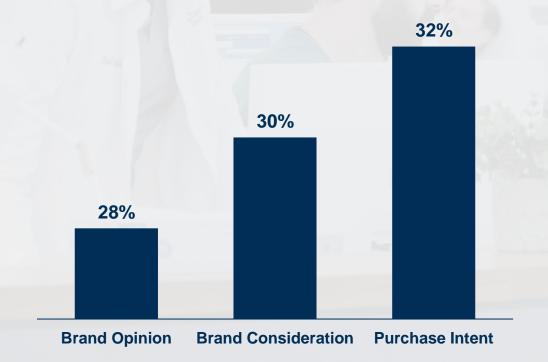
Fast Breaks Sustain Impact

PROPELLER CUSTOM STUDY

% LIFT EXPOSED VS. CONTROL



TV BRAND EFFECT

FAST BREAK ADS vs. SAME AD NORMS 20/21 SEASON TO DATE - A18-49 INDEX

106
Ad Memorability

111 Brand Memorability

117
Message Memorability

122

Likeability

Source: Propeller Insights FOX Custom Study, 4Q20, 25 measured brands, Exposed n=1886, Control n=5851, Top 2 box, Phoenix TV Brand Effect, 9/23/20-1/7/21, average vs. cable/broadcast norms (excl Fox), P18-49.