

CTA Tape A & B Subscriber/Household Metrics

CTA Q4 2020

Quarter	Tape A							Tape B						
	Capped Nonprofessional Subscribers (Quarter-End)	Quote Usage (Total; Excludes Capped Subscribers)	Professional Subscribers (Quarter-End)	Households (Quarter-End)	Real-Time Internal Only Vendors (Quarter-End)	Real-Time External Vendors (Quarter-End)	Non-Display Vendors (Quarter-End)	Capped Nonprofessional Subscribers (Quarter-End)	Quote Usage (Total; Excludes Capped Subscribers)	Professional Subscribers (Quarter-End)	Households (Quarter-End)	Real-Time Internal Only Vendors (Quarter-End)	Real-Time External Vendors (Quarter-End)	Non-Display Vendors (Quarter-End)
1Q14	2,739,647	756,230,895	289,620	143,163,057	610	229	NA	1,421,106	220,142,165	215,145	53,256,000	482	200	NA
2Q14	2,566,637	695,548,296	282,755	145,377,725	614	224	NA	1,328,856	207,952,904	201,484	53,256,000	485	194	NA
3Q14	2,633,128	651,198,510	280,930	146,407,373	579	228	NA	1,355,551	212,561,368	199,681	53,256,000	451	195	NA
4Q14	2,669,941	672,153,175	280,218	145,776,063	563	231	NA	1,404,440	222,534,074	200,863	53,256,000	441	198	NA
1Q15	2,805,328	692,353,682	276,423	146,348,088	540	235	322	1,430,084	221,928,854	198,983	53,256,000	424	203	287
2Q15	2,695,514	639,698,333	268,472	150,706,873	519	232	328	1,399,034	193,106,875	193,877	53,256,000	405	199	285
3Q15	2,857,731	633,815,292	268,353	149,670,412	485	236	319	1,529,488	195,882,562	194,337	53,256,000	386	203	279
4Q15	2,593,460	641,075,577	270,380	149,157,480	477	236	317	1,389,834	214,879,531	207,350	53,256,000	371	205	277
1Q16	2,679,609	594,340,199	269,531	148,992,420	475	231	334	1,491,437	202,405,541	212,296	53,256,000	370	202	295
2Q16	2,731,832	620,868,669	283,033	150,359,705	476	231	338	1,528,320	210,715,719	227,579	53,256,000	374	203	299
3Q16	2,743,666	570,054,780	279,944	151,550,218	461	231	336	1,563,712	208,675,439	225,768	53,256,000	359	202	299
4Q16	2,691,960	515,179,425	277,443	149,042,548	457	235	329	1,567,124	183,453,430	224,582	53,256,000	349	204	294
1Q17	2,854,682	555,582,000	275,731	148,861,020	451	236	340	1,626,279	194,242,580	224,113	53,256,000	344	207	312
2Q17	2,725,430	551,150,194	277,423	150,074,827	449	232	337	1,544,540	187,310,259	225,773	53,256,000	345	203	309
3Q17	2,835,253	531,842,562	274,815	149,179,250	438	229	329	1,538,015	171,266,036	225,438	53,256,000	344	201	306
4Q17	3,042,936	554,593,781	275,319	144,061,866	427	230	322	1,718,697	157,995,482	227,378	53,256,000	339	201	301
1Q18	3,437,857	603,274,895	279,077	144,208,928	417	226	321	2,185,231	187,006,736	232,829	53,256,000	326	198	296
2Q18	3,273,808	541,346,119	278,911	145,401,019	414	227	325	2,019,033	180,043,162	230,661	53,256,000	325	199	301
3Q18	3,426,928	538,195,852	290,445	145,699,598	421	241	324	2,095,223	173,926,250	237,162	53,256,000	374	215	301
4Q18	3,282,898	564,981,867	292,357	144,984,473	415	242	322	1,916,189	187,130,393	238,779	53,256,000	372	217	301
1Q19	3,415,127	578,808,380	292,428	144,425,174	406	239	325	1,972,961	189,438,285	238,954	53,256,000	358	218	300
2Q19	3,420,512	655,249,679	291,584	142,418,225	398	238	319	1,934,856	194,295,888	239,031	75,638,000	358	216	298
3Q19	3,404,694	749,460,081	287,490	141,004,446	382	237	317	1,931,274	201,057,224	235,446	74,321,000	343	216	298
4Q19	3,476,141	692,652,716	283,157	135,760,952	379	234	318	1,943,555	210,340,187	231,292	73,410,000	336	213	298
1Q20	4,199,089	777,355,069	279,617	134,234,973	378	233	333	2,523,446	252,365,805	230,137	72,639,000	338	215	314
2Q20	5,391,287	1,033,993,792	287,822	132,786,827	368	234	327	3,234,754	340,713,817	239,215	71,188,000	335	215	310
3Q20	5,835,958	833,916,197	294,943	131,408,253	370	233	332	3,521,622	276,916,730	243,877	69,811,000	339	213	314
4Q20	5,963,590	821,464,778	291,879	72,746,902	368	233	335	3,528,963	255,906,160	240,784	69,642,000	335	215	316

- Definitions**
- (1) **Capped Nonprofessional Subscribers** includes data usage by those defined pursuant to the Nonprofessional Subscriber Policy paying the flat per subscriber rate. Includes Nonprofessionals paying on a per-quote basis that are capped at \$1.00/month.
  - (2) **Quote Usage** includes data usage for those professionals that choose to report on a per-quote-packet basis as well as Nonprofessionals that are not capped at \$1.00/month.
  - (3) **Professional Subscribers** are deemed to be those that do not meet the criteria defined pursuant to the Nonprofessional Subscriber Policy paying on a per device basis.
  - (4) **Households** provides an estimate of households reached based on vendor reporting of television broadcast data.
  - (5) **Real-Time Internal Only Vendors** are datafeed recipients that only use the data internally.
  - (6) **Real-Time External Vendors** are datafeed recipients that redistribute data outside their firms, as well as any applicable internal use.
  - (7) **Non-Display Vendors** are datafeed recipients that use the data for non-display, as well as any other applicable use.
  - (8) **NA** means 'Not Applicable' as the metrics were not available for this time period.
  - (9) Effective September 1, 2013, Tape B Pro Devices include Bid Ask and Last Sale Services.