

Trump / Harris presidential debate

Tuesday 09/10/24

Households tune-in

 27,960,362



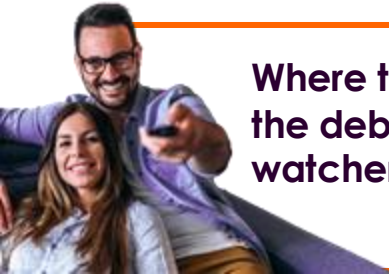
Republican
25.8%



Democrat
25.2%



Non-partisan
49%



Where to reach the debate watchers:



Network



Device



App



Content

61 minutes was the average watch time of households who tuned in to the 2nd presidential debate

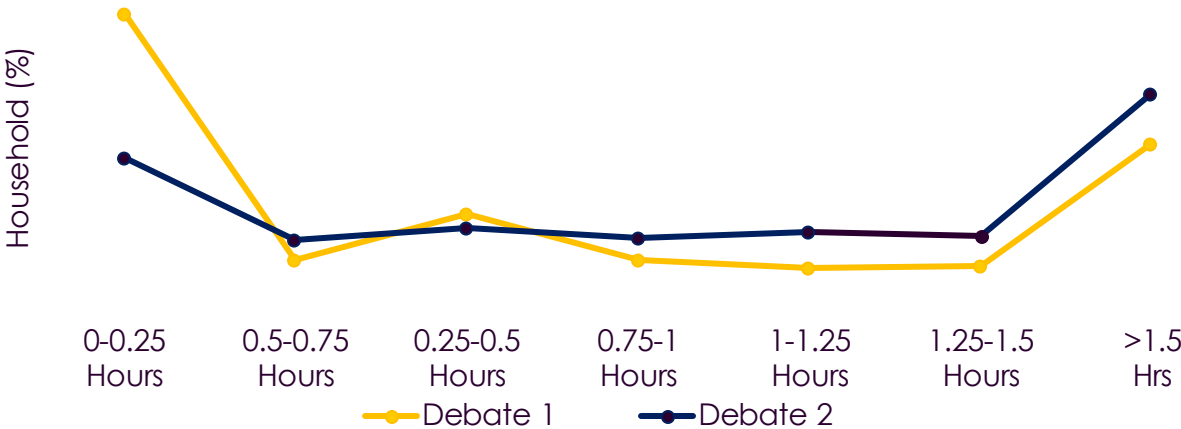


75% Did not tune in to the June presidential debate

42% Debate watchers didn't tune into CNN, MSNBC or FXNC in last 30 days

Viewer engagement trend

Household debate watch duration



39% of viewers watched the 2nd presidential debate In its entirety.



Viewership remained consistently strong throughout the debate, indicating high engagement

Viewership segmentation

Segmenting viewers based on watch duration, we have two unique segments as defined

Trump / Harris debate

Trump / Biden debate

Tune – in: ~28M

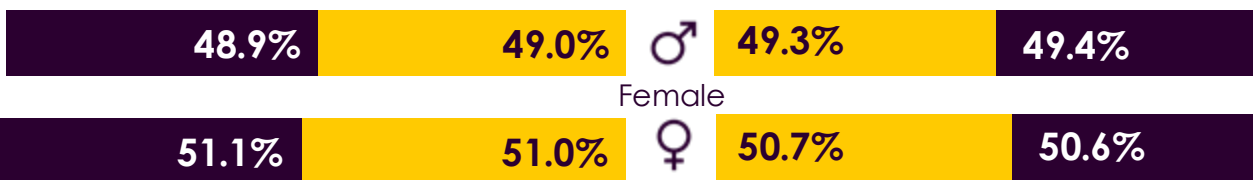
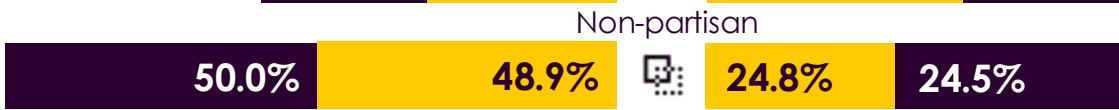
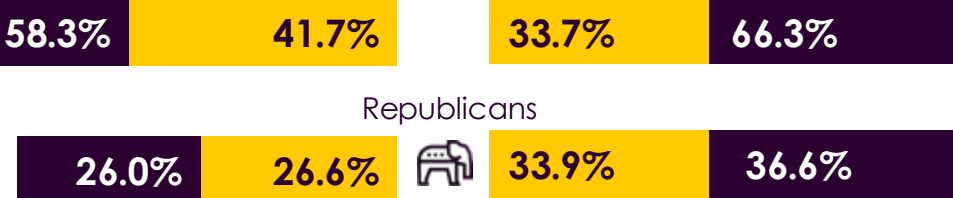
Tune – in: ~14M

Indifferent watchers

Avid watchers

Avid watchers

Indifferent watchers



21 min 1.3 hrs 1.6 hrs 15 min

37.6% Untapped households



Where can you reach these untapped households?

Network

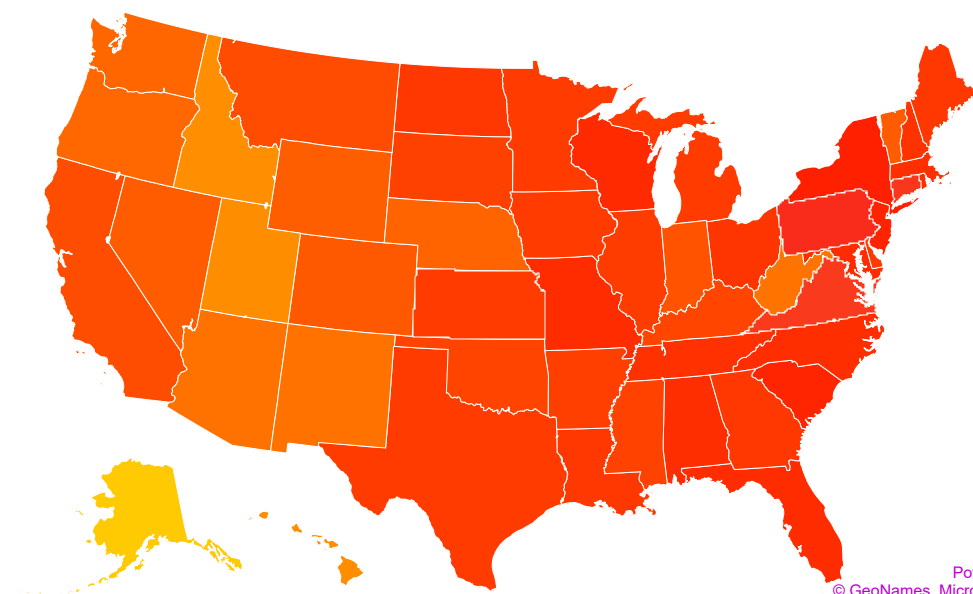


App



Untapped households = Households who watched the debate but were not exposed to commercials from Trump or Harris

State-level presidential debate viewership



Vizio Household Viewership Penetration %

12.16% 22.94%

PA 22.7%

WI 22.2%

NC 21.8%

GA 21.2%

MI 20.8%

NV 18.3%



New York, Pennsylvania, New Jersey, South Carolina and Wisconsin **had the highest viewership penetration for the debate.** Average US wide penetration is 19.9%

- Lookback of 30 days used for top digital technologies, state level penetration and untapped analysis
- Data sources: Vizio Content, Vizio Commercial, Xandr Segment Feed (L2 segments)