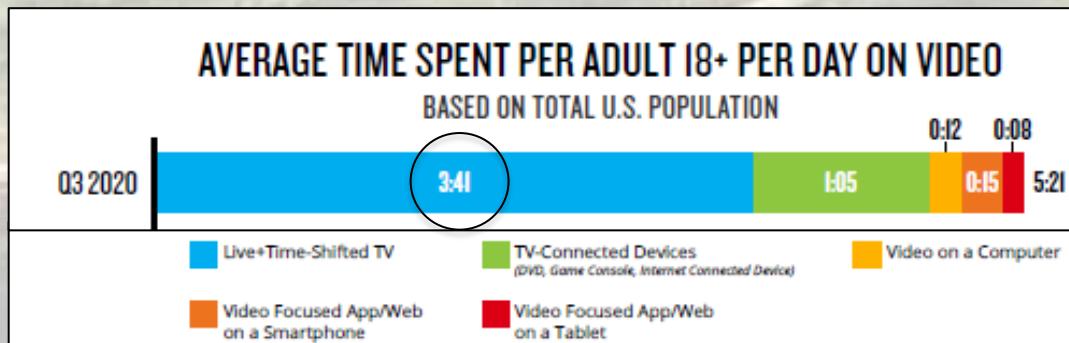
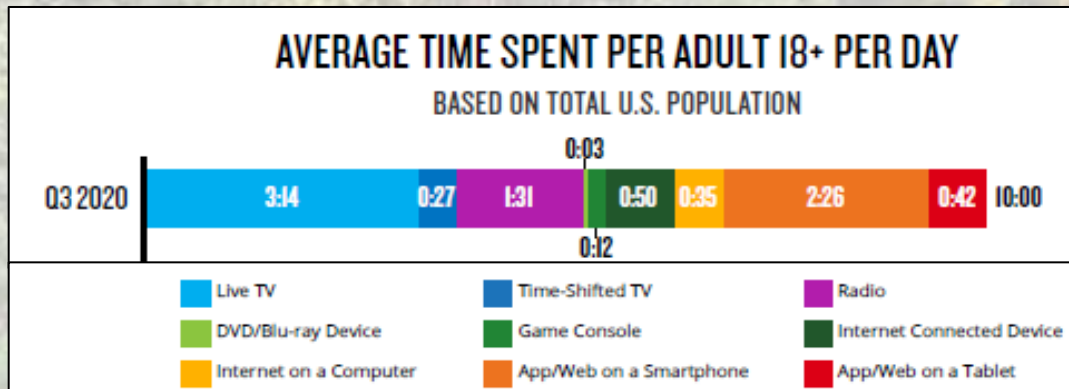


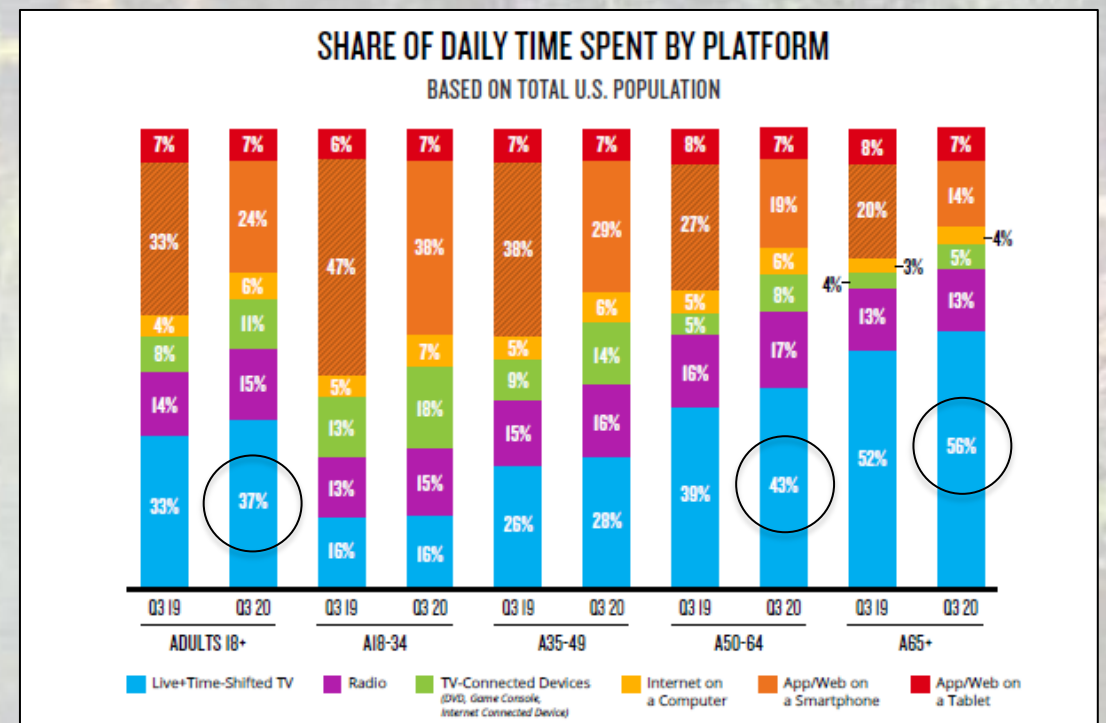
DID YOU KNOW?

Consumers Are Media Connected and TV Remains the Top Platform, Reaching 80% of all Adults

Adults spend 3 hours and 41 minutes a day watching TV, longer than any other media type



Share of time spent watching TV is up. Adults spend 37% of media usage time watching TV, up from 33% last year. A50+ share was even bigger.



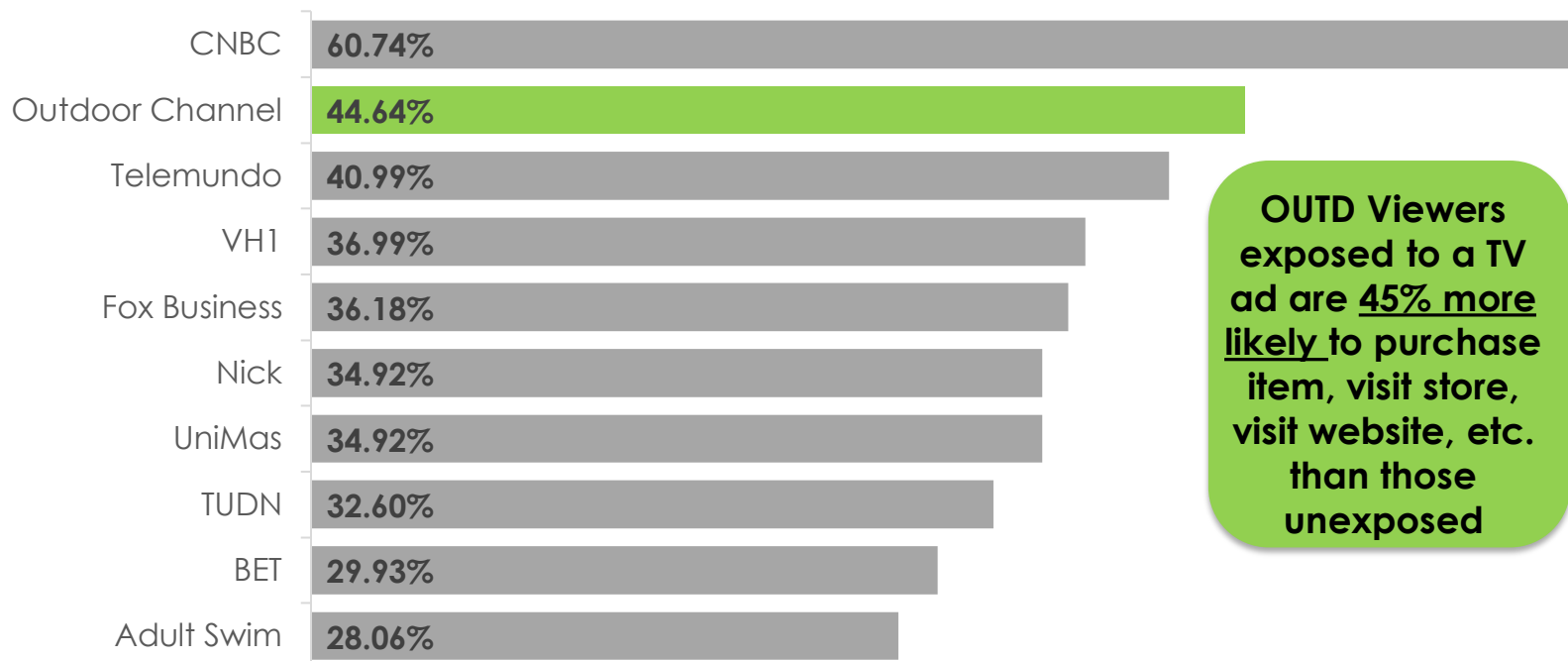
Note: In May 2020 smartphone measurement was updated to more precisely capture users' intended behavior versus app/web activity occurring in the background. Smartphone data shaded in the chart is not able to be trended with current data.

DID YOU KNOW?

Outdoor Channel Maximizes TV Advertising

Viewers Are Influenced By Advertising to Make A Purchase,
Ranking 2nd Among All Cable Networks

Top Networks Delivering Lift



Average Lift in Q3 2020

OUTD Viewers exposed to a TV ad are 45% more likely to purchase item, visit store, visit website, etc. than those unexposed

- **Lift:** The increase in conversion rate of those exposed to a TV ad compared to those unexposed. Conversion events can be web visits, registrations or purchases, store visits or offline sales (any incremental business driven by the TV ad placements)
- The most valuable consumers to advertisers are those that are influenced by advertising to make a purchase. Niche networks are proving to have engaged audiences that are responding to brand marketing.
- By comparing lift estimates across networks, advertisers can identify where ads are most effective at driving incremental conversions and invest more in those areas.

DID YOU KNOW?

As people are staying close to home, more resident hunting and fishing licenses, tags, permits and stamps have been issued in 2020 vs. last year

