

A Win for the Fan...

Season to date, Arizona's Family (KTVK 3TV + Arizona's Family Sports) is **nearly doubling** year-over-year A18+ impressions when compared to Bally Sports Arizona's delivery over the same period.



**ARIZONA'S FAMILY
SPORTS**



Source: Nielsen Live+ Same Day program average data for season-to-date deliveries on networks noted.



A Win for the Fan...

Arizona's Family is **dominating viewership** when it comes to local side-by-side games.

Currently Suns games with A18+ on Arizona's Family 3TV + Arizona's Family Sports are performing –

420%

over ESPN's delivery

1683%

over NBATV's delivery

215%

over TNT's delivery

236%

over ABC's delivery



Source: Nielsen Live+ Same Day program average data for season-to-date deliveries on networks noted.



A Win for the Fan...

The story is even stronger when you look at Persons 2+.

To date, Phoenix Suns games on Arizona's Family are averaging

127,702 IMP P2+

5.7M

P2+ impressions
delivered across 45 games

3M

P2+ impressions
delivered by BSA for 22-23 season



Source: Nielsen Live+ Same Day program average data for season-to-date deliveries on networks noted.



A Win for the Fan...

The exceptional broadcast performance is not limited to just games.

Phoenix Suns Pre and Postgame Shows are seeing the impact as well.

Suns Gametime (Pregame)

183%

Higher than last year with A18+
(45 pregame shows)

Suns Gametime Postgame

177%

Higher than last year with A18+
(45 postgame shows)

**ARIZONA'S FAMILY
SPORTS**



Source: Nielsen Live+ Same Day program average data for season-to-date deliveries on networks noted.