

CTA Q2 2021

| Quarter | Tape A | | | | | | | Tape B | | | | | | |
|---------|--|--|--|--------------------------|---|--|-----------------------------------|--|--|--|--------------------------|---|--|-----------------------------------|
| | Capped Nonprofessional Subscribers (Quarter-End) | Quote Usage (Total; Excludes Capped Subscribers) | Professional Subscribers (Quarter-End) | Households (Quarter-End) | Real-Time Internal Only Vendors (Quarter-End) | Real-Time External Vendors (Quarter-End) | Non-Display Vendors (Quarter-End) | Capped Nonprofessional Subscribers (Quarter-End) | Quote Usage (Total; Excludes Capped Subscribers) | Professional Subscribers (Quarter-End) | Households (Quarter-End) | Real-Time Internal Only Vendors (Quarter-End) | Real-Time External Vendors (Quarter-End) | Non-Display Vendors (Quarter-End) |
| 1Q14 | 2,739,647 | 756,230,895 | 289,620 | 143,163,057 | 610 | 229 | NA | 1,421,106 | 220,142,165 | 215,145 | 53,256,000 | 482 | 200 | NA |
| 2Q14 | 2,566,637 | 695,548,296 | 282,755 | 145,377,725 | 614 | 224 | NA | 1,328,856 | 207,952,904 | 201,484 | 53,256,000 | 485 | 194 | NA |
| 3Q14 | 2,633,128 | 651,198,510 | 280,930 | 146,407,373 | 579 | 228 | NA | 1,355,551 | 212,561,368 | 199,681 | 53,256,000 | 451 | 195 | NA |
| 4Q14 | 2,669,941 | 672,153,175 | 280,218 | 145,776,063 | 563 | 231 | NA | 1,404,440 | 222,534,074 | 200,863 | 53,256,000 | 441 | 198 | NA |
| 1Q15 | 2,805,328 | 692,353,682 | 276,423 | 146,348,088 | 540 | 235 | 322 | 1,430,084 | 221,928,854 | 198,983 | 53,256,000 | 424 | 203 | 287 |
| 2Q15 | 2,695,514 | 639,698,333 | 268,472 | 150,706,873 | 519 | 232 | 328 | 1,399,034 | 193,106,875 | 193,877 | 53,256,000 | 405 | 199 | 285 |
| 3Q15 | 2,857,731 | 633,815,292 | 268,353 | 149,670,412 | 485 | 236 | 319 | 1,529,488 | 195,882,562 | 194,337 | 53,256,000 | 386 | 203 | 279 |
| 4Q15 | 2,593,460 | 641,075,577 | 270,380 | 149,157,480 | 477 | 236 | 317 | 1,389,834 | 214,879,531 | 207,350 | 53,256,000 | 371 | 205 | 277 |
| 1Q16 | 2,679,609 | 594,340,199 | 269,531 | 148,992,420 | 475 | 231 | 334 | 1,491,437 | 202,405,541 | 212,296 | 53,256,000 | 370 | 202 | 295 |
| 2Q16 | 2,731,832 | 620,868,669 | 283,033 | 150,359,705 | 476 | 231 | 338 | 1,528,320 | 210,715,719 | 227,579 | 53,256,000 | 374 | 203 | 299 |
| 3Q16 | 2,743,666 | 570,054,780 | 279,944 | 151,550,218 | 461 | 231 | 336 | 1,563,712 | 208,675,439 | 225,768 | 53,256,000 | 359 | 202 | 299 |
| 4Q16 | 2,691,960 | 515,179,425 | 277,443 | 149,042,548 | 457 | 235 | 329 | 1,567,124 | 183,453,430 | 224,582 | 53,256,000 | 349 | 204 | 294 |
| 1Q17 | 2,854,682 | 555,582,000 | 275,731 | 148,861,020 | 451 | 236 | 340 | 1,626,279 | 194,242,580 | 224,113 | 53,256,000 | 344 | 207 | 312 |
| 2Q17 | 2,725,430 | 551,150,194 | 277,423 | 150,074,827 | 449 | 232 | 337 | 1,544,540 | 187,310,259 | 225,773 | 53,256,000 | 345 | 203 | 309 |
| 3Q17 | 2,835,253 | 531,842,562 | 274,815 | 149,179,250 | 438 | 229 | 329 | 1,538,015 | 171,266,036 | 225,438 | 53,256,000 | 344 | 201 | 306 |
| 4Q17 | 3,042,936 | 554,593,781 | 275,319 | 144,061,866 | 427 | 230 | 322 | 1,718,697 | 157,995,482 | 227,378 | 53,256,000 | 339 | 201 | 301 |
| 1Q18 | 3,437,857 | 603,274,895 | 279,077 | 144,208,928 | 417 | 226 | 321 | 2,185,231 | 187,006,736 | 232,829 | 53,256,000 | 326 | 198 | 296 |
| 2Q18 | 3,273,808 | 541,346,119 | 278,911 | 145,401,019 | 414 | 227 | 325 | 2,019,033 | 180,043,162 | 230,661 | 53,256,000 | 325 | 199 | 301 |
| 3Q18 | 3,426,928 | 538,195,852 | 290,445 | 145,699,598 | 421 | 241 | 324 | 2,095,223 | 173,926,250 | 237,162 | 53,256,000 | 374 | 215 | 301 |
| 4Q18 | 3,282,898 | 564,981,867 | 292,357 | 144,984,473 | 415 | 242 | 322 | 1,916,189 | 187,130,393 | 238,779 | 53,256,000 | 372 | 217 | 301 |
| 1Q19 | 3,415,127 | 578,808,380 | 292,428 | 144,425,174 | 406 | 239 | 325 | 1,972,961 | 189,438,285 | 238,954 | 53,256,000 | 358 | 218 | 300 |
| 2Q19 | 3,420,512 | 655,249,679 | 291,584 | 142,418,225 | 398 | 238 | 319 | 1,934,856 | 194,295,888 | 239,031 | 75,638,000 | 358 | 216 | 298 |
| 3Q19 | 3,404,694 | 749,460,081 | 287,490 | 141,004,446 | 382 | 237 | 317 | 1,931,274 | 201,057,224 | 235,446 | 74,321,000 | 343 | 216 | 298 |
| 4Q19 | 3,476,141 | 692,652,716 | 283,157 | 135,760,952 | 379 | 234 | 318 | 1,943,555 | 210,340,187 | 231,292 | 73,410,000 | 336 | 213 | 298 |
| 1Q20 | 4,199,089 | 777,355,069 | 279,617 | 134,234,973 | 378 | 233 | 333 | 2,523,446 | 252,365,805 | 230,137 | 72,639,000 | 338 | 215 | 314 |
| 2Q20 | 5,391,287 | 1,033,993,792 | 287,822 | 132,786,827 | 368 | 234 | 327 | 3,234,754 | 340,713,817 | 239,215 | 71,188,000 | 335 | 215 | 310 |
| 3Q20 | 5,835,958 | 833,916,197 | 294,943 | 131,408,253 | 370 | 233 | 332 | 3,521,622 | 276,916,730 | 243,877 | 69,811,000 | 339 | 213 | 314 |
| 4Q20 | 5,963,590 | 821,464,778 | 291,879 | 72,746,902 | 368 | 233 | 335 | 3,528,963 | 255,906,160 | 240,784 | 69,642,000 | 335 | 215 | 316 |
| 1Q21 | 8,220,667 | 1,045,612,692 | 299,466 | 72,844,829 | 368 | 236 | 342 | 5,110,932 | 331,043,295 | 248,357 | 69,438,000 | 336 | 217 | 322 |
| 2Q21 | 7,075,251 | 1,010,317,960 | 304,813 | 71,767,688 | 370 | 230 | 350 | 4,470,838 | 349,912,888 | 254,714 | 67,813,000 | 340 | 213 | 332 |

- Definitions**
- (1) **Capped Nonprofessional Subscribers** includes data usage by those defined pursuant to the Nonprofessional Subscriber Policy paying the flat per subscriber rate. Includes Nonprofessionals paying on a per-quote basis that are capped at \$1.00/month.
 - (2) **Quote Usage** includes data usage for those professionals that choose to report on a per-quote-packet basis as well as Nonprofessionals that are not capped at \$1.00/month.
 - (3) **Professional Subscribers** are deemed to be those that do not meet the criteria defined pursuant to the Nonprofessional Subscriber Policy paying on a per device basis.
 - (4) **Households** provides an estimate of households reached based on vendor reporting of television broadcast data.
 - (5) **Real-Time Internal Only Vendors** are datafeed recipients that only use the data internally.
 - (6) **Real-Time External Vendors** are datafeed recipients that redistribute data outside their firms, as well as any applicable internal use.
 - (7) **Non-Display Vendors** are datafeed recipients that use the data for non-display, as well as any other applicable use.
 - (8) **NA** means 'Not Applicable' as the metrics were not available for this time period.
 - (9) Effective September 1, 2013, Tape B Pro Devices include Bid Ask and Last Sale Services.