

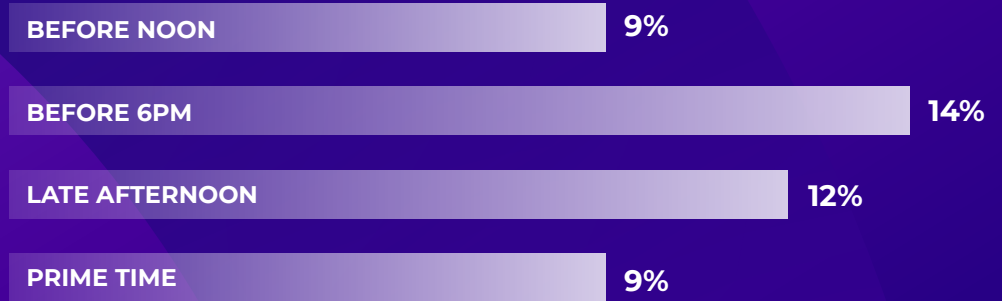
FreeWheel insights based on aggregated advertising data collected through the FreeWheel platform.

1. CONSUMERS ARE WATCHING MORE PREMIUM VIDEO



**VIEWERSHIP GROWTH
(IP + STB VOD)**
WEEK OF MARCH 16, VS.
PRIOR WEEK, U.S.

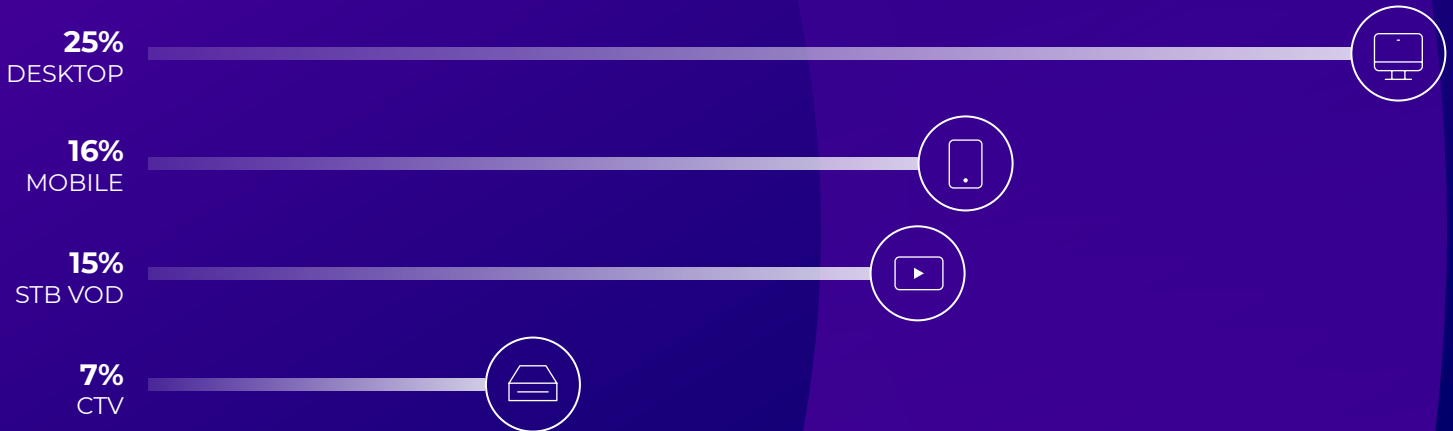
NEW DAYPARTS ARE DRIVING GROWTH
WEEK-OVER-WEEK DAYPART GROWTH
SINCE WEEK OF MARCH 16, U.S.



2. LINEAR STYLE PROGRAMMING IS BEING VIEWED ACROSS ALL PLATFORMS

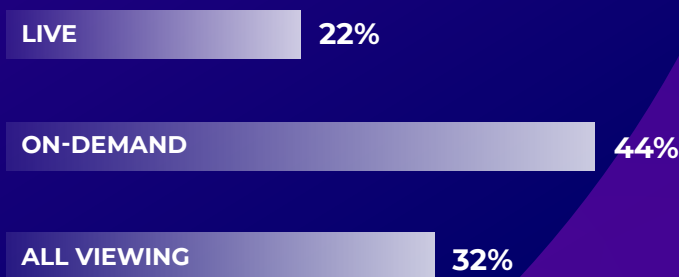
WEEK-OVER-WEEK VIEWERSHIP GROWTH SINCE WEEK OF MARCH 16, U.S.

PREMIUM VIDEO VIEWING IS SEEING LARGE GROWTH ON DESKTOP – PERHAPS DUE TO THE NEED FOR MULTIPLE DEVICES WITH MORE FAMILY MEMBERS AT HOME

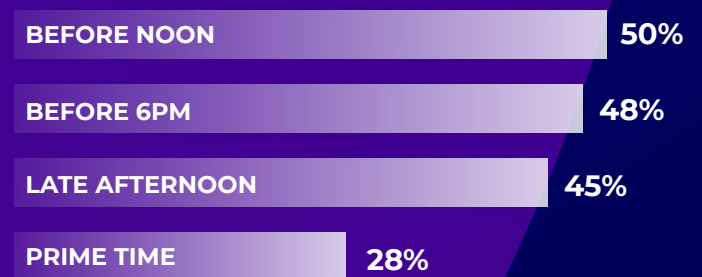


3. EUROPEAN VIEWERSHIP DATA IS A LIKELY INDICATOR OF FUTURE U.S. TRENDS

VIEWERSHIP GROWTH, EUROPE
WEEK-OVER-WEEK (MARCH 16 VS. FEBRUARY 16)



DAYPART GROWTH, EUROPE
WEEK-OVER-WEEK (MARCH 16 VS. FEBRUARY 16)



Data from Italy, Spain and France