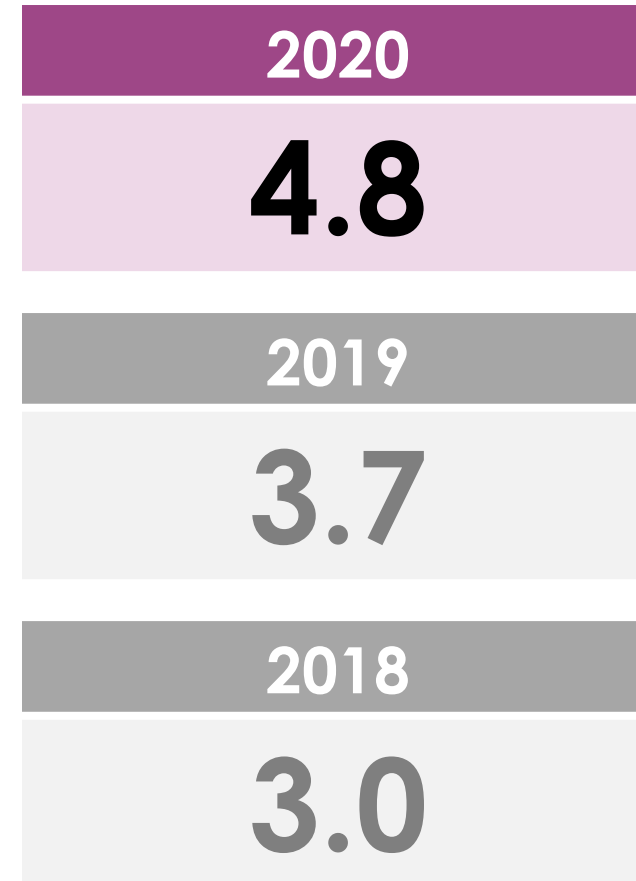




VIEWERS ARE USING MORE SOURCES

Avg. # of providers used per respondent*

The number of sources per user has climbed more than 50% since 2018



* Calculation includes MVPD, VMVPD, SVOD, DTC, AVOD, OTA and transactional