

## Newsmax's Comparison of its Ratings to "Major 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***
TNT	0.16	18	305,717	0.25	1	13	651,583	0.53	2	8
TLC	0.09	34	279,351	0.23	2	16	782,812	0.64	1	7
Discovery	0.11	24	241,695	0.20	3	21	590,109	0.48	3	12
A&E	0.14		229,474	0.19	4	23	387,654	0.32	5	21
WE TV	0.12	23	225,327	0.18	5	24	348,663	0.28	6	24
Oxygen	0.11	25	204,614	0.17	6	26	280,984	0.23	9	28
Nickelodeon	0.13	22	181,266	0.15	7	27	183,710	0.15	17	46
AMC	0.10	32	180,185	0.15	8	28	341,672	0.28	7	25
FX	0.09	35	172,288	0.14	9	29	323,887	0.26	8	26
Bravo	0.08	41	168,580	0.14	10	30	467,236	0.38	4	17
SYFY	0.11	28	158,331	0.13	11	31	261,932	0.21	11	32
Travel	0.08	37	151,181	0.12	12	35	252,443	0.21	12	33
Comedy Central	0.08	36	148,949	0.12	13	36	193,366	0.16	15	42
MTV	0.07	42	142,602	0.12	14	37	207,752	0.17	14	36
Nat Geographic	0.08	39	138,976	0.11	15	40	266,306	0.22	10	30
ESPN2	0.06	52	115,142	0.09	16	45	238,407	0.19	13	34
CMT	0.10	33	111,511	0.09	17	48	163,606	0.13	20	55
Fox Sports 1	0.07	47	111,505	0.09	18	49	188,997	0.15	16	44
Motor Trend	0.07	45	104,308	0.08	19	55	162,617	0.13	21	56
E!	0.05	56	104,145	0.08	20	56	170,849	0.14	19	51
VH1	0.04	61	101,849	0.08	21	57	181,174	0.15	18	48
<b>Newsmax</b>	<b>0.16</b>	<b>15</b>	<b>101,343</b>	<b>0.08</b>	<b>22</b>	<b>58</b>	<b>144,819</b>	<b>0.12</b>	<b>22</b>	<b>63</b>
Fox Business	0.11	26	94,400	0.08	23	63	50,847	0.04	24	93
Golf	0.05	57	65,246	0.05	24	74	72,160	0.06	23	82
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.

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

