

Profiles & Programming Hits



Special Interest, Drama & Reality TV

Male 48% | Female 52%



Popular Programming

The First 48
Storage Wars
Court Cam



Drama & Science Fiction TV

Male: 58% | Female: 42%



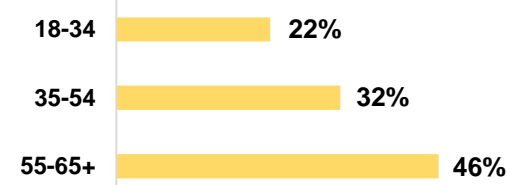
Popular Programming

The Walking Dead
Talking Dead
Two and a Half Men



Sports TV

Male: 68% | Female: 32%



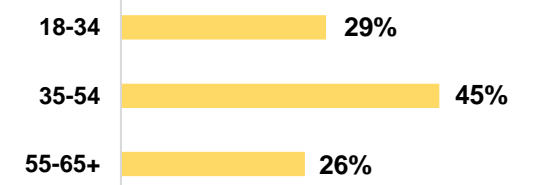
Popular Programming

MLB Baseball
Twins Live Postgame
Due North Outdoors



Drama & Reality TV

Male: 40% | Female: 60%



Popular Programming

The Real Housewives
Below Deck
Southern Charm

Viewer Profiles & Programming Hits



News TV

Male: 55% | Female: 45%



Popular Programming

Anderson Cooper 360
CNN Tonight
CNN Newsroom



Special Interest, Factual & Educational TV

Male: 50% | Female: 50%



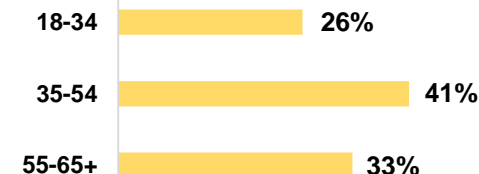
Popular Programming

Deadliest Catch
Gold Rush
Expedition Unknown



Sports TV

Male: 70% | Female: 30%



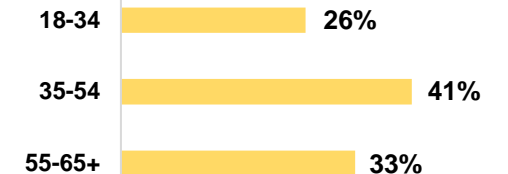
Popular Programming

Monday Night Football
SportsCenter with Scott Van Pelt
NBA Playoff



Sports TV

Male: 70% | Female: 30%



Popular Programming

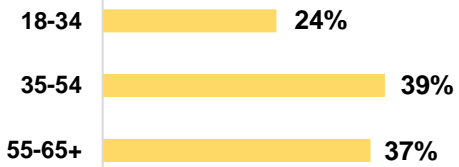
College Football
NCAA Women's Basketball Tournament
MNF w/ Peyton and Eli

Viewer Profiles & Programming Hits



Cooking, Food & Drink TV

Male: 37% | Female: 63%



Popular Programming

Girl Meets Farm
The Kitchen
Diners, Drive-Ins and Dives



News TV

Male: 54% | Female: 46%



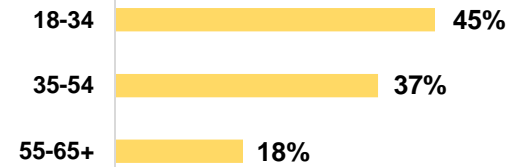
Popular Programming

Hannity
The Ingraham Angle
Tucker Carlson Tonight



Drama TV

Male: 30% | Female: 70%



Popular Programming

The Office
The Simpsons
Movies



Drama TV

Male: 53% | Female: 47%



Popular Programming

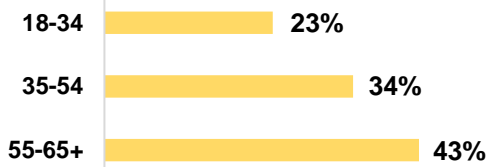
Atlanta
What We Do In the Shadows
Mayans M.C

Viewer Profiles & Programming Hits



Golf & Sports TV

Male: 77% | Female: 23%



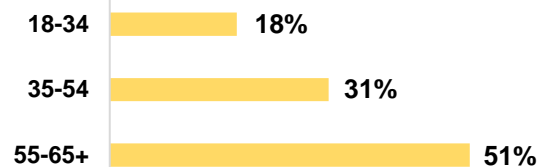
Popular Programming

PGA Championship
U.S. Open
The Open Championship



Holiday, Romance, Drama & Family TV

Male: 31% | Female: 69%



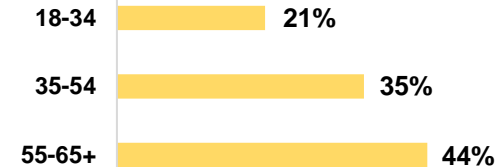
Popular Programming

Chesapeake Shores
Golden Girls
Movies



Reality TV

Male: 37% | Female: 63%



Popular Programming

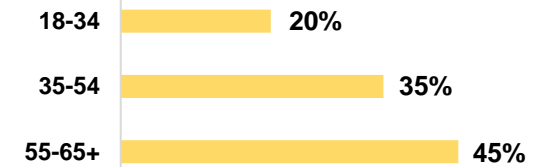
House Hunters
Love It Or List It
My Lottery Dream Home



HISTORY

Special Interest, Factual & Educational TV

Male: 57% | Female: 43%



Popular Programming

American Pickers
The Curse of Oak Island
Pawn Stars

All demographic information is provided by AdMall 2022. Popular programming is provided by TiVo for 2022. Past performance does not guarantee future results.

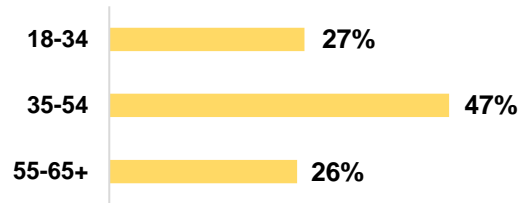
Viewer Profiles & Programming Hits



Lifetime

Drama TV

Male: 27% | Female: 73%



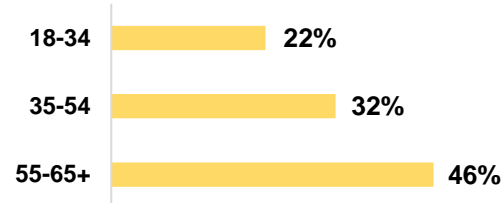
Popular Programming

Married at First Sight
Rizzoli & Isles
Movies



Sports TV

Male: 68% | Female: 32%



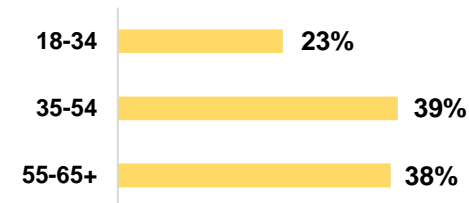
Popular Programming

College Football
College Hockey
College Basketball



News, Politics & National News TV

Male: 53% | Female: 47%



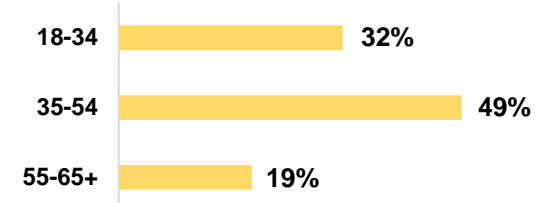
Popular Programming

The Rachel Maddow Show
The Last Word With Lawrence O'Donnell
Deadline: White House



Drama TV

Male: 47% | Female: 53%



Popular Programming

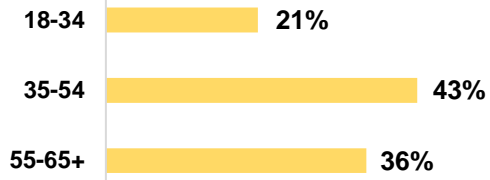
Yellowstone
Two and a Half Men
Movies

Viewer Profiles & Programming Hits



Drama TV

Male: 55% | Female: 45%



Popular Programming

The Big Bang Theory
Full Frontal With Samantha Bee
Friends



Special Interest, Factual & Educational TV

Male: 27% | Female: 73%



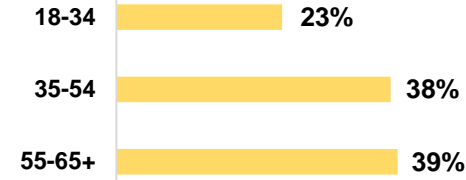
Popular Programming

Dr. Pimple Popper
90 Day Fiancé
My Big Fat Fabulous Life



Sports & Drama TV

Male: 60% | Female: 40%



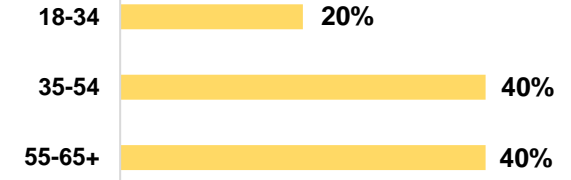
Popular Programming

NBA Basketball
NHL Hockey
Movies



Drama TV

Male: 52% | Female: 48%



Popular Programming

Nascar Cup Series
WWE Monday Night Raw
Law & Order

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