And we are in this together, as media, as brands, as Americans.

“I don’t know that I’ve ever done a story that is so universal in its impact on people around the world.”

– Lester Holt
The Motivations Behind Consumption are More Apparent

News Motivations

- Understanding: 75%
- Make Decisions: 69%
- Be Responsible: 68%

**News is a Catalyst for Decisions**

- 52% make decisions about something in my life. (e.g., finances, health-related, etc.)
- 25% add something to my shopping list.
- 30% buy a product or service related to something I heard about.

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“Suddenly, a New Normal”

The New York Times
NBCU News is reaching more news consumers across our platforms and programs

As media consumption habits are changing, NBCUniversal News continues to allow audiences to choose their viewing platform.

<table>
<thead>
<tr>
<th>MORE TV</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>P18-34 levels = $+27%$</td>
<td>P35-49 PUT levels = $+22%$</td>
</tr>
</tbody>
</table>

Millennials and Young Viewers Spike

<table>
<thead>
<tr>
<th>MORE CABLE NEWS</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>P18+ = $+41%$</td>
<td>P25-54 = $+66%$</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>MSNBC</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>MORE BROADCAST NEWS</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>T1 P25-54 = $+16%$</td>
<td>T2 P25-54 = $+49%$</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>TODAY</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>MORE DIGITAL NEWS</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Video Views = $+31%$</td>
<td>Page Views = $+29%$</td>
</tr>
</tbody>
</table>

Audiences are Seeking MSNBC In-Depth Analysis and Coverage

Double-Digit Ratings Increases Across Dayparts

<table>
<thead>
<tr>
<th></th>
<th>P25-54</th>
<th>P18+</th>
</tr>
</thead>
<tbody>
<tr>
<td>Prime</td>
<td>+28%</td>
<td>+24%</td>
</tr>
<tr>
<td>Total Day</td>
<td>+66%</td>
<td>+41%</td>
</tr>
<tr>
<td>Dayside</td>
<td>+121%</td>
<td>+64%</td>
</tr>
<tr>
<td>Late Night</td>
<td>+44%</td>
<td>+24%</td>
</tr>
<tr>
<td>Early Morning</td>
<td>+41%</td>
<td>+28%</td>
</tr>
</tbody>
</table>

More Adults are Choosing MSNBC Across Dayparts

P18+ (000s), Week of 3/16 vs YTD

- Prime: 2,787
- Total Day: 1,808
- Dayside: 1,778
- Late Night: 1,703
- Early Morning: 1,375

More Viewers are Turning to MSNBC, For Longer

P2+

+43% CO-VIEWING

+19% NEW VIEWERS

+11% MORE MINUTES WATCHED DAILY
An Engaged Digital Audience Engages More for Opinions and Analysis

**DAILY TRAFFIC**
3/9-3/29 vs. Benchmark

**UNIQUE VISITORS**
+48%
1.6MM
Average Daily PVs

**PAGE VIEWS**
+37%
3.2MM
Average Daily PVs

**SOCIAL ENGAGEMENT**
1.2MM
Social Interactions Last Week

**SOCIAL VIDEO VIEWS**
2.1MM
Social Video Starts Last Week

Market Changes: Surge Traffic and Engagement

DAILY TRAFFIC
3/9-3/29 vs. Benchmark

UNIQUE VISITORS
+118%
13MM Average Daily UVs

PAGE VIEWS
+113%
28.5MM Average Daily PVs

SOCIAL ENGAGEMENT
+189% 764K Social Interactions

SOCIAL VIDEO VIEWS
+139% 17.5K Social Video Views

TODAY Sees Increases Across All Hours as Gold Standard in the AM

#1 Early Morning News Program
Among P2+, P18-24, P18-49, P25-54

More Growth Among All Key Demos vs. Competitors
P25-54 Shown

+16% TODAY
+49% TODAY Third Hour
+40%

Highest Growth of Any Morning Show

+33% P18+
+46% P18-49
+49% P25-54

Families are Coming Together to Watch
% Change in Co-Viewing

+19%
+50%
+39%

### TODAY Digital Continues to Connect & Inform

#### DAILY TRAFFIC
3/23-3/29 vs. Benchmark

<table>
<thead>
<tr>
<th>Metric</th>
<th>Value</th>
<th>Change</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>UNIQUE VISITORS</strong></td>
<td>+38%</td>
<td></td>
</tr>
<tr>
<td></td>
<td>2.5MM Average Daily UVs</td>
<td></td>
</tr>
<tr>
<td><strong>PAGE VIEWS</strong></td>
<td>+27%</td>
<td></td>
</tr>
<tr>
<td></td>
<td>3.4MM Average Daily PVs</td>
<td></td>
</tr>
</tbody>
</table>

#### SOCIAL ENGAGEMENT
590K Social Interactions Last Week

#### SOCIAL VIDEO VIEWS
4.8MM FB and IG Video Views Last Week

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News Show in ALL of TV for Social Engagement


More Audiences are turning to the Most Trusted Evening News Broadcast

Double-Digit Growth and Higher Lifts vs. 3/9-3/27 vs YTD Week of 3/23 vs Week of 3/16

<table>
<thead>
<tr>
<th>Age Group</th>
<th>3/9-3/27 vs YTD</th>
<th>Week of 3/23 vs Week of 3/16</th>
</tr>
</thead>
<tbody>
<tr>
<td>P25-54</td>
<td>+60%</td>
<td>+72%</td>
</tr>
<tr>
<td>P18-49</td>
<td>+63%</td>
<td>+72%</td>
</tr>
<tr>
<td>P18-24</td>
<td>+82%</td>
<td>+91%</td>
</tr>
<tr>
<td>P18+</td>
<td>+29%</td>
<td>+35%</td>
</tr>
</tbody>
</table>

Households are Coming Together to Watch

Week of 3/23 vs YTD

+48% Co-Viewing

The Need to Stay Engaged has Never Been Higher

More Americans are visiting NBC News Digital for Daily Health and News Updates

**DAILY TRAFFIC**

3/23-3/29 vs. Benchmark

**UNIQUE VISITORS**

+155%

14.2MM

Average Daily UVs

**PAGE VIEWS**

+123%

19.8MM

Average Daily PVs

**SOCIAL ENGAGEMENT**

+25%

Social Interactions

43.4K

Month Over Month

**SOCIAL VIDEO VIEWS**

+53%

Social Video Views

242.4K

Month Over Month

Now More than Ever

NBCUniversal