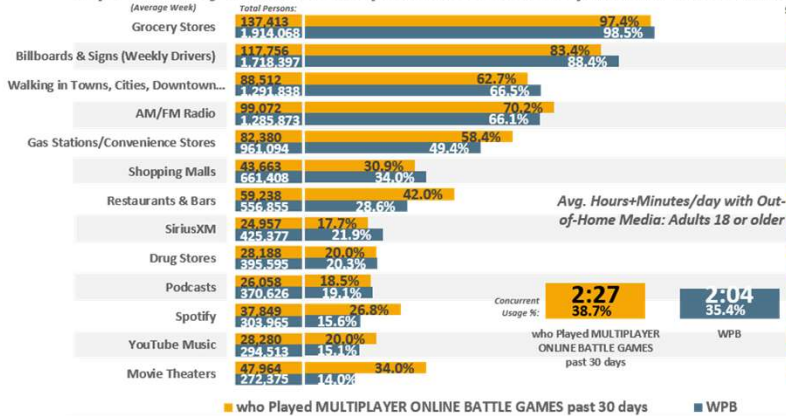
Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



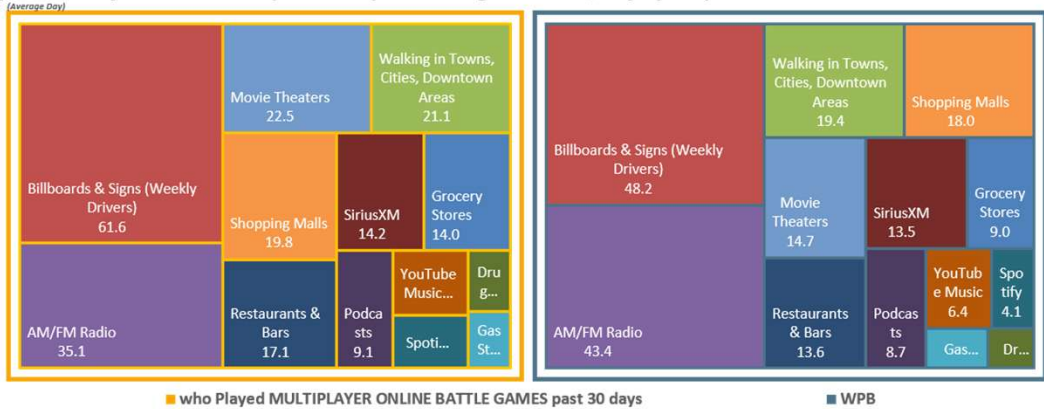


117,756 or 83.4% of Adults 18 or older who Played MULTIPLAYER ONLINE BATTLE GAMES past 30 days spend an average of 61.6 minutes per day driving, seeing Billboards and Signs. 68.6% Listen to Local Radio Stations Out-of-Home for an average of 33.9 minutes/d

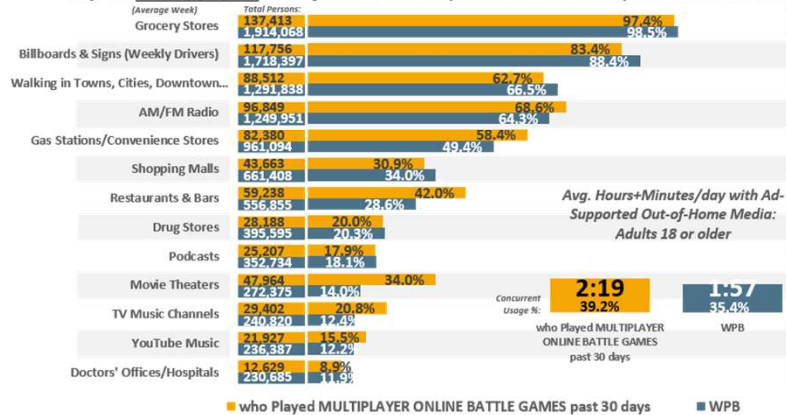
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



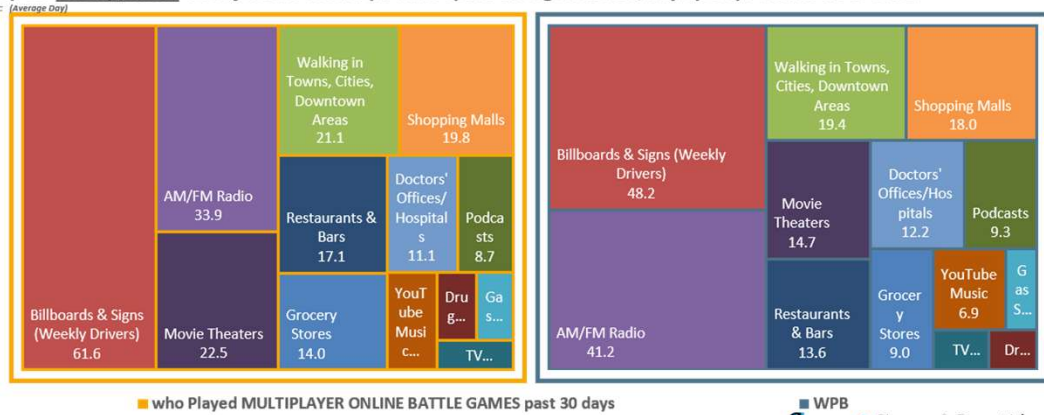
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WPB DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab 165
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything

Ways used Internet/apps past 30 days on any device: Entertainment: Games - multiplayer online battle arena (MOBA)

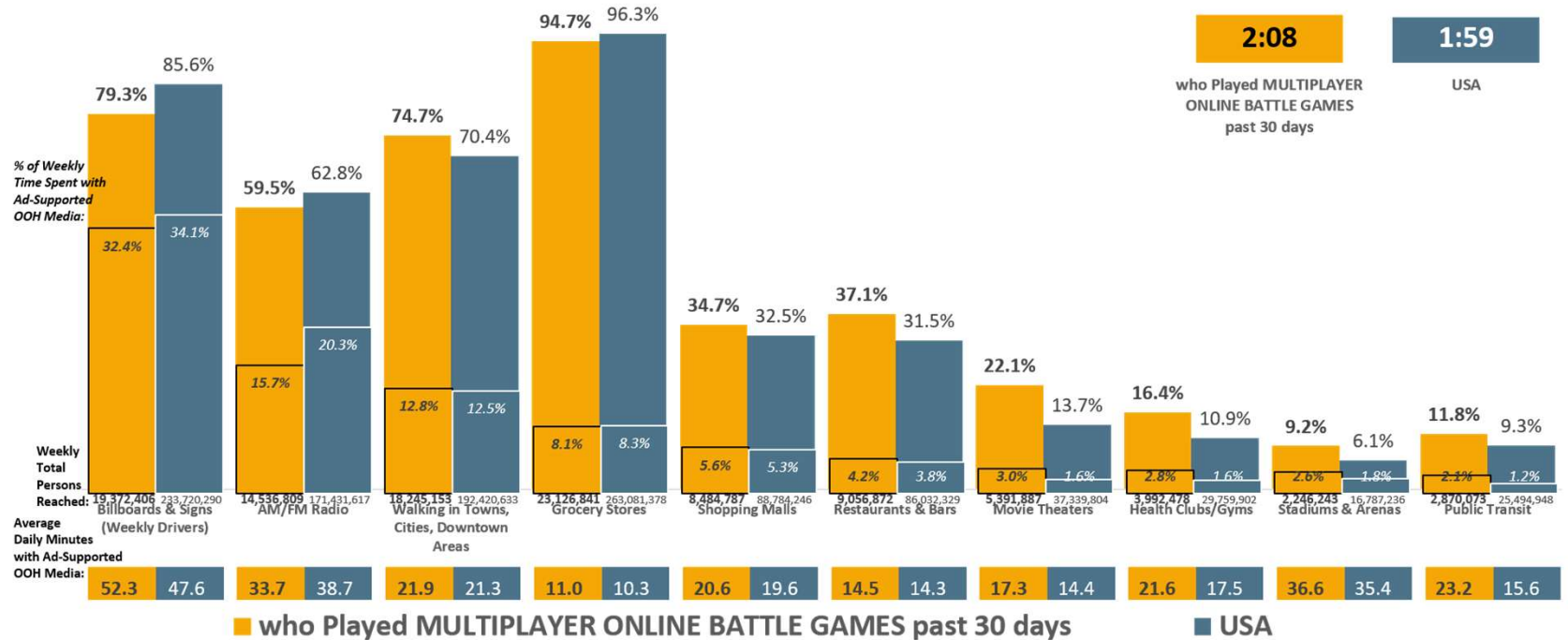


19,372,406 or 79.3% of Adults 18 or older who Played MULTIPLAYER ONLINE BATTLE GAMES past 30 days spend an average of 52.3 minutes per day driving, seeing Billboards and Signs representing 32.4% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

"Share of Ad-Supported OOH Media"



USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 1,889 Scarborough R1 2026: Jan25-Mar26 USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 24,338
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything

Ways used Internet/apps past 30 days on any device: Entertainment: Games - multiplayer online battle arena (MOBA)

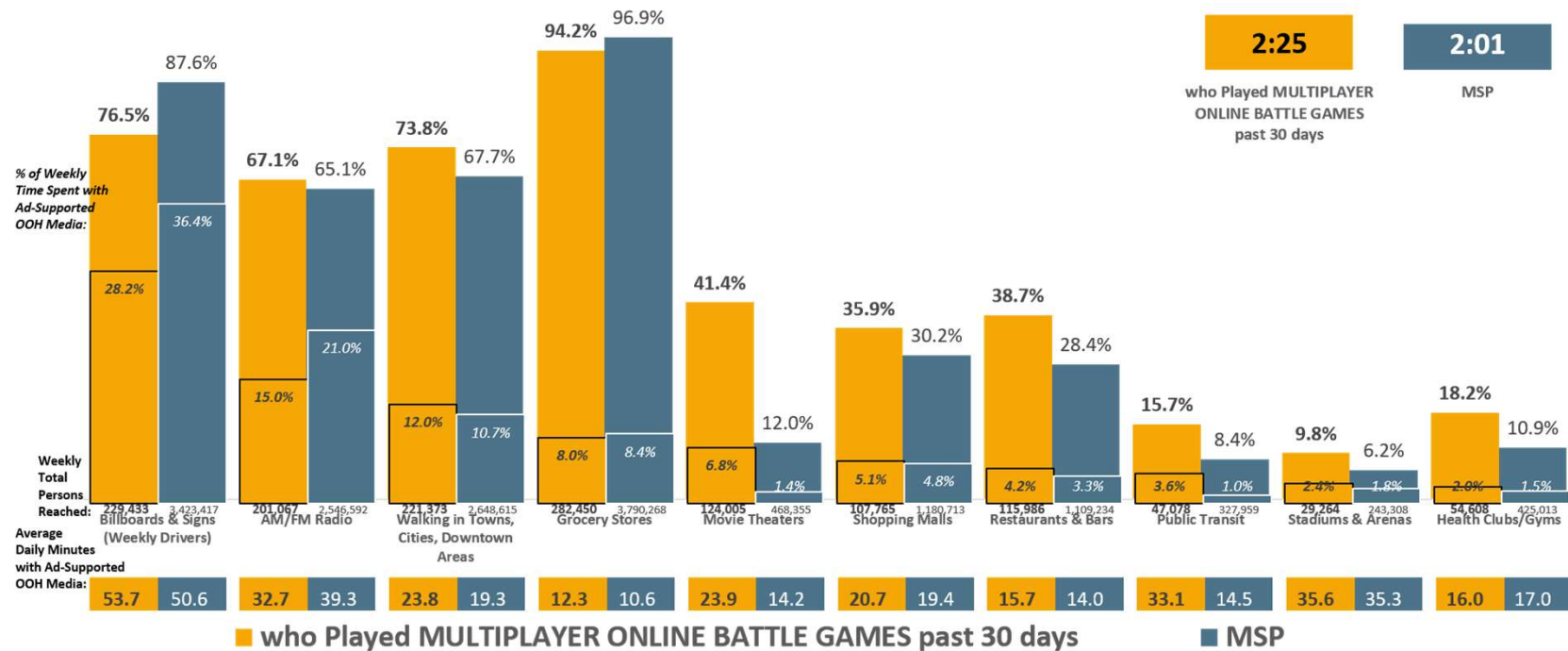


229,433 or 76.5% of Adults 18 or older who Played MULTIPLAYER ONLINE BATTLE GAMES past 30 days spend an average of 53.7 minutes per day driving, seeing Billboards and Signs representing 28.2% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

"Share of Ad-Supported OOH Media"



MSP DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 117 MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 1,934

soefa.ai Share of Everything for Anything

Ways used Internet/apps past 30 days on any device: Entertainment: Games - multiplayer online battle arena (MOBA)

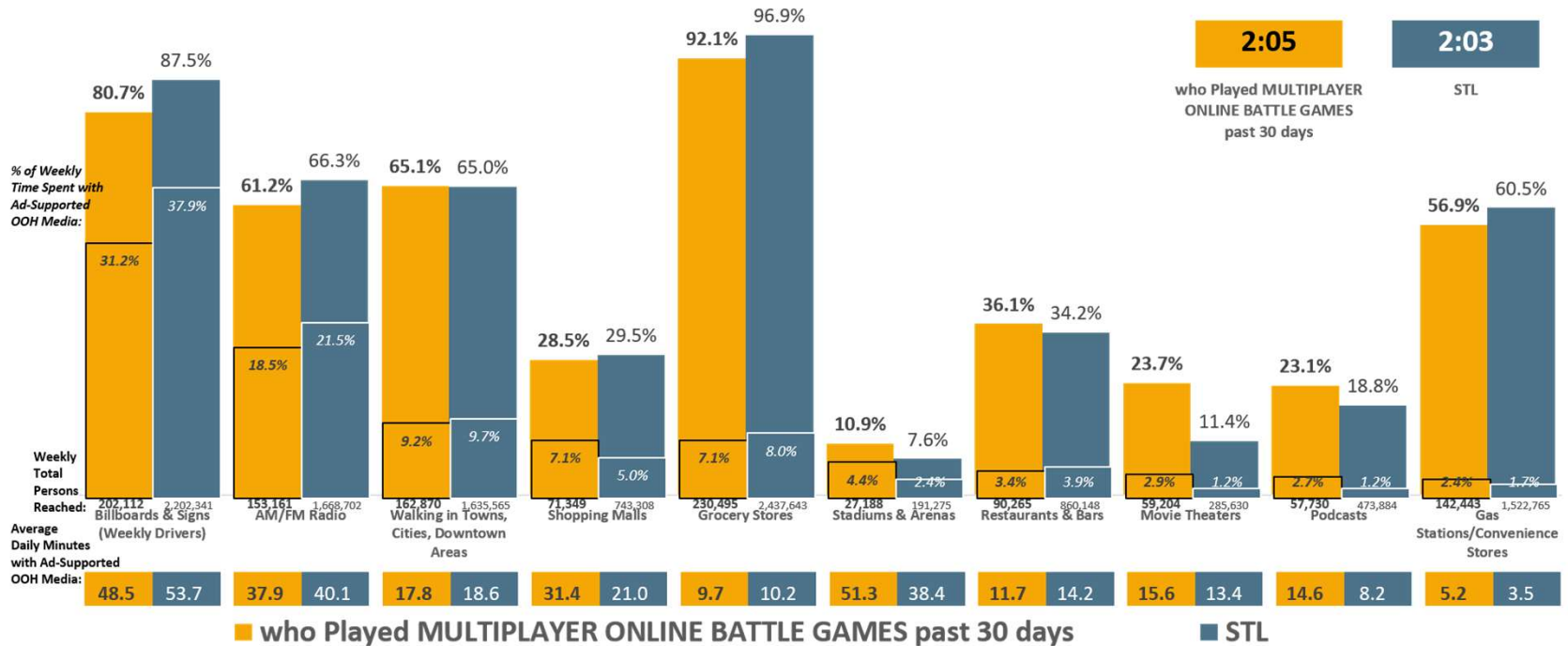


202,112 or 80.7% of Adults 18 or older who Played MULTIPLAYER ONLINE BATTLE GAMES past 30 days spend an average of 48.5 minutes per day driving, seeing Billboards and Signs representing 31.2% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

"Share of Ad-Supported OOH Media"



STL DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 135
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

ST. LOUIS DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 1,956

soefa.ai Share of Everything for Anything

Ways used Internet/apps past 30 days on any device: Entertainment: Games - multiplayer online battle arena (MOBA)

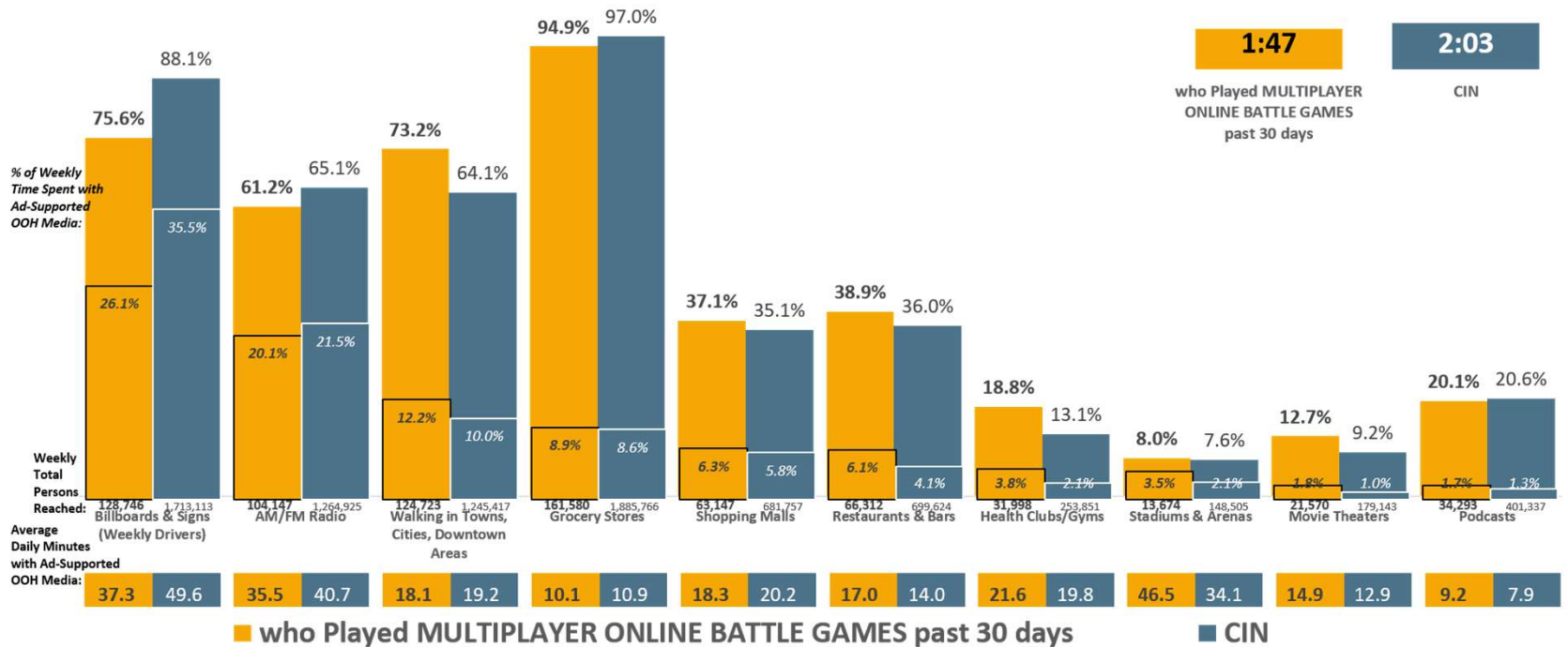


128,746 or 75.6% of Adults 18 or older who Played MULTIPLAYER ONLINE BATTLE GAMES past 30 days spend an average of 37.3 minutes per day driving, seeing Billboards and Signs representing 26.1% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

"Share of Ad-Supported OOH Media"



1:47
who Played MULTIPLAYER ONLINE BATTLE GAMES past 30 days

2:03
CIN

CIN DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 131 CINCINNATI DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 1,900
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

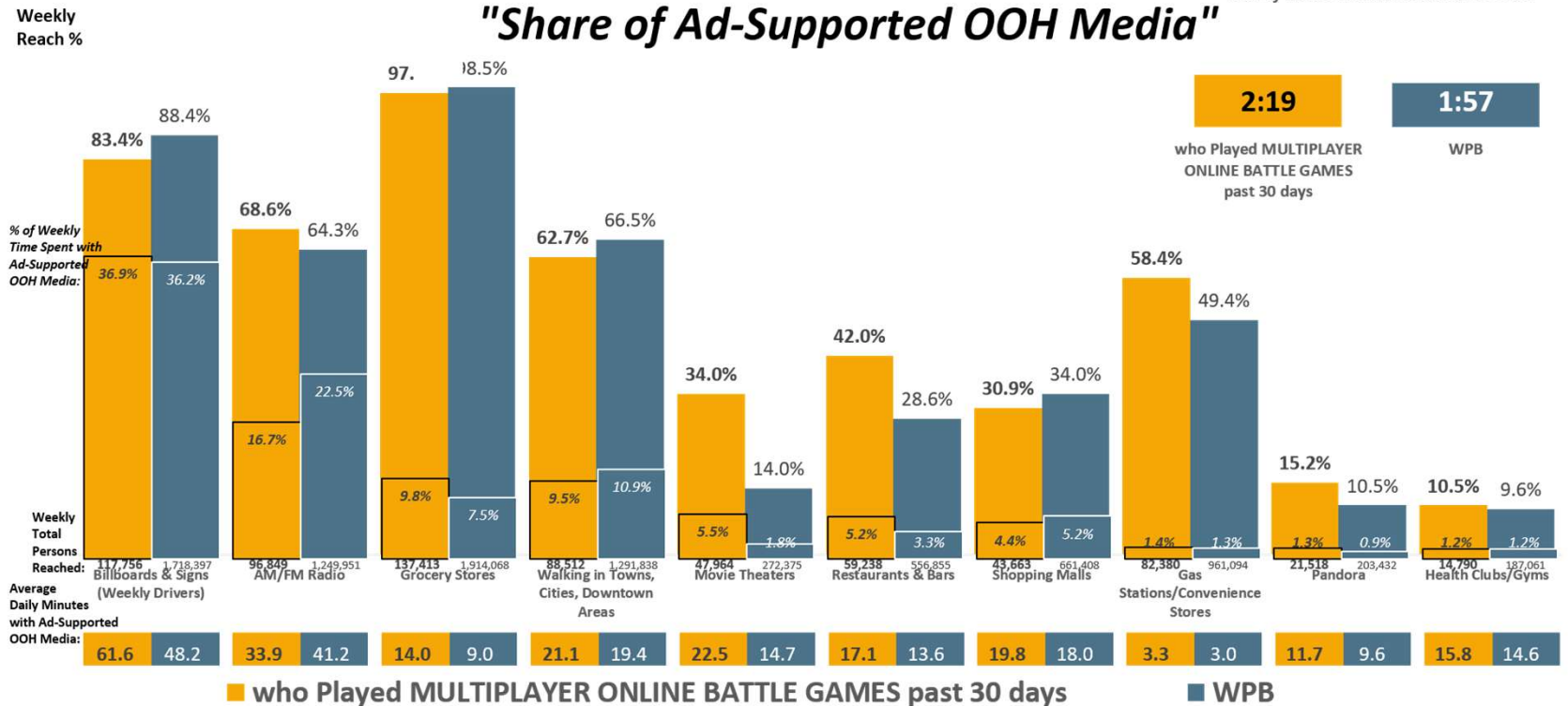
soefa.ai Share of Everything for Anything

Ways used Internet/apps past 30 days on any device: Entertainment: Games - multiplayer online battle arena (MOBA)



117,756 or 83.4% of Adults 18 or older who Played MULTIPLAYER ONLINE BATTLE GAMES past 30 days spend an average of 61.6 minutes per day driving, seeing Billboards and Signs representing 36.9% of all Time Spent with Ad-Supported Out-of-Home Media.

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



WPB DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab 165 WEST PALM BEACH-BOCA RATON DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab 2,551

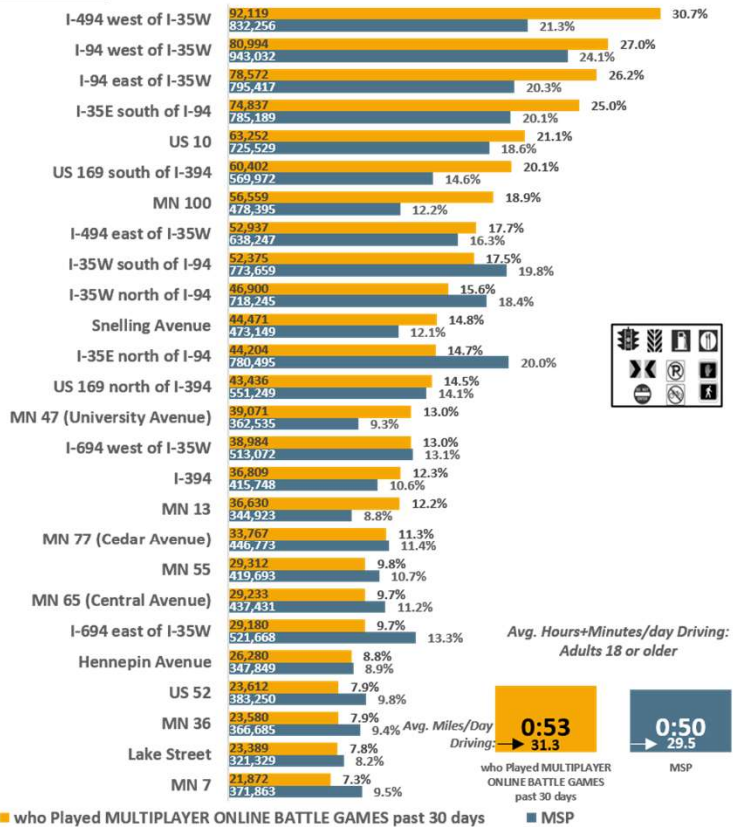
soefa.ai Share of Everything for Anything

Ways used Internet/apps past 30 days on any device: Entertainment: Games - multiplayer online battle arena (MOBA)

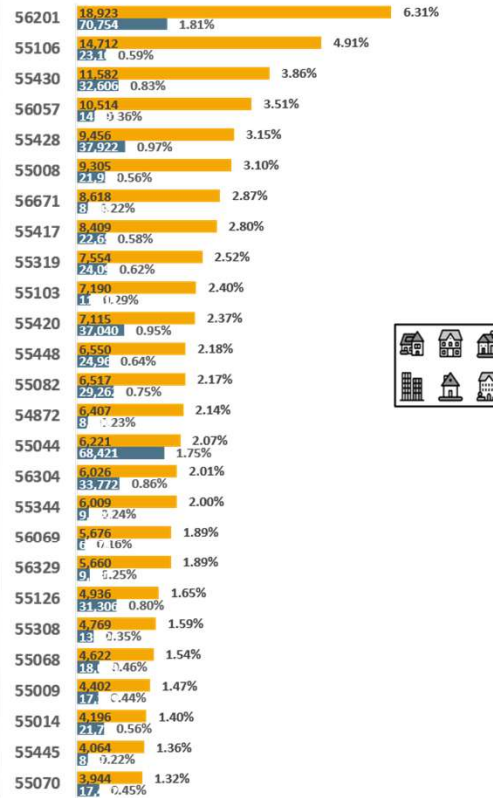


229,433 or 76.5% of Adults 18 or older who Played MULTIPLAYER ONLINE BATTLE GAMES past 30 days spend an average of 53.7 minutes per day driving an average of 31.3 miles each day and are 54.2% more likely to use MN 100 than the Metro average.

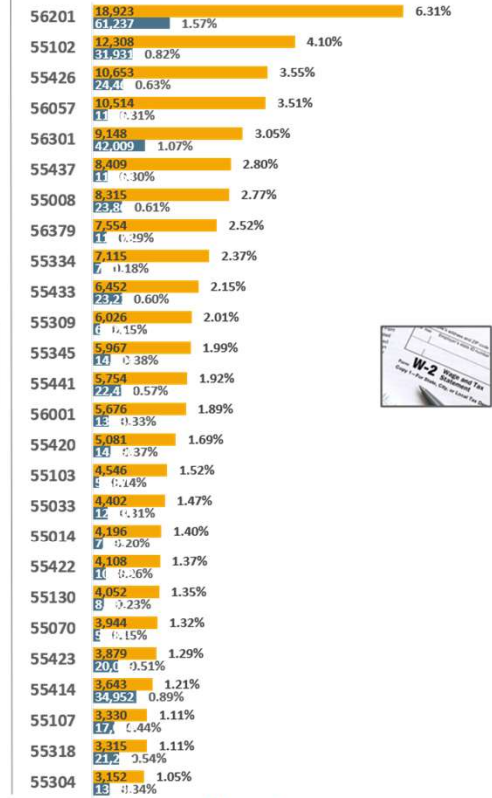
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



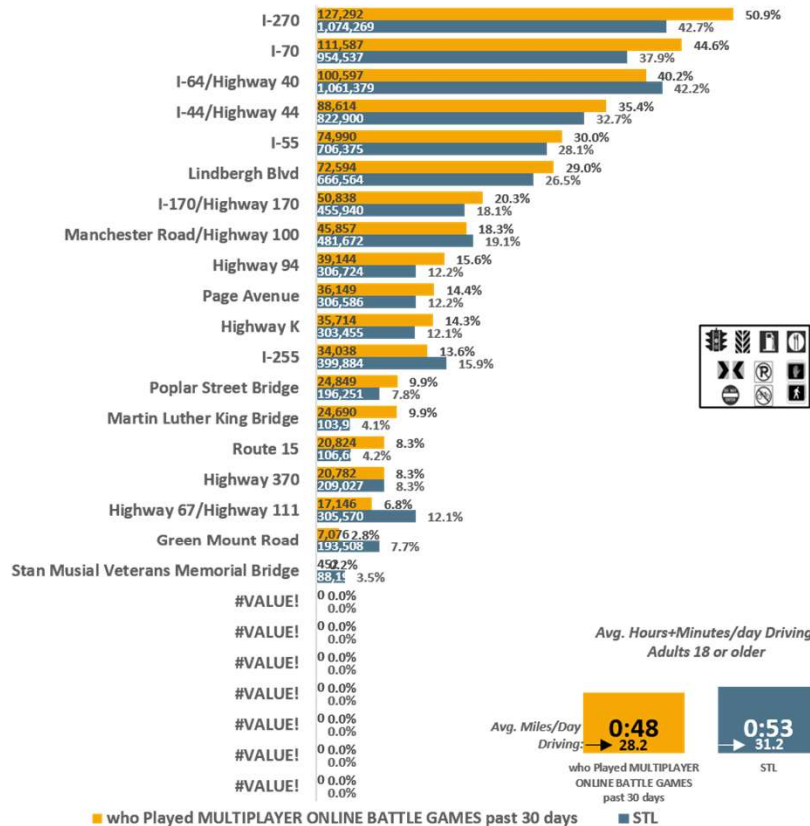
Top-26 Employment Zip Codes: Adults 18 or older



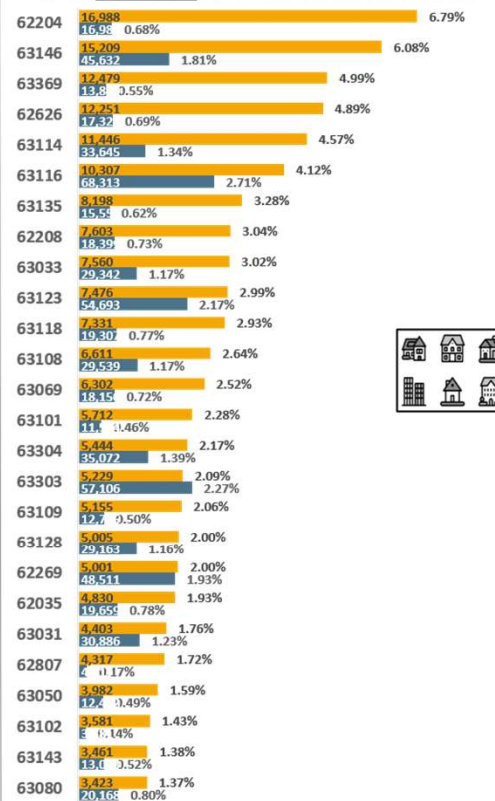


202,112 or 80.7% of Adults 18 or older who Played MULTIPLAYER ONLINE BATTLE GAMES past 30 days spend an average of 48.5 minutes per day driving an average of 28.2 miles each day and are 138.9% more likely to use Martin Luther King Bridge than the Metro av

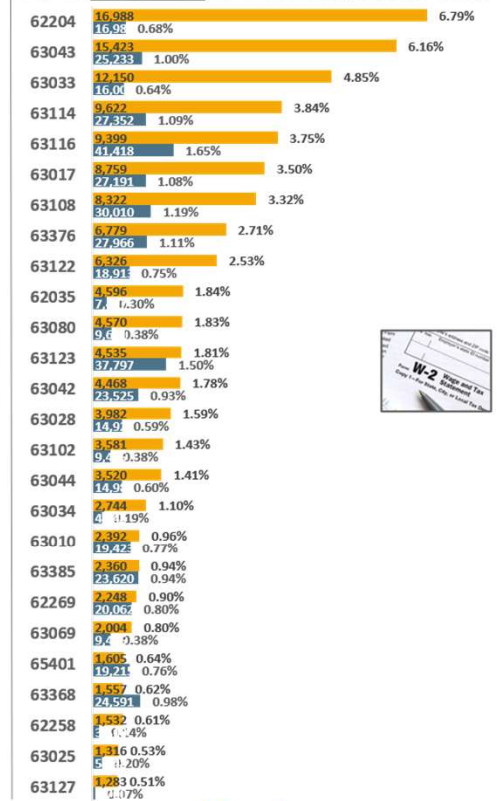
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



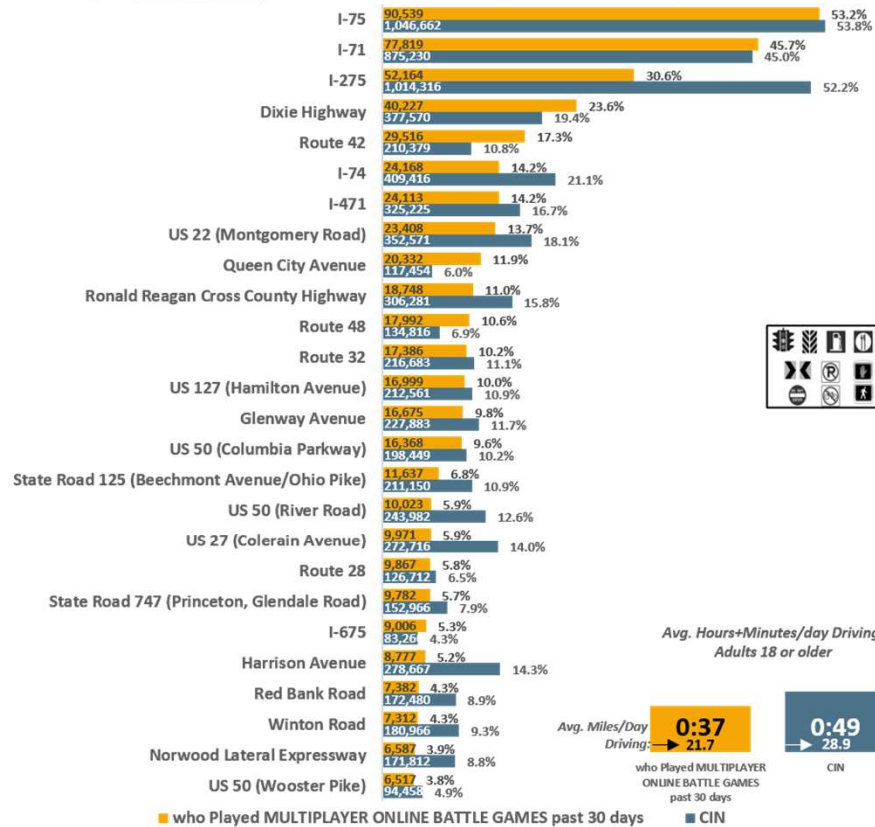
Top-26 Employment Zip Codes: Adults 18 or older



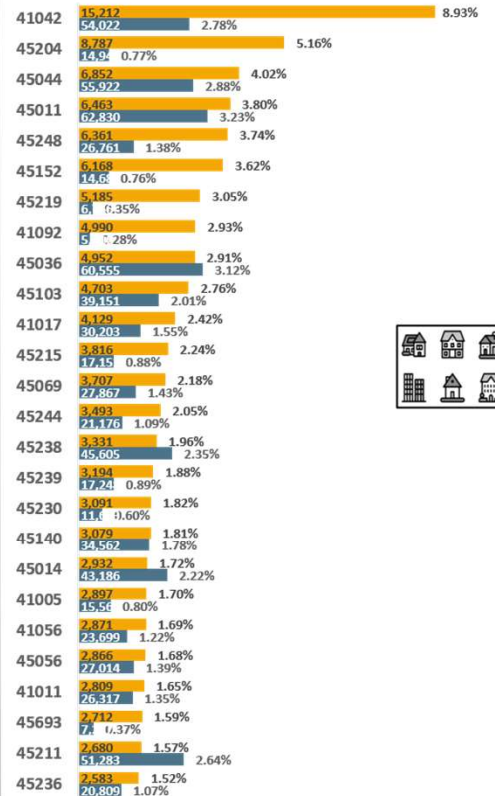


128,746 or 75.6% of Adults 18 or older who Played MULTIPLAYER ONLINE BATTLE GAMES past 30 days spend an average of 37.3 minutes per day driving an average of 21.7 miles each day and are 97.6% more likely to use Queen City Avenue than the Metro average.

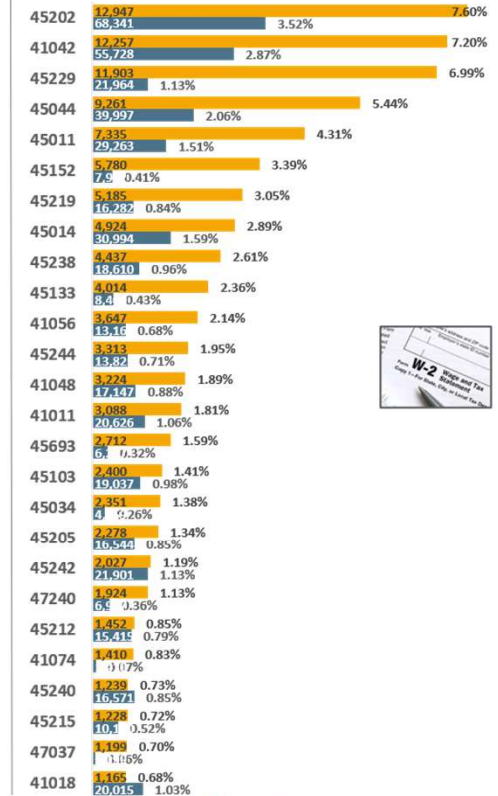
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older

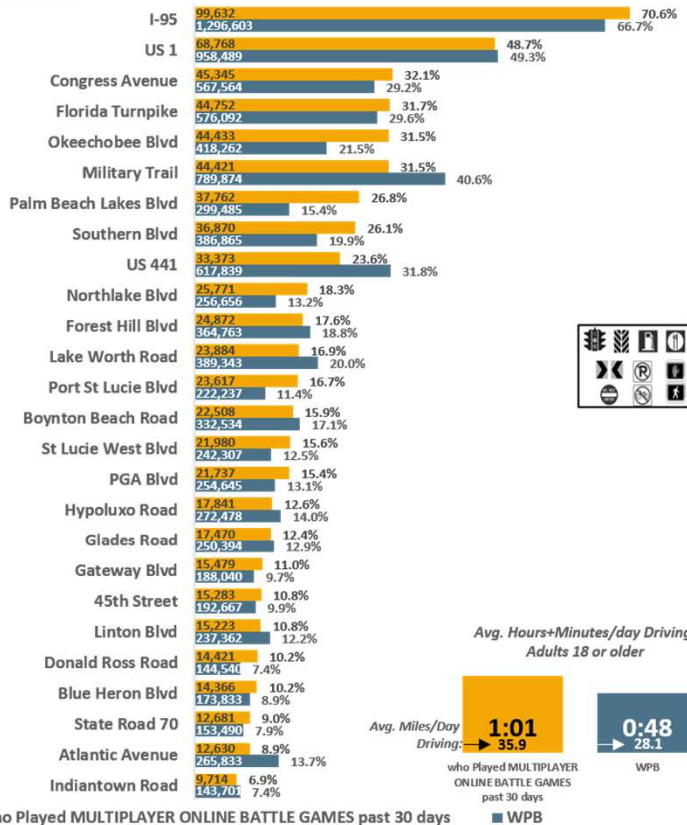


soefa.ai Share of Everything for Anything

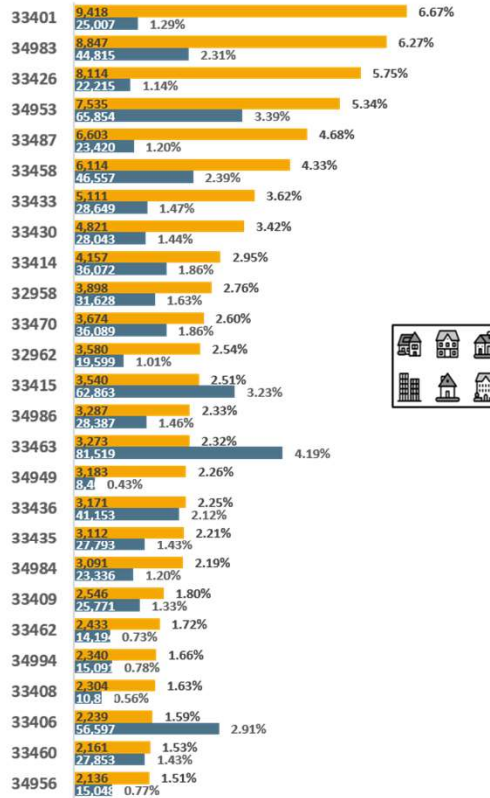


117,756 or 83.4% of Adults 18 or older who Played MULTIPLAYER ONLINE BATTLE GAMES past 30 days spend an average of 61.6 minutes per day driving an average of 35.9 miles each day and are 73.7% more likely to use Palm Beach Lakes Blvd than the Metro average

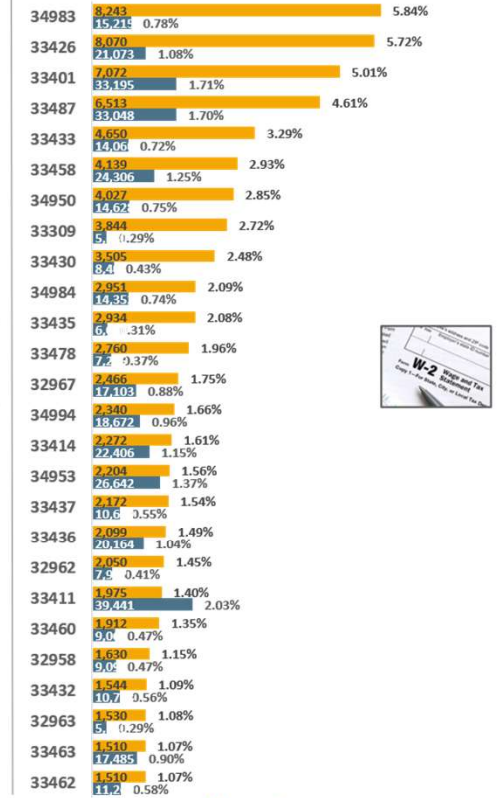
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



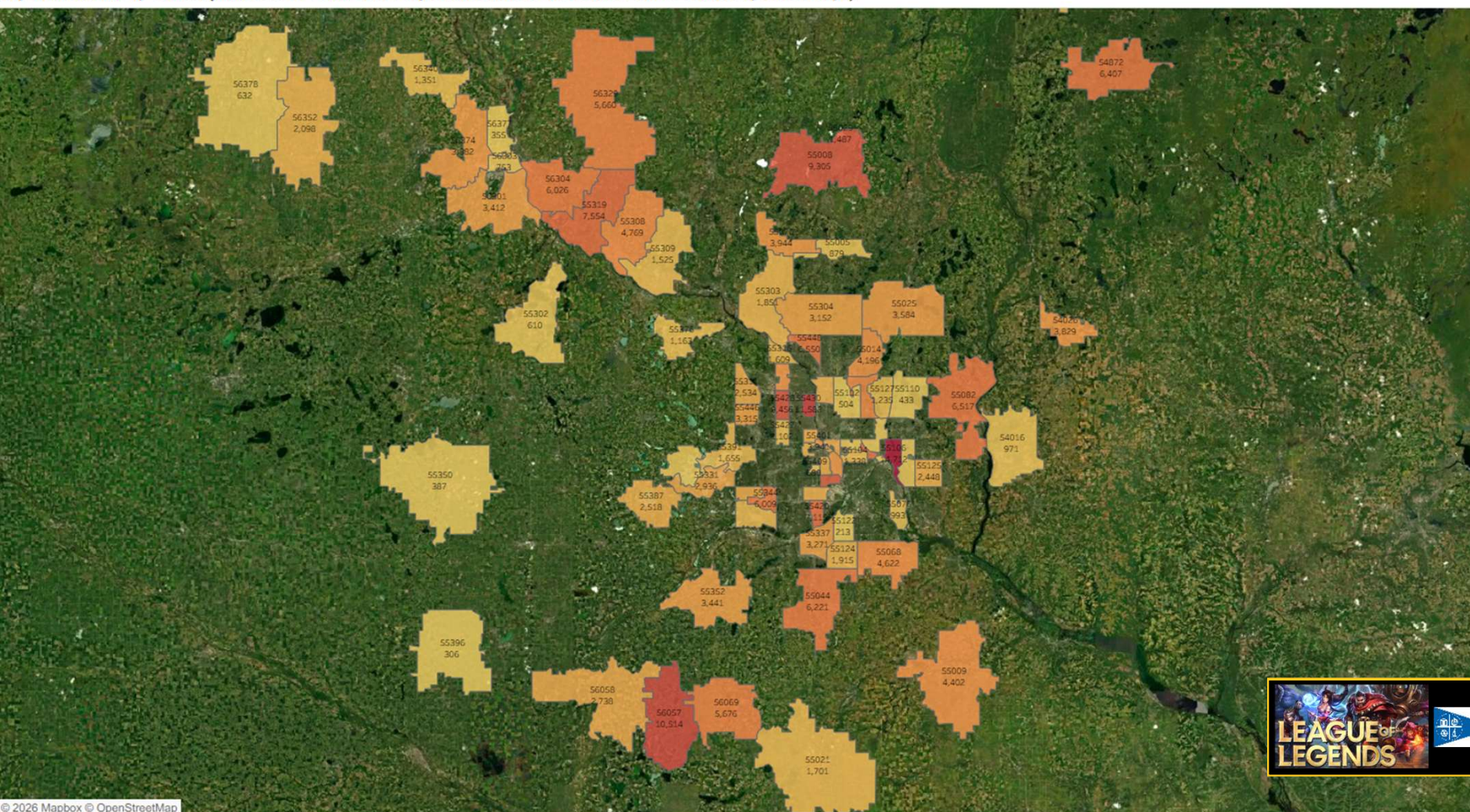
Top-26 Residential Zip Codes: Adults 18 or older



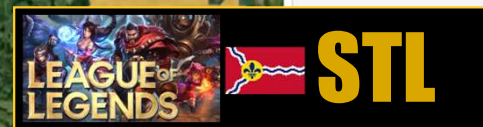
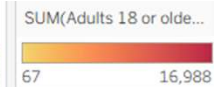
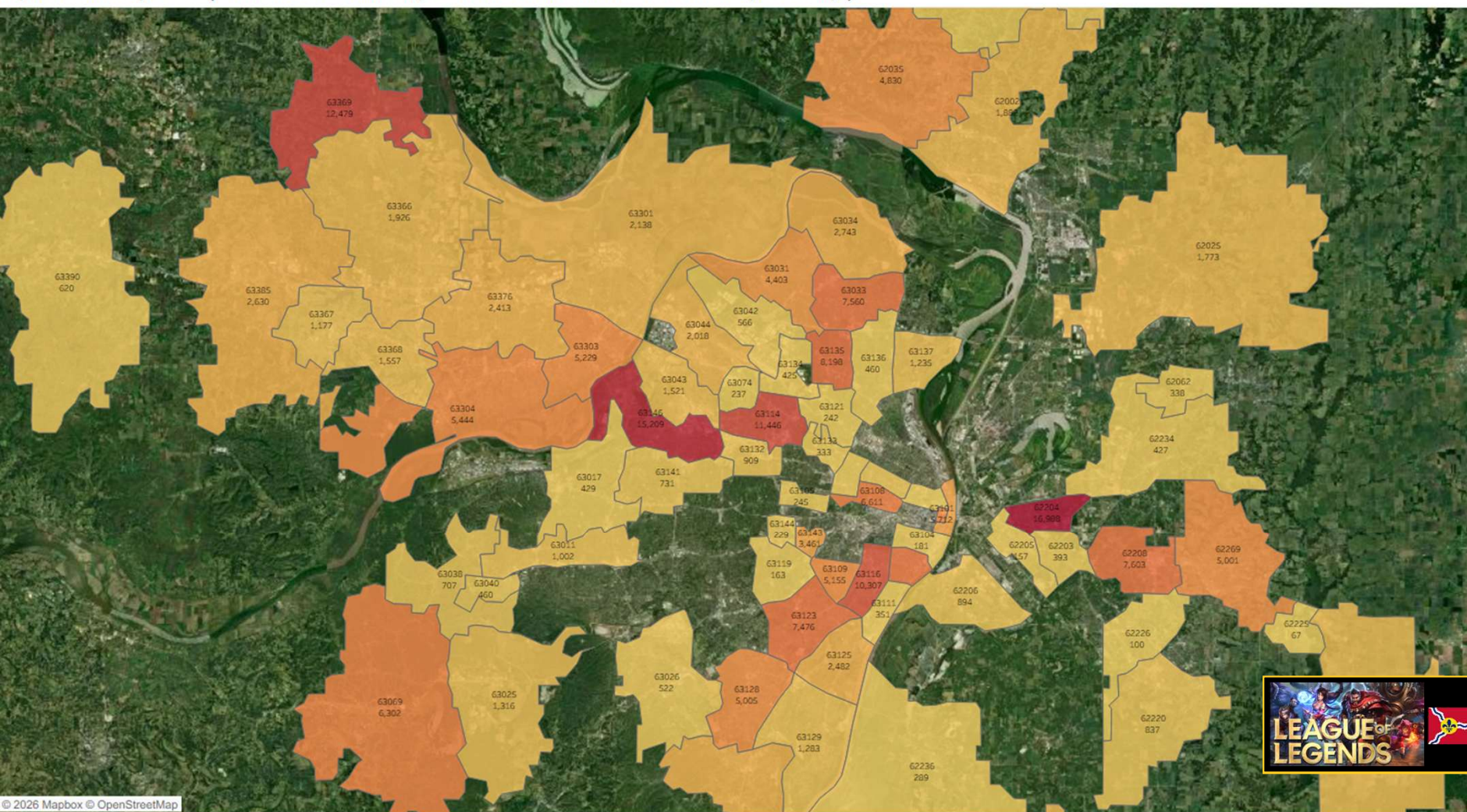
Top-26 Employment Zip Codes: Adults 18 or older



Top Residential Zip Codes: (Adults 18 or older who Played MULTIPLAYER ONLINE BATTLE GAMES past 30 days)



Top Residential Zip Codes: (Adults 18 or older who Played MULTIPLAYER ONLINE BATTLE GAMES past 30 days)



© 2026 Mapbox © OpenStreetMap

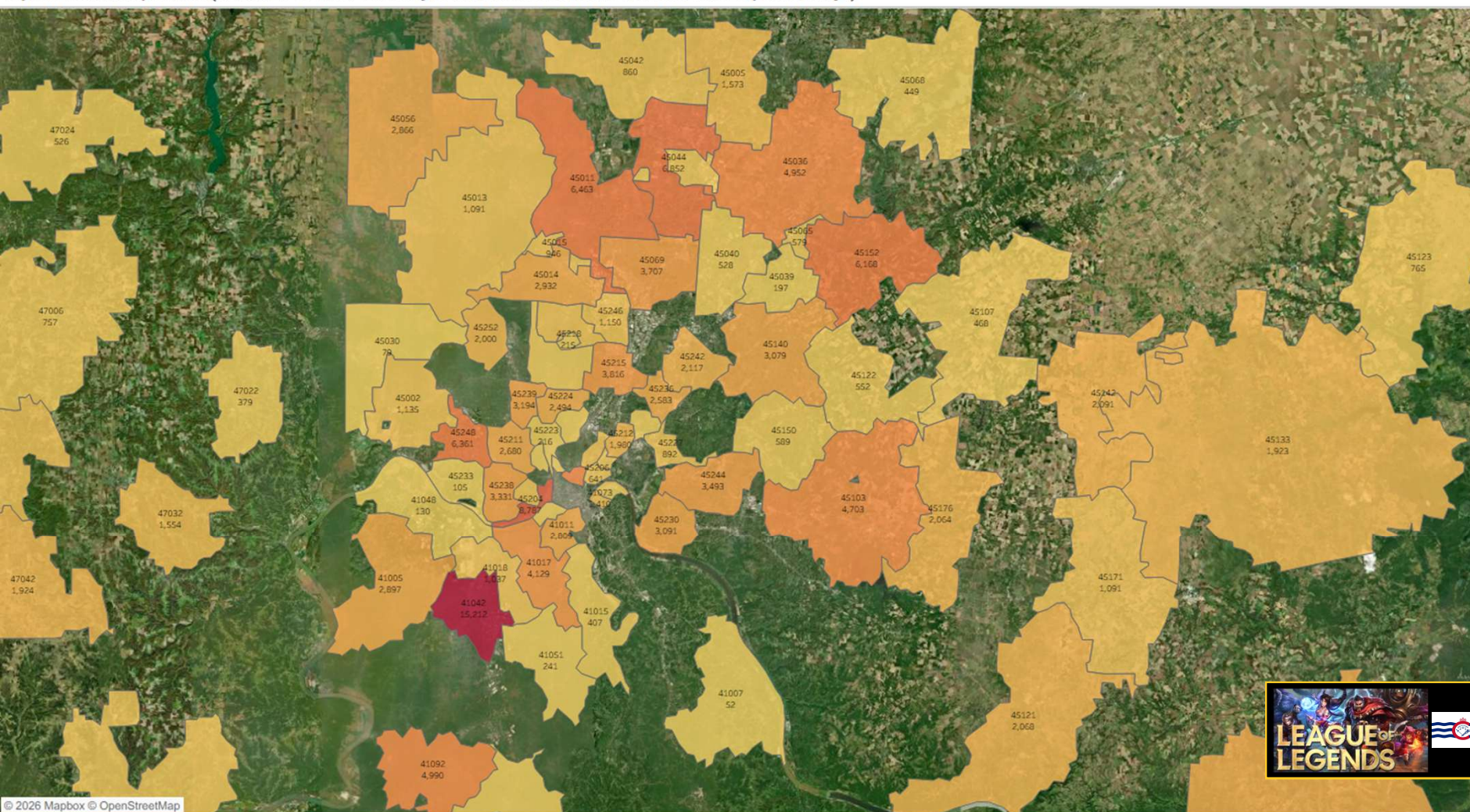
STL DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 135

All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything

Ways used Internet/apps past 30 days on any device: Entertainment: Games - multiplayer online battle arena (MOBA)

Top Residential Zip Codes: (Adults 18 or older who Played MULTIPLAYER ONLINE BATTLE GAMES past 30 days)



SUM(Adults 18 or olde...



© 2026 Mapbox © OpenStreetMap

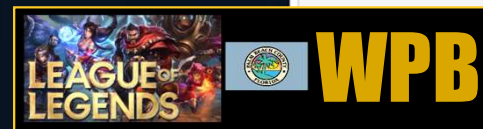
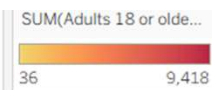
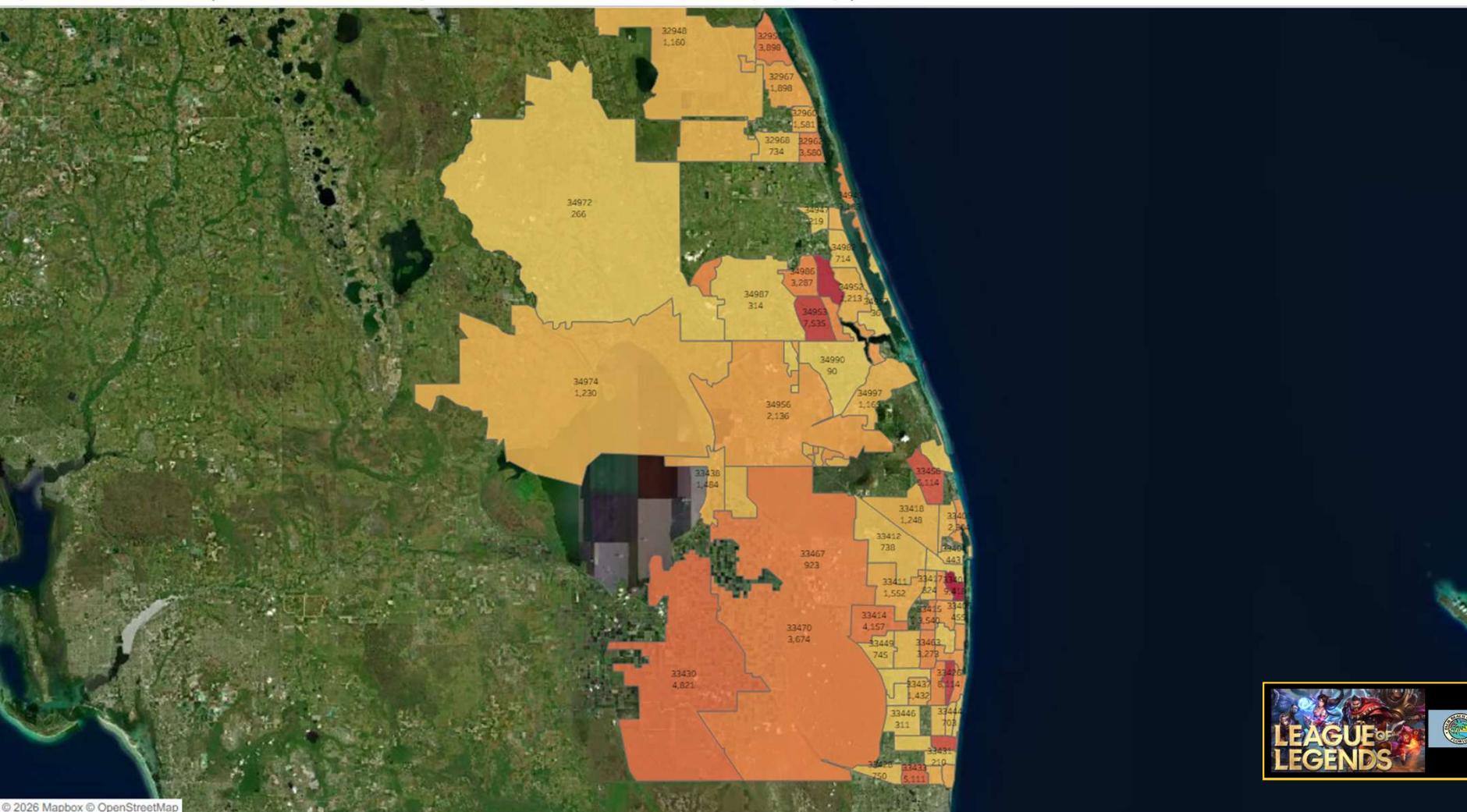
CIN DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 131

All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything

Ways used Internet/apps past 30 days on any device: Entertainment: Games - multiplayer online battle arena (MOBA)

Top Residential Zip Codes: (Adults 18 or older who Played MULTIPLAYER ONLINE BATTLE GAMES past 30 days)



© 2026 Mapbox © OpenStreetMap

WPB DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab 165

All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

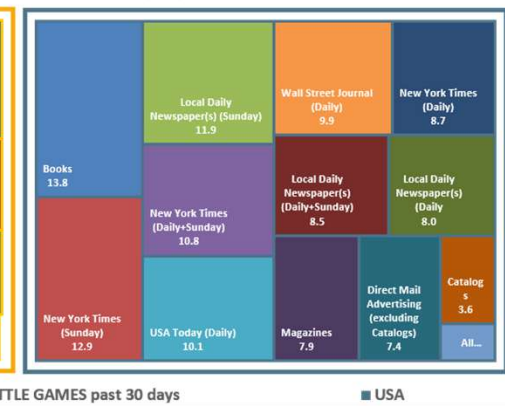
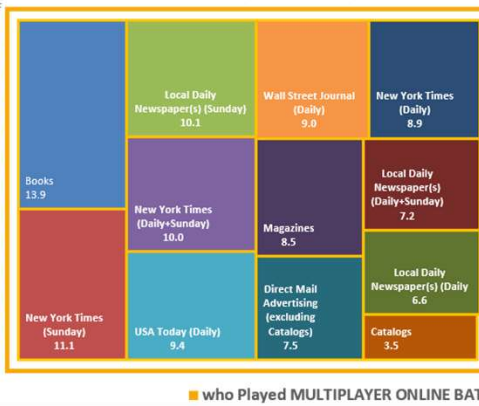
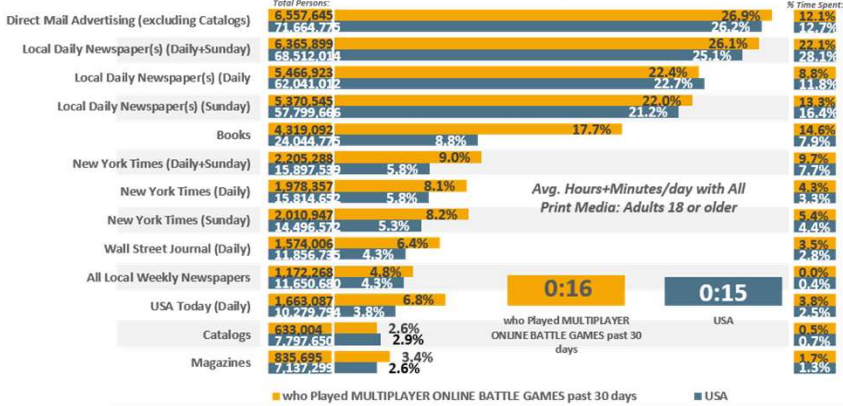
Ways used Internet/apps past 30 days on any device: Entertainment: Games - multiplayer online battle arena (MOBA)

soefa.ai Share of Everything for Anything

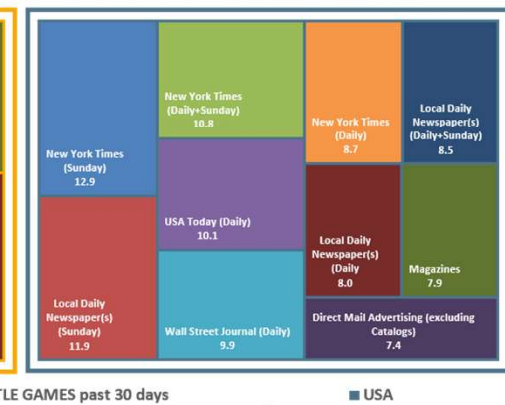
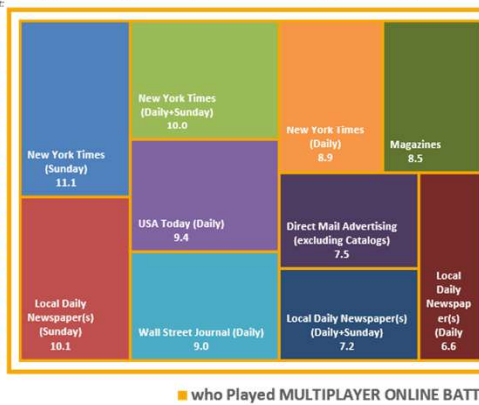
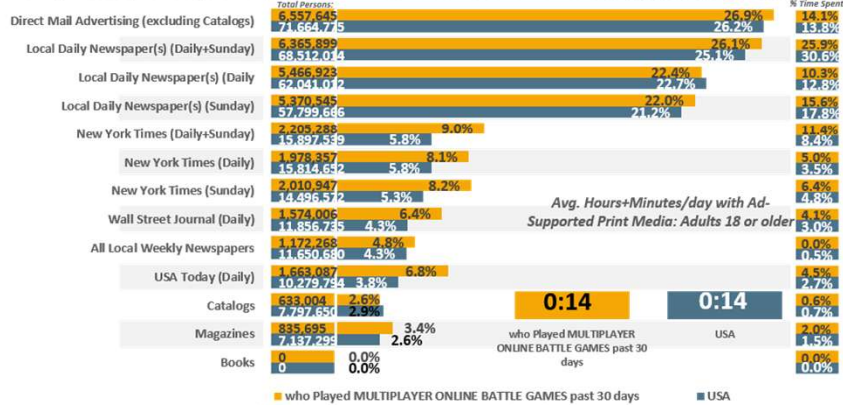


6,365,899 or 26.1% of Adults 18 or older who Played MULTIPLAYER ONLINE BATTLE GAMES past 30 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 7.2 minutes every day representing 25.9% of all time spent daily with All forms of Print Media

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 2026: Jan25-Mar26 Qual Intab 1,889
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

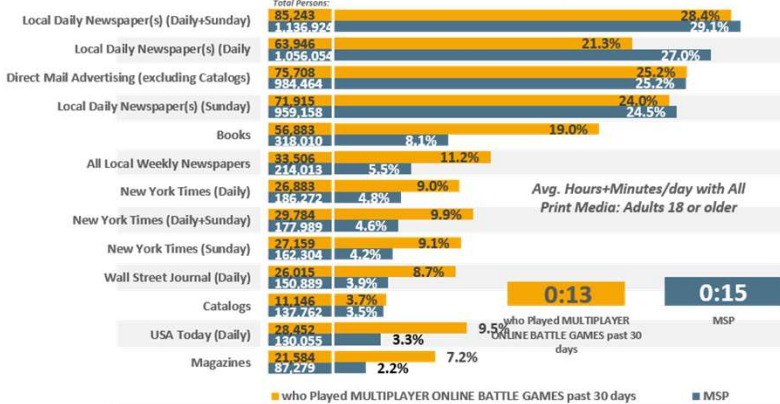
soefa.ai Share of Everything for Anything

Ways used Internet/apps past 30 days on any device: Entertainment: Games - multiplayer online battle arena (MOBA)

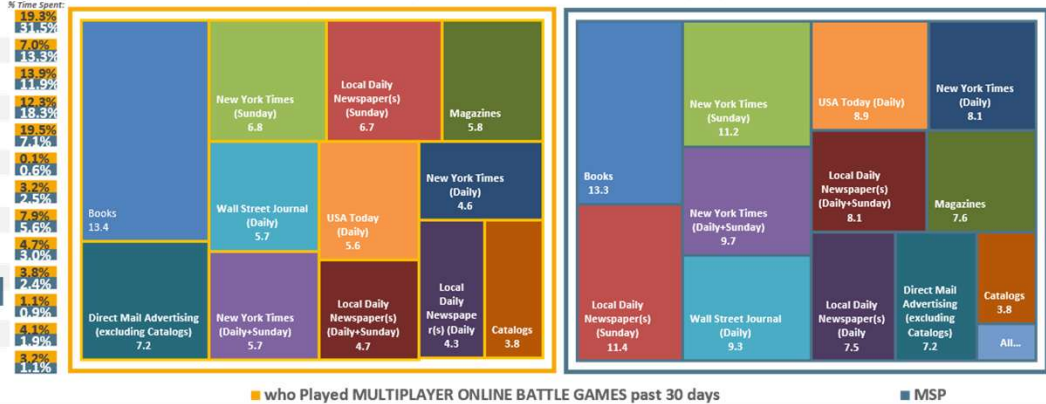


85,243 or 28.4% of Adults 18 or older who Played MULTIPLAYER ONLINE BATTLE GAMES past 30 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 4.7 minutes every day representing 24.0% of all time spent daily with All forms of Print Media.

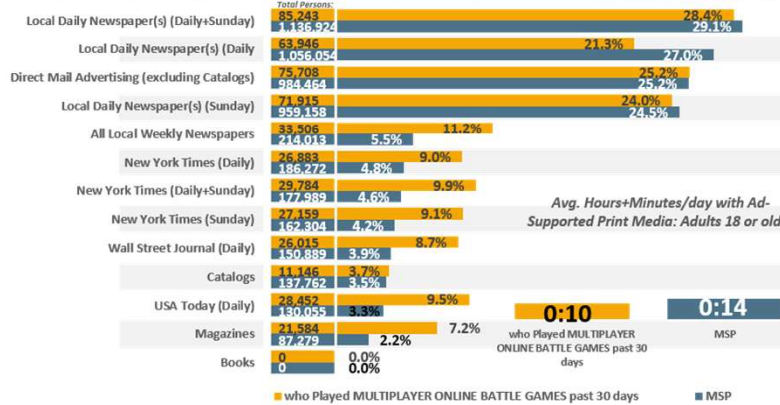
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



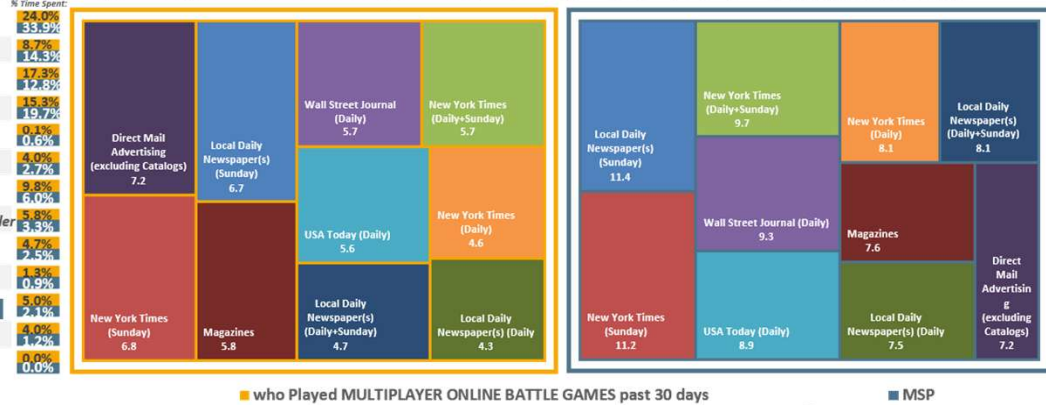
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



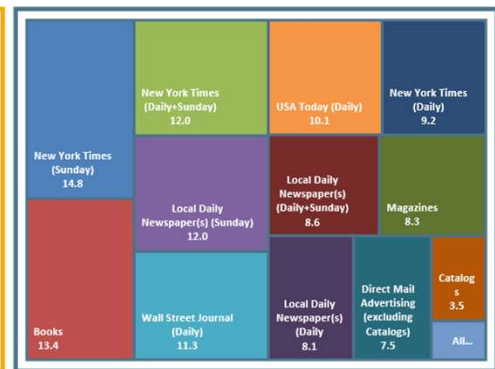
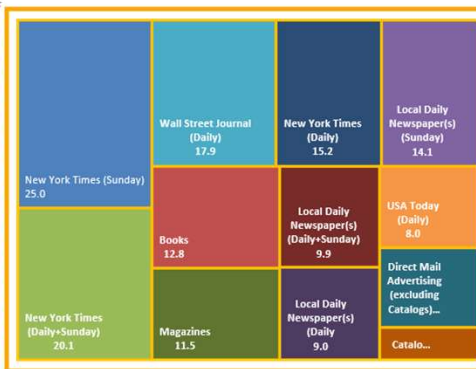
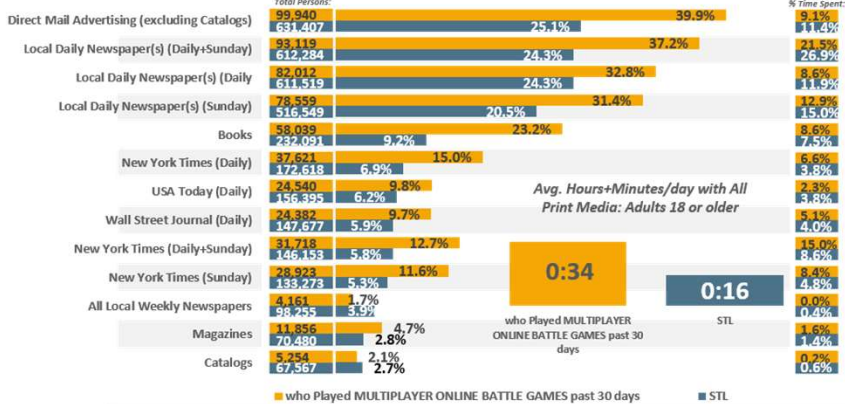
Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



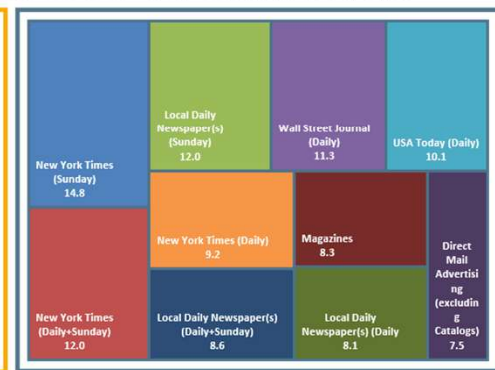
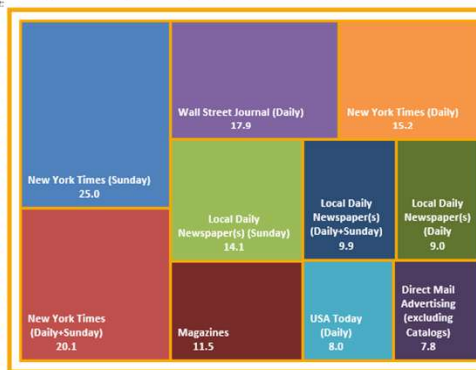
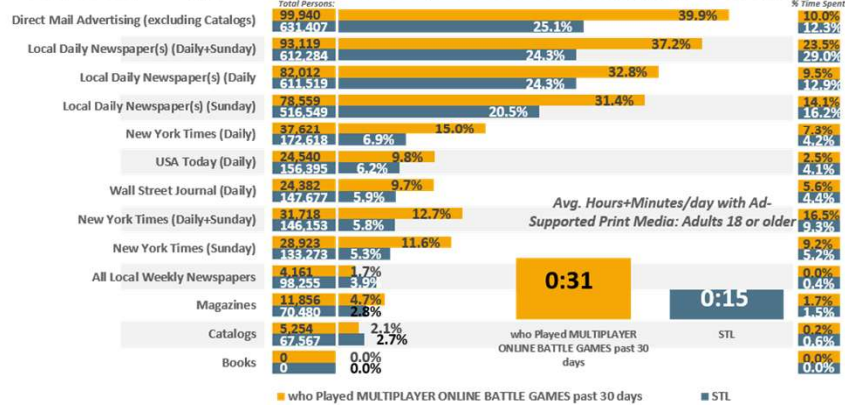


93,119 or 37.2% of Adults 18 or older who Played MULTIPLAYER ONLINE BATTLE GAMES past 30 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.9 minutes every day representing 23.5% of all time spent daily with All forms of Print Media.

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**



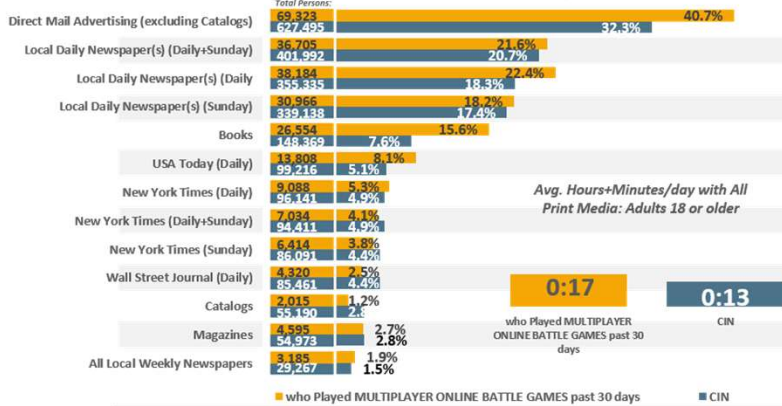
Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**





36,705 or 21.6% of Adults 18 or older who Played MULTIPLAYER ONLINE BATTLE GAMES past 30 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.6 minutes every day representing 29.8% of all time spent daily with All forms of Print Media.

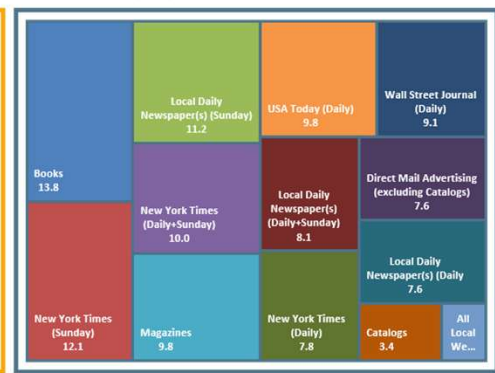
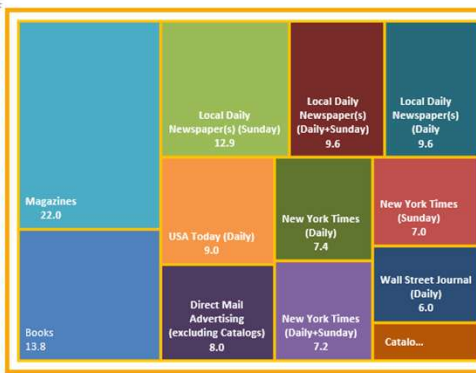
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



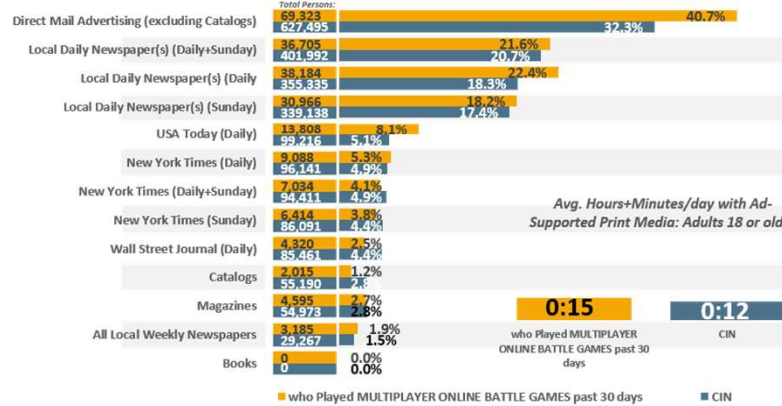
Avg. Hours+Minutes/day with All Print Media: Adults 18 or older

0:17 0:13

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



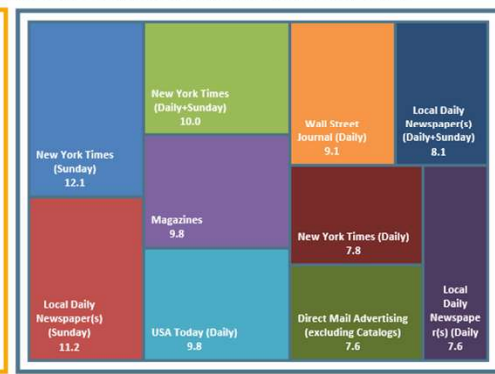
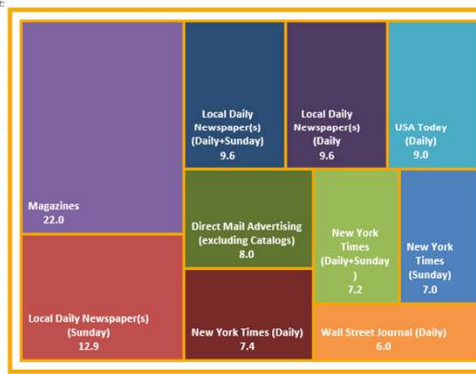
Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older



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

0:15 0:12

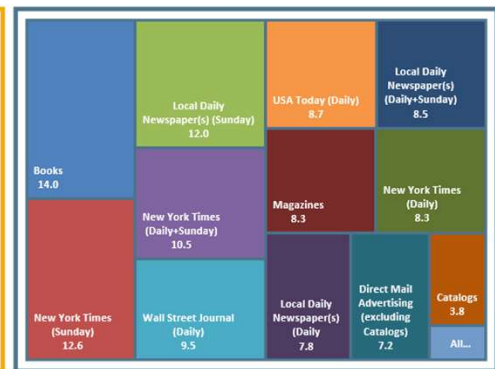
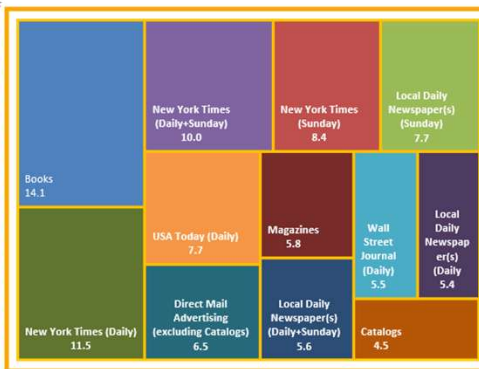
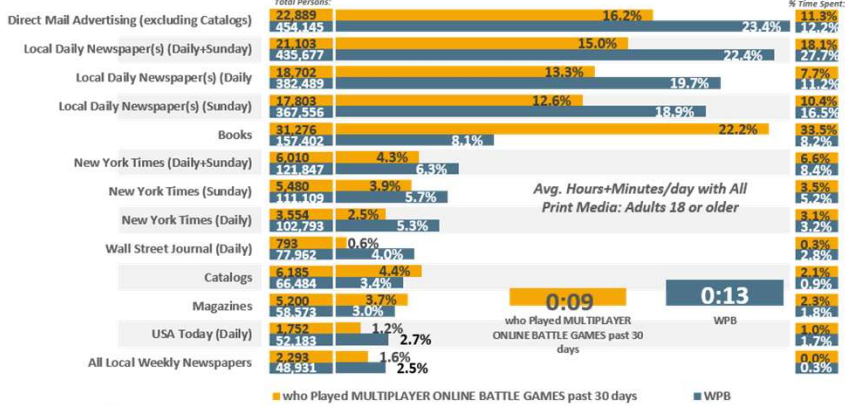
Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



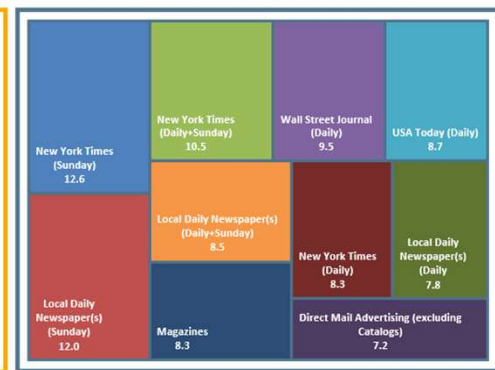
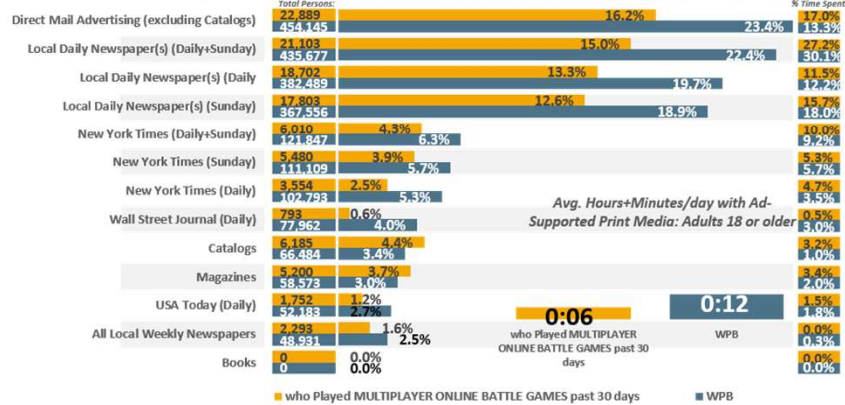


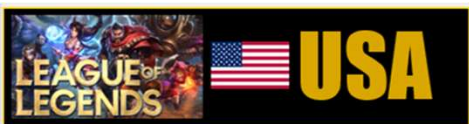
21,103 or 15.% of Adults 18 or older who Played MULTIPLAYER ONLINE BATTLE GAMES past 30 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 5.6 minutes every day representing 27.2% of all time spent daily with All forms of Print Media.

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**



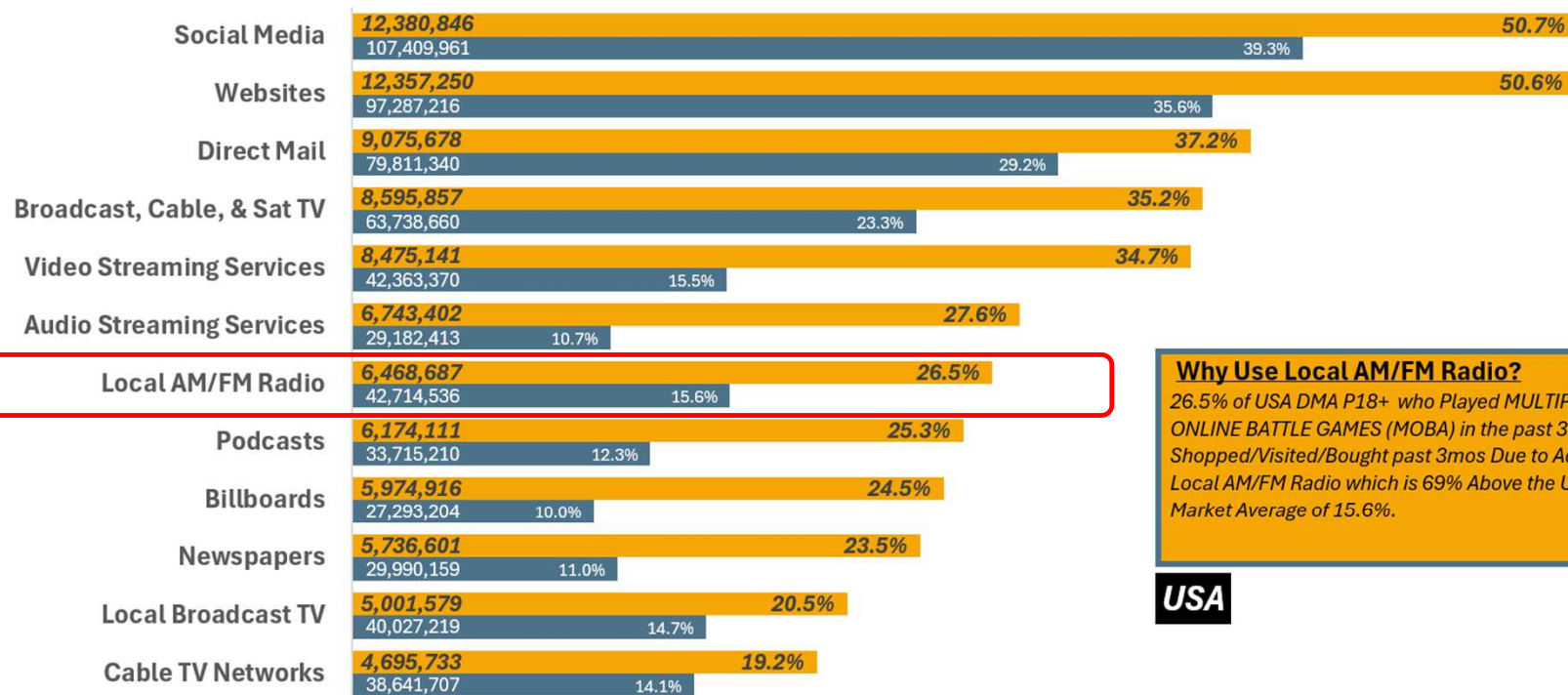
Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**





"Advertising Actions"

P18+ who Played MULTIPLAYER ONLINE BATTLE GAMES (MOBA) in the past 30 days
(Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

26.5% of USA DMA P18+ who Played MULTIPLAYER ONLINE BATTLE GAMES (MOBA) in the past 30 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 69% Above the USA DMA Market Average of 15.6%.

USA

■ P18+ who Played MULTIPLAYER ONLINE BATTLE GAMES (MOBA) in the past 30 days (Shopped/Visited/Bought past 3mos Due to Ads on %)

■ P18+ USA AVERAGE (Shopped/Visited/Bought past 3mos Due to Ads on %)

USA DMA Scarborough R1 2026: Jan25-Mar26 Qual Intab: 1889
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

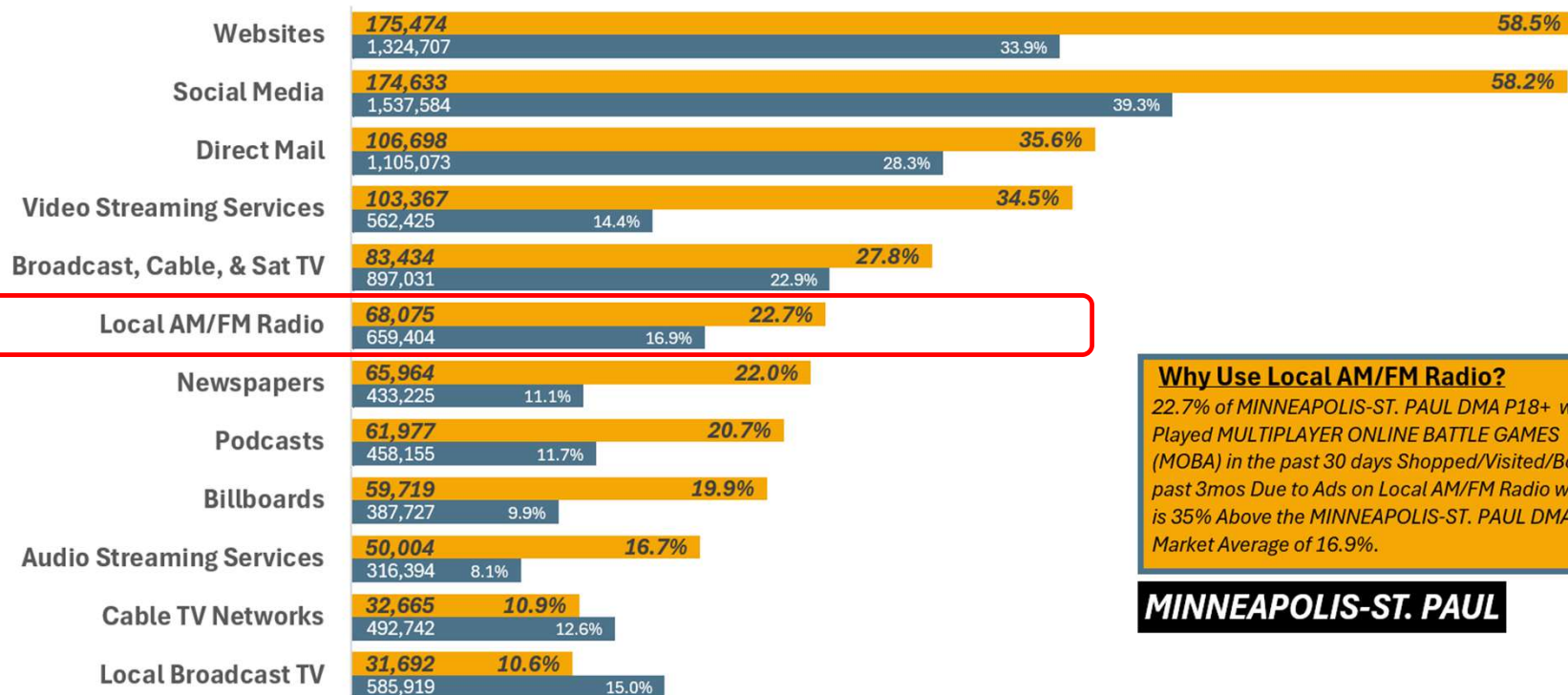
soefa.ai Share of Everything
for Anything ®

Ways used Internet/apps past 30 days on any device: Entertainment: Games - multiplayer online battle arena (MOBA)



"Advertising Actions"

**P18+ who Played MULTIPLAYER ONLINE BATTLE GAMES (MOBA) in the past 30 days
(Shopped/Visited/Bought past 3mos Due to Ads on %)**



Why Use Local AM/FM Radio?

22.7% of MINNEAPOLIS-ST. PAUL DMA P18+ who Played MULTIPLAYER ONLINE BATTLE GAMES (MOBA) in the past 30 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 35% Above the MINNEAPOLIS-ST. PAUL DMA Market Average of 16.9%.

MINNEAPOLIS-ST. PAUL

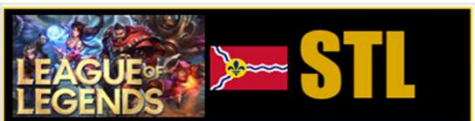
■ P18+ who Played MULTIPLAYER ONLINE BATTLE GAMES (MOBA) in the past 30 days (Shopped/Visited/Bought past 3mos Due to Ads on %)

■ P18+ MINNEAPOLIS-ST. PAUL AVERAGE (Shopped/Visited/Bought past 3mos Due to Ads on %)

MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab: 117
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

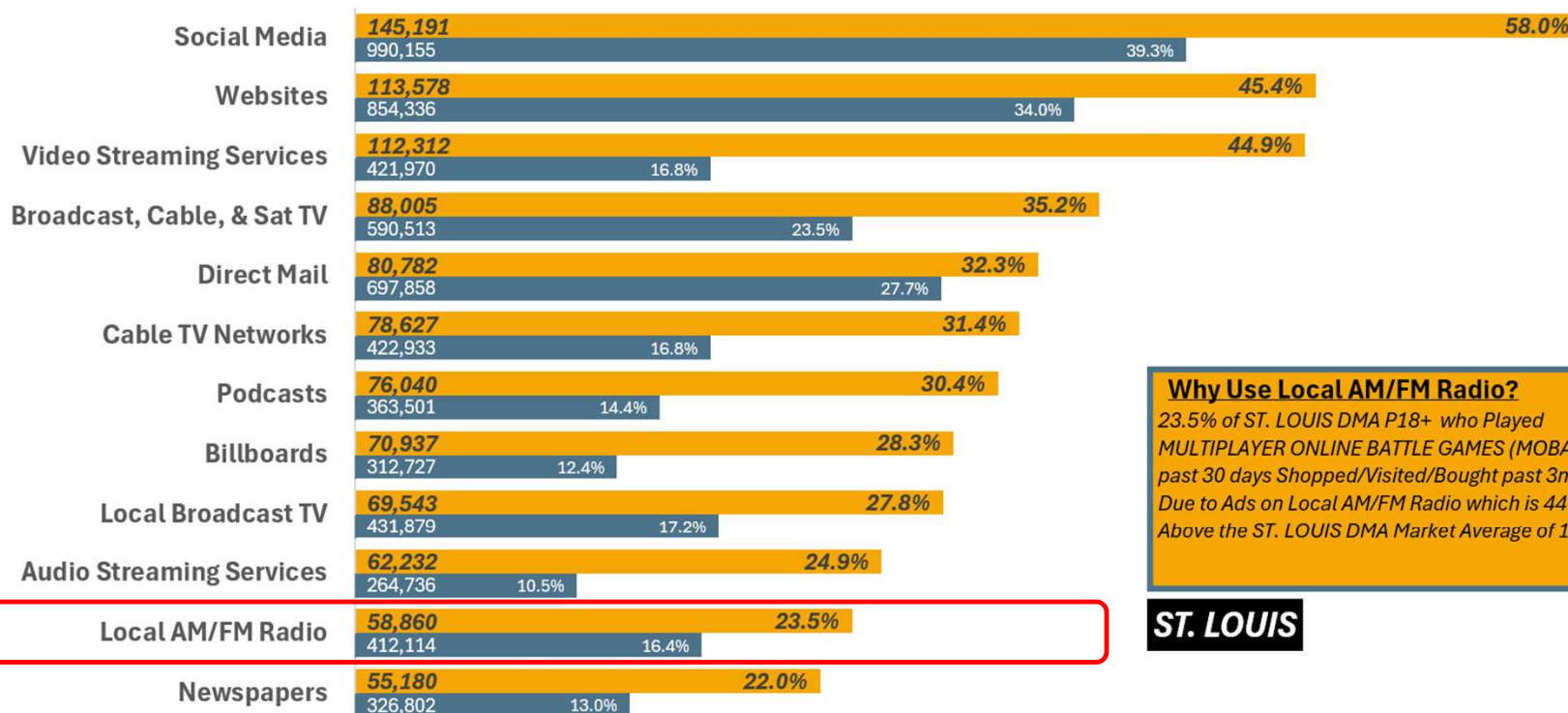
soefa.ai Share of Everything for Anything

Ways used Internet/apps past 30 days on any device: Entertainment: Games - multiplayer online battle arena (MOBA)



"Advertising Actions"

P18+ who Played MULTIPLAYER ONLINE BATTLE GAMES (MOBA) in the past 30 days
(Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

23.5% of ST. LOUIS DMA P18+ who Played MULTIPLAYER ONLINE BATTLE GAMES (MOBA) in the past 30 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 44% Above the ST. LOUIS DMA Market Average of 16.4%.

ST. LOUIS

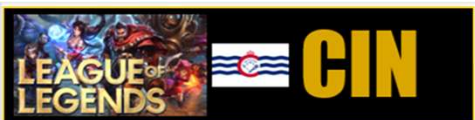
■ P18+ who Played MULTIPLAYER ONLINE BATTLE GAMES (MOBA) in the past 30 days (Shopped/Visited/Bought past 3mos Due to Ads on %)

■ P18+ ST. LOUIS AVERAGE (Shopped/Visited/Bought past 3mos Due to Ads on %)

ST. LOUIS DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab: 135
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

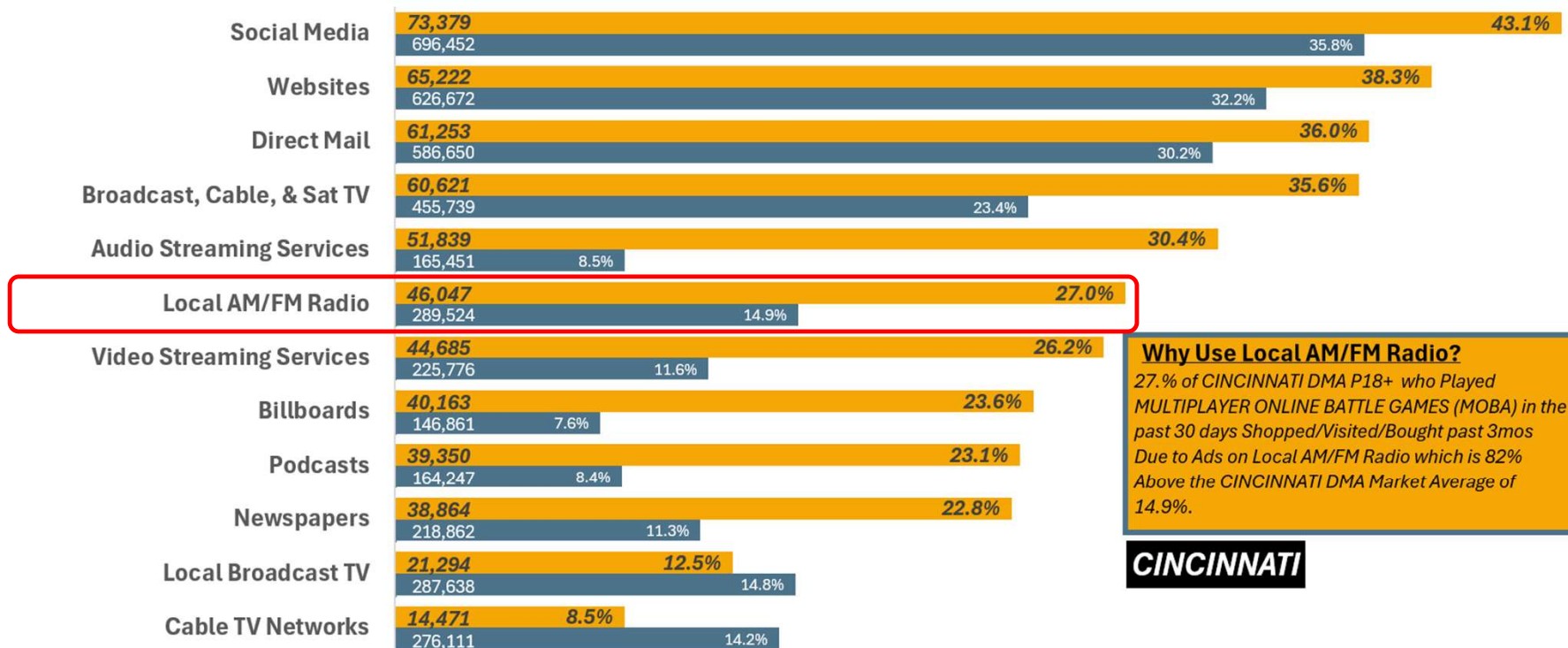
soefa.ai Share of Everything for Anything ®

Ways used Internet/apps past 30 days on any device: Entertainment: Games - multiplayer online battle arena (MOBA)



"Advertising Actions"

P18+ who Played MULTIPLAYER ONLINE BATTLE GAMES (MOBA) in the past 30 days
(Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?
27. % of CINCINNATI DMA P18+ who Played MULTIPLAYER ONLINE BATTLE GAMES (MOBA) in the past 30 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 82% Above the CINCINNATI DMA Market Average of 14.9%.

CINCINNATI

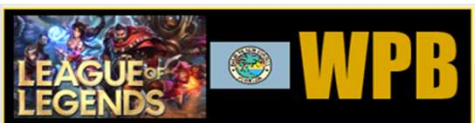
■ P18+ who Played MULTIPLAYER ONLINE BATTLE GAMES (MOBA) in the past 30 days (Shopped/Visited/Bought past 3mos Due to Ads on %)

■ P18+ CINCINNATI AVERAGE (Shopped/Visited/Bought past 3mos Due to Ads on %)

CINCINNATI DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab: 131
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

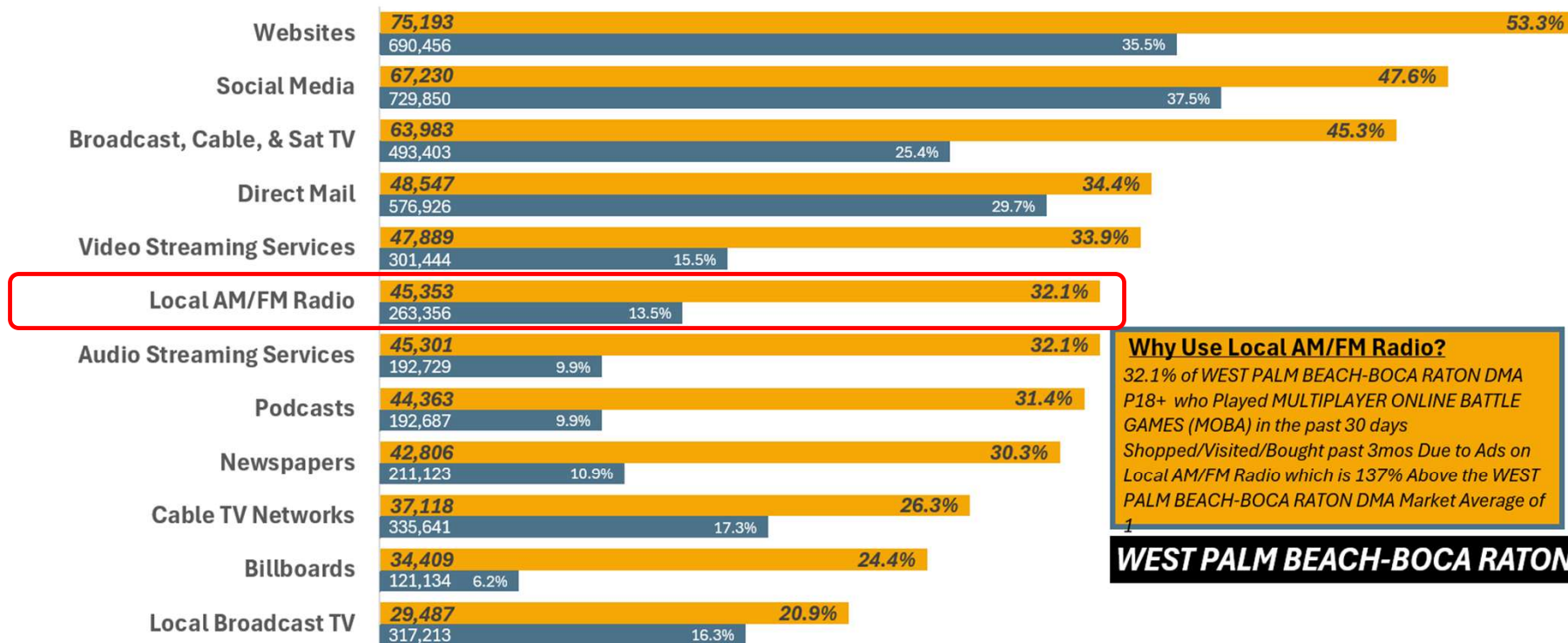
soefa.ai Share of Everything for Anything

Ways used Internet/apps past 30 days on any device: Entertainment: Games - multiplayer online battle arena (MOBA)



"Advertising Actions"

P18+ who Played MULTIPLAYER ONLINE BATTLE GAMES (MOBA) in the past 30 days
(Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

32.1% of WEST PALM BEACH-BOCA RATON DMA P18+ who Played MULTIPLAYER ONLINE BATTLE GAMES (MOBA) in the past 30 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 137% Above the WEST PALM BEACH-BOCA RATON DMA Market Average of 1

WEST PALM BEACH-BOCA RATON

■ P18+ who Played MULTIPLAYER ONLINE BATTLE GAMES (MOBA) in the past 30 days (Shopped/Visited/Bought past 3mos Due to Ads on %)

■ P18+ WEST PALM BEACH-BOCA RATON AVERAGE (Shopped/Visited/Bought past 3mos Due to Ads on %)

WEST PALM BEACH-BOCA RATON DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab: 165

All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything

Ways used Internet/apps past 30 days on any device: Entertainment: Games - multiplayer online battle arena (MOBA)