

MEDIA	YEAR	:05s	:06s	:10s	:15s	:20s	:30s	:45s	1:00s	1:15s	1:30s	2:00s
Network TV	2017	0.1%	0.0%	0.8%	55.4%	0.2%	35.8%	0.2%	6.0%	0.2%	0.8%	0.3%
Network TV	2018	0.1%	0.0%	0.6%	55.2%	0.1%	35.6%	0.4%	6.1%	0.5%	0.9%	0.5%
Network TV	2019	0.1%	0.0%	0.6%	56.2%	0.2%	34.5%	0.7%	5.8%	0.5%	0.9%	0.6%
Network TV	2020	0.1%	0.0%	0.7%	55.9%	0.2%	34.0%	0.5%	6.8%	0.2%	0.9%	0.6%
Network TV	2021	0.1%	0.0%	0.5%	58.6%	0.2%	30.7%	0.6%	7.2%	0.3%	0.6%	1.2%
Network TV	2022	0.1%	0.0%	0.4%	52.1%	0.1%	26.5%	0.6%	14.7%	0.2%	0.3%	5.1%
Network TV	2023	0.1%	0.0%	0.3%	50.2%	0.1%	25.8%	0.4%	16.3%	0.1%	0.3%	6.5%
Network TV	2024	0.0%	0.0%	0.2%	50.6%	0.1%	25.6%	0.3%	13.9%	0.1%	0.4%	8.8%
Span Lang Net TV	2017	0.1%	0.0%	0.1%	50.9%	0.0%	32.7%	0.0%	14.9%	0.0%	0.0%	1.3%
Span Lang Net TV	2018	0.0%	0.0%	0.1%	53.3%	0.0%	30.9%	0.0%	13.9%	0.0%	0.0%	1.7%
Span Lang Net TV	2019	0.0%	0.0%	0.0%	55.6%	0.0%	29.2%	0.0%	14.1%	0.0%	0.0%	1.0%
Span Lang Net TV	2020	0.0%	0.0%	0.1%	54.0%	0.0%	27.8%	0.0%	16.5%	0.0%	0.0%	1.5%
Span Lang Net TV	2021	0.1%	0.0%	0.2%	57.8%	0.1%	27.0%	0.2%	13.0%	0.0%	0.0%	1.6%
Span Lang Net TV	2022	0.1%	0.0%	0.1%	57.6%	0.0%	28.1%	0.3%	12.8%	0.0%	0.2%	0.8%
Span Lang Net TV	2023	0.1%	0.0%	0.2%	63.0%	0.0%	24.4%	0.3%	10.7%	0.2%	0.4%	0.8%
Span Lang Net TV	2024	0.0%	0.0%	0.1%	65.7%	0.0%	23.8%	0.5%	8.8%	0.1%	0.3%	0.6%
Syndication	2017	0.0%	0.0%	10.5%	47.1%	0.2%	30.4%	0.3%	9.7%	0.2%	0.5%	1.0%
Syndication	2018	0.0%	0.0%	10.4%	51.1%	0.2%	27.7%	0.2%	8.4%	0.3%	0.4%	1.2%
Syndication	2019	0.0%	0.0%	8.1%	56.9%	0.2%	25.2%	0.3%	7.8%	0.1%	0.4%	0.9%
Syndication	2020	0.0%	0.0%	7.9%	56.2%	0.2%	24.6%	0.4%	9.0%	0.1%	0.6%	1.0%
Syndication	2021	0.0%	0.0%	6.4%	58.0%	0.2%	24.2%	0.4%	8.7%	0.2%	0.6%	1.1%
Syndication	2022	0.1%	0.0%	4.9%	57.4%	0.3%	25.0%	0.3%	10.0%	0.4%	0.2%	1.5%
Syndication	2023	0.1%	0.0%	4.9%	55.4%	0.2%	23.8%	0.7%	12.1%	0.0%	0.7%	2.2%
Syndication	2024	0.0%	0.0%	3.9%	53.2%	0.1%	25.4%	0.8%	13.0%	0.2%	0.5%	2.9%
Cable TV	2017	0.3%	0.0%	0.5%	54.9%	0.1%	35.7%	0.1%	7.2%	0.0%	0.3%	0.9%
Cable TV	2018	0.1%	0.0%	0.3%	57.9%	0.1%	33.5%	0.2%	6.6%	0.1%	0.3%	0.9%
Cable TV	2019	0.2%	0.0%	0.3%	59.4%	0.1%	32.5%	0.3%	6.3%	0.1%	0.3%	0.7%
Cable TV	2020	0.2%	0.0%	0.3%	61.9%	0.1%	30.0%	0.3%	6.1%	0.0%	0.2%	1.0%
Cable TV	2021	0.2%	0.0%	0.3%	64.4%	0.1%	28.7%	0.2%	5.3%	0.1%	0.2%	0.7%
Cable TV	2022	0.1%	0.0%	0.3%	65.5%	0.1%	26.4%	0.4%	5.9%	0.1%	0.1%	1.0%
Cable TV	2023	0.2%	0.0%	0.3%	66.1%	0.1%	25.7%	0.3%	6.0%	0.1%	0.1%	1.0%
Cable TV	2024	0.0%	0.0%	0.1%	64.2%	0.1%	27.1%	0.3%	6.3%	0.1%	0.3%	1.5%
Spot TV	2017	0.6%	0.0%	1.9%	32.0%	0.4%	58.2%	0.1%	6.2%	0.0%	0.1%	0.4%
Spot TV	2018	0.6%	0.0%	1.7%	33.4%	0.4%	56.9%	0.1%	6.2%	0.0%	0.1%	0.6%
Spot TV	2019	1.2%	0.0%	1.8%	36.6%	0.4%	53.2%	0.1%	5.9%	0.0%	0.1%	0.6%
Spot TV	2020	1.4%	0.1%	2.0%	34.2%	0.4%	53.8%	0.2%	6.9%	0.0%	0.2%	0.8%
Spot TV	2021	1.3%	0.0%	1.7%	38.2%	0.3%	50.9%	0.2%	6.4%	0.0%	0.2%	0.8%
Spot TV	2022	1.2%	0.1%	1.7%	37.2%	0.3%	51.9%	0.2%	6.4%	0.1%	0.2%	0.7%
Spot TV	2023	1.6%	0.1%	1.8%	38.7%	0.4%	50.1%	0.2%	6.3%	0.0%	0.1%	0.8%
Spot TV	2024	0.4%	0.0%	1.3%	36.6%	0.3%	53.0%	0.2%	7.0%	0.1%	0.2%	1.0%