



The Gauge™

Nielsen's Total TV and Streaming Snapshot

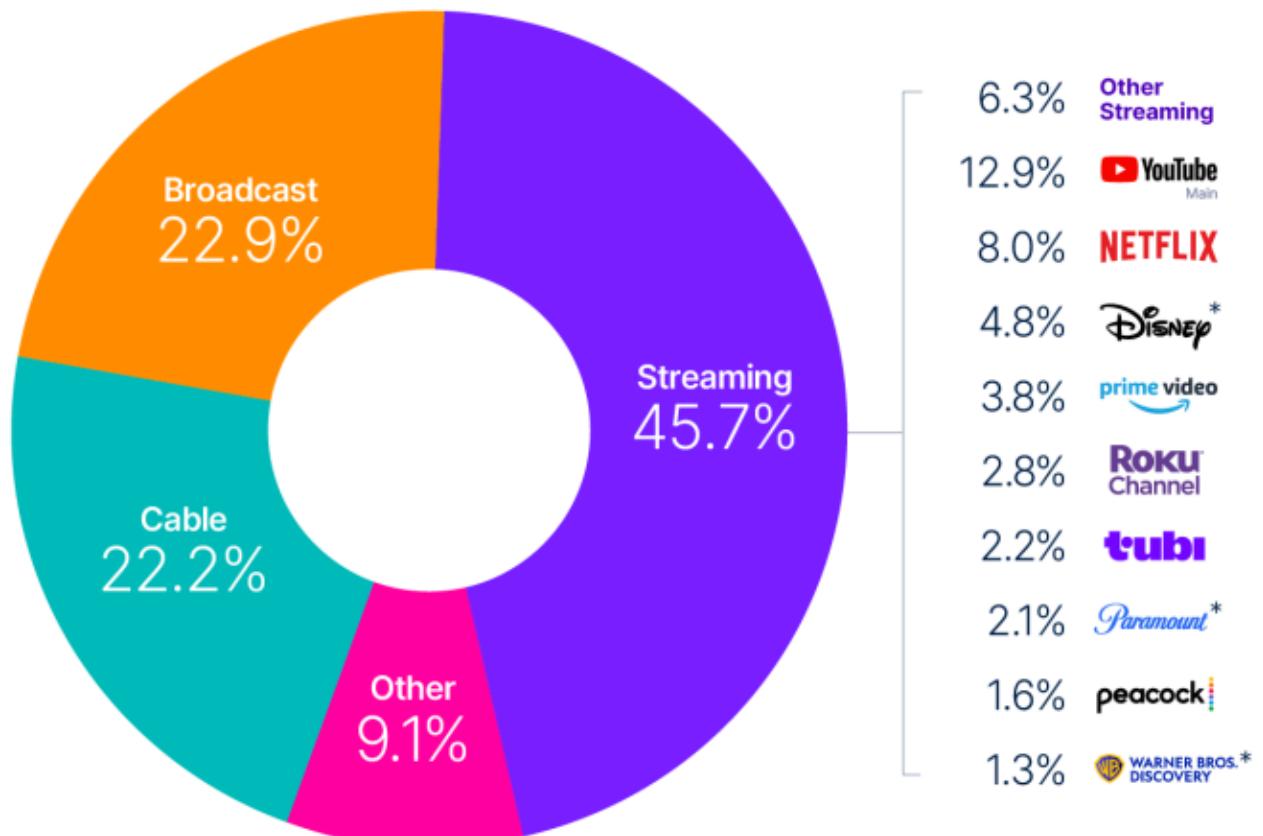
October 2025

Total Day | Persons 2+

* Disney includes viewing on Disney+, ESPN+ and Hulu SVOD

* Paramount includes viewing on Paramount+ and Pluto

* Warner/Discovery includes viewing on Discovery+ and Max



Methodology available @ www.nielsen.com/thegauge

Source: Nielsen National TV Panel plus Streaming Platform Ratings

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