



Memphis, Tennessee

Action News 5 – NBC Affiliate

Memphis Population 1,163,000

551,799 TVHH's | 28 Counties

Tennessee – Mississippi – Arkansas

Action News 5 – The First TV Station in Tennessee!

Action News 5 launched December 11, 1948

Joined Gray Television Group in 2019: 113 markets across the US... and growing
532,142 TV Households in three states: Arkansas, Mississippi, Tennessee

Dedicated

40+ hours of regularly scheduled live local broadcasts/week

Community focused

Food Bank Food Drive, Porter-Leath Toy Truck Drive, St. Jude Dream Home, YMCA Y on the Fly

Quality, brand safe Programming

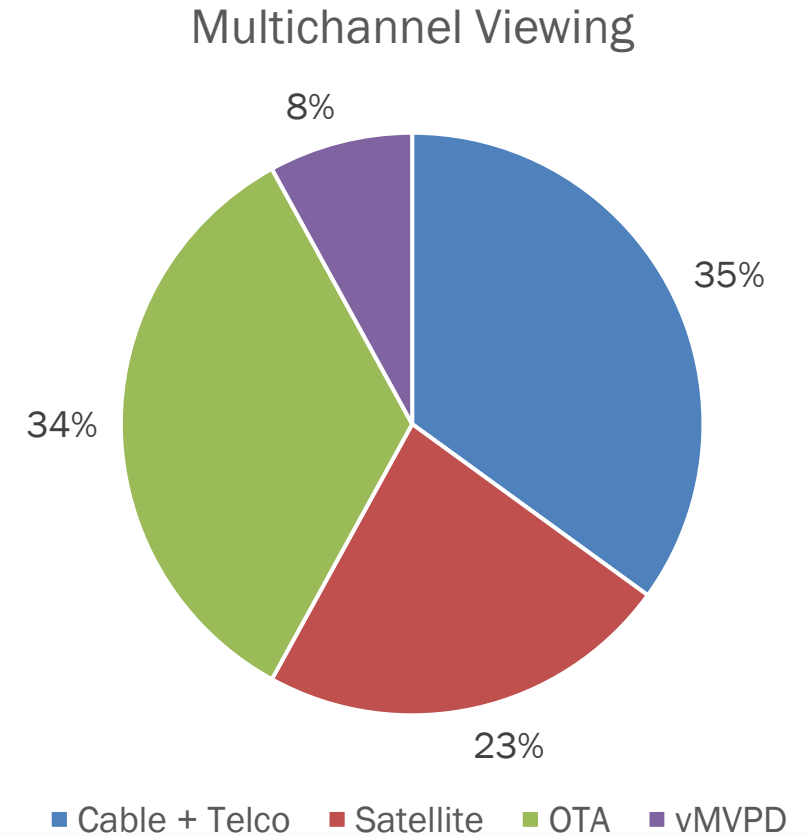


Memphis Market Measurement

- Market Household Universe Estimate – 551,799
- 1 in 3 Households Measured
(191,500)
- Measurement from every ZIP code in the market



2022 CS Production UEs				
Households				
TV HHs	Cable + Telco HHs	Satellite HHs	OTA HHs	vMVPD
551,799	35%	23%	34%	8%

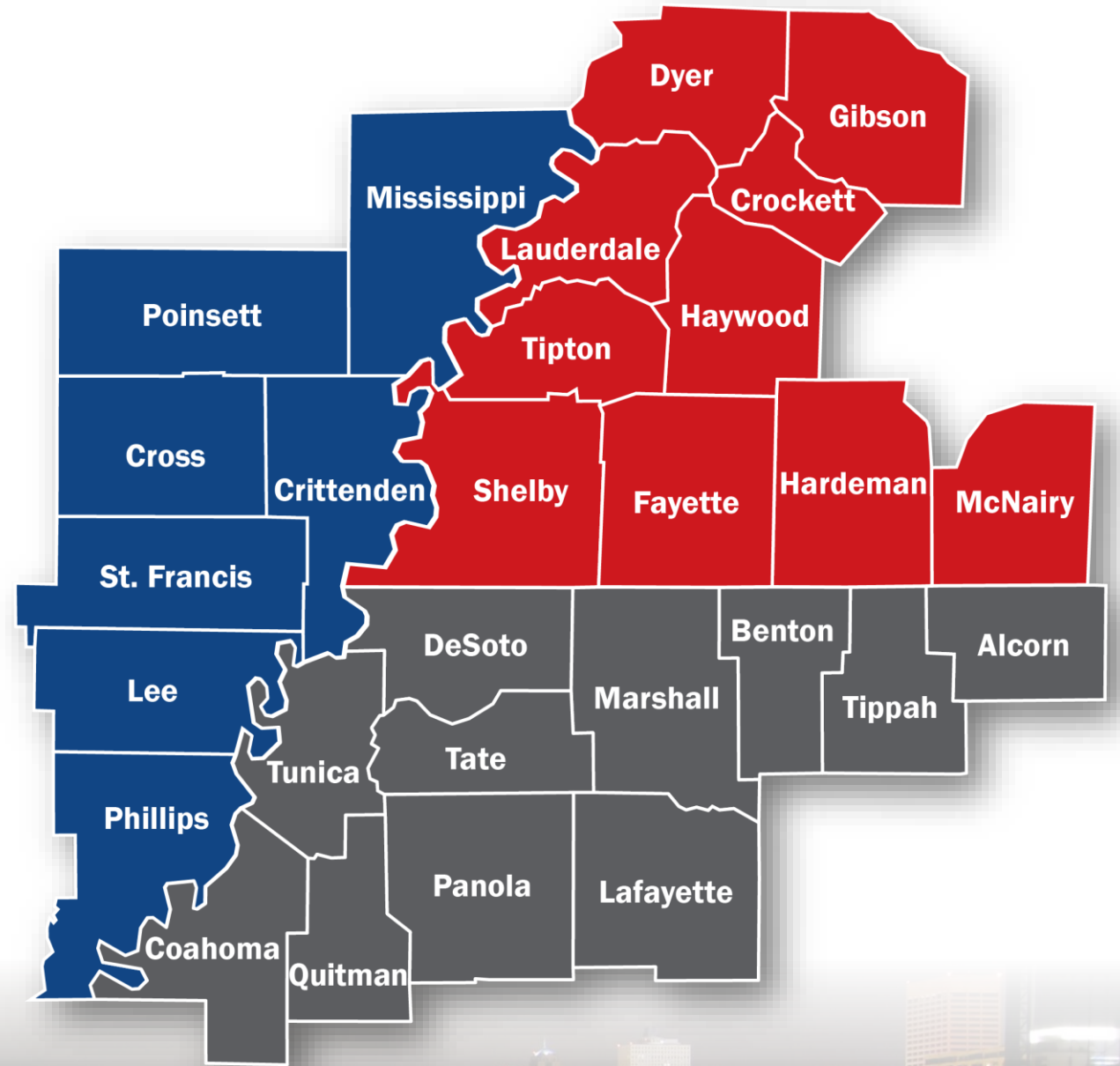


Comscore market rank: 50



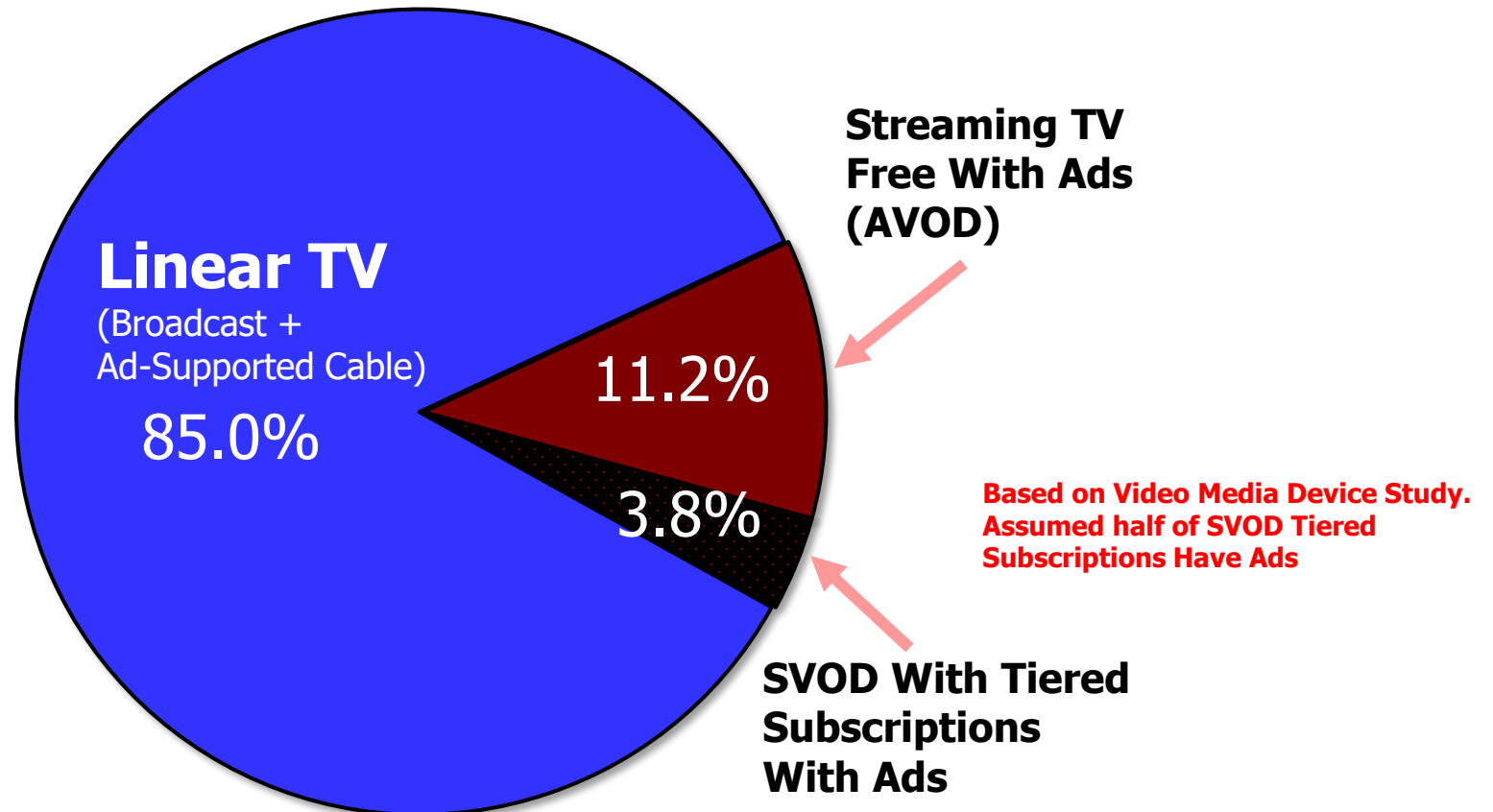
Action News 5 reaches viewers in three states: Tennessee, Arkansas and Mississippi!

These loyal viewers watch traditional TV, OTT (Over the Top) plus visit ActionNews5.com and our news and weather apps!



Linear Television Represents 85% of Total Viewing with Ads

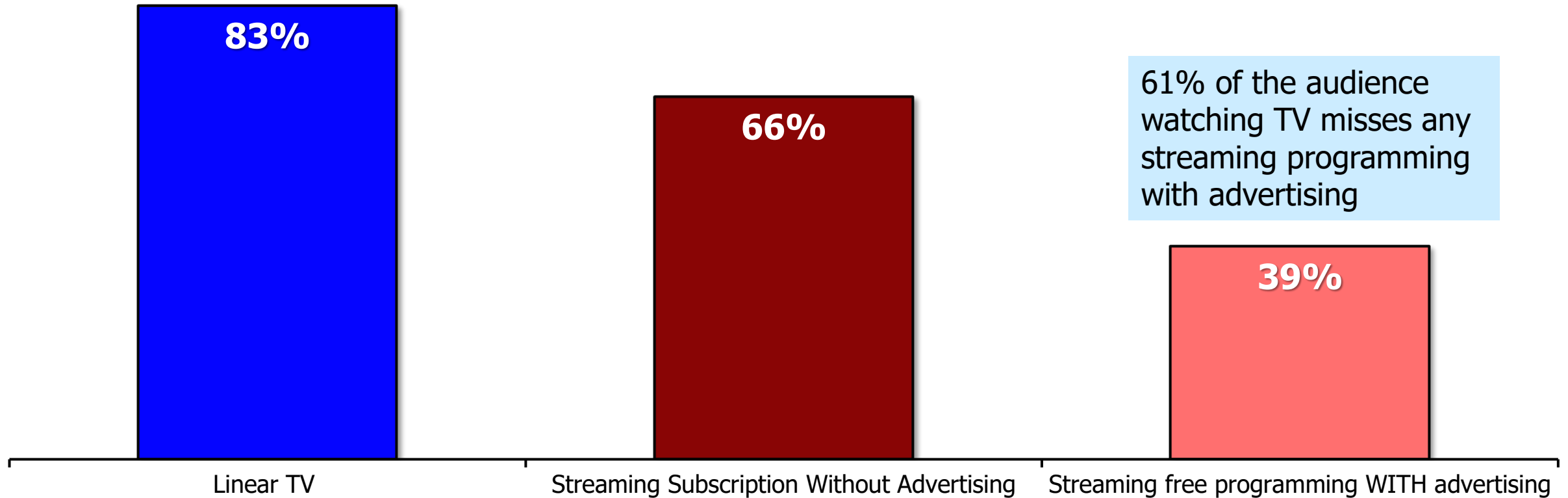
May 2022
% A18+ Viewing
Total Day of Platforms With Advertising



Source: Nielsen NPOWER May 2022 Persons 18+ Live+7. Total Day of Platforms With Advertising Base: Ad-Supported Linear TV & Nielsen Streaming Platform Ratings (With and Without Ads: Hulu, Discovery+, HBO Max, Peacock); Assumption that 50% of SVOD tiered subscriptions are ad-supported. MVPD/vMVPD category is included in Linear bucket.

83% of Households Can View Linear Content On Their TV

Please select the channels and/or streaming services that can be viewed on each of your working TV sets
Net of Households



Action News 5 – Five Mid-South Channels

5.1 Action News 5 – NBC Affiliate, local news, local & national sports, network programming

5.2 Bounce – Family-friendly programming targeting African Americans ages 29-50

5.3 Circle - highlights country music artists and the passions, hobbies and love of music they share with their fans, connects country fans and artists like never before

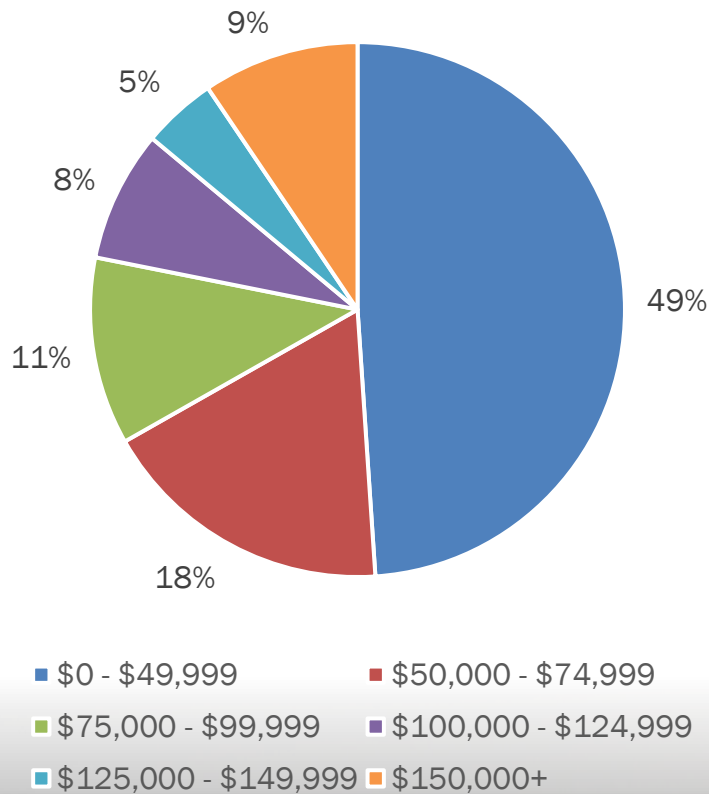
5.4 Oxygen- True Crime programming

5.5 Action News 5 PLUS - our newest channel - original sports programming, live sporting events, entertainment programs and the very best of the Action News 5's news team

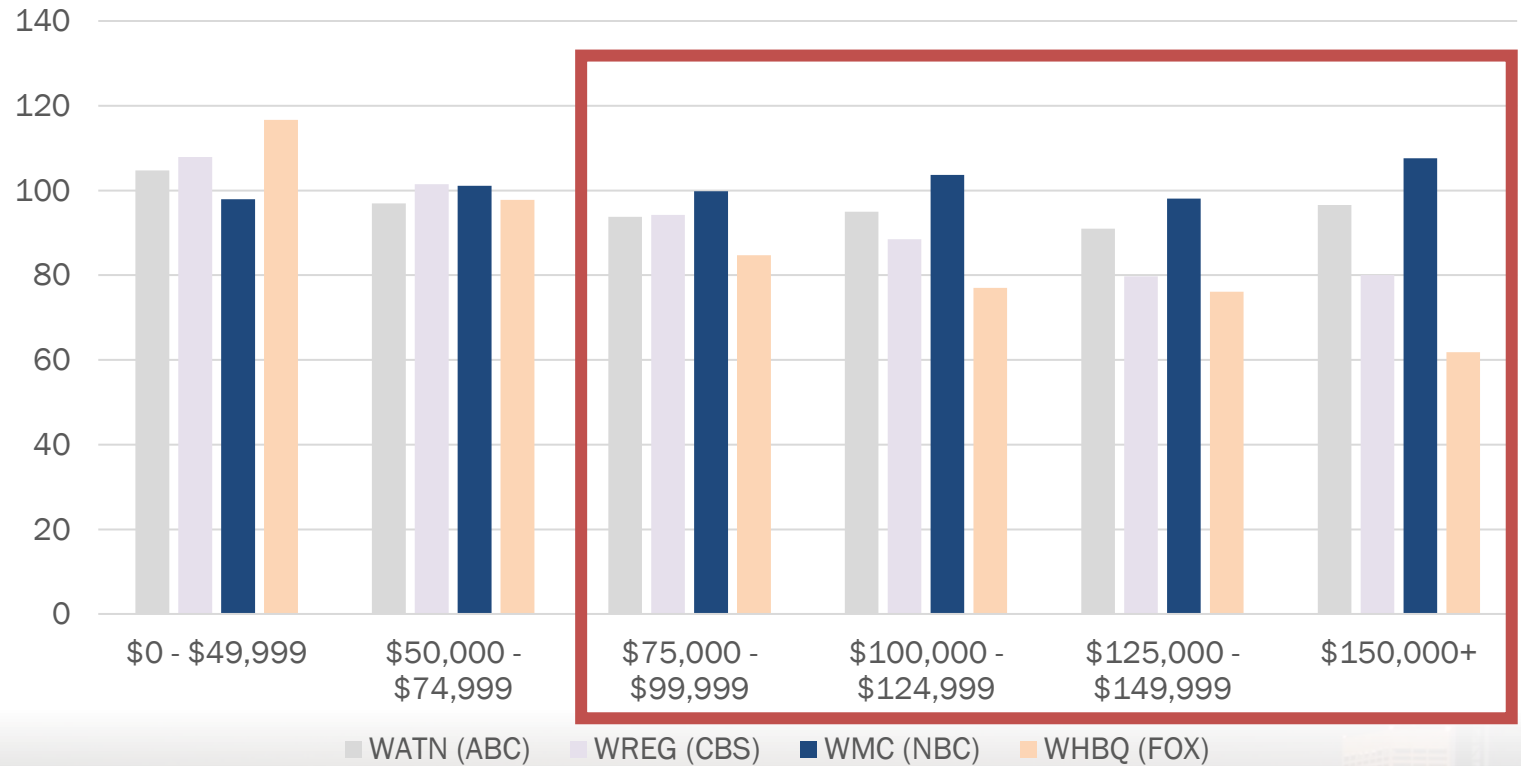


Household Income – Action News 5 over delivers buying power!

Action News 5 Average Audience



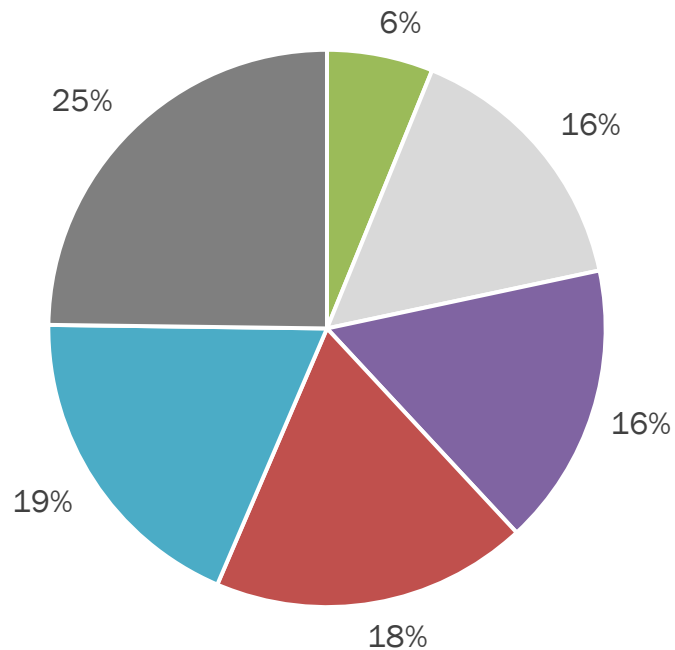
Index by Station



Action News 5 On Air Audience

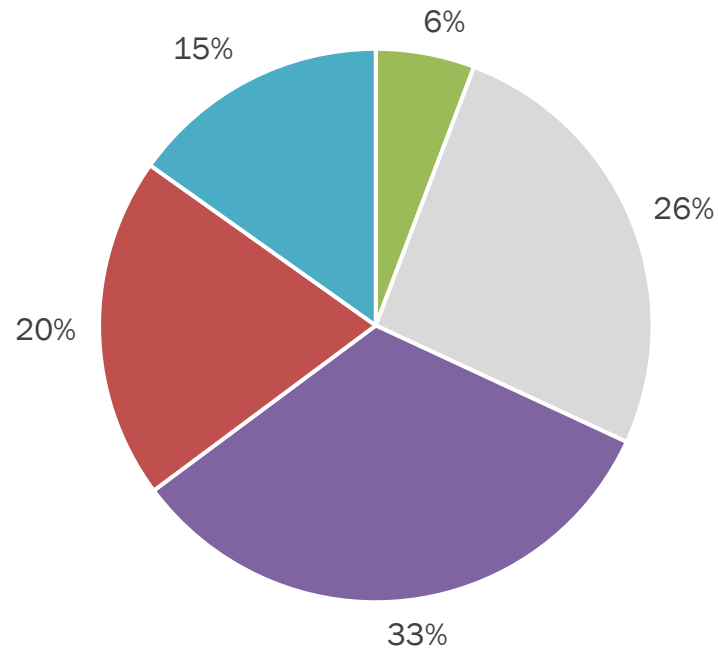
- Takeaways:**
- *Balanced Age Distribution*
 - *Educated*
 - *Two or More Adults/Household*

Age Range



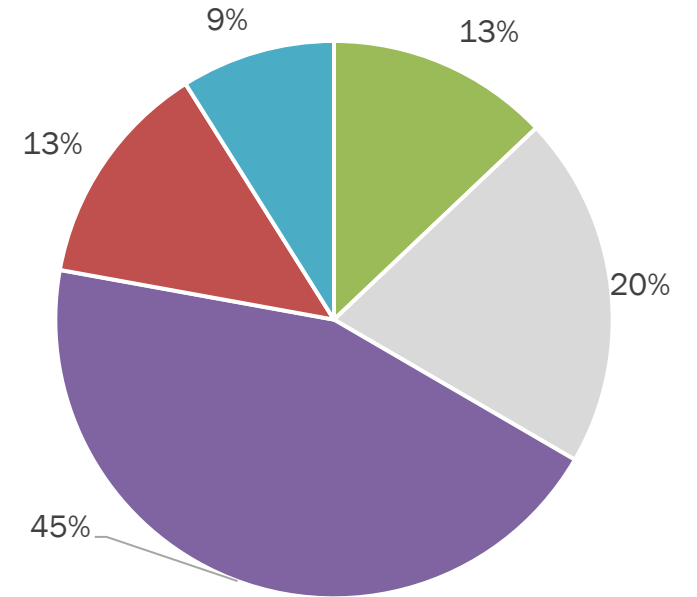
- A18-24
- A25-34
- A35-44
- A45-54
- A55-64
- A65+

Households w/ Education



- Some High School or Less
- High School
- Some College
- College
- Graduate School

Household Size



- Single-Person HH, Male
- Single-Person HH, Female
- Two Adults in HH
- Three Adults in HH
- Four or More Adults in HH

