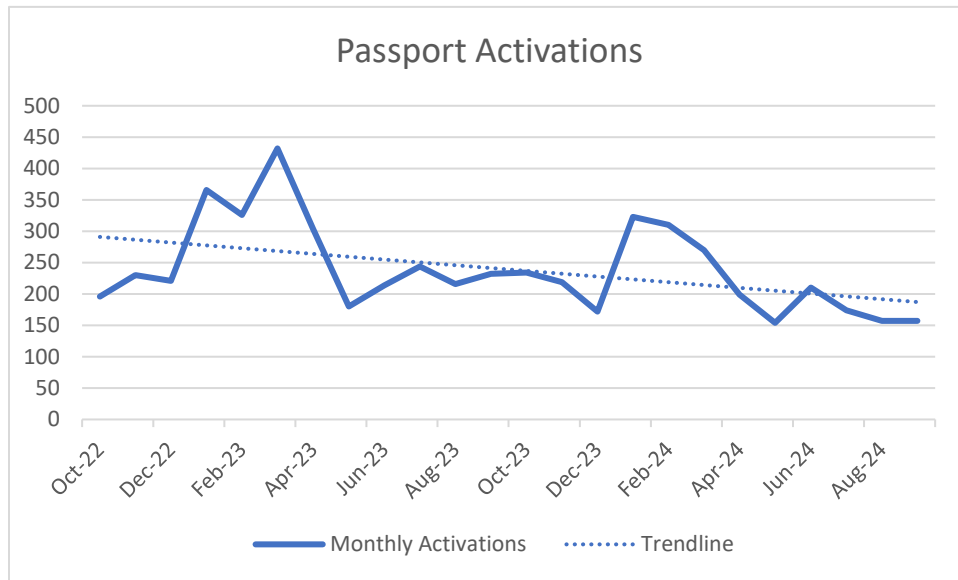
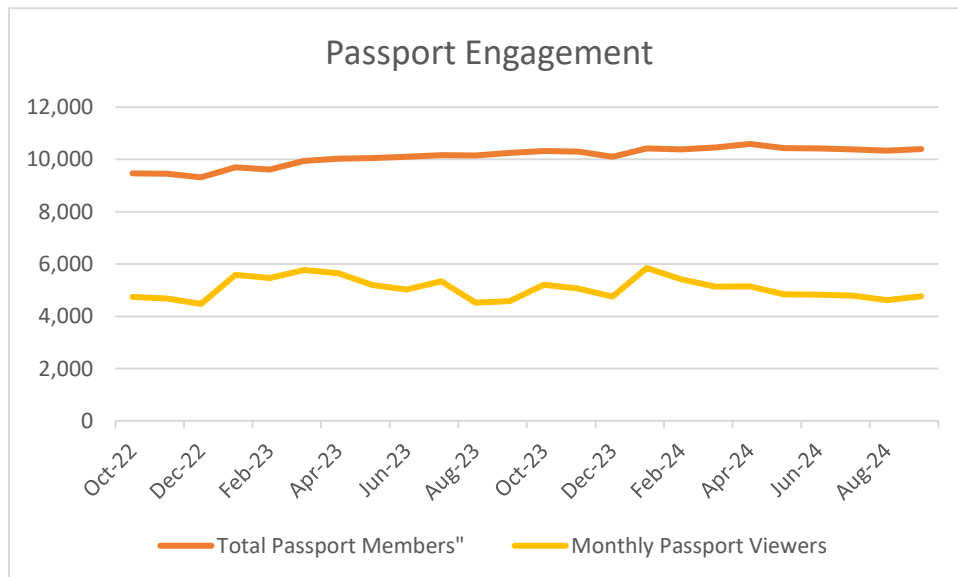


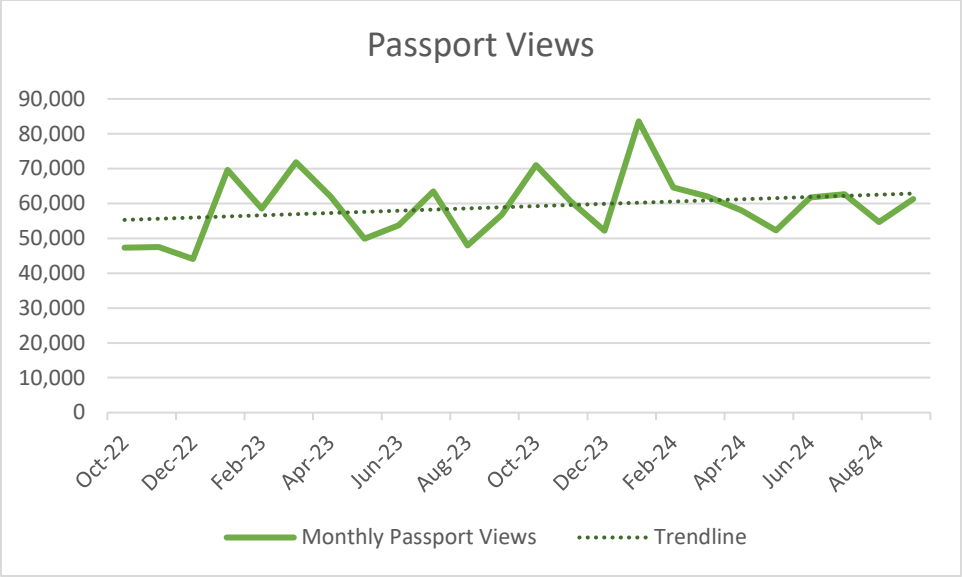
KLRN Passport engagement FY 2022-24



Monthly Passport activations vary wildly, depending on new seasons of dramas and other popular shows. But on average, **Passport activations dropped by a third** over the past two years.



Passport members grew 10% over two years, even though on average **only half watch Passport** in a given month.



But those who watch are engaging more.
Total views went up three times faster than Passport membership - 30% over two years.