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The Final Episode Of M\*A\*S\*H, Dallas, And Roots Part VIII. Of The Top-40 Sports Telecasts Since January 1961, All But Four Telecasts Were Super Bowls. The Highest Local Market Rating In 2008 - At Nearly 56% - - Was In Boston, Home Of The New England Patriots. The Second-largest Local Feb 20th, 2024

### **AUDIENCE INSIGHTS NIELSEN LOCAL WATCH REPORT**

Chicago And Philadelphia Combined. As Of May 2019, During A Typical Day That An Adult Streams, They Spend Over Two Hours Doing It. That Equates To Nearly The Same Amount Of Time Spent Watching A Full Length Movie At The Cinema. HOW MANY HOW OFTEN HOW LONG Source: Nielsen NPOWER. May 2019 Local Survey (April 25 - May 22, 2019). Jan 6th, 2024

### **FEATURED INSIGHTS - Nielsen**

Branding Shots (average Scores) Initial Branding - Sec. 1-2 Interim Branding - Sec. 46-48 Ultimate Branding - Sec. 56-60. Overall Effectiveness Emotional Engagement. Source: Nielsen Consumer Neuroscience. Critical Start . 0 2 4 6 8 10 . 1 3 5 7 9 11 13 15 17 19 21 23 25 27 Jan 1th, 2024

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With Key Competitors Involved In Merger Talks - Mars And Wrigley In 2008, And Kraft Acquiring Cadbury In 2010 - Identifying Unmet Consumer Demand Took On Added Importance. With Long-term Sustainable Growth As Its Goal, Hershey Turned To The Cambridge Group, A Division Of Nielsen, To Bring A Game-changing Approach To Its Apr 4th, 2024

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