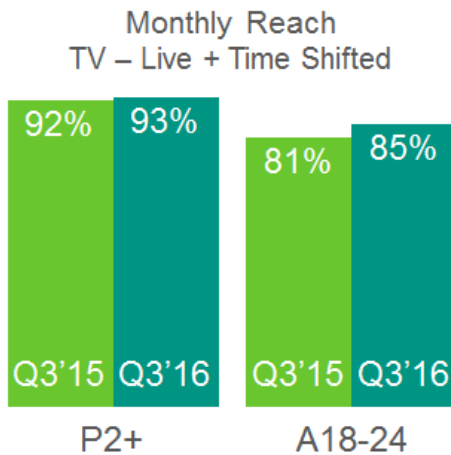


TV INSIGHTS

BROADCAST TV IS ALIVE AND WELL, THANK YOU

By Rod Murray | VP, TV Strategist | Katz Media Group

TELEVISION CONTINUES TO GAIN VIEWERS



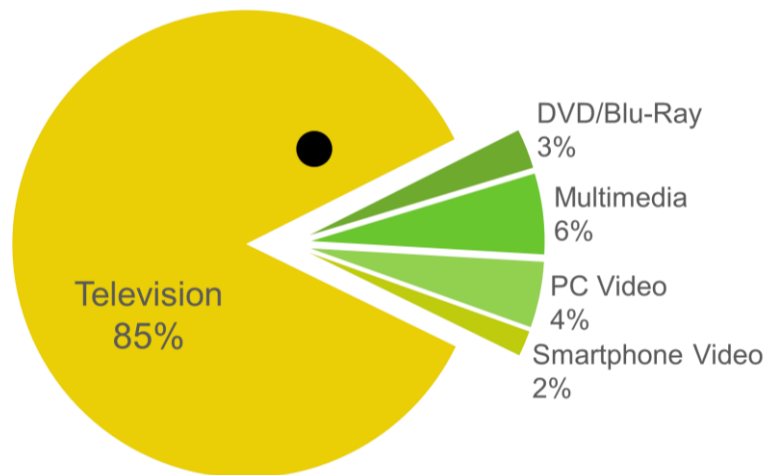
TV increased its viewer base by 4.6 million people in 3rd Quarter and reaches 93% of the U.S. population. Young adults led the charge with an additional 1.3 million A18-24 watching TV – an increase of +4% points to 85%.

COULD IT BE CORD CUTTERS?

Cord cutters are increasingly dropping more expensive services like Telcos and satellite and are embracing their rabbit ears. Over the air TV *added* over 1 million households in Q3 2016 and is growing faster than every other service provider. The losers? Cable plus *lost* almost 2 million subscribers from last year.

NEW VIDEO SOURCES STAY AT LOW USAGE

Streaming and ‘over the top’ services like Apple TV and Roku miss the mark because they are not being heavily used (and usually don’t include the same commercial loads). Smartphone and PC videos are spread across a large group of ‘channels’ and are used mostly by a small group of power users.



BROADCAST TV REACHES YOUR ENTIRE CONSUMER BASE

Source: The Nielsen Total Audience Report Q3 2016