

VIEWER PROFILE



TOP THREE TARGET LIFESTYLE GROUPS WATCHING THIS NETWORK BY INDEX*:

Middle-Class Melting Pot	115 or 15% more likely to watch (than the general population)
Significant Singles	123 or 23% more likely to watch
Blue Sky Boomers	128 or 28% more likely to watch



GENDER

Male:	54%
Female:	46%



HOME OWNERSHIP

Own Home:	63%
Rent:	34%



HOUSEHOLD INCOME

\$100K+:	26%
\$75K - \$99,999:	13%
\$50K - \$74,999:	17%
\$30K - \$49,999:	24%



AGE

18 - 34:	23%
35 - 54:	39%
55+:	38%



EDUCATION

Graduated College:	23%
Some College:	36%



PRESENCE OF CHILDREN

1+ Child in HH:	31%
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MARITAL STATUS

Single (Never Married):	30%
Married:	51%

Source: Nielsen Scarborough USA Plus-MRI/Mosaic, Jai18-My19, Adults 18+, Cable Networks Watched Past 7 Days: Paramount Network. *Lifestyle Groups are a part of Mosaic USA, a division of Experian that combines lifestyle and interest attributes to create audience groups used by marketers. A high-indexing audience segment for the network does not guarantee that this network will appear on a campaign built using *Audience Intelligence for Local*. Index will vary by geography; metrics shown here represent the US population.

FEATURED PROGRAMS

- Ink Master
- Lip Sync Battle
- Bellator MMA
- Bar Rescue
- Yellowstone
- Wife Swap
- 68 Whiskey
- The Last Cowboy
- I Am...

Program list is a sample from the network. Shows may change or be cancelled without notice. Cancelled shows may still air in repeats.



Paramount Network's programming lineup features a mix of new, high-quality, premium entertainment scripted series, non-scripted returning pop-culture favorites, and original sports and specials for a broad audience. Paramount Network is a prime destination for premium storytelling with compelling stories, unforgettable characters, and high quality production with a distinctive global appeal.

VIEWER PROFILE for their DIGITAL PROPERTY



AGE:

18 – 34:	32%
35 – 64:	63%
65+:	4%



GENDER

Male:	59%
Female:	41%



HOUSEHOLD INCOME

\$25K – \$99,999:	8%
\$40K–\$74,999:	38%
\$75K+	51%



CHILDREN

1 or more in HH:	43%
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Source: Source: comScore, Inc.; USA Multi-Platform for Desktop 2+ and Total Mobile 18+, Total Audience July 2018

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