



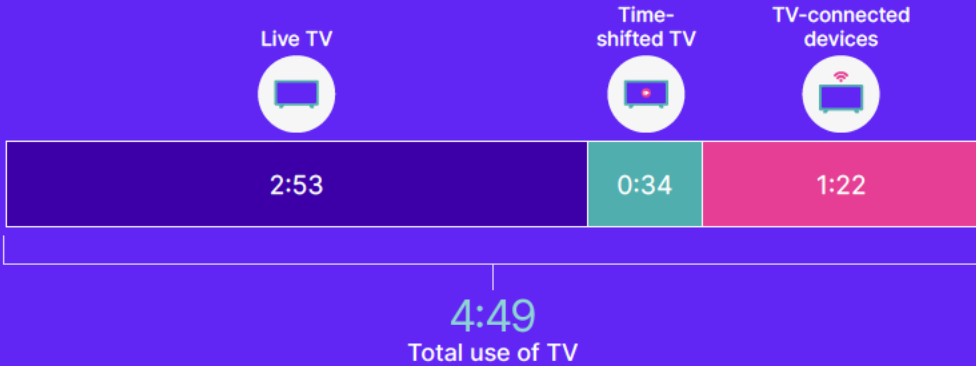
State of *play*



The video streaming industry has reached a tipping point

In addition to reaching the biggest audience, TV also drives the most engagement across our media options, as the average adult spends 4 hours and 49 minutes watching TV each day—and we still spend more than twice the amount of time watching traditional live programming than content we access through our connected devices, especially with the return of live sports after a tough 2020. Between January and September of last year, 98% of the most viewed broadcast programs were sports, and 72% were across cable programs, engaging consumers for a total of more than 189.5 billion minutes².

Average daily time with media Hours:minutes Q4 2021



Source: Nielsen National TV Panel