

CBS AD SALES REINFORCES INDUSTRY LEADERSHIP

CBS EXECUTIVES MAKE KEY ADVERTISING INDUSTRY PRESENTATIONS IN LATE MARCH



OMNICOM MEDIA GROUP Summit news panel (L-R): CBSN anchor Vladimir Duthiers, CBS THIS MORNING SATURDAY co-host Michelle Miller, CBS News chief White House correspondent Major Garrett and CBS News correspondent David Begnaud

As President and Chief Advertising Revenue Officer **Jo Ann Ross** and her senior team continue to prioritize **CBS'** role as a leader and trusted partner across the advertising industry, company executives made two important presentations to key organizations in recent weeks.

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MASTERS FINAL ROUND BROADCAST TOPS RATINGS LEADERBOARD



CBS Sports' final-round coverage of the 2019 Masters dominated the sports landscape on Sunday April 14, with the top two most-watched sports broadcasts of the day.

Live coverage, which aired Sunday morning due to the weather-adjusted tee times (9:00 AM-2:54 PM, ET), averaged 10.8 million viewers, making it the most-watched morning golf broadcast in 32 years. Sunday's final round also was the most-watched golf broadcast on any network since last year's Masters final round.

Sunday's combined Masters coverage, including the encore presentation, was watched in all or in part by 37.2 million viewers, up +41% vs. 2018's live-only coverage and the most-watched Sunday coverage of the Masters since 2013. The encore presentation of the final round averaged 4.5 million viewers, the third-most-watched golf broadcast-to-date on any network this year, behind only the live third-round and final-round of the Masters.

(Source: NTI)

(EXECUTIVE PRESENTATIONS, cont. from page 1)

● On March 22, **CBS** participated in the third annual **Omnicom Media Group (OMG)** Partner Summit – a three-day gathering during which TV networks and other content companies present to brand clients and OMG agency executives about their strategy for the upcoming season. This year CBS again had the coveted closing timeslot of the 30 companies presenting. CBS News President and Senior Executive Producer **Susan Zirinsky**, CBS EVP of National Sales **Chris Simon** and CBS News Digital EVP and General Manager **Christy Tanner** opened the session and introduced an engaging and informative panel discussion featuring CBS News correspondents and anchors. The conversation, moderated by CBSN anchor **Vladimir Duthiers** and featuring CBS News chief White House correspondent **Major Garrett**, CBS THIS MORNING SATURDAY co-host **Michelle Miller** and CBS News correspondent **David Begnaud**, gave guests a behind-the-curtain look at CBS News. In an unexpected moment that showed guests how the CBS News team handles breaking events in action, special counsel **Robert Mueller** submitted his long-awaited report to Attorney General **William Barr** while the CBS panel was underway. Zirinsky, Garrett and the other members of the panel were already beginning their work on the story as the session came to an exciting close.



● CBS renewed its commitment to the **Association of National Advertisers' #SeeHer** initiative again this year, aiding in the organization's efforts to increase the accurate portrayal of women in advertising and to celebrate and honor **Women's History Month**. Throughout March, the company paid tribute to 12 women pioneers in the fields of science, technology, engineering, arts, and mathematics (STEAM) by airing a series of **CBS Cares** public service announcements in primetime. On March 29, CBS executives were also invited to the **ANA #SeeHer Media Partner Update** to share the company's most recent contributions to #SeeHer with more than two dozen influential marketers who align



CBS VP of Branded Entertainment & Media Innovation Antoinette Clarke (L) and CBS EVP of National Sales Chris Simon (R) at the ANA #SeeHer Media Partner Update

their advertising with the group's mission. In addition to highlighting the CBS Cares PSAs and the more than 78 million CBS viewers who have seen them, EVP of National Sales

Chris Simon and VP of Branded Entertainment & Media Innovation **Antoinette Clarke** provided an update of efforts across the company in front of and behind the camera, from primetime to daytime, from **SHOWTIME** to **CBS Sports Network**, and more. Senior executives representing 16 blue-chip advertisers including **P&G, AT&T, Weight Watchers, Georgia Pacific** and **Pepsi** appreciated CBS' continued commitment to #SeeHer and expressed interest in how the company will evolve the partnership even further in the future.

TELEVISION



● **CBS** has renewed **NCIS**, broadcast television's top drama, for the show's 17th season in 2019-2020. In 2018-2019, **NCIS** is the highest-rated drama and second-highest-rated series in all of television (behind only the CBS comedy **THE BIG BANG THEORY**). On the digital front, **NCIS** is one of the most-watched primetime series across CBS' digital platforms, including **CBS All Access** and in the Electronic Sell Through (EST) market. The series also continues to be a powerhouse in the global market, licensed in more than

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DIVERSITY AND INCLUSION HOSTS “LUNCH AND LEARN”



CBS/Alliance for Women in Media 2019 Fellowship recipients

In February, **CBS Diversity and Inclusion** hosted a Lunch and Learn session for participants of a fellowship sponsored by CBS Diversity and Inclusion for the **Alliance for Women in Media**, and executed as part of the inaugural **Gracies Leadership Awards**. The fellowship provided students with the opportunity to attend the inaugural awards in New York, as well as visit CBS for a mentoring session with Company executives and talent.

The fellows, young women pursuing careers in media, were given a tour of the CBS News studios and had an opportunity to engage with CBS News anchors. Afterwards, they sat for lunch and informal conversation with **Josie Thomas**, EVP, Chief Diversity and Inclusion Officer, who serves as treasurer-elect of the 2019 Alliance for Women in Media National Board of Directors and on AWM's Executive Committee, and facilitated the creation of this fellowship. The fellows then heard about career paths from **Dana Tyler**, anchor of CBS 2 News, **Emilie Deutsch**, Vice President, Original Programming and

Features, CBS Sports and CBS Sports Network, and **Jo Ann Ross**, President and Chief Advertising Revenue Officer, CBS Corporation. Said **Barbara Matos**, Vice President, Diversity and Inclusion, who coordinated the fellows' session: "These amazing women imparted knowledge and wisdom and answered questions from the incredibly engaged fellows for what was an empowering afternoon."

(TELEVISION, continued from page 2)

200 territories. In syndication, previous season episodes are cable television's most-watched off-network drama, out-delivering the next closest competitor by +27%. NCIS is also cable's second-most-watched off-net series, behind only **THE BIG BANG THEORY**. NCIS premiered on CBS in 2003. During the 2009-2010 broadcast season, it became the #1 drama/scripted program on television, and has remained so for eight of the last nine seasons.

CBS has also renewed **BLUE BLOODS** for the 2019-2020 television season, and **Tom Selleck** has signed a new deal to return for the show's 10th year on the Network. The top-10 series will celebrate its 200th episode when the show premieres in fall 2019. **BLUE BLOODS** is currently the #8 most-watched show in all of broadcast television. It is also a digital success, and is the most-watched network drama on CBS' digital platforms, including *CBS All Access*. **BLUE BLOODS** pre-



miered on Sept. 24, 2010, and has always maintained its position on Fridays at 10:00 PM. In addition to **BLUE BLOODS**, CBS has also renewed **YOUNG SHELDON**, **MOM**, **CRIMINAL MINDS**, **NCIS** and the freshman hits **FBI**, **GOD FRIENDED ME**, **THE NEIGHBORHOOD** and **MAGNUM P.I.** for next season.

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PEOPLE



● On April 8, **Armando Nuñez** (center in photo at left), President and CEO of the CBS Global Distribution Group and CBS' Chief Content Licensing Officer, was recognized at the MIP-TV conference in Cannes, France, with *Variety's* International Achievement in TV Award. Notes *Variety*: "The award recognizes individuals who have demonstrated leadership and innovation in the international television marketplace. Armando has spent more than 25 years in the international sales and distribution arena." Michelle Sobrino-Stearns, *Variety* Group Publisher and Chief Revenue Officer, said: "Armando Nuñez is a pioneering executive who has devoted his career to building a dynamic global marketplace for television content. *Variety* is pleased to recognize his long run and accomplishments with this award." Armando received the award and participated in a Q&A with *Variety* in the Palais des Festivals' Debussy Theatre Grand Auditorium, which was followed by an invite-only cocktail reception.



● **Tanya Simon** has been named Executive Editor of 60 MINUTES, where she has worked for nearly 20 years and was one of the broadcast's senior producers. Her responsibilities included overseeing digital content and supervising production of "60 Minutes Sports" for SHOWTIME. As a producer and associate producer, Simon played key roles in some of 60 MINUTES' highest-profile reports. On Ed Bradley's team, she produced news stories such as the Duke Lacrosse rape case, which took Peabody and Emmy Awards, and the terrorist attacks on the World Trade Center on 9/11. Among the news-making segments produced by Sanya were the first major television interview with WikiLeaks founder Julian Assange, the Emmy-winning first interview with hero pilot Capt. Chesley "Sully" Sullenberger, and the investigation that revealed how Lance Armstrong used illegal PEDs to win bicycle races. Tanya began her career at CBS News as a researcher for 48 HOURS in 1996 and rose to producer before joining 60 MINUTES in 2000.



● **Judy Tygard**, a multi-award-winning journalist and producer, has been named Executive Producer of CBS News' 48 HOURS. Tygard will oversee all aspects of the acclaimed crime and justice broadcast, which has been Saturday's #1 non-sports primetime program for more than a decade. Since 2005, Judy has served as a senior producer on 48 HOURS. In that role, she created the award-winning 48 HOURS: "Live to Tell," a short-run series that features first-person accounts of people who have survived horrific events. Additionally, Judy has been an integral producer in many of CBS News' primetime specials, including the George Foster Peabody-nominated "39 Days," a documentary about the student activist movement that followed the school shooting in Parkland, Fla. Judy's work has been recognized with five Emmys, three Alliance for Women in Media Gracie Awards, the Sigma Delta Chi Award, the Silver Gavel, Alfred I. duPont-Columbia University Award and the George Foster Peabody Award. Judy began her CBS News career as a writer for anchors **Bob Schieffer** and **Morton Dean** at the CBS EVENING NEWS weekend editions.

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CAUTIONARY STATEMENTS REGARDING FORWARD-LOOKING STATEMENTS

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