

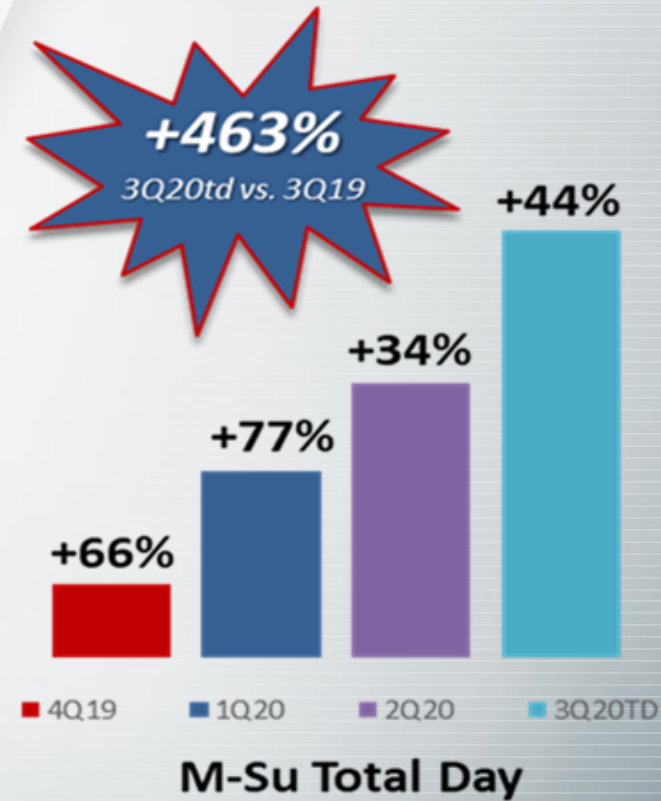
# Subscribers Are Tuning Into Newsmax TV

Increasing reach exceeds other networks

Network	Comscore Aug 1-21 HH 1 Minute Reach	Nielsen Aug '20 P2+ 6 Minute Reach
<b>Newsmax TV</b>	9.5M	6.8M
Bloomberg	5.6M	N/A
RFD	4.6M	4.1M
Newsy	N/A	2.6M

Source: Nielsen Media Research- August 2020; M-Su/6a-6a (6 minute qualifier) & Comscore TV Essentials- August 2020 through week of 8/17; M-Su/6a-6a (1 minute qualifier)

Viewership trend on solid growth trajectory



Source: Comscore TV Essentials HH Impressions

# Ongoing Success in 2020

## **NewsmaxTV** thus far in 2020...

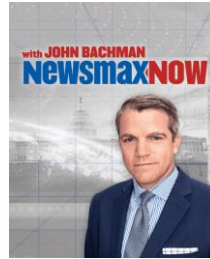
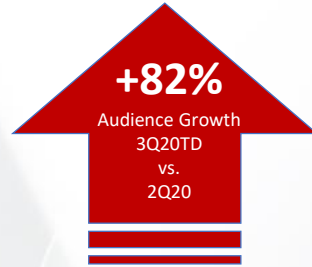
- ✓ **Highest Rated Month (July) & Quarter (2Q20) in History**
- ✓ **10 consecutive months** of audience growth
- ✓ **464% growth** in Total Day viewership Jul'20 vs. Jul'19
- ✓ **7.4 Million HH Reach in Jul'20** 154% Growth vs. Jul'19 & the 7<sup>th</sup> consecutive month w/ 7+ Million HH Reach
- ✓ **27-74% Key M-F Daypart Growth** 3Q20td versus 2Q20

Source: ComScore TV Essentials; Live SD HH data used

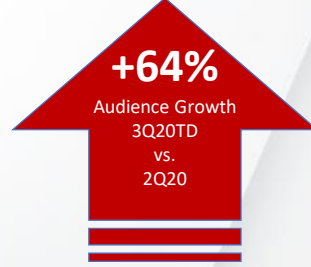
# A Fresh News Voice Drawing Audiences to Newsmax



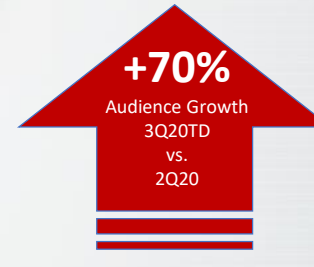
**M-F/9A-12N**



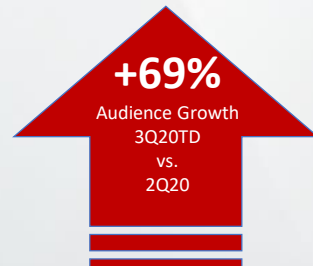
**M-F/12N-2P**



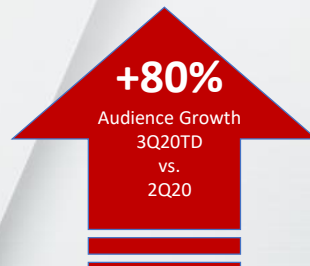
**M-F/2P-4P**



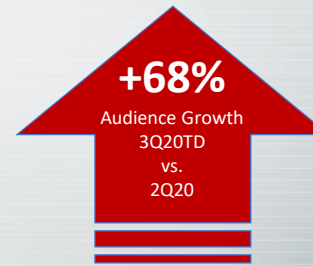
**M-F/6P-7P**



**M-F/7P-8P**

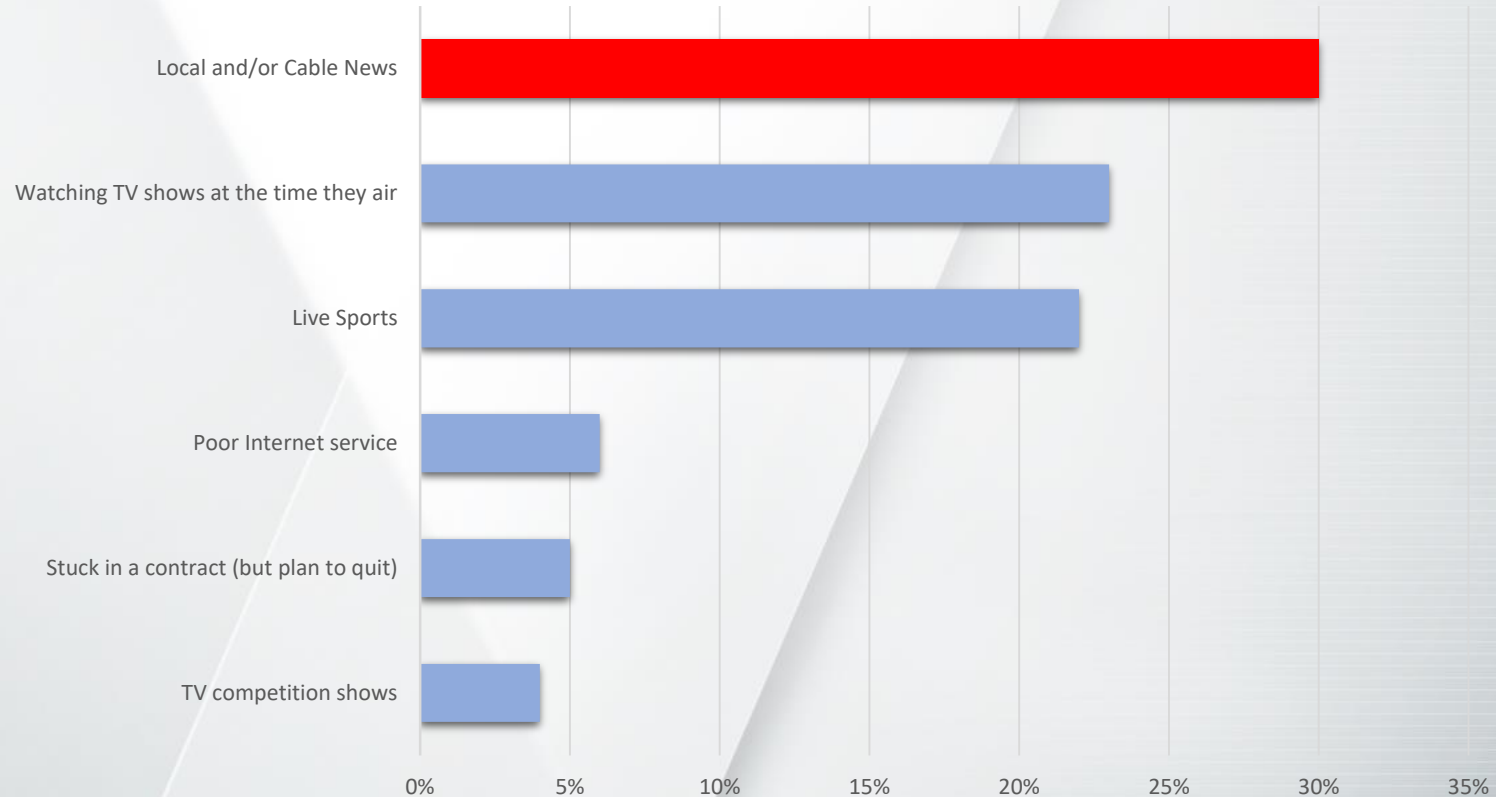


**SAT/9A-12N**



# Pay TV Subscribers Want Their Live News

Which of these is a main reason you still pay for live TV (cable, satellite, live streaming service, etc.)?



Source: CivicScience August 2020