

## Newsmax's Comparison of its Ratings to what it describes as "22 Liberal-Leaning Networks" vs. Industry Standard Comparison

	Newsmax's Selected Ratings		Industry standard ratings provide a more accurate picture of Newsmax's relative ratings and rank:							
Network	9am-8pm*		All-Day Average**				Prime Time**			
	Coverage AA%	Rank	Projected Households	Rating	Rank Among Selection***	Overall Rank***	Projected Households	Rating	Rank Among Selection***	Overall Rank***
CBS Affiliates	BN		2,087,875	1.70	1		3,754,196	3.06	1	
ABC Affiliates	BN		1,836,981	1.50	2		2,806,562	2.29	3	
NBC Affiliates	BN		1,817,297	1.48	3		3,624,201	2.95	2	
MSNBC	0.55	1	634,770	0.52	4	2	984,814	0.80	5	3
CNN	0.37	2	473,863	0.39	5	4	584,857	0.48	8	13
PBS	BN		406,384	0.33	6		1,045,909	0.85	4	
Univision	NA		394,686	0.32	7		766,919	0.62	6	
Telemundo	NA		301,957	0.25	8		609,233	0.50	7	
HLN	0.06	7	153,408	0.12	9	34	168,669	0.14	11	52
Comedy Central	0.08	4	148,949	0.12	10	36	193,366	0.16	9	42
The Weather Channel	0.08	6	108,299	0.09	11	51	126,266	0.10	14	68
CNBC	0.11	3	106,876	0.09	12	53	143,311	0.12	13	64
E!	0.05	9	104,145	0.08	13	56	170,849	0.14	10	51
<b>&gt;Newsmax</b>	<b>0.15</b>	<b>[3]</b>	<b>101,343</b>	<b>0.08</b>	<b>14</b>	<b>58</b>	<b>144,819</b>	<b>0.12</b>	<b>12</b>	<b>63</b>
NewsNation	0.08	5	81,669	0.07	15	70	53,975	0.04	16	89
Vice	0.03	8	31,198	0.03	16	89	54,248	0.04	15	88
CNN EN Espanol	0.02	10	5,907	0.005	17	122	12,627	0.01	17	126
Fox News			1,225,565	1.00		1	1,848,149	1.51		1

\*Nielsen 9a-8p FY 2022

\*\*Nielsen; Composite; Live+7, All Day & Prime HH ratings; Full Year 2022 (12/27/2021-12/25/2022)

\*\*\*"Rank Among Selection" indicates the rating among the channels selected by Newsmax. "Overall Rank" indicates ranking among all channels.

NA – Not Available; NR – No Rating; BN – Broadcast Network

Note: ESPNNews, CNBC World, Bloomberg, C-SPAN, BBC World News and CNN International are not rated by Nielsen