

FETV's Adult 25-54 Prime Audience rank among Basic Cable Entertainment Networks with key Categories

Prescription Drugs Super Influential Consumers - 7th

Soft Drinks Category Influential Consumers - 2nd

Business Travel Category Influential Consumers - 4th

Real Estate Category Influential Consumers - 2nd

News Category Influential Consumers - 6th

Business Category Influential Consumers - 3rd

Home Remodeling Category Influential Consumers - 2nd

Photography Category Influential Consumers - 3rd

Other Vehicles Category Influential Consumers - 6th

Soft Drinks Super Influential Consumers - 4th

Business Super Influential Consumers - 7th

Finance/Investment Super Influential Consumers - 5th

Real Estate Super Influential Consumers - 4th

Insurance Super Influential Consumers - 4th

Home Remodeling Super Influential Consumers - 3rd

Photography Super Influential Consumers - 1st

Newspapers Super Influential Consumers - 4th

News Super Influential Consumers - 5th

Sporting Equipment Super Influential Consumers - 2nd

Products for Babies or Children Super Influential Consumers - 4th

Newspapers Category Influential Consumers - 5th

Magazines Category Influential Consumers - 6th

Insurance Category Influential Consumers - 2nd

Fashion - Shoes Super Influential Consumers - 6th

Business Travel Super Influential Consumers - 3rd

Finance/Investment Category Influential Consumers - 8th

Interior Decorating Category Influential Consumers - 9th

Sporting Equipment Category Influential Consumers - 9th

Automotive Products Super Influential Consumers - 8th

SOURCE: NIELSEN NTV, DATA FUSED WITH MRI SIMMONS MARKET BREAKS (MEMRI) - 4Q21 TO DATE; NIELSEN DEFINED PRIME AND CALENDAR. INDICES ARE BASED ON A25-54+ *CATEGORY INFLUENTIAL CONSUMERS ARE THE 10-20% OF THE POPULATION WHOSE WORD OF MOUTH HAS A GREATER IMPACT ON THE PRODUCTS/SERVICES PURCHASED THAN THOSE AROUND THEM. SUPER INFLUENTIAL ARE THE TOP 50% OF CATEGORY INFLUENTIAL RANKINGS BASED ON ENTERTAINMENT NETWORKS, AND EXCLUDES CHILDREN'S, SPORTS & NEWS NETWORKS. COMPLETE RANKINGS AVAILABLE ON REQUEST.