

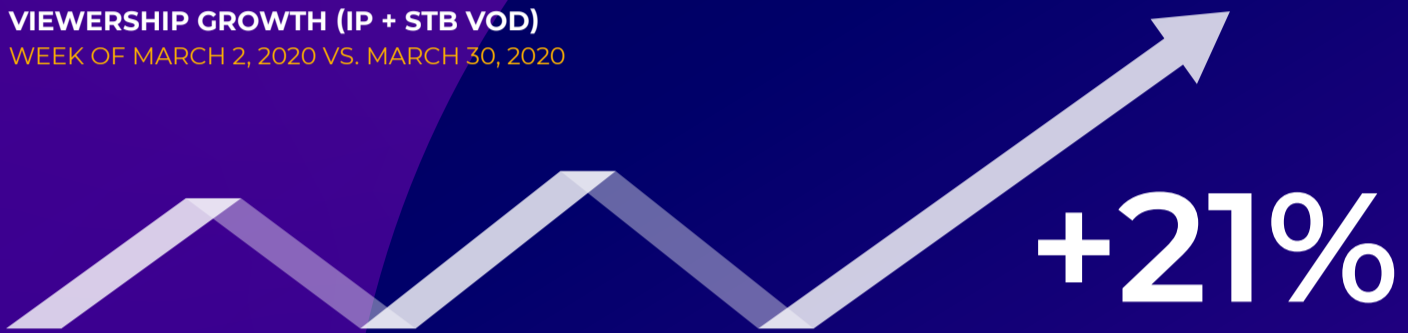
FreeWheel insights based on aggregated advertising data collected through the FreeWheel platform.

**APRIL 21, 2020**

For this edition of Real-Time Insights, we take a look back at how viewership has changed from the beginning of March to the end (week of 3/2/20 vs. week of 3/30/20), to compare the nation's viewing patterns before and after the transition to social distancing.

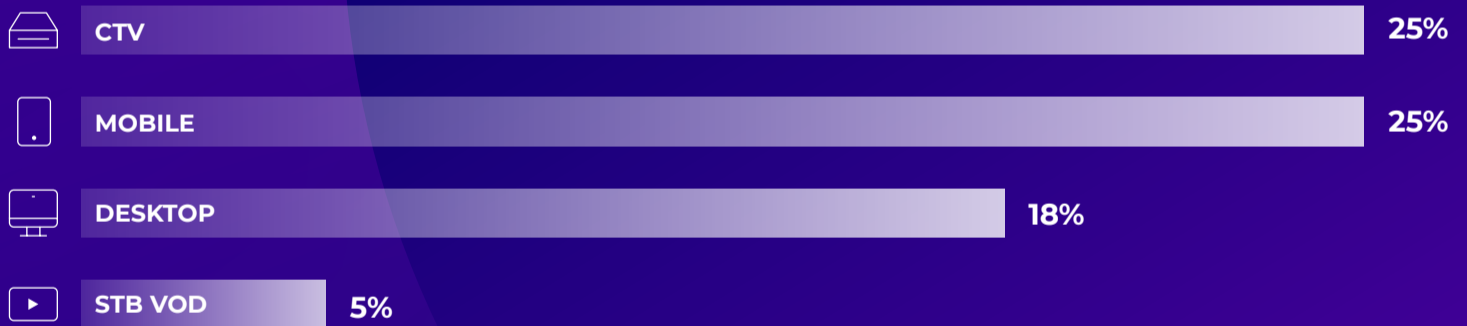
**1. PREMIUM VIDEO VIEWERSHIP INCREASED 21% ACROSS ALL PLATFORMS**

**VIEWERSHIP GROWTH (IP + STB VOD)**  
WEEK OF MARCH 2, 2020 VS. MARCH 30, 2020



**2. OF THE PLATFORMS, CONNECTED TV AND MOBILE SAW THE MOST GROWTH**

**VIEWERSHIP GROWTH ACROSS PLATFORMS**  
WEEK OF MARCH 2, 2020 VS. MARCH 30, 2020



**3. CONNECTED TV REMAINS THE PRIMARY PLATFORM FOR PREMIUM VIDEO VIEWING**

**VIEWERSHIP COMPOSITION BY DEVICE**  
WEEK OF MARCH 30, 2020

