

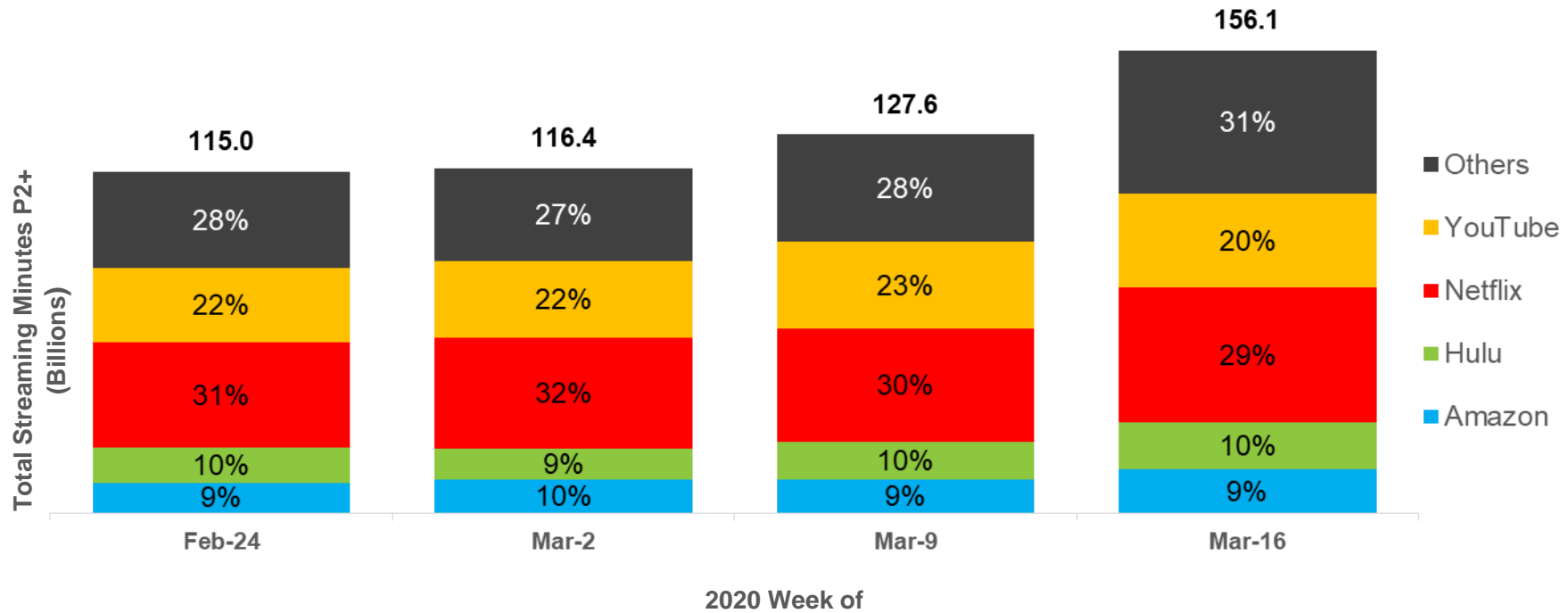


STREAMING TV UPDATE: KEY TRENDS DURING COVID

MARCH 2020

STREAMING SHARE AND VOLUME

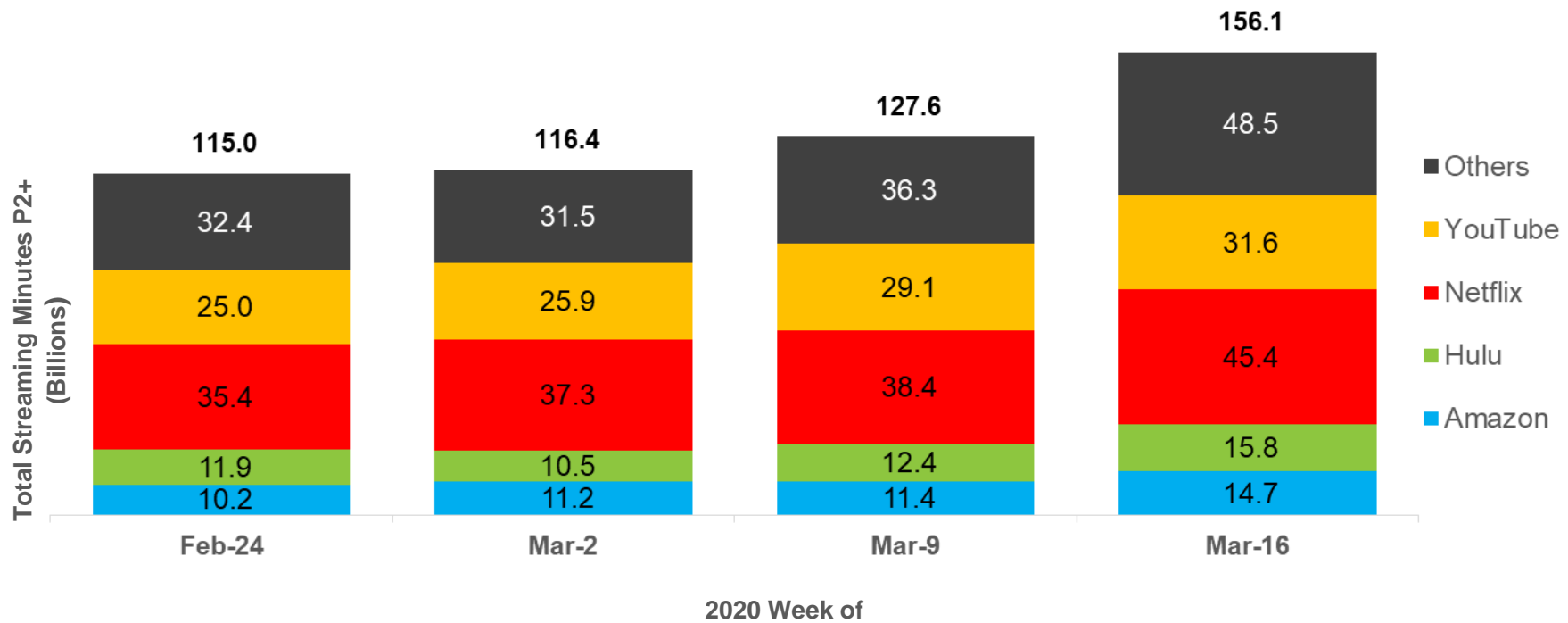
Weekly, Persons 2+, **Percent of Total Streaming Minutes**



Source: Nielsen, Custom Streaming Meter Report, Sum of Daily Streaming Minutes (Weighted), 2/24/20 – 3/22/20, P2+, Total Day, Others calculated as the difference between total streaming and the sum of the major 4 digital publishers

STREAMING MINUTES PER WEEK

Weekly, Persons 2+, Total Streaming Minutes

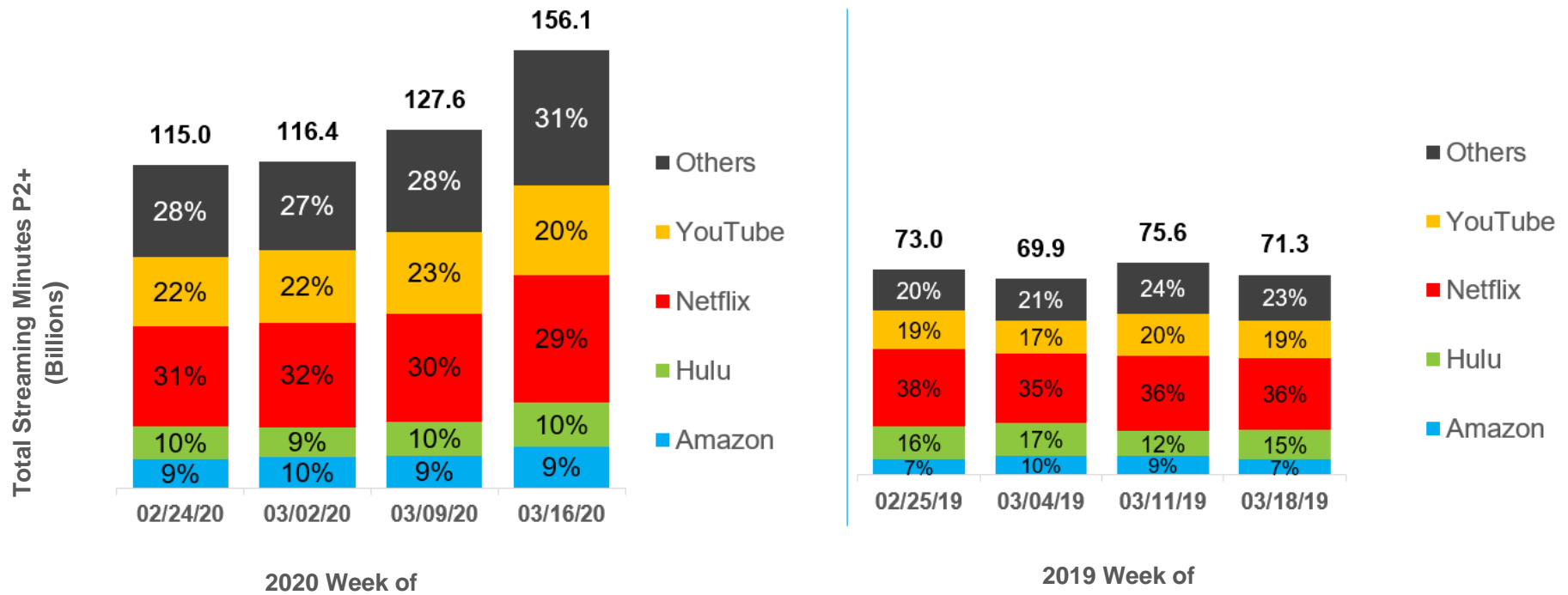


Source: Nielsen, Custom Streaming Meter Report, Sum of Daily Streaming Minutes (Weighted), 2/24/20 – 3/22/20, P2+, Total Day, Others calculated as the difference between total streaming and the sum of the major 4 digital publishers

STREAMING SHARE AND VOLUME

Weekly vs. Year Ago

Weekly, Persons 2+, **Percent of Total Streaming Minutes**

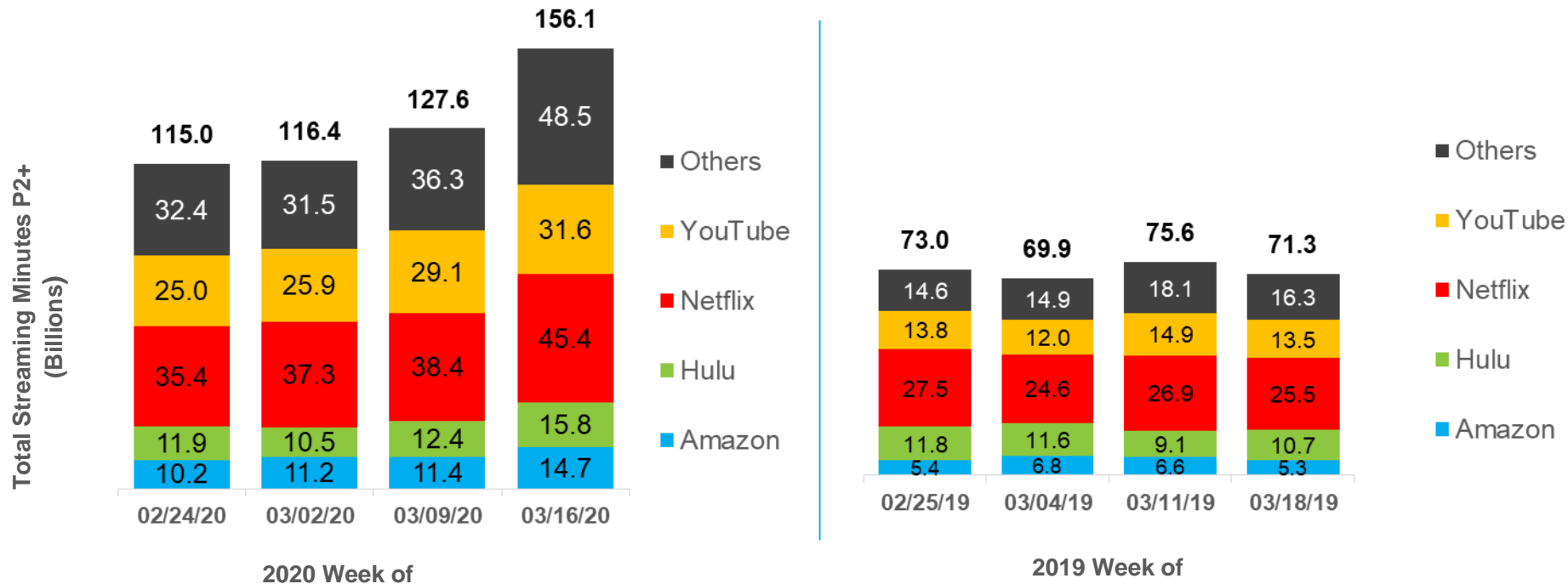


Source: Nielsen, Custom Streaming Meter Report, Sum of Daily Streaming Minutes (Weighted), 2/24/20 – 3/22/20, 2/25/19 – 3/24/19, P2+, Total Day, Others calculated as the difference between total streaming and the sum of the major 4 digital publishers

STREAMING MINUTES PER WEEK

Weekly vs. Year Ago

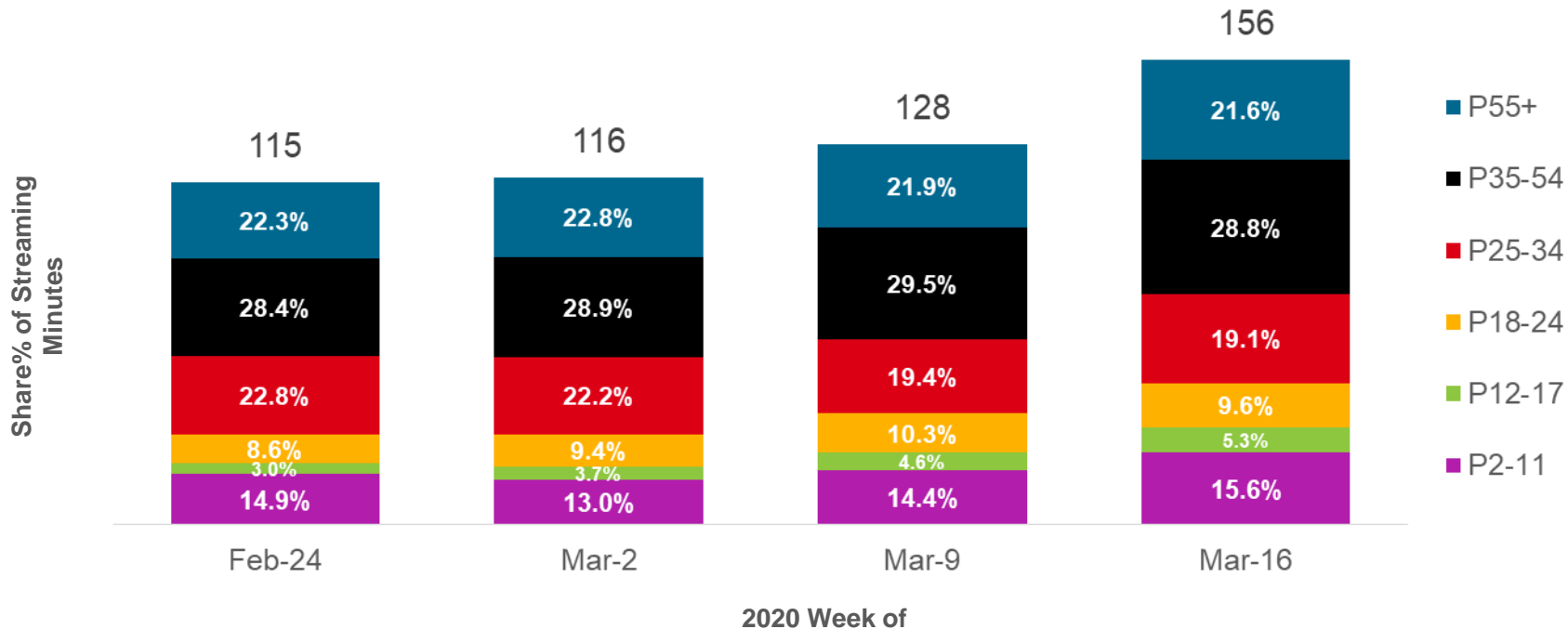
Weekly, Persons 2+, **Total Streaming Minutes**



Source: Nielsen, Custom Streaming Meter Report, Sum of Daily Streaming Minutes (Weighted), 2/24/20 – 3/22/20, 2/25/19 – 3/24/19, P2+, Total Day, Others calculated as the difference between total streaming and the sum of the major 4 digital publishers

STREAMING AUDIENCE COMPOSITION

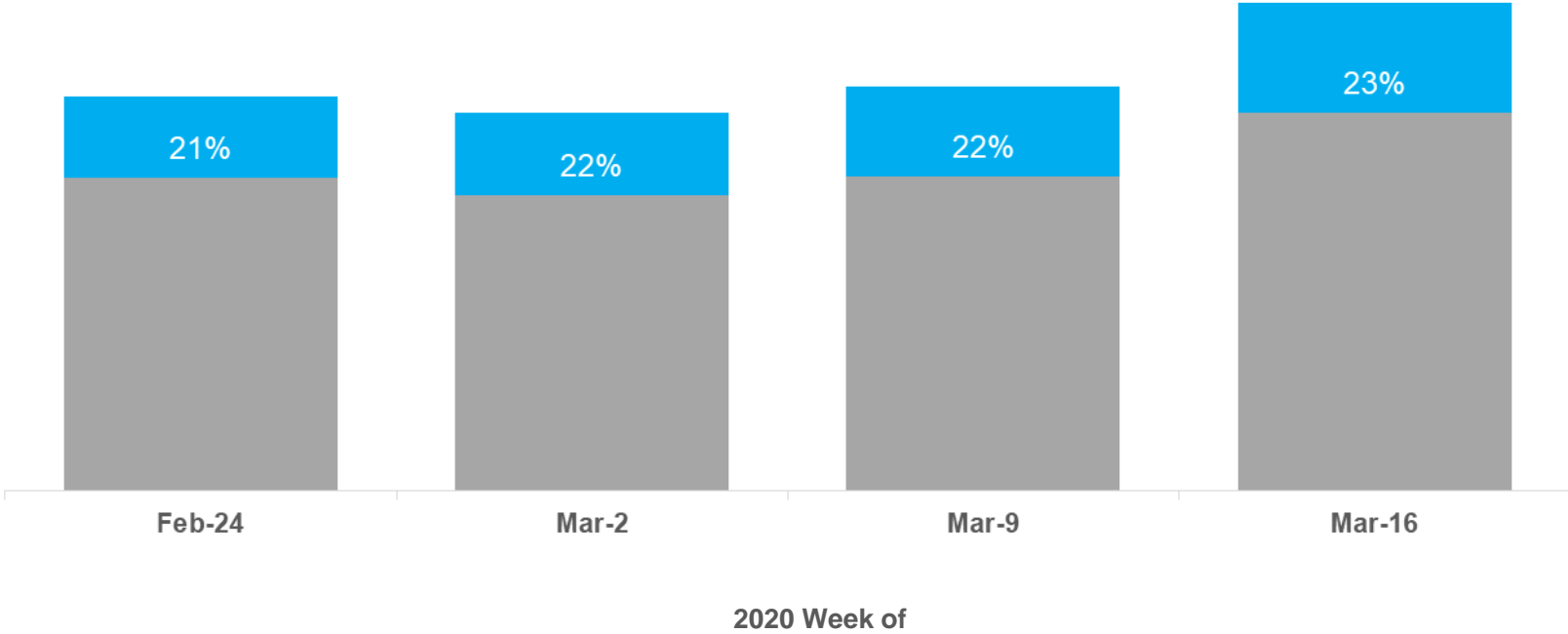
Streaming Minutes P2+ (Billions)



Source: Nielsen, Custom Streaming Meter Report, Sum of Daily Streaming Minutes (Weighted), Total Day, P2+, 2/24/20 – 3/22/20, Streaming by age demo by week

STREAMING SHARE OF TOTAL TV USAGE

Among Streaming Capable Homes - 84% of TV Households
Weekly, Persons 2+, Streaming as a % of Total TV Usage



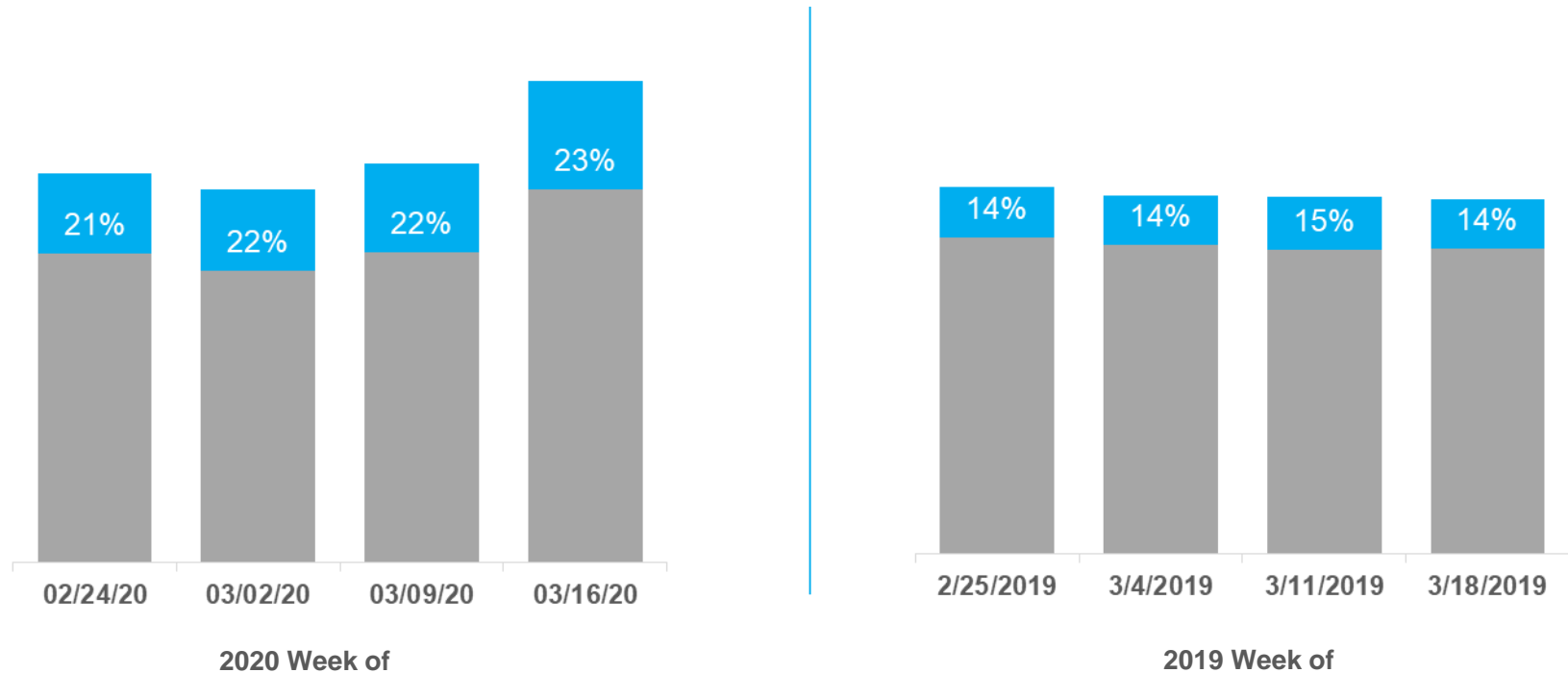
Source: Nielsen, Custom Streaming Meter Report, Sum of Daily Streaming Minutes (Weighted) as a percent of Total TV Usage, 2/24/20 – 3/22/20, P2+, Total Day,

STREAMING SHARE OF TOTAL TV USAGE

Weekly vs. Year Ago

Among Streaming Capable Homes

Weekly, Persons 2+, Streaming as a % of Total TV Usage



Source: Nielsen, Custom Streaming Meter Report, Sum of Daily Streaming Minutes (Weighted) as a percent of Total TV Usage, 2/24/20 – 3/22/20, 2/25/19 – 3/24/19, P2+, Total Day,

TOP 10 SVOD PROGRAMS

Persons 2+ Total Minutes Viewed - Week of 3/9-15/2020

SVOD Provider	Program Name	# of Episodes	Minutes (Millions)
Netflix	SPENSER CONFIDENTIAL	1	1,254
Netflix	THE OFFICE	192	1,231
Netflix	ON MY BLOCK	28	1,142
Netflix	LOVE IS BLIND	11	872
Netflix	CRIMINAL MINDS	277	695
Netflix	GREYS ANATOMY	340	653
Amazon Prime	HUNTERS	10	612
Netflix	THE TRIALS OF GABRIEL FERNANDEZ	6	572
Netflix	NCIS	353	570
Netflix	ALTERED CARBON	18	425

Source: Nielsen SVOD Content Ratings (Netflix and Amazon Prime)

The background of the image is a vibrant blue with a 3D, wavy, undulating texture that resembles water or a topographical map. The waves are layered, creating a sense of depth and movement. In the center of the image, the word "nielsen" is written in a clean, white, lowercase serif font. Below the text, there is a horizontal line of eight white dots, evenly spaced, which serves as a decorative underline for the brand name.

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