COVID-19 Impact on Media Habits & Ad Engagement
Week 6
Premium Video Remains Essential
And is Driving Persistent Increased Usage of the TV Screen

78% say they are watching more video content than usual, despite the disruption in regularly-scheduled events.

**A18+ (000) Total TV Users**
(Includes Linear and Non-Linear TV Usage)
% Change vs. 6 week Benchmark

- Monday: 13%
- Tuesday: 15%
- Wednesday: 15%
- Thursday: 18%
- Friday: 15%
- Saturday: 16%
- Sunday: 8%

Consumption Growth Is Across All Demos

COVID-19 Impact vs. Benchmark:

- A18-34: +24% vs. Prior 6-wk
- A35-49: +21% vs. Prior 6-wk
- A50+: +15% vs. Prior 6-wk

The NBCUniversal Platform Offers Growth & Stability for Advertising Partners

<table>
<thead>
<tr>
<th>Major Media Co. Rank</th>
<th>Total Mins (Billions)</th>
<th>% vs. Benchmark</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 NBCUniversal</td>
<td>3.8</td>
<td>+14%</td>
</tr>
<tr>
<td>2 VIACOMCBS</td>
<td>3.4</td>
<td>+12%</td>
</tr>
<tr>
<td>3 Disney</td>
<td>3.2</td>
<td>-13%</td>
</tr>
<tr>
<td>4 Discovery Networks</td>
<td>2.9</td>
<td>+11%</td>
</tr>
<tr>
<td>5 WARNER MEDIA</td>
<td>2.1</td>
<td>-1%</td>
</tr>
<tr>
<td>6 FOX</td>
<td>1.6</td>
<td>-5%</td>
</tr>
<tr>
<td>7 A+E Networks</td>
<td>1.4</td>
<td>+3%</td>
</tr>
</tbody>
</table>

Nielsen Live + Same Day, A18-49, Primetime daypart. Average weekly minutes. Total TV = Total Broadcast + Ad-Supported Cable
COVID Impact 6-week period (3/14/2020-04/24/2020) vs Benchmark 6-week period (2/01/2020-3/13/2020)
NBCU News and Entertainment Brands Are Delivering Increased Scale

63% are open to watching different types of programming than usual as a result of the crisis.

73% are watching more classic/archival shows.

75% are watching 3+ Eps per Session during the public health crisis.

The exception of NBC News which is seeing increased Digital Consumption as people seek information and updates

<table>
<thead>
<tr>
<th>Linear</th>
<th>Long Form</th>
<th>Short Form</th>
<th>Linear</th>
<th>Long Form</th>
<th>Short Form</th>
</tr>
</thead>
<tbody>
<tr>
<td>10%</td>
<td>44%</td>
<td>46%</td>
<td>89%</td>
<td>86%</td>
<td>73%</td>
</tr>
<tr>
<td>34%</td>
<td>20%</td>
<td>23%</td>
<td>56%</td>
<td>56%</td>
<td>72%</td>
</tr>
<tr>
<td>56%</td>
<td>73%</td>
<td>72%</td>
<td>56%</td>
<td>56%</td>
<td>72%</td>
</tr>
</tbody>
</table>

## Consumers Are Watching More Content Throughout the Day

### % Change by Weekday Daypart: A18-49 Average Audience

**COVID to Date (Week 1-6) vs. Prior 6-Week Benchmark**

<table>
<thead>
<tr>
<th>Daypart</th>
<th>NBC</th>
<th>CNBC</th>
<th>MSNBC</th>
<th>USA</th>
<th>E!</th>
<th>BRAVO</th>
<th>SYFY</th>
<th>TELEMUNDO</th>
<th>OXYGEN</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Early Morning</strong></td>
<td>30%</td>
<td>36%</td>
<td>89%</td>
<td>10%</td>
<td>97%</td>
<td>13%</td>
<td>41%</td>
<td>22%</td>
<td>41%</td>
</tr>
<tr>
<td><strong>Daytime</strong></td>
<td>47%</td>
<td>43%</td>
<td>84%</td>
<td>10%</td>
<td>59%</td>
<td>27%</td>
<td>59%</td>
<td>43%</td>
<td>33%</td>
</tr>
<tr>
<td><strong>Early Fringe</strong></td>
<td></td>
<td></td>
<td>124%</td>
<td>17%</td>
<td>16%</td>
<td>2%</td>
<td>32%</td>
<td>33%</td>
<td>33%</td>
</tr>
<tr>
<td><strong>Prime</strong></td>
<td>53%</td>
<td>60%</td>
<td>18%</td>
<td></td>
<td></td>
<td>2%</td>
<td>58%</td>
<td>13%</td>
<td>13%</td>
</tr>
<tr>
<td><strong>Late Night</strong></td>
<td>6%</td>
<td>13%</td>
<td>16%</td>
<td>-7%</td>
<td>9%</td>
<td>2%</td>
<td>53%</td>
<td>43%</td>
<td>15%</td>
</tr>
</tbody>
</table>

In These Tough Times, Consumers Are Open to Advertising
The Majority Look to Brands to Set a Good Example & Assume Normalcy

In response to the public health crisis:

79% agree that brands should be advertising the same amount or more

71% look to my favorite brands to keep things feeling normal as possible

75% agree that they look to brands to set a good example

55% will stop purchasing products from brands that have not supported the community

Source: NBCU Ad Sales Proprietary COVID-19 Research Wave 2, Executed Apr 3-10, N=1,597
And Our Platform Can Deliver Impact

Receptivity to ads has grown for NBCU posting lifts in key brand engagement metrics

Key Takeaways

Viewership Continues to Grow
- TV and video viewing is surging; All eyes are on TV screen with nearly 80% of consumers watching more
- NBCUniversal is most watched portfolio; Continues to strengthen competitive advantage

Crisis Opens Door for Discovery
- Premium Video acts as a lifeline for consumers, keeping the public informed and permitting escape
- Viewers’ appetite for new content gives NBCUniversal’s diverse content library a chance to shine

Reimagining Brand Leadership
- Consumers expect to hear from brands and want to reward those making an impact
- NBCU can help Brands drive consumer engagement and trust