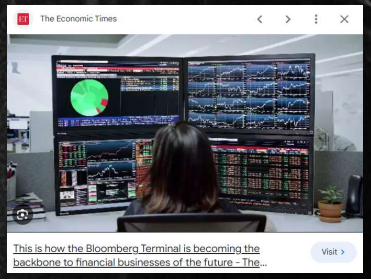
USA+4 More DMAs – P18+ who Watch/Stream/Attend/Follow PROFESSIONAL VIDEO GAMING!

Complete Demographic & Media Use Profiles



Complete Demographic, Psychographic, and Total Media Usage Profiles of **USA, MINNEAPOLIS-ST. PAUL, ST. LOUIS, CINCINNATI** and **WEST PALM BEACH DMA** P18+ who **Watched/Streamed/Attended/ Followed Professional Video Gaming in the past 12 months** as of March 31, 2025.



GLOBAL GAMING LEAGUE

A GAMING ENTERTAINMENT COMPANY

GGL GLOBAL GAMING LEAGUE USA

GGL GLOBAL GAMING LEAGUE MSP

GGL GLOBAL GAMING LEAGUE STL

GGL GLOBAL GAMING LEAGUE CIN

GGL GLOBAL GAMING LEAGUE WPB

P18+

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

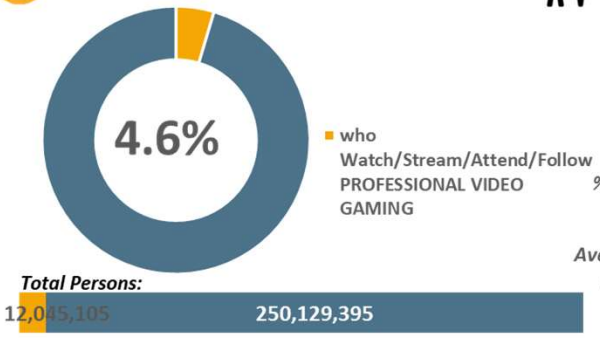
And, Yes! You ARE Smart Enough to Read a Bloomberg Terminal. So get ready to Learn!

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

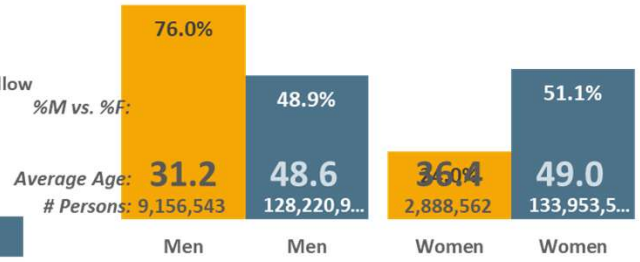
HUBBARD BROADCASTING INC. HB INC.

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

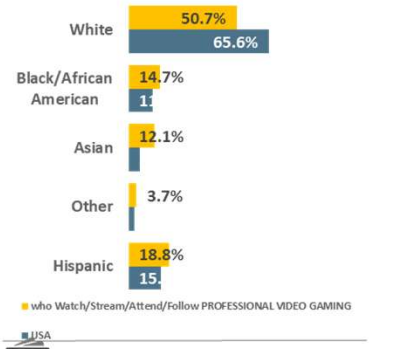
Percent of Market: Adults 18 or older



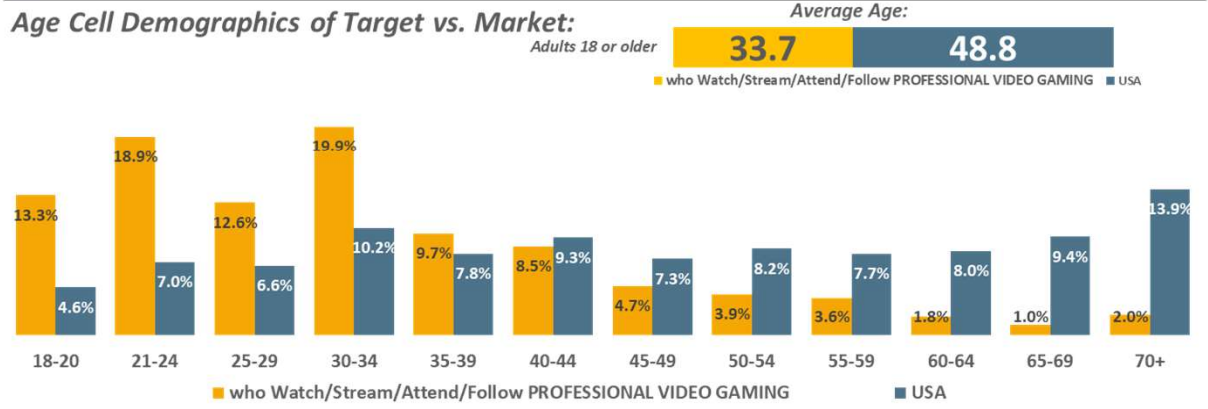
Gender of Target vs. Market: Adults 18 or older



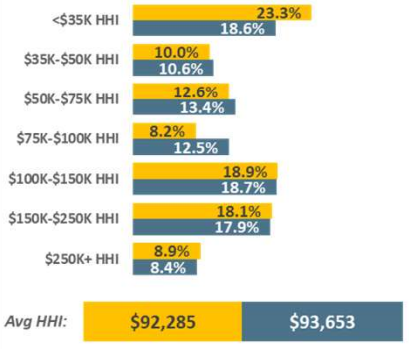
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



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

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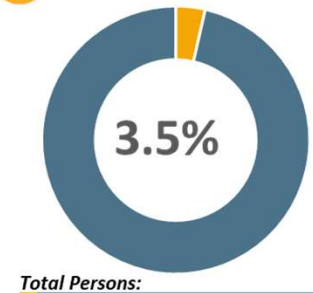
USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 24,890

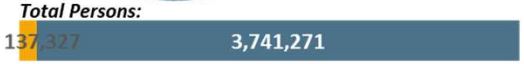
(Sports watched on TV (broadcast or cable) past 12 months: eSports (professional video gaming) OR Sports streamed online past 12 months: eSports (professional video gaming) OR No. of eSports (pro video gaming) events attd past 12 months: 1 - 2 events OR No. of eSports (pro video gaming) events attd past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

3.5% or 137,327 of MSP DMA Adults 18 or older Watch/Stream/Attend/Follow PROFESSIONAL VIDEO GAMING. Typical Adults 18 or older who Watch/Stream/Attend/Follow PROFESSIONAL VIDEO GAMING are 33.9 years old (30.3% younger than average) and have a $99,848 (8.% lower than average) annual household income.

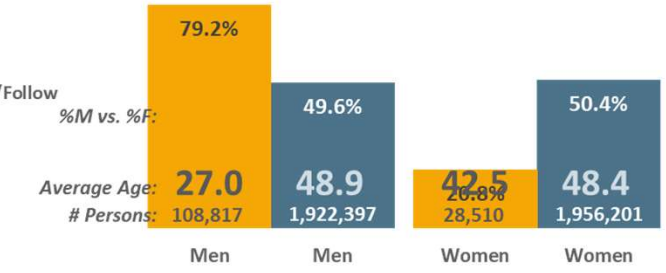
Percent of Market: Adults 18 or older



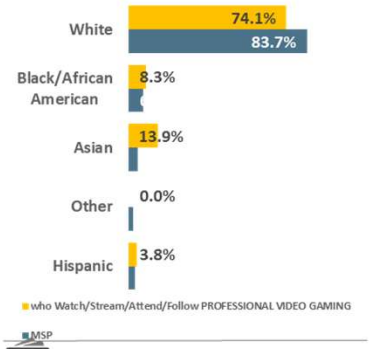
Total Persons:



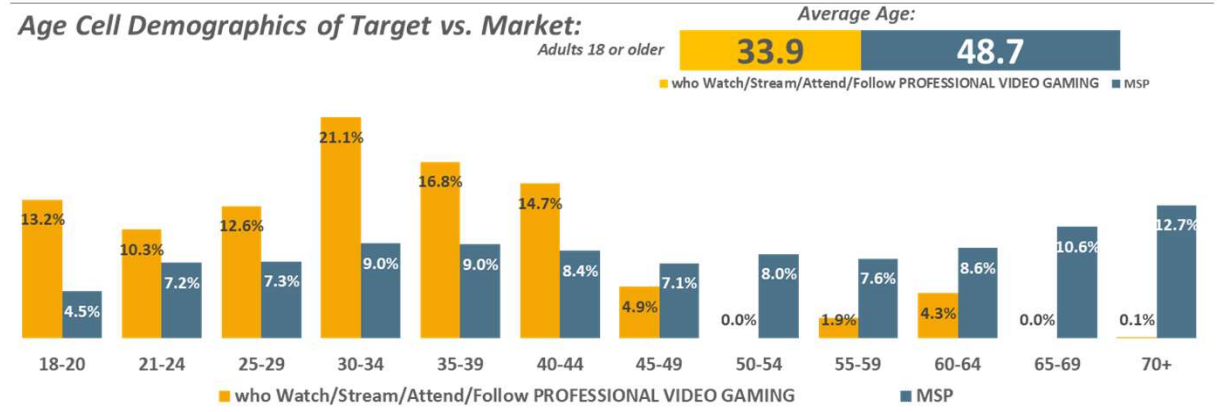
Gender of Target vs. Market: Adults 18 or older



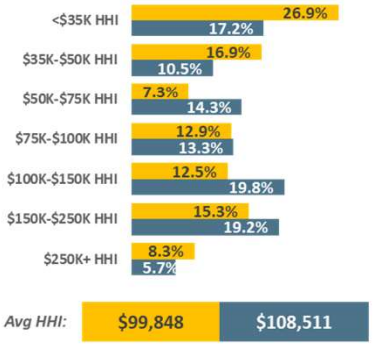
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



MSP DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 54

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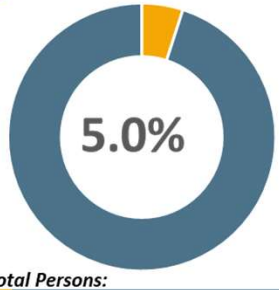
(Sports watched on TV (broadcast or cable) past 12 months: eSports (professional video gaming) OR Sports streamed online past 12 months: eSports (professional video gaming) OR No. of eSports (pro video gaming) events attd past 12 months: 1 - 2 events OR No. of eSports (pro video gaming) events attd past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

5.% or 124,955 of STL DMA Adults 18 or older Watch/Stream/Attend/Follow PROFESSIONAL VIDEO GAMING. Typical Adults 18 or older who Watch/Stream/Attend/Follow PROFESSIONAL VIDEO GAMING are 33. years old (33.3% younger than average) and have a $92,234 (5.% lower than average) annual household income.

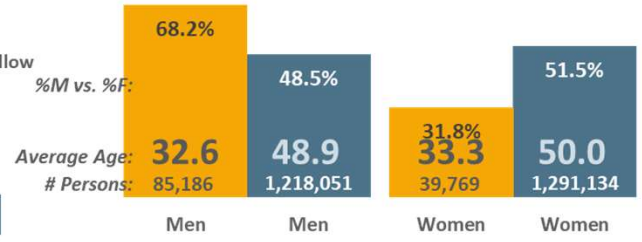
Percent of Market: Adults 18 or older



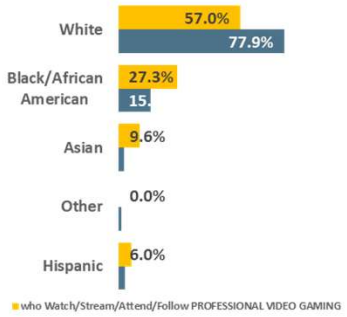
Total Persons:

124,955 | 2,384,230

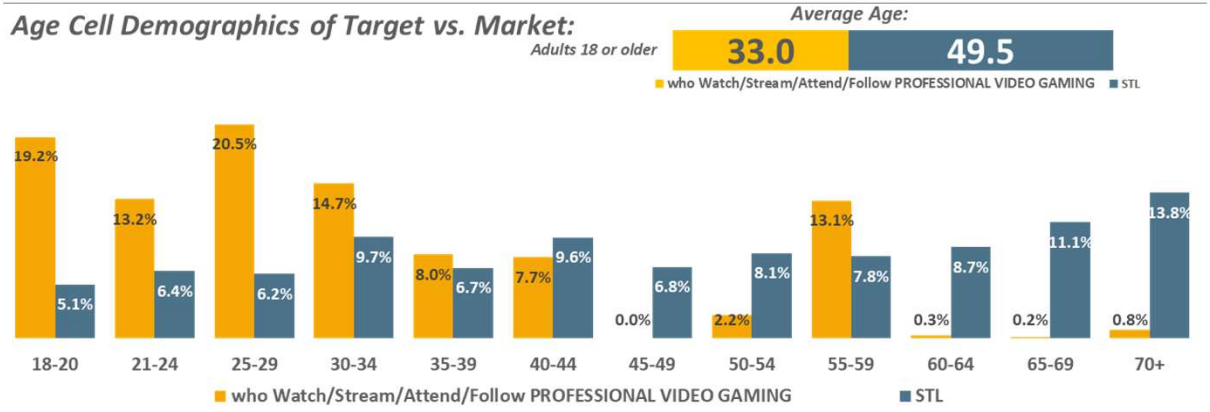
Gender of Target vs. Market: Adults 18 or older



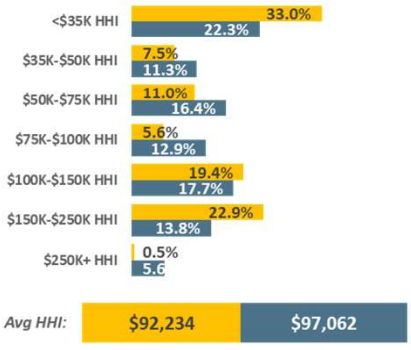
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



STL DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 67

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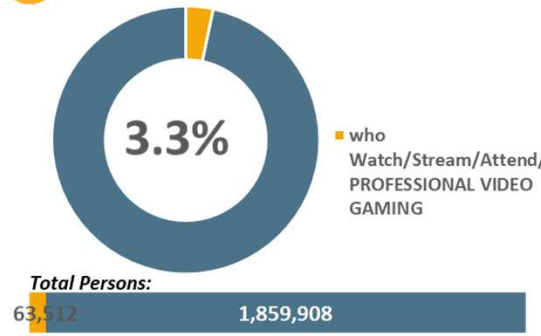
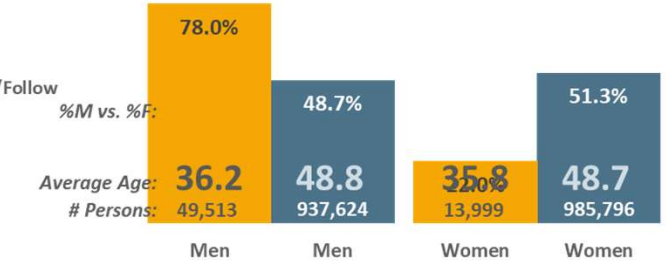
3.3% or 63,512 of CIN DMA Adults 18 or older Watch/Stream/Attend/Follow PROFESSIONAL VIDEO GAMING. Typical Adults 18 or older who Watch/Stream/Attend/Follow PROFESSIONAL VIDEO GAMING are 36. years old (26.2% younger than average) and have a $103,248 (5.9% higher than average) annual household …

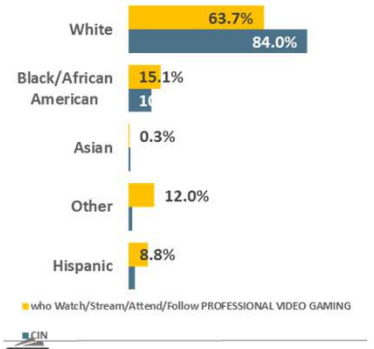
Percent of Market: Adults 18 or older



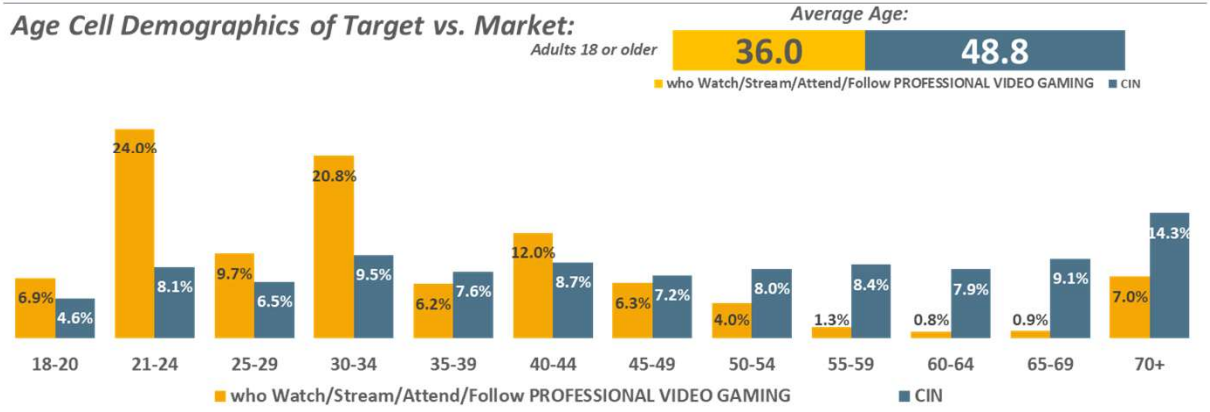
Gender of Target vs. Market: Adults 18 or older



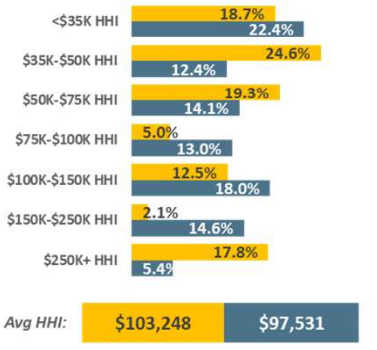
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



CIN DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 67

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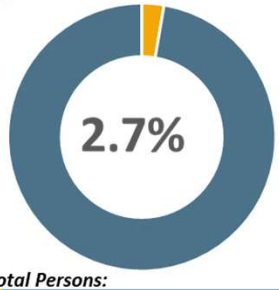
GLOBAL GAMING LEAGUE WPB

2.7% or 50,698 of WPB DMA Adults 18 or older Watch/Stream/Attend/Follow PROFESSIONAL VIDEO GAMING. Typical Adults 18 or older who Watch/Stream/Attend/Follow PROFESSIONAL VIDEO GAMING are 38.9 years old (27.2% younger than average) and have a $94,102 (5.3% lower than average) annual household income.

Percent of Market: Adults 18 or older

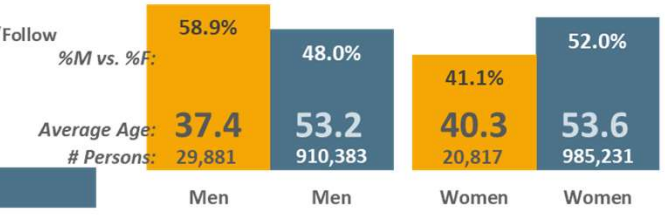


who Watch/Stream/Attend/Follow PROFESSIONAL VIDEO GAMING

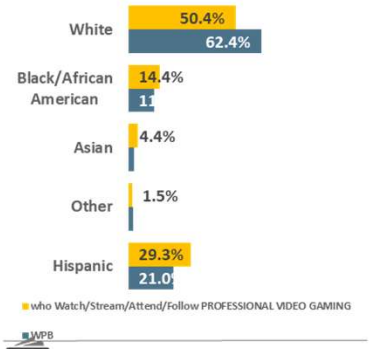
Total Persons:

50,698 | 1,844,916

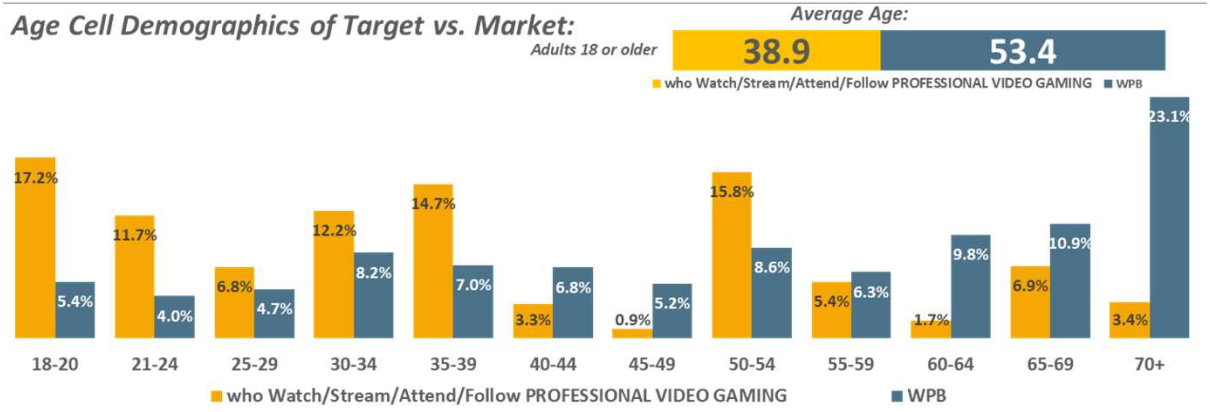
Gender of Target vs. Market: Adults 18 or older



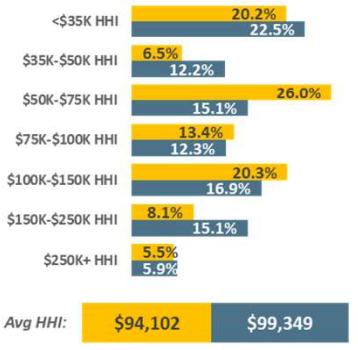
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



WPB DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 72

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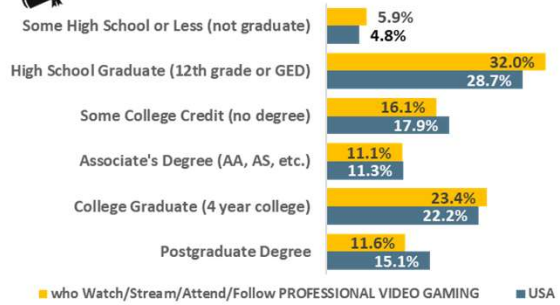
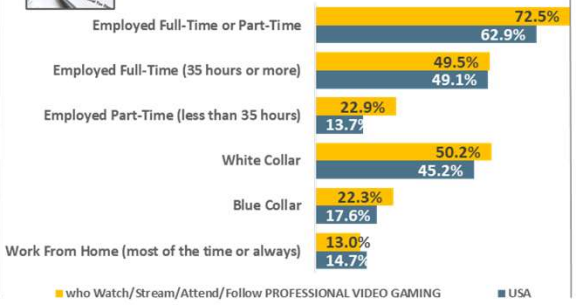
GLOBAL GAMING LEAGUE USA

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

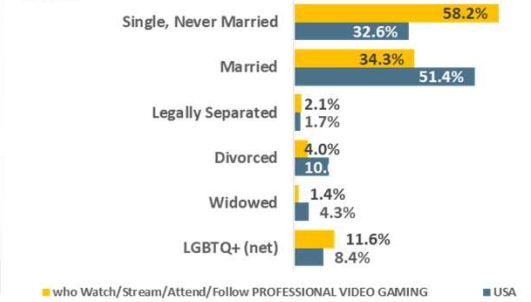
Education Levels: Adults 18 or older



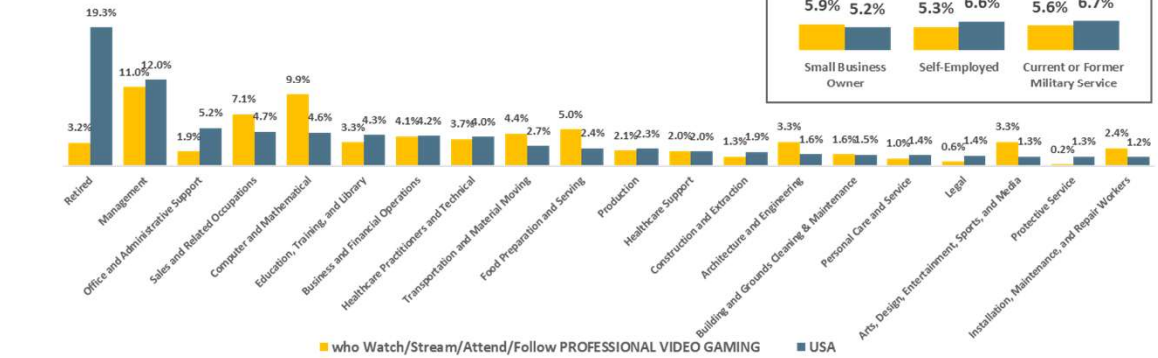
Employment: Adults 18 or older



Marital Status: Adults 18 or older

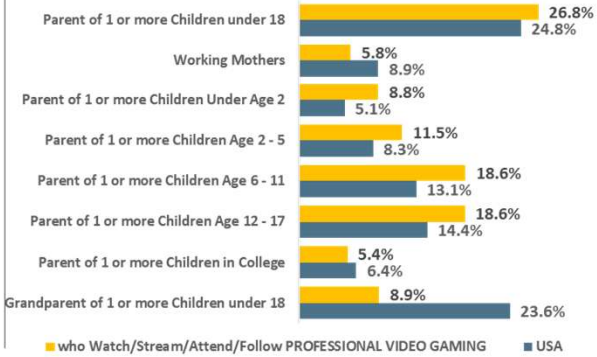


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



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

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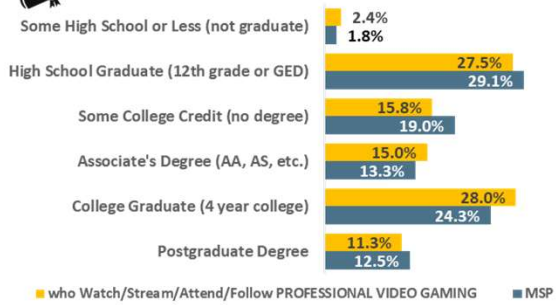
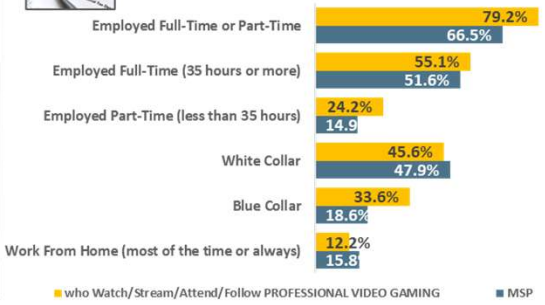
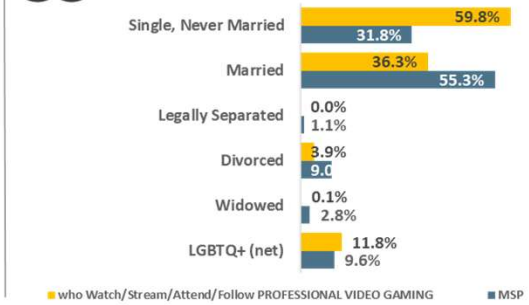
Education Levels: Adults 18 or older



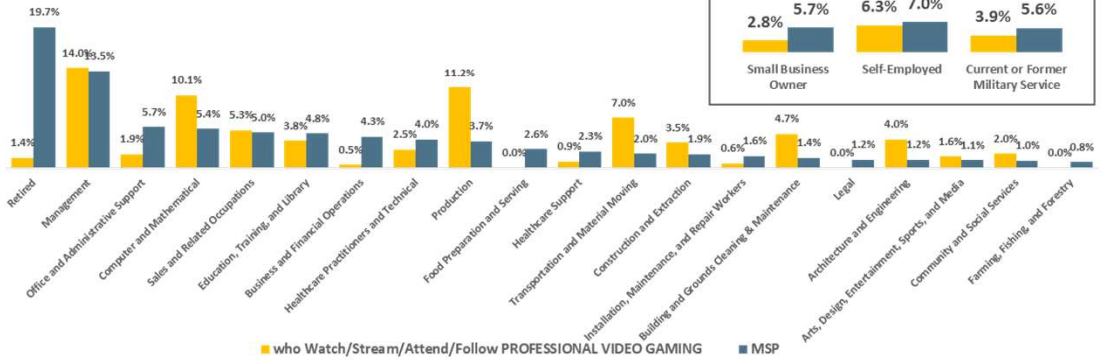
Employment: Adults 18 or older



Marital Status: Adults 18 or older

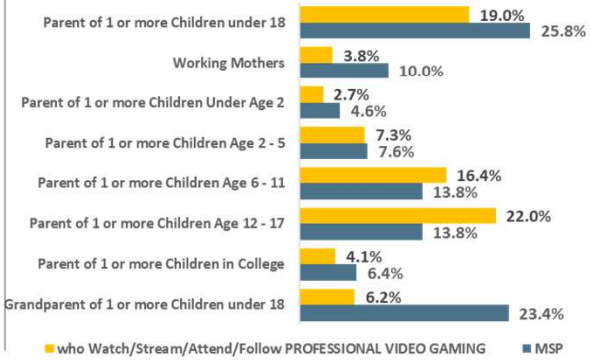


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



MSP DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 54

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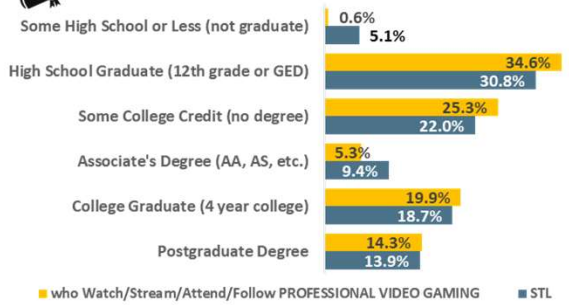
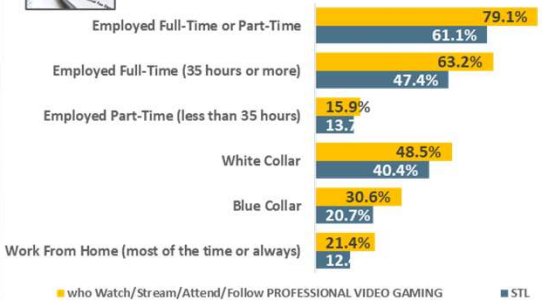
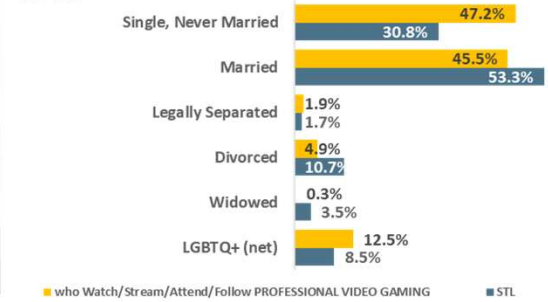
Education Levels: Adults 18 or older



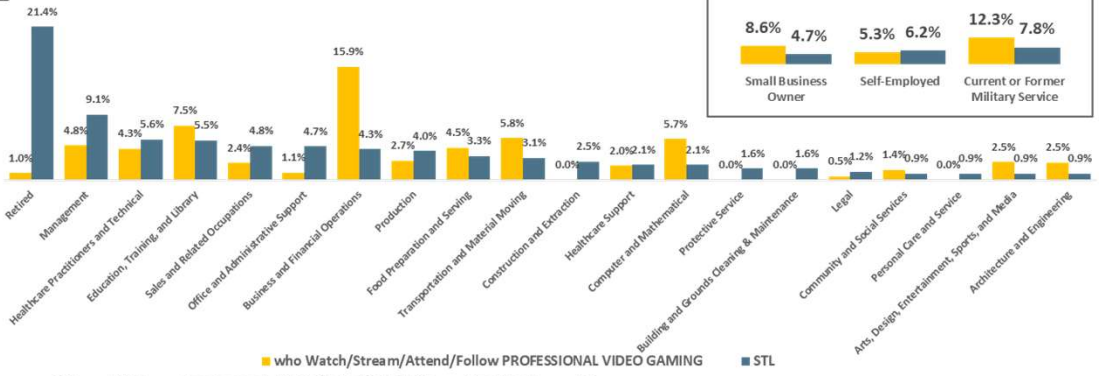
Employment: Adults 18 or older



Marital Status: Adults 18 or older

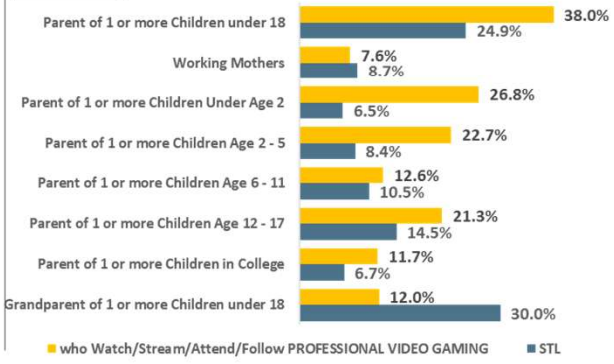


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



STL DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 67

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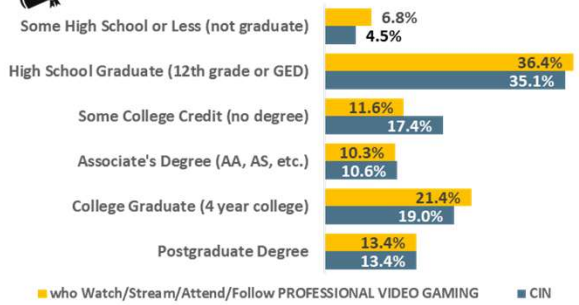
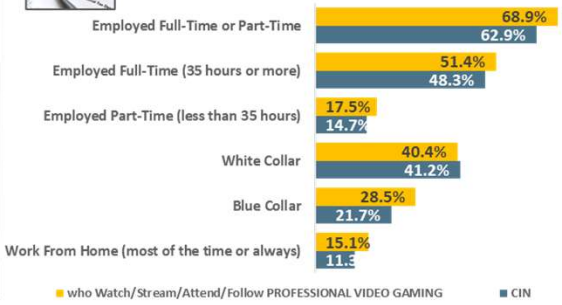
(Sports watched on TV (broadcast or cable) past 12 months: eSports (professional video gaming) OR Sports streamed online past 12 months: eSports (professional video gaming) OR No. of eSports (pro video gaming) events attd past 12 months: 1 - 2 events OR No. of eSports (pro video gaming) events attd past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

3.3% or 63,512 of CIN DMA Adults 18 or older Watch/Stream/Attend/Follow PROFESSIONAL VIDEO GAMING. Adults 18 or older who Watch/Stream/Attend/Follow PROFESSIONAL VIDEO GAMING are 7.8% more likely to be a college graduate, 6.6% more likely to work full-time, 17.4% less likely to be married, 24.% more likely to be a parent of 1 or more children under 18.

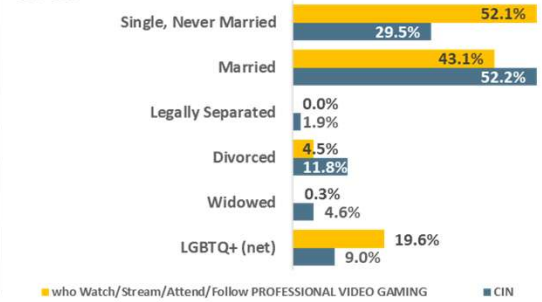
Education Levels: Adults 18 or older



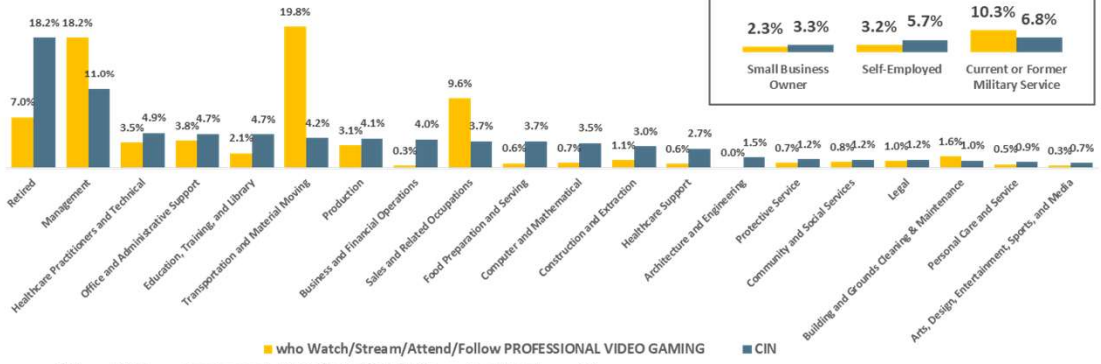
Employment: Adults 18 or older



Marital Status: Adults 18 or older

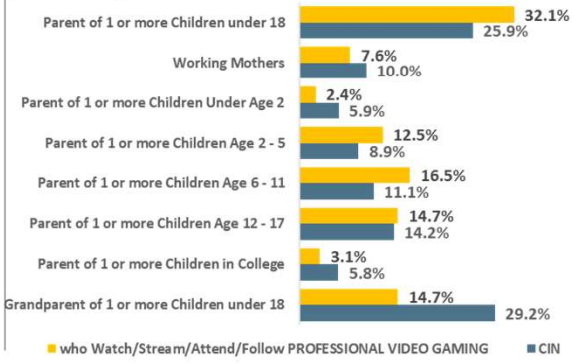


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



CIN DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 67

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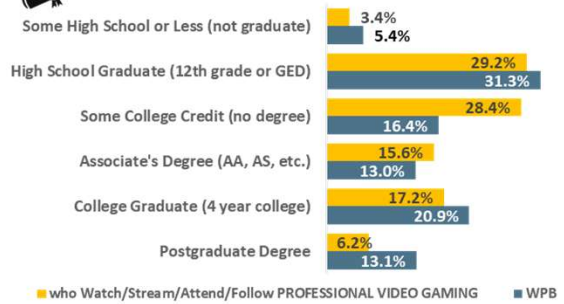
(Sports watched on TV (broadcast or cable) past 12 months: eSports (professional video gaming) OR Sports streamed online past 12 months: eSports (professional video gaming) OR No. of eSports (pro video gaming) events attd past 12 months: 1 - 2 events OR No. of eSports (pro video gaming) events attd past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

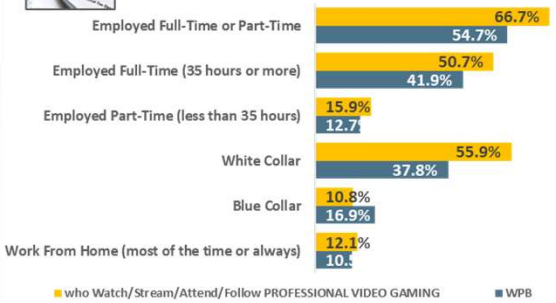
GLOBAL GAMING LEAGUE WPB

2.7% or 50,698 of WPB DMA Adults 18 or older Watch/Stream/Attend/Follow PROFESSIONAL VIDEO GAMING. Adults 18 or older who Watch/Stream/Attend/Follow PROFESSIONAL VIDEO GAMING are 31.2% less likely to be a college graduate, 21.% more likely to work full-time, 26.3% less likely to be married, 58.5% less likely to be a parent of 1 or more children under 1

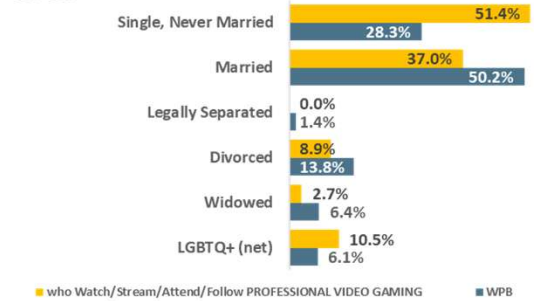
Education Levels: Adults 18 or older



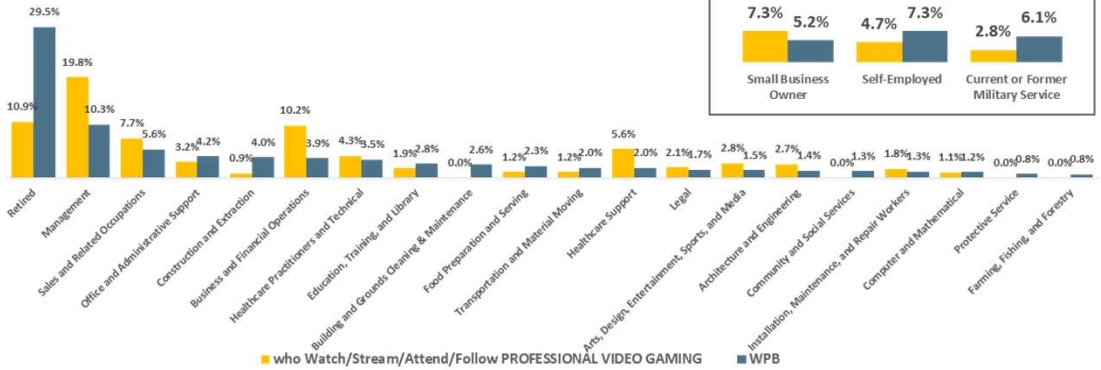
Employment: Adults 18 or older



Marital Status: Adults 18 or older

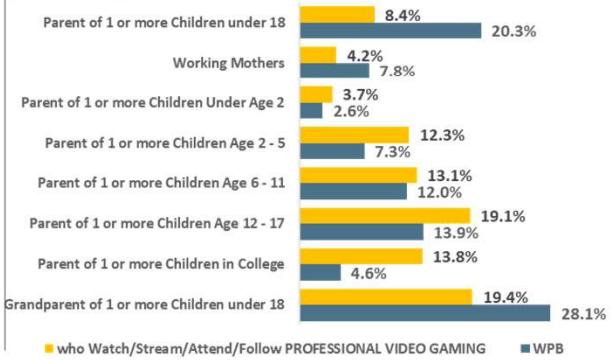


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



WPB DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 72

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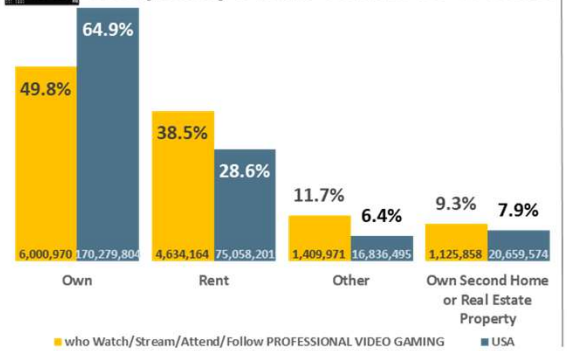
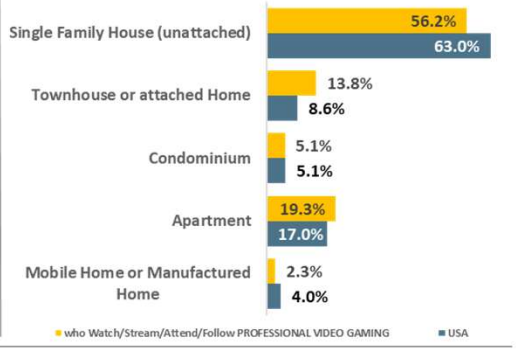
GLOBAL GAMING LEAGUE USA

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

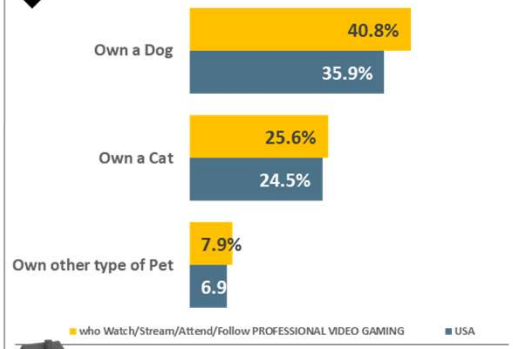
Own/Rent/Other: Adults 18 or older



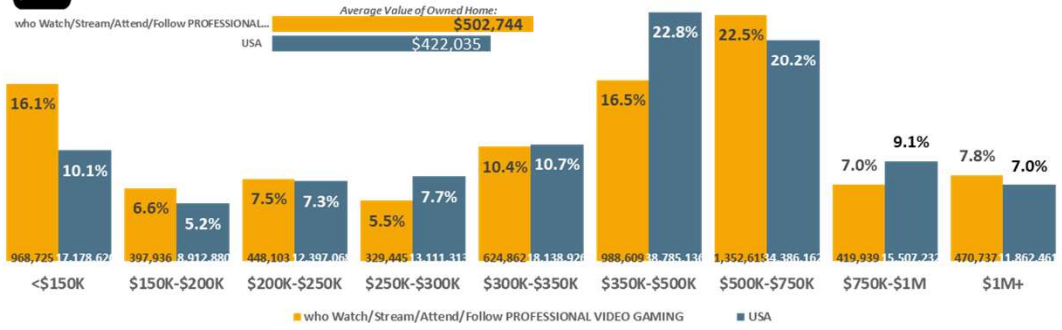
Type of Home: Adults 18 or older



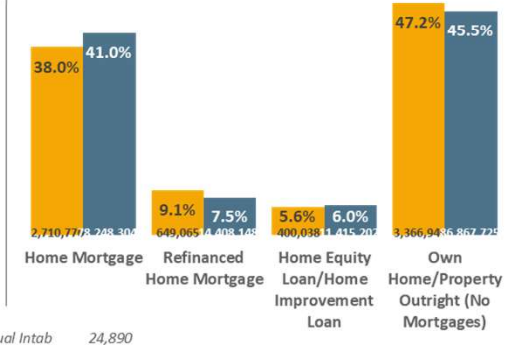
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



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

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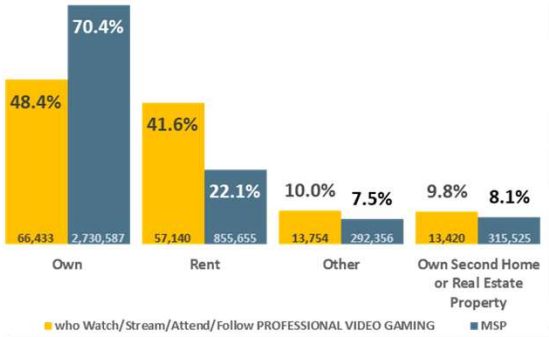
USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 24,890

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

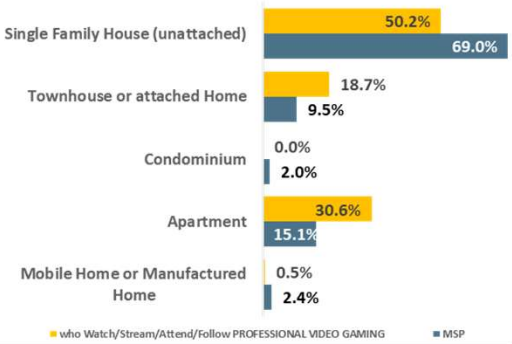
GLOBAL GAMING LEAGUE MSP

3.5% or 137,327 of MSP DMA Adults 18 or older Watch/Stream/Attend/Follow PROFESSIONAL VIDEO GAMING. Adults 18 or older who Watch/Stream/Attend/Follow PROFESSIONAL VIDEO GAMING are 31.3% less likely to own their home, 23.6% more likely to own a lower valued home, 27.3% less likely to have a single-family home, 27.3% less likely to have a dog.

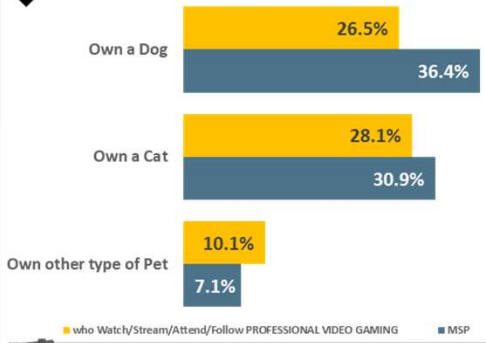
Own/Rent/Other: Adults 18 or older



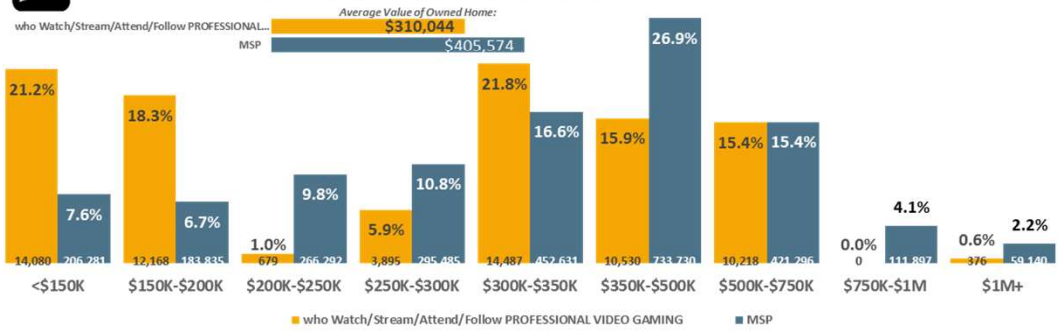
Type of Home: Adults 18 or older



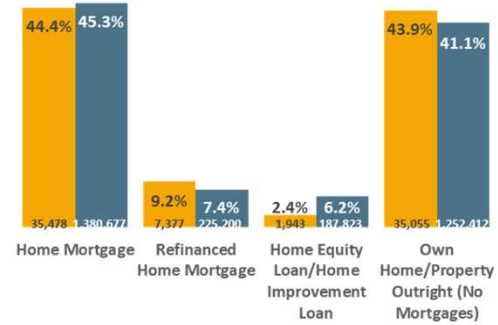
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



MSP DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 54

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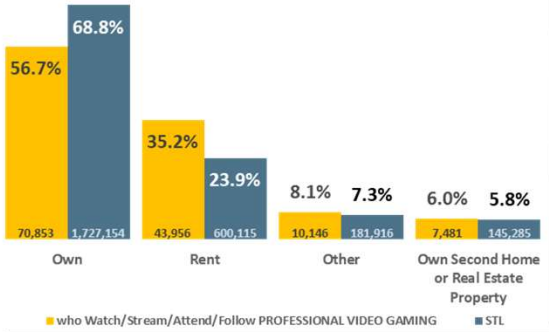
(Sports watched on TV (broadcast or cable) past 12 months: eSports (professional video gaming) OR Sports streamed online past 12 months: eSports (professional video gaming) OR No. of eSports (pro video gaming) events attd past 12 months: 1 - 2 events OR No. of eSports (pro video gaming) events attd past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

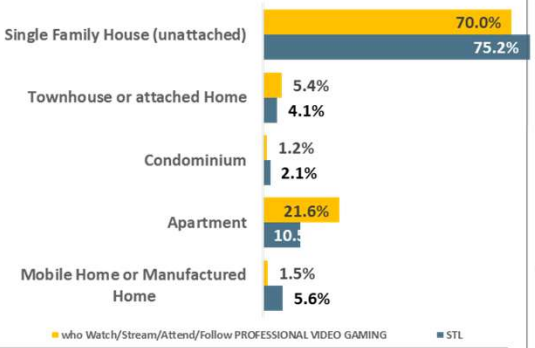
GLOBAL GAMING LEAGUE STL

5.% or 124,955 of STL DMA Adults 18 or older Watch/Stream/Attend/Follow PROFESSIONAL VIDEO GAMING. Adults 18 or older who Watch/Stream/Attend/Follow PROFESSIONAL VIDEO GAMING are 17.6% less likely to own their home, 9.1% more likely to own a higher valued home, 6.9% less likely to have a single-family home, 11.7% more likely to have a dog.

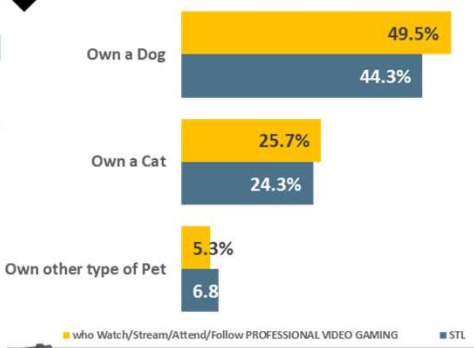
Own/Rent/Other: Adults 18 or older



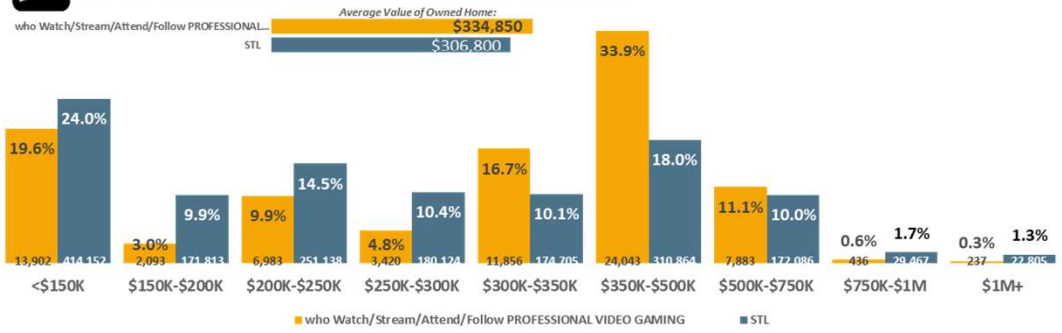
Type of Home: Adults 18 or older



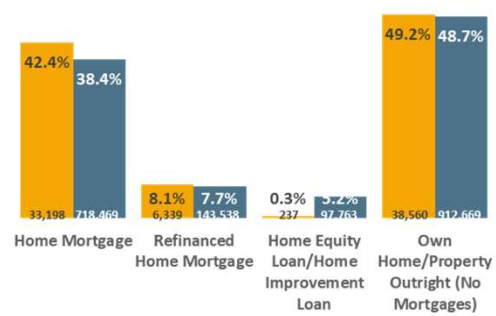
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



STL DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 67

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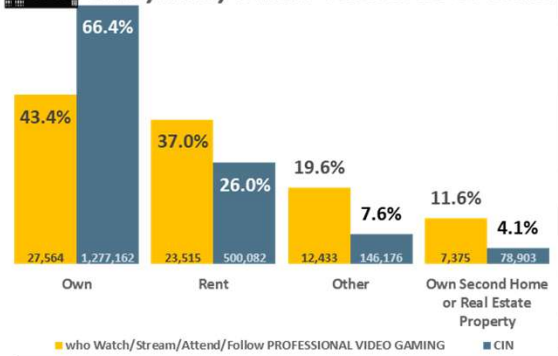
(Sports watched on TV (broadcast or cable) past 12 months: eSports (professional video gaming) OR Sports streamed online past 12 months: eSports (professional video gaming) OR No. of eSports (pro video gaming) events attd past 12 months: 1 - 2 events OR No. of eSports (pro video gaming) events attd past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

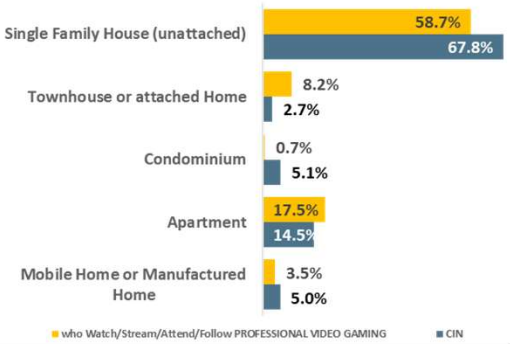
GLOBAL GAMING LEAGUE CIN

3.3% or 63,512 of CIN DMA Adults 18 or older Watch/Stream/Attend/Follow PROFESSIONAL VIDEO GAMING. Adults 18 or older who Watch/Stream/Attend/Follow PROFESSIONAL VIDEO GAMING are 34.6% less likely to own their home, 1.7% more likely to own a lower valued home, 13.4% less likely to have a single-family home, 16.8% less likely to have a dog.

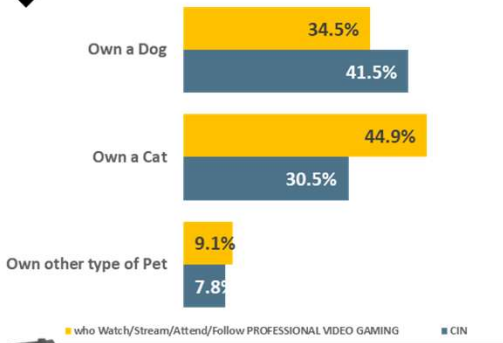
Own/Rent/Other: Adults 18 or older



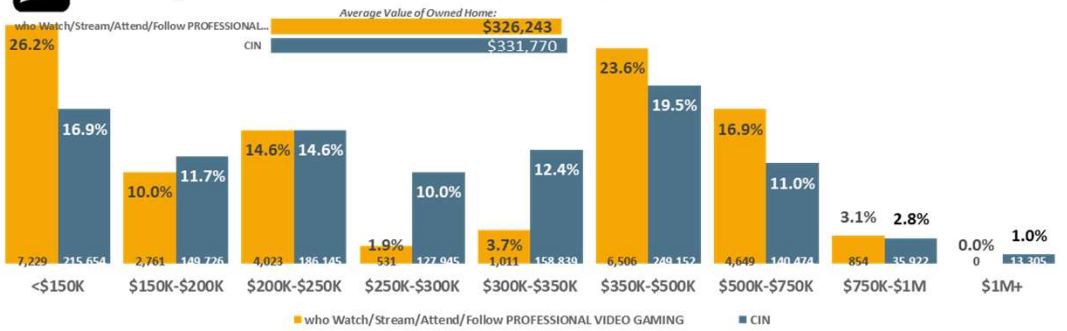
Type of Home: Adults 18 or older



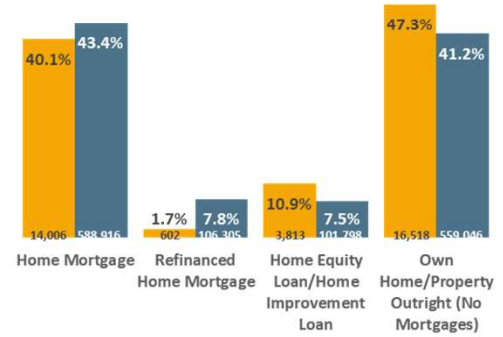
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



CIN DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 67

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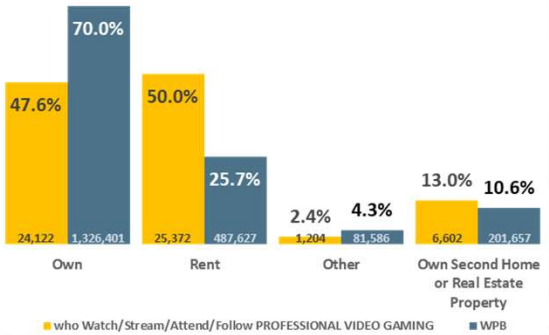
(Sports watched on TV (broadcast or cable) past 12 months: eSports (professional video gaming) OR Sports streamed online past 12 months: eSports (professional video gaming) OR No. of eSports (pro video gaming) events attd past 12 months: 1 - 2 events OR No. of eSports (pro video gaming) events attd past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

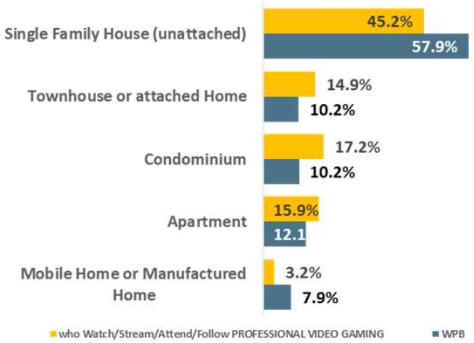
GLOBAL GAMING LEAGUE WPB

2.7% or 50,698 of WPB DMA Adults 18 or older Watch/Stream/Attend/Follow PROFESSIONAL VIDEO GAMING. Adults 18 or older who Watch/Stream/Attend/Follow PROFESSIONAL VIDEO GAMING are 32.% less likely to own their home, 9.9% more likely to own a higher valued home, 21.9% less likely to have a single-family home, 54.9% more likely to have a dog.

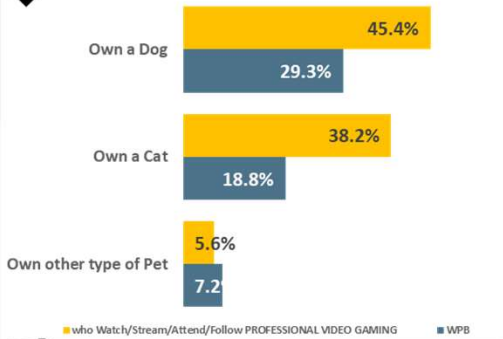
Own/Rent/Other: Adults 18 or older



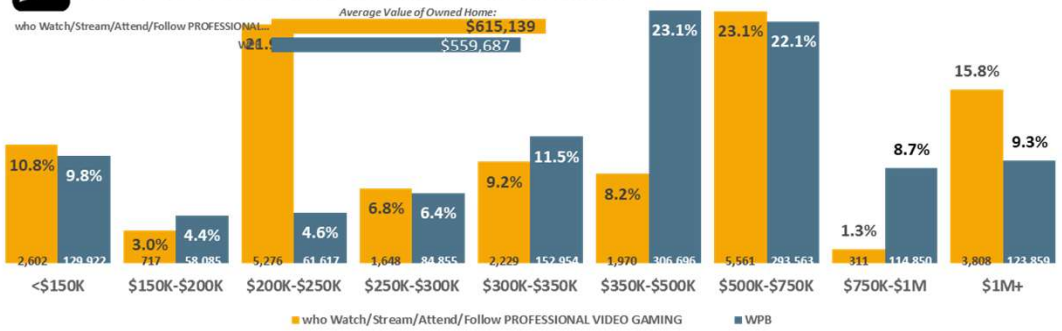
Type of Home: Adults 18 or older



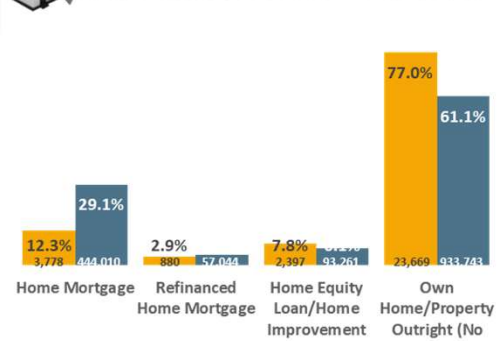
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



WPB DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 72

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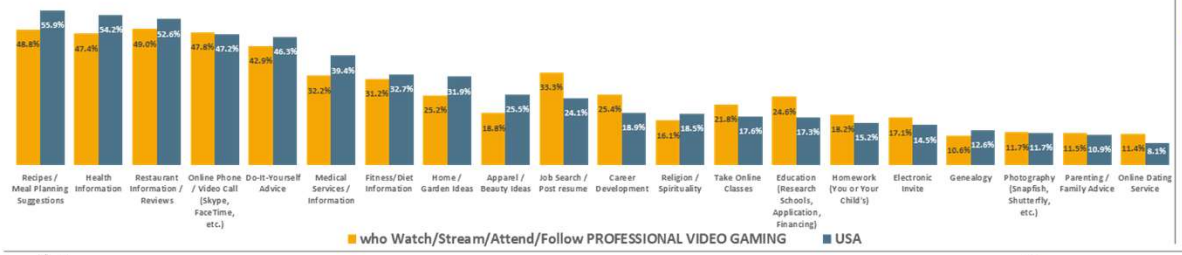
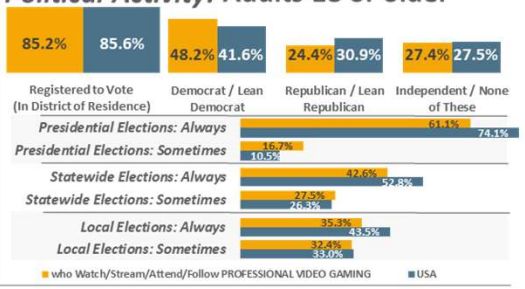
4.6% or 12,045,105 of USA Adults 18 or older Watch/Stream/Attend/Follow PROFESSIONAL VIDEO GAMING. Adults 18 or older who Watch/Stream/Attend/Follow PROFESSIONAL VIDEO GAMING are 7.3% less likely to look up D-I-Y advice online, 18.8% less likely to always vote in local elections, 26.1% more likely to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

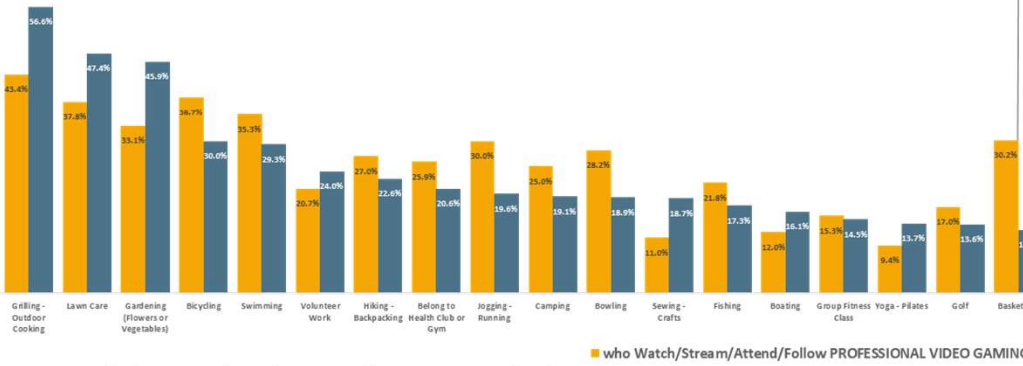
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



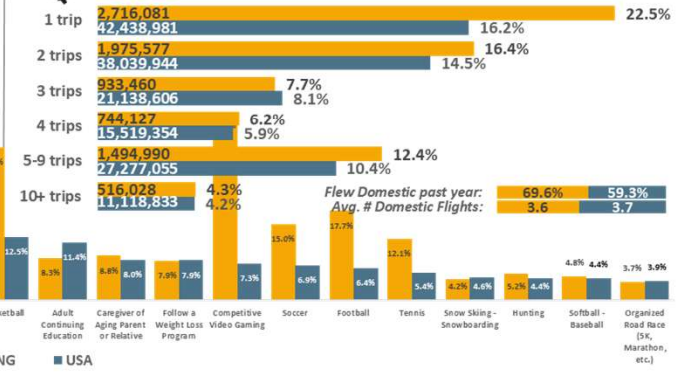
Political Activity: Adults 18 or older



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



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



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

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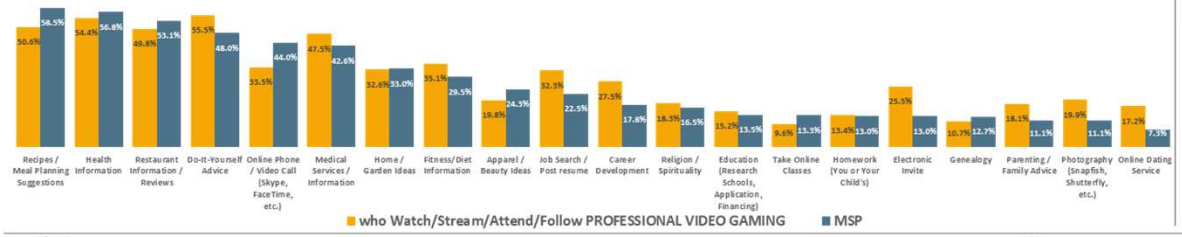
USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 24,890

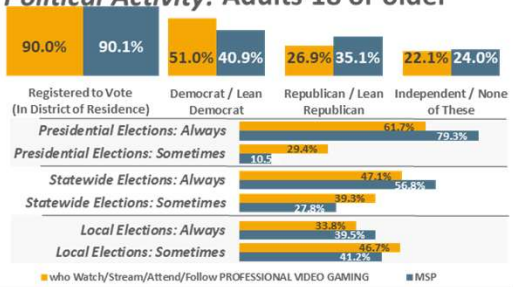
(Sports watched on TV (broadcast or cable) past 12 months: eSports (professional video gaming) OR Sports streamed online past 12 months: eSports (professional video gaming) OR No. of eSports (pro video gaming) events attd past 12 months: 1 - 2 events OR No. of eSports (pro video gaming) events attd past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

3.5% or 137,327 of MSP DMA Adults 18 or older Watch/Stream/Attend/Follow PROFESSIONAL VIDEO GAMING. Adults 18 or older who Watch/Stream/Attend/Follow PROFESSIONAL VIDEO GAMING are 15.7% more likely to look up D-I-Y advice online, 14.3% less likely to always vote in local elections, 59.5% more likely to belong to a gym, 35.% more likely to fly domestic p

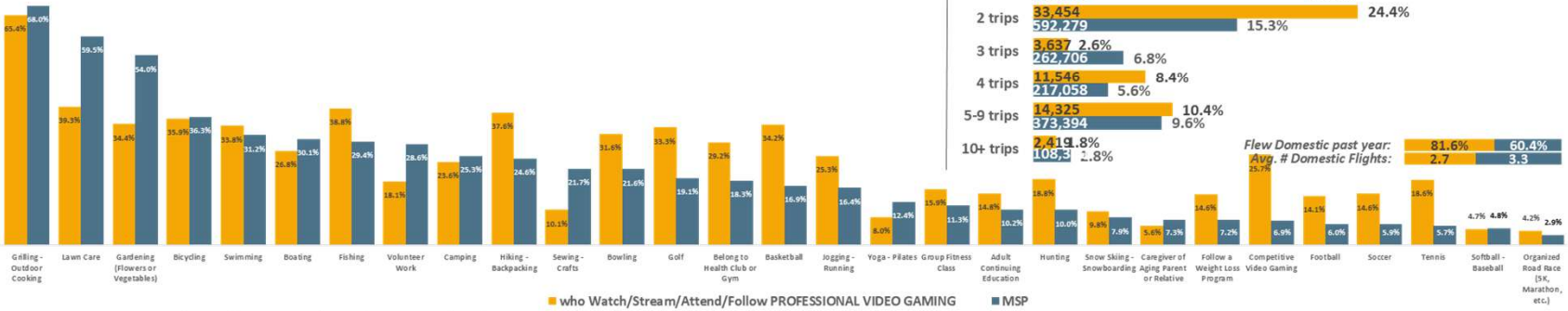
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



Political Activity: Adults 18 or older



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



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

MSP DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 54

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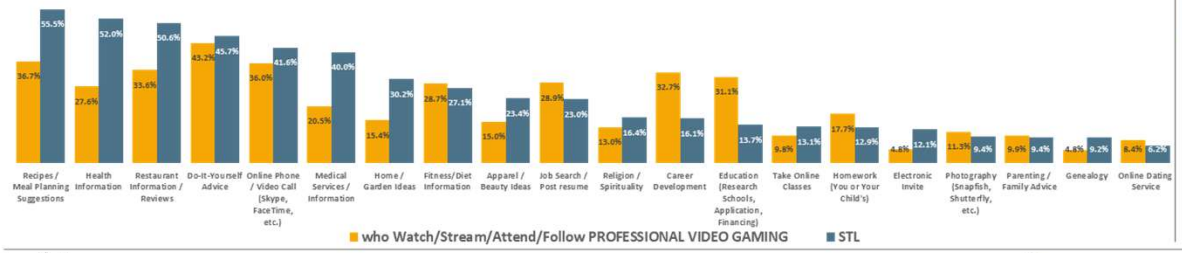
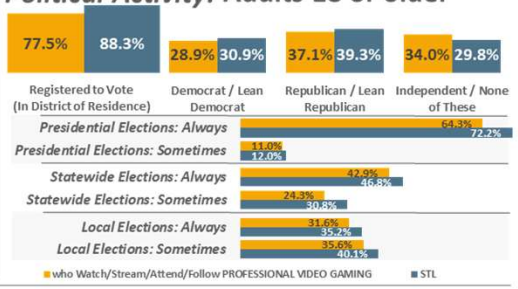
(Sports watched on TV (broadcast or cable) past 12 months: eSports (professional video gaming) OR Sports streamed online past 12 months: eSports (professional video gaming) OR No. of eSports (pro video gaming) events attd past 12 months: 1 - 2 events OR No. of eSports (pro video gaming) events attd past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

5.% or 124,955 of STL DMA Adults 18 or older Watch/Stream/Attend/Follow PROFESSIONAL VIDEO GAMING. Adults 18 or older who Watch/Stream/Attend/Follow PROFESSIONAL VIDEO GAMING are 5.6% less likely to look up D-I-Y advice online, 10.3% less likely to always vote in local elections, 36.% more likely to belong to a gym, 41.7% more likely to fly domestic pa

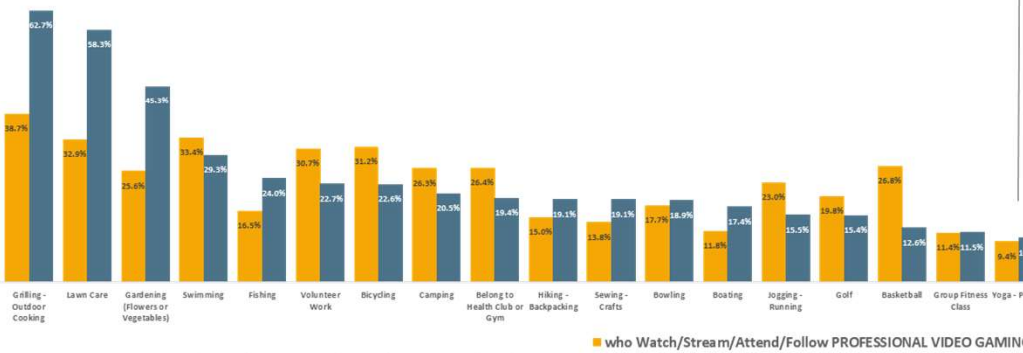
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



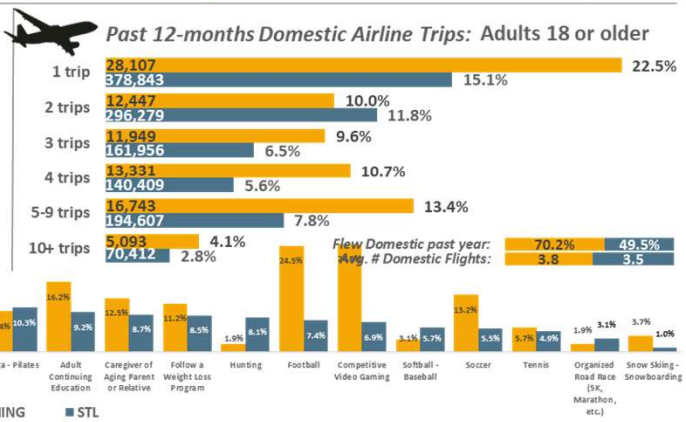
Political Activity: Adults 18 or older



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



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



STL DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 67

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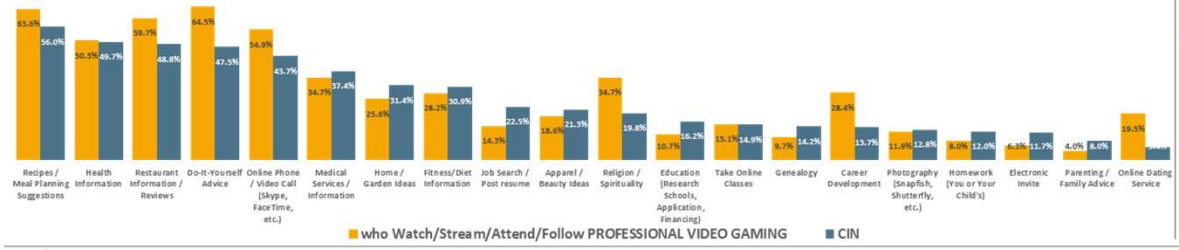
(Sports watched on TV (broadcast or cable) past 12 months: eSports (professional video gaming) OR Sports streamed online past 12 months: eSports (professional video gaming) OR No. of eSports (pro video gaming) events attd past 12 months: 1 - 2 events OR No. of eSports (pro video gaming) events attd past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

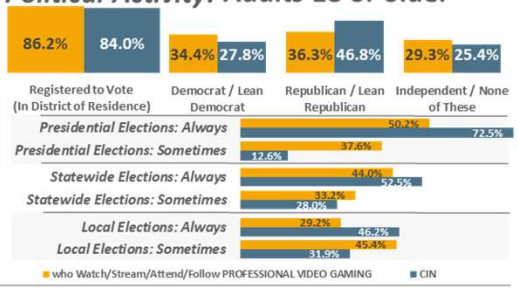


3.3% or 63,512 of CIN DMA Adults 18 or older Watch/Stream/Attend/Follow PROFESSIONAL VIDEO GAMING. Adults 18 or older who Watch/Stream/Attend/Follow PROFESSIONAL VIDEO GAMING are 35.8% more likely to look up D-I-Y advice online, 36.7% less likely to always vote in local elections, 19.6% less likely to belong to a gym, 30.8% more likely to fly domestic

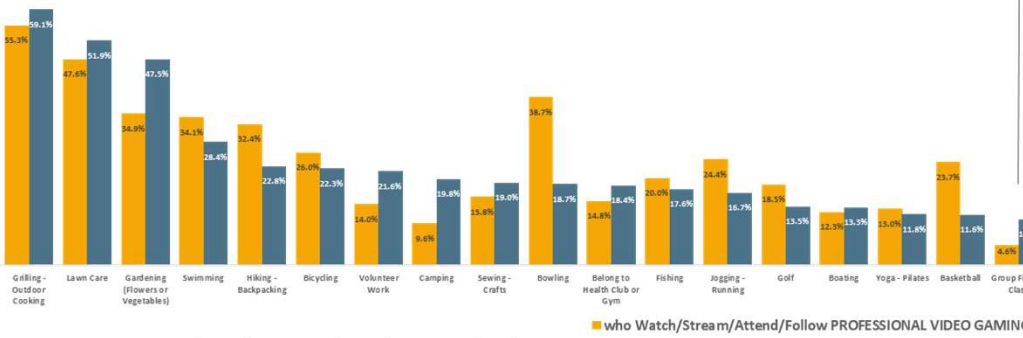
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



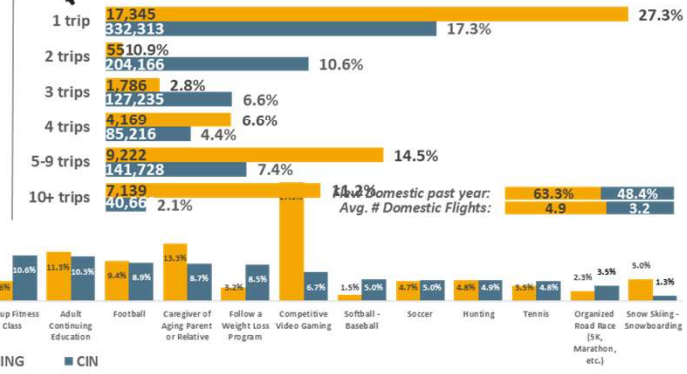
Political Activity: Adults 18 or older



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



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



CIN DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 67

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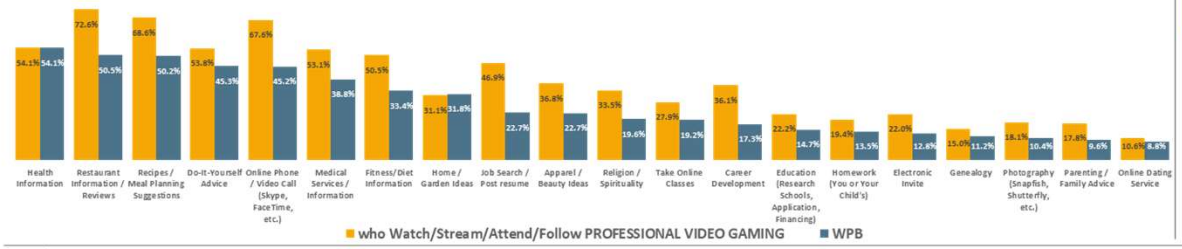
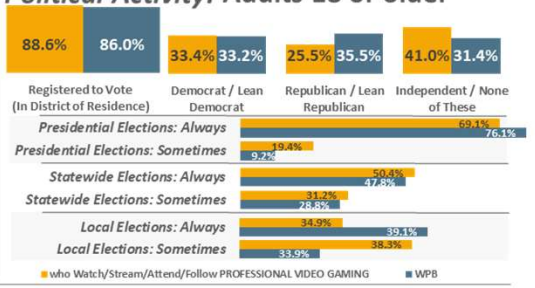
2.7% or 50,698 of WPB DMA Adults 18 or older Watch/Stream/Attend/Follow PROFESSIONAL VIDEO GAMING. Adults 18 or older who Watch/Stream/Attend/Follow PROFESSIONAL VIDEO GAMING are 18.6% more likely to look up D-I-Y advice online, 10.5% less likely to always vote in local elections, 140.% more likely to belong to a gym, 14.6% more likely to fly domestic

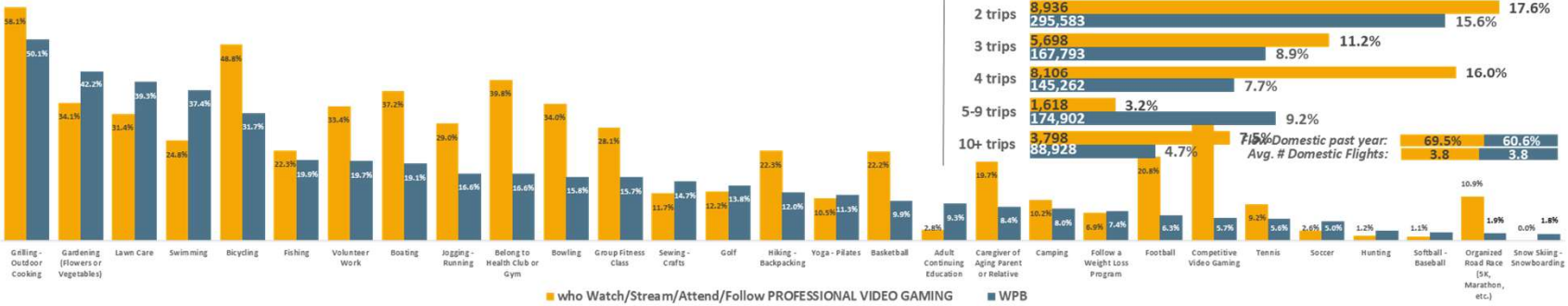
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



Political Activity: Adults 18 or older



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



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

WPB DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 72

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GLOBAL GAMING LEAGUE USA

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

Past 30-days QSR Users: Adults 18 or older



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

Avg. Monthly QSR Meals: 7.7 — 6.1

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



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

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

Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)



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

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

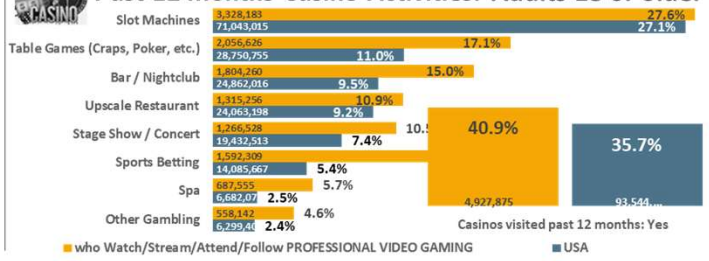
USA — 19.8%

Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



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

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

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GLOBAL GAMING LEAGUE MSP

3.5% or 137,327 of MSP DMA Adults 18 or older Watch/Stream/Attend/Follow PROFESSIONAL VIDEO GAMING. Adults 18 or older who Watch/Stream/Attend/Follow PROFESSIONAL VIDEO GAMING are 2.4% less likely to use QSRs past mo., 8.6% more likely to use Sit-Down Restaurants past mo., 27.2% more likely to use Casinos past yr., 35.5% more likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users: 83.3% 85.4% 114,399 3,312,074

Avg. Monthly QSR Meals: 6.1 5.5

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



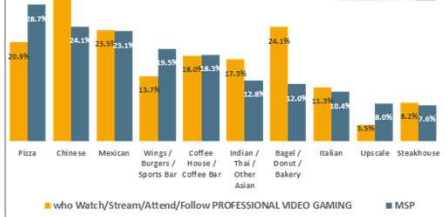
Total Monthly Sit-Down Restaurant Users: 80.1% 73.7% 109,979 2,860,185

Avg. Monthly Sit-Down Restaurant Meals: 2.9 3.4

Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)





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

who Watch/Stream/Attend/Follow PROFESSIONAL... 34,412 25.1%

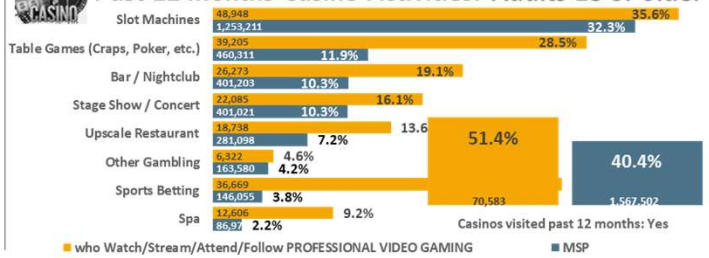
MSP 481,112 12.4%

Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



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5.% or 124,955 of STL DMA Adults 18 or older Watch/Stream/Attend/Follow PROFESSIONAL VIDEO GAMING. Adults 18 or older who Watch/Stream/Attend/Follow PROFESSIONAL VIDEO GAMING are 15.9% more likely to use QSRs past mo., 25.6% more likely to use Sit-Down Restaurants past mo., 13.6% more likely to use Casinos past yr., 79.9% less likely to smoke cigarette

Past 30-days QSR Users: Adults 18 or older

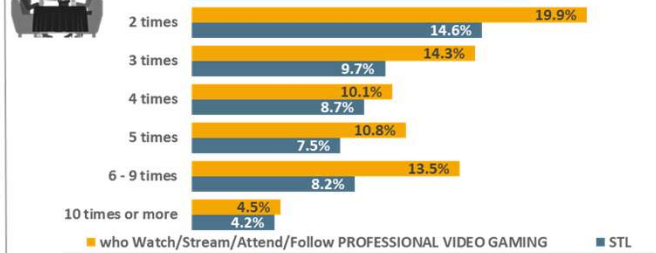


Total Monthly QSR Users: 98.9% 123,602 | 85.3% 2,141,191

Avg. Monthly QSR Meals: 7.4 | 6.4

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





Total Monthly Sit-Down Restaurant Users: 87.6% 109,409 | 69.7% 1,749,378

Avg. Monthly Sit-Down Restaurant Meals: 4.1 | 3.9

Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)



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

who Watch/Stream/Attend/Follow PROFESSIONAL... 43,535 34.8%

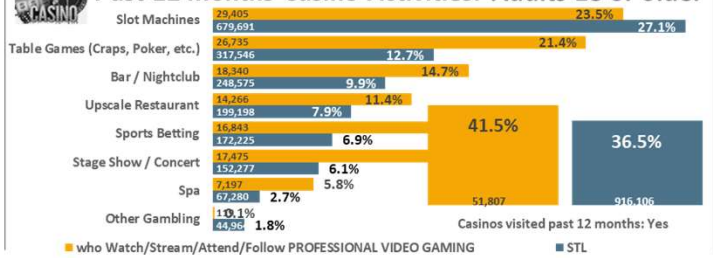
STL 430,647 17.2%

Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



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3.3% or 63,512 of CIN DMA Adults 18 or older Watch/Stream/Attend/Follow PROFESSIONAL VIDEO GAMING. Adults 18 or older who Watch/Stream/Attend/Follow PROFESSIONAL VIDEO GAMING are 14.% more likely to use QSRs past mo., 23.5% more likely to use Sit-Down Restaurants past mo., 56.4% more likely to use Casinos past yr., 58.6% more likely to smoke cigarettes

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users: 98.1% 62,293 | 86.0% 1,655,069

Avg. Monthly QSR Meals: 6.2 | 6.3

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



Total Monthly Sit-Down Restaurant Users: 93.4% 59,332 | 75.7% 1,455,206

Avg. Monthly Sit-Down Restaurant Meals: 3.9 | 3.9

Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)



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

who Watch/Stream/Attend/Follow PROFESSIONAL... 16,137 25.4%

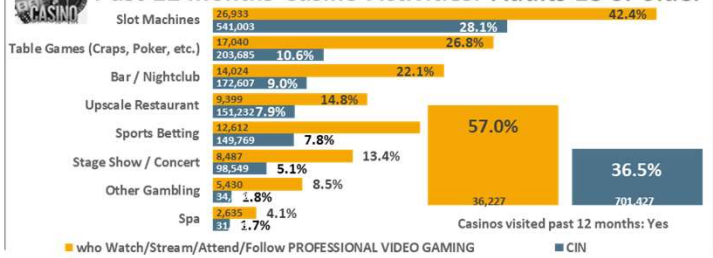
CIN 343,889 17.9%

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



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GLOBAL GAMING LEAGUE WPB

2.7% or 50,698 of WPB DMA Adults 18 or older Watch/Stream/Attend/Follow PROFESSIONAL VIDEO GAMING. Adults 18 or older who Watch/Stream/Attend/Follow PROFESSIONAL VIDEO GAMING are 1.1% more likely to use QSRs past mo., 19.4% more likely to use Sit-Down Restaurants past mo., 48.8% more likely to use Casinos past yr., 31.8% less likely to smoke cigarettes

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users: 80.0% 40,536 | 79.1% 1,499,319

Avg. Monthly QSR Meals: 9.2 | 5.8

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



Total Monthly Sit-Down Restaurant Users: 88.2% 44,692 | 73.8% 1,399,092

Avg. Monthly Sit-Down Restaurant Meals: 6.2 | 4.7

Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)



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

who Watch/Stream/Attend/Follow PROFESSIONAL... 23,570 46.5%

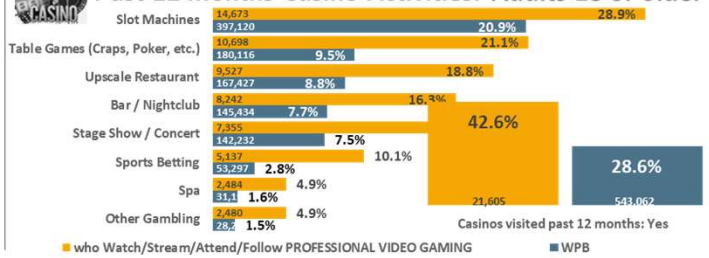
WPB 315,764 16.7%

Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



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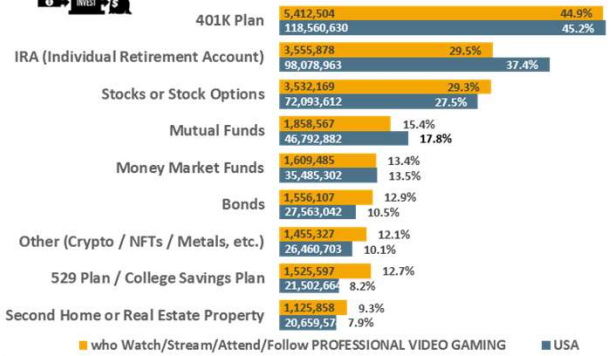
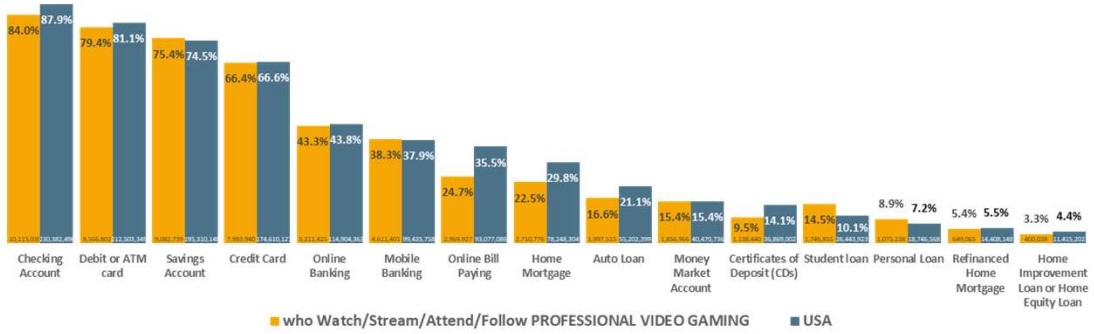
GLOBAL GAMING LEAGUE USA

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

Investments Owned: Adults 18 or older



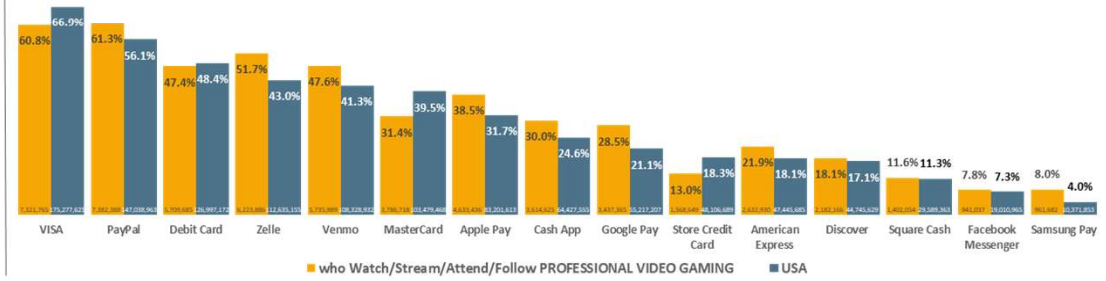
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



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

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

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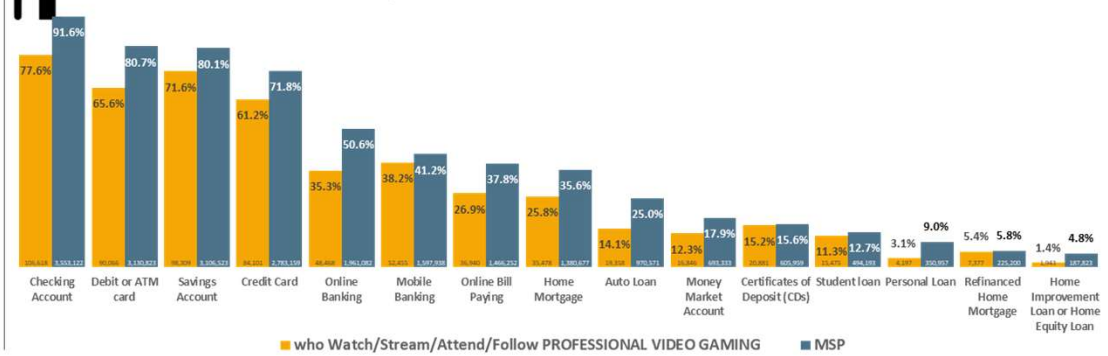
GLOBAL GAMING LEAGUE MSP

3.5% or 137,327 of MSP DMA Adults 18 or older Watch/Stream/Attend/Follow PROFESSIONAL VIDEO GAMING. Adults 18 or older who Watch/Stream/Attend/Follow PROFESSIONAL VIDEO GAMING are 3.3% less likely to have a 401K, 43.7% less likely to have an Auto Loan, 53.9% more likely to Invest/Trade Stocks Online, 15.8% less likely to pay with their Debit Card.

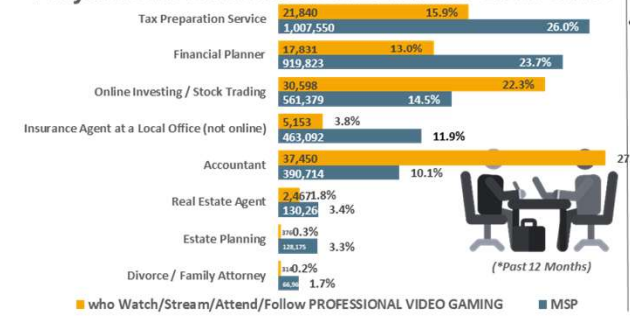
Investments Owned: Adults 18 or older



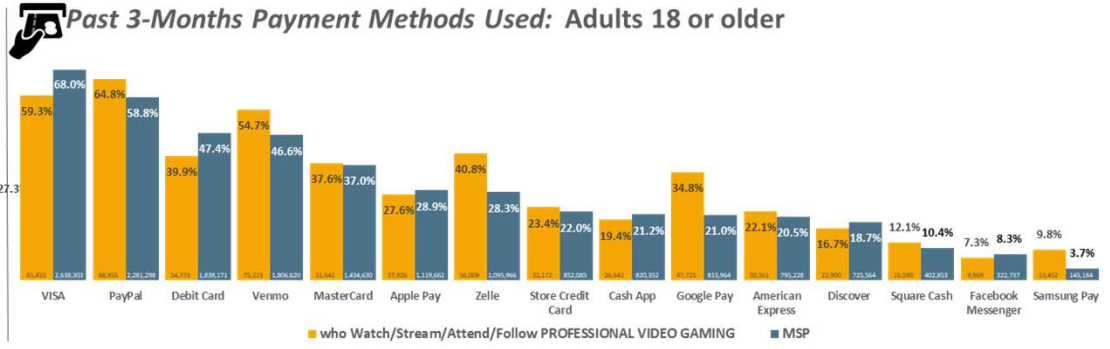
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



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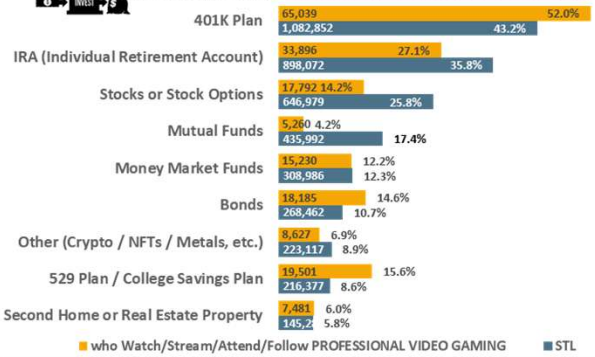
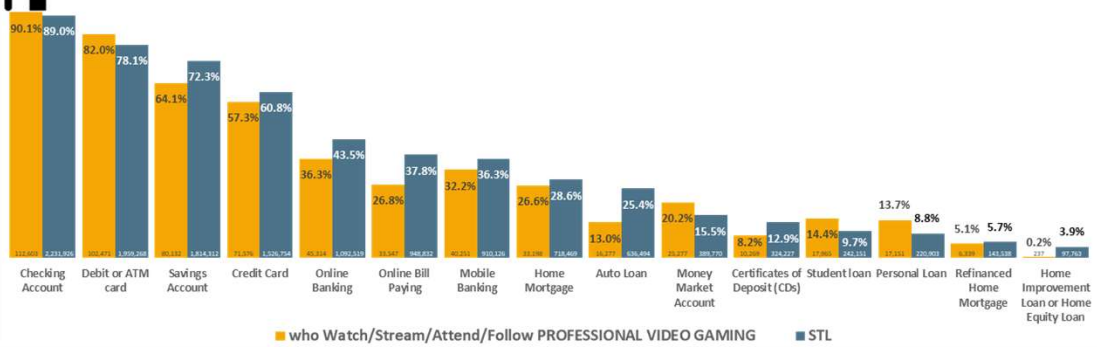
(Sports watched on TV (broadcast or cable) past 12 months: eSports (professional video gaming) OR Sports streamed online past 12 months: eSports (professional video gaming) OR No. of eSports (pro video gaming) events attd past 12 months: 1 - 2 events OR No. of eSports (pro video gaming) events attd past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

5.% or 124,955 of STL DMA Adults 18 or older Watch/Stream/Attend/Follow PROFESSIONAL VIDEO GAMING. Adults 18 or older who Watch/Stream/Attend/Follow PROFESSIONAL VIDEO GAMING are 20.6% more likely to have a 401K, 48.6% less likely to have an Auto Loan, 82.9% more likely to Invest/Trade Stocks Online, 7.6% less likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



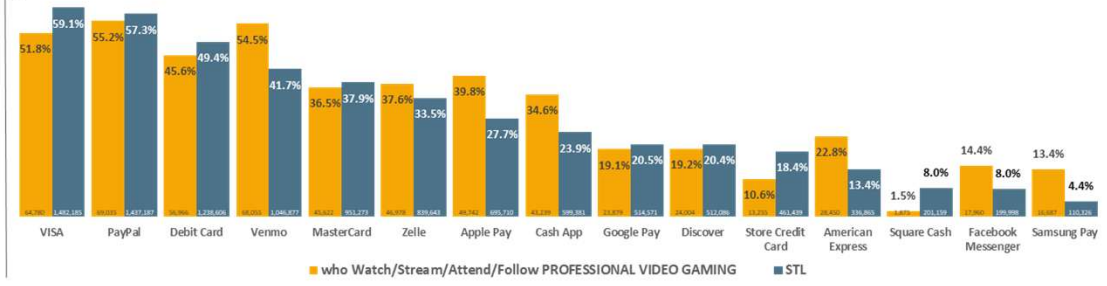
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



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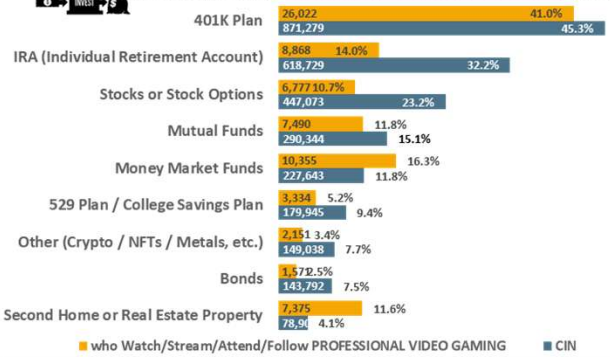
(Sports watched on TV (broadcast or cable) past 12 months: eSports (professional video gaming) OR Sports streamed online past 12 months: eSports (professional video gaming) OR No. of eSports (pro video gaming) events attd past 12 months: 1 - 2 events OR No. of eSports (pro video gaming) events attd past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

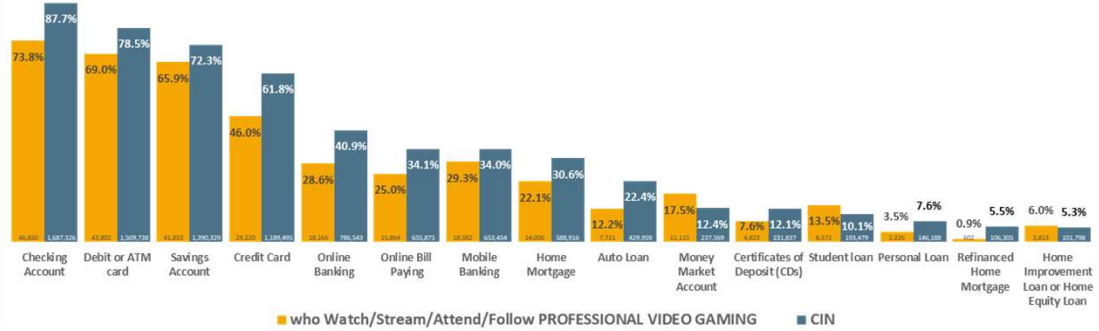
GLOBAL GAMING LEAGUE — CIN

3.3% or 63,512 of CIN DMA Adults 18 or older Watch/Stream/Attend/Follow PROFESSIONAL VIDEO GAMING. Adults 18 or older who Watch/Stream/Attend/Follow PROFESSIONAL VIDEO GAMING are 9.6% less likely to have a 401K, 45.6% less likely to have an Auto Loan, 28.5% less likely to Invest/Trade Stocks Online, 14.7% less likely to pay with their Debit Card.

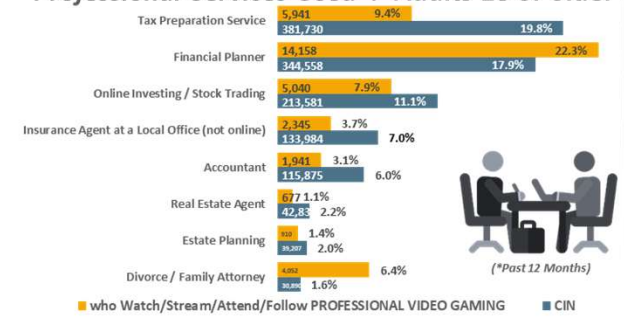
Investments Owned: Adults 18 or older



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

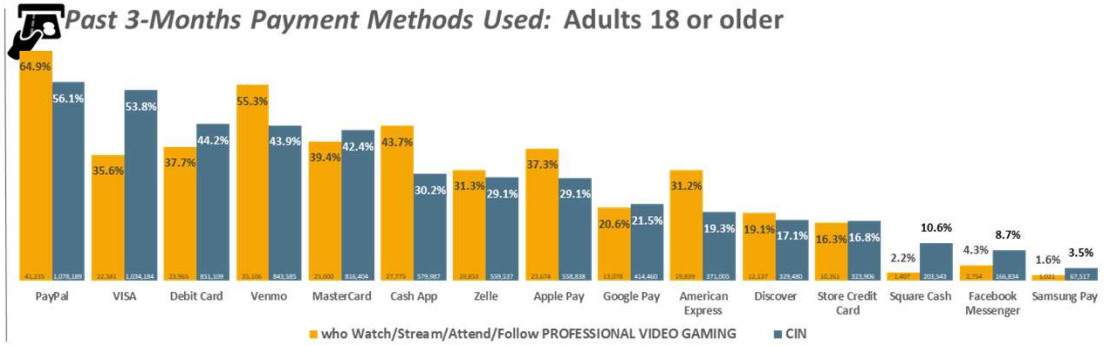


Professional Services Used:* Adults 18 or older



*(*Past 12 Months)*

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



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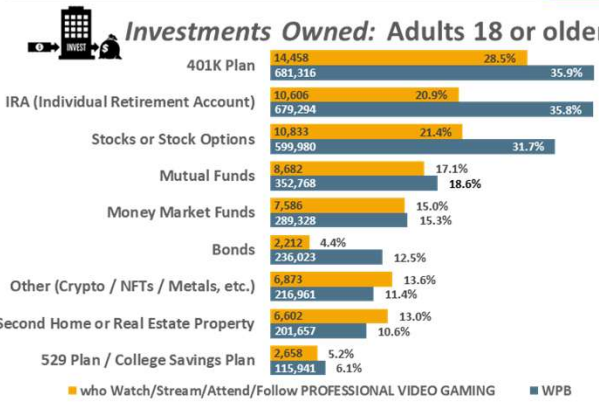
(Sports watched on TV (broadcast or cable) past 12 months: eSports (professional video gaming) OR Sports streamed online past 12 months: eSports (professional video gaming) OR No. of eSports (pro video gaming) events attd past 12 months: 1 - 2 events OR No. of eSports (pro video gaming) events attd past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

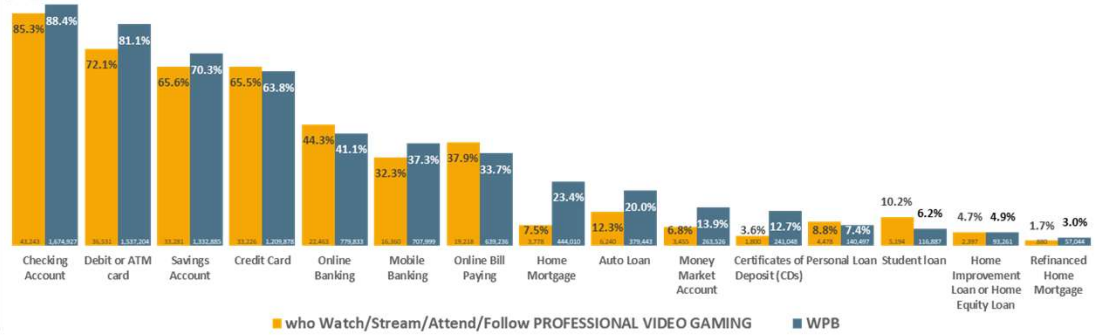
GLOBAL GAMING LEAGUE WPB

2.7% or 50,698 of WPB DMA Adults 18 or older Watch/Stream/Attend/Follow PROFESSIONAL VIDEO GAMING. Adults 18 or older who Watch/Stream/Attend/Follow PROFESSIONAL VIDEO GAMING are 20.7% less likely to have a 401K, 38.5% less likely to have an Auto Loan, 62.% more likely to Invest/Trade Stocks Online, 11.4% less likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



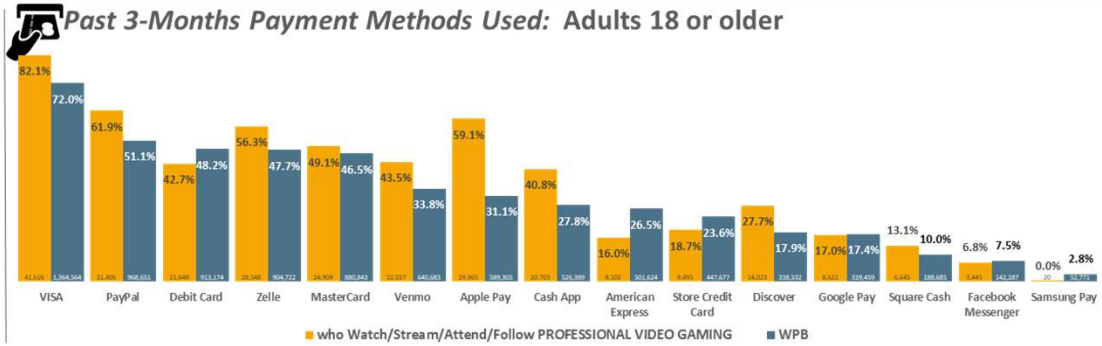
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



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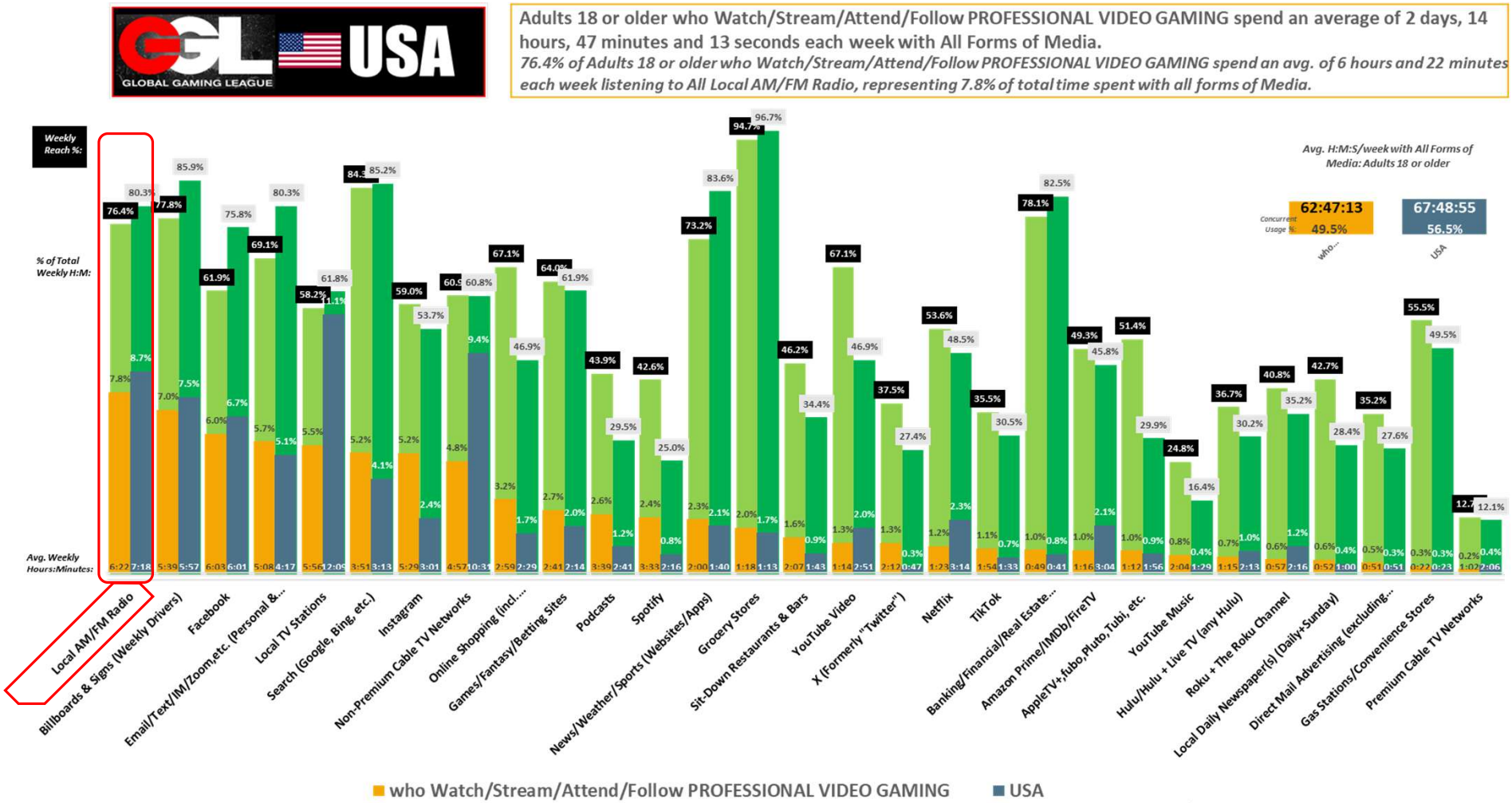

USA USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 972 USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 24,890

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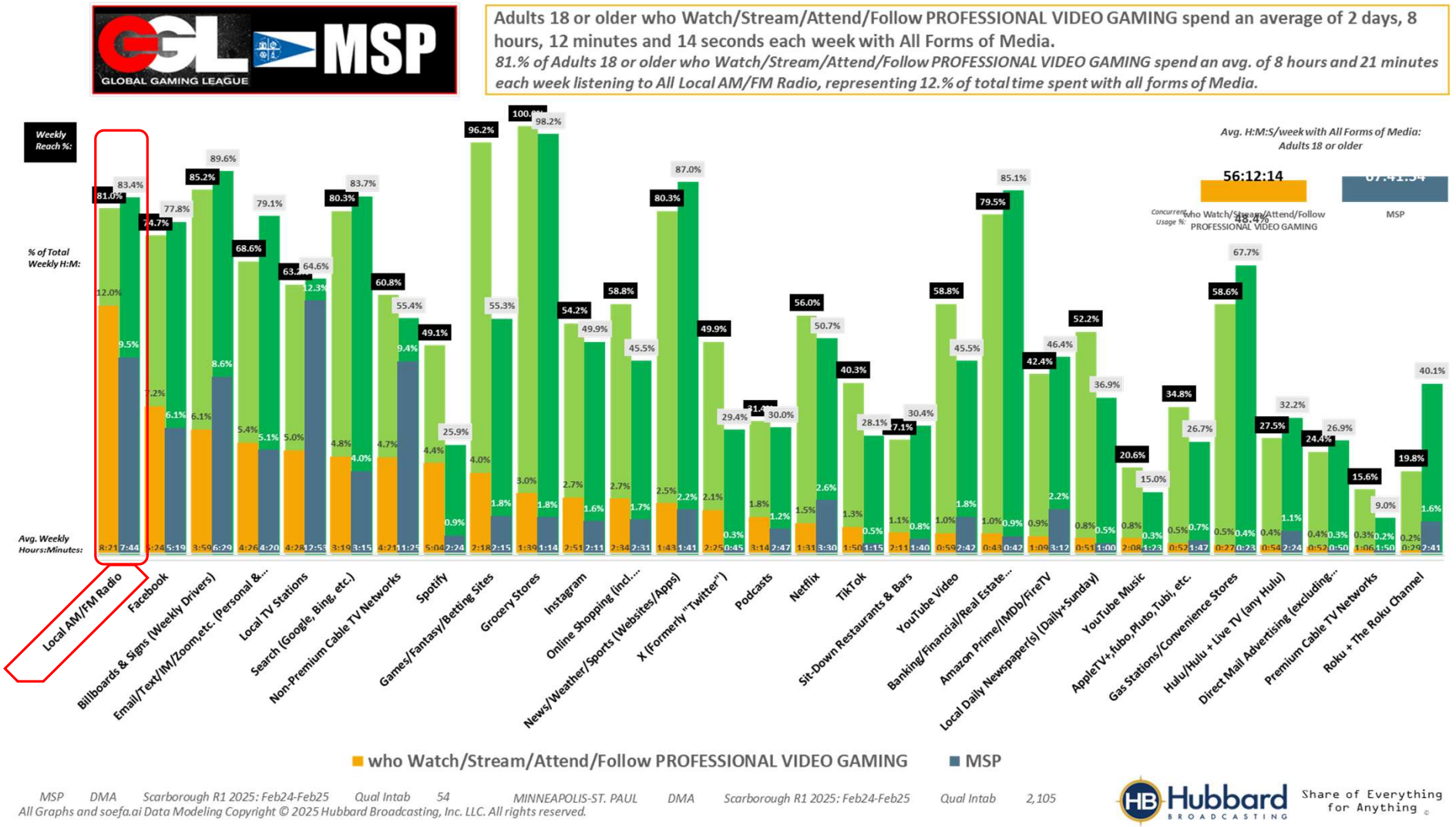

MSP DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 54 MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 2,105

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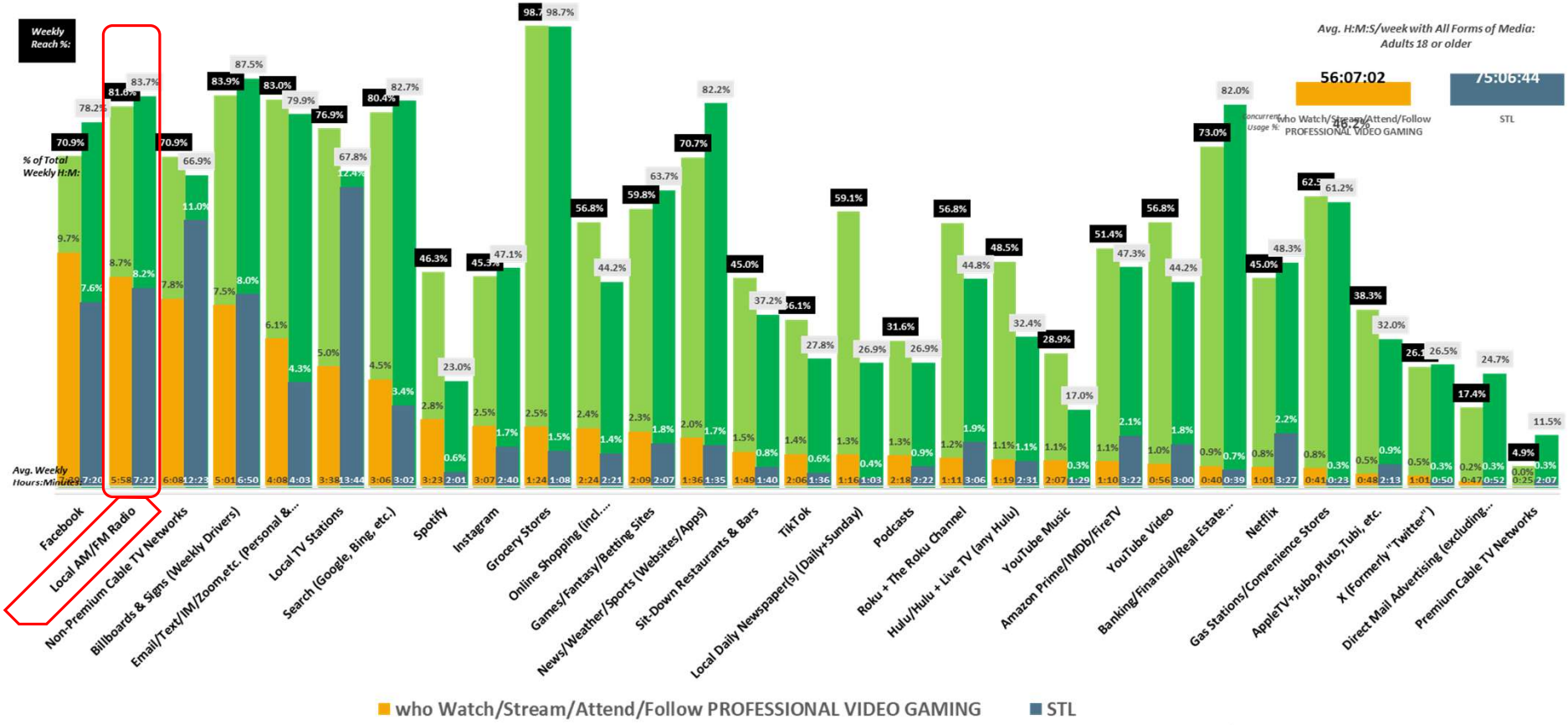
Adults 18 or older who Watch/Stream/Attend/Follow PROFESSIONAL VIDEO GAMING spend an average of 2 days, 8 hours, 7 minutes and 2 seconds each week with All Forms of Media.

81.6% of Adults 18 or older who Watch/Stream/Attend/Follow PROFESSIONAL VIDEO GAMING spend an avg. of 5 hours and 58 minutes each week listening to All Local AM/FM Radio, representing 8.7% of total time spent with all forms of Media.



STL DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 67 ST. LOUIS DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 2,075

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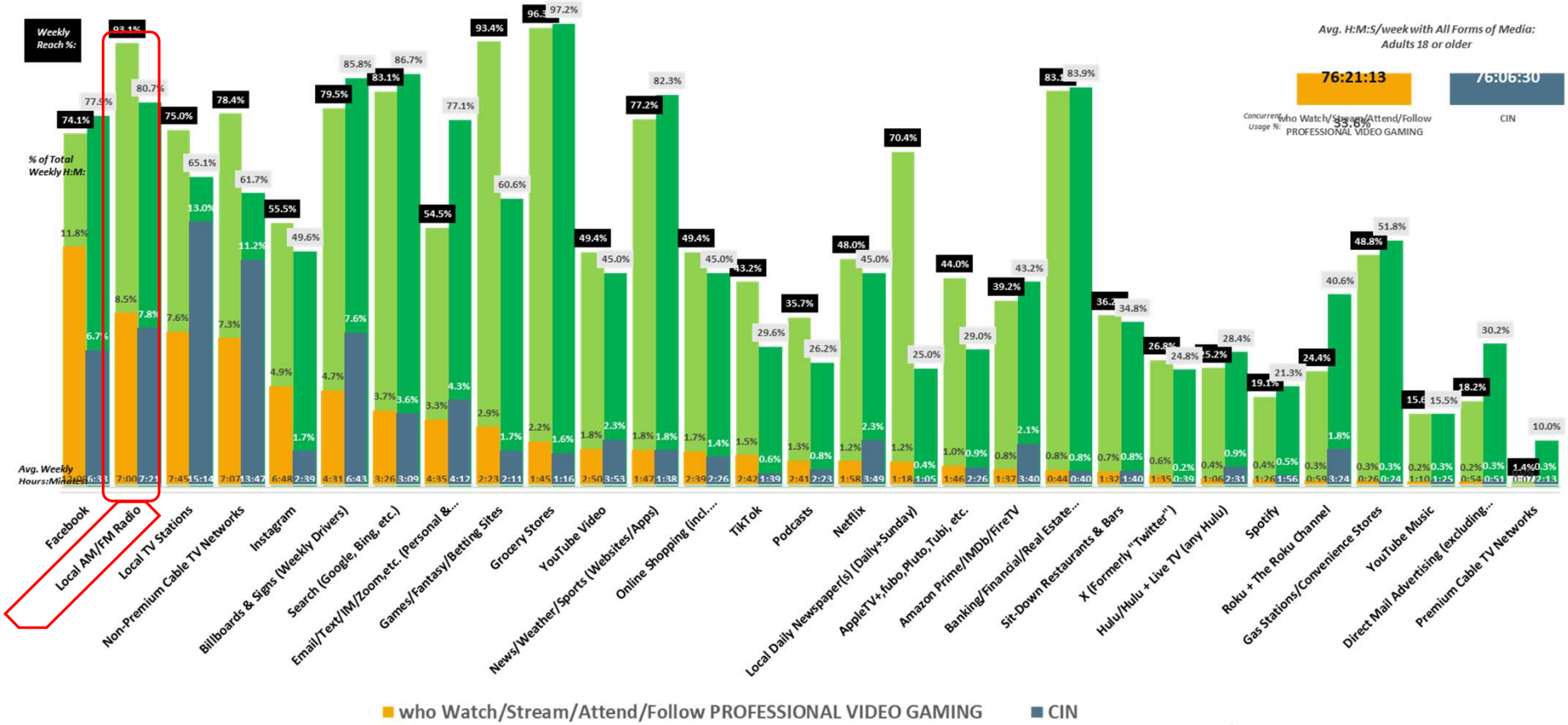
Adults 18 or older who Watch/Stream/Attend/Follow PROFESSIONAL VIDEO GAMING spend an average of 3 days, 4 hours, 21 minutes and 13 seconds each week with All Forms of Media.

93.1% of Adults 18 or older who Watch/Stream/Attend/Follow PROFESSIONAL VIDEO GAMING spend an avg. of 7 hours and 0 minutes each week listening to All Local AM/FM Radio, representing 8.5% of total time spent with all forms of Media.



CIN DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 67 CINCINNATI DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 1,996

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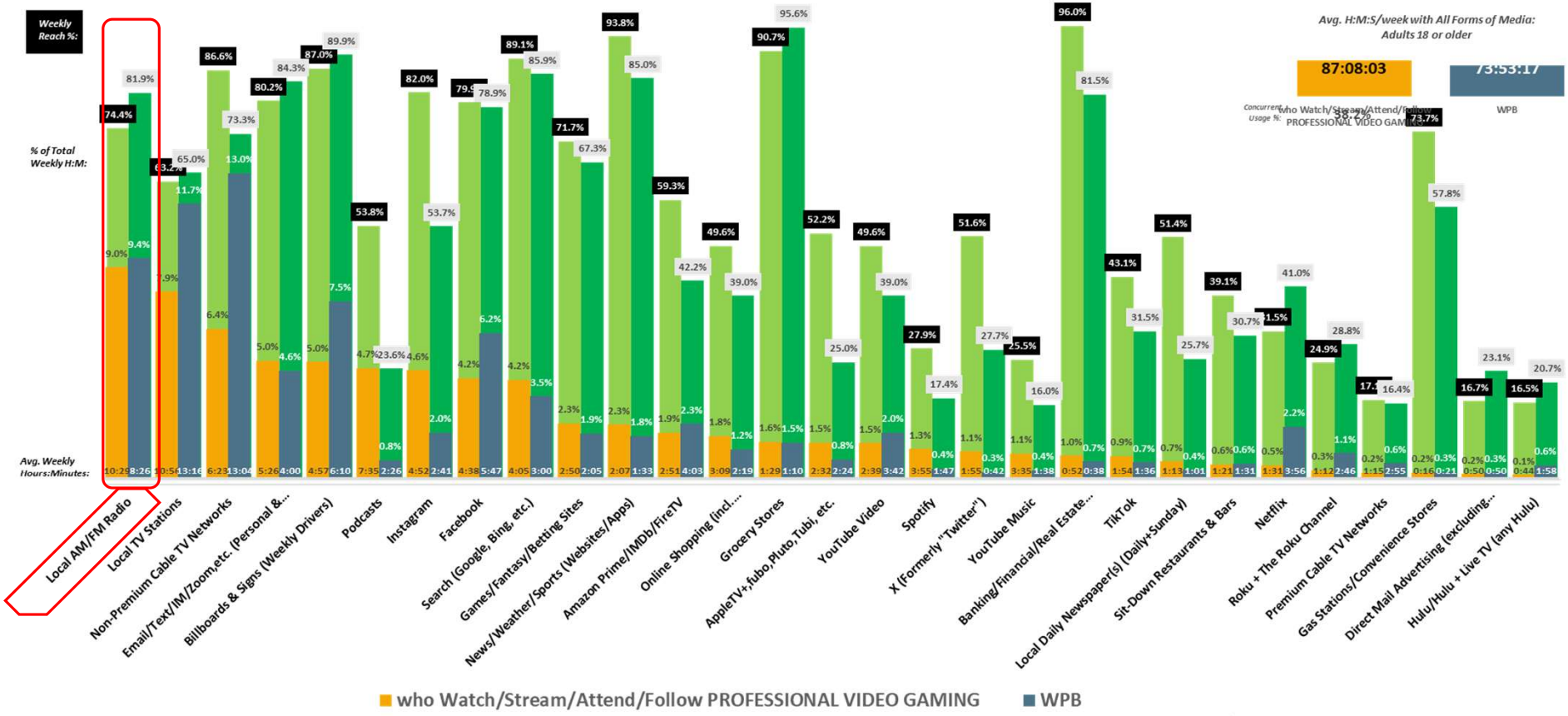
GLOBAL GAMING LEAGUE WPB

Adults 18 or older who Watch/Stream/Attend/Follow PROFESSIONAL VIDEO GAMING spend an average of 3 days, 15 hours, 8 minutes and 3 seconds each week with All Forms of Media.

74.4% of Adults 18 or older who Watch/Stream/Attend/Follow PROFESSIONAL VIDEO GAMING spend an avg. of 10 hours and 29 minutes each week listening to All Local AM/FM Radio, representing 9.% of total time spent with all forms of Media.



WPB DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 72 WEST PALM BEACH-BOCA RATON DMA Scarborough R1 2025: Aug24-Jan25 Qual Intab 2,630

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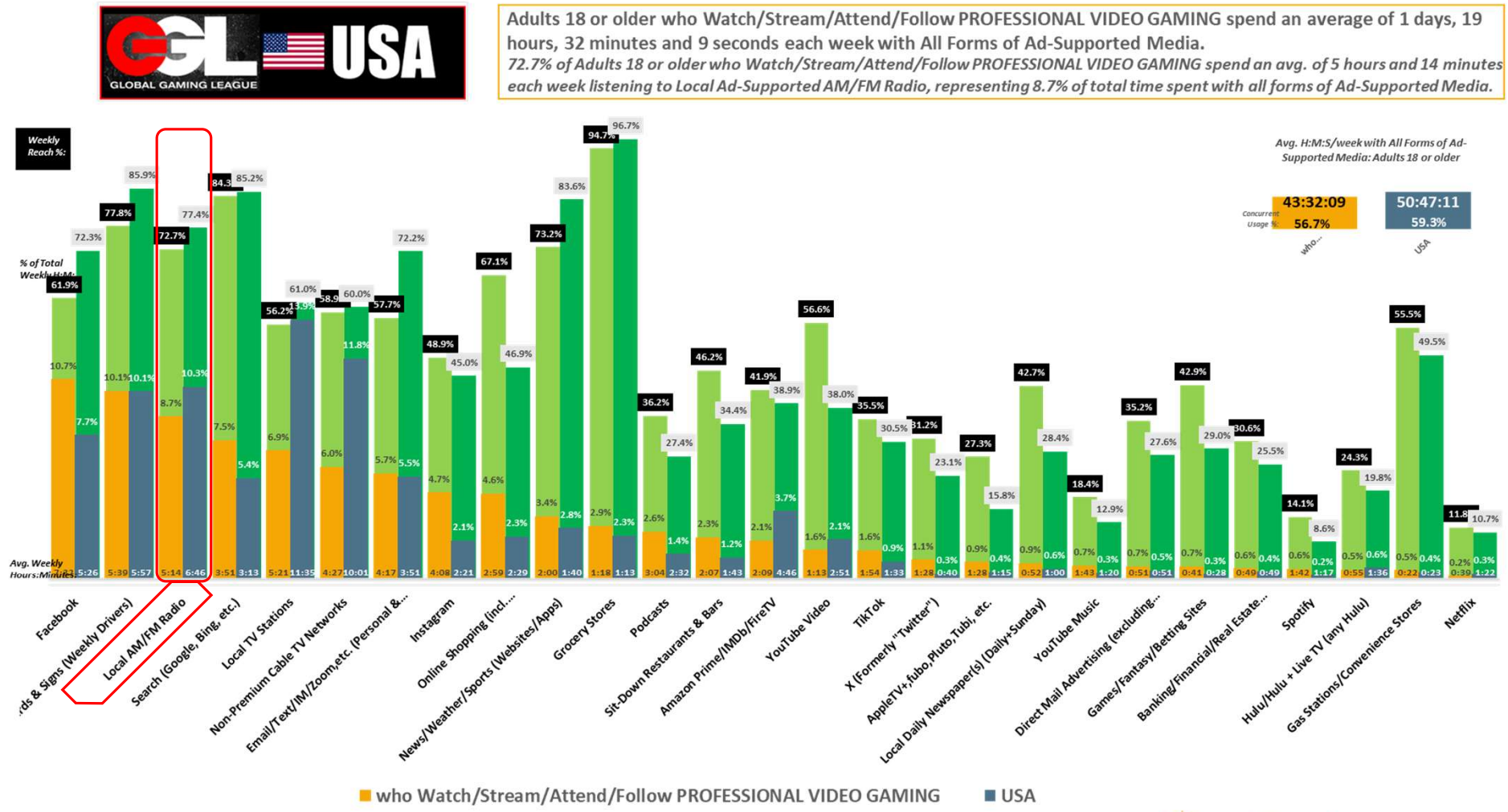

USA USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 972 USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 24,890

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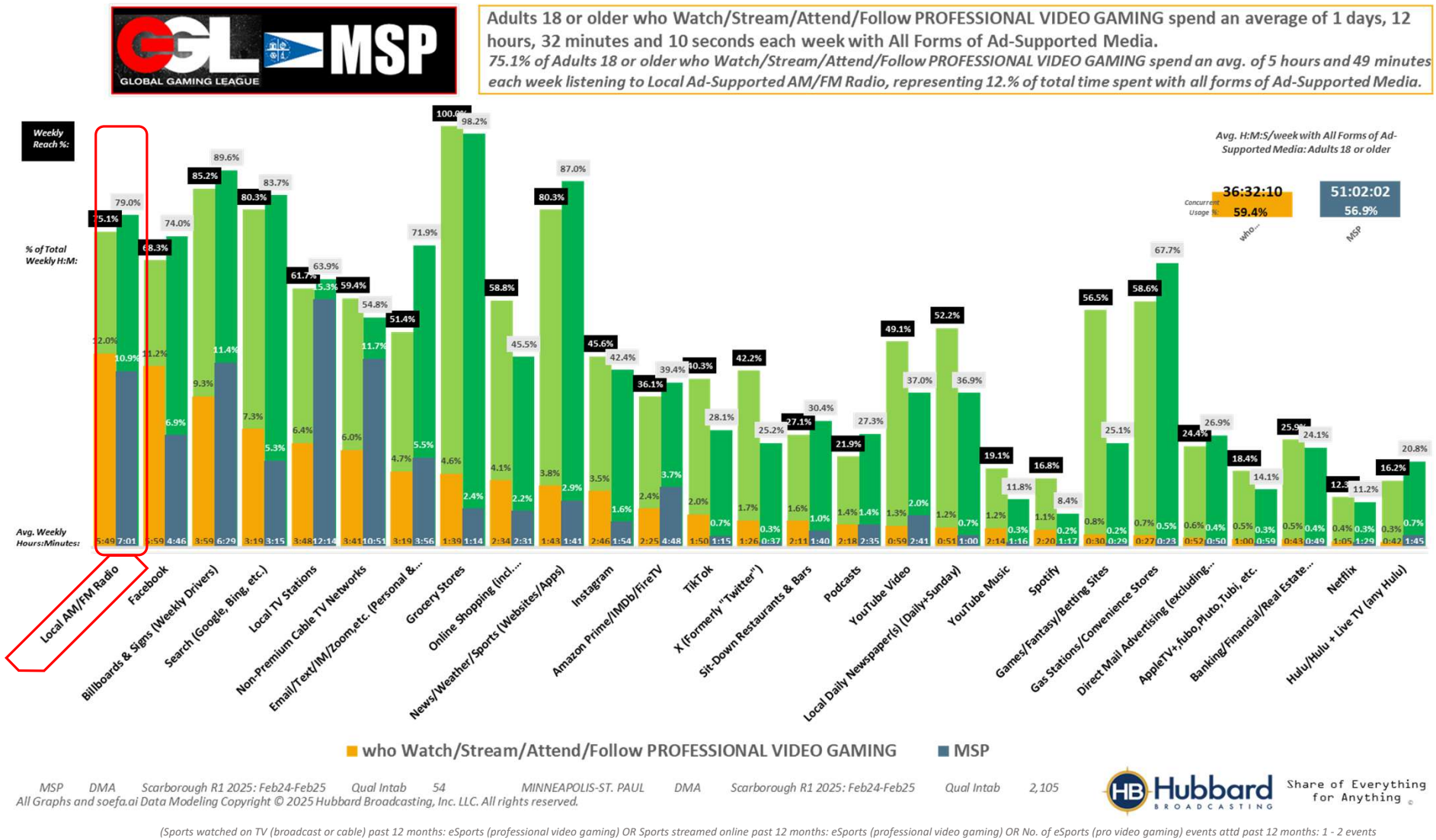

MSP DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 54 MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 2,105

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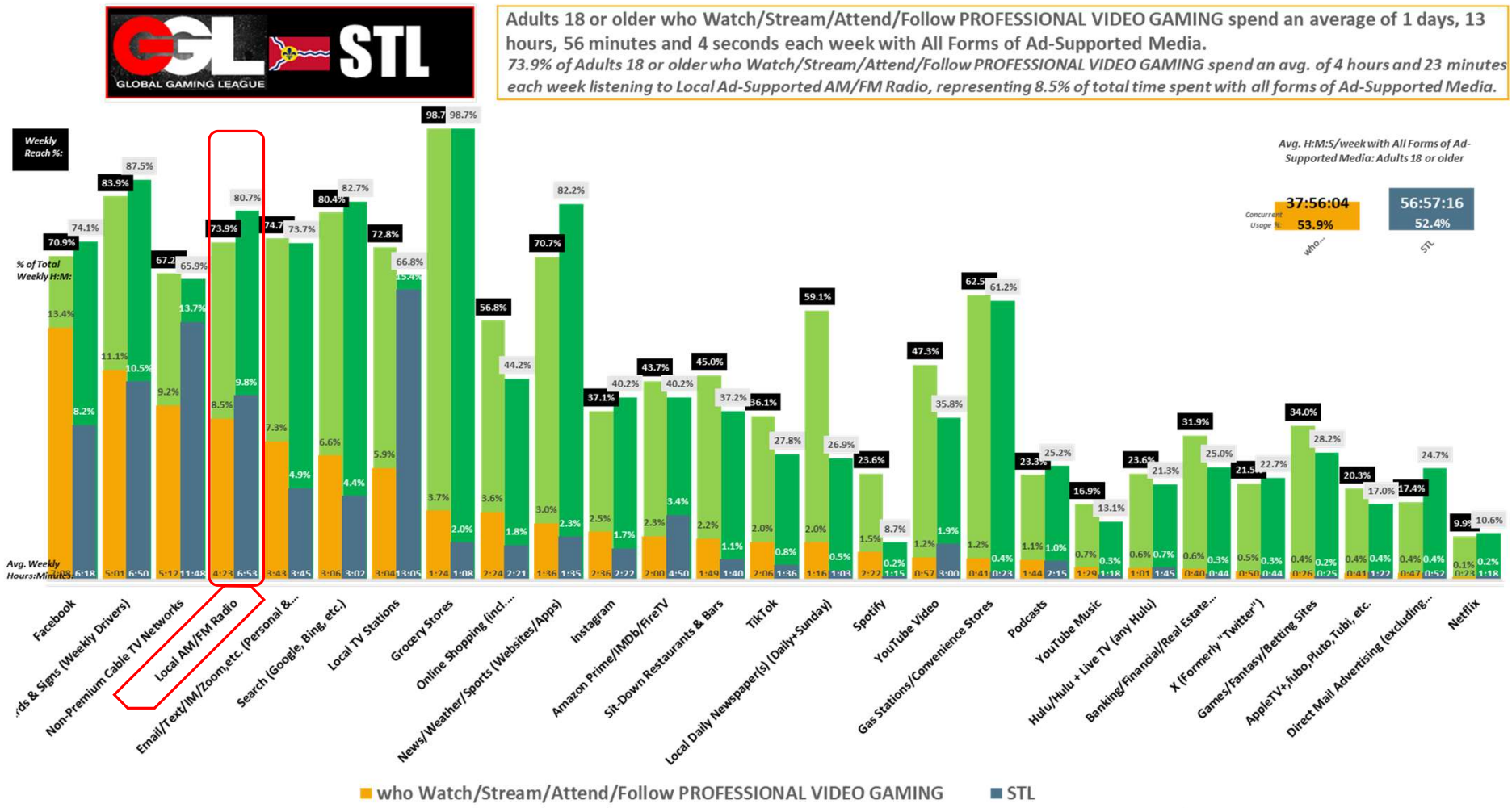

STL DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 67 ST. LOUIS DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 2,075

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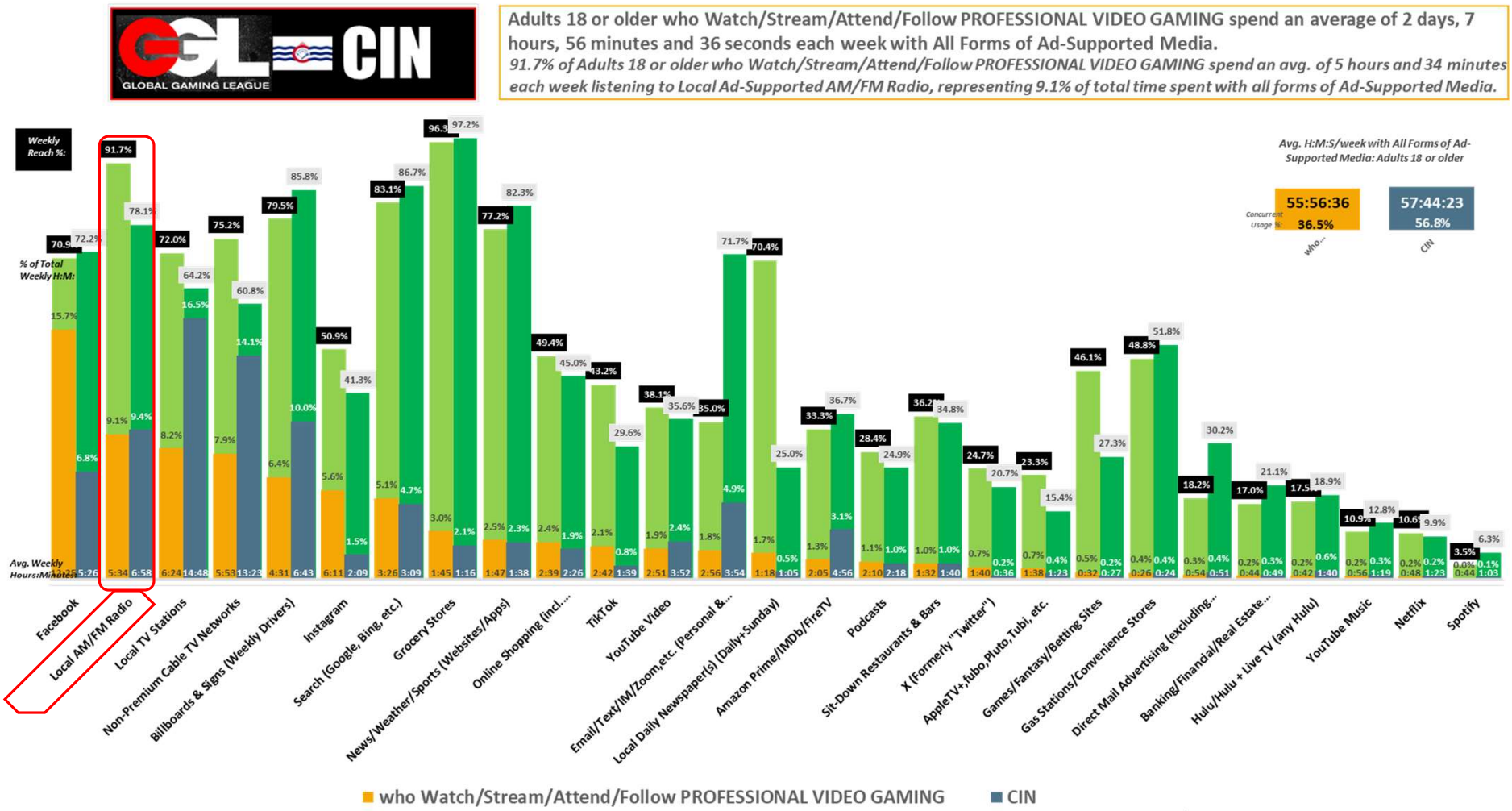

CIN DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 67 CINCINNATI DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 1,996

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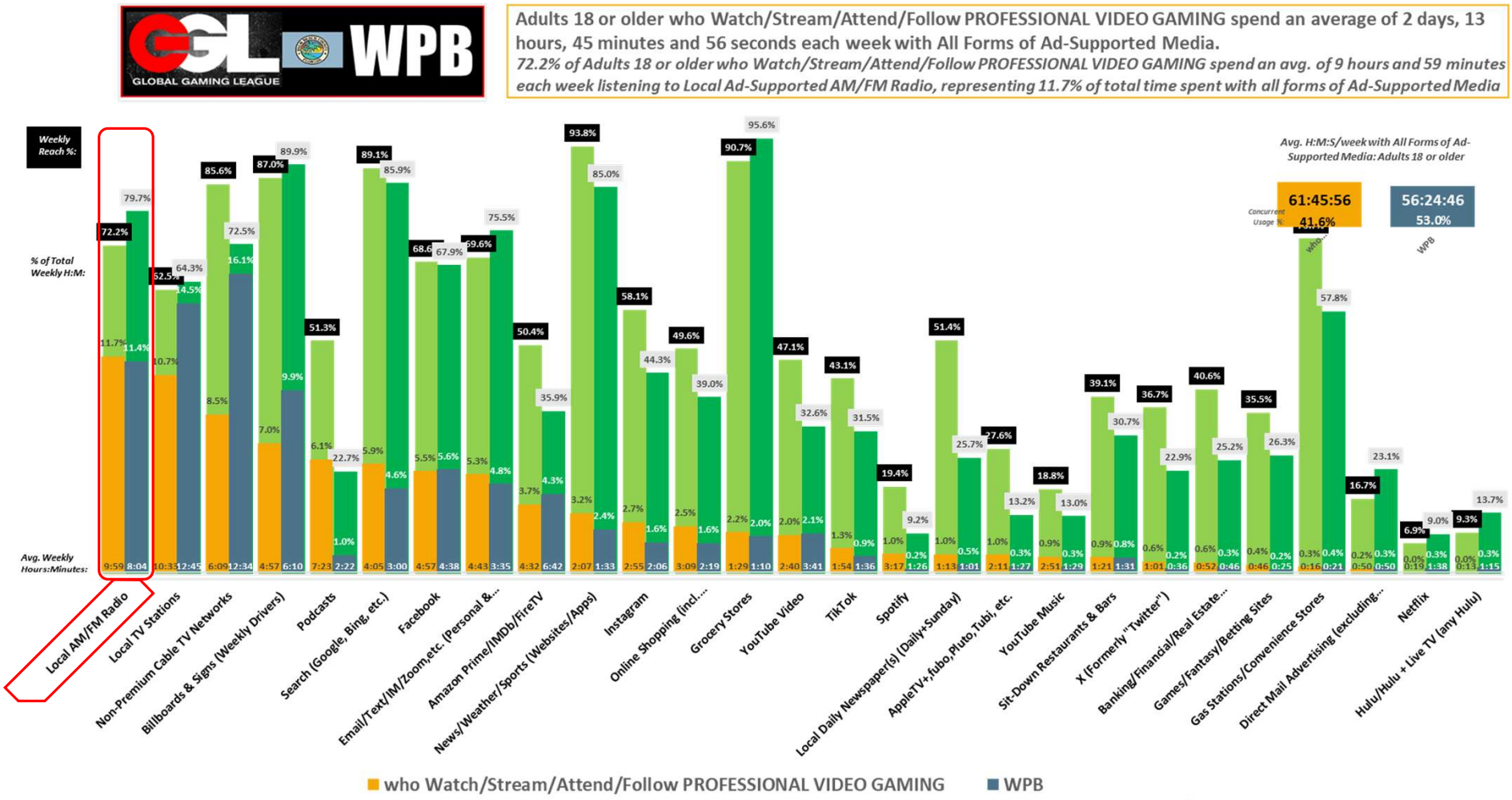

WPB DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 72 WEST PALM BEACH-BOCA RATON DMA Scarborough R1 2025: Aug24-Jan25 Qual Intab 2,630

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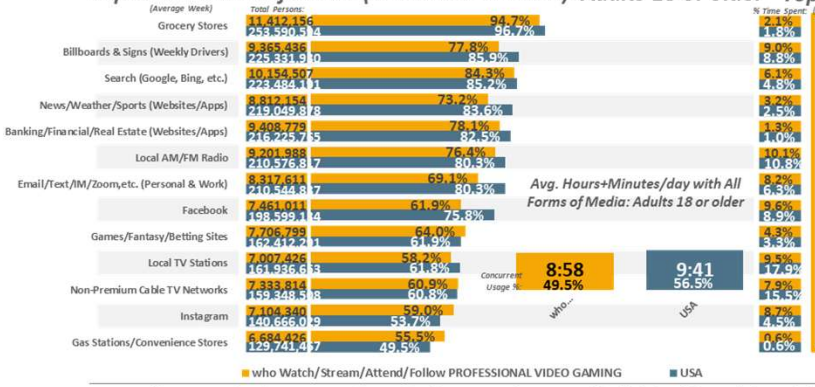
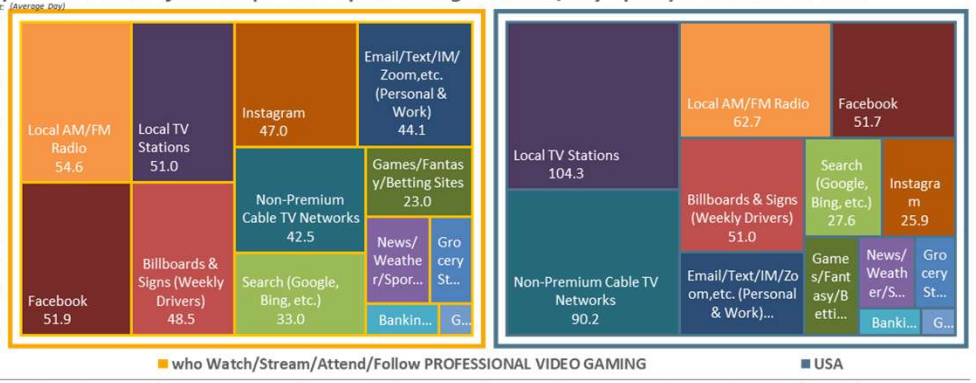
Adults 18 or older who Watch/Stream/Attend/Follow PROFESSIONAL VIDEO GAMING spend an average of 6 hours and 13 minutes each day with All Forms of Ad-Supported Media. 72.7% listen to Local AM/FM Radio for an avg. of 44.9 minutes/day. *(Local Radio delivers 8.7% of Time with Ad-Supported Media.)*

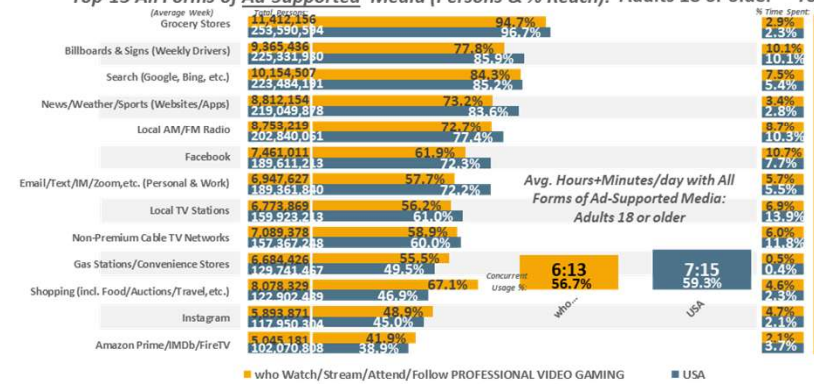
Top-13 All Forms of Media (Persons & % Reach): **Adults 18 or older**



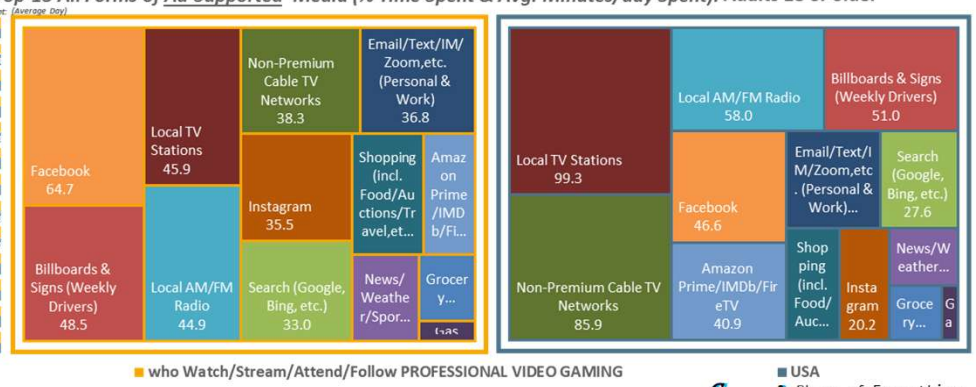
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): **Adults 18 or older**



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



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



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

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

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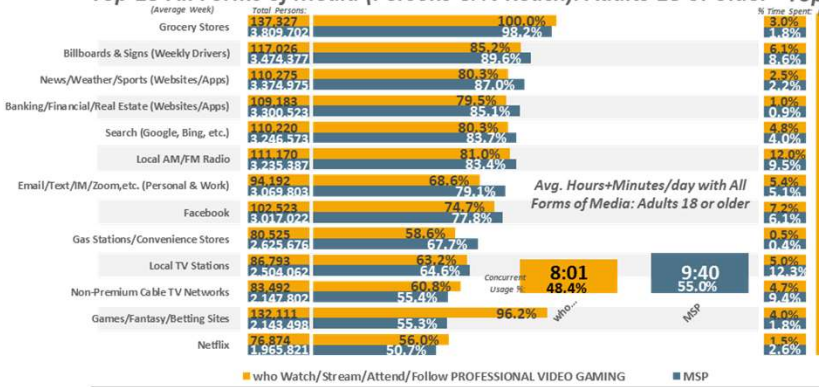
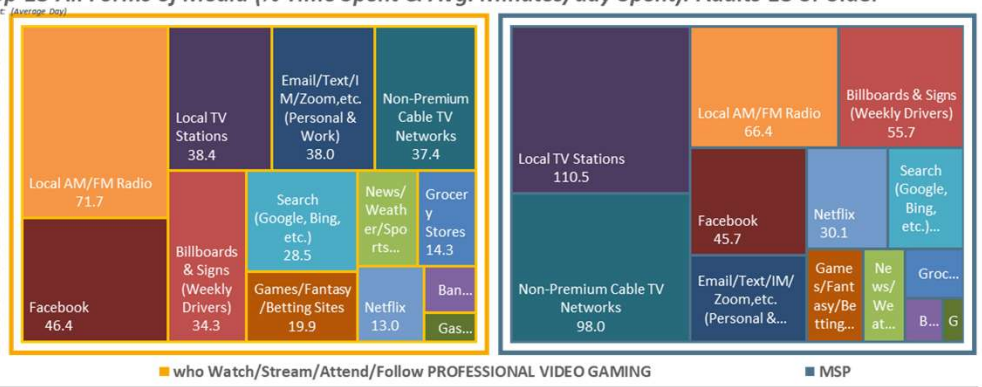
Adults 18 or older who Watch/Stream/Attend/Follow PROFESSIONAL VIDEO GAMING spend an average of 5 hours and 13 minutes each day with All Forms of Ad-Supported Media. 75.1% listen to Local AM/FM Radio for an avg. of 49.9 minutes/day. *(Local Radio delivers 12.% of Time with Ad-Supported Media.)*

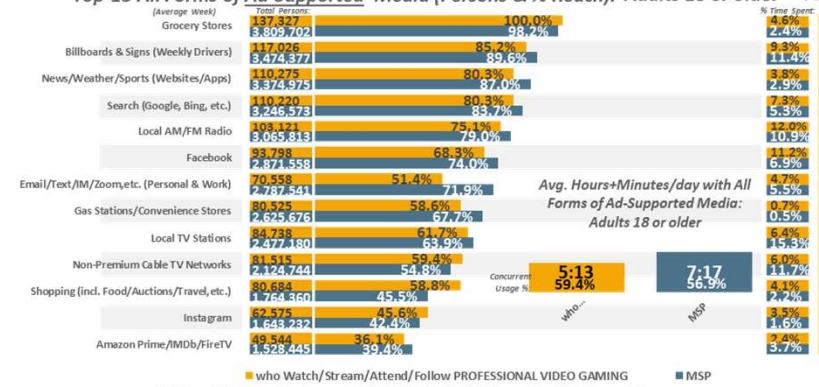
Top-13 All Forms of Media (Persons & % Reach): **Adults 18 or older**



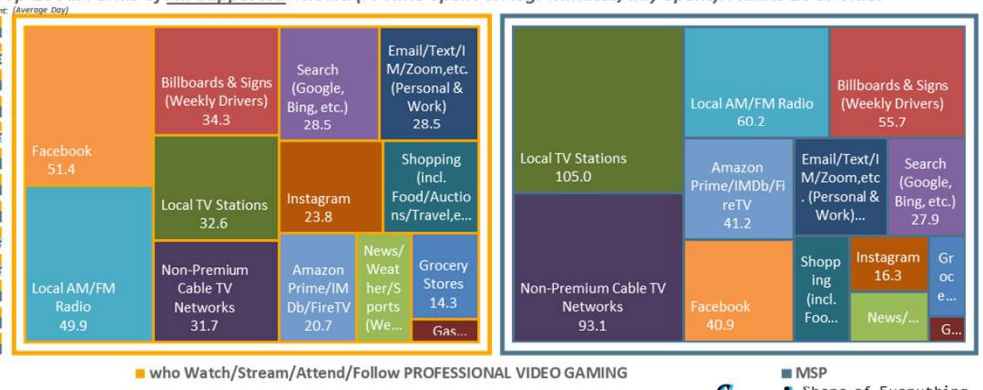
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): **Adults 18 or older**



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



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



MSP DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 54

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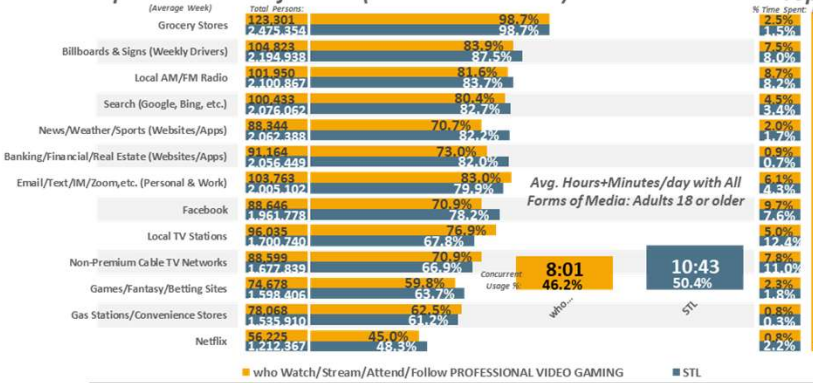
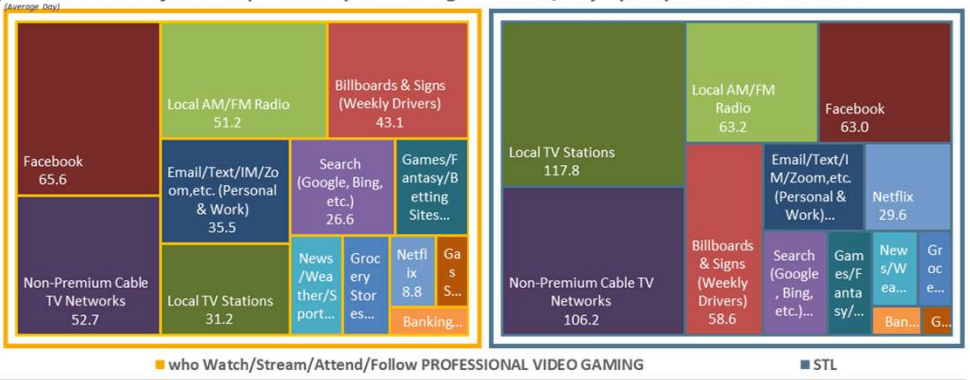
Adults 18 or older who Watch/Stream/Attend/Follow PROFESSIONAL VIDEO GAMING spend an average of 5 hours and 25 minutes each day with All Forms of Ad-Supported Media. 73.9% listen to Local AM/FM Radio for an avg. of 37.6 minutes/day.*(Local Radio delivers 8.5% of Time with Ad-Supported Media.)*

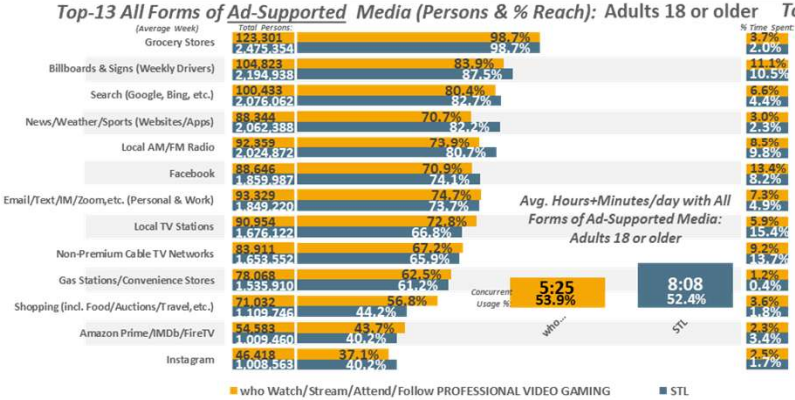
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



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 2025: Feb24-Feb25 Qual Intab 67

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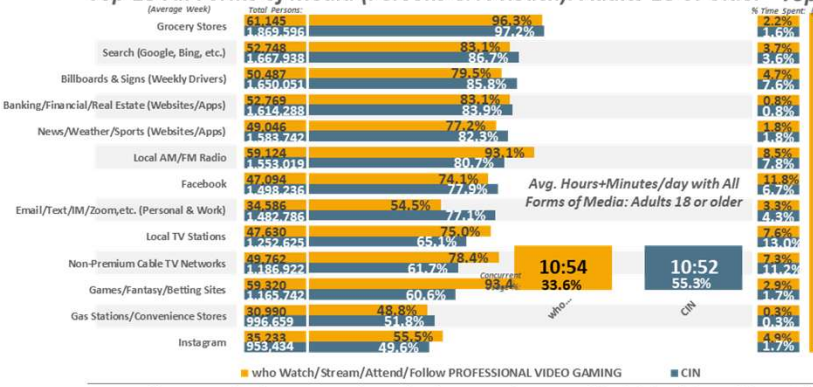
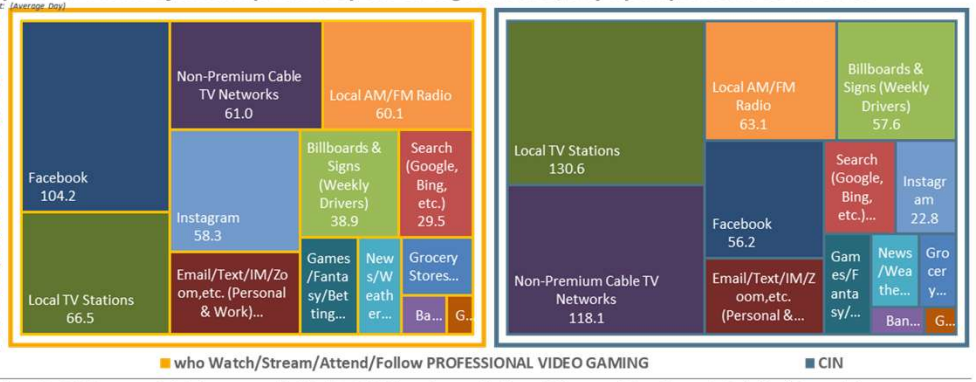
(Sports watched on TV (broadcast or cable) past 12 months: eSports (professional video gaming) OR Sports streamed online past 12 months: eSports (professional video gaming) OR No. of eSports (pro video gaming) events attd past 12 months: 1 - 2 events OR No. of eSports (pro video gaming) events attd past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

Adults 18 or older who Watch/Stream/Attend/Follow PROFESSIONAL VIDEO GAMING spend an average of 7 hours and 59 minutes each day with All Forms of Ad-Supported Media. 91.7% listen to Local AM/FM Radio for an avg. of 47.8 minutes/day. *(Local Radio delivers 9.1% of Time with Ad-Supported Media.)*

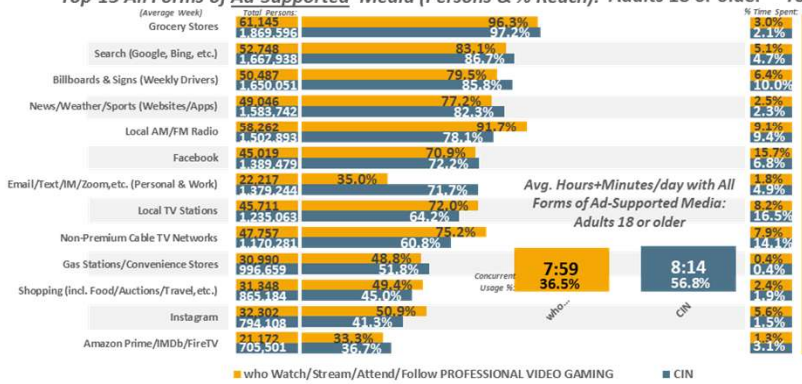
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



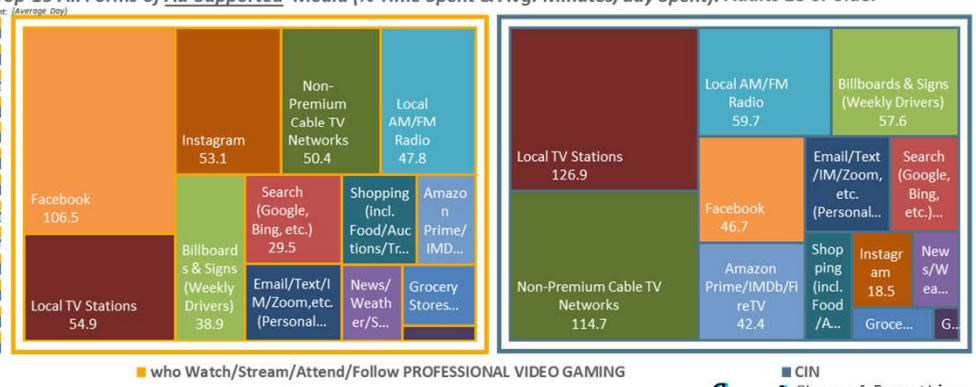
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CIN DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 67

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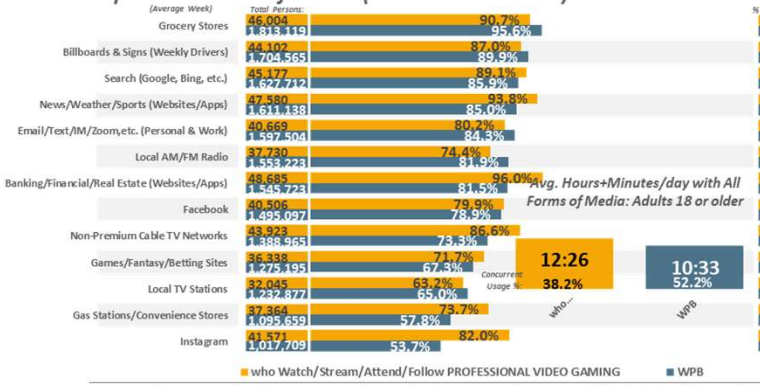
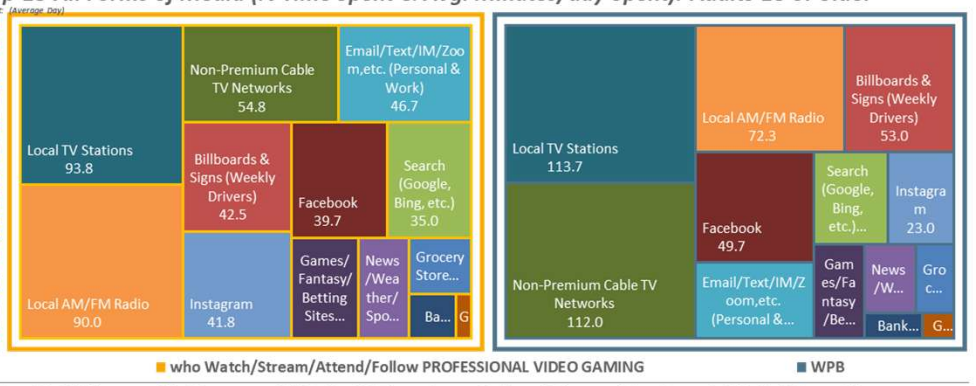
(Sports watched on TV (broadcast or cable) past 12 months: eSports (professional video gaming) OR Sports streamed online past 12 months: eSports (professional video gaming) OR No. of eSports (pro video gaming) events attd past 12 months: 1 - 2 events OR No. of eSports (pro video gaming) events attd past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

Adults 18 or older who Watch/Stream/Attend/Follow PROFESSIONAL VIDEO GAMING spend an average of 8 hours and 49 minutes each day with All Forms of Ad-Supported Media. 72.2% listen to Local AM/FM Radio for an avg. of 85.7 minutes/day. *(Local Radio delivers 11.7% of Time with Ad-Supported Media.)*

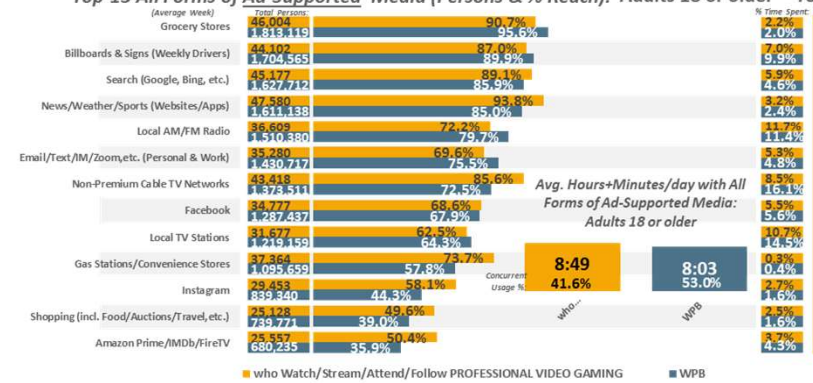
Top-13 All Forms of Media (Persons & % Reach): **Adults 18 or older**



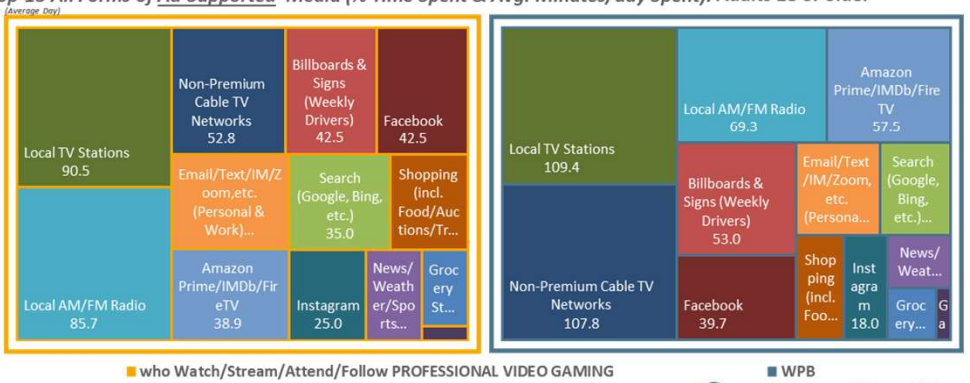
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): **Adults 18 or older**



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



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



WPB DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 72

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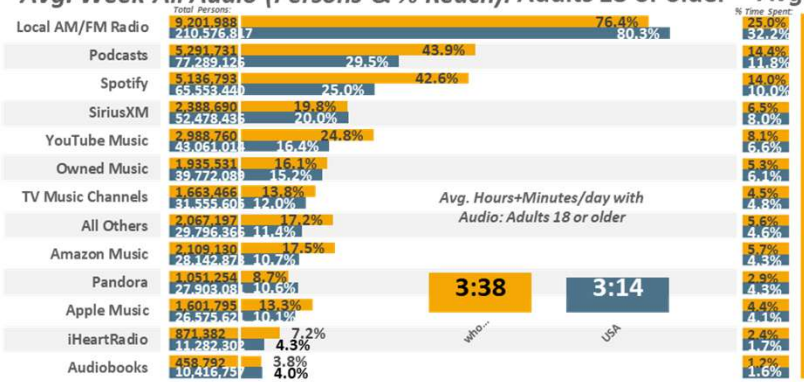
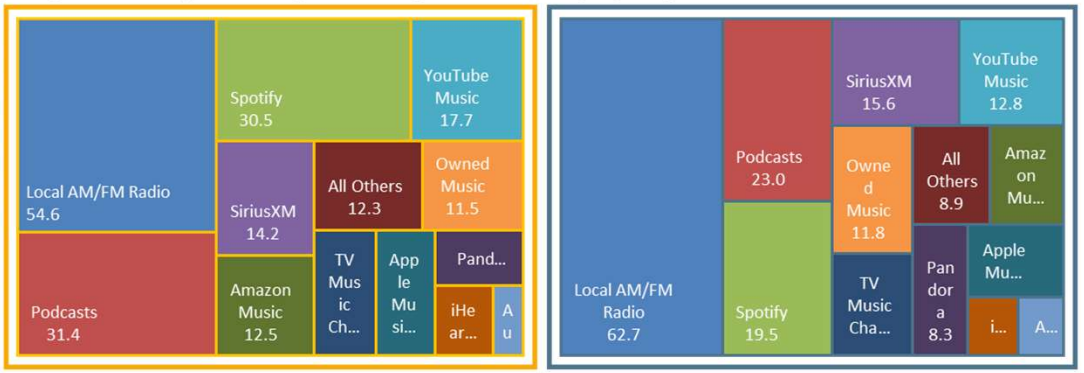
8,753,219 or 72.7% of Adults 18 or older who Watch/Stream/Attend/Follow PROFESSIONAL VIDEO GAMING listen to Ad-Supported Local AM/FM Radio for an average of 44.9 minutes every day representing 31.9% of all time spent daily with Ad-Supported Audio.

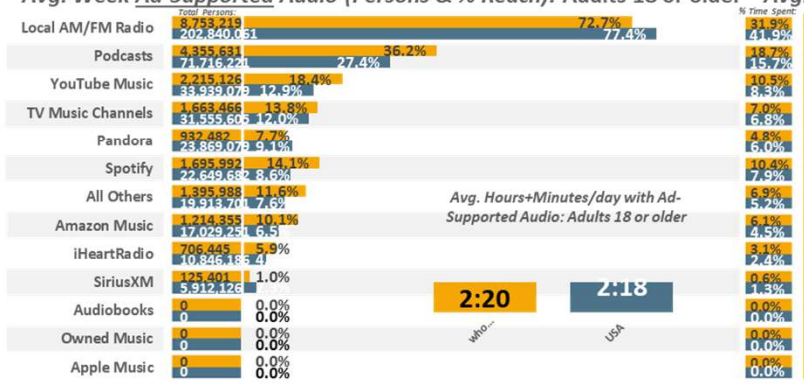
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



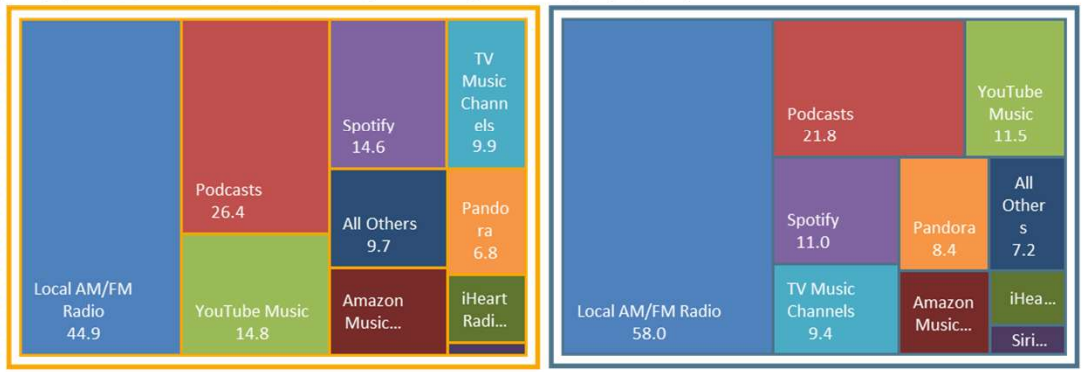
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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

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Scarborough R1 2025: Feb24-Mar25 USA Projection

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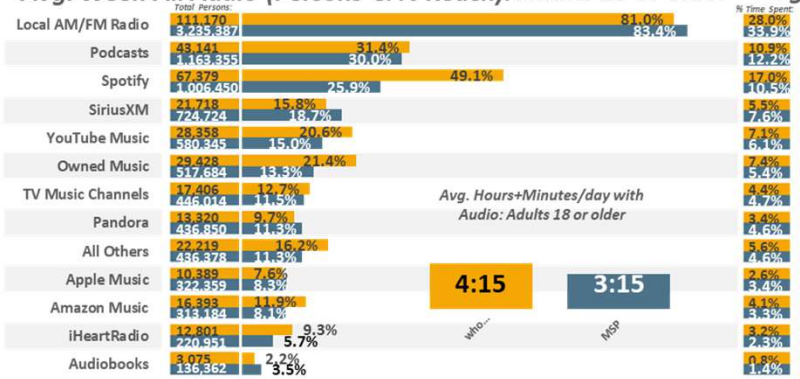
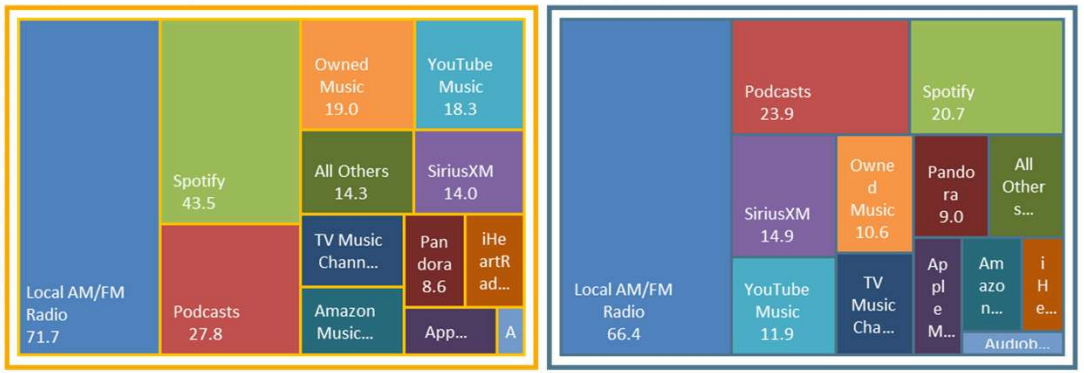
103,121 or 75.1% of Adults 18 or older who Watch/Stream/Attend/Follow PROFESSIONAL VIDEO GAMING listen to Ad-Supported Local AM/FM Radio for an average of 49.9 minutes every day representing 30.3% of all time spent daily with Ad-Supported Audio.

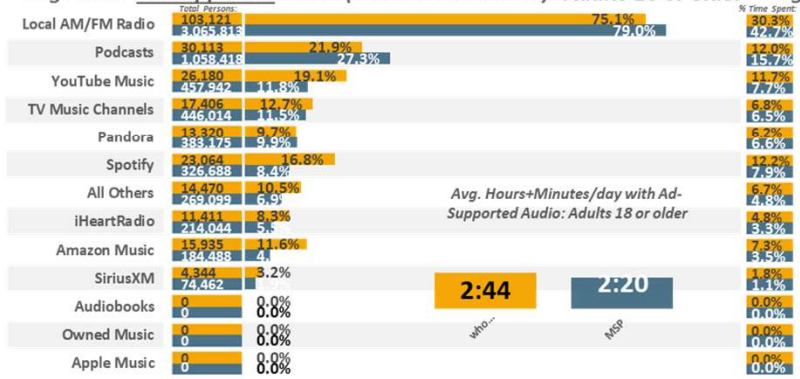
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



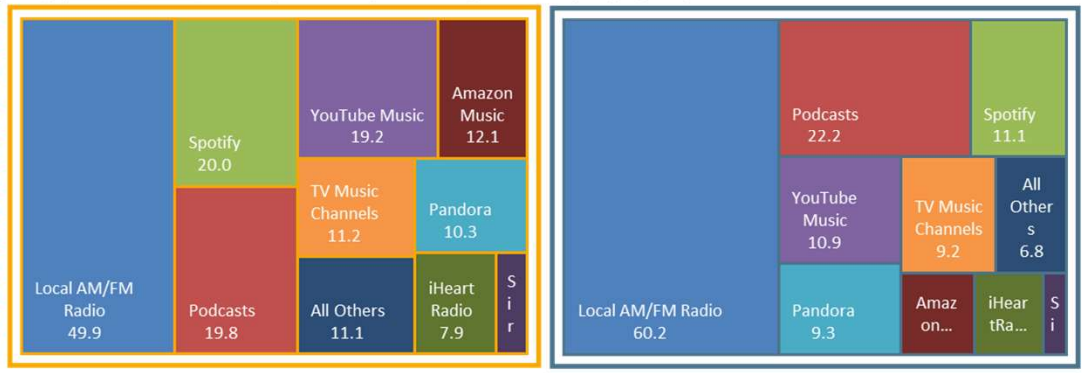
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



MSP DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 54

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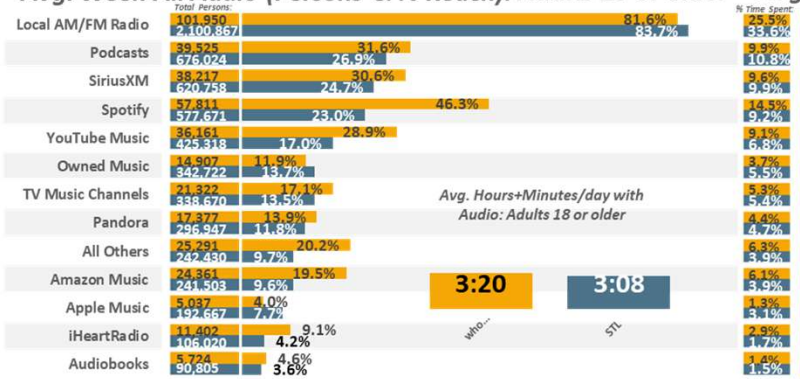
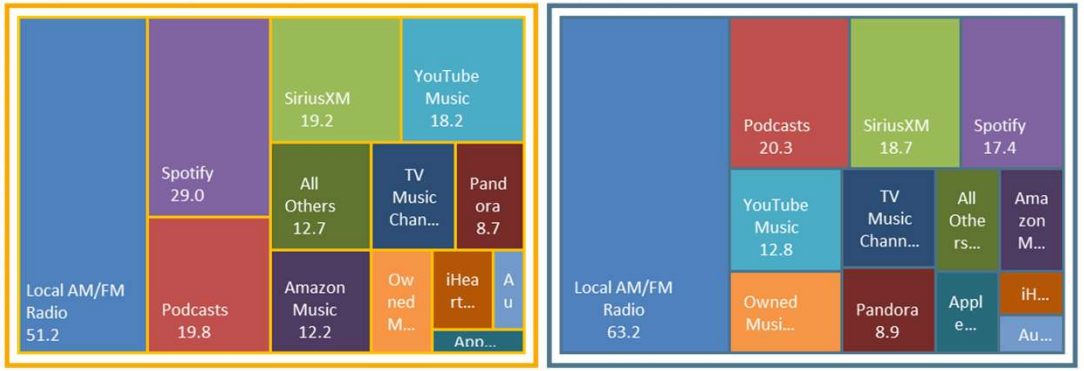
(Sports watched on TV (broadcast or cable) past 12 months: eSports (professional video gaming) OR Sports streamed online past 12 months: eSports (professional video gaming) OR No. of eSports (pro video gaming) events attd past 12 months: 1 - 2 events OR No. of eSports (pro video gaming) events attd past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

92,359 or 73.9% of Adults 18 or older who Watch/Stream/Attend/Follow PROFESSIONAL VIDEO GAMING listen to Ad-Supported Local AM/FM Radio for an average of 37.6 minutes every day representing 28.% of all time spent daily with Ad-Supported Audio.

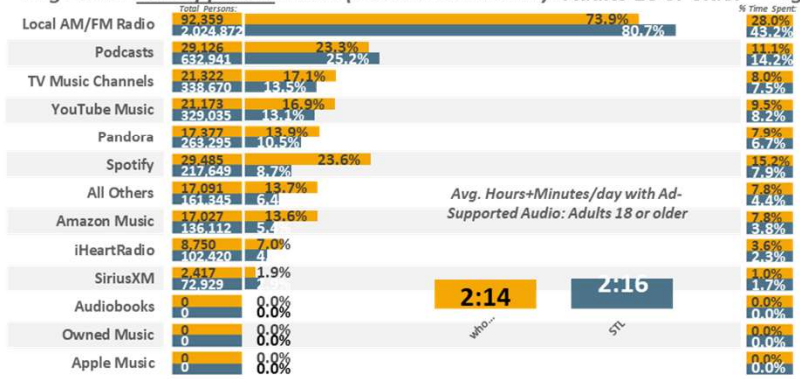
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



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



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



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



STL DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 67

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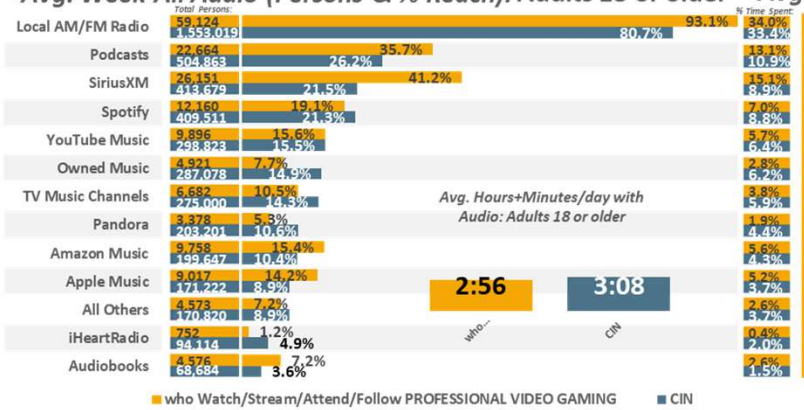
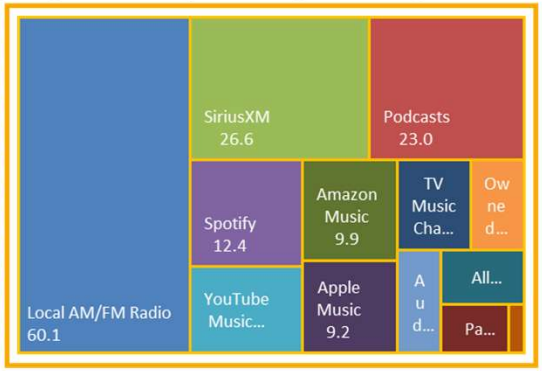
(Sports watched on TV (broadcast or cable) past 12 months: eSports (professional video gaming) OR Sports streamed online past 12 months: eSports (professional video gaming) OR No. of eSports (pro video gaming) events attd past 12 months: 1 - 2 events OR No. of eSports (pro video gaming) events attd past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

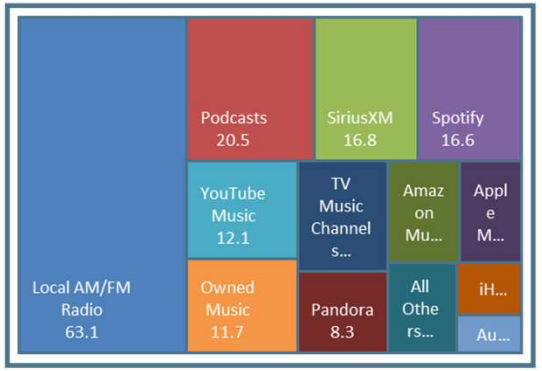
58,262 or 91.7% of Adults 18 or older who Watch/Stream/Attend/Follow PROFESSIONAL VIDEO GAMING listen to Ad-Supported Local AM/FM Radio for an average of 47.8 minutes every day representing 47.8% of all time spent daily with Ad-Supported Audio.

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

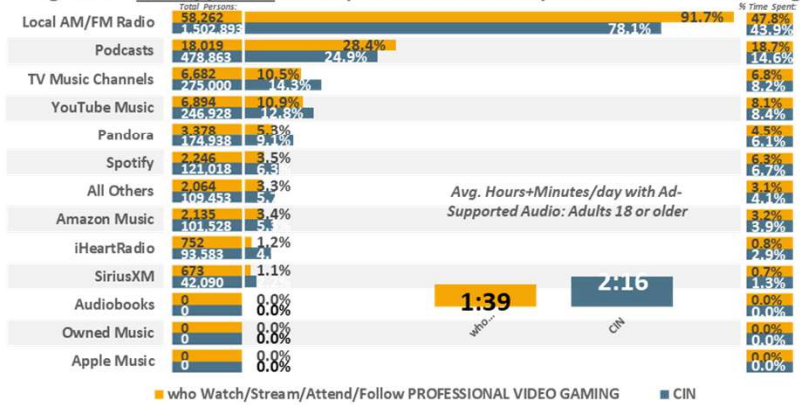


Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

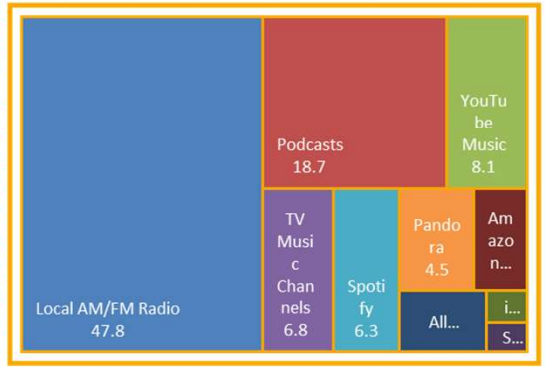


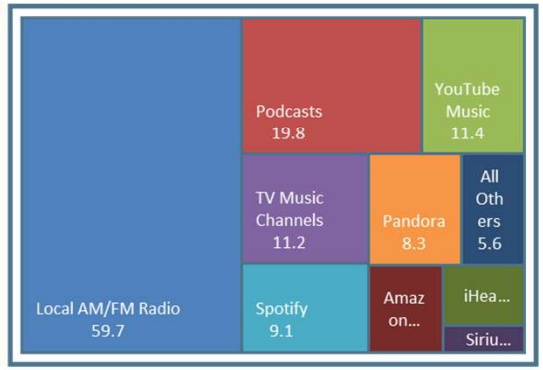


Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 18 or older



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





CIN DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 67

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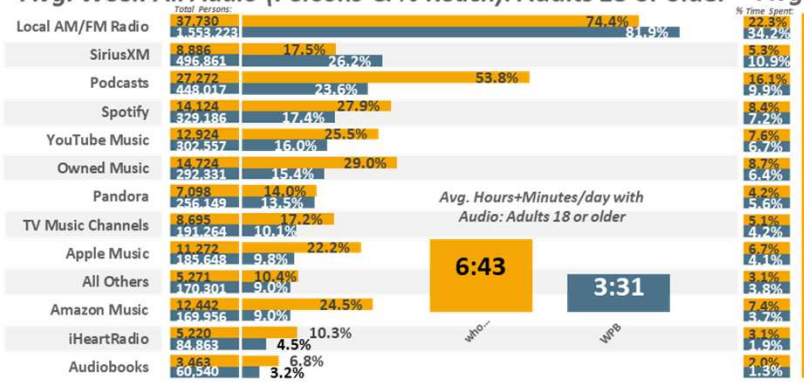
(Sports watched on TV (broadcast or cable) past 12 months: eSports (professional video gaming) OR Sports streamed online past 12 months: eSports (professional video gaming) OR No. of eSports (pro video gaming) events attd past 12 months: 1 - 2 events OR No. of eSports (pro video gaming) events attd past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

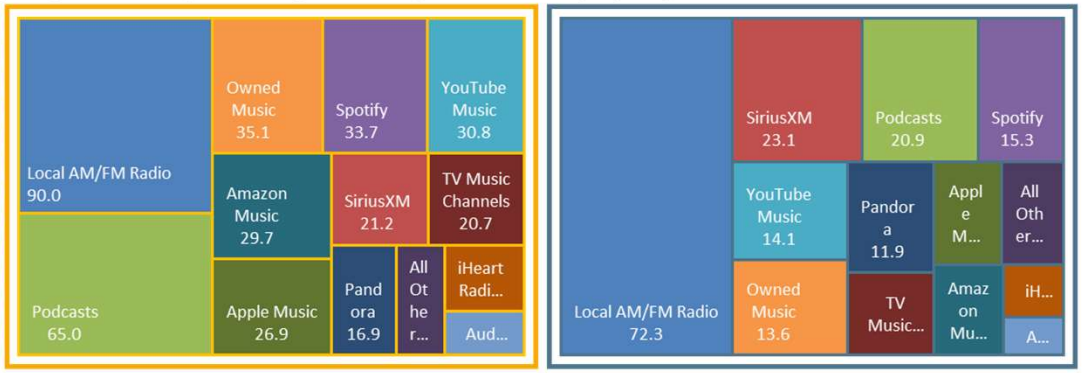
GLOBAL GAMING LEAGUE WPB

36,609 or 72.2% of Adults 18 or older who Watch/Stream/Attend/Follow PROFESSIONAL VIDEO GAMING listen to Ad-Supported Local AM/FM Radio for an average of 85.7 minutes every day representing 30.6% of all time spent daily with Ad-Supported Audio.

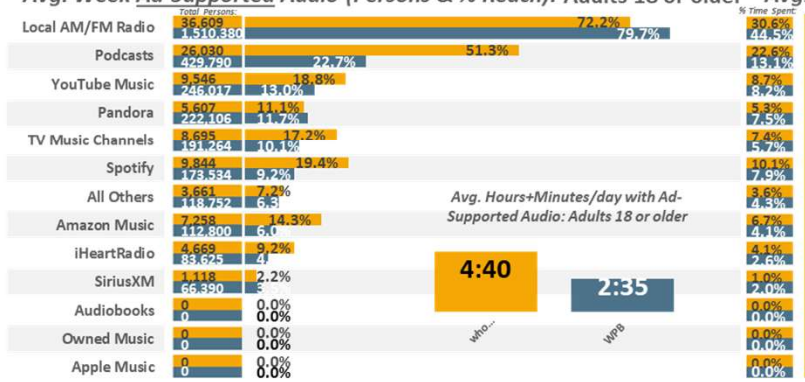
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



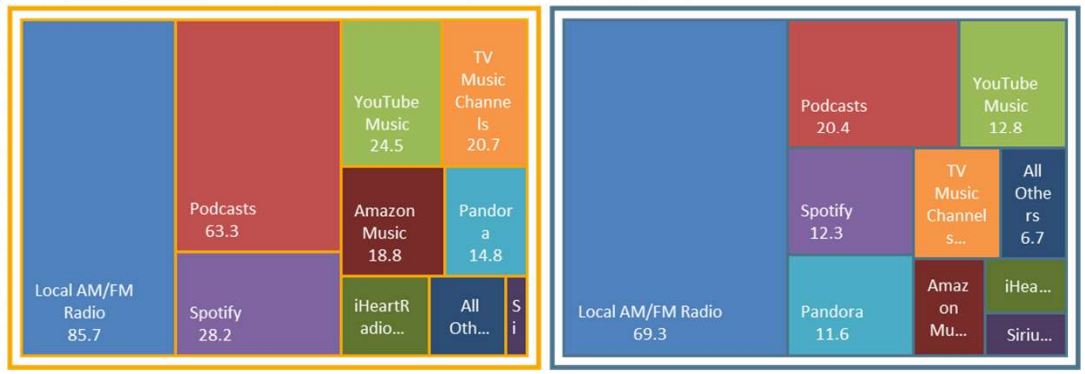
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WPB DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 72

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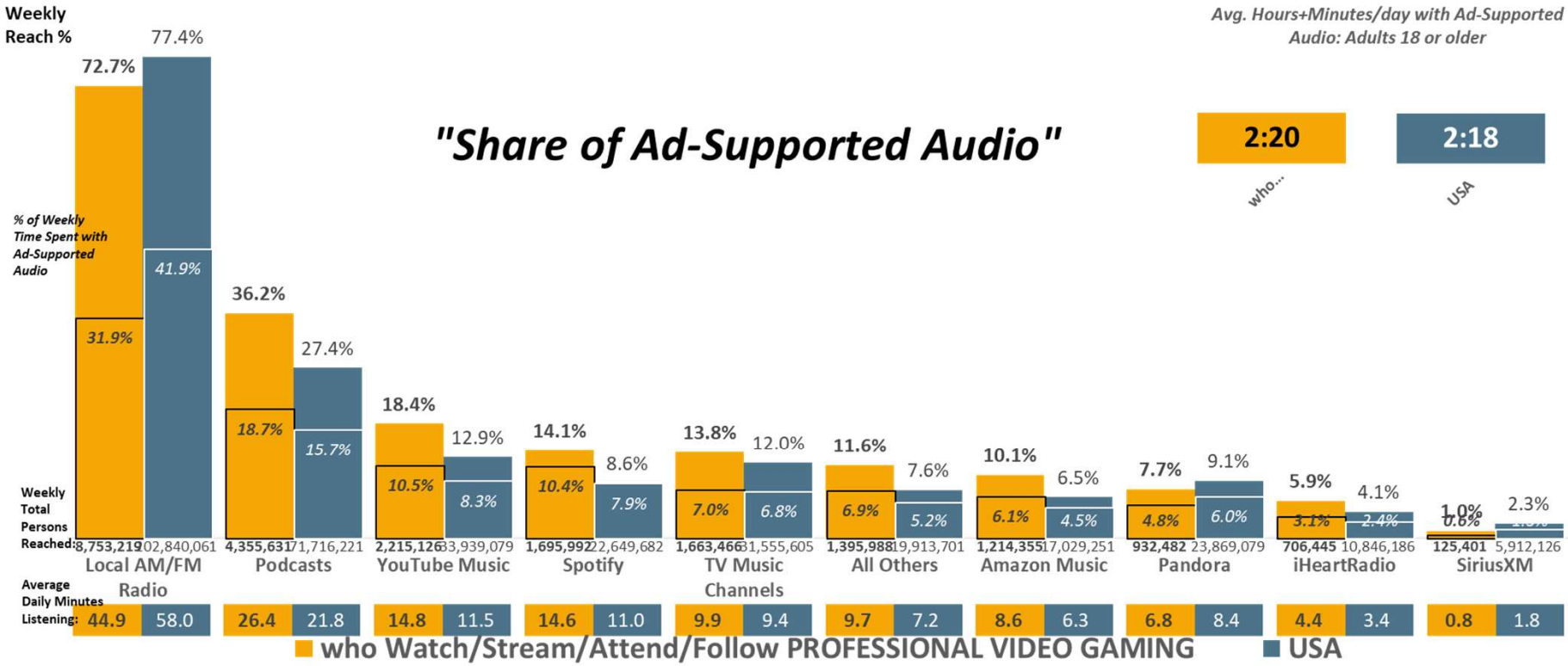
8,753,219 or 72.7% of Adults 18 or older who Watch/Stream/Attend/Follow PROFESSIONAL VIDEO GAMING listen to Ad-Supported Local AM/FM Radio for an average of 44.9 minutes every day representing 31.9% of all time spent daily with Ad-Supported Audio.



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

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

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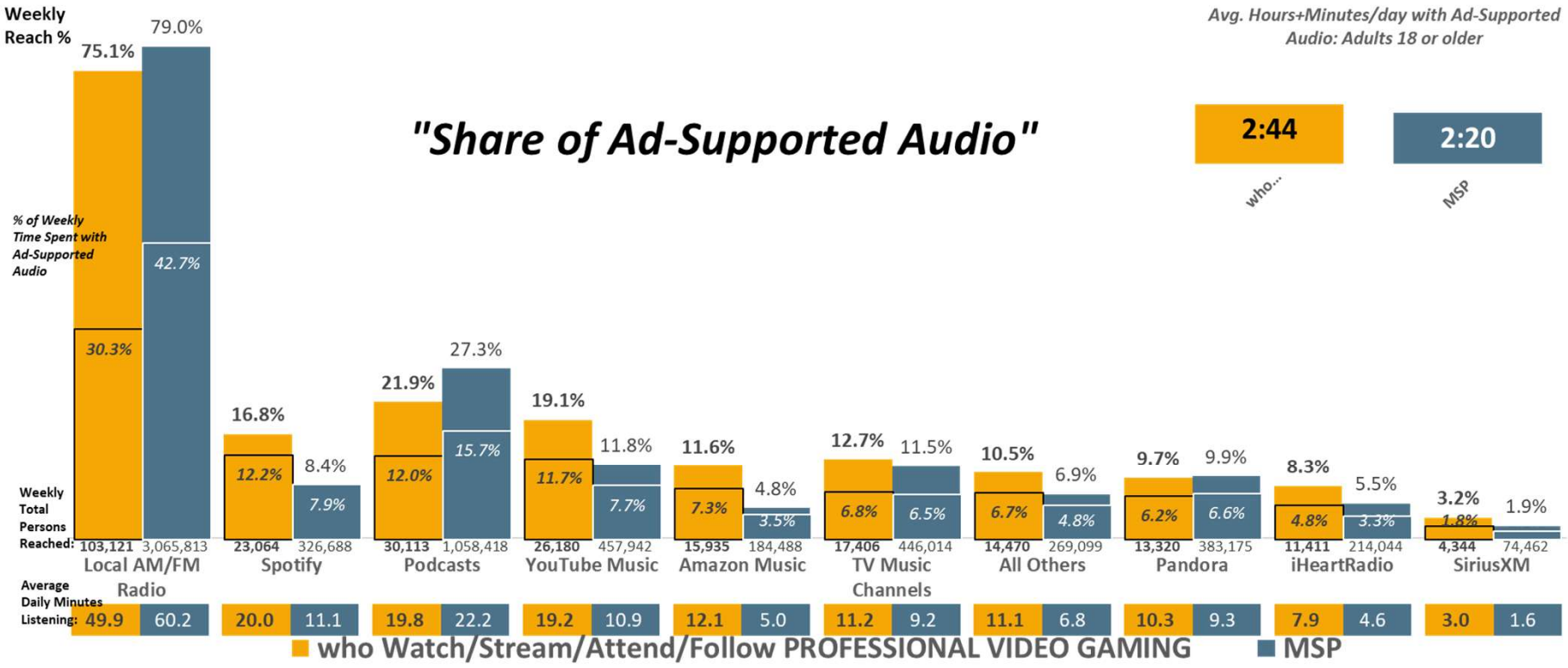
(Sports watched on TV (broadcast or cable) past 12 months: eSports (professional video gaming) OR Sports streamed online past 12 months: eSports (professional video gaming) OR No. of eSports (pro video gaming) events attd past 12 months: 1 - 2 events OR No. of eSports (pro video gaming) events attd past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

103,121 or 75.1% of Adults 18 or older who Watch/Stream/Attend/Follow PROFESSIONAL VIDEO GAMING listen to Ad-Supported Local AM/FM Radio for an average of 49.9 minutes every day representing 30.3% of all time spent daily with Ad-Supported Audio.



MSP DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 54 MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 2,105

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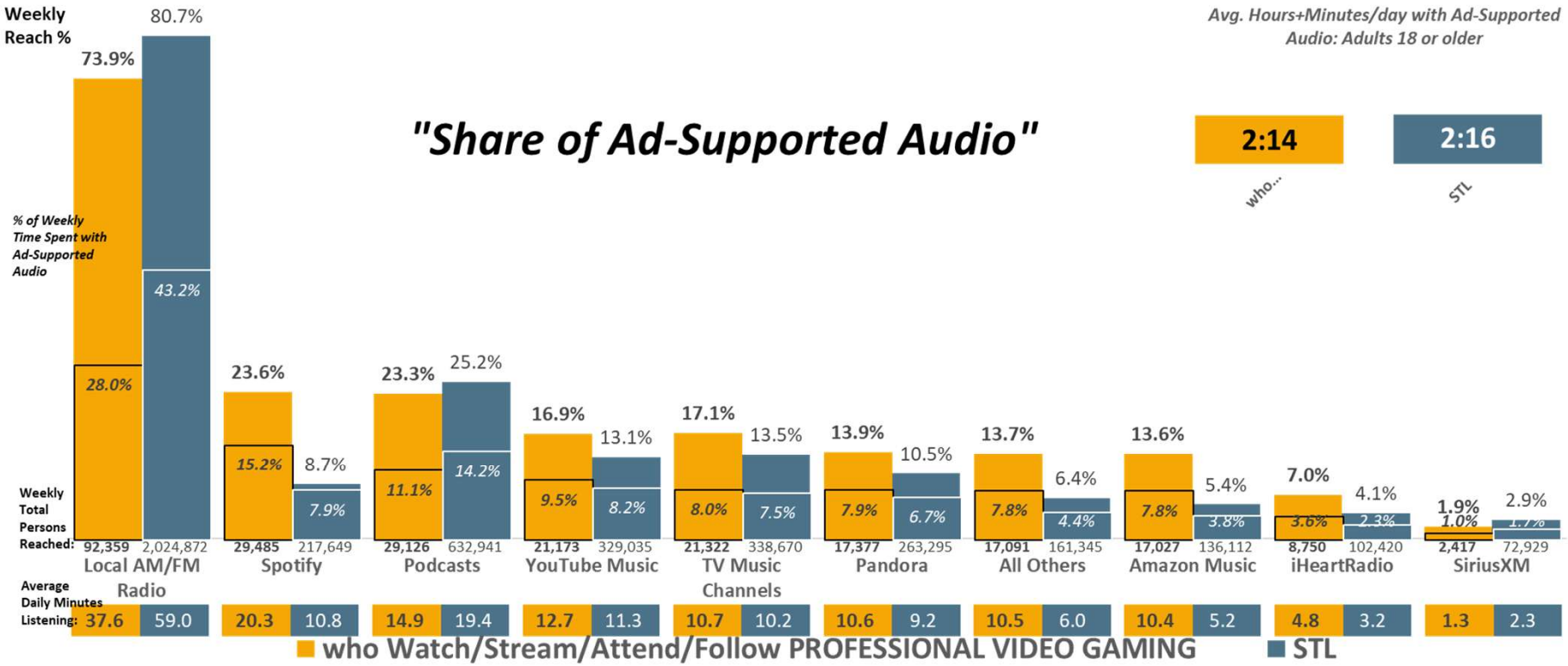
(Sports watched on TV (broadcast or cable) past 12 months: eSports (professional video gaming) OR Sports streamed online past 12 months: eSports (professional video gaming) OR No. of eSports (pro video gaming) events attd past 12 months: 1 - 2 events OR No. of eSports (pro video gaming) events attd past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

92,359 or 73.9% of Adults 18 or older who Watch/Stream/Attend/Follow PROFESSIONAL VIDEO GAMING listen to Ad-Supported Local AM/FM Radio for an average of 37.6 minutes every day representing 28.% of all time spent daily with Ad-Supported Audio.



STL DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 67 ST. LOUIS DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 2,075

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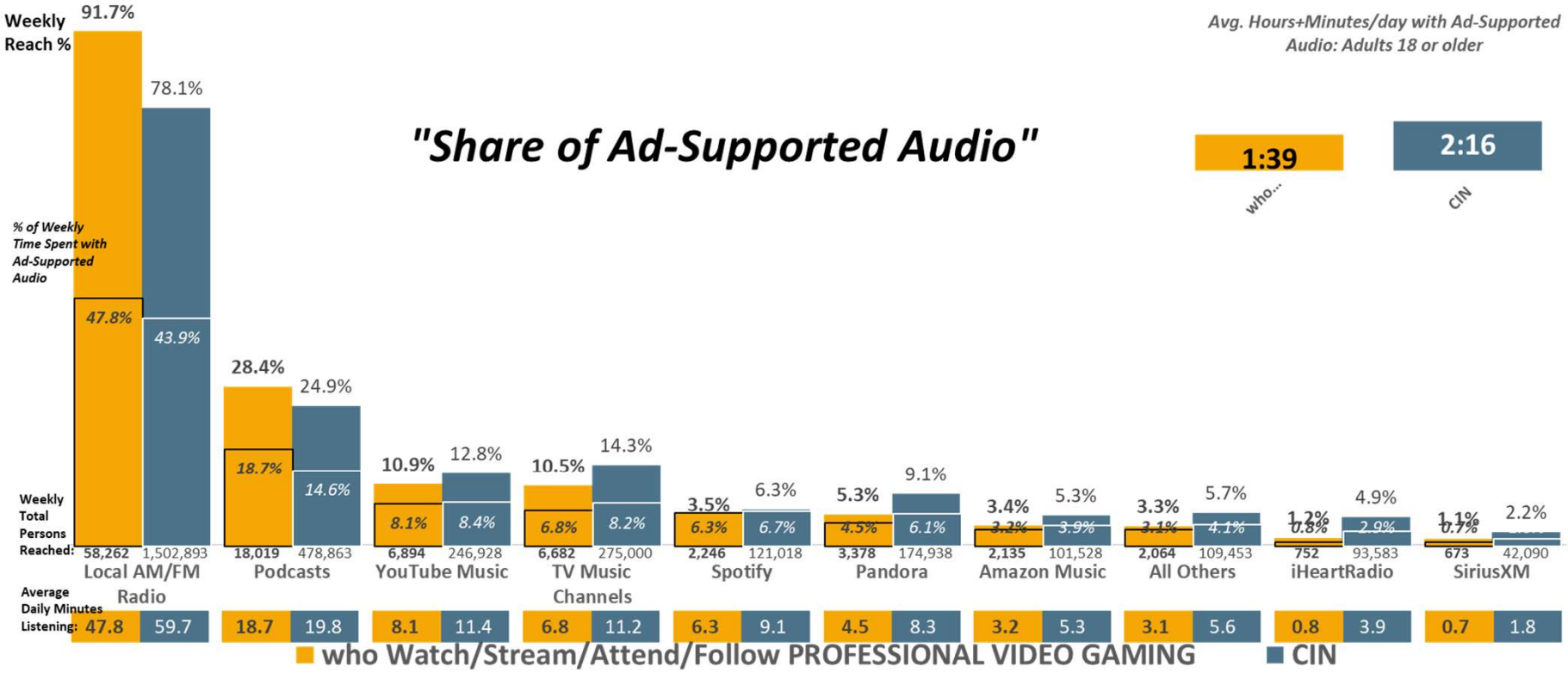
(Sports watched on TV (broadcast or cable) past 12 months: eSports (professional video gaming) OR Sports streamed online past 12 months: eSports (professional video gaming) OR No. of eSports (pro video gaming) events attd past 12 months: 1 - 2 events OR No. of eSports (pro video gaming) events attd past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

58,262 or 91.7% of Adults 18 or older who Watch/Stream/Attend/Follow PROFESSIONAL VIDEO GAMING listen to Ad-Supported Local AM/FM Radio for an average of 47.8 minutes every day representing 47.8% of all time spent daily with Ad-Supported Audio.



CIN DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 67 CINCINNATI DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 1,996

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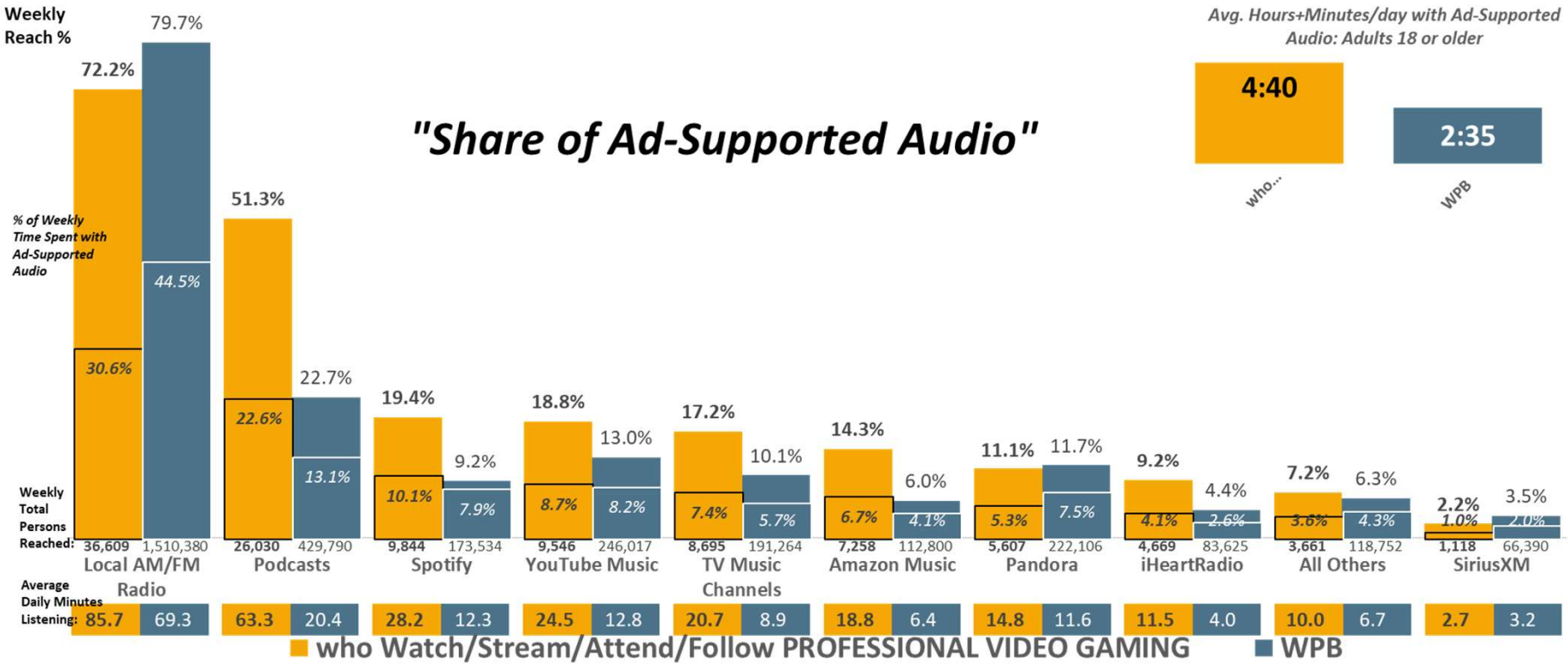
(Sports watched on TV (broadcast or cable) past 12 months: eSports (professional video gaming) OR Sports streamed online past 12 months: eSports (professional video gaming) OR No. of eSports (pro video gaming) events attd past 12 months: 1 - 2 events OR No. of eSports (pro video gaming) events attd past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

36,609 or 72.2% of Adults 18 or older who Watch/Stream/Attend/Follow PROFESSIONAL VIDEO GAMING listen to Ad-Supported Local AM/FM Radio for an average of 85.7 minutes every day representing 30.6% of all time spent daily with Ad-Supported Audio.



WPB DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 72 WEST PALM BEACH-BOCA RATON DMA Scarborough R1 2025: Aug24-Jan25 Qual Intab 2,630

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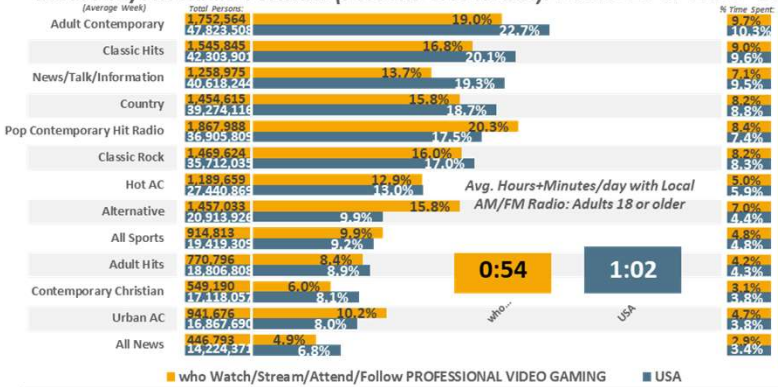
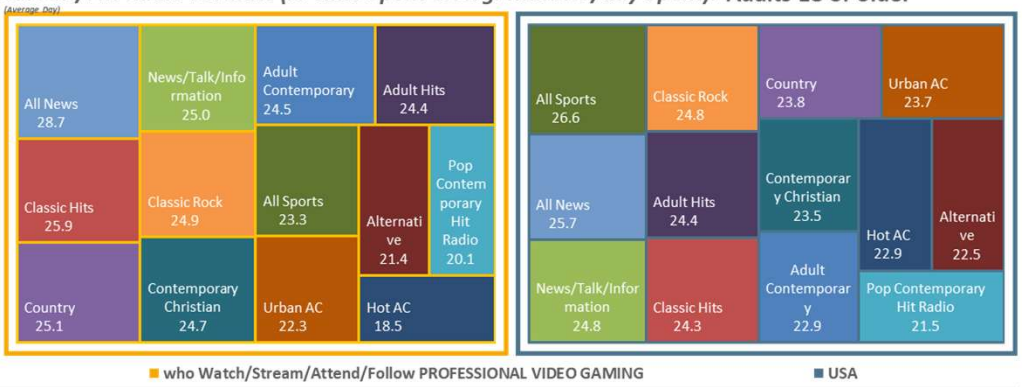
8,753,219 or 72.7% of Adults 18 or older who Watch/Stream/Attend/Follow PROFESSIONAL VIDEO GAMING listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Pop Contemporary Hit Radio, Adult Contemporary, Classic Hits, Classic Rock, and Alternative.

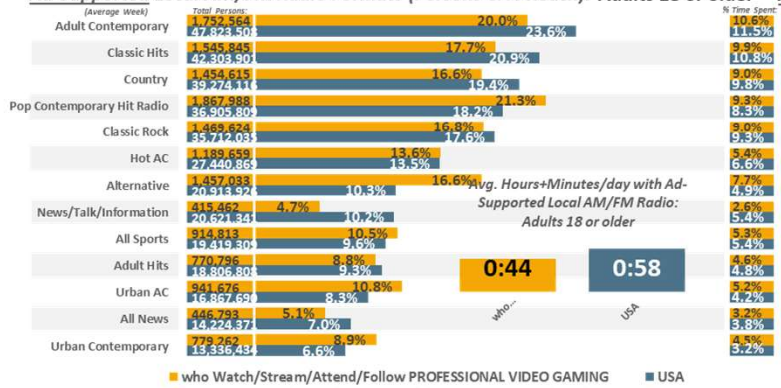
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



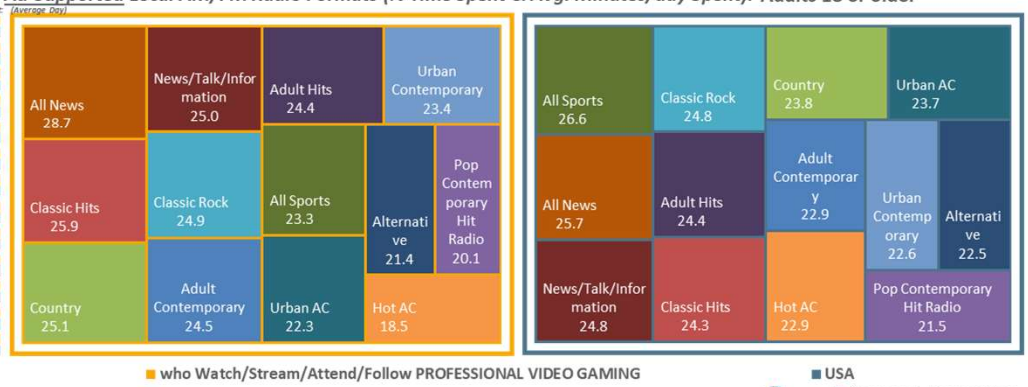
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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

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

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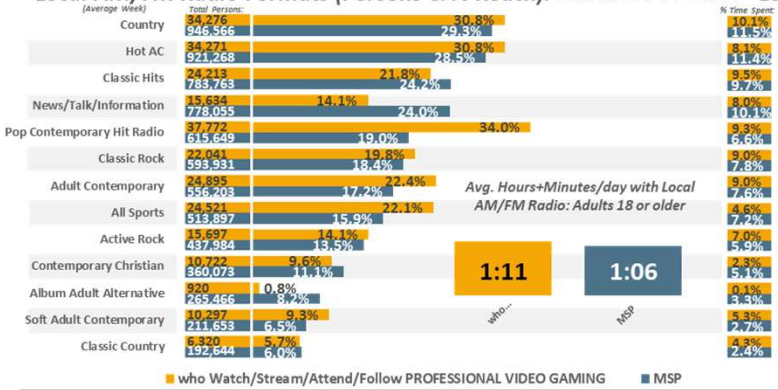
(Sports watched on TV (broadcast or cable) past 12 months: eSports (professional video gaming) OR Sports streamed online past 12 months: eSports (professional video gaming) OR No. of eSports (pro video gaming) events attd past 12 months: 1 - 2 events OR No. of eSports (pro video gaming) events attd past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

MSP

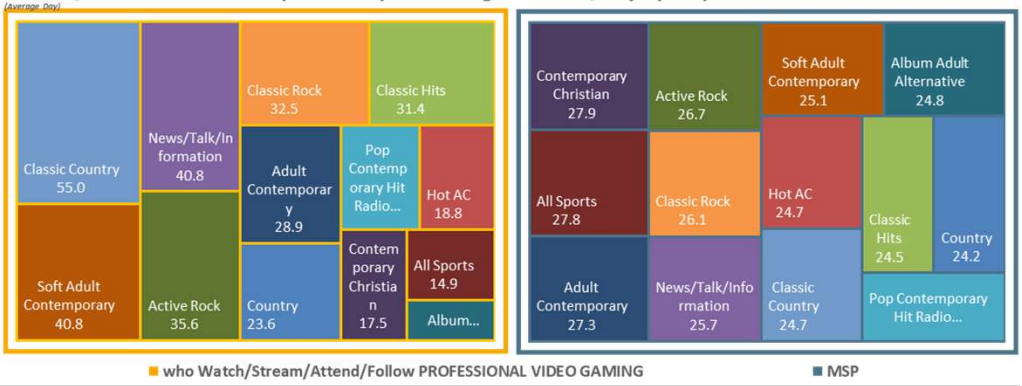
GLOBAL GAMING LEAGUE

103,121 or 75.1% of Adults 18 or older who Watch/Stream/Attend/Follow PROFESSIONAL VIDEO GAMING listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Pop Contemporary Hit Radio, Country, Hot AC, Adult Contemporary, and All Sports.

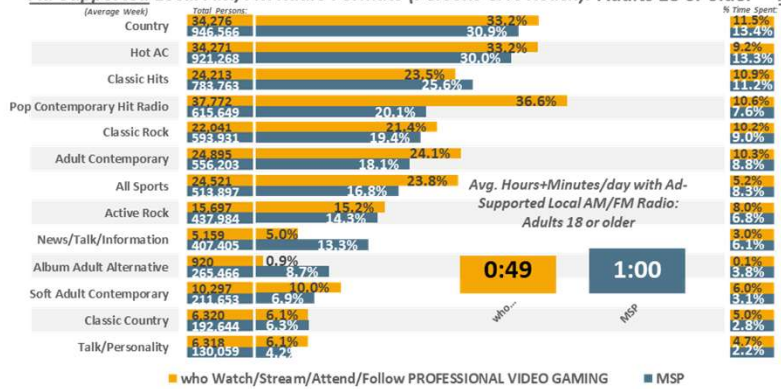
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



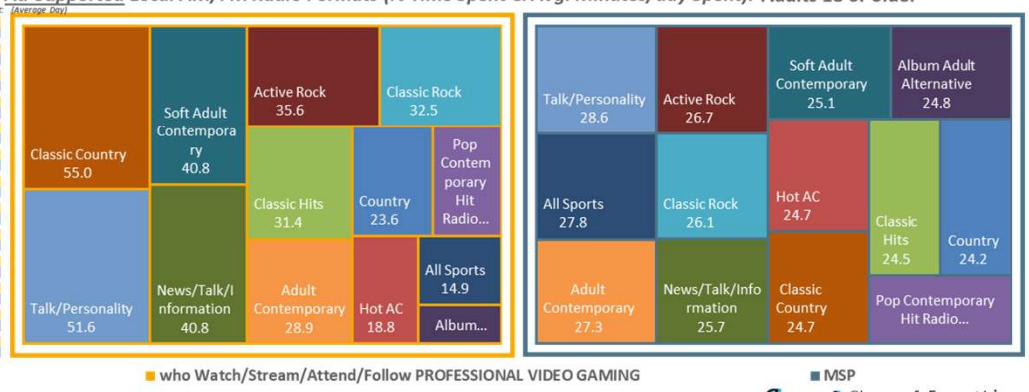
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



MSP DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 54

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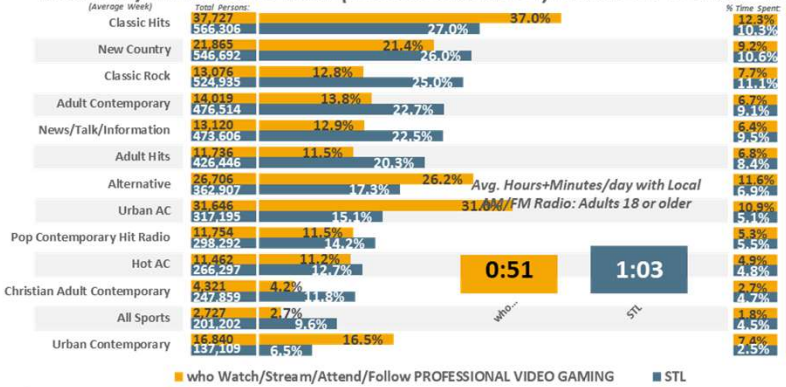
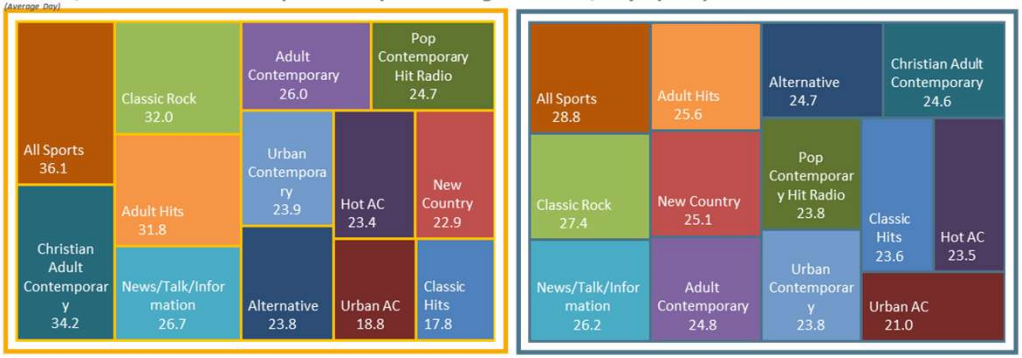
92,359 or 73.9% of Adults 18 or older who Watch/Stream/Attend/Follow PROFESSIONAL VIDEO GAMING listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Classic Hits, Urban AC, Alternative, New Country, and Urban Contemporary.

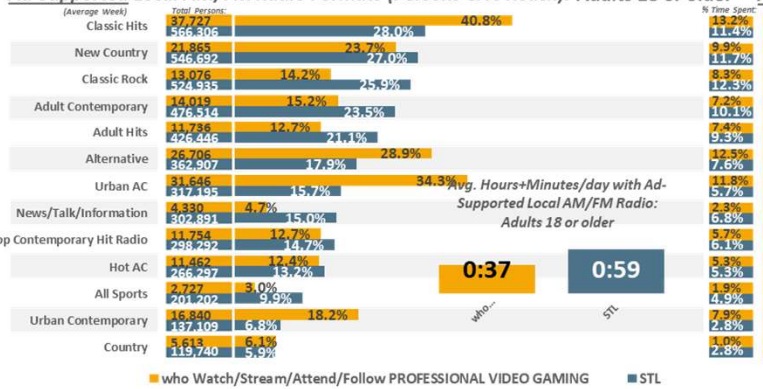
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



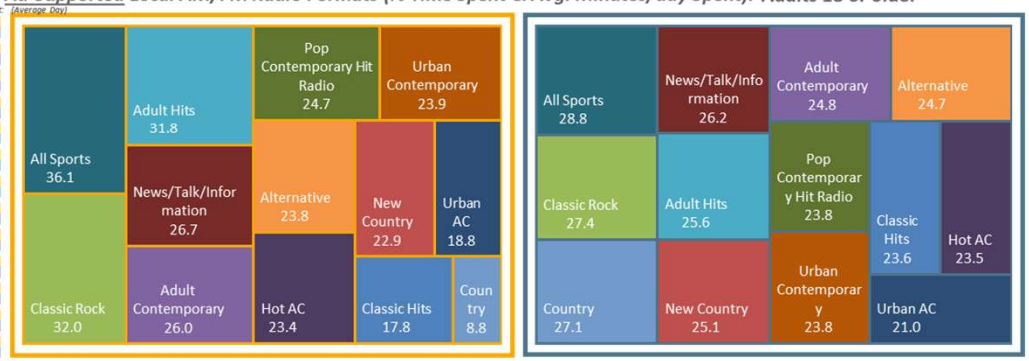
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



STL DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 67

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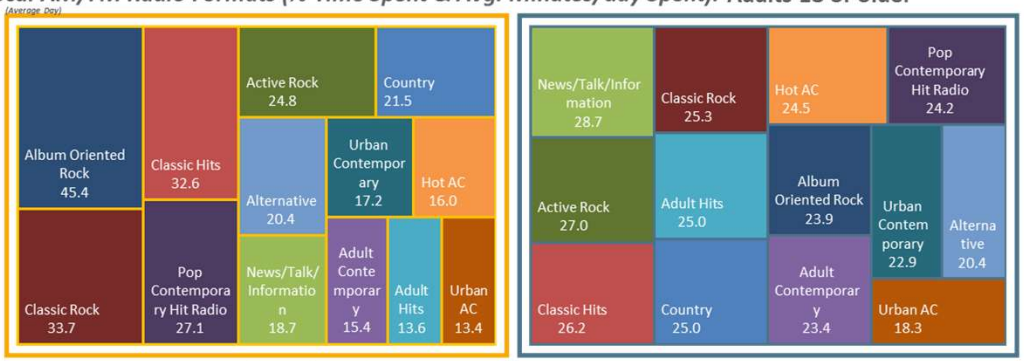
58,262 or 91.7% of Adults 18 or older who Watch/Stream/Attend/Follow PROFESSIONAL VIDEO GAMING listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Country, Adult Contemporary, Hot AC, Active Rock, and Classic Hits.

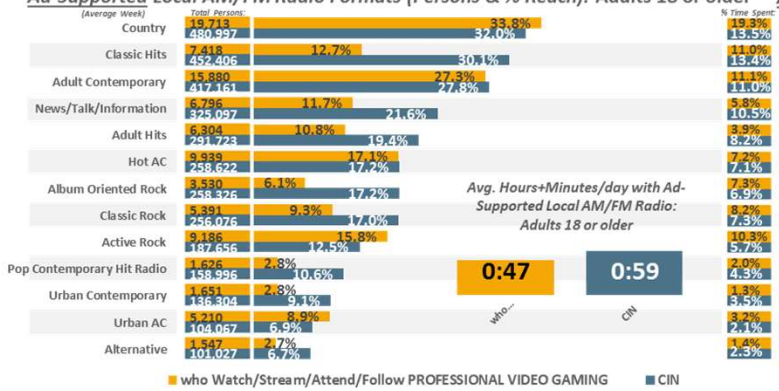
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



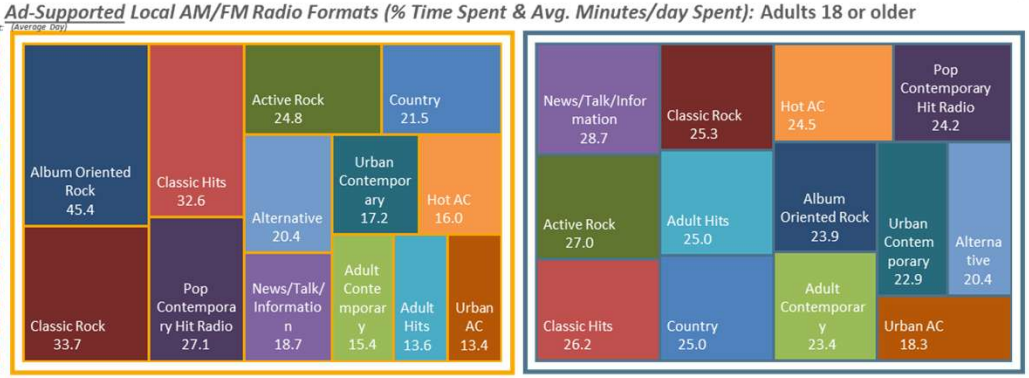
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CIN DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 67

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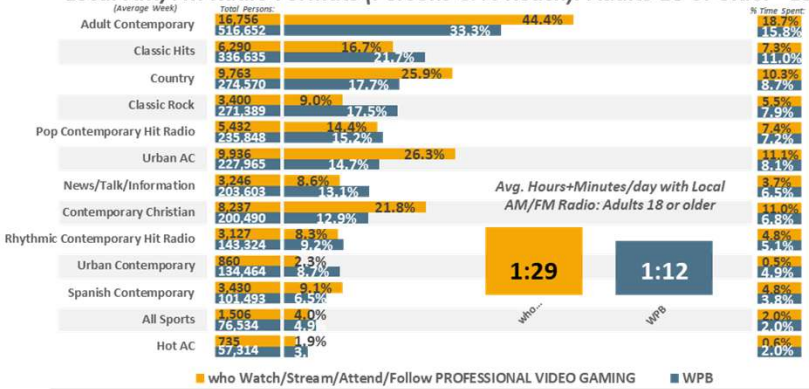
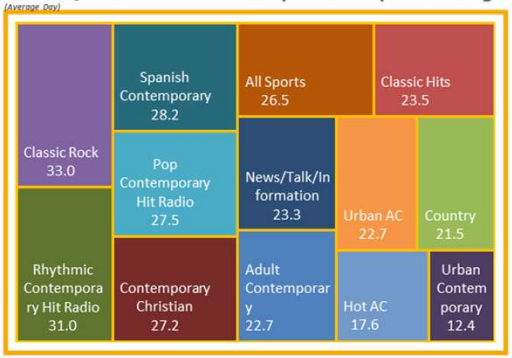
GLOBAL GAMING LEAGUE WPB

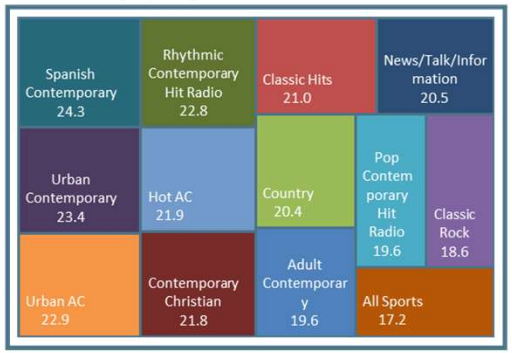
36,609 or 72.2% of Adults 18 or older who Watch/Stream/Attend/Follow PROFESSIONAL VIDEO GAMING listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Urban AC, Country, Mexican Regional, and Classic Hits.

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

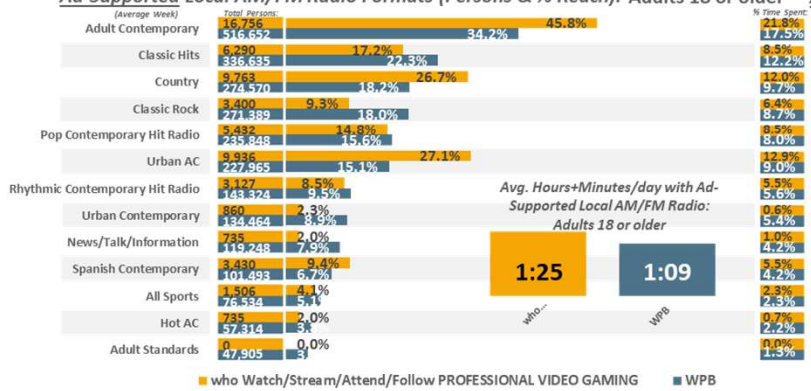


Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

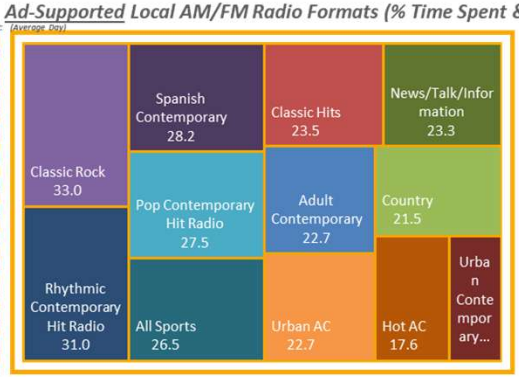


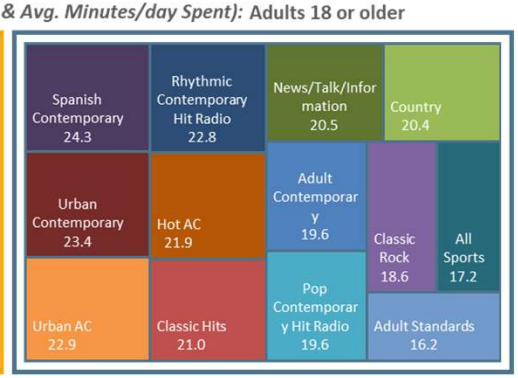


Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



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





WPB DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 72

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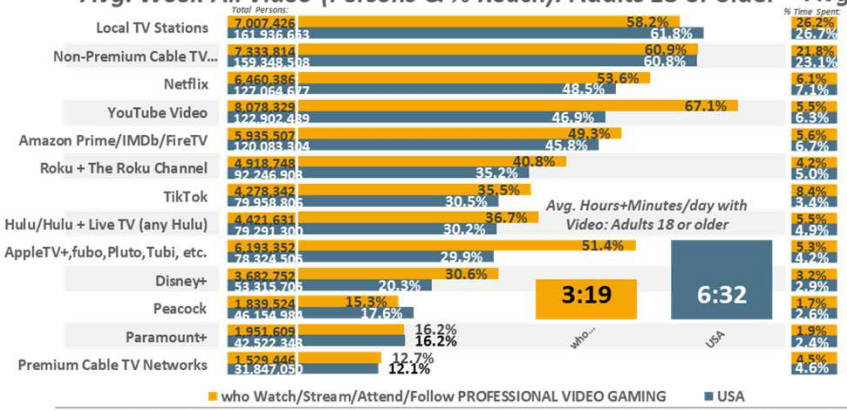
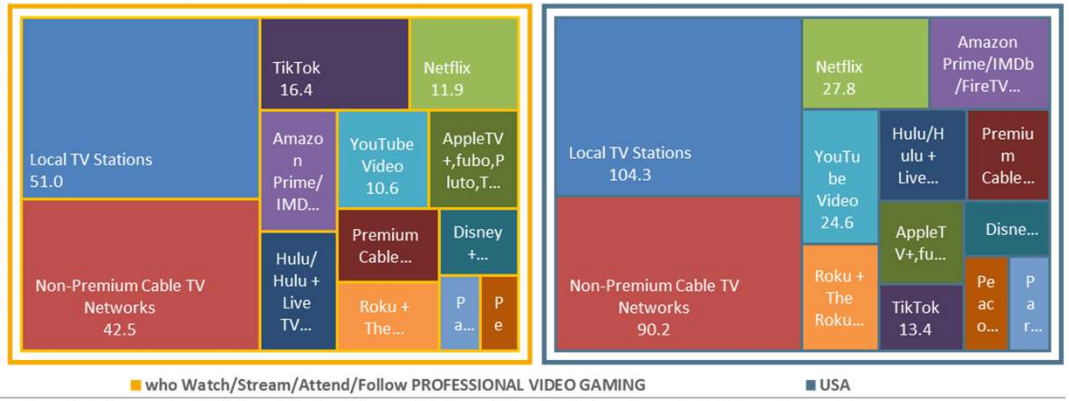
6,773,869 or 56.2% of Adults 18 or older who Watch/Stream/Attend/Follow PROFESSIONAL VIDEO GAMING watch Ad-Supported Local TV Stations for an average of 45.9 minutes every day representing 27.7% of all time spent daily with Ad-Supported Video.

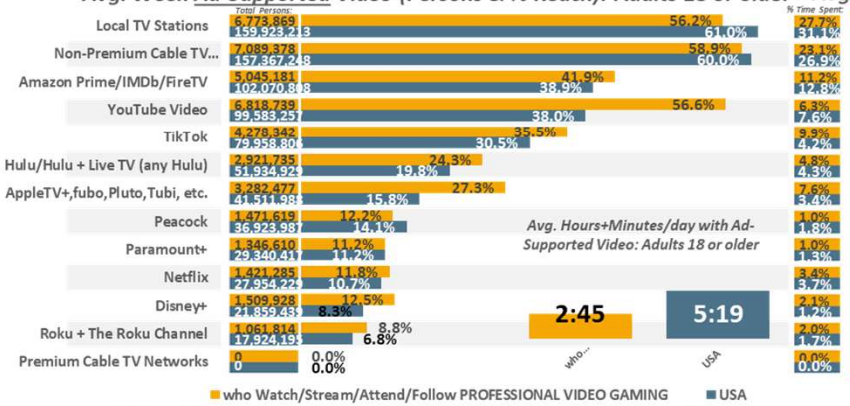
Avg. Week All Video (Persons & % Reach): Adults 18 or older



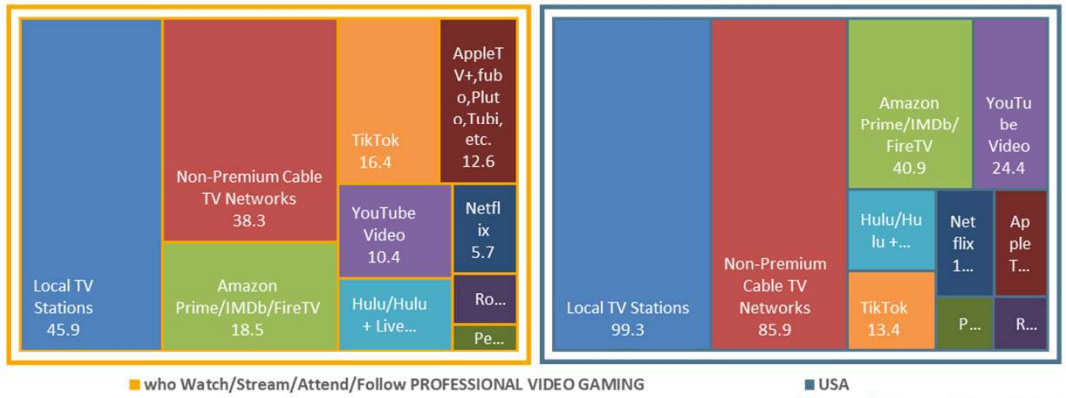
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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

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

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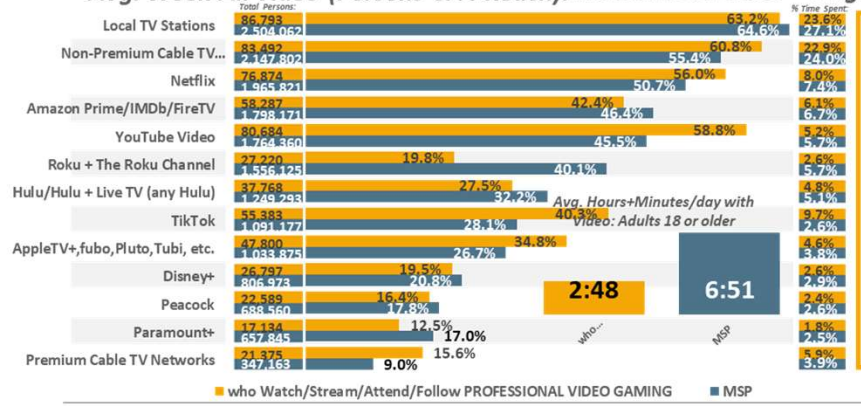
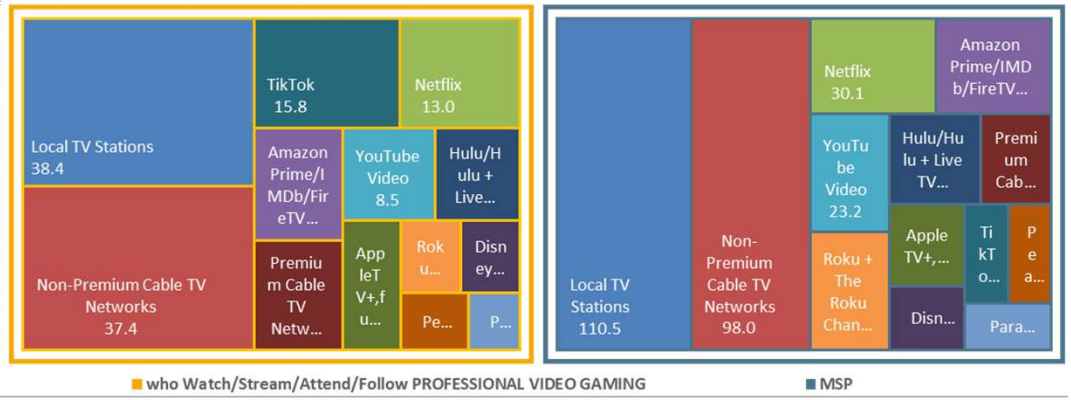
84,738 or 61.7% of Adults 18 or older who Watch/Stream/Attend/Follow PROFESSIONAL VIDEO GAMING watch Ad-Supported Local TV Stations for an average of 32.6 minutes every day representing 23.3% of all time spent daily with Ad-Supported Video.

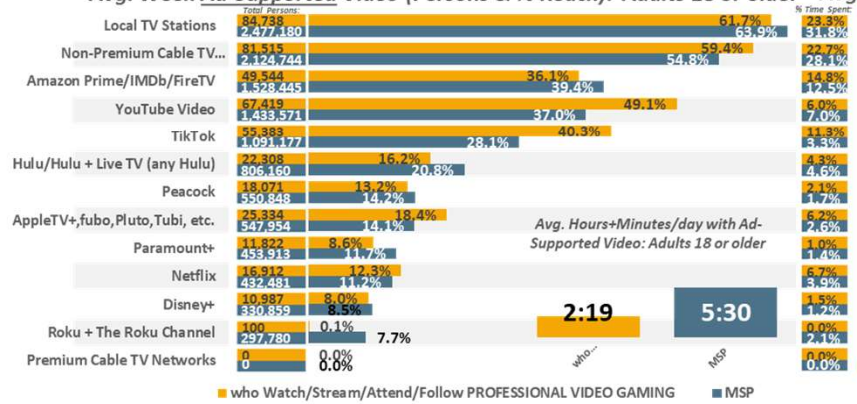
Avg. Week All Video (Persons & % Reach): Adults 18 or older



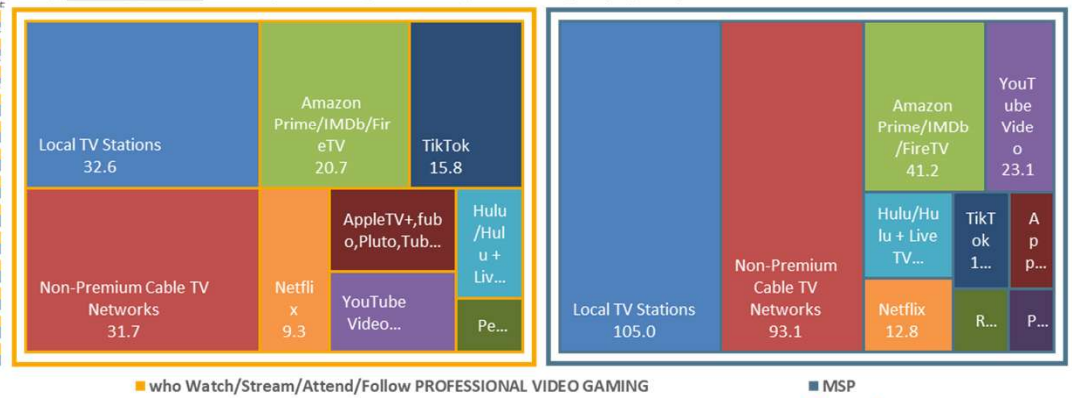
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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 2025: Feb24-Feb25 Qual Intab 54

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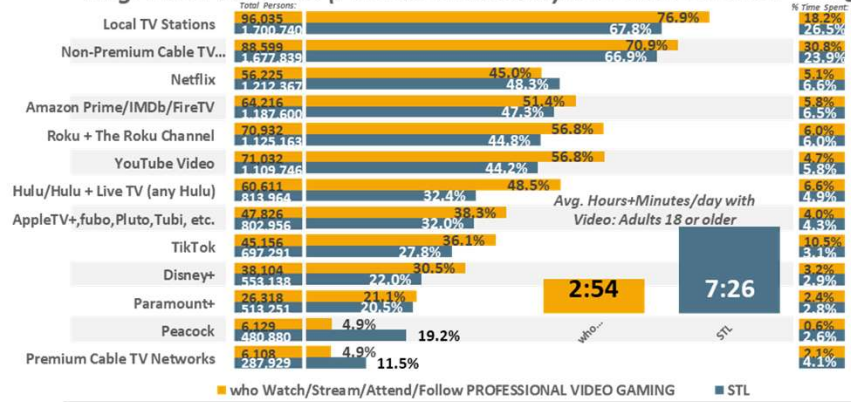
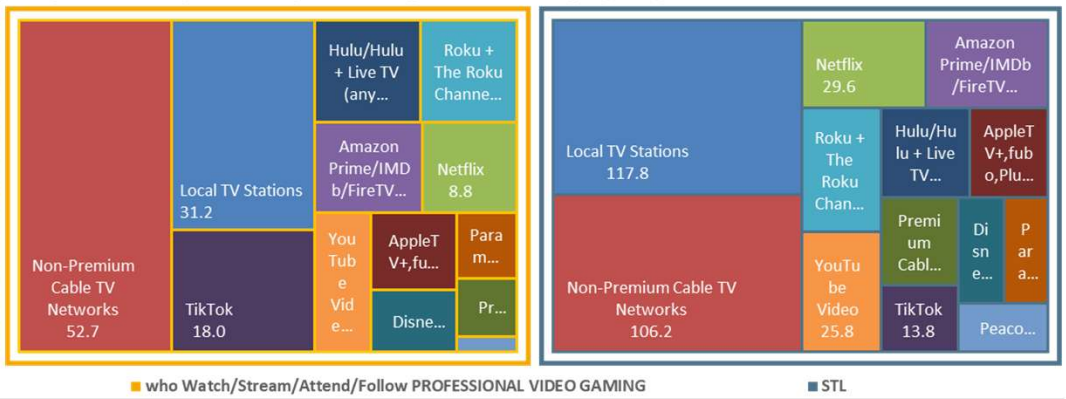
90,954 or 72.8% of Adults 18 or older who Watch/Stream/Attend/Follow PROFESSIONAL VIDEO GAMING watch Ad-Supported Local TV Stations for an average of 26.4 minutes every day representing 18.8% of all time spent daily with Ad-Supported Video.

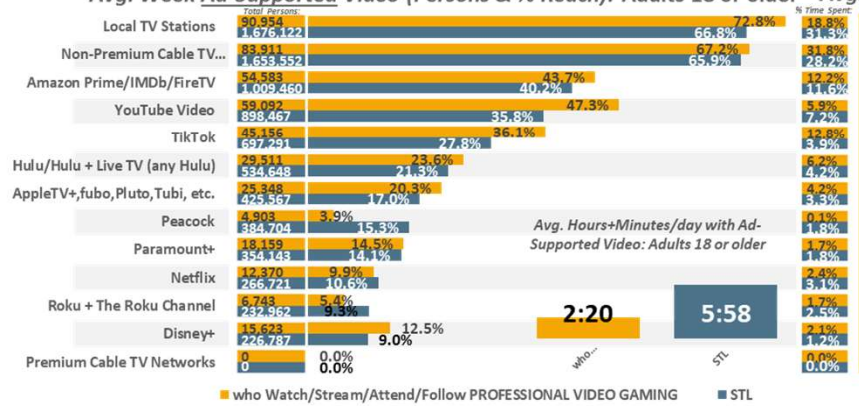
Avg. Week All Video (Persons & % Reach): Adults 18 or older



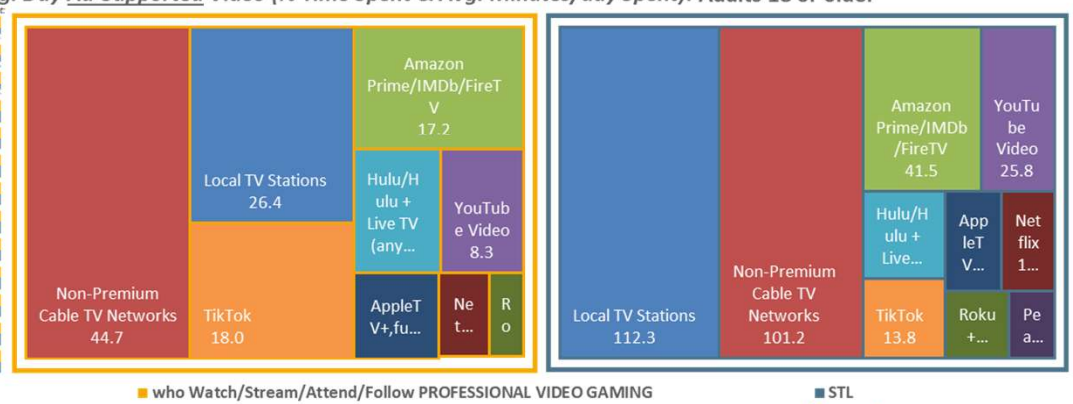
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



STL DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 67

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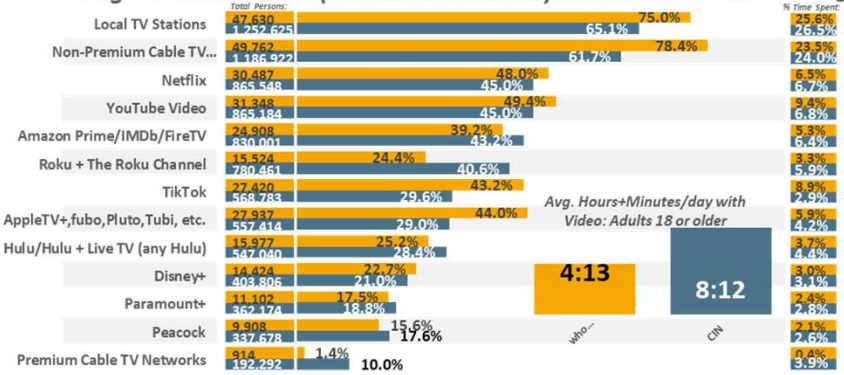
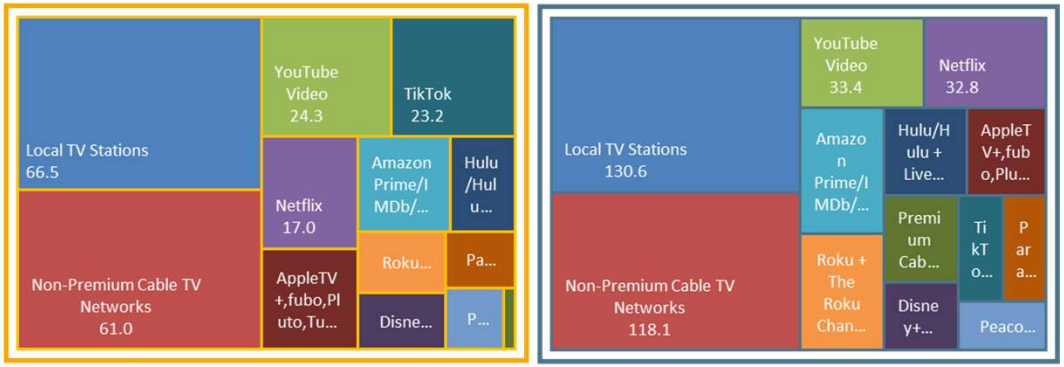
45,711 or 72.% of Adults 18 or older who Watch/Stream/Attend/Follow PROFESSIONAL VIDEO GAMING watch Ad-Supported Local TV Stations for an average of 54.9 minutes every day representing 26.3% of all time spent daily with Ad-Supported Video.

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



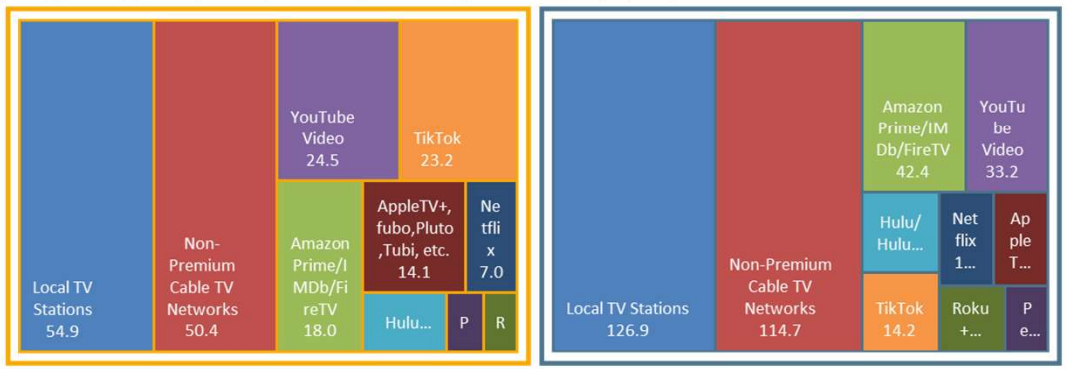
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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 2025: Feb24-Feb25 Qual Intab 67

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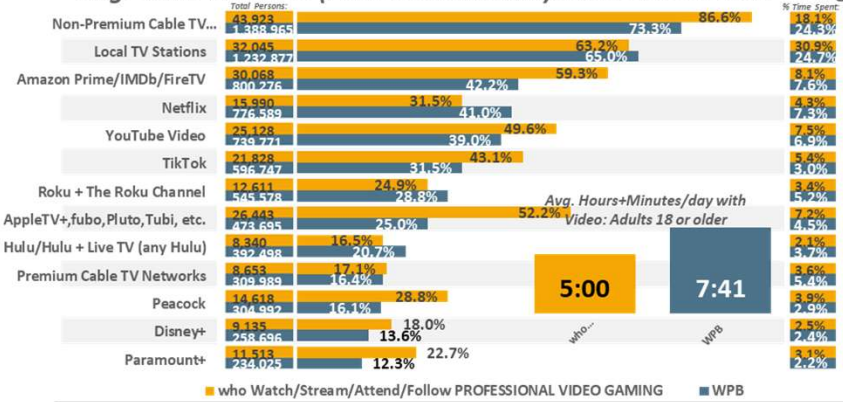
(Sports watched on TV (broadcast or cable) past 12 months: eSports (professional video gaming) OR Sports streamed online past 12 months: eSports (professional video gaming) OR No. of eSports (pro video gaming) events attd past 12 months: 1 - 2 events OR No. of eSports (pro video gaming) events attd past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

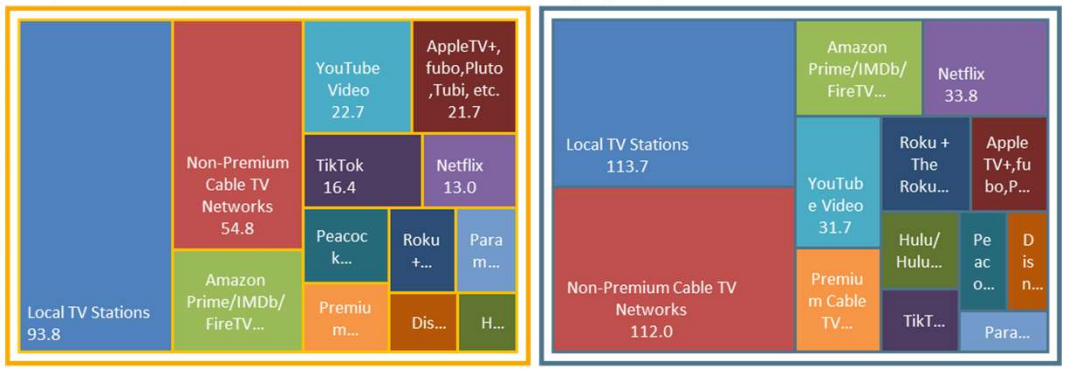
GLOBAL GAMING LEAGUE WPB

31,677 or 62.5% of Adults 18 or older who Watch/Stream/Attend/Follow PROFESSIONAL VIDEO GAMING watch Ad-Supported Local TV Stations for an average of 90.5 minutes every day representing 34.6% of all time spent daily with Ad-Supported Video.

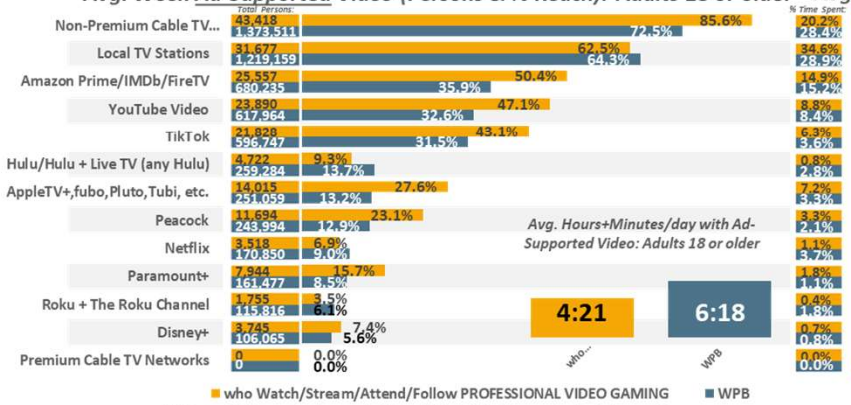
Avg. Week All Video (Persons & % Reach): Adults 18 or older



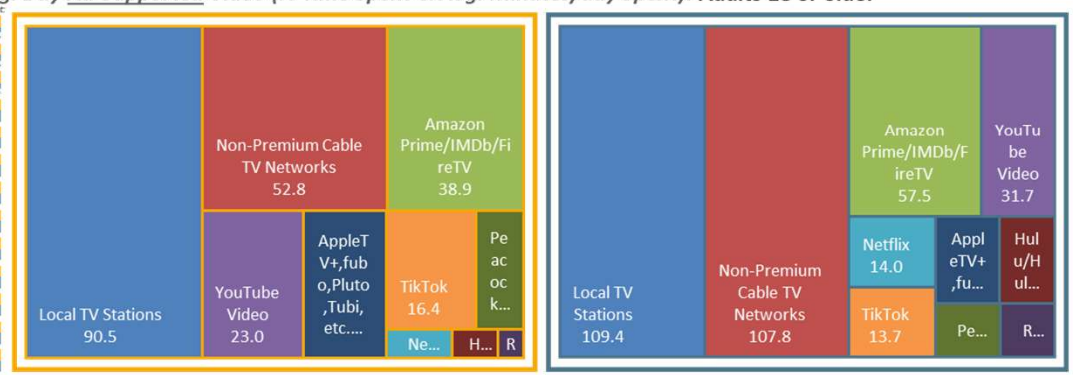
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WPB DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 72

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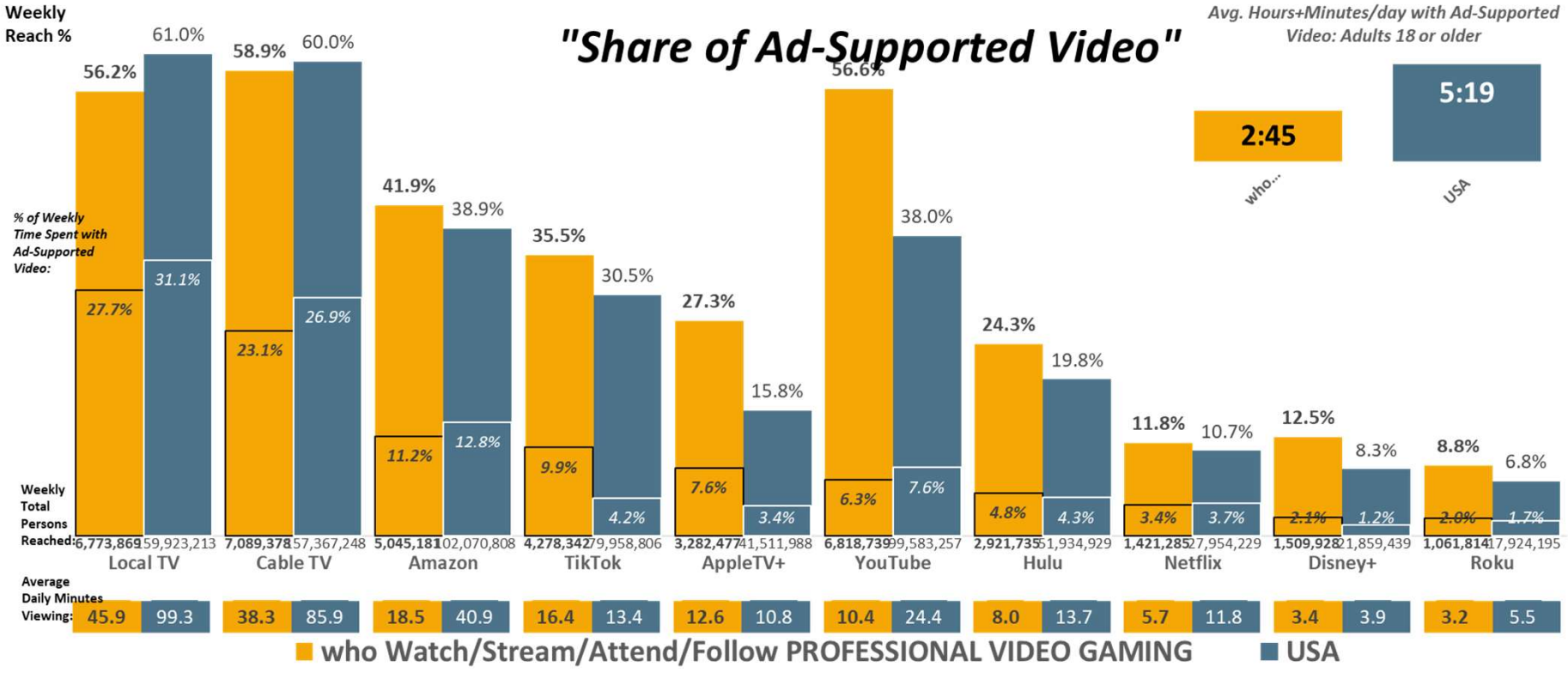
6,773,869 or 56.2% of Adults 18 or older who Watch/Stream/Attend/Follow PROFESSIONAL VIDEO GAMING watch Ad-Supported Local TV Stations for an average of 45.9 minutes every day representing 27.7% of all time spent daily with Ad-Supported Video.



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

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

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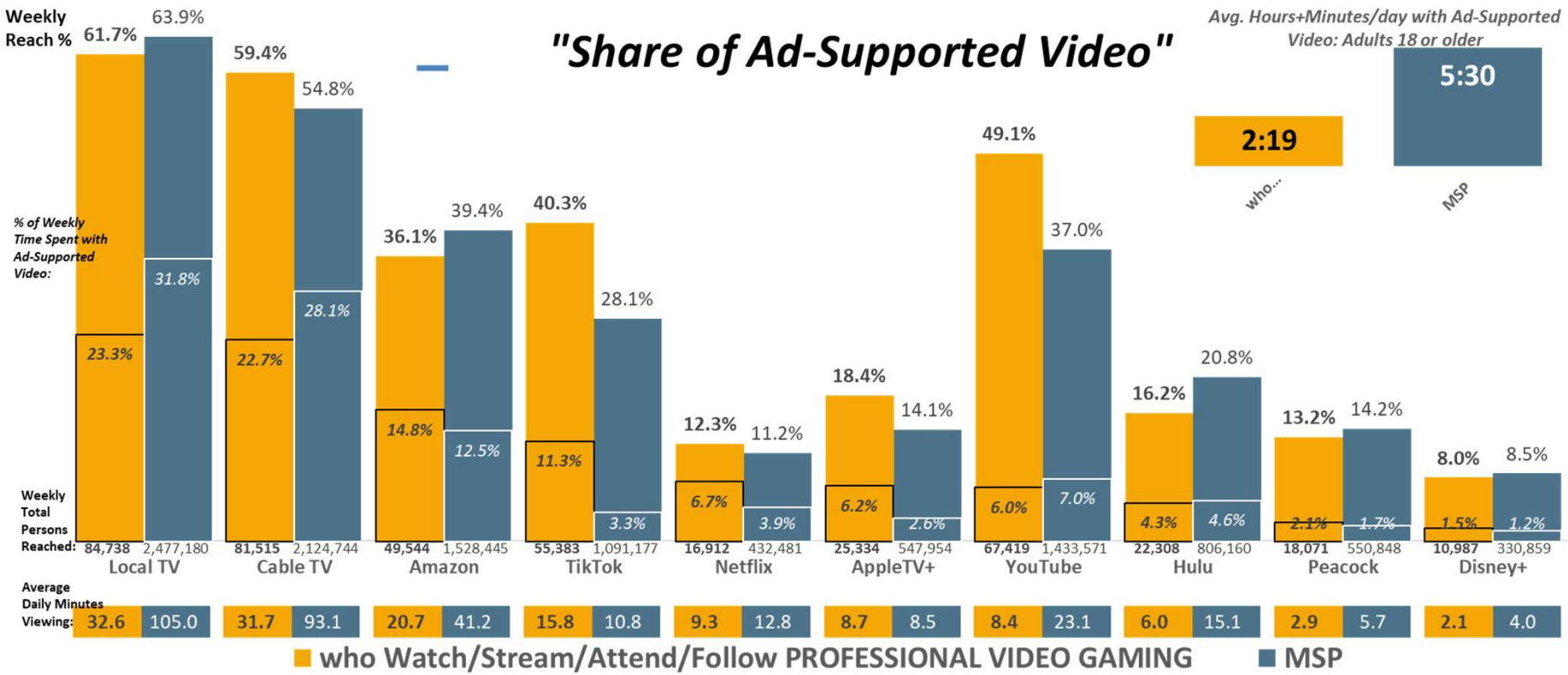
(Sports watched on TV (broadcast or cable) past 12 months: eSports (professional video gaming) OR Sports streamed online past 12 months: eSports (professional video gaming) OR No. of eSports (pro video gaming) events attd past 12 months: 1 - 2 events OR No. of eSports (pro video gaming) events attd past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

84,738 or 61.7% of Adults 18 or older who Watch/Stream/Attend/Follow PROFESSIONAL VIDEO GAMING watch Ad-Supported Local TV Stations for an average of 32.6 minutes every day representing 23.3% of all time spent daily with Ad-Supported Video.



MSP DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 54 MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 2,105

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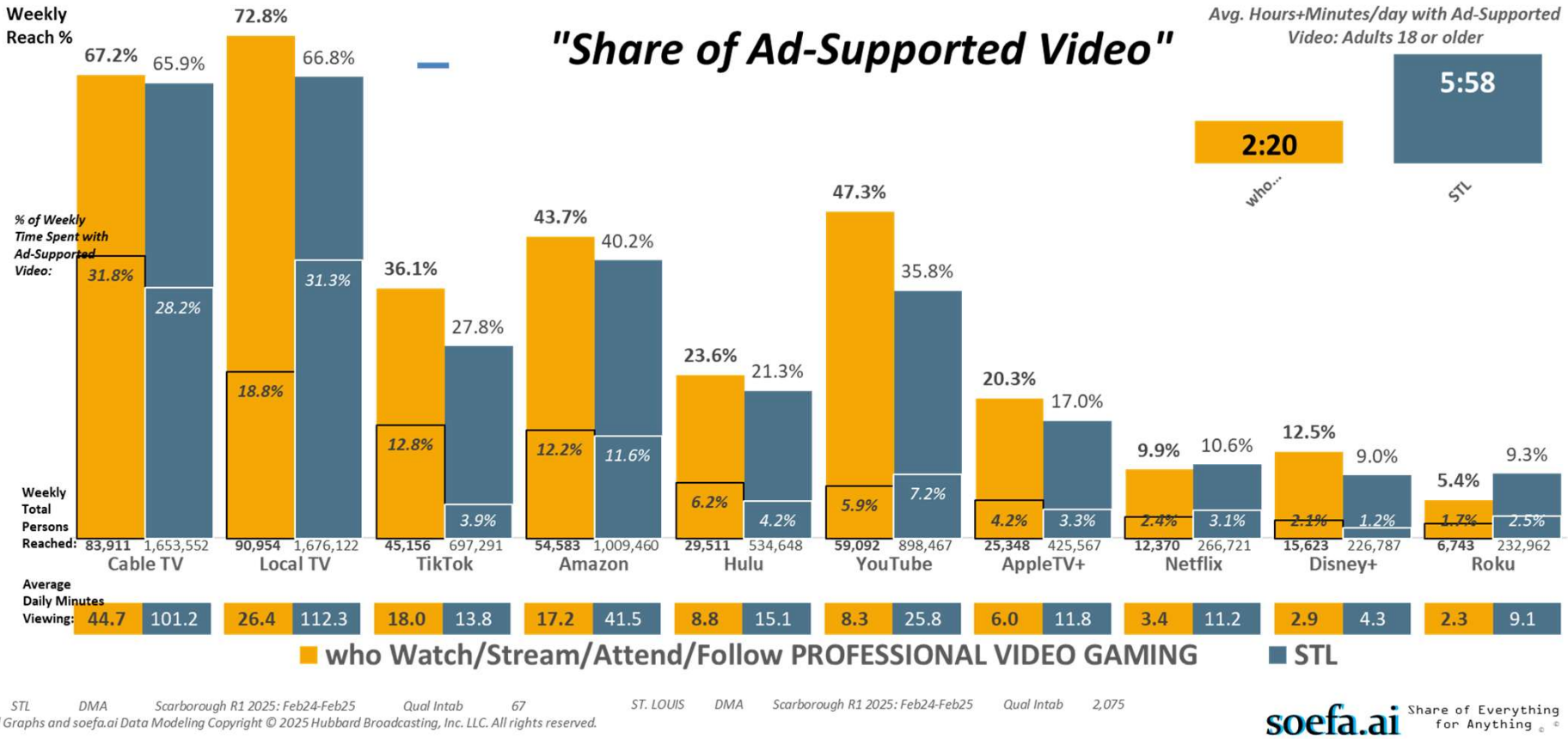
90,954 or 72.8% of Adults 18 or older who Watch/Stream/Attend/Follow PROFESSIONAL VIDEO GAMING watch Ad-Supported Local TV Stations for an average of 26.4 minutes every day representing 18.8% of all time spent daily with Ad-Supported Video.



STL DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 67 ST. LOUIS DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 2,075

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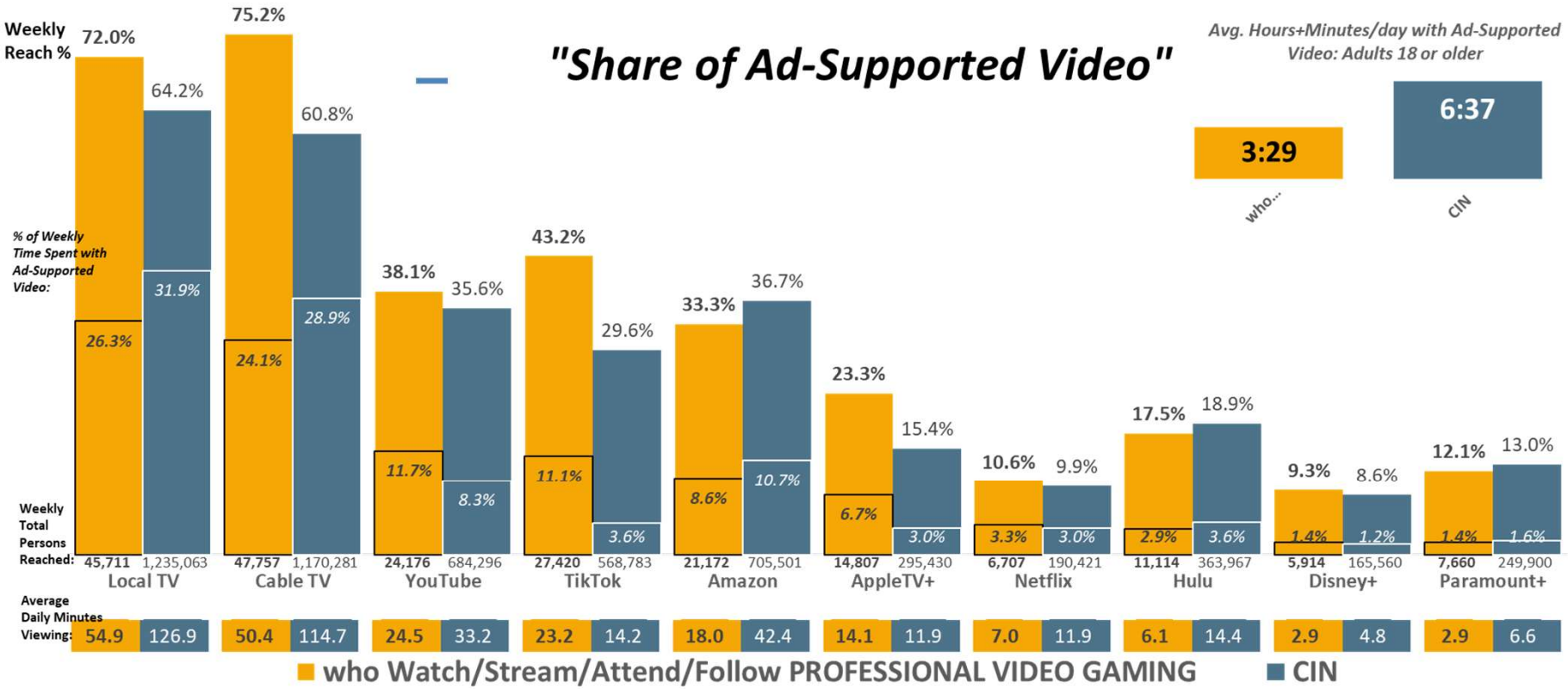
45,711 or 72.% of Adults 18 or older who Watch/Stream/Attend/Follow PROFESSIONAL VIDEO GAMING watch Ad-Supported Local TV Stations for an average of 54.9 minutes every day representing 26.3% of all time spent daily with Ad-Supported Video.



CIN DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 67 CINCINNATI DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 1,996

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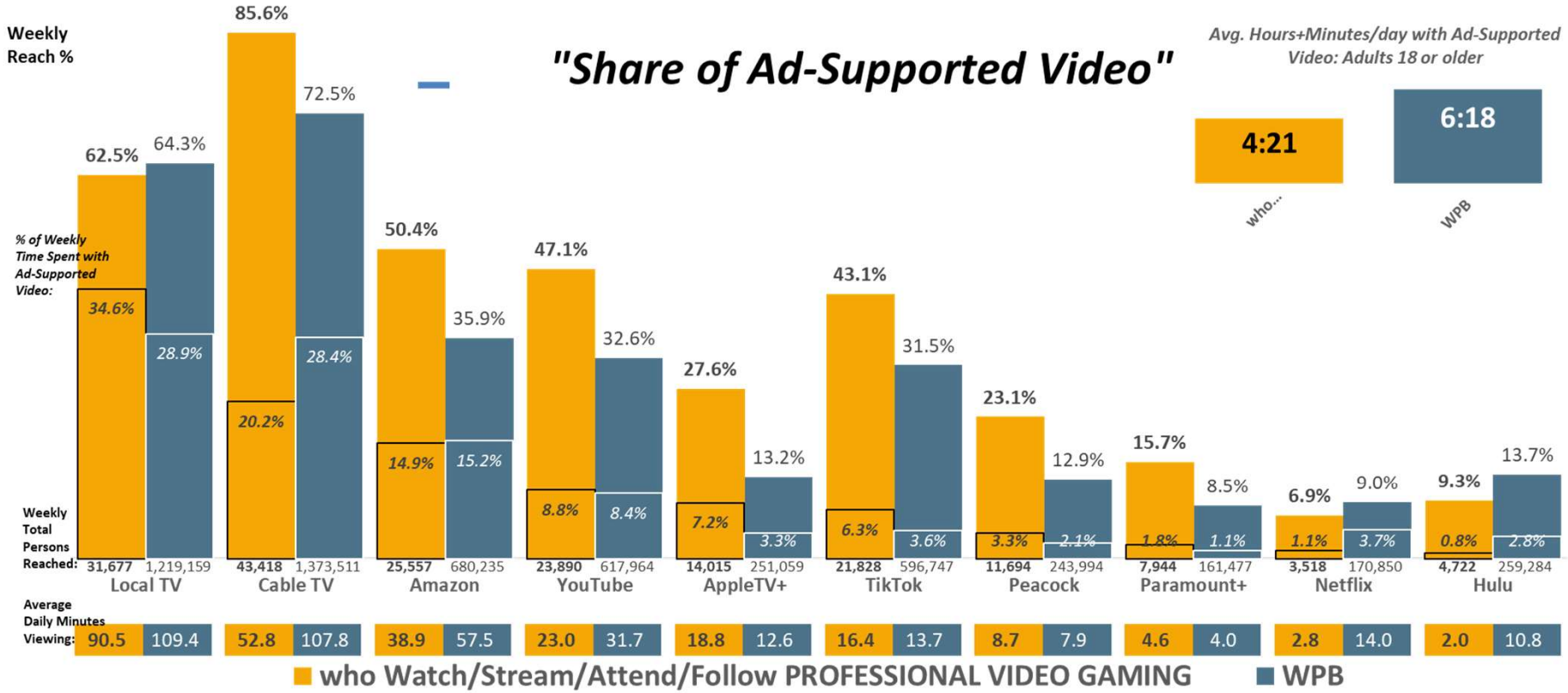
GLOBAL GAMING LEAGUE WPB

31,677 or 62.5% of Adults 18 or older who Watch/Stream/Attend/Follow PROFESSIONAL VIDEO GAMING watch Ad-Supported Local TV Stations for an average of 90.5 minutes every day representing 34.6% of all time spent daily with Ad-Supported Video.



WPB DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 72 WEST PALM BEACH-BOCA RATON DMA Scarborough R1 2025: Aug24-Jan25 Qual Intab 2,630

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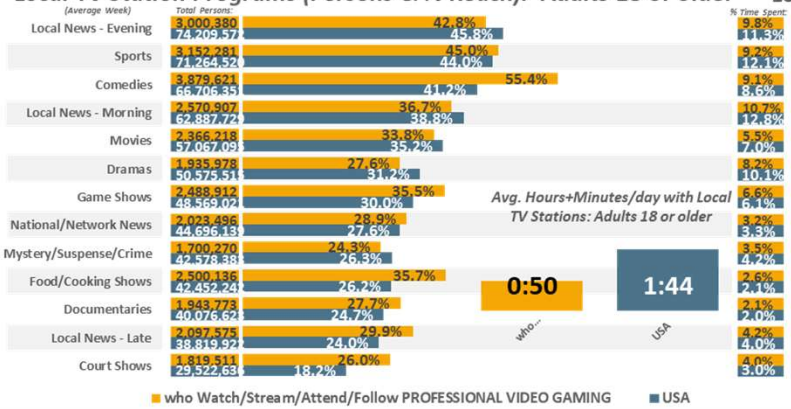
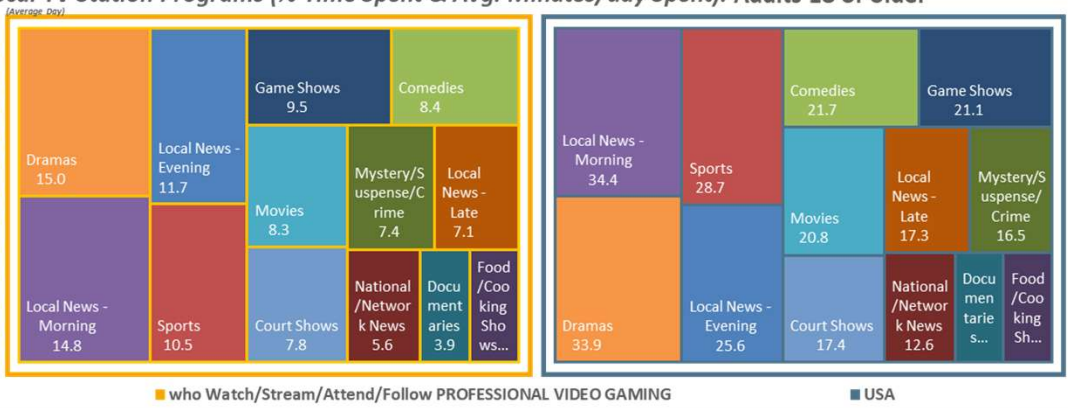
6,773,869 or 56.2% of Adults 18 or older who Watch/Stream/Attend/Follow PROFESSIONAL VIDEO GAMING watch Ad-Supported Local TV Stations. The Top 6-Programs are Comedies, Sports, Local News - Evening, Local News - Morning, Game Shows, and Movies.

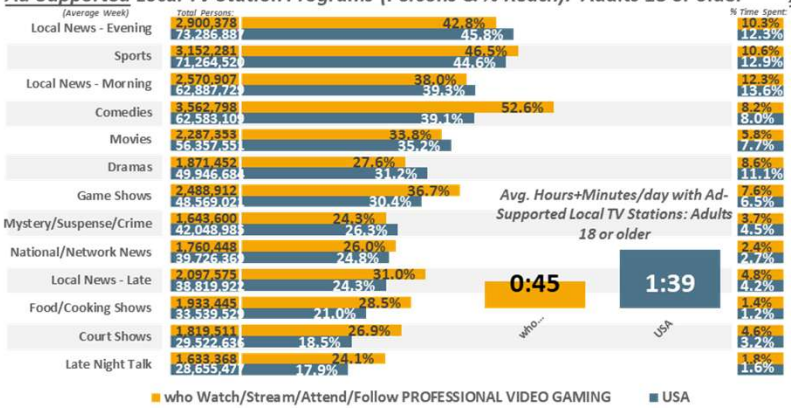
Local TV Station Programs (Persons & % Reach): Adults 18 or older



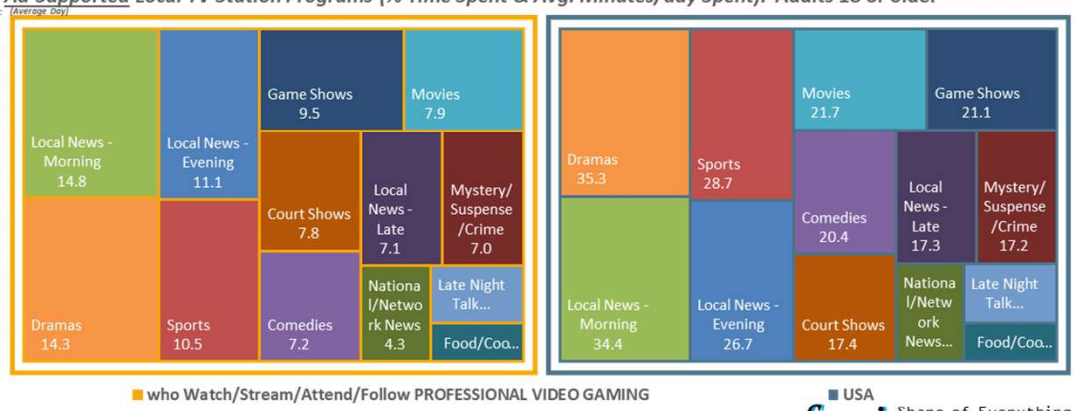
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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

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

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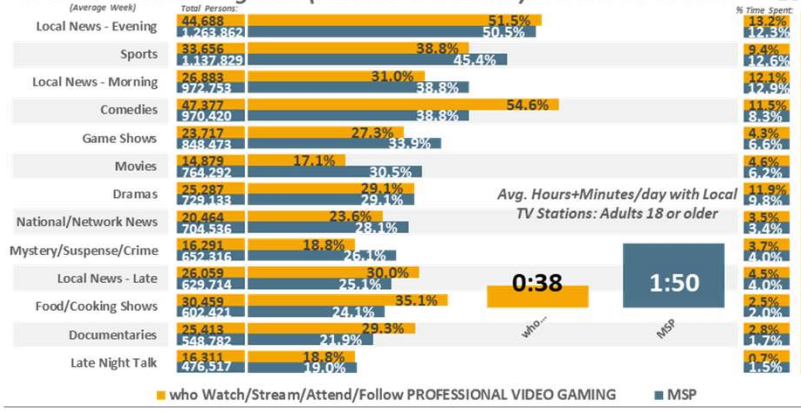
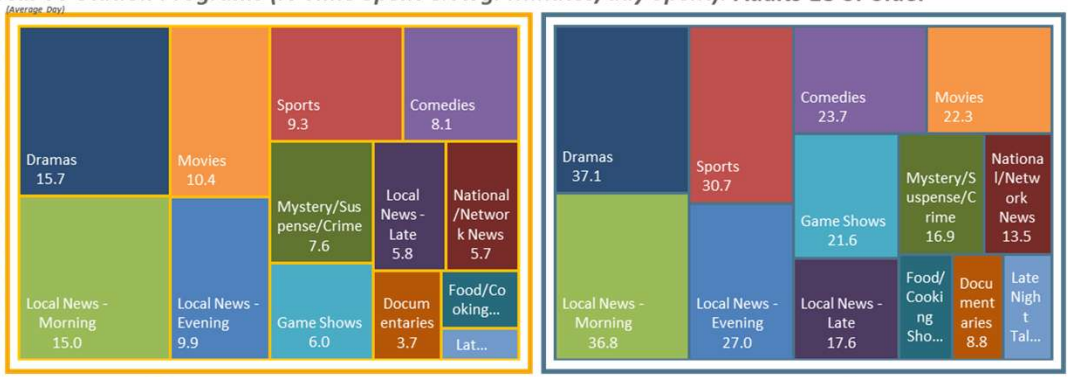
84,738 or 61.7% of Adults 18 or older who Watch/Stream/Attend/Follow PROFESSIONAL VIDEO GAMING watch Ad-Supported Local TV Stations. The Top 6-Programs are Comedies, Local News - Evening, Sports, Local News - Morning, Local News - Late, and Daytime Talk S

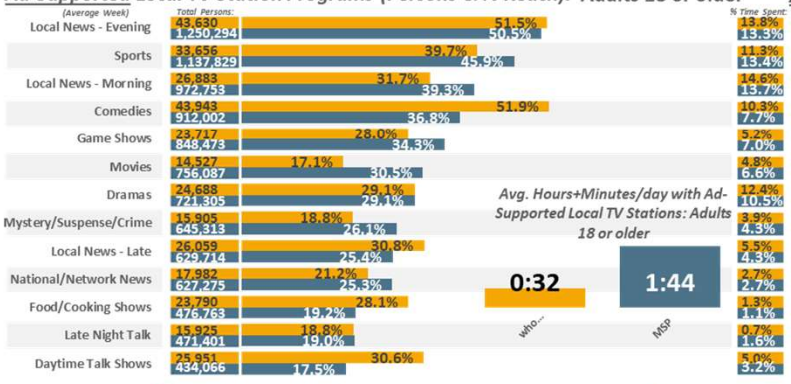
Local TV Station Programs (Persons & % Reach): Adults 18 or older



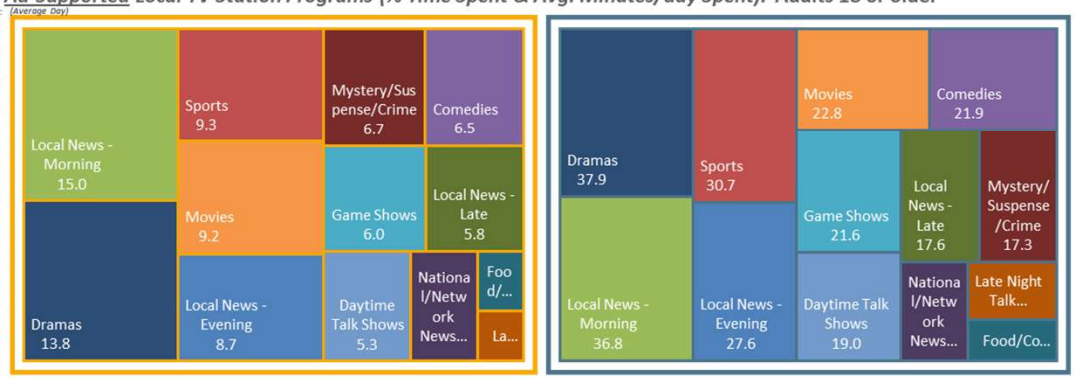
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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 2025: Feb24-Feb25 Qual Intab 54

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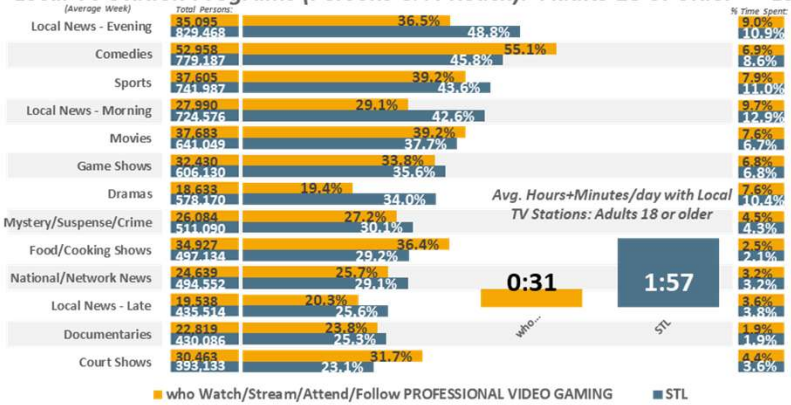
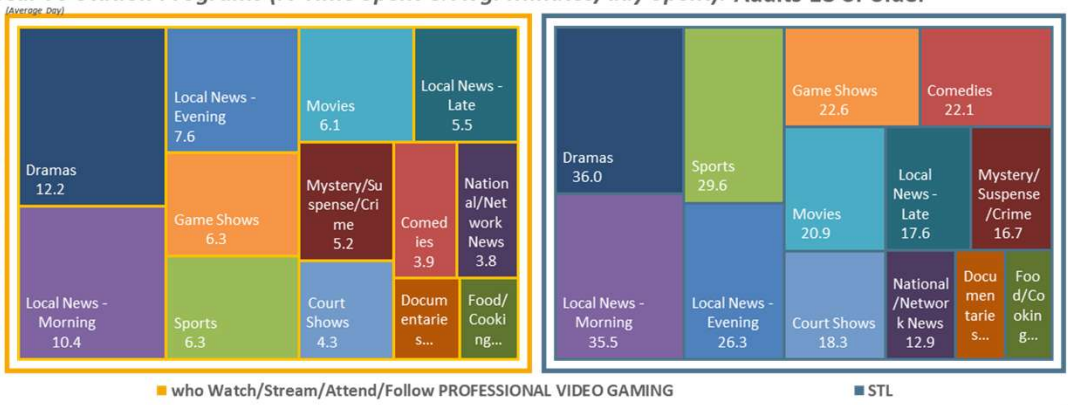
90,954 or 72.8% of Adults 18 or older who Watch/Stream/Attend/Follow PROFESSIONAL VIDEO GAMING watch Ad-Supported Local TV Stations. The Top 6-Programs are Comedies, Sports, Movies, Local News - Evening, Game Shows, and Court Shows.

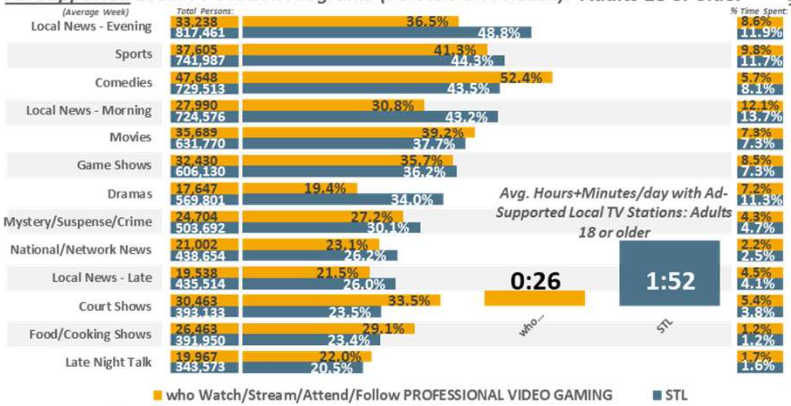
Local TV Station Programs (Persons & % Reach): Adults 18 or older



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



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



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



STL DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 67

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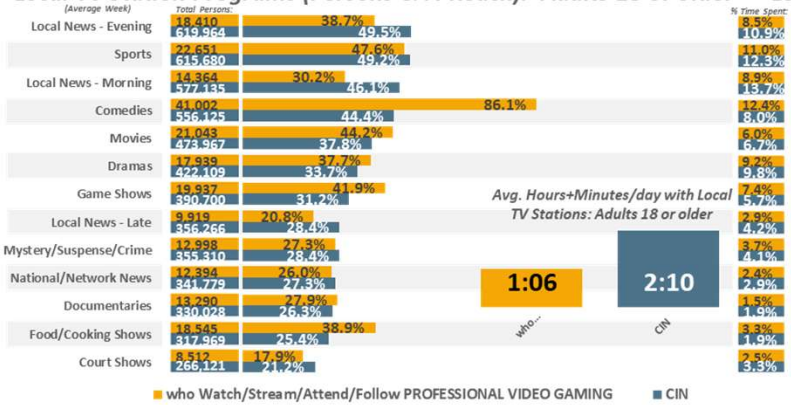
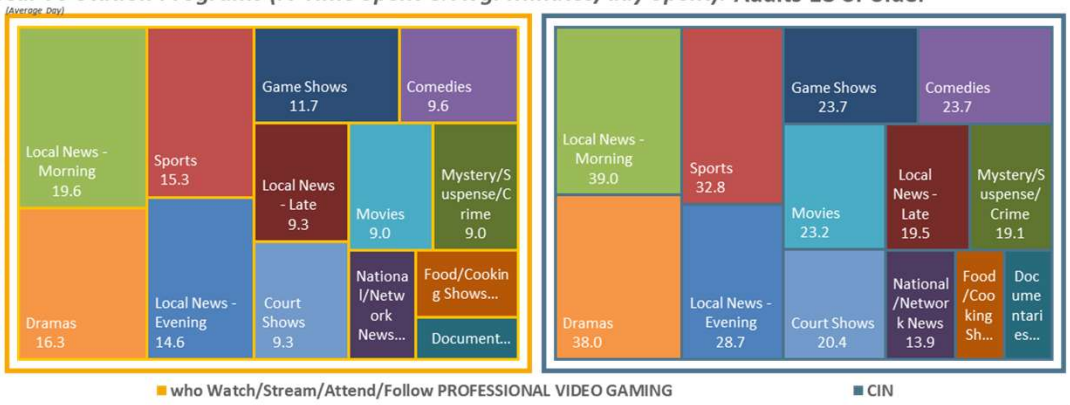
45,711 or 72.% of Adults 18 or older who Watch/Stream/Attend/Follow PROFESSIONAL VIDEO GAMING watch Ad-Supported Local TV Stations. The Top 6-Programs are Comedies, Sports, Movies, Game Shows, Local News - Evening, and Dramas.

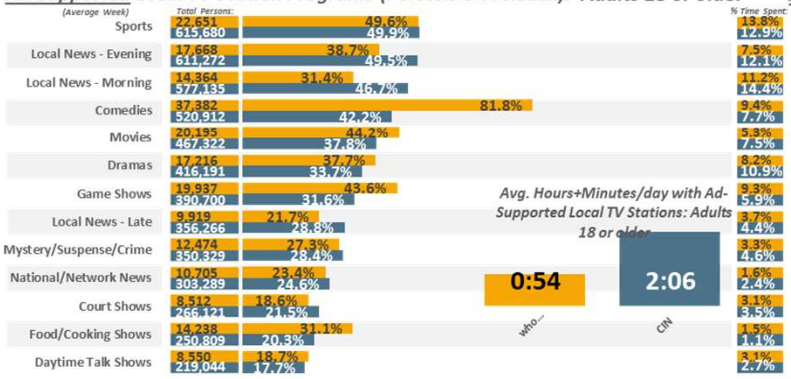
Local TV Station Programs (Persons & % Reach): Adults 18 or older



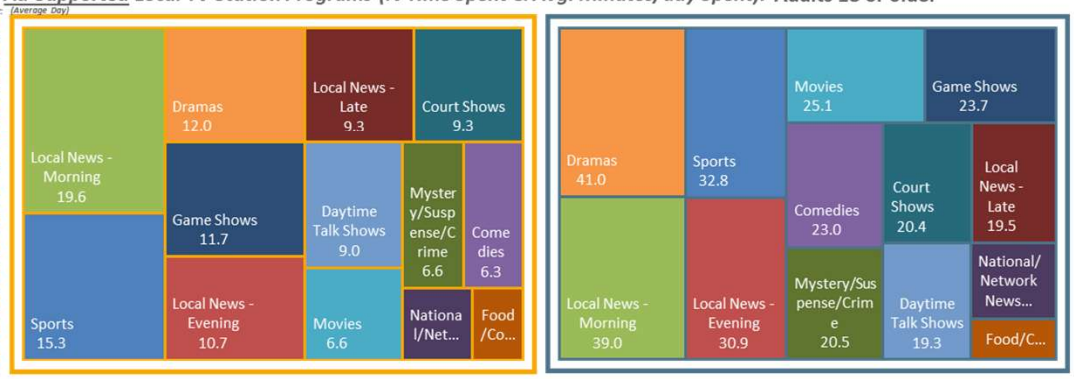
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CIN DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 67

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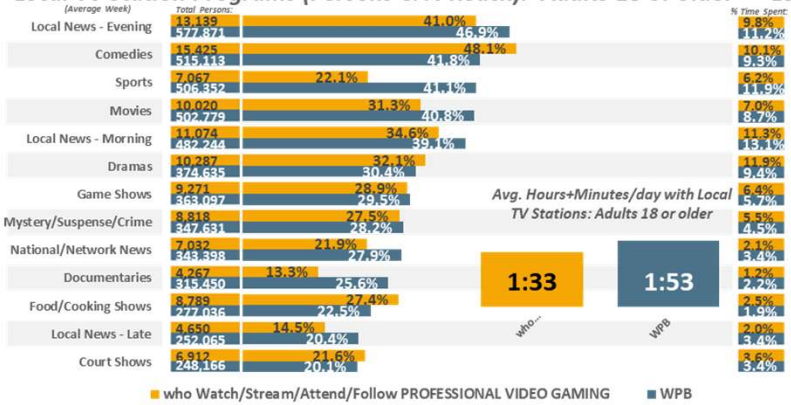
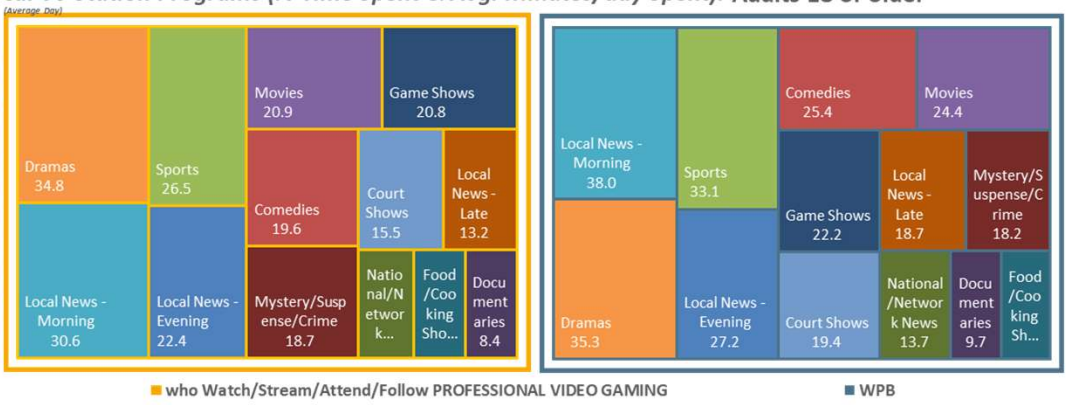
31,677 or 62.5% of Adults 18 or older who Watch/Stream/Attend/Follow PROFESSIONAL VIDEO GAMING watch Ad-Supported Local TV Stations. The Top 6-Programs are Comedies, Local News - Evening, Local News - Morning, Dramas, Movies, and Game Shows.

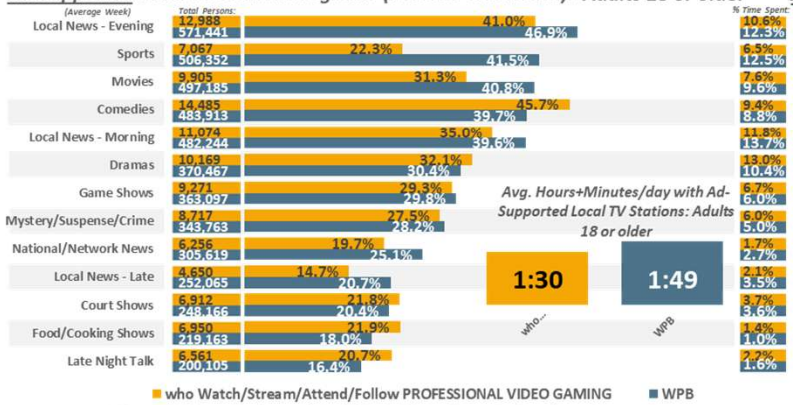
Local TV Station Programs (Persons & % Reach): Adults 18 or older



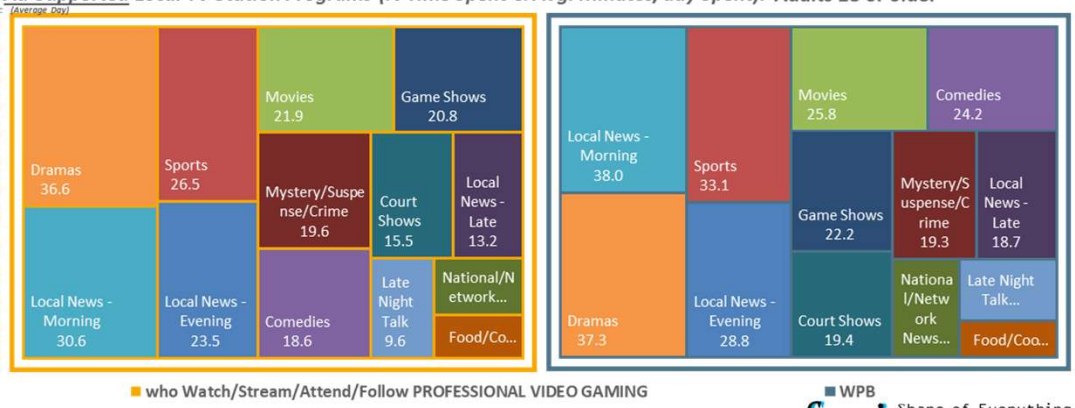
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WPB DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 72

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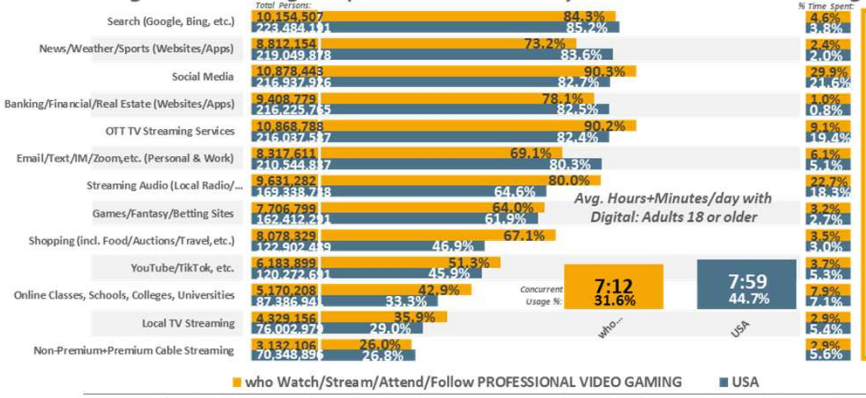
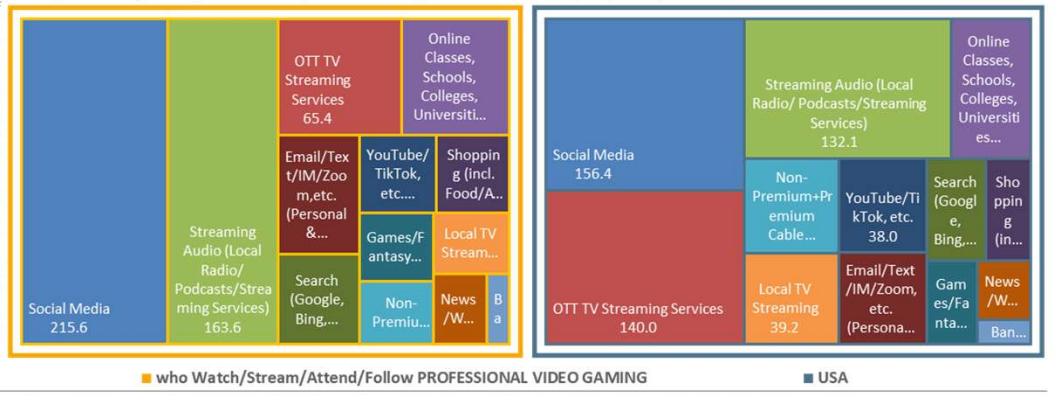
9,407,243 or 78.1% of Adults 18 or older who Watch/Stream/Attend/Follow PROFESSIONAL VIDEO GAMING use Ad-Supported Social Media for an average of 186.4 minutes every day representing 35.8% of all time spent daily with Ad-Supported Digital Media.

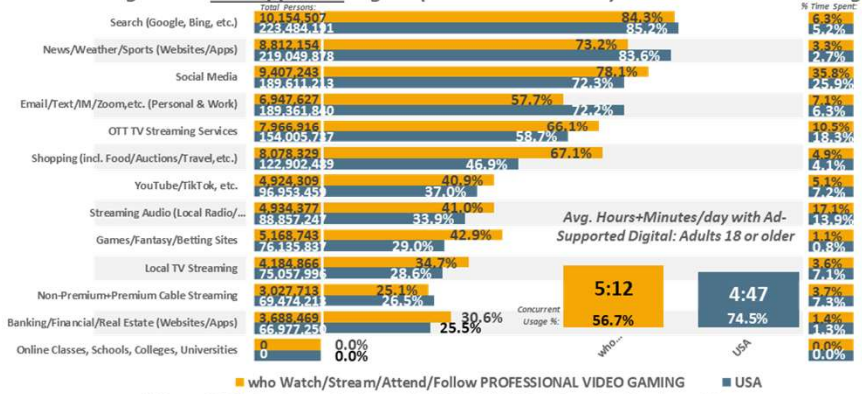
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



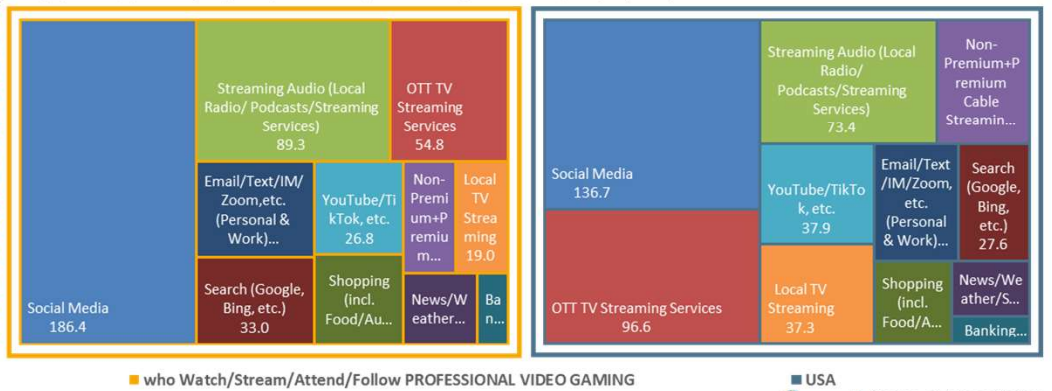
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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

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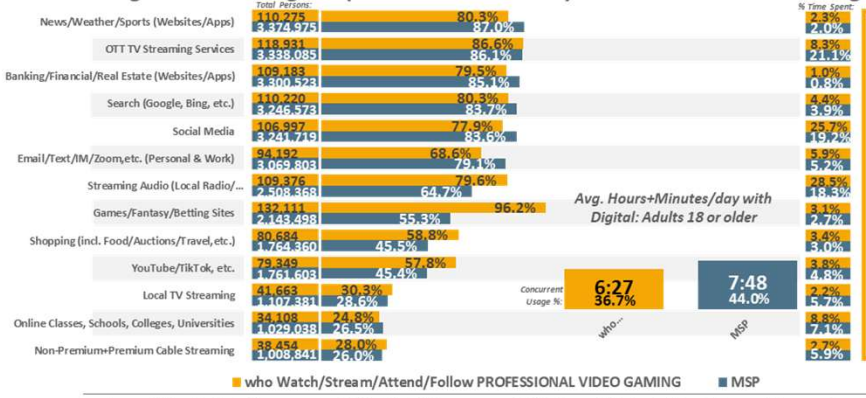
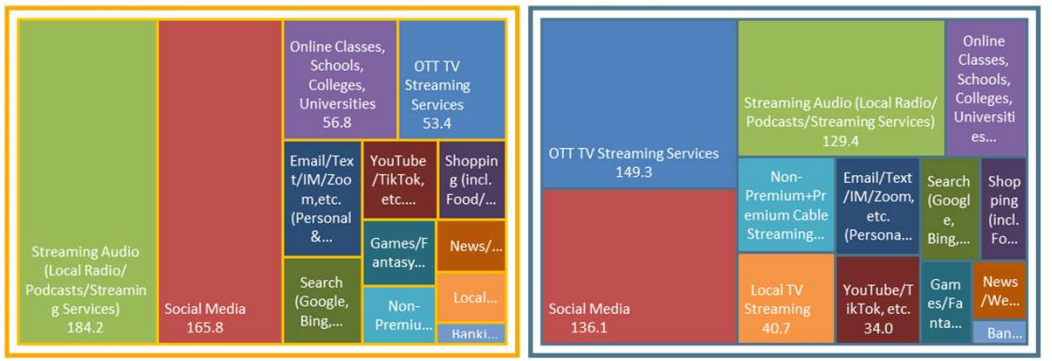
93,798 or 68.3% of Adults 18 or older who Watch/Stream/Attend/Follow PROFESSIONAL VIDEO GAMING use Ad-Supported Social Media for an average of 145.3 minutes every day representing 31.5% of all time spent daily with Ad-Supported Digital Media.

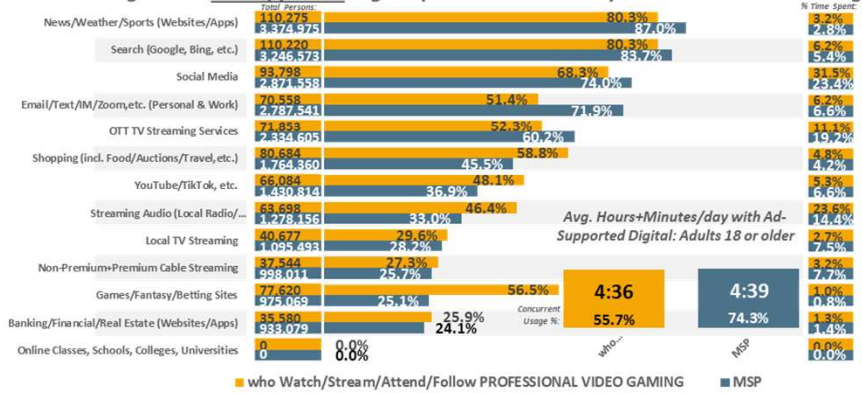
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



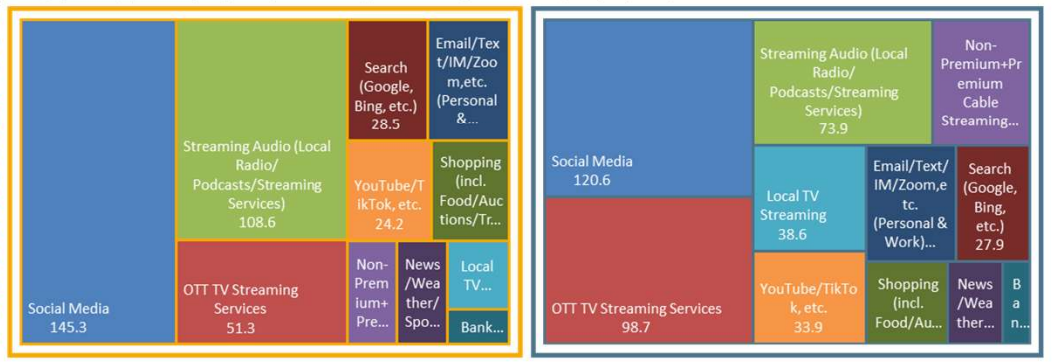
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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 2025: Feb24-Feb25 Qual Intab 54

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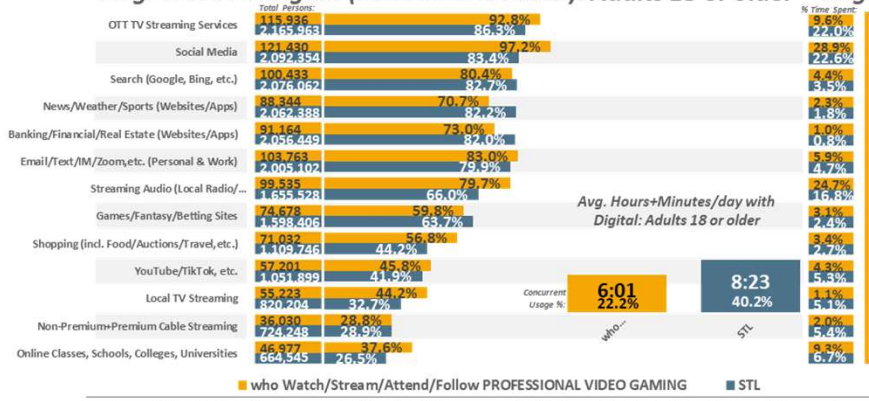
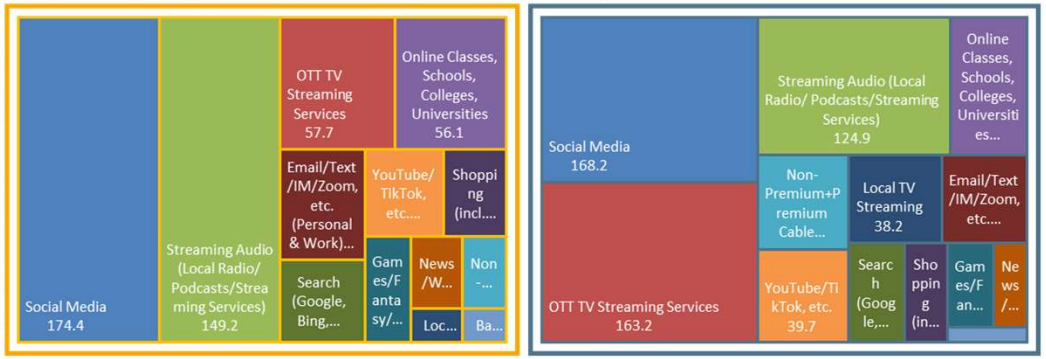
(Sports watched on TV (broadcast or cable) past 12 months: eSports (professional video gaming) OR Sports streamed online past 12 months: eSports (professional video gaming) OR No. of eSports (pro video gaming) events attd past 12 months: 1 - 2 events OR No. of eSports (pro video gaming) events attd past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

103,708 or 83.% of Adults 18 or older who Watch/Stream/Attend/Follow PROFESSIONAL VIDEO GAMING use Ad-Supported Social Media for an average of 149. minutes every day representing 34.8% of all time spent daily with Ad-Supported Digital Media.

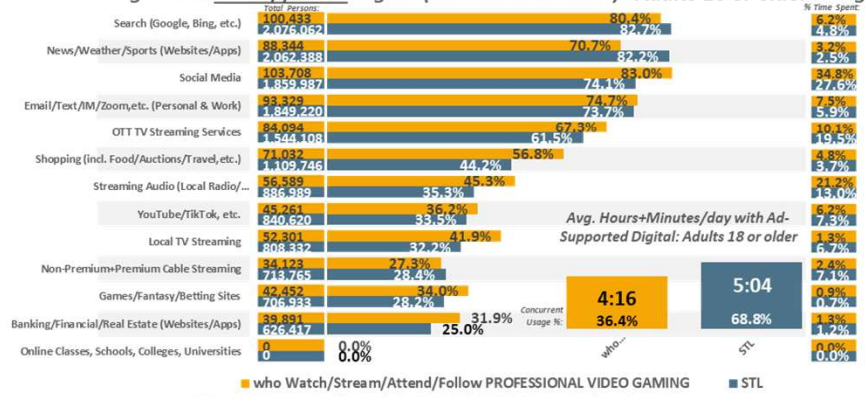
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



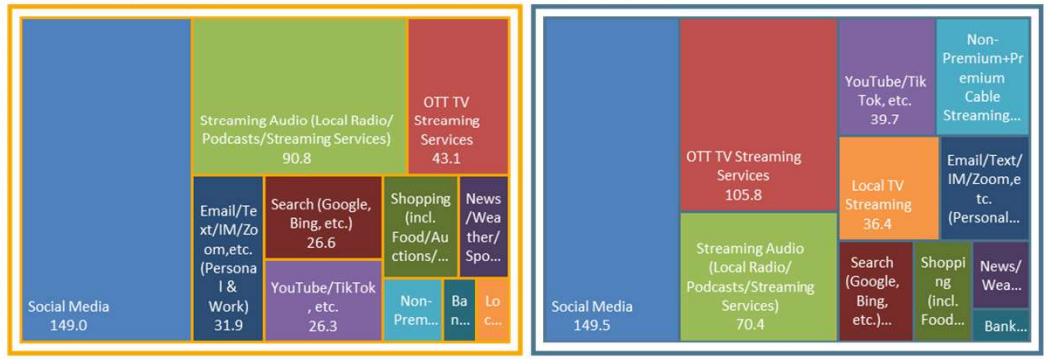
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



STL DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 67

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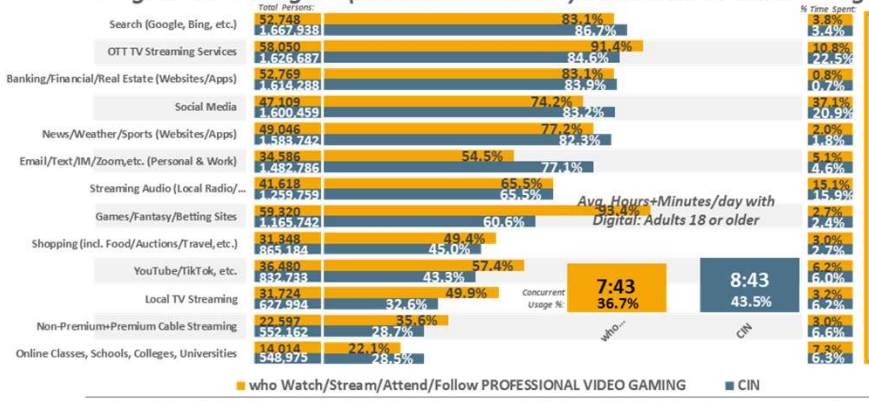
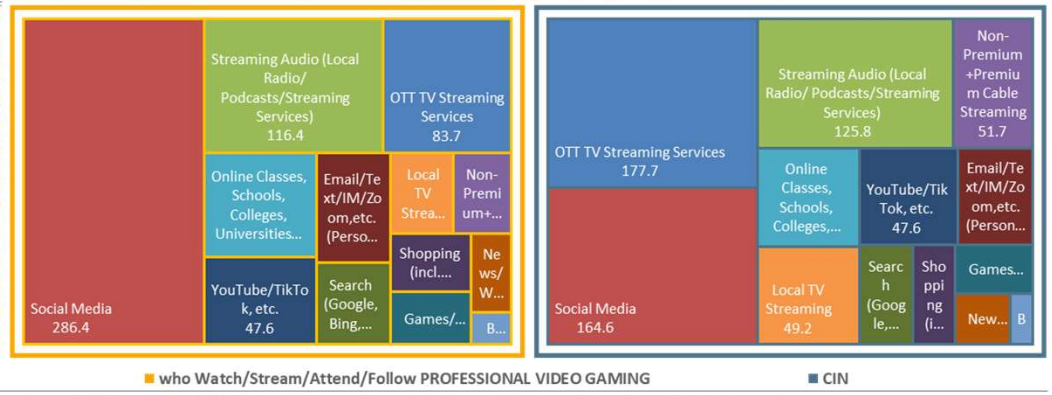
(Sports watched on TV (broadcast or cable) past 12 months: eSports (professional video gaming) OR Sports streamed online past 12 months: eSports (professional video gaming) OR No. of eSports (pro video gaming) events attd past 12 months: 1 - 2 events OR No. of eSports (pro video gaming) events attd past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

45,019 or 70.9% of Adults 18 or older who Watch/Stream/Attend/Follow PROFESSIONAL VIDEO GAMING use Ad-Supported Social Media for an average of 273.7 minutes every day representing 48.5% of all time spent daily with Ad-Supported Digital Media.

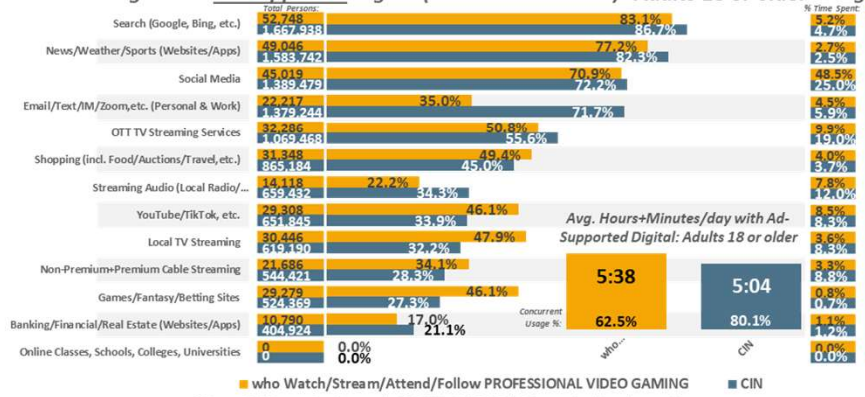
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



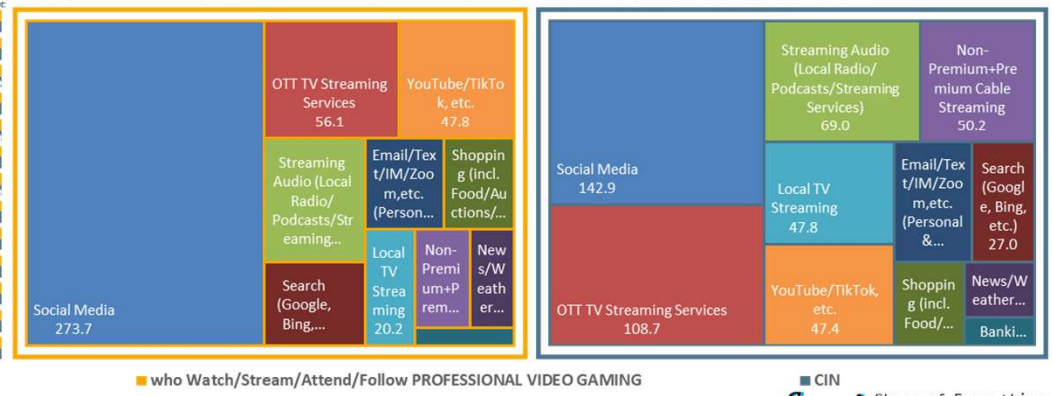
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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 2025: Feb24-Feb25 Qual Intab 67

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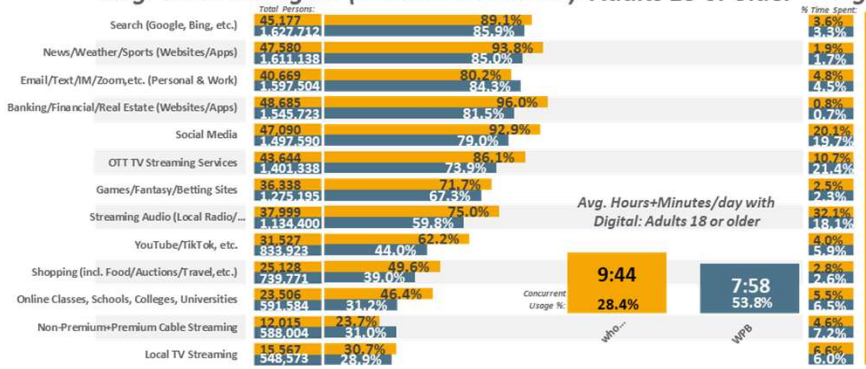
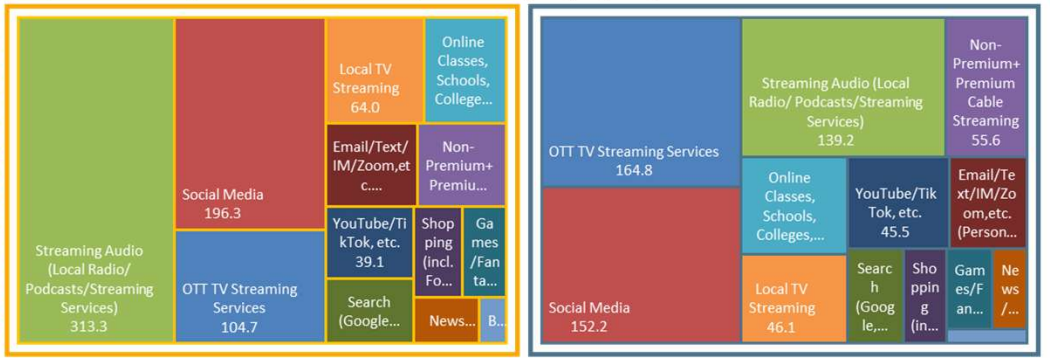
(Sports watched on TV (broadcast or cable) past 12 months: eSports (professional video gaming) OR Sports streamed online past 12 months: eSports (professional video gaming) OR No. of eSports (pro video gaming) events attd past 12 months: 1 - 2 events OR No. of eSports (pro video gaming) events attd past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

34,777 or 68.6% of Adults 18 or older who Watch/Stream/Attend/Follow PROFESSIONAL VIDEO GAMING use Ad-Supported Social Media for an average of 145. minutes every day representing 21.% of all time spent daily with Ad-Supported Digital Media.

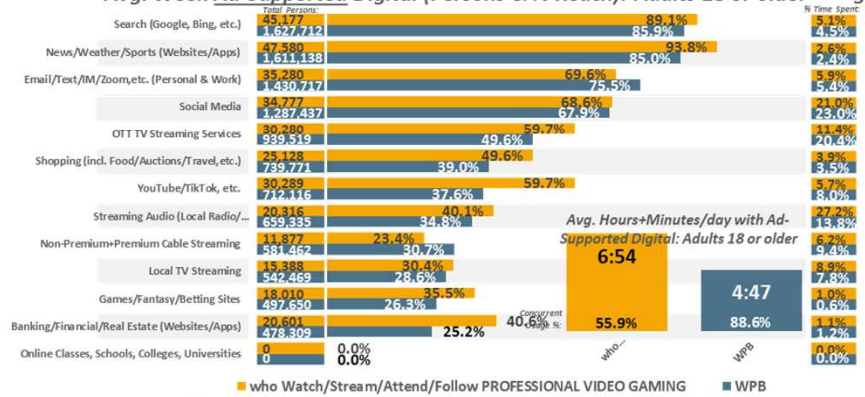
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



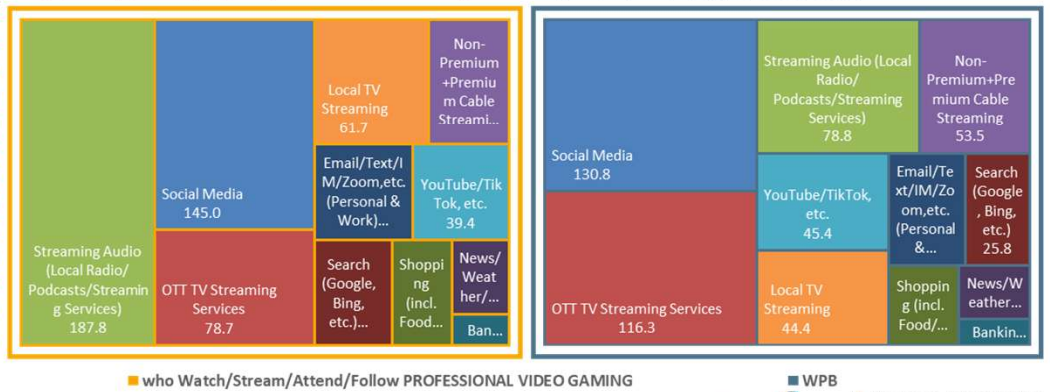
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WPB DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 72

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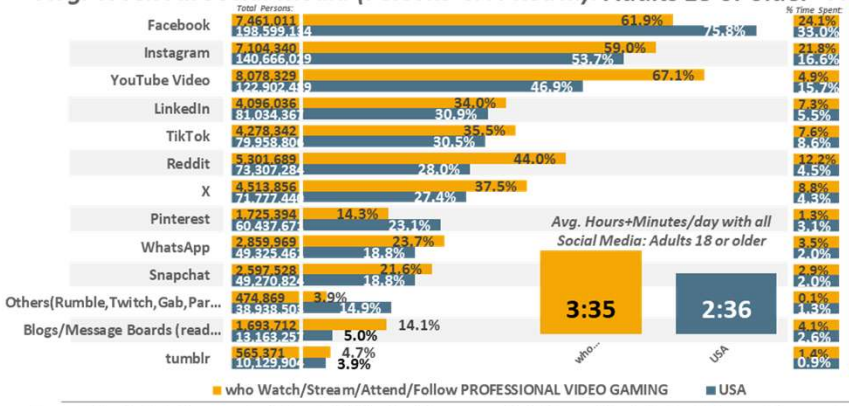
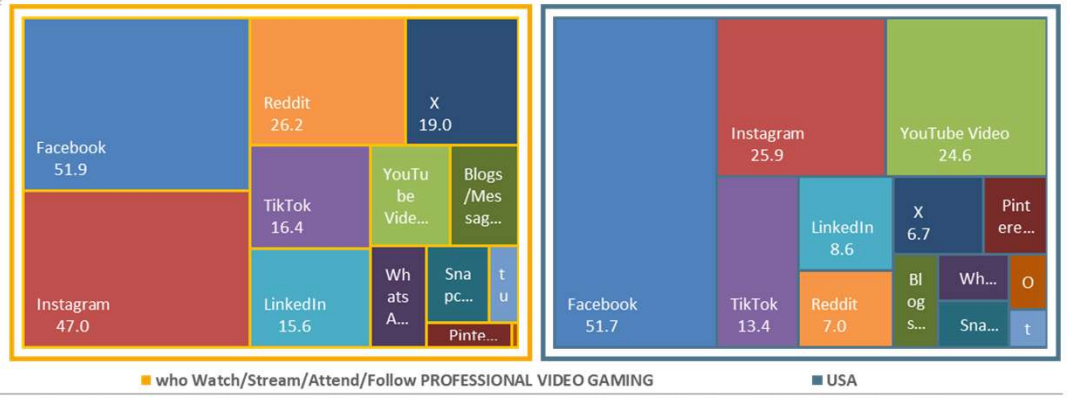
7,461,011 or 61.9% of Adults 18 or older who Watch/Stream/Attend/Follow PROFESSIONAL VIDEO GAMING use Ad-Supported Facebook for an average of 64.7 minutes every day representing 34.7% of all time spent daily with Ad-Supported Social Media.

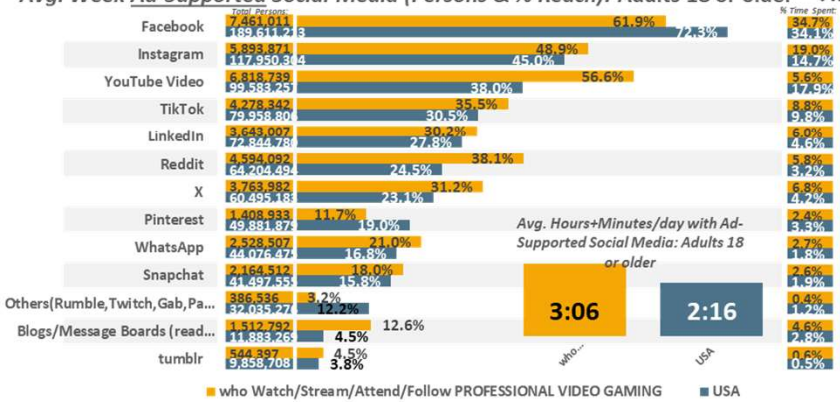
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



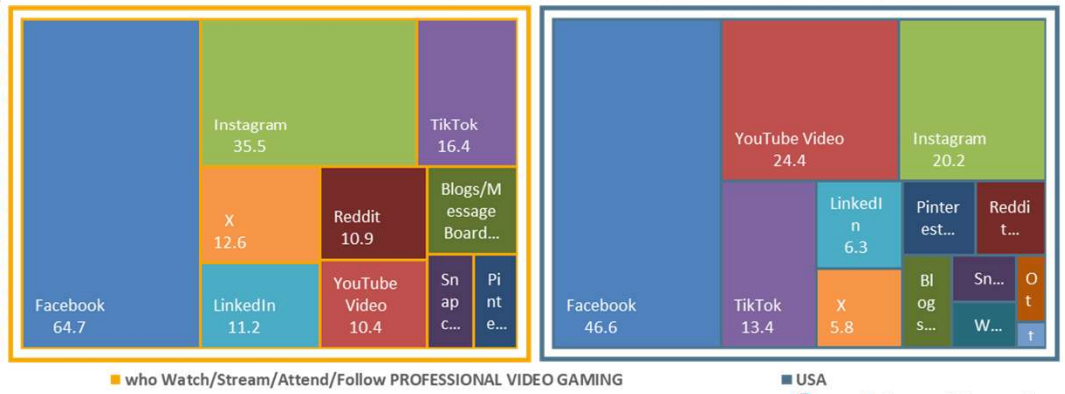
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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

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

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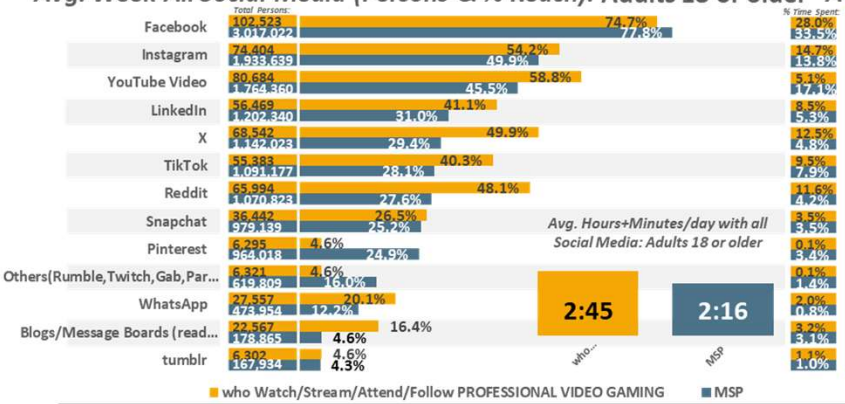
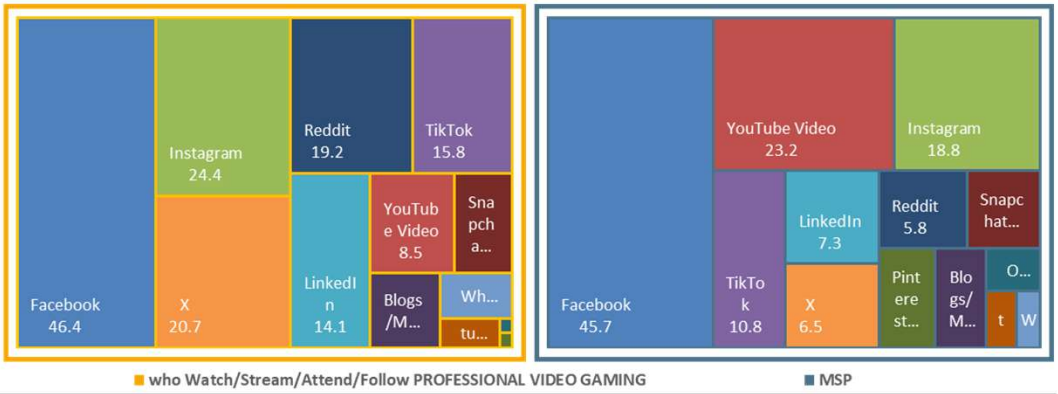
(Sports watched on TV (broadcast or cable) past 12 months: eSports (professional video gaming) OR Sports streamed online past 12 months: eSports (professional video gaming) OR No. of eSports (pro video gaming) events attd past 12 months: 1 - 2 events OR No. of eSports (pro video gaming) events attd past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

93,798 or 68.3% of Adults 18 or older who Watch/Stream/Attend/Follow PROFESSIONAL VIDEO GAMING use Ad-Supported Facebook for an average of 51.4 minutes every day representing 35.4% of all time spent daily with Ad-Supported Social Media.

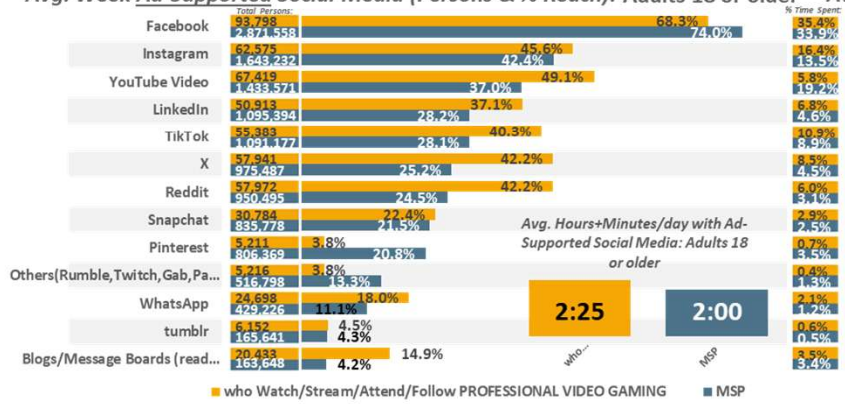
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



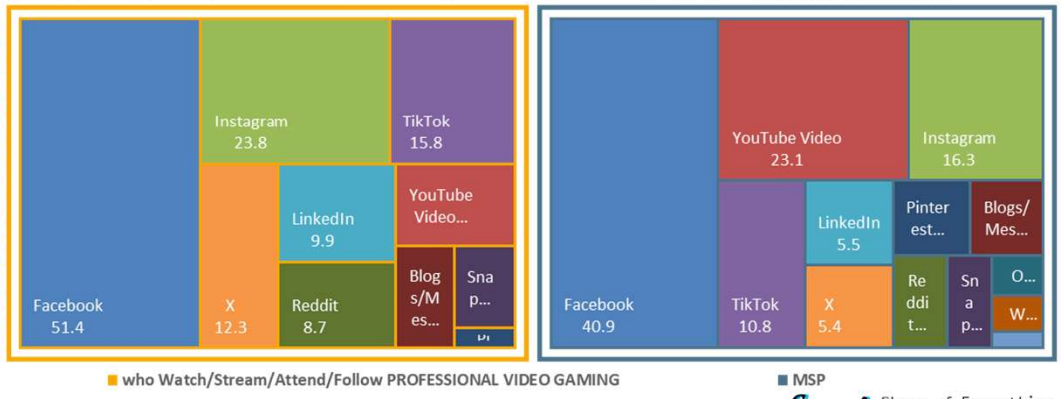
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



MSP DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 54

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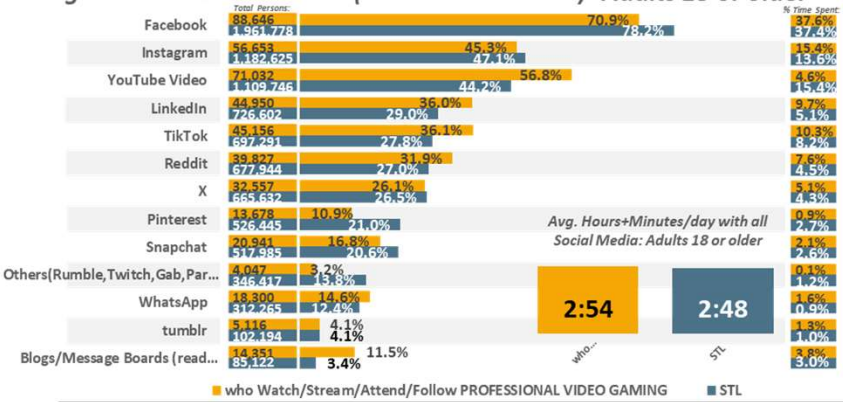
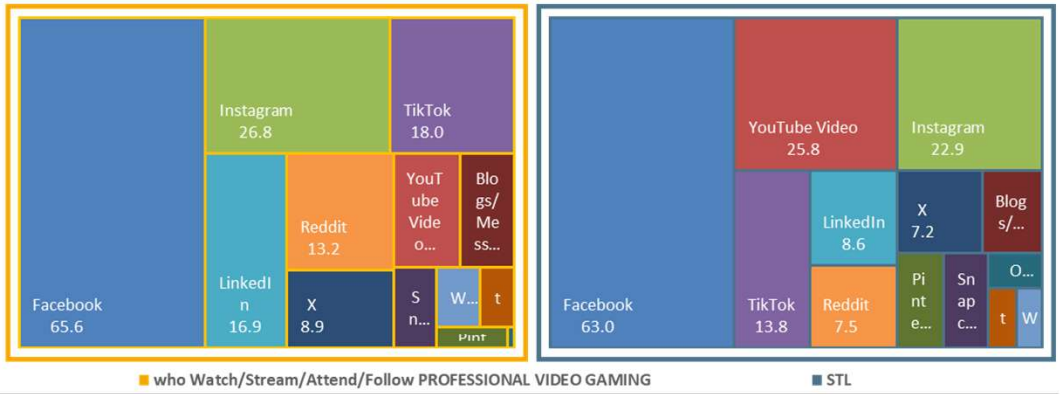
(Sports watched on TV (broadcast or cable) past 12 months: eSports (professional video gaming) OR Sports streamed online past 12 months: eSports (professional video gaming) OR No. of eSports (pro video gaming) events attd past 12 months: 1 - 2 events OR No. of eSports (pro video gaming) events attd past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

88,646 or 70.9% of Adults 18 or older who Watch/Stream/Attend/Follow PROFESSIONAL VIDEO GAMING use Ad-Supported Facebook for an average of 61.2 minutes every day representing 41.1% of all time spent daily with Ad-Supported Social Media.

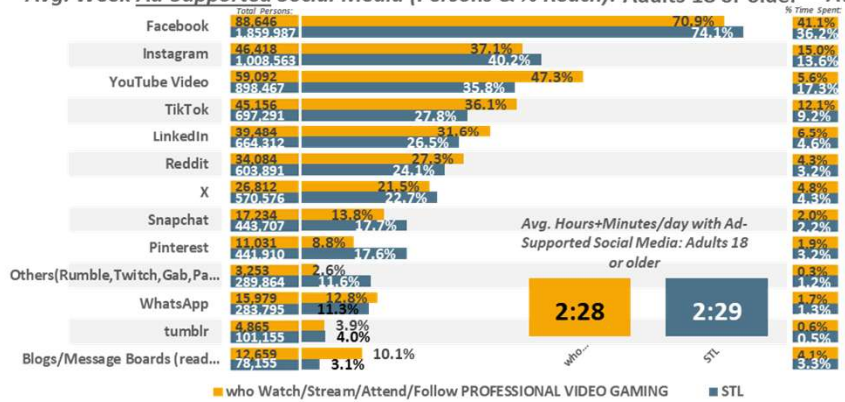
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



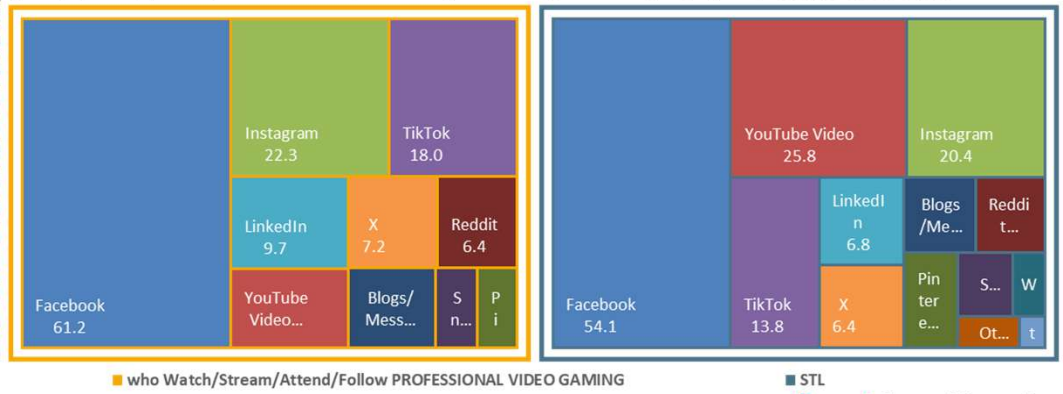
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



STL DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 67

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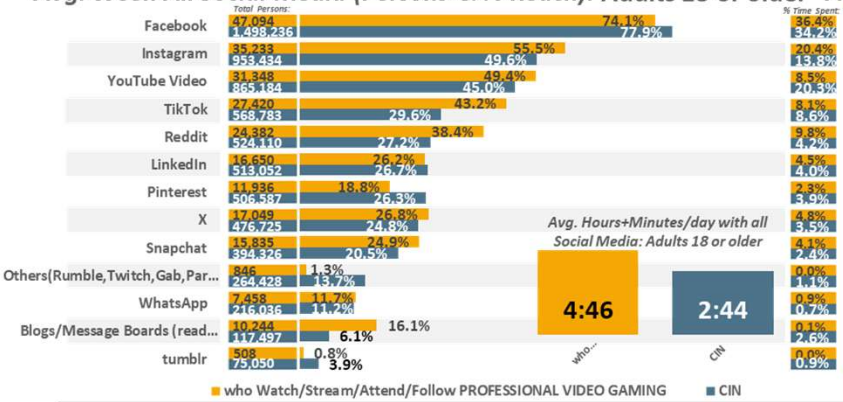
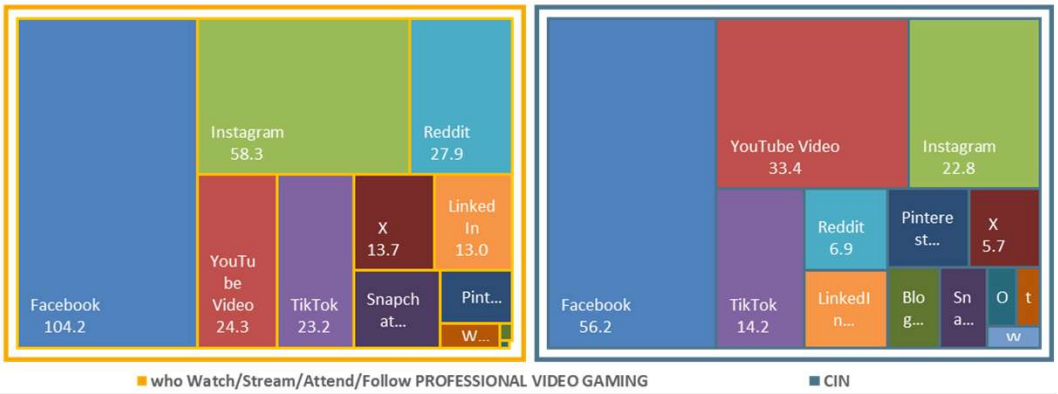
(Sports watched on TV (broadcast or cable) past 12 months: eSports (professional video gaming) OR Sports streamed online past 12 months: eSports (professional video gaming) OR No. of eSports (pro video gaming) events attd past 12 months: 1 - 2 events OR No. of eSports (pro video gaming) events attd past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

45,019 or 70.9% of Adults 18 or older who Watch/Stream/Attend/Follow PROFESSIONAL VIDEO GAMING use Ad-Supported Facebook for an average of 106.5 minutes every day representing 38.9% of all time spent daily with Ad-Supported Social Media.

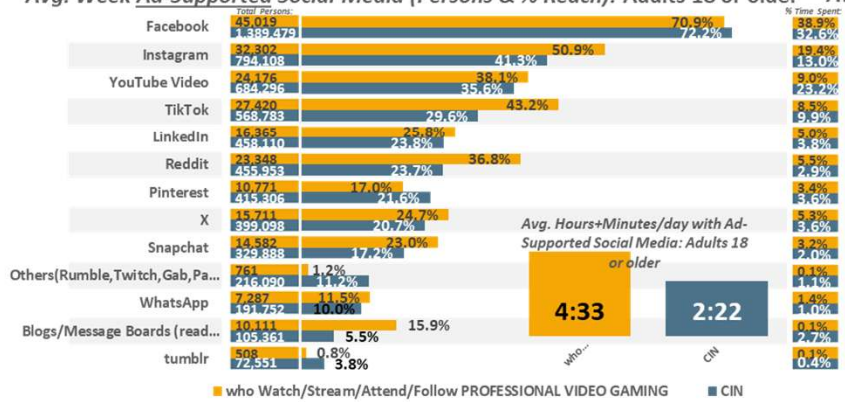
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



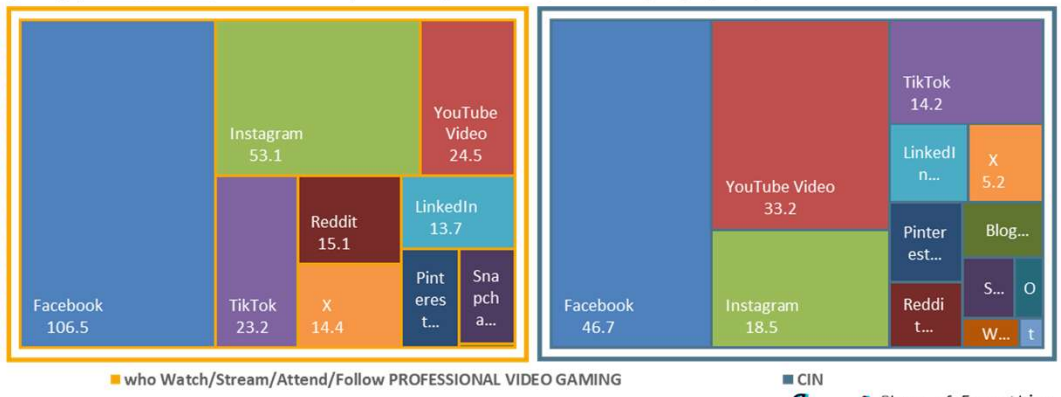
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CIN DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 67

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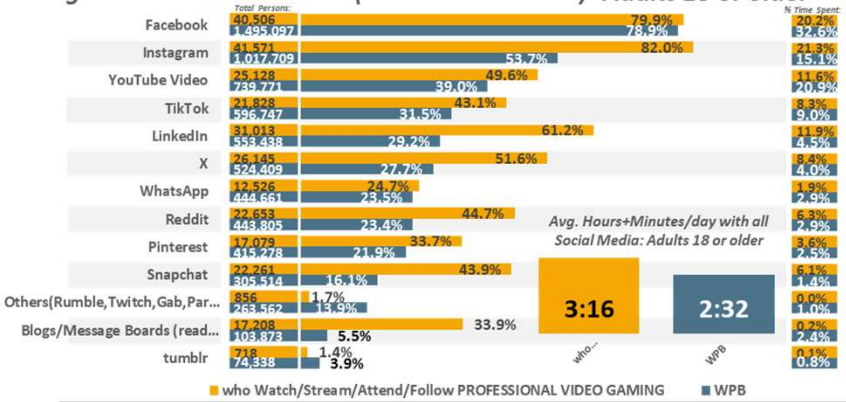
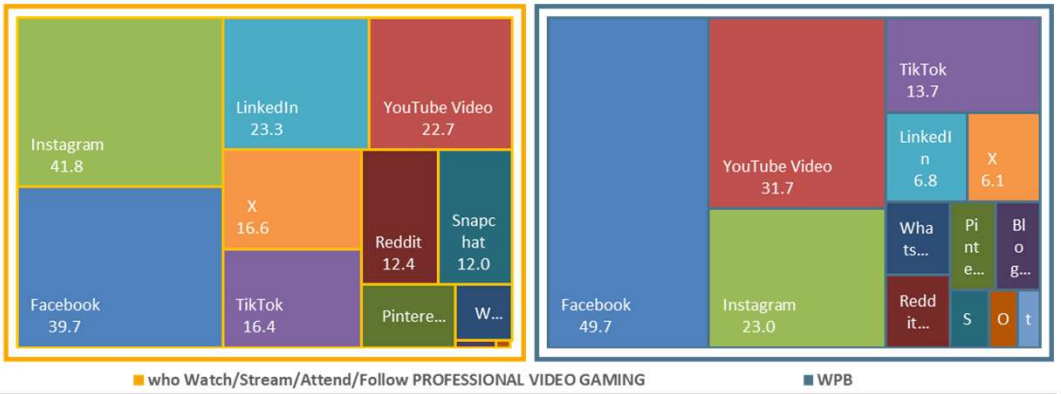
(Sports watched on TV (broadcast or cable) past 12 months: eSports (professional video gaming) OR Sports streamed online past 12 months: eSports (professional video gaming) OR No. of eSports (pro video gaming) events attd past 12 months: 1 - 2 events OR No. of eSports (pro video gaming) events attd past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

34,777 or 68.6% of Adults 18 or older who Watch/Stream/Attend/Follow PROFESSIONAL VIDEO GAMING use Ad-Supported Facebook for an average of 42.5 minutes every day representing 29.3% of all time spent daily with Ad-Supported Social Media.

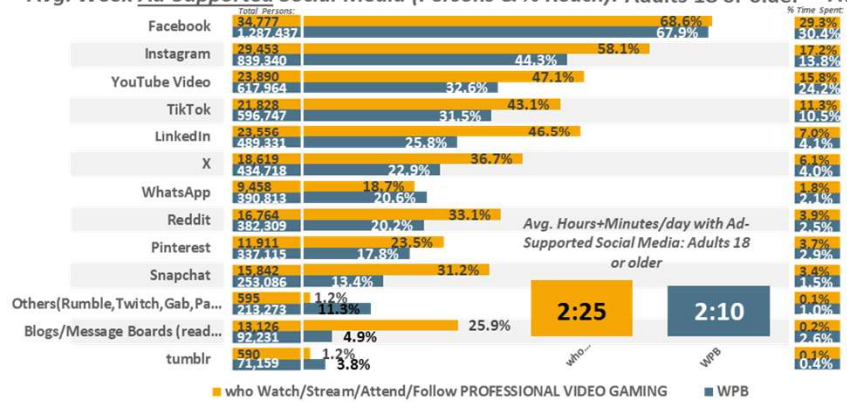
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



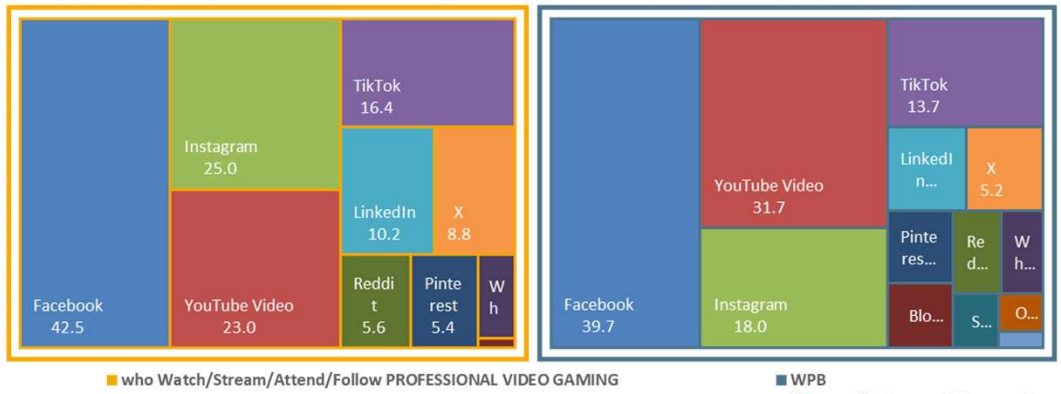
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WPB DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 72

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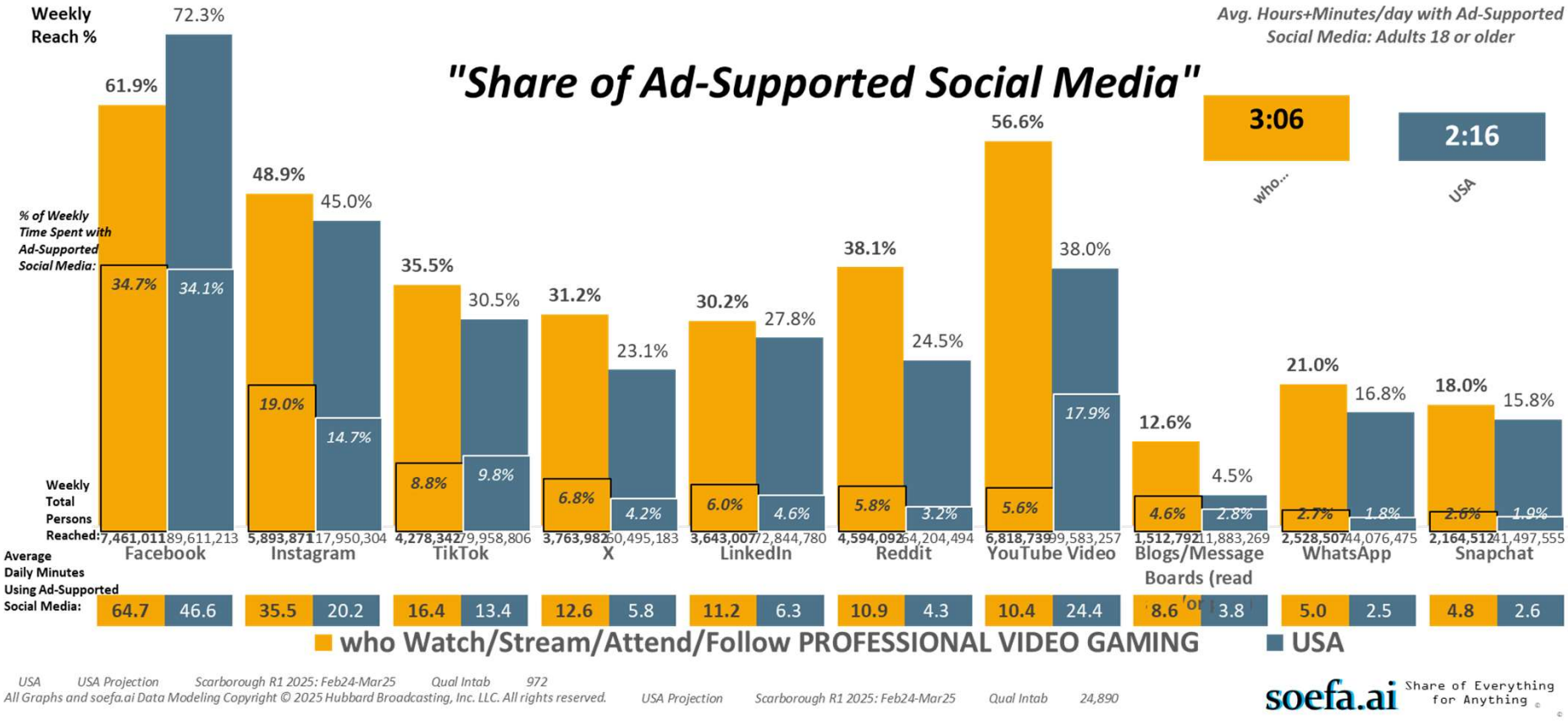
7,461,011 or 61.9% of Adults 18 or older who Watch/Stream/Attend/Follow PROFESSIONAL VIDEO GAMING use Ad-Supported Facebook for an average of 64.7 minutes every day representing 34.7% of all time spent daily with Ad-Supported Social Media.



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

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

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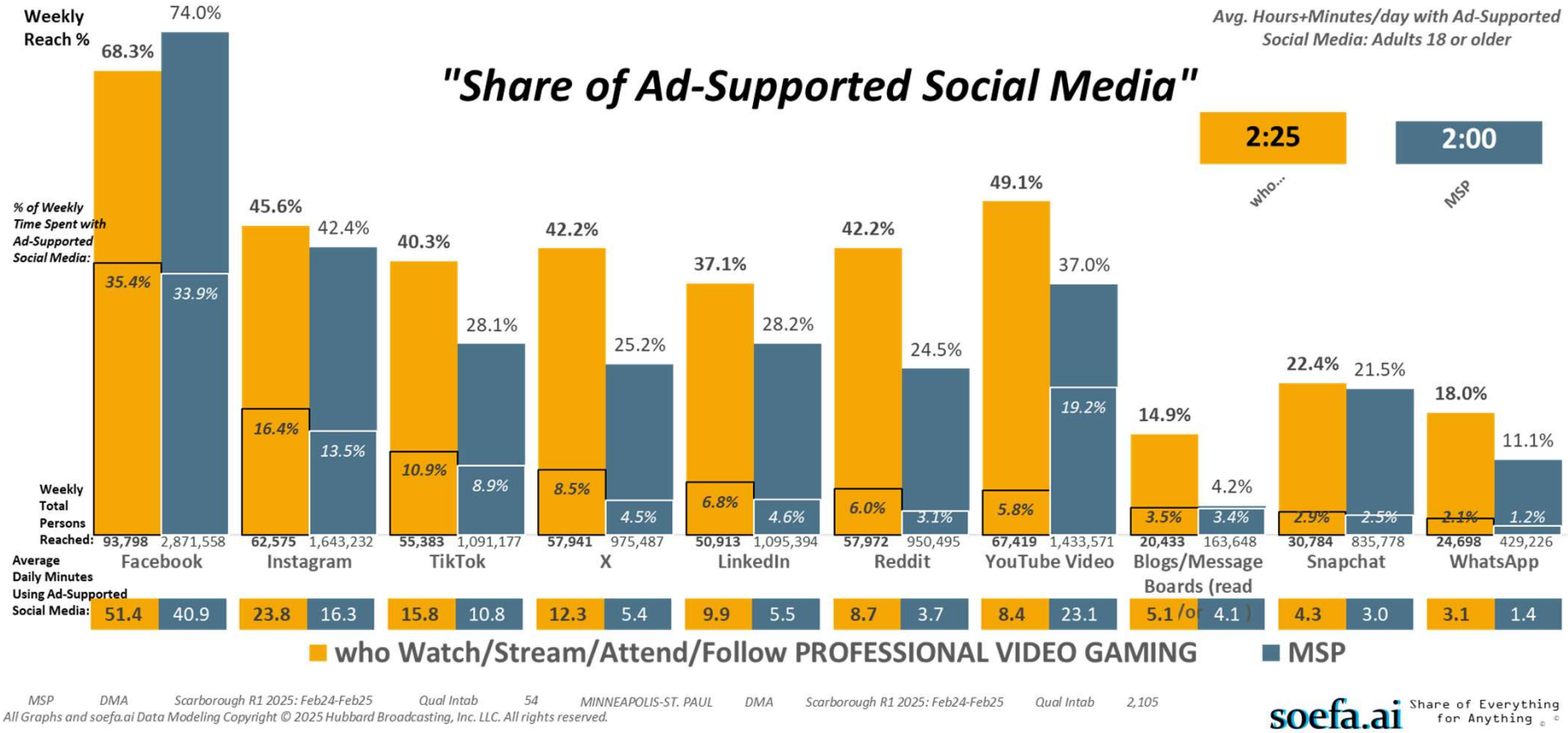
(Sports watched on TV (broadcast or cable) past 12 months: eSports (professional video gaming) OR Sports streamed online past 12 months: eSports (professional video gaming) OR No. of eSports (pro video gaming) events attd past 12 months: 1 - 2 events OR No. of eSports (pro video gaming) events attd past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

93,798 or 68.3% of Adults 18 or older who Watch/Stream/Attend/Follow PROFESSIONAL VIDEO GAMING use Ad-Supported Facebook for an average of 51.4 minutes every day representing 35.4% of all time spent daily with Ad-Supported Social Media.



MSP DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 54 MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 2,105

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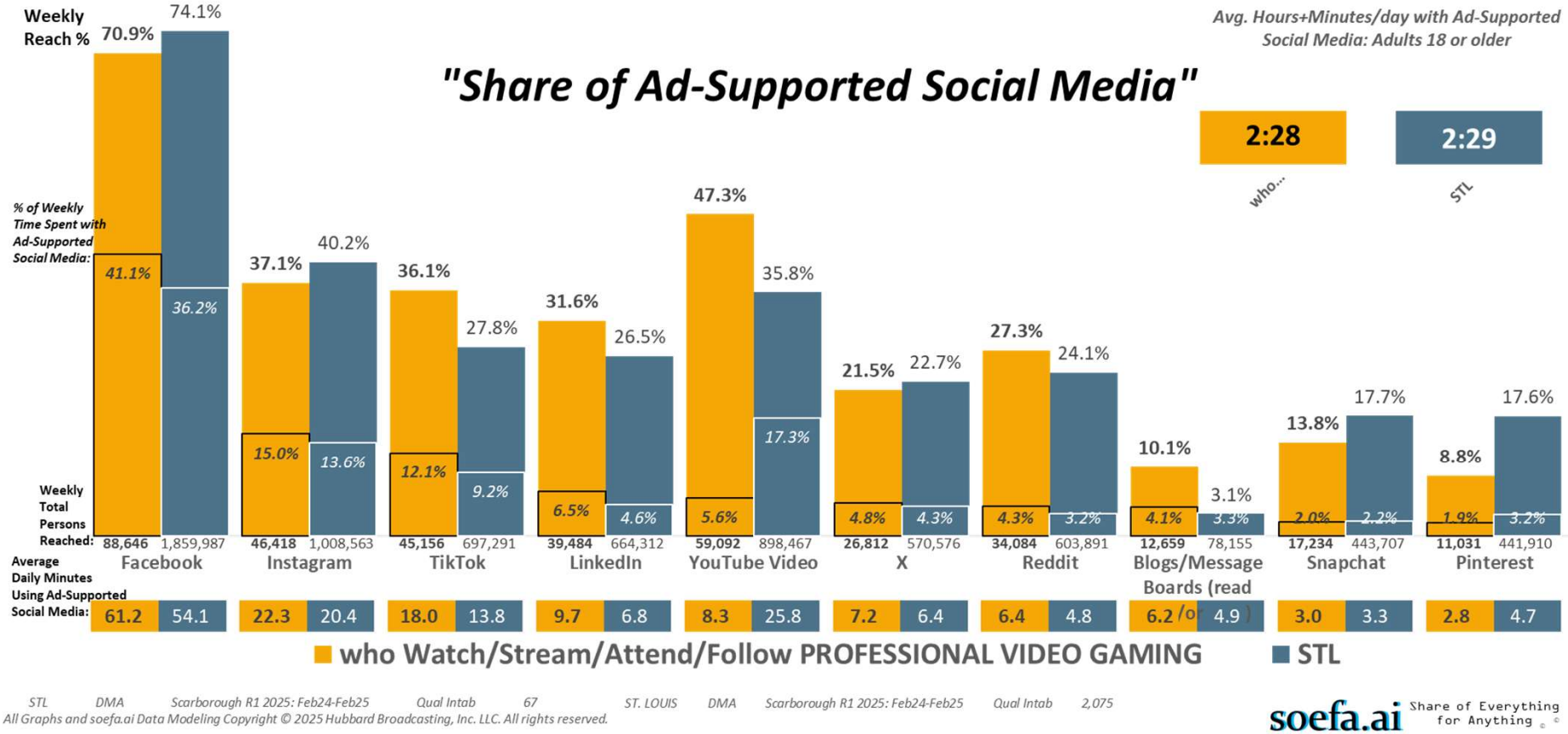
(Sports watched on TV (broadcast or cable) past 12 months: eSports (professional video gaming) OR Sports streamed online past 12 months: eSports (professional video gaming) OR No. of eSports (pro video gaming) events attd past 12 months: 1 - 2 events OR No. of eSports (pro video gaming) events attd past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

88,646 or 70.9% of Adults 18 or older who Watch/Stream/Attend/Follow PROFESSIONAL VIDEO GAMING use Ad-Supported Facebook for an average of 61.2 minutes every day representing 41.1% of all time spent daily with Ad-Supported Social Media.



STL DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 67 ST. LOUIS DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 2,075

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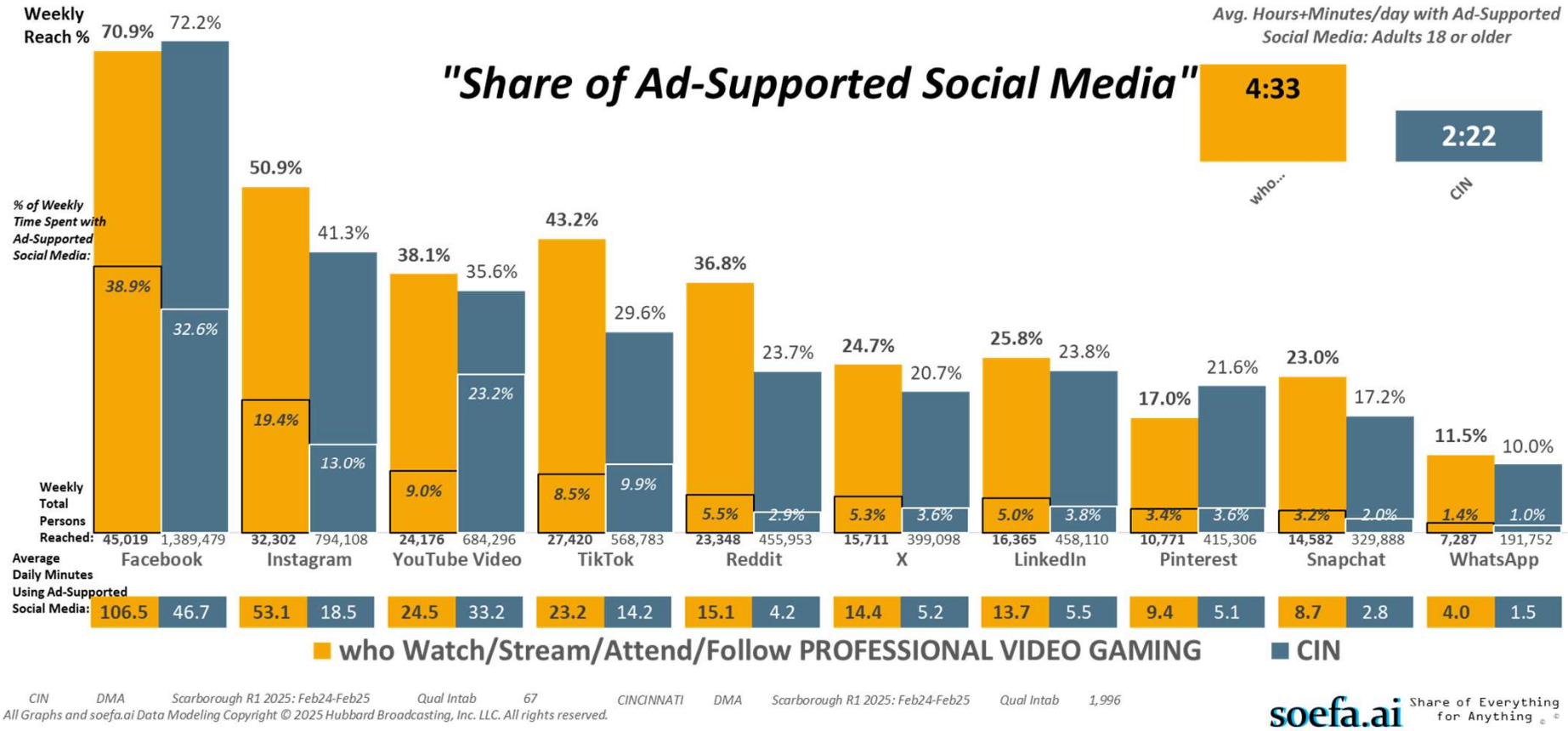
(Sports watched on TV (broadcast or cable) past 12 months: eSports (professional video gaming) OR Sports streamed online past 12 months: eSports (professional video gaming) OR No. of eSports (pro video gaming) events attd past 12 months: 1 - 2 events OR No. of eSports (pro video gaming) events attd past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

45,019 or 70.9% of Adults 18 or older who Watch/Stream/Attend/Follow PROFESSIONAL VIDEO GAMING use Ad-Supported Facebook for an average of 106.5 minutes every day representing 38.9% of all time spent daily with Ad-Supported Social Media.



CIN DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 67 CINCINNATI DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 1,996

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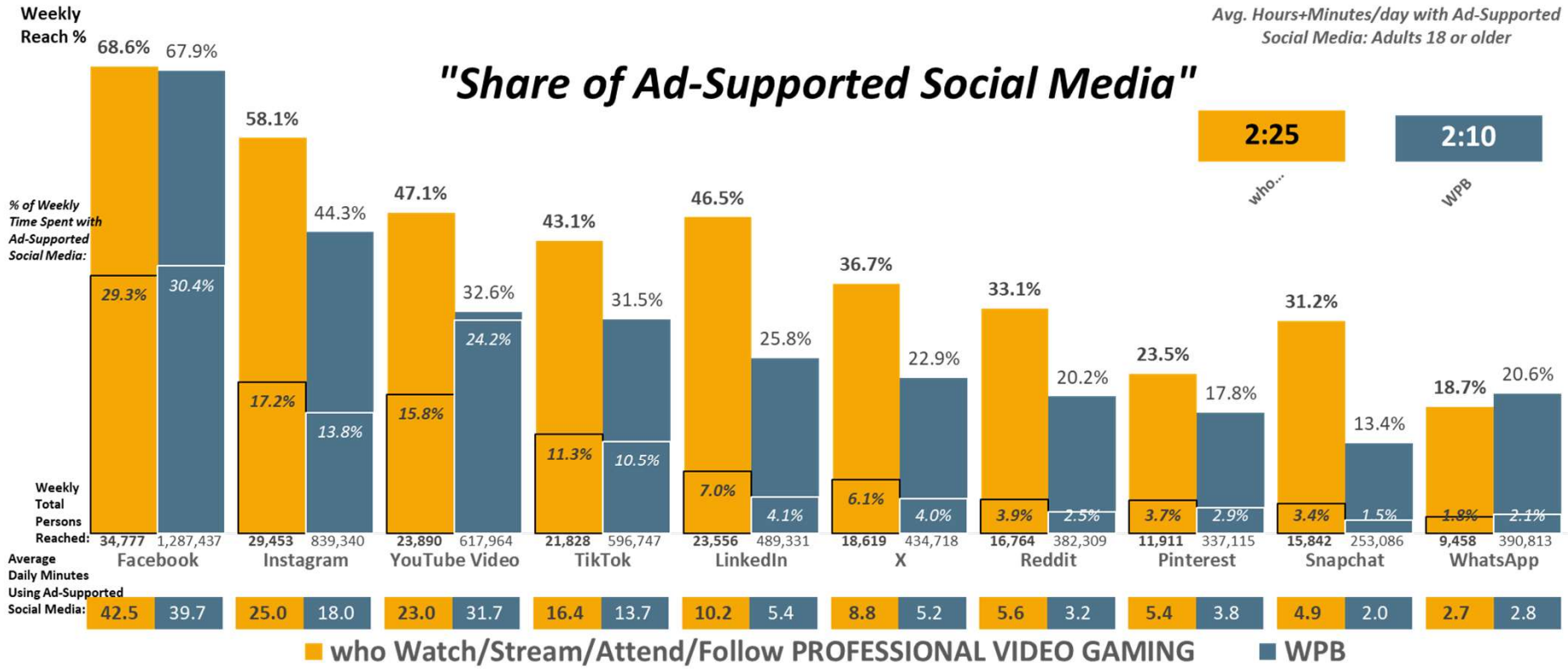
(Sports watched on TV (broadcast or cable) past 12 months: eSports (professional video gaming) OR Sports streamed online past 12 months: eSports (professional video gaming) OR No. of eSports (pro video gaming) events attd past 12 months: 1 - 2 events OR No. of eSports (pro video gaming) events attd past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

34,777 or 68.6% of Adults 18 or older who Watch/Stream/Attend/Follow PROFESSIONAL VIDEO GAMING use Ad-Supported Facebook for an average of 42.5 minutes every day representing 29.3% of all time spent daily with Ad-Supported Social Media.



WPB DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 72 WEST PALM BEACH-BOCA RATON DMA Scarborough R1 2025: Aug24-Jan25 Qual Intab 2,630

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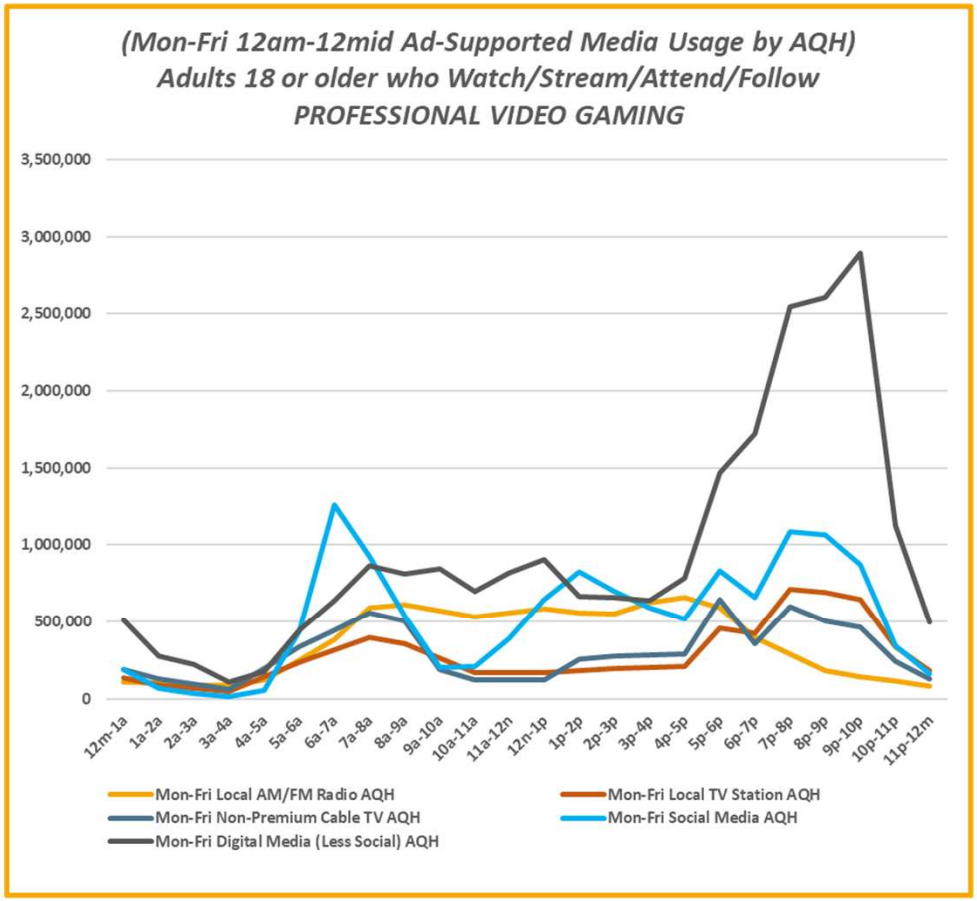
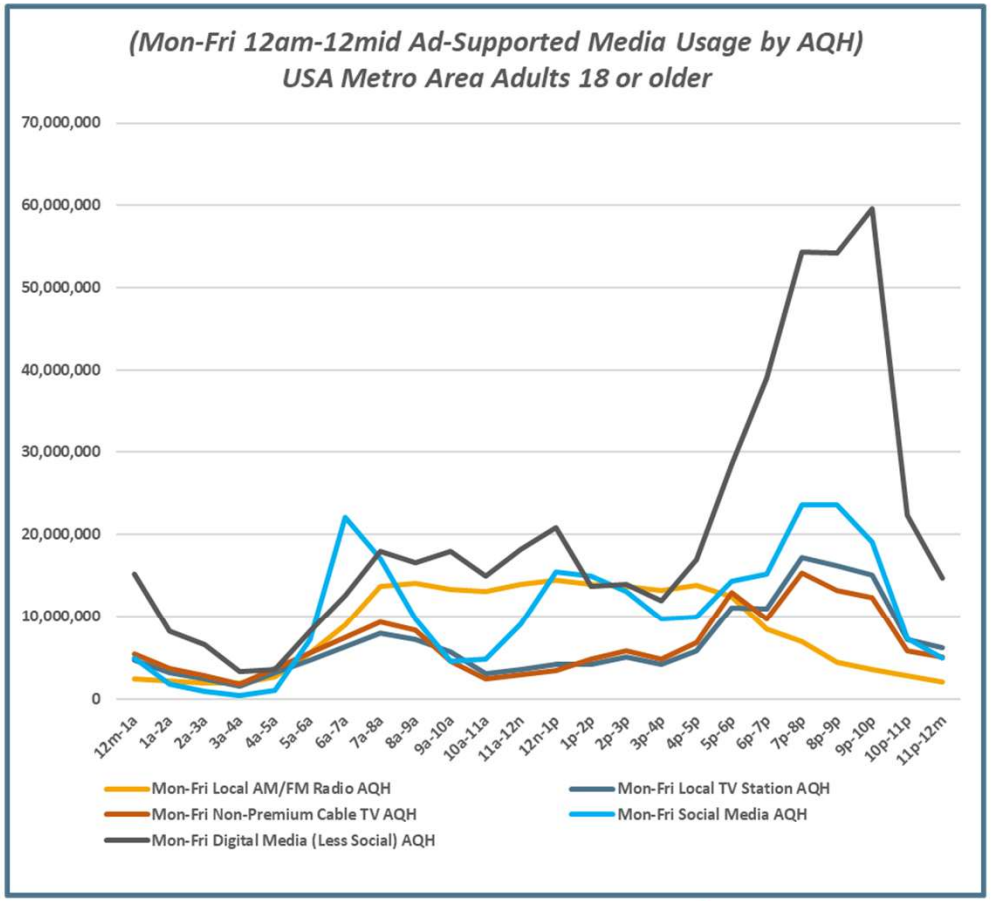
M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 885,760; Social Media: 637,332; Local Radio: 553,394; Non-Prem. Cable: 319,832; Local TV: 269,558 reaching Adults 18 or older who Watch/Stream/Attend/Follow PROFESSIONAL





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

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

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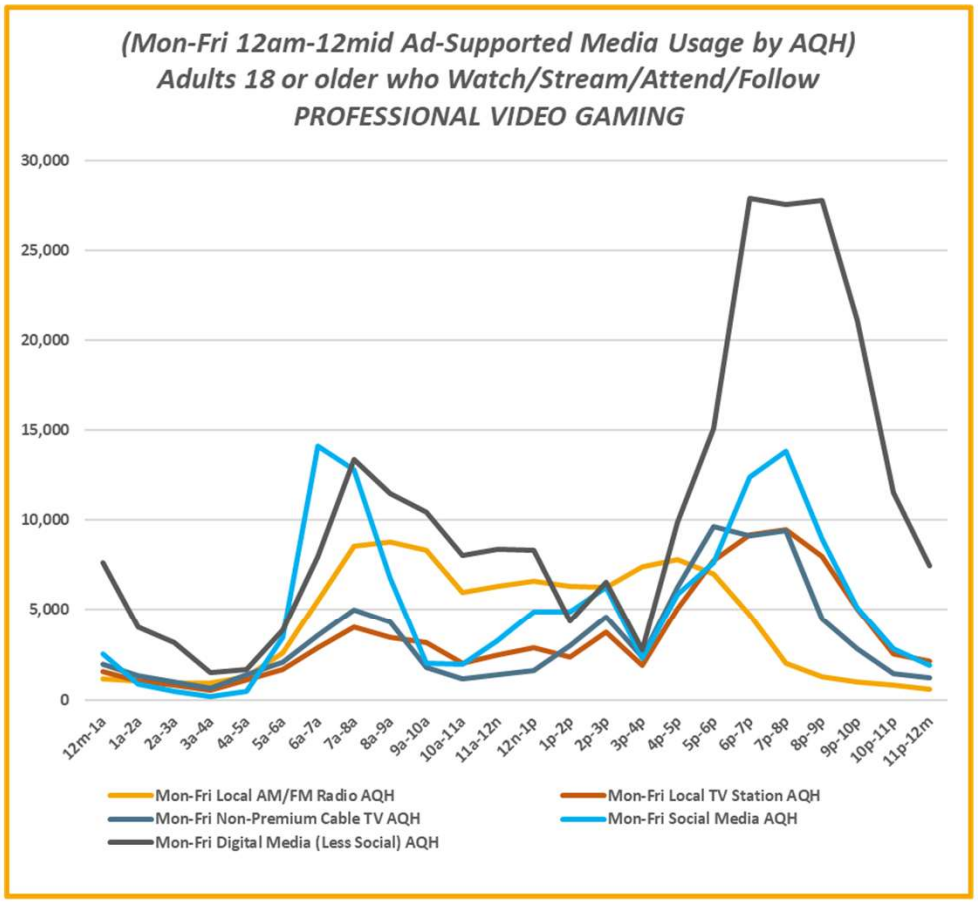
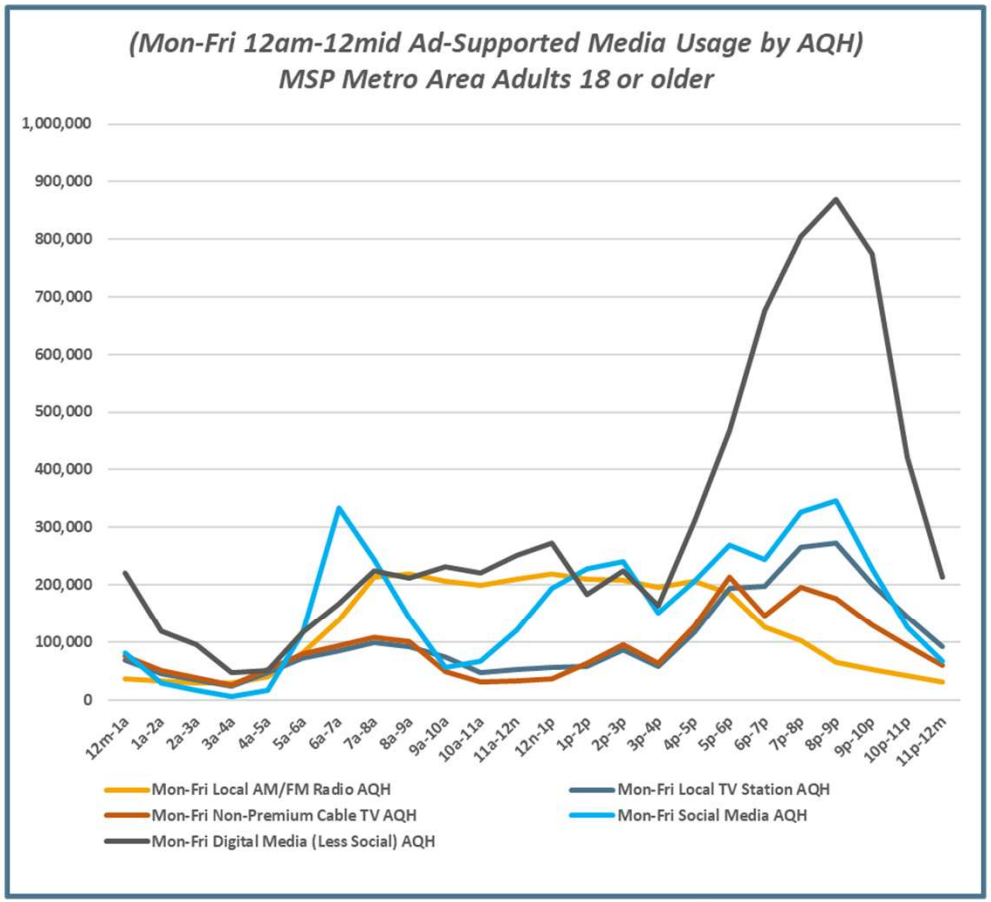
(Sports watched on TV (broadcast or cable) past 12 months: eSports (professional video gaming) OR Sports streamed online past 12 months: eSports (professional video gaming) OR No. of eSports (pro video gaming) events attd past 12 months: 1 - 2 events OR No. of eSports (pro video gaming) events attd past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

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 10,353; Local Radio: 6,899; Social Media: 6,551; Non-Prem. Cable: 4,136; Local TV: 3,909 reaching Adults 18 or older who Watch/Stream/Attend/Follow PROFESSIONAL VIDEO GAM





MSP DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 54

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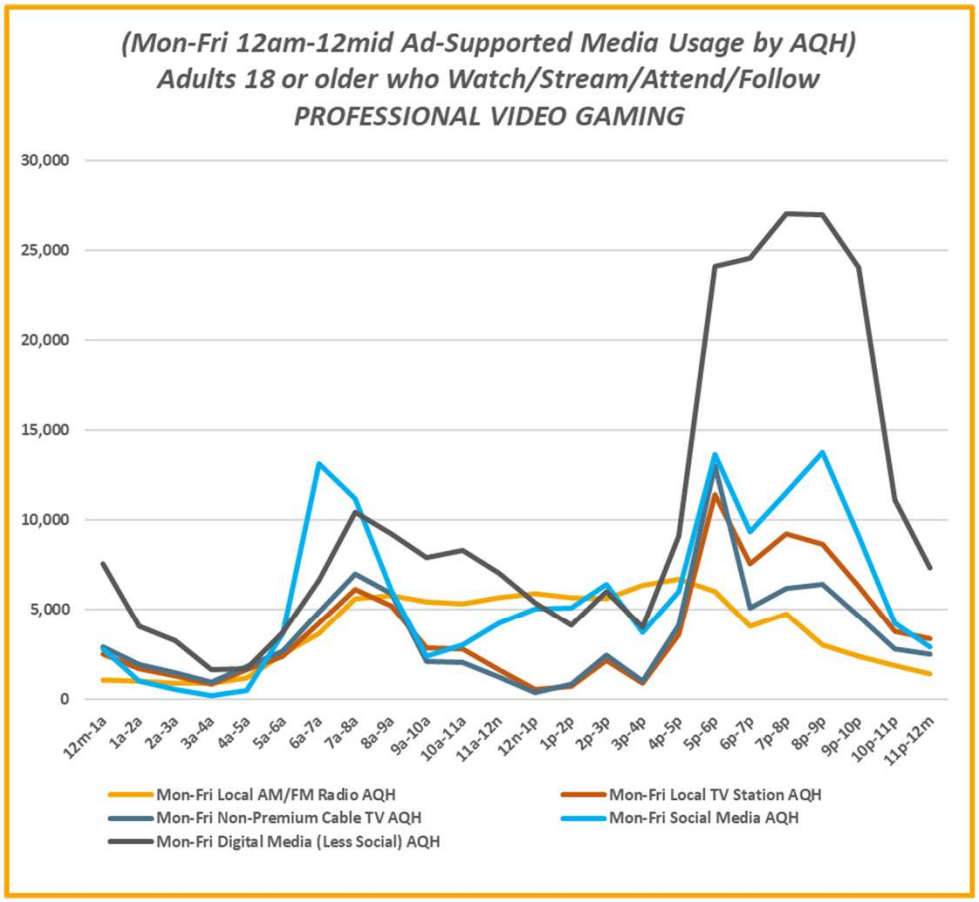
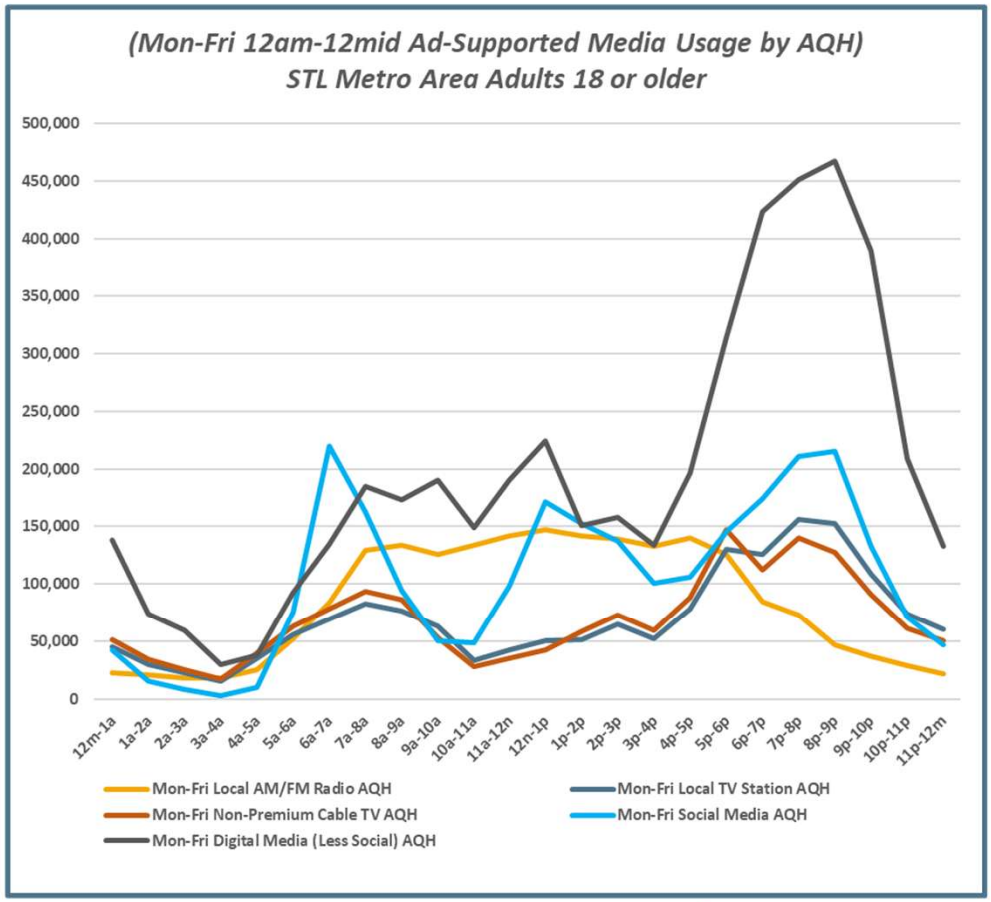
(Sports watched on TV (broadcast or cable) past 12 months: eSports (professional video gaming) OR Sports streamed online past 12 months: eSports (professional video gaming) OR No. of eSports (pro video gaming) events attd past 12 months: 1 - 2 events OR No. of eSports (pro video gaming) events attd past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

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 9,737; Social Media: 6,837; Local Radio: 5,508; Non-Prem. Cable: 3,832; Local TV: 3,810 reaching Adults 18 or older who Watch/Stream/Attend/Follow PROFESSIONAL VIDEO GAMI





STL DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 67

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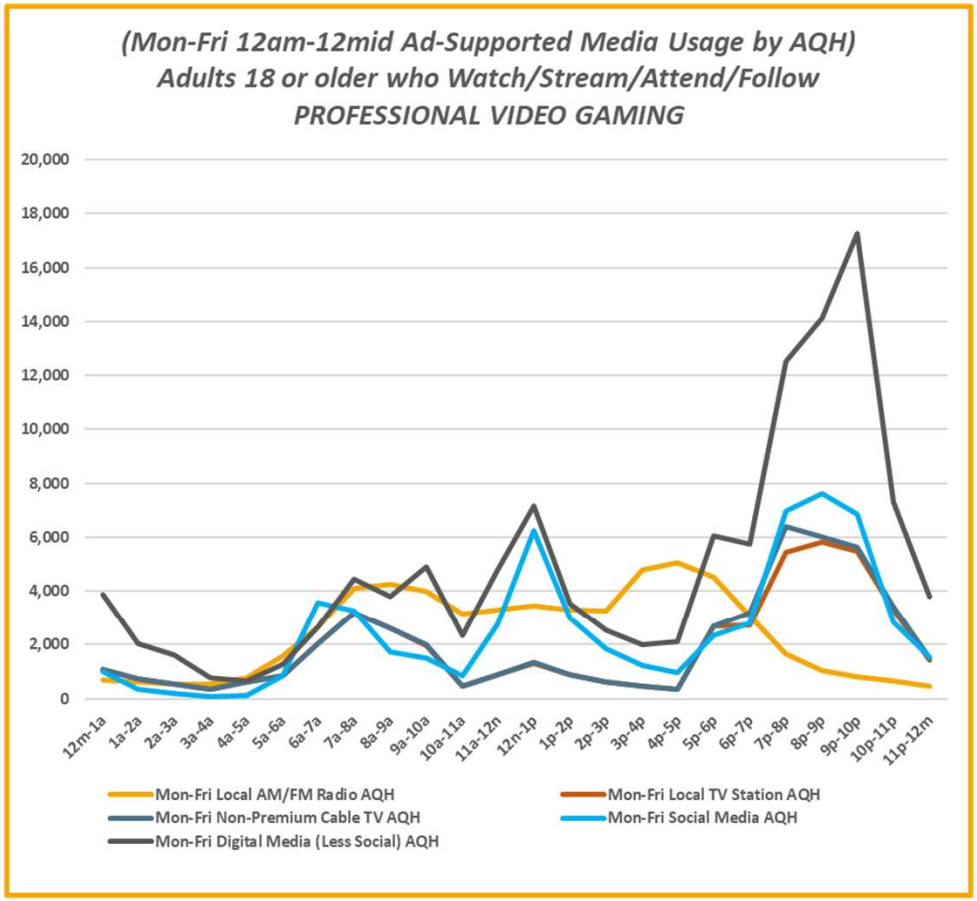
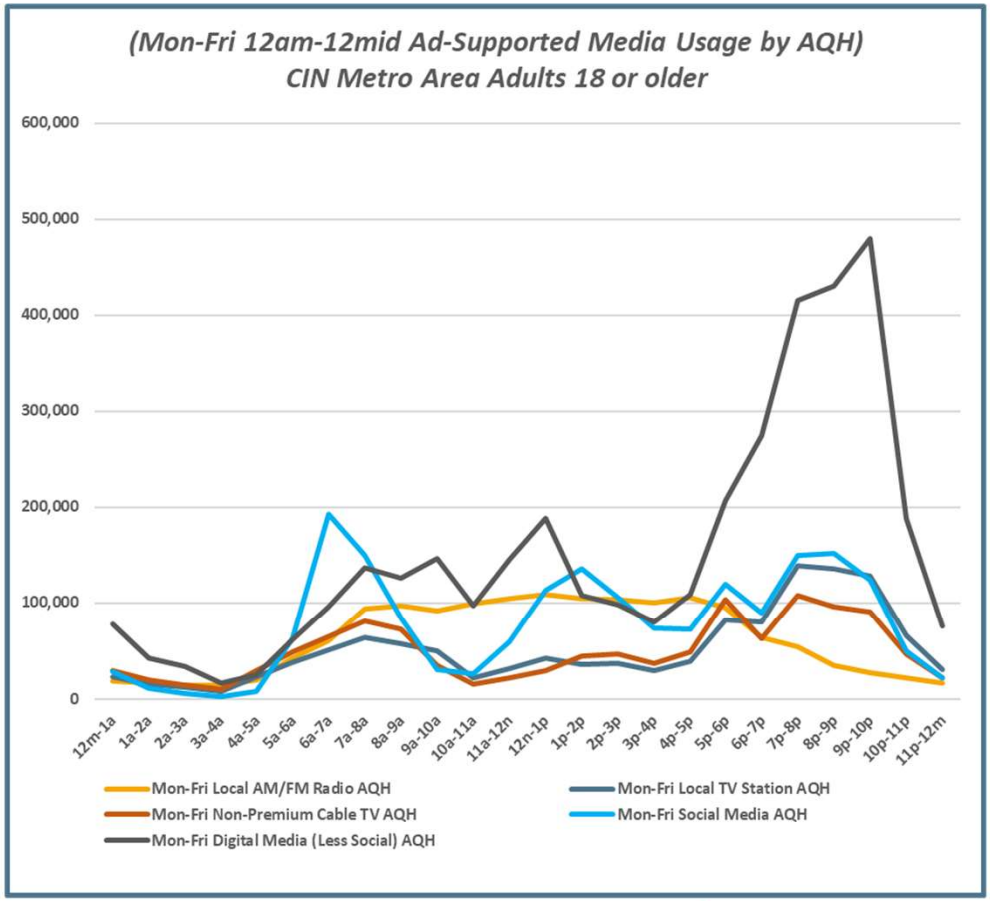
M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 3,999; Local Radio: 3,762; Social Media: 2,459; Non-Prem. Cable: 1,592; Local TV: 1,545 reaching Adults 18 or older who Watch/Stream/Attend/Follow PROFESSIONAL VIDEO GAMI





CIN DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 67

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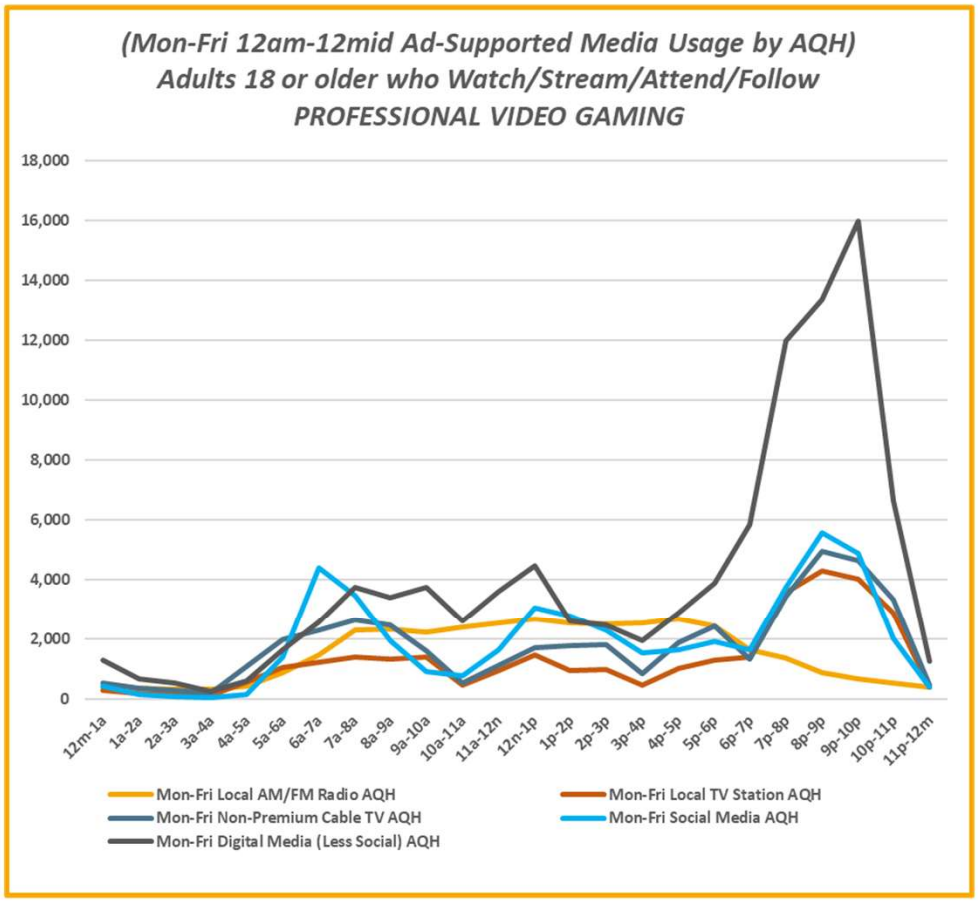
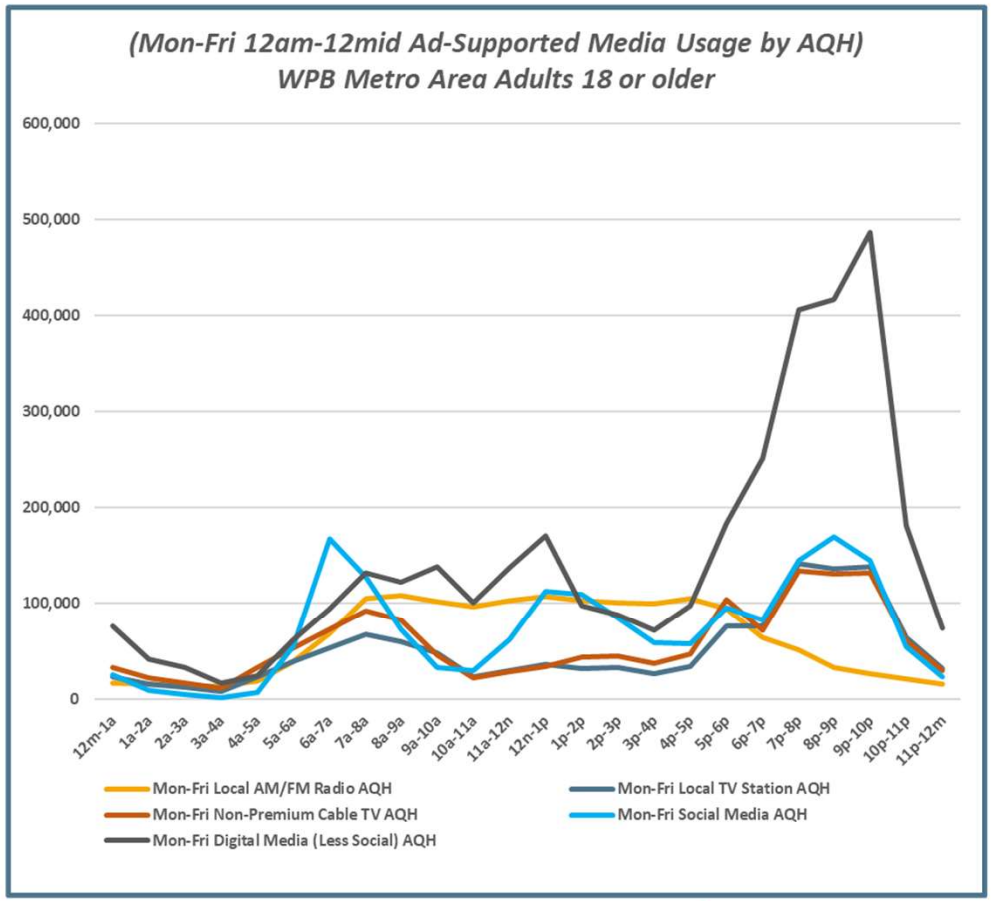
(Sports watched on TV (broadcast or cable) past 12 months: eSports (professional video gaming) OR Sports streamed online past 12 months: eSports (professional video gaming) OR No. of eSports (pro video gaming) events attd past 12 months: 1 - 2 events OR No. of eSports (pro video gaming) events attd past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

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 3,356; Local Radio: 2,319; Social Media: 2,139; Non-Prem. Cable: 1,715; Local TV: 1,094 reaching Adults 18 or older who Watch/Stream/Attend/Follow PROFESSIONAL VIDEO GAMI





WPB DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 72

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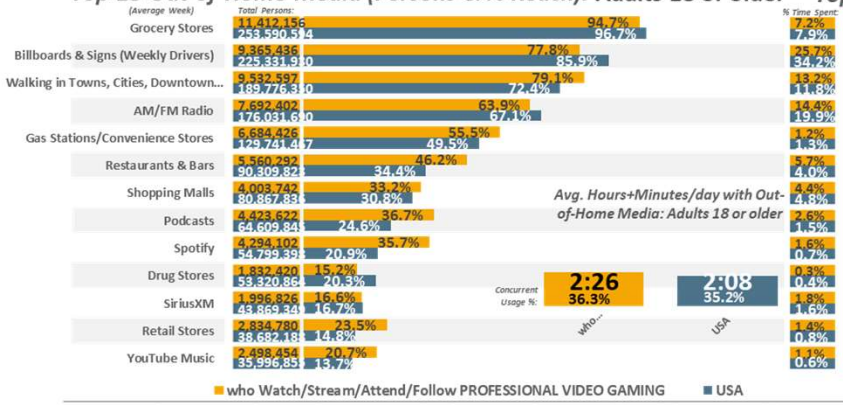
9,365,436 or 77.8% of Adults 18 or older who Watch/Stream/Attend/Follow PROFESSIONAL VIDEO GAMING spend an average of 48.5 minutes per day driving, seeing Billboards and Signs. 60.7% Listen to Local Radio Stations Out-of-Home for an average of 27.2 minute

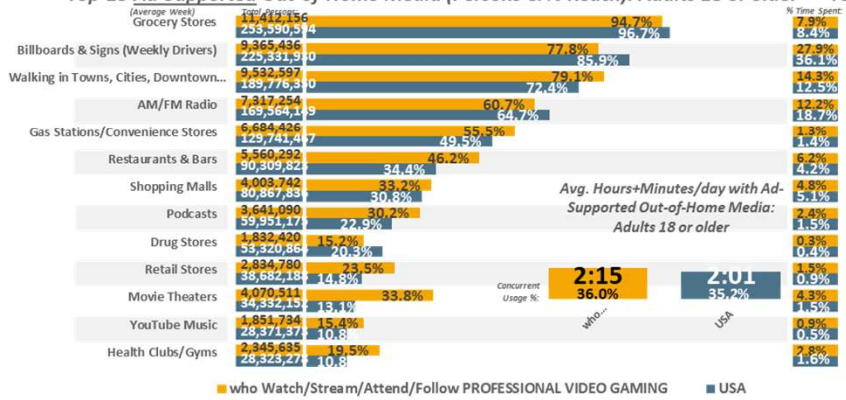
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



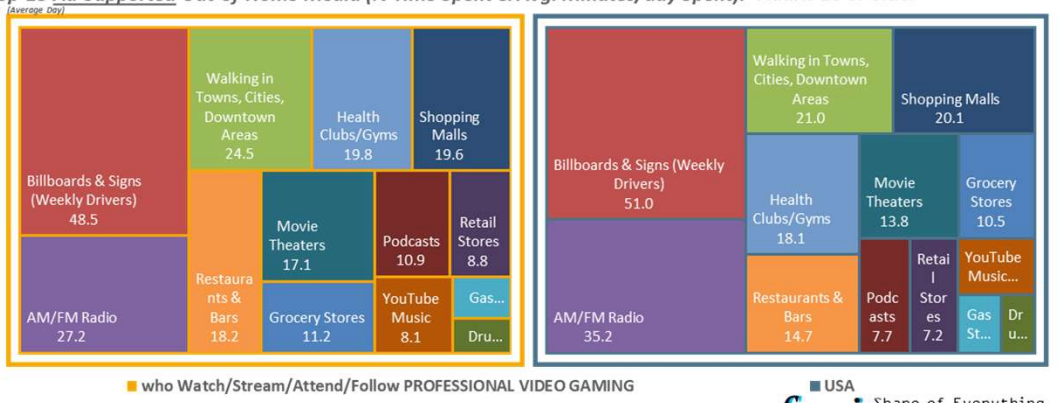
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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

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

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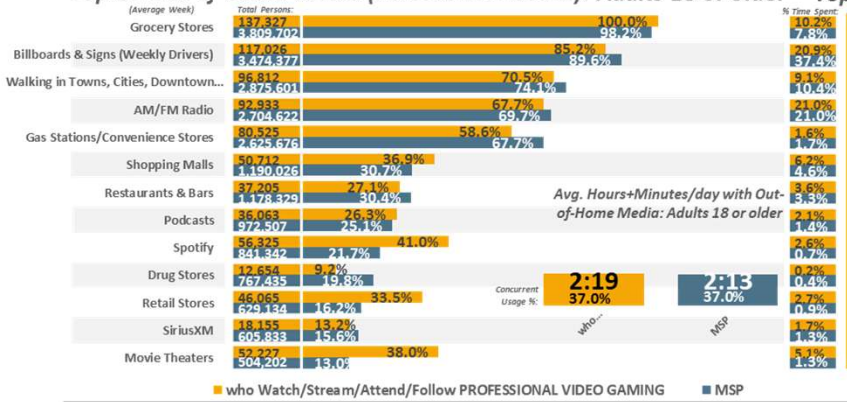
(Sports watched on TV (broadcast or cable) past 12 months: eSports (professional video gaming) OR Sports streamed online past 12 months: eSports (professional video gaming) OR No. of eSports (pro video gaming) events attd past 12 months: 1 - 2 events OR No. of eSports (pro video gaming) events attd past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

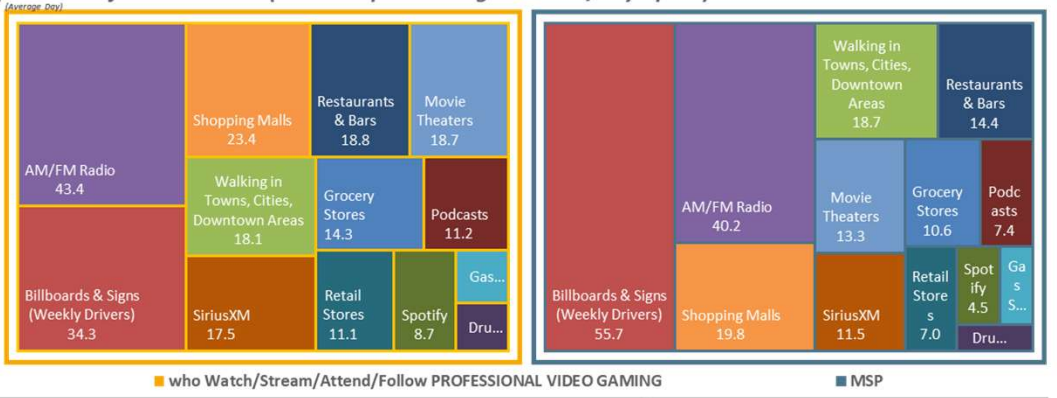
GLOBAL GAMING LEAGUE — MSP

117,026 or 85.2% of Adults 18 or older who Watch/Stream/Attend/Follow PROFESSIONAL VIDEO GAMING spend an average of 34.3 minutes per day driving, seeing Billboards and Signs. 62.8% Listen to Local Radio Stations Out-of-Home for an average of 30.2 minutes/

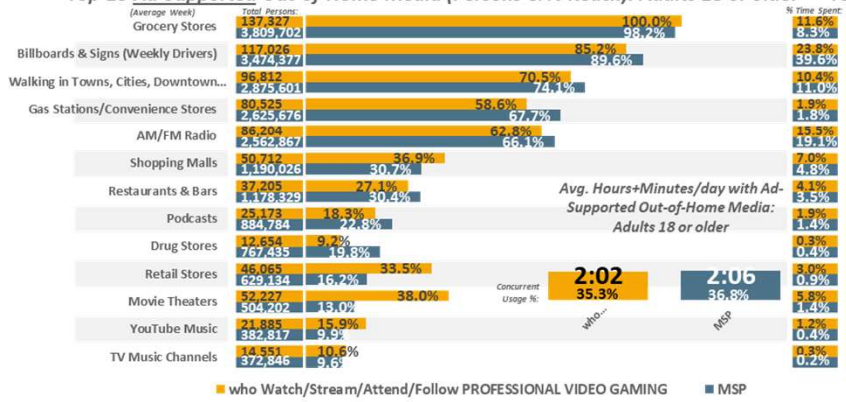
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



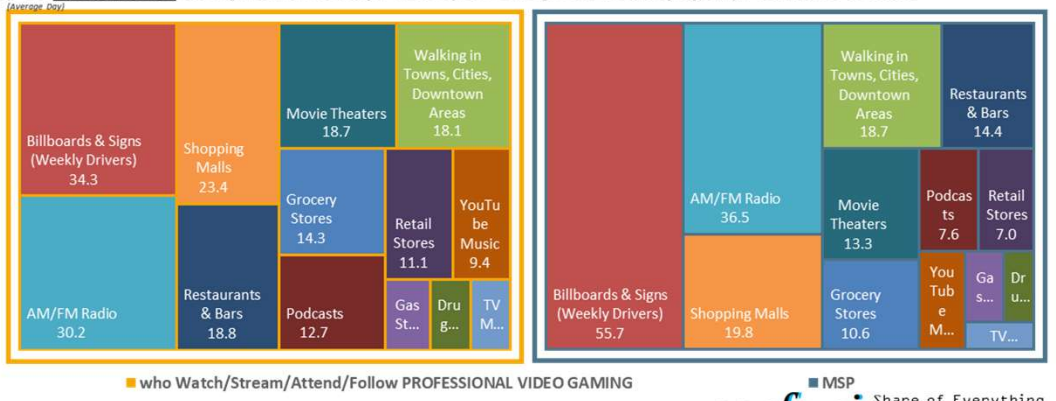
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



MSP DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 54

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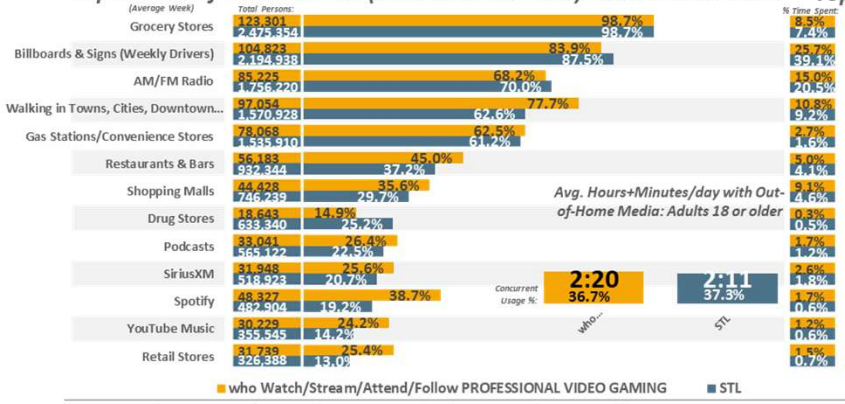
104,823 or 83.9% of Adults 18 or older who Watch/Stream/Attend/Follow PROFESSIONAL VIDEO GAMING spend an average of 43.1 minutes per day driving, seeing Billboards and Signs. 61.8% Listen to Local Radio Stations Out-of-Home for an average of 22.8 minutes/

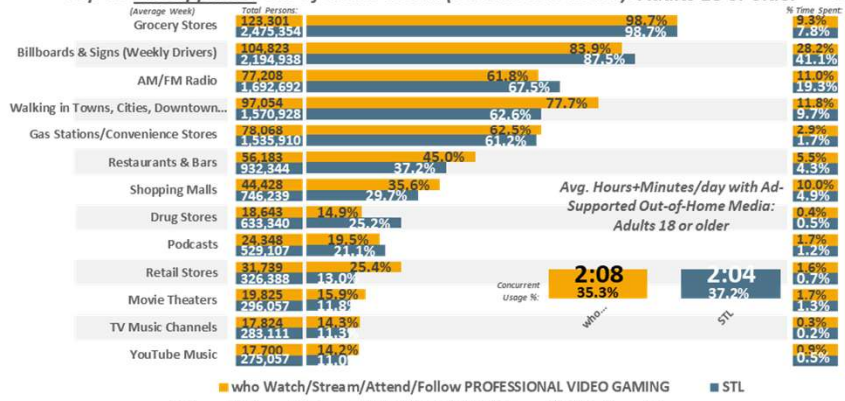
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



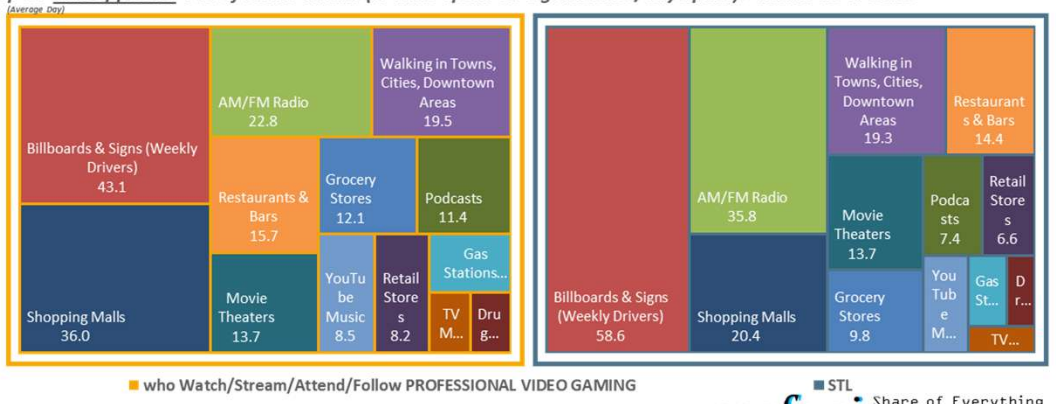
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



STL DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 67

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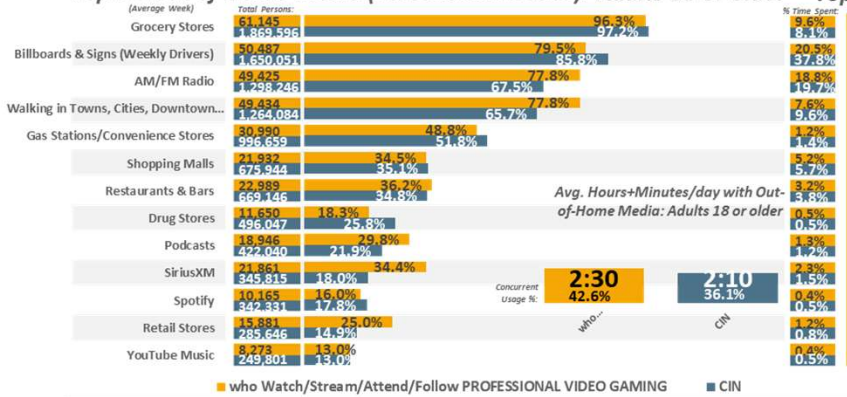
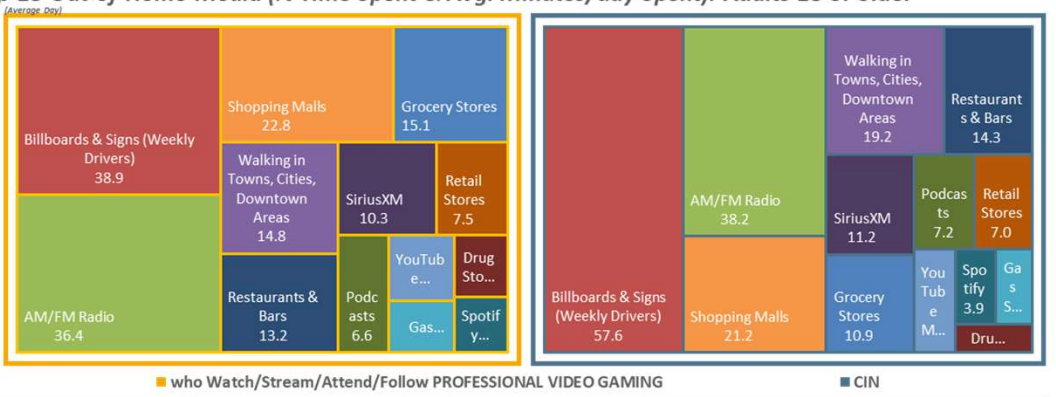
(Sports watched on TV (broadcast or cable) past 12 months: eSports (professional video gaming) OR Sports streamed online past 12 months: eSports (professional video gaming) OR No. of eSports (pro video gaming) events attd past 12 months: 1 - 2 events OR No. of eSports (pro video gaming) events attd past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

50,487 or 79.5% of Adults 18 or older who Watch/Stream/Attend/Follow PROFESSIONAL VIDEO GAMING spend an average of 38.9 minutes per day driving, seeing Billboards and Signs. 76.7% Listen to Local Radio Stations Out-of-Home for an average of 28.9 minutes/d

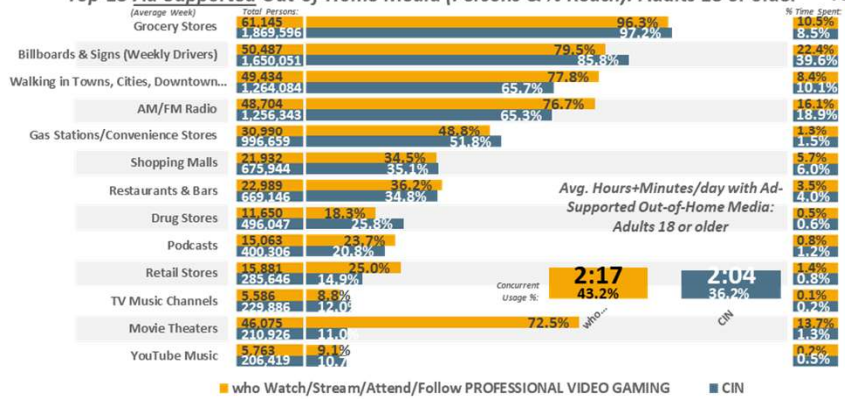
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



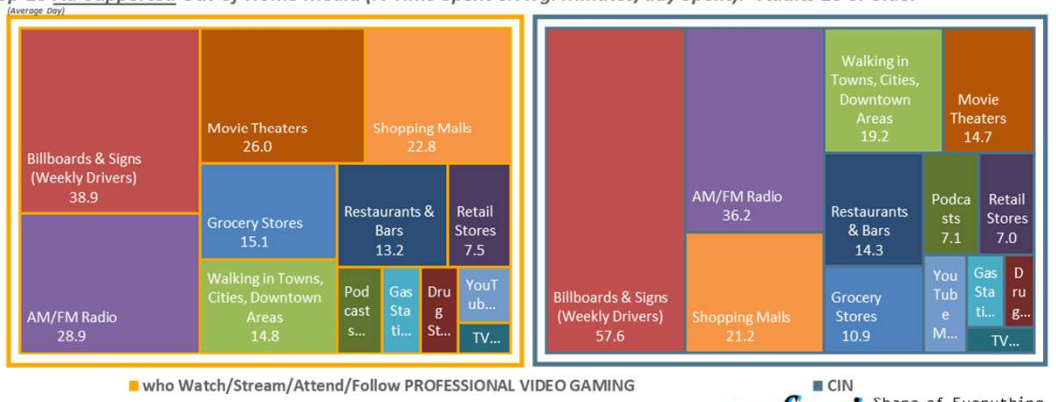
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



CIN DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 67

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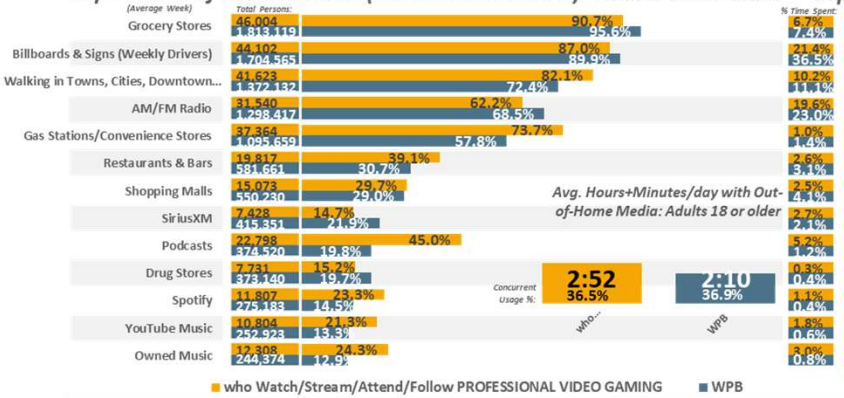
(Sports watched on TV (broadcast or cable) past 12 months: eSports (professional video gaming) OR Sports streamed online past 12 months: eSports (professional video gaming) OR No. of eSports (pro video gaming) events attd past 12 months: 1 - 2 events OR No. of eSports (pro video gaming) events attd past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

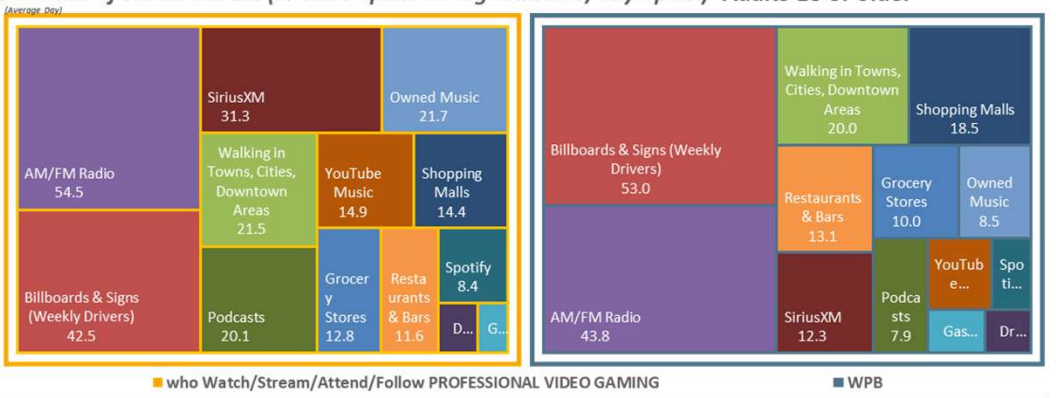
GLOBAL GAMING LEAGUE WPB

44,102 or 87.% of Adults 18 or older who Watch/Stream/Attend/Follow PROFESSIONAL VIDEO GAMING spend an average of 42.5 minutes per day driving, seeing Billboards and Signs. 60.4% Listen to Local Radio Stations Out-of-Home for an average of 51.9 minutes/da

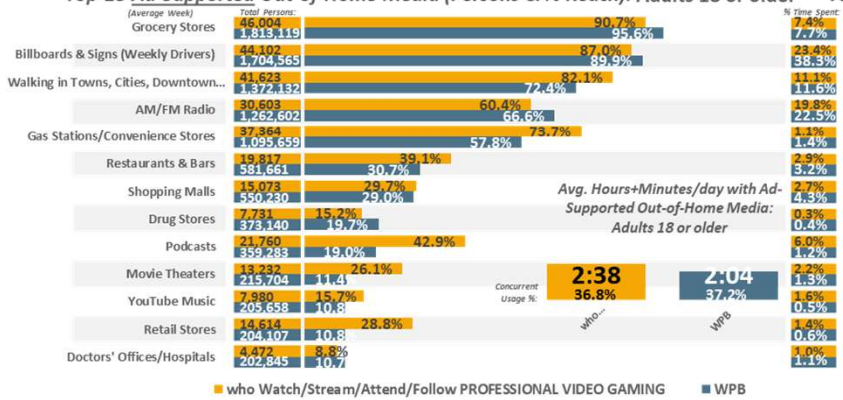
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



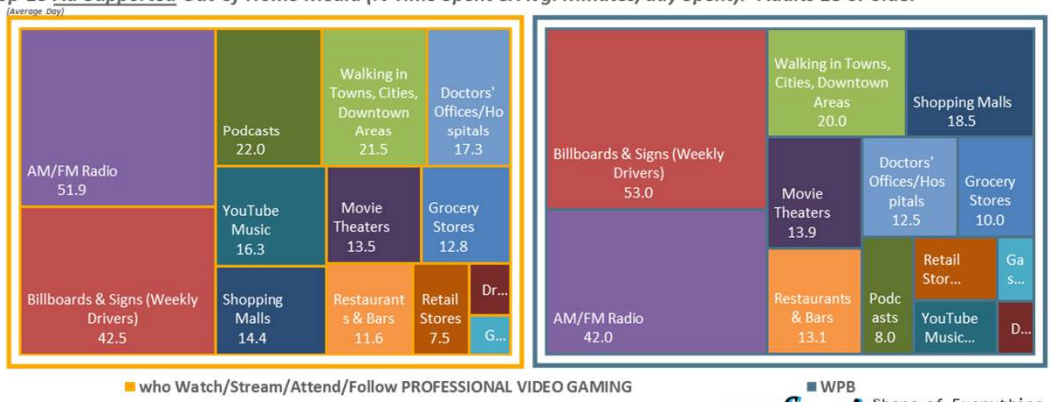
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WPB DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 72

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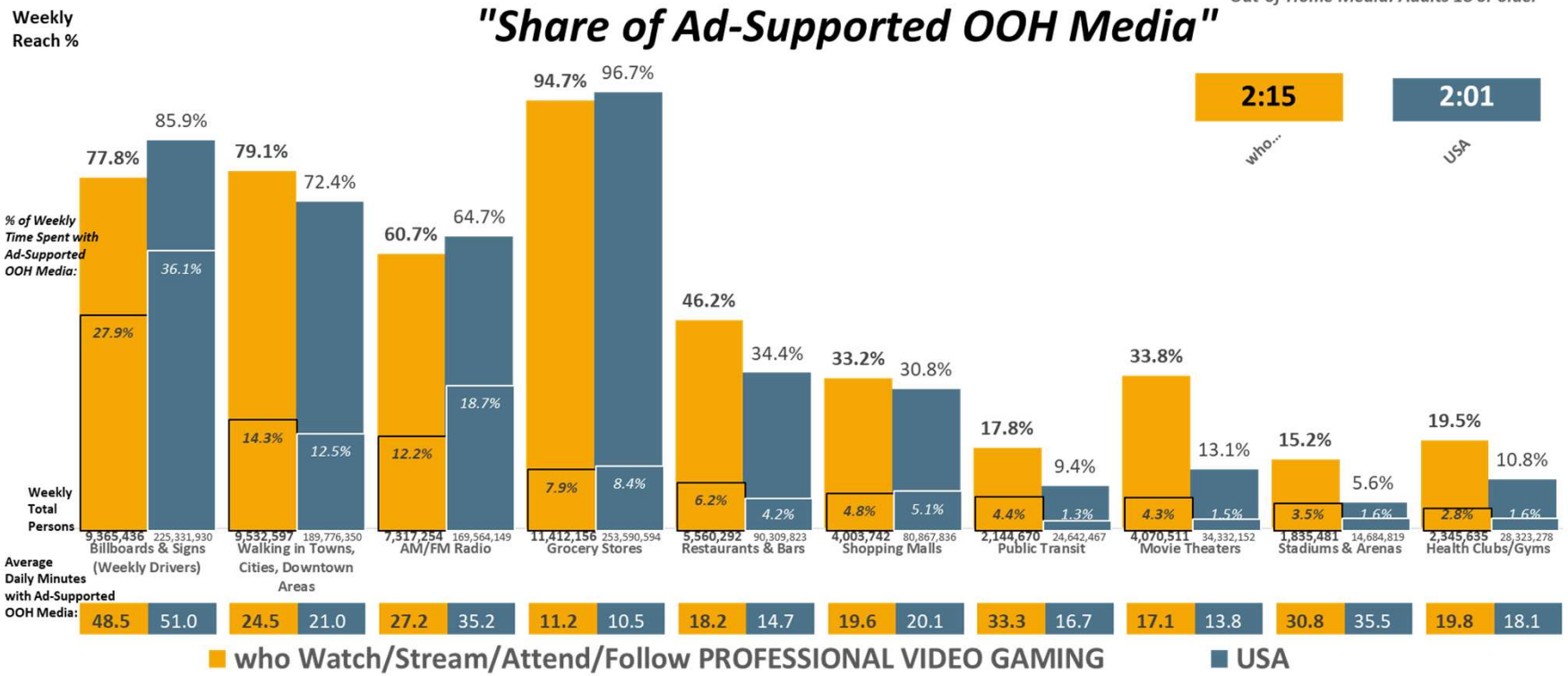
9,365,436 or 77.8% of Adults 18 or older who Watch/Stream/Attend/Follow PROFESSIONAL VIDEO GAMING spend an average of 48.5 minutes per day driving, seeing Billboards and Signs representing 27.9% of all Time Spent with Ad-Supported Out-of-Home Media.

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

"Share of Ad-Supported OOH Media"



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

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

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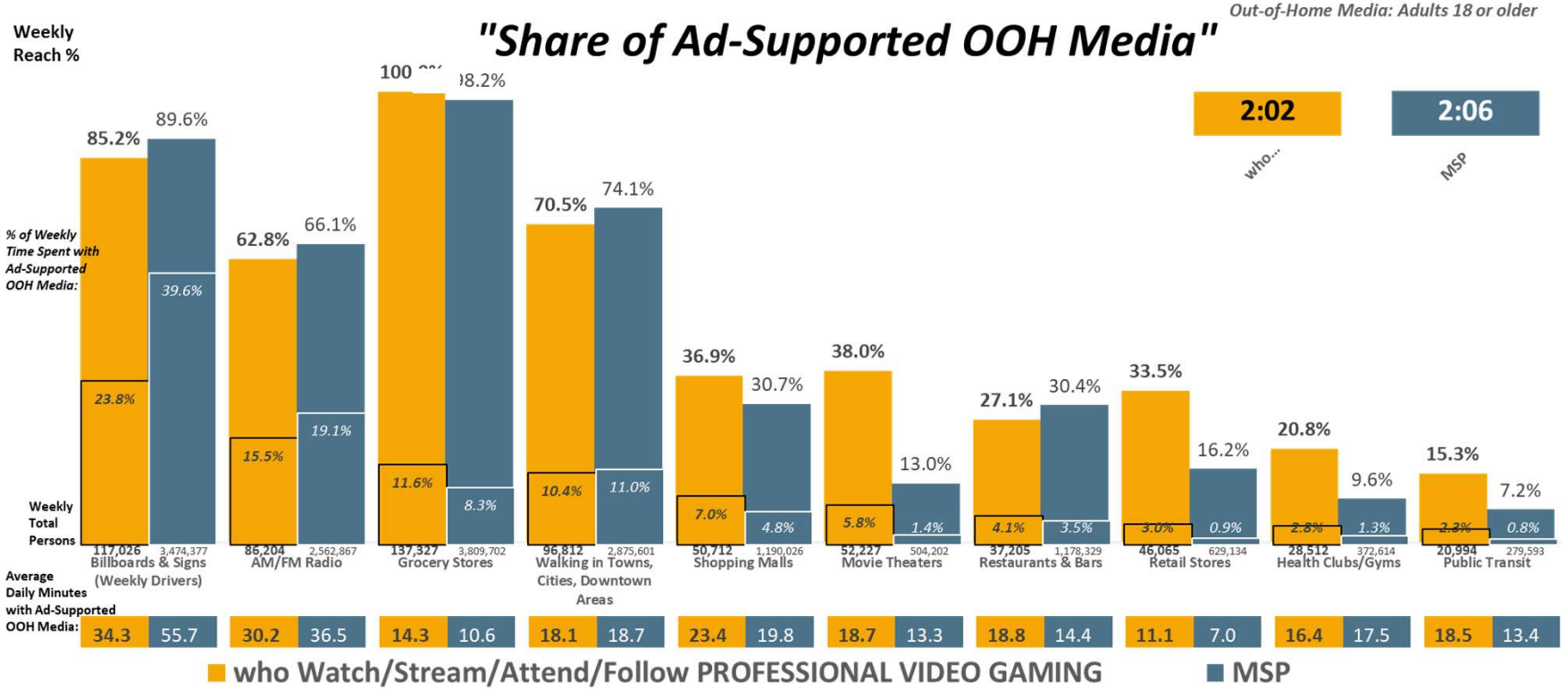
(Sports watched on TV (broadcast or cable) past 12 months: eSports (professional video gaming) OR Sports streamed online past 12 months: eSports (professional video gaming) OR No. of eSports (pro video gaming) events attd past 12 months: 1 - 2 events OR No. of eSports (pro video gaming) events attd past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

117,026 or 85.2% of Adults 18 or older who Watch/Stream/Attend/Follow PROFESSIONAL VIDEO GAMING spend an average of 34.3 minutes per day driving, seeing Billboards and Signs representing 23.8% of all Time Spent with Ad-Supported Out-of-Home Media.

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



MSP DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 54 MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 2,105

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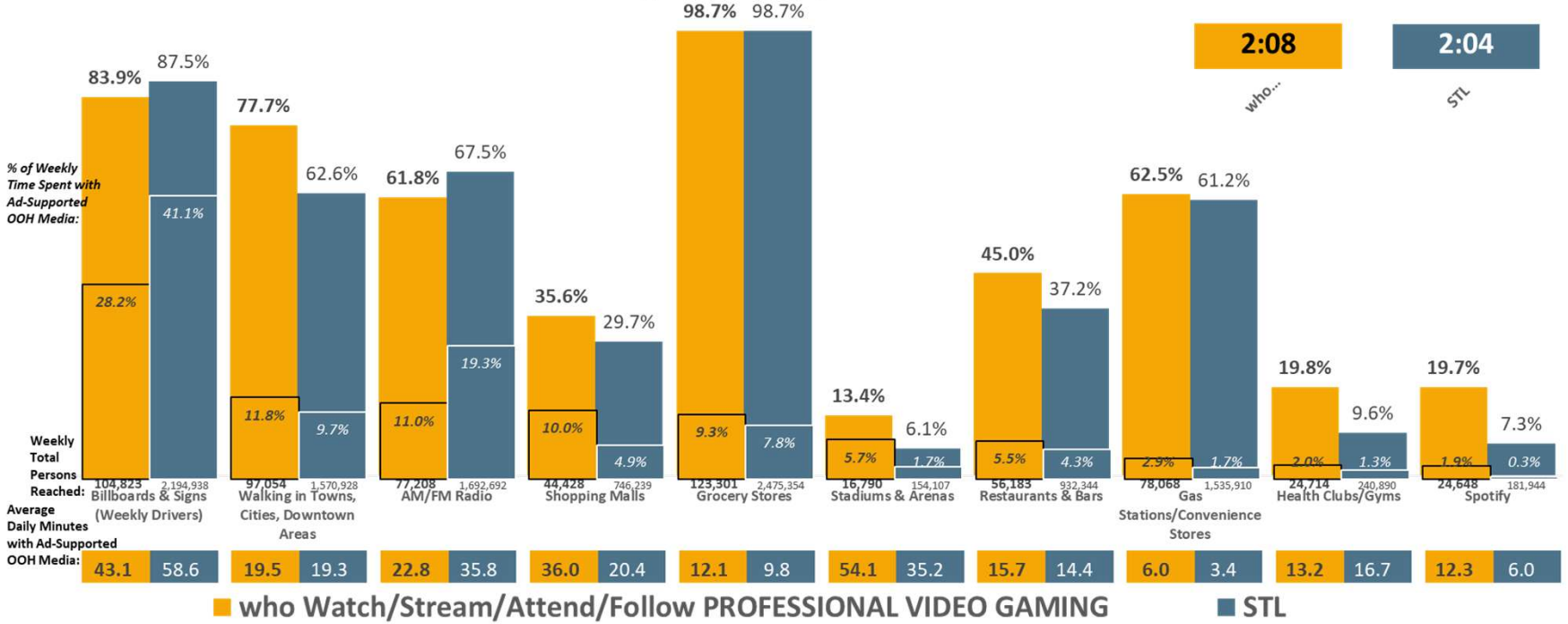
(Sports watched on TV (broadcast or cable) past 12 months: eSports (professional video gaming) OR Sports streamed online past 12 months: eSports (professional video gaming) OR No. of eSports (pro video gaming) events attd past 12 months: 1 - 2 events OR No. of eSports (pro video gaming) events attd past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

104,823 or 83.9% of Adults 18 or older who Watch/Stream/Attend/Follow PROFESSIONAL VIDEO GAMING spend an average of 43.1 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

"Share of Ad-Supported OOH Media"



STL DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 67 ST. LOUIS DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 2,075

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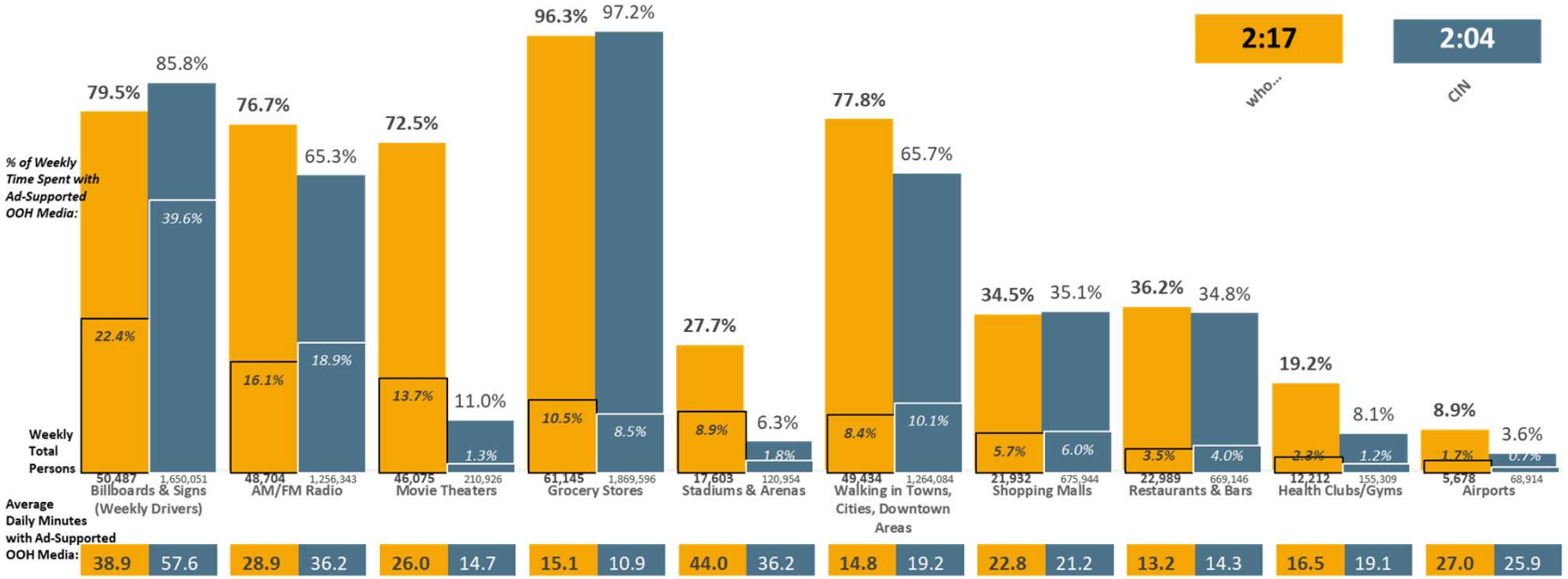
(Sports watched on TV (broadcast or cable) past 12 months: eSports (professional video gaming) OR Sports streamed online past 12 months: eSports (professional video gaming) OR No. of eSports (pro video gaming) events attd past 12 months: 1 - 2 events OR No. of eSports (pro video gaming) events attd past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

50,487 or 79.5% of Adults 18 or older who Watch/Stream/Attend/Follow PROFESSIONAL VIDEO GAMING spend an average of 38.9 minutes per day driving, seeing Billboards and Signs representing 22.4% 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

"Share of Ad-Supported OOH Media"



CIN DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 67 CINCINNATI DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 1,996

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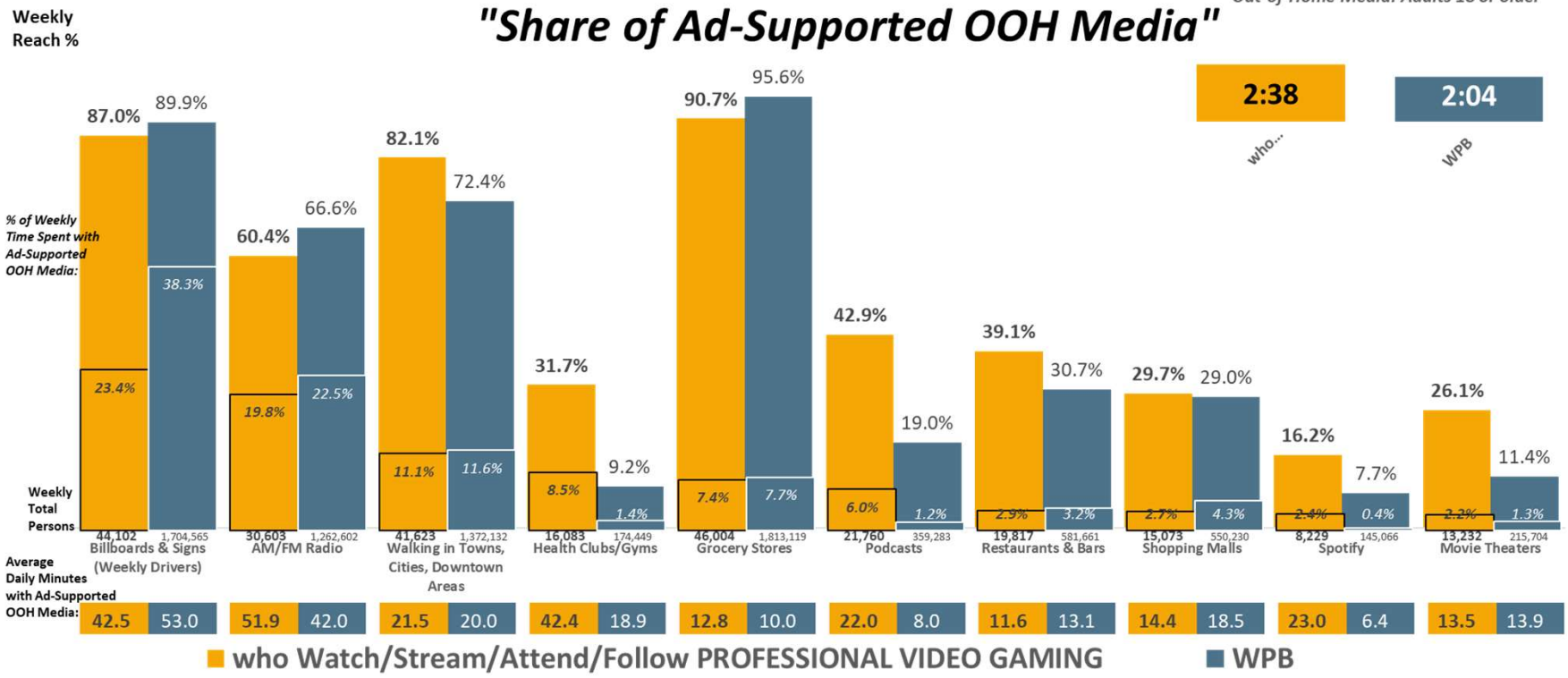
(Sports watched on TV (broadcast or cable) past 12 months: eSports (professional video gaming) OR Sports streamed online past 12 months: eSports (professional video gaming) OR No. of eSports (pro video gaming) events attd past 12 months: 1 - 2 events OR No. of eSports (pro video gaming) events attd past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



44,102 or 87.% of Adults 18 or older who Watch/Stream/Attend/Follow PROFESSIONAL VIDEO GAMING spend an average of 42.5 minutes per day driving, seeing Billboards and Signs representing 23.4% 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

"Share of Ad-Supported OOH Media"



WPB DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 72 WEST PALM BEACH-BOCA RATON DMA Scarborough R1 2025: Aug24-Jan25 Qual Intab 2,630

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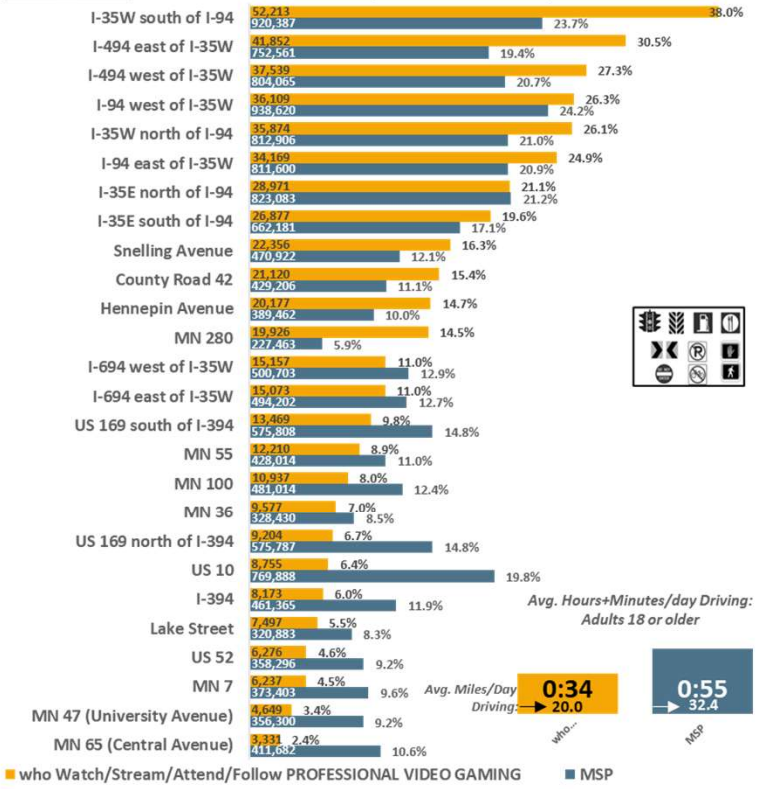
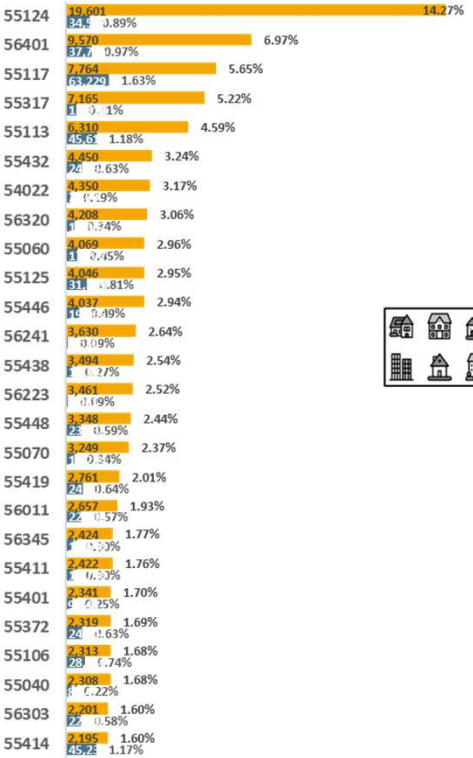
117,026 or 85.2% of Adults 18 or older who Watch/Stream/Attend/Follow PROFESSIONAL VIDEO GAMING spend an average of 34.3 minutes per day driving an average of 20. miles each day and are 147.4% more likely to use MN 280 than the Metro average.

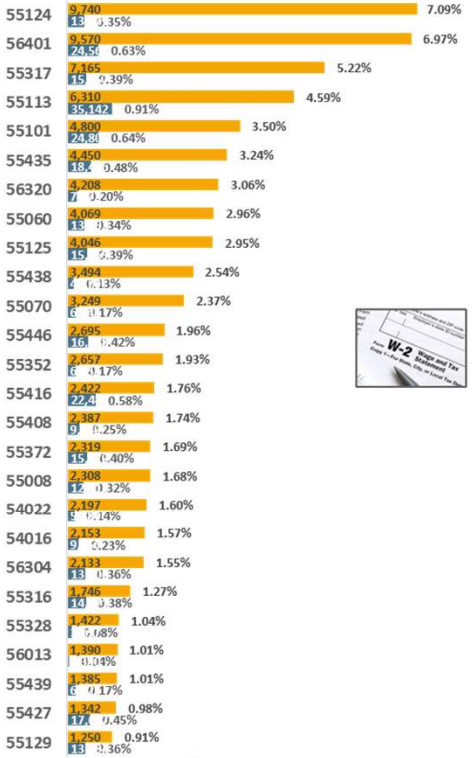
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): **Adults 18 or older**



Top-26 Residential Zip Codes: **Adults 18 or older**



Top-26 Employment Zip Codes: **Adults 18 or older**



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MSP DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 54

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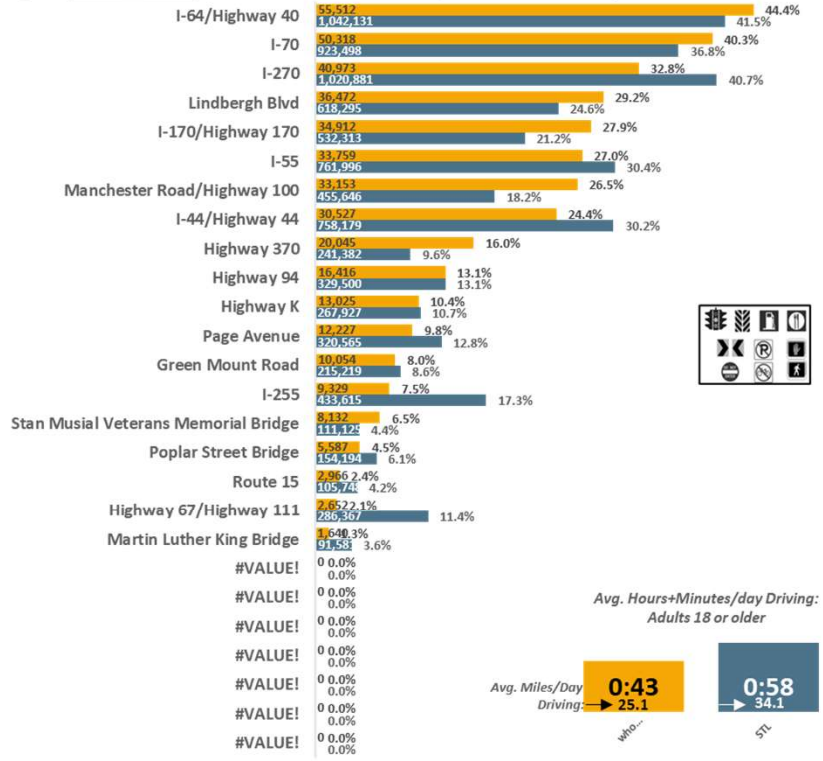
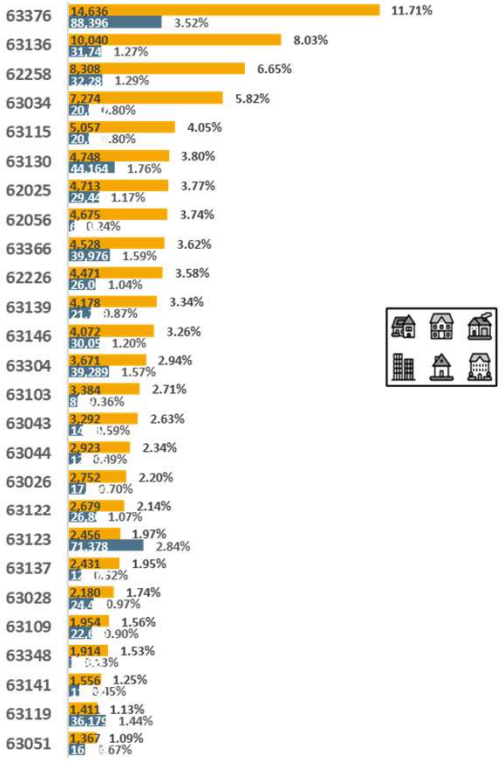
(Sports watched on TV (broadcast or cable) past 12 months: eSports (professional video gaming) OR Sports streamed online past 12 months: eSports (professional video gaming) OR No. of eSports (pro video gaming) events attd past 12 months: 1 - 2 events OR No. of eSports (pro video gaming) events attd past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

104,823 or 83.9% of Adults 18 or older who Watch/Stream/Attend/Follow PROFESSIONAL VIDEO GAMING spend an average of 43.1 minutes per day driving an average of 25.1 miles each day and are 66.8% more likely to use Highway 370 than the Metro average.

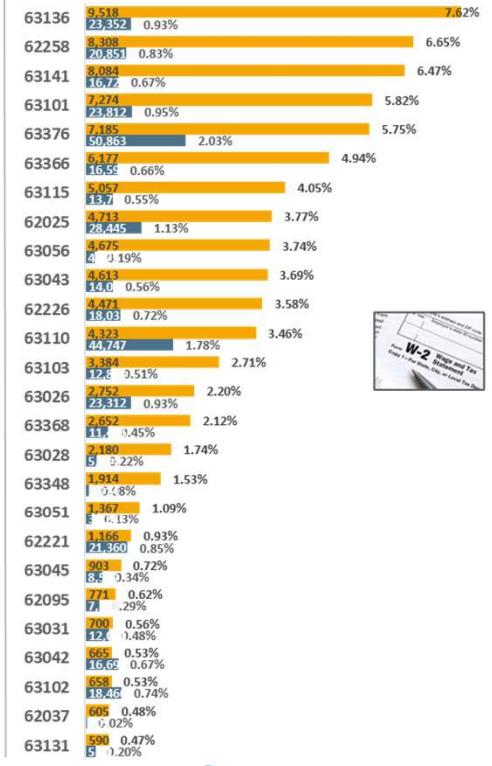
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



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STL DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 67

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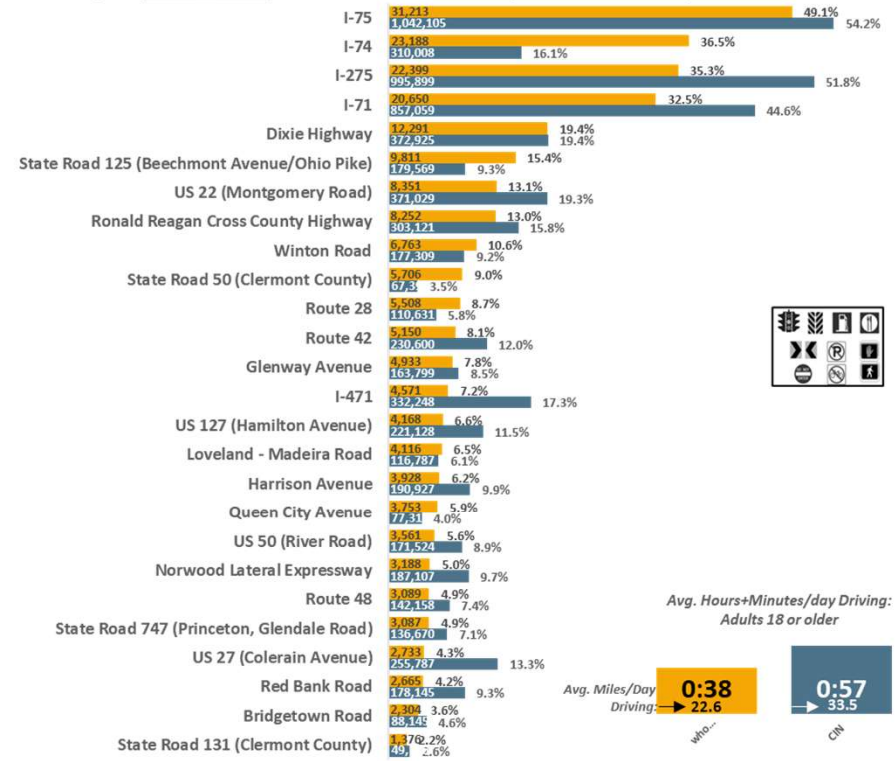
(Sports watched on TV (broadcast or cable) past 12 months: eSports (professional video gaming) OR Sports streamed online past 12 months: eSports (professional video gaming) OR No. of eSports (pro video gaming) events attd past 12 months: 1 - 2 events OR No. of eSports (pro video gaming) events attd past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

GGL GLOBAL GAMING LEAGUE — CIN

50,487 or 79.5% of Adults 18 or older who Watch/Stream/Attend/Follow PROFESSIONAL VIDEO GAMING spend an average of 38.9 minutes per day driving an average of 22.6 miles each day and are 156.4% more likely to use State Road 50 (Clermont County) than the Me

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

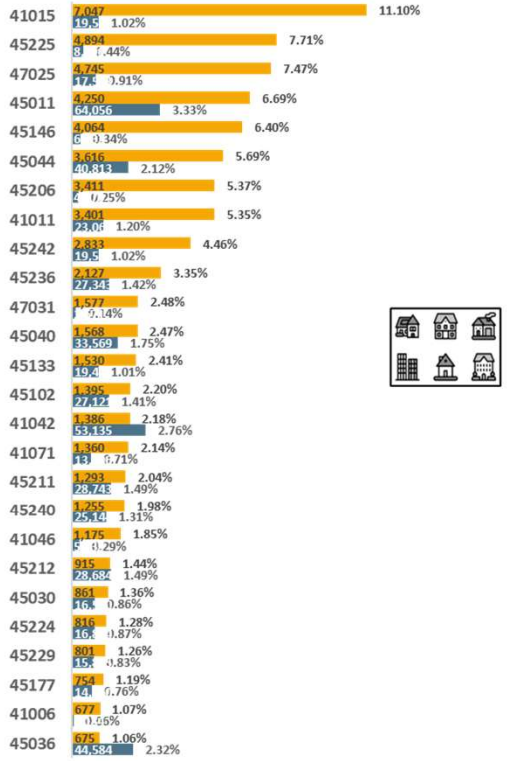


Avg. Hours+Minutes/day Driving: Adults 18 or older

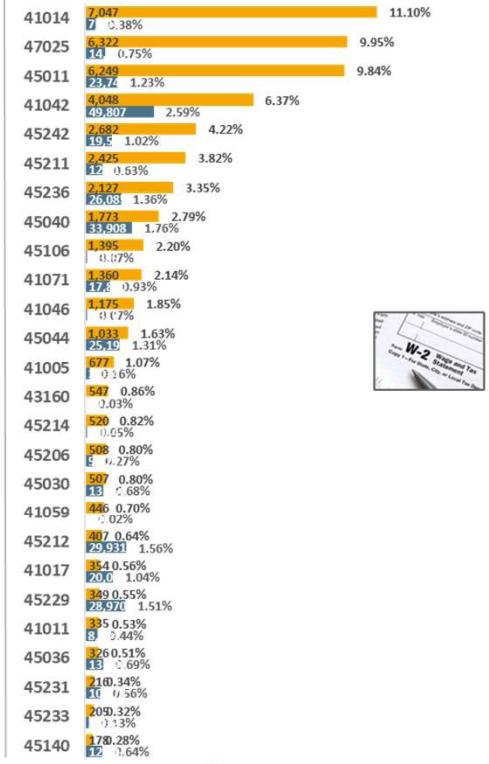
Avg. Miles/Day Driving: → 22.6

0:38 (who...) | 0:57 (CIN)

Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



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CIN DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 67

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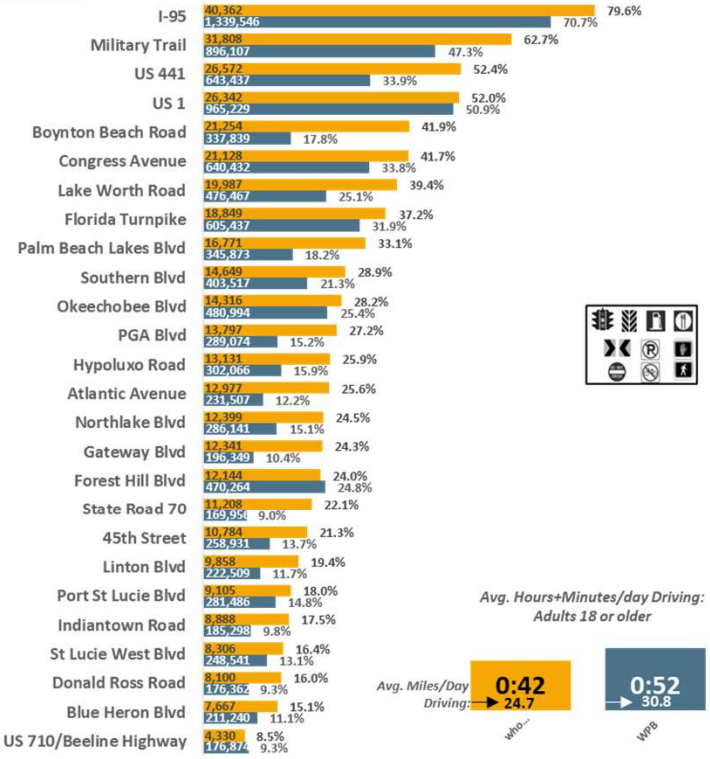
(Sports watched on TV (broadcast or cable) past 12 months: eSports (professional video gaming) OR Sports streamed online past 12 months: eSports (professional video gaming) OR No. of eSports (pro video gaming) events attd past 12 months: 1 - 2 events OR No. of eSports (pro video gaming) events attd past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

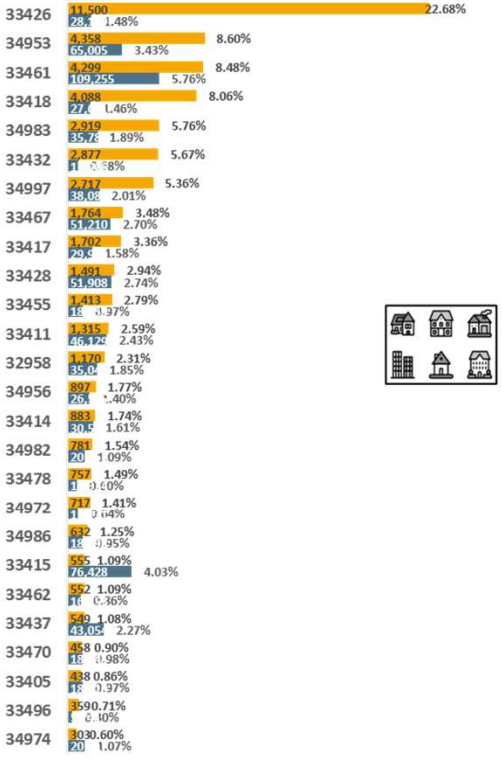
GLOBAL GAMING LEAGUE WPB

44,102 or 87.% of Adults 18 or older who Watch/Stream/Attend/Follow PROFESSIONAL VIDEO GAMING spend an average of 42.5 minutes per day driving an average of 24.7 miles each day and are 146.6% more likely to use State Road 70 than the Metro average.

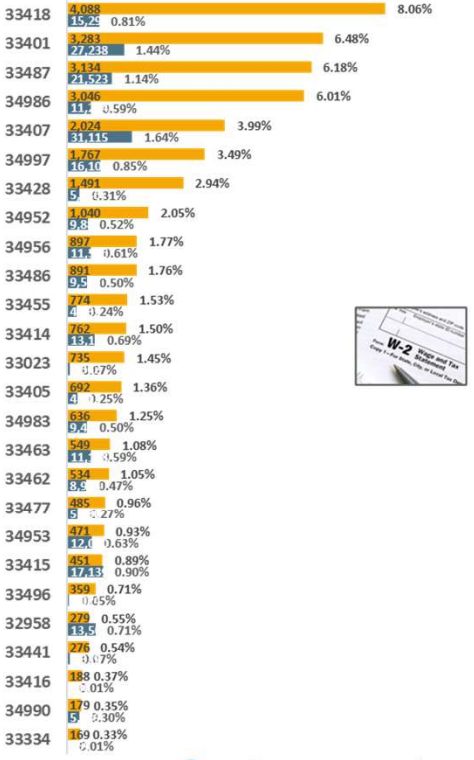
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



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WPB DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 72

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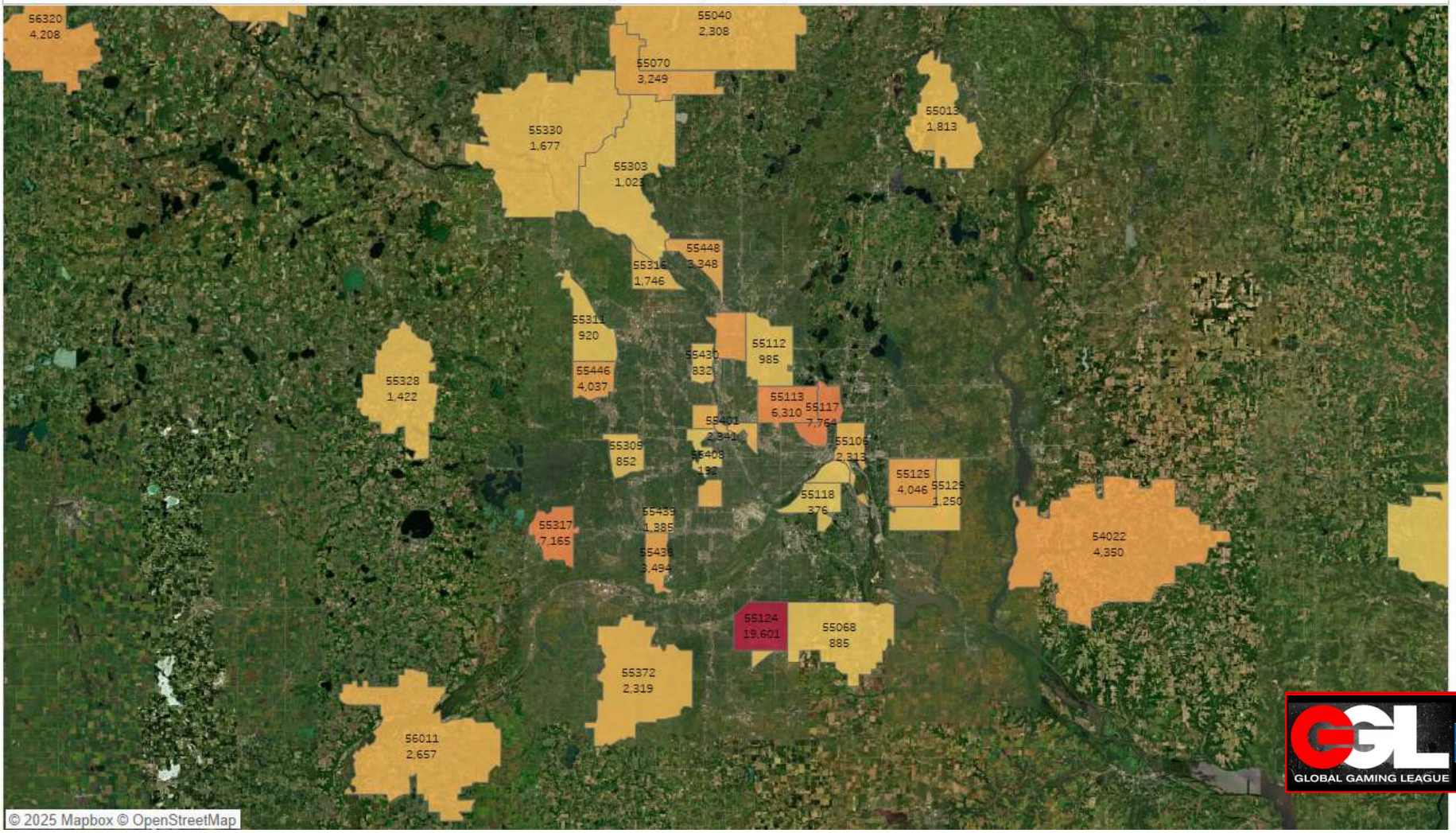
Top Residential Zip Codes: (Adults 18 or older who Watch/Stream/Attend/Follow PROFESSIONAL VIDEO GAMING)



MSP DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 54

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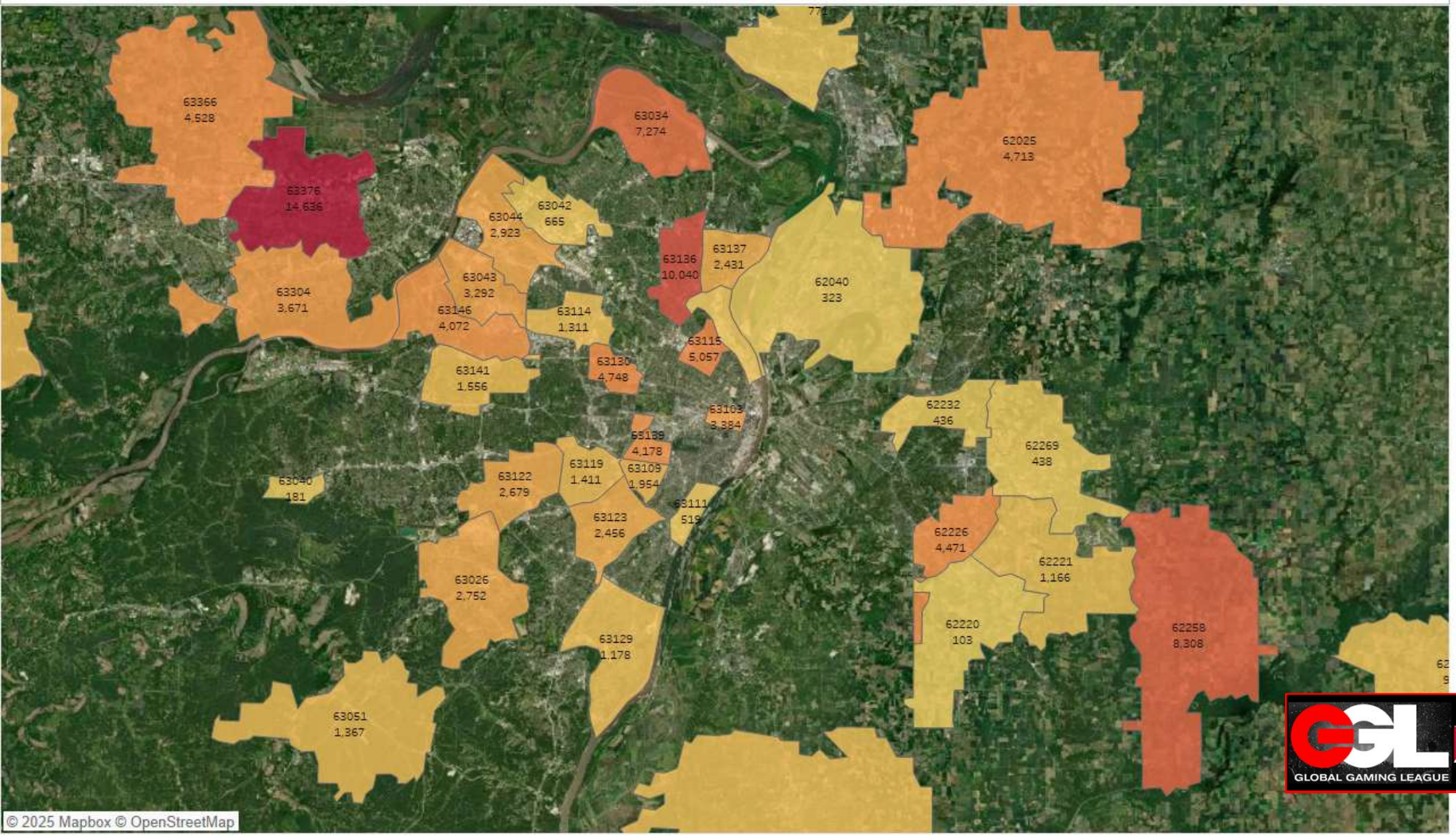
(Sports watched on TV (broadcast or cable) past 12 months: eSports (professional video gaming) OR Sports streamed online past 12 months: eSports (professional video gaming) OR No. of eSports (pro video gaming) events attd past 12 months: 1 - 2 events OR No. of eSports (pro video gaming) events attd past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

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



SUM(Adults 18 or older ...

103 14,636

GLOBAL GAMING LEAGUE STL

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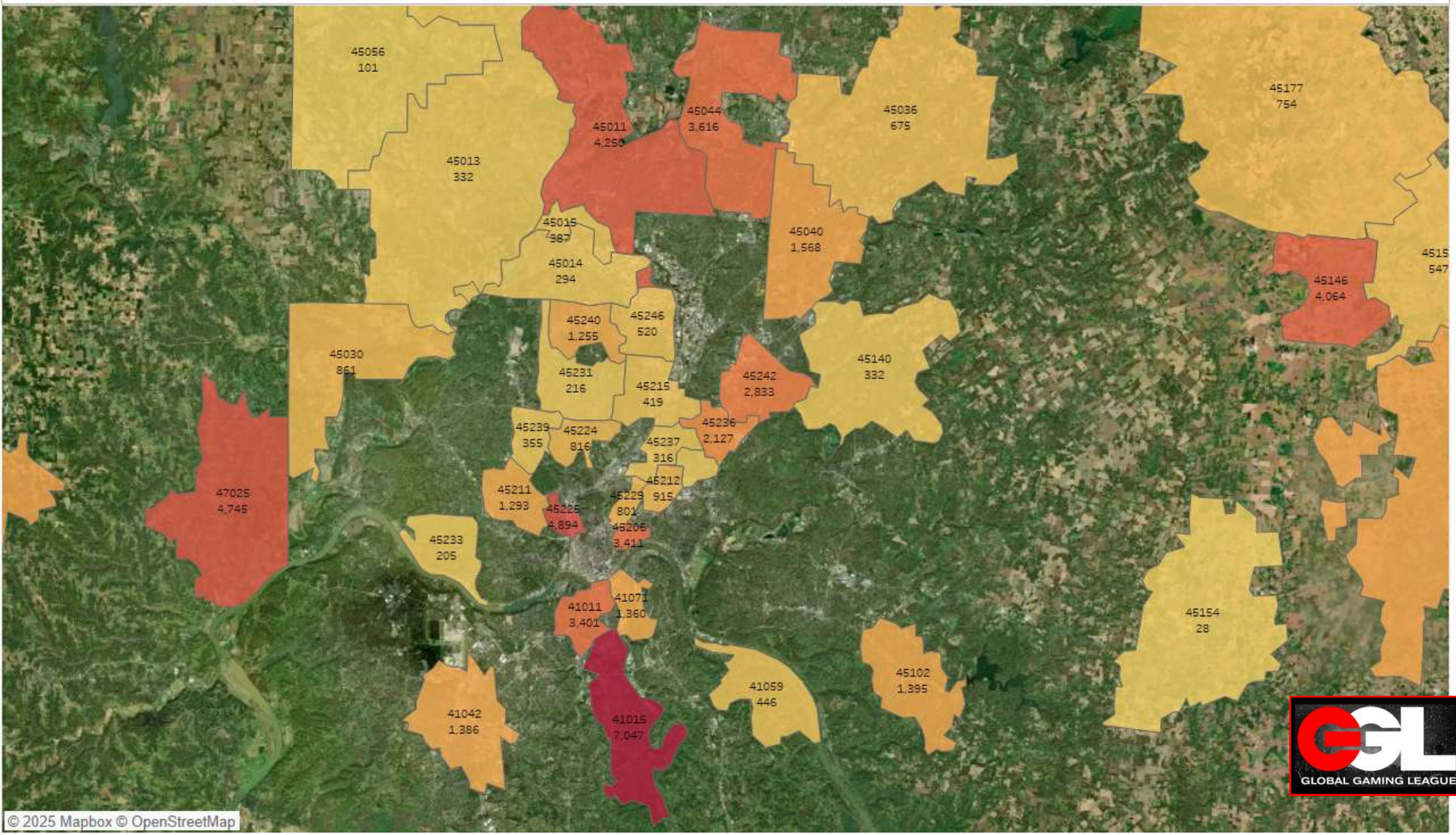
Top Residential Zip Codes: (Adults 18 or older who Watch/Stream/Attend/Follow PROFESSIONAL VIDEO GAMING)



SUM(Adults 18 or older ...

28 7,047

GLOBAL GAMING LEAGUE CIN

CIN DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 67
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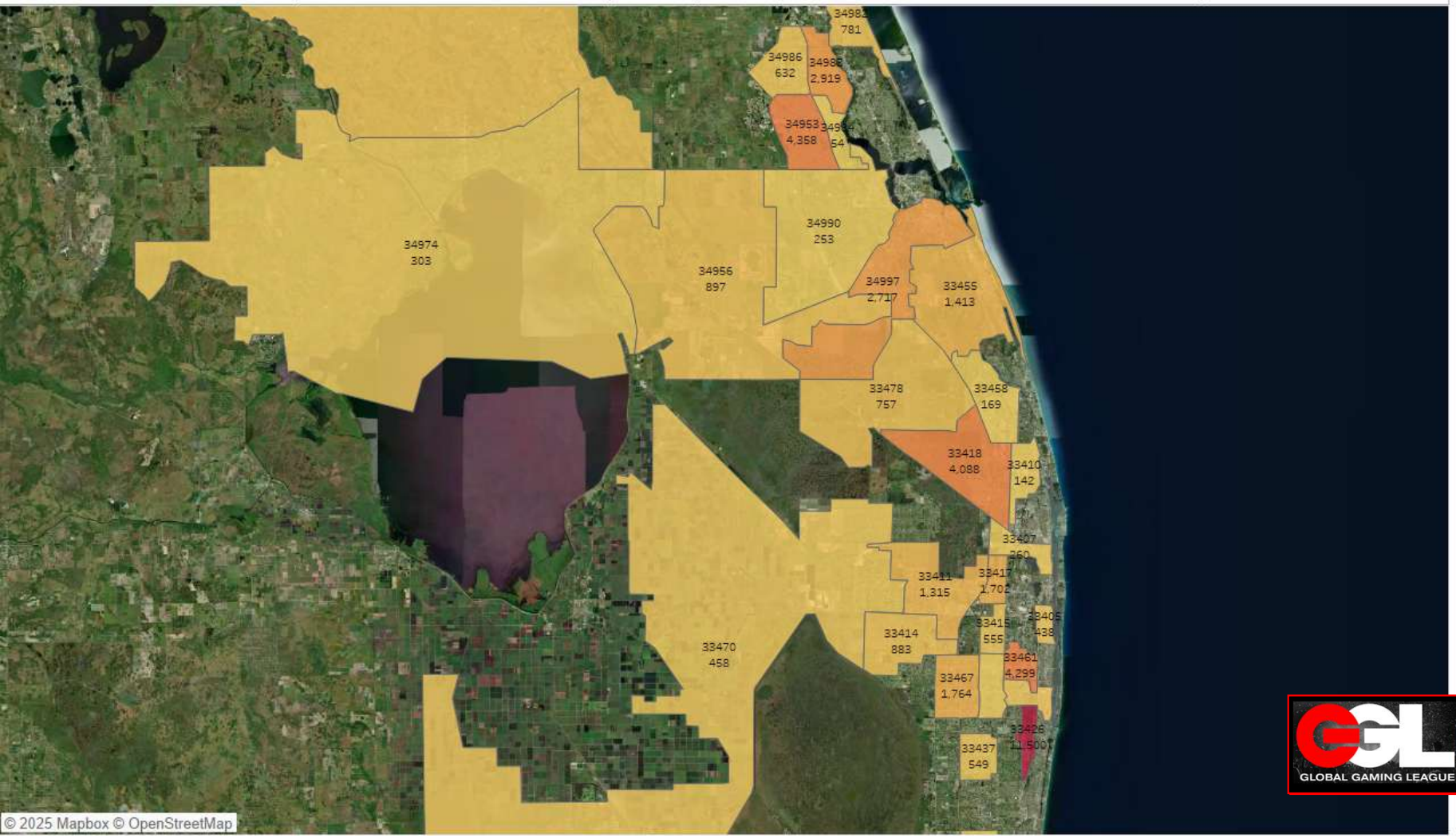
Top Residential Zip Codes: (Adults 18 or older who Watch/Stream/Attend/Follow PROFESSIONAL VIDEO GAMING)



SUM(Adults 18 or older ...

54 11,500

GLOBAL GAMING LEAGUE WPB

WPB DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 72

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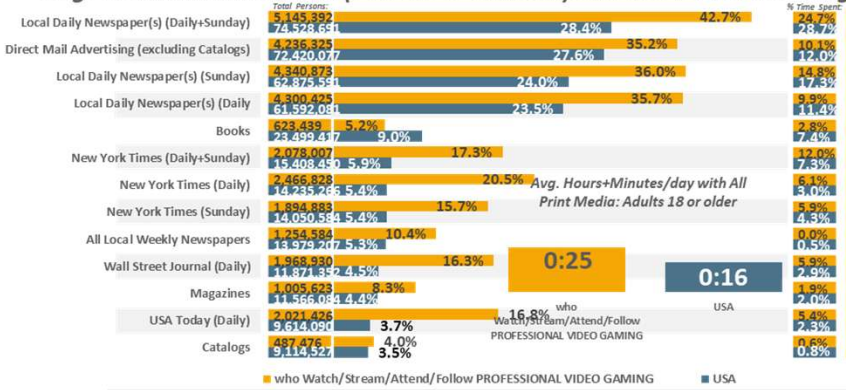
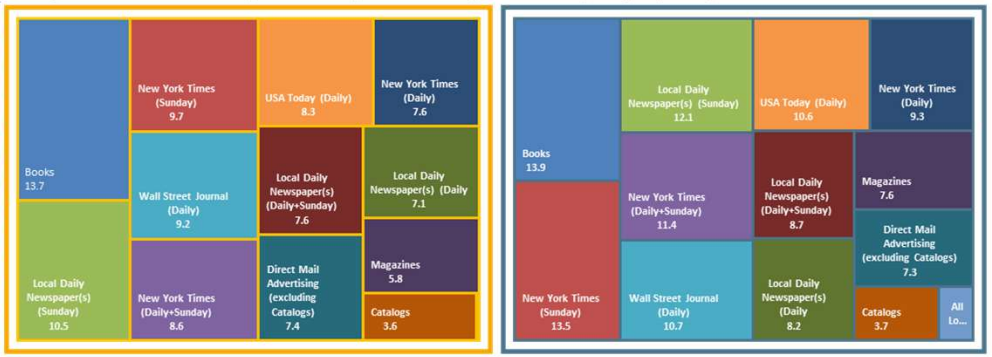
(Sports watched on TV (broadcast or cable) past 12 months: eSports (professional video gaming) OR Sports streamed online past 12 months: eSports (professional video gaming) OR No. of eSports (pro video gaming) events attd past 12 months: 1 - 2 events OR No. of eSports (pro video gaming) events attd past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

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

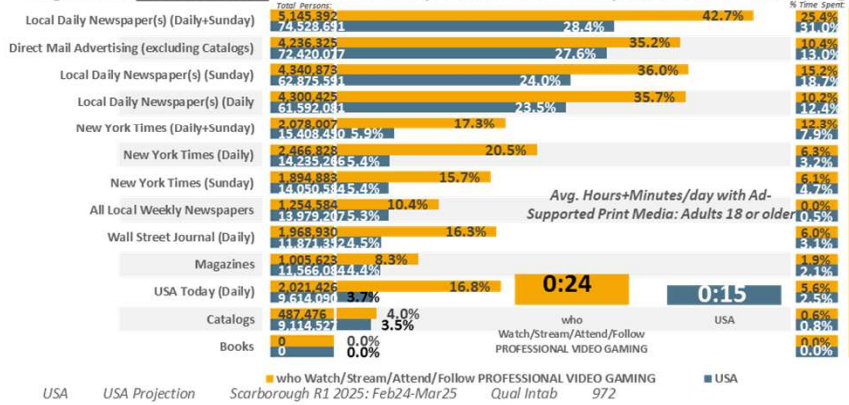
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



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



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



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



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

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

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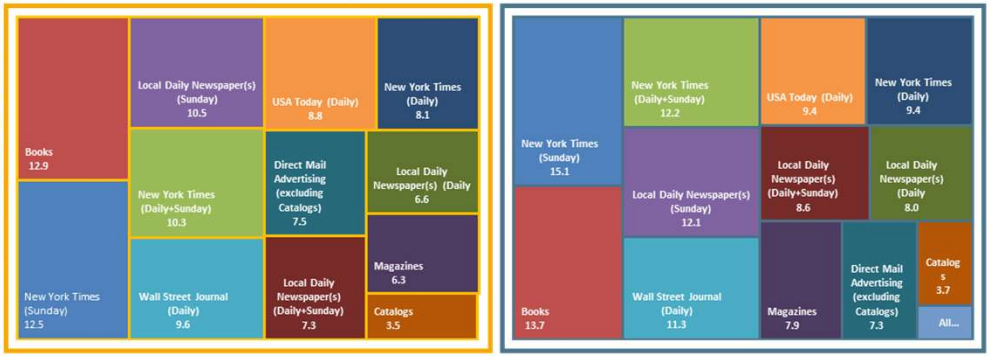
(Sports watched on TV (broadcast or cable) past 12 months: eSports (professional video gaming) OR Sports streamed online past 12 months: eSports (professional video gaming) OR No. of eSports (pro video gaming) events attd past 12 months: 1 - 2 events OR No. of eSports (pro video gaming) events attd past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

71,731 or 52.2% of Adults 18 or older who Watch/Stream/Attend/Follow PROFESSIONAL VIDEO GAMING read Local Daily Newspaper(s) (Daily+Sunday) for an average of 7.3 minutes every day representing 23.% of all time spent daily with All forms of Print Media.

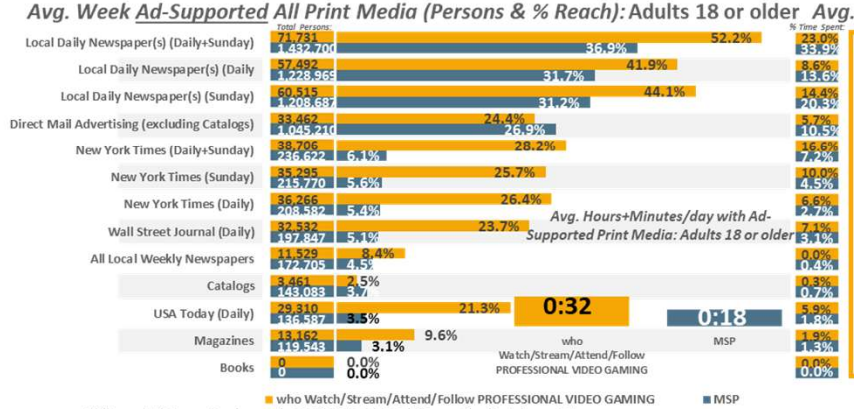
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



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



MSP DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 54

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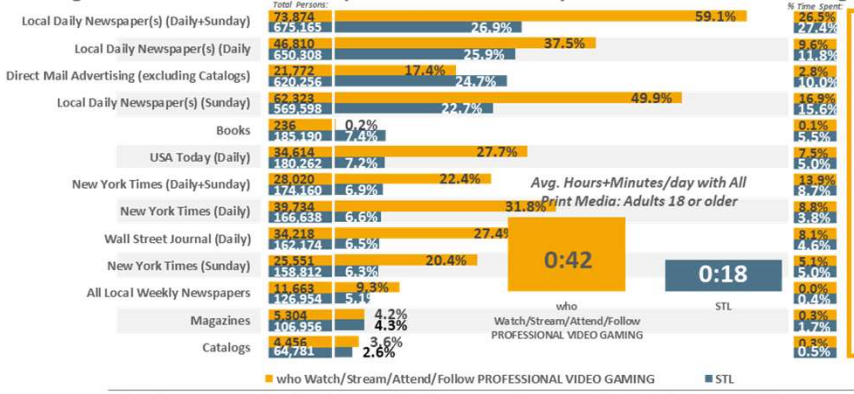
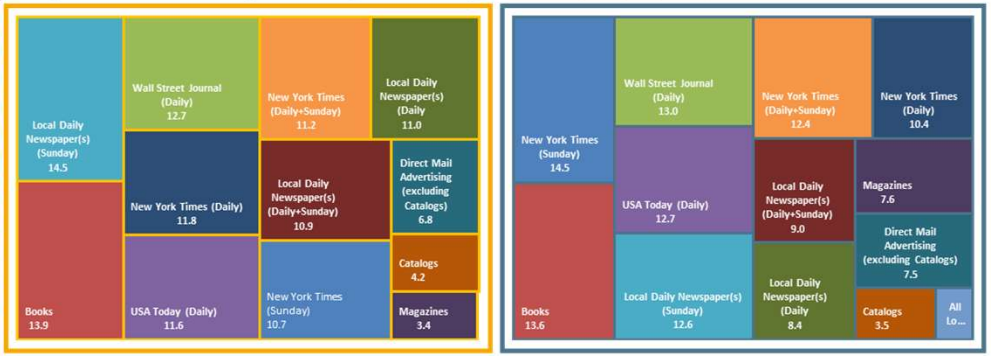
73,874 or 59.1% of Adults 18 or older who Watch/Stream/Attend/Follow PROFESSIONAL VIDEO GAMING read Local Daily Newspaper(s) (Daily+Sunday) for an average of 10.9 minutes every day representing 26.5% of all time spent daily with All forms of Print Media.

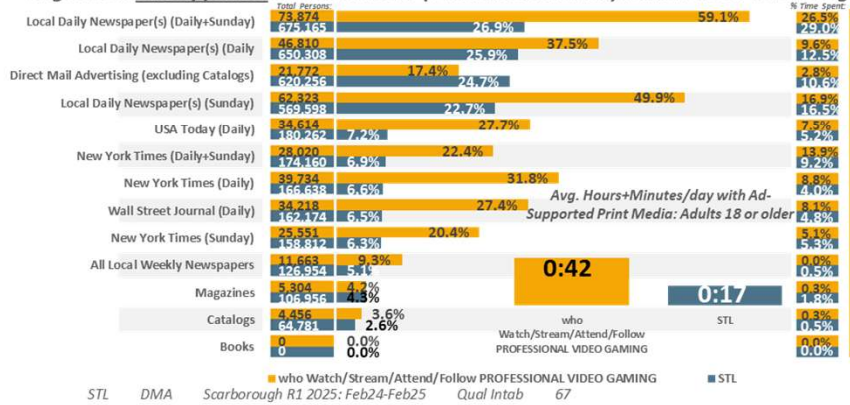
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



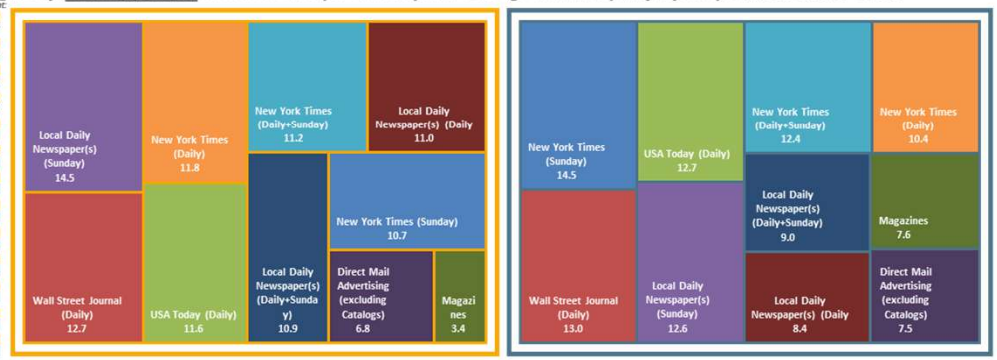
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



STL DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 67

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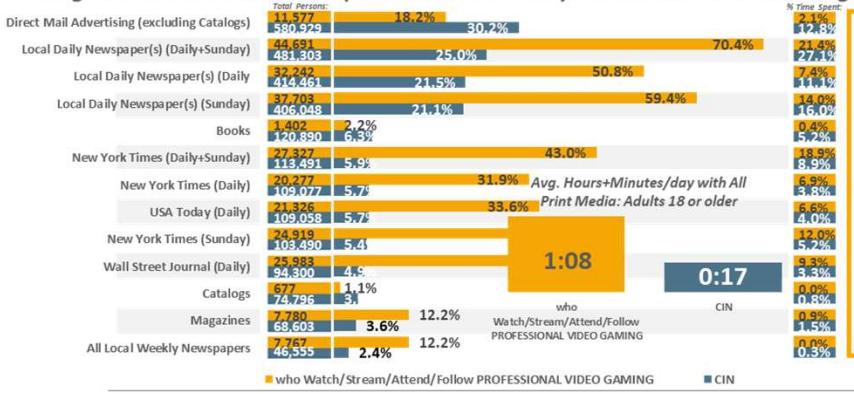
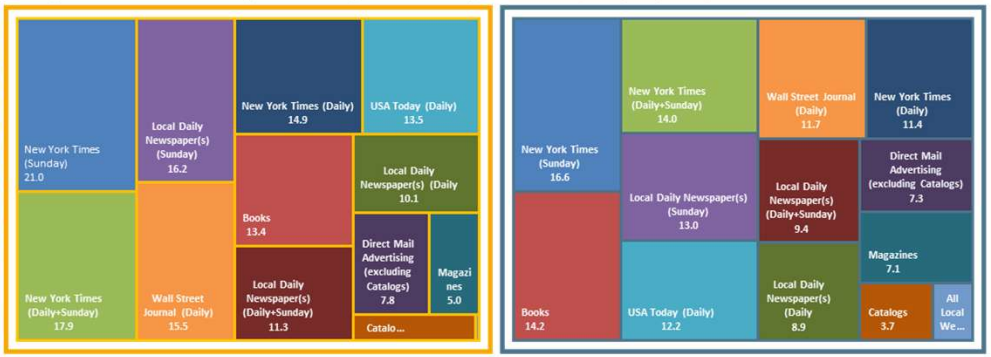
GLOBAL GAMING LEAGUE — CIN

44,691 or 70.4% of Adults 18 or older who Watch/Stream/Attend/Follow PROFESSIONAL VIDEO GAMING read Local Daily Newspaper(s) (Daily+Sunday) for an average of 11.3 minutes every day representing 21.5% of all time spent daily with All forms of Print Media.

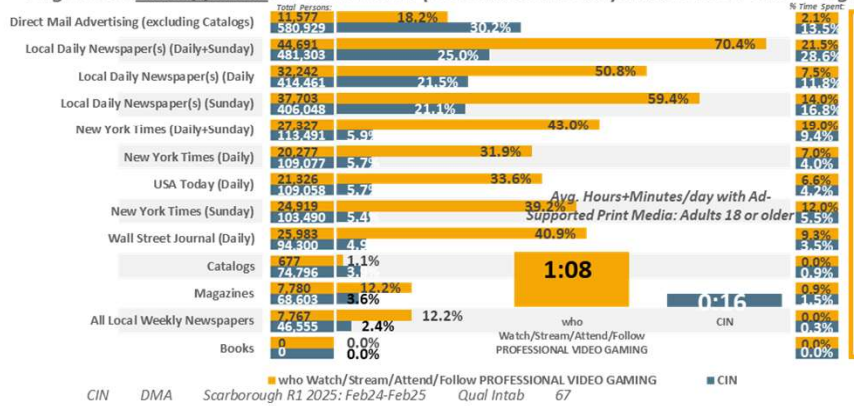
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



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



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



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



CIN DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 67

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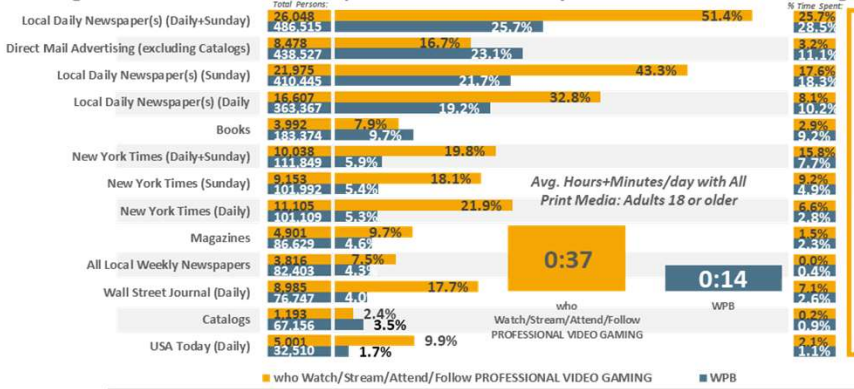
GLOBAL GAMING LEAGUE WPB

26,048 or 51.4% of Adults 18 or older who Watch/Stream/Attend/Follow PROFESSIONAL VIDEO GAMING read Local Daily Newspaper(s) (Daily+Sunday) for an average of 10.5 minutes every day representing 26.5% of all time spent daily with All forms of Print Media.

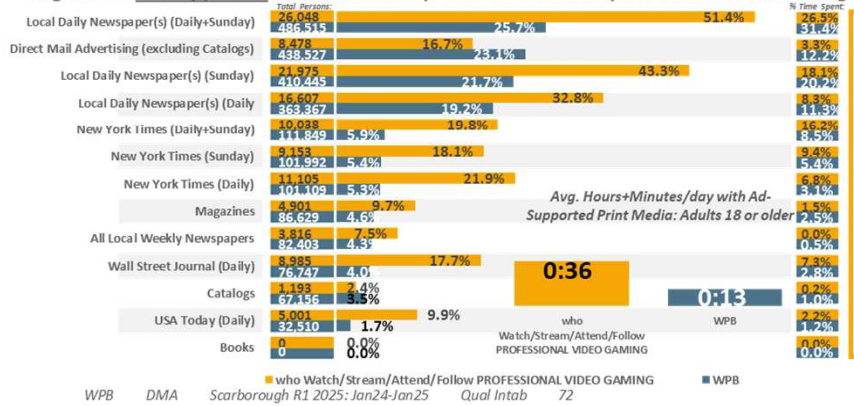
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



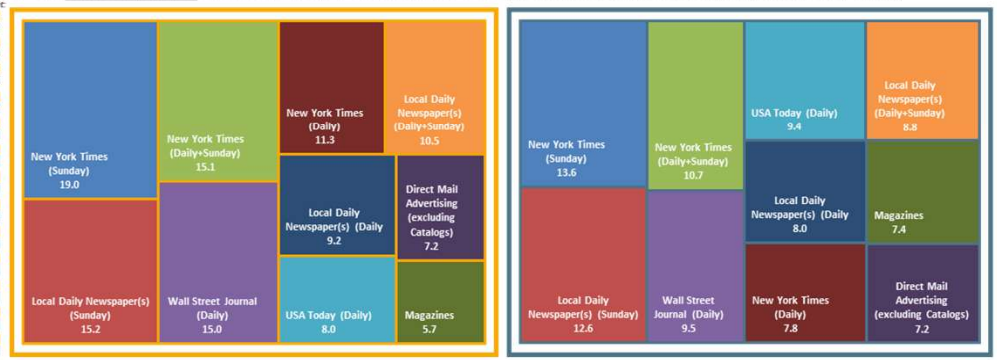
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



WPB DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 72

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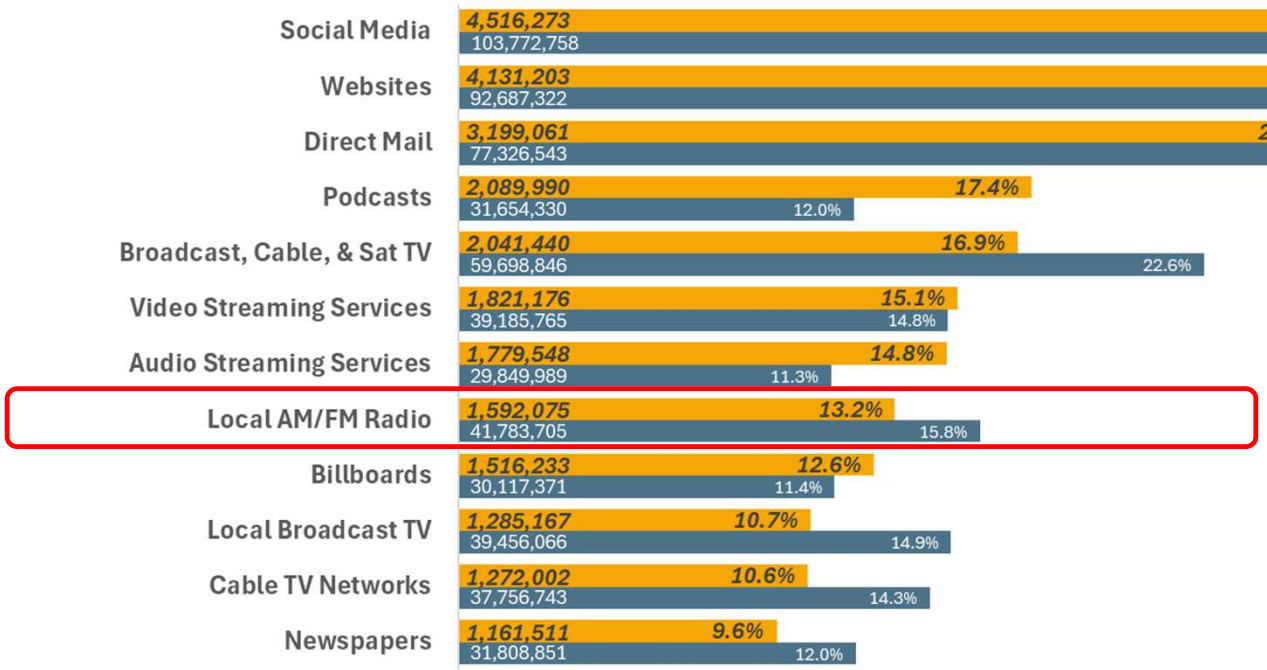
GLOBAL GAMING LEAGUE USA

"Advertising Actions"

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



Why Use Local AM/FM Radio?

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

USA

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

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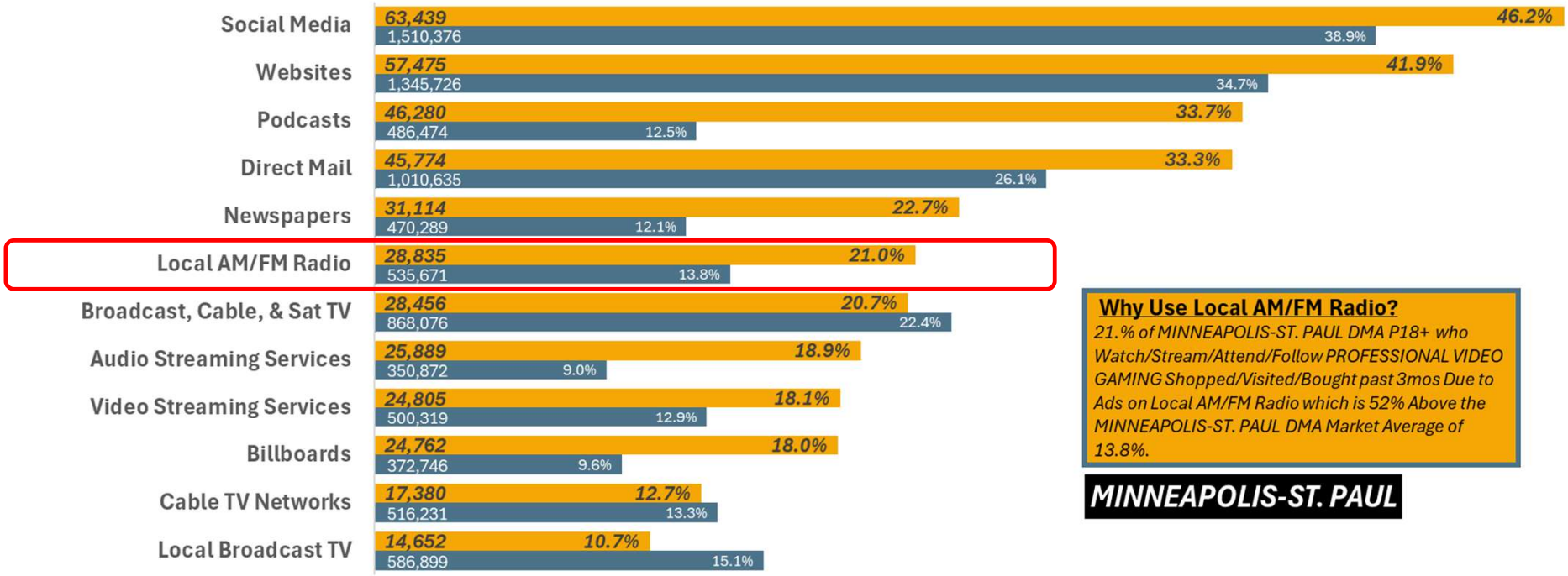
GLOBAL GAMING LEAGUE MSP

"Advertising Actions"

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



Why Use Local AM/FM Radio?

21.% of MINNEAPOLIS-ST. PAUL DMA P18+ who Watch/Stream/Attend/Follow PROFESSIONAL VIDEO GAMING Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 52% Above the MINNEAPOLIS-ST. PAUL DMA Market Average of 13.8%.

MINNEAPOLIS-ST. PAUL

MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab: 54

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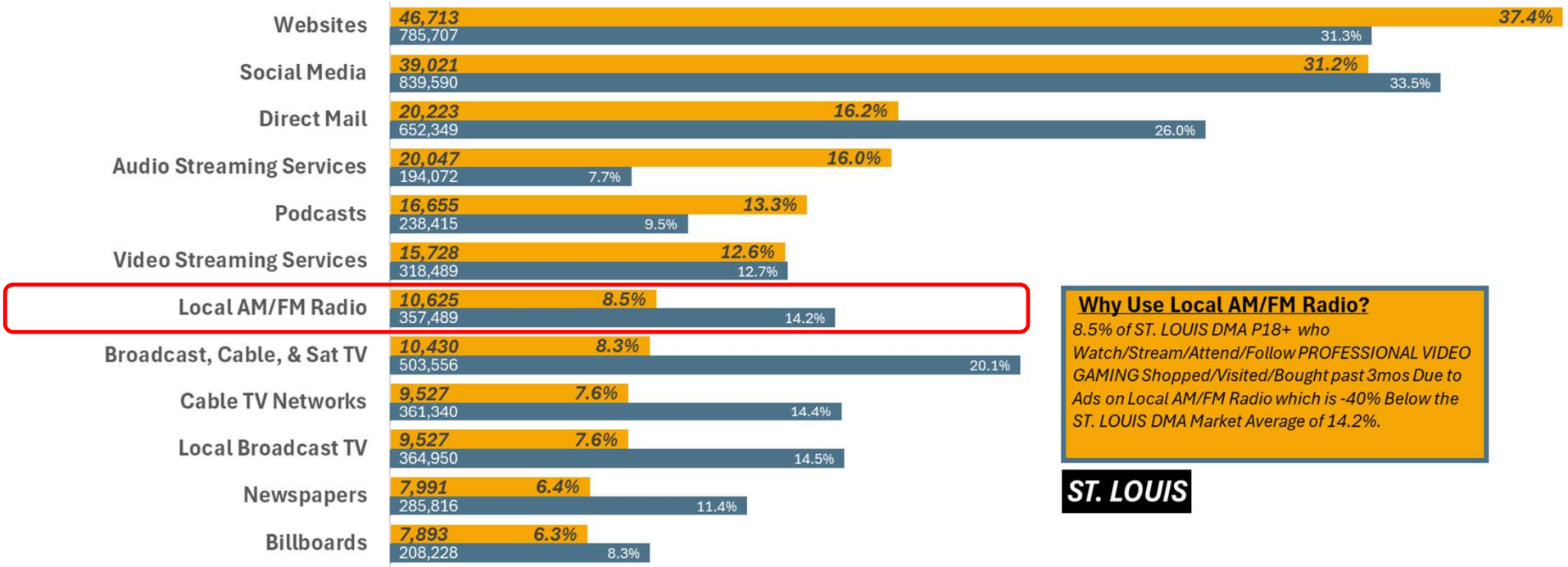
GLOBAL GAMING LEAGUE STL

"Advertising Actions"

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



Why Use Local AM/FM Radio?

8.5% of ST. LOUIS DMA P18+ who Watch/Stream/Attend/Follow PROFESSIONAL VIDEO GAMING Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -40% Below the ST. LOUIS DMA Market Average of 14.2%.

ST. LOUIS

ST. LOUIS DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab: 67

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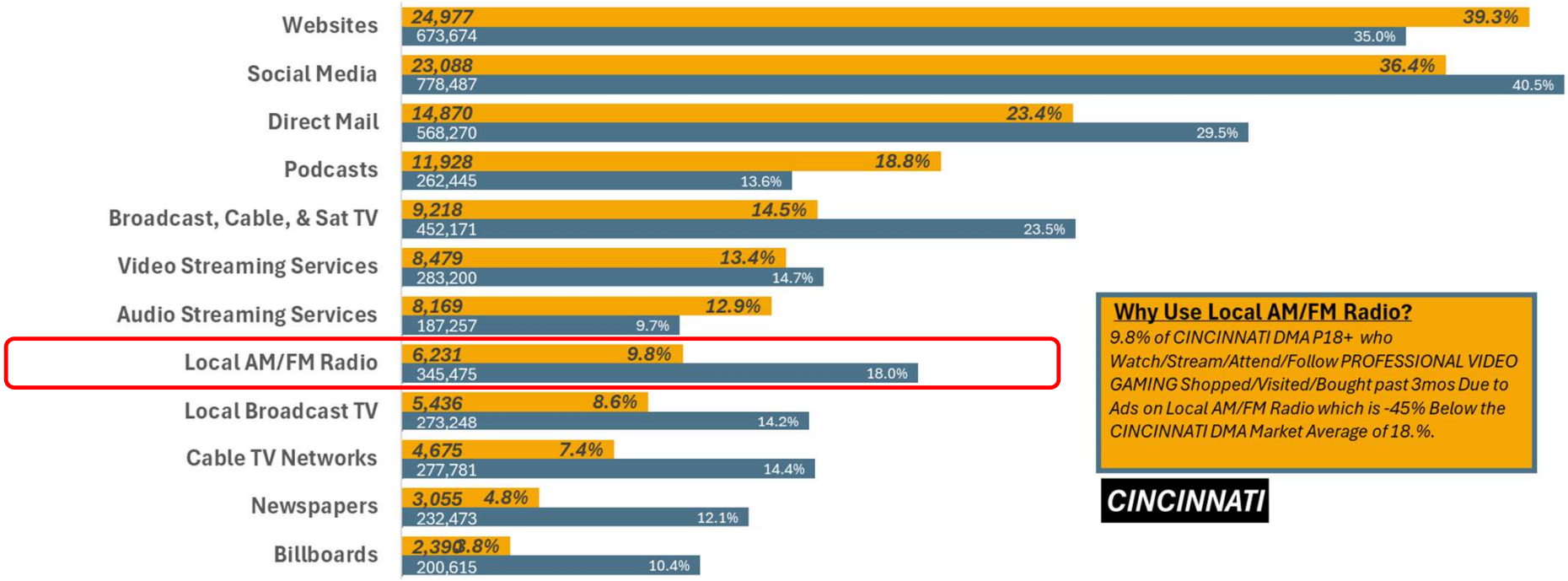
GLOBAL GAMING LEAGUE — CIN

"Advertising Actions"

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



Why Use Local AM/FM Radio?

9.8% of CINCINNATI DMA P18+ who Watch/Stream/Attend/Follow PROFESSIONAL VIDEO GAMING Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -45% Below the CINCINNATI DMA Market Average of 18.%.

CINCINNATI

CINCINNATI DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab: 67

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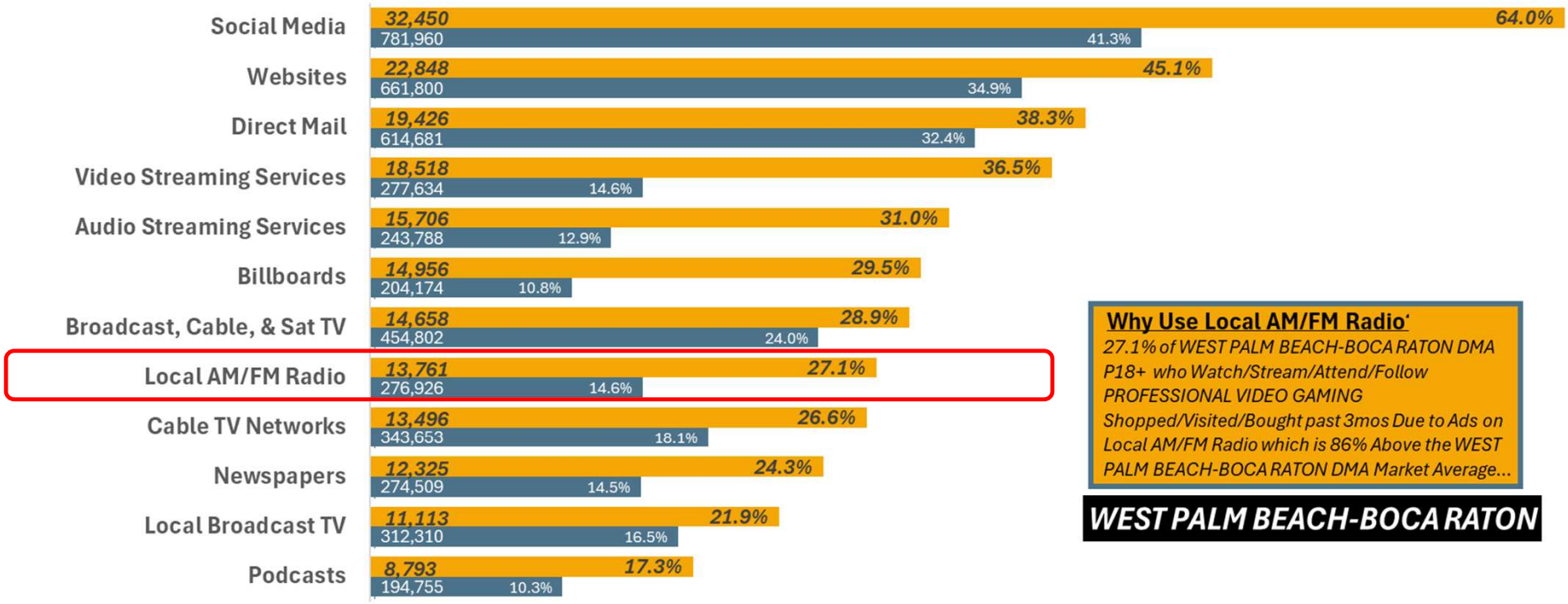
GLOBAL GAMING LEAGUE WPB

"Advertising Actions"

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



Why Use Local AM/FM Radio'

27.1% of WEST PALM BEACH-BOCA RATON DMA P18+ who Watch/Stream/Attend/Follow PROFESSIONAL VIDEO GAMING Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 86% Above the WEST PALM BEACH-BOCA RATON DMA Market Average...

WEST PALM BEACH-BOCA RATON

WEST PALM BEACH-BOCA RATON DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab: 72

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