

OUTDOOR CHANNEL GREW IN HHS

TOTAL VIEWERS during TOTAL DAY and PRIME

Q1 2020 vs. Q1 2021

Total Day

Prime

+4%

+6%

+2%

+9%

HH

P2+

HH

P2+

■ Q1 2020 ■ Q1 2021

■ Q1 2020 ■ Q1 2021

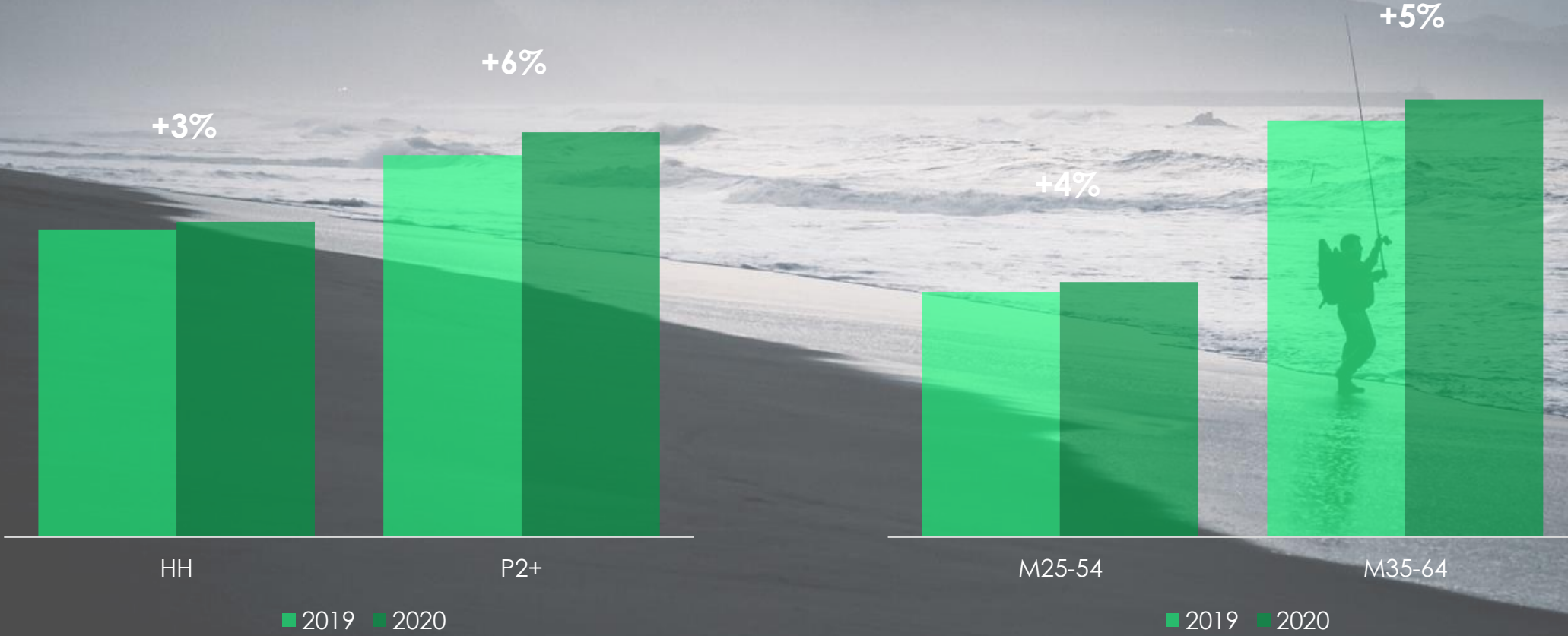
Source: Nielsen Marketbreaks; OUTD, Delivery in Proj. units during Q1 2021, Q1 2020; Live +7; Total Day-M-SU 6A-6A; Prime-M-SU 7P-12A, Demo as listed

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TOTAL VIEWER & KEY MALE DEMOS

2019 vs. 2020

Total Day – AA Proj. Units



Source: Nielsen Marketbreaks; OUTD, Delivery in units during 2020, 2019; Live +7; Total Day-M-SU 6A-6A; Demo as listed