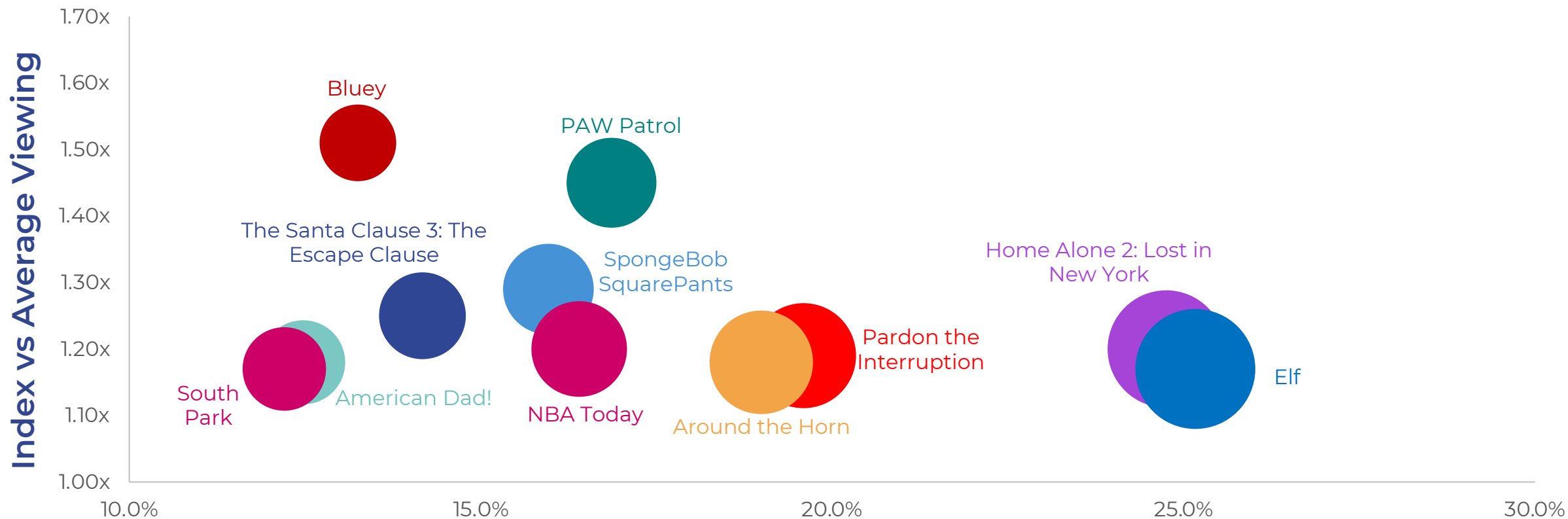




- The Smart Tribe report indicates that Millennials are 1.51x more likely to watch Bluey and 1.39x Paw Patrol than the population average during holiday season
- The report also shows an affinity to watching Christmas movies: The Santa Clause 3, Home Alone 2 and Elf
- This viewing behaviour can be attributed to the trend of Millennial households having younger children

### Millennials – Holiday Season 2022



November 1<sup>st</sup> 2022 – December 31<sup>st</sup> 2022

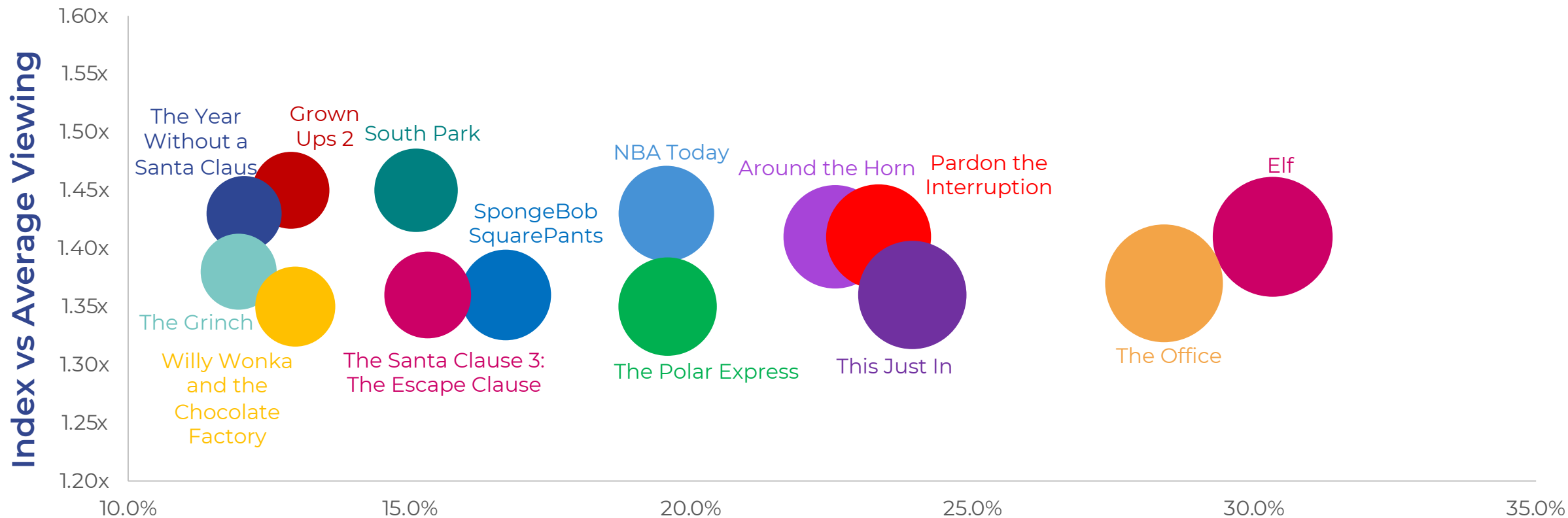
**% Watched**

*Bubbles are sized by Unique HH Tune-ins during flight dates*



- The Smart Tribe report indicates that Gen Z are 1.45x more likely to watch Grown Ups 2 and South Park than the average population during holiday season.

### Gen Z – Holiday Season 2022



November 1<sup>st</sup> 2022 – December 31<sup>st</sup> 2022

**% Watched**

*Bubbles are sized by Unique HH Tune-ins during flight dates*