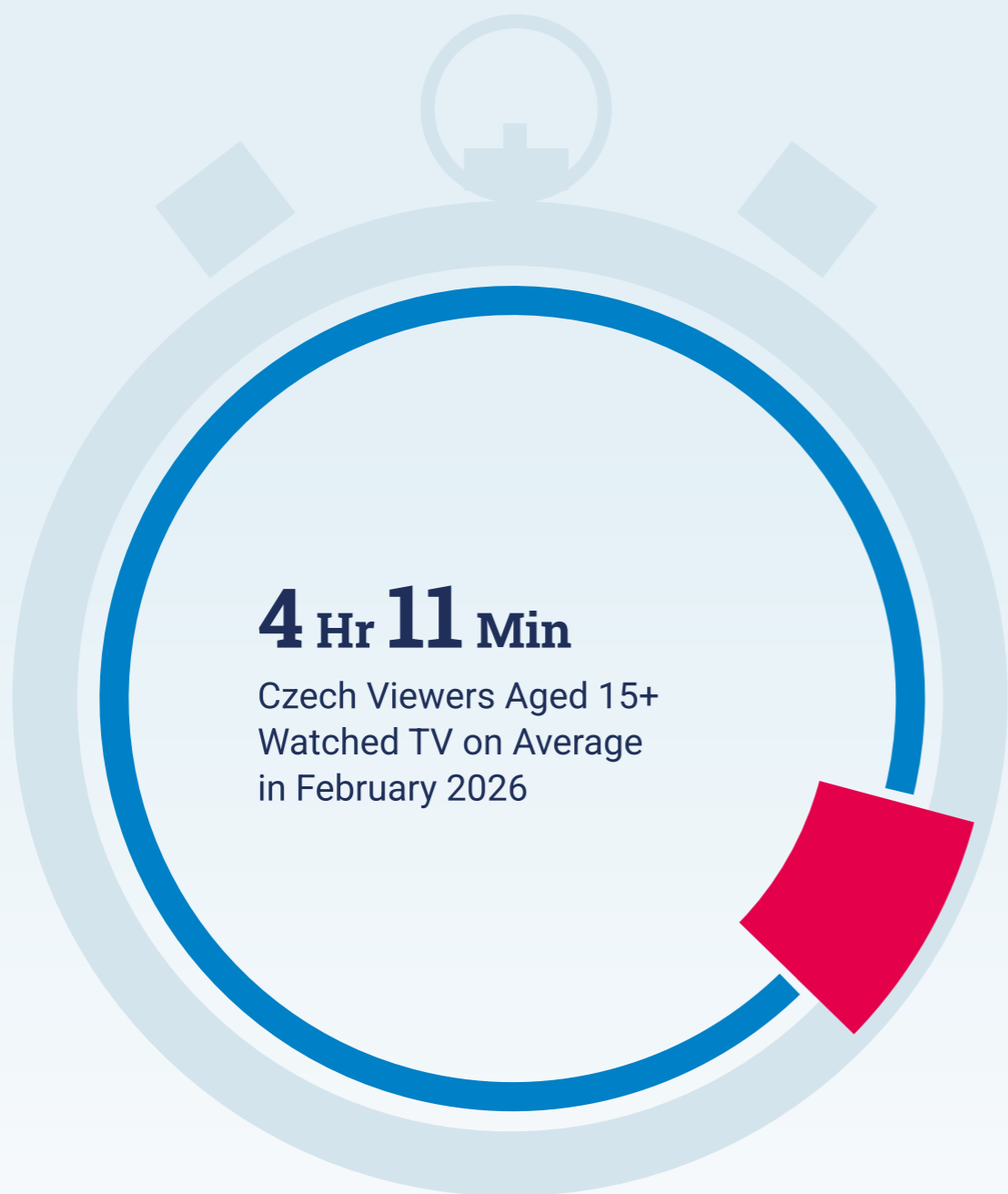


Out-Of-Home Viewing Contributes to Higher Total TV Viewership



IN-HOME VIEWING

93%

Viewers Aged 15+



OUT-OF-HOME VIEWING

7%

Viewers Aged 15+

In Commercial Target Groups, the Share of Out-Of-Home Viewing Is Even Higher

10%

Viewers Aged
15-54

9%

Viewers Aged
18-69