EXHIBIT B

BLANKET LICENSE FEE ALLOCATION METHODOLOGY

Television Music License Committee

Methodology for SESAC License Fee Allocation for the Period From January 1, 2020 through December 31, 2023

The industry-wide blanket license fees shall be allocated as follows[1] (subject to revision pursuant to the provisions of Paragraph 9 below):

STEP 1: Allocation of Industry-Wide Fee Among DMA Markets

For each of the years 2020, 2021, 2022, and 2023 ("Contract Periods"), each Nielsen DMA television market is to be assigned its gross allocable share of the industry-wide blanket license fee for such Contract Period (as set forth in Paragraph 1 of the April 6, 2020 letter agreement between the Television Music License Committee (the "Committee") and SESAC in proportion to its percentage of the total number of weighted television households throughout the U.S. in an average quarter-hour during nine sweeps months over the course of the previous three years.

1. The Nielsen DMA television markets will be ranked according to the average number of television households (using Nielsen Television Household (TVHH) data) in each market during the most recent three year period for purposes of determining the applicable market weight (described in paragraph 3 below).

2. Separately, the number of Qualified Viewing Households will be computed for each Eligible Station for the Contract Period based upon average quarter hour household viewing data, Sunday through Saturday, 9 a.m. through midnight, compiled by Nielsen during nine sweeps months over the previous three years.[2] The Qualified Viewing Households attributable to each DMA market shall be calculated by multiplying the average quarter hour viewing households for all Eligible Stations in the market by 420 (the number of quarter hours between 9 a.m. and midnight in one week). To determine the Adjusted Television Household Universe Estimates, the television household estimates for each market (as determined pursuant to paragraph 1) will be adjusted by the ratio of the sum of the total day

---

[1] For purposes of this Exhibit B, (a) "Eligible Stations" means all FCC-licensed, full-power, commercial local television stations for which Nielsen compiles data; and (b) "Allocated Stations" means, for any applicable Contract Period, all Eligible Stations other than stations that are subject to a separate agreement with SESAC as of the Effective Date.

[2] Qualified Viewing Households for the Contract Periods 2020 through 2023 will be based upon data compiled by Nielsen for the nine November, February and May sweeps months prior to July 1 of the year preceding the Contract Period. A Qualified Viewing Household is defined as a viewing household for an Eligible Station for the Contract Period for which the allocation is being calculated.

Qualified Viewing Households for Allocated Stations in each market divided by the sum of the Qualified Viewing Households for all Eligible Stations.

3. For each of the Contract Periods, the Adjusted Television Household Universe Estimate in each of the roughly 210 DMA markets as measured by Nielsen[3] is to be "weighted" as follows:

DMA Markets 1 - 10	Multiply by 1.21
DMA Markets 11 – 25	Multiply by 1.05
DMA Markets 26 – 50	Multiply by 0.92
DMA Markets 51 – 75	Multiply by 0.85
DMA Markets 76 - 100	Multiply by 0.85
DMA Markets 101 - 125	Multiply by 0.80
DMA Markets 126 plus	Multiply by 0.75

The purpose of the weighting is to reflect, within broad parameters, that a household in a smaller market does not represent the same value as a household in a larger market.

4. For each Contract Period, each market is to be assigned its share of the industry–wide blanket license fee by the following procedure: The Adjusted Television Household Universe Estimate in the DMA market will be multiplied by the weight set forth in Paragraph 3 above for that DMA market to determine the weighted Adjusted Television Household Universe Estimate for the DMA market. Thus, for example, the top ten markets in terms of three-year households average (as calculated pursuant to paragraph 1) will receive a 1.21 multiple. Each market's weighted Adjusted Television Household Universe Estimate is to be divided by the total U.S. weighted Adjusted Television Household Universe Estimate to derive a percentage of U.S. weighted Adjusted Television Household Universe Estimate for each market. This percentage is then applied to the industry-wide blanket license fee to determine the amount of the industry-wide blanket license fee attributable to each DMA market. Thus, if the

[3] The Adjusted Television Household Universe Estimate for Puerto Rico shall be determined based upon data provided by Nielsen, or some other comparable provider of household audience information. The Adjusted Television Household Universe Estimate for the Virgin Islands and Guam (or in any other market or territory in which television household estimates and audience information are unavailable) shall be determined by calculating the number of television households in the U.S. as a percentage of the total U.S. population; multiplying that percentage by the population of the market for which audience information is unavailable to derive the number of television households in the market; and multiplying the resulting number by a fraction the numerator of which is the number of Allocated Stations in the market and the denominator of which is the total number of Eligible Stations in the market. For purposes of assigning an allocable share of the industry-wide blanket license fee to television markets in the Virgin Islands, Guam and Puerto Rico, the Adjusted Television Household Universe Estimate in each of these markets is to be given the same weight as the Nielsen DMA that most closely approximates the Adjusted Television Household Universe Estimate in these markets.

percentage of total U.S. weighted Adjusted Television Household Universe Estimate for DMA market "x" is one percent, DMA market x's share of the industry-wide $36,500,000 blanket license fee for the January 1, 2020 through the December 31, 2020 Contract Period would be $36,500,000 x 1%, or $365,000.00.

STEP 2: Allocation of Blanket License Fees to Allocated Stations Within Each Market

5. For each Contract Period, each Allocated Station's percentage share of the DMA market blanket license fee shall be calculated as follows: Station Qualified Viewing Households for stations affiliated with Television Networks shall be calculated by multiplying the station's average quarter hour viewing households by 420 (the number of quarter hours between 9 a.m. and midnight in one week); and subtracting one hundred percent (100%) of the station's average prime-time DMA viewing households (which equals the station's average prime-time DMA quarter hour households times 88 (the number of quarter hour units in prime time in one week)).[4] Station Qualified Viewing Households for stations not affiliated with a Television Network shall be calculated by multiplying the station's average quarter hour viewing households by 420. A station's percentage share of its DMA market blanket fee shall then be calculated by dividing its Station Qualified Viewing Households number by the total Station Qualified Viewing Households for all Allocated Stations in that DMA market and multiplying the resulting percentage by the DMA market blanket license fee (reduced by the amount of any minimum fees assigned to Allocated Stations in the market pursuant to paragraph 6 below).[5]

6. Stations whose ratings are not reported by Nielsen during the relevant period shall be assigned a minimum blanket license fee equal to the greater of (a) 0.25 percent of the allocable industry-wide blanket license fee for its market or (b) an annual blanket license fee of $420 (or $35 per month for partial years) ("Minimum Blanket License Fee"). The fees assigned to a DMA market pursuant to Step 1 above shall be reduced by the amount of any Minimum Blanket License Fees assigned to Allocated Stations in that DMA market, and the balance of that DMA market's share of the industry-wide blanket license fee shall be allocated among the remaining Allocated Stations in that DMA market based on the methodology set forth in Step 2 hereof. If, by way of example, the blanket license fee allocated to market "k" is $300,000, and there are operating in market "k" two Allocated Stations whose ratings are not reported by Nielsen, each of those stations would be assigned a blanket fee of $750 ($300,000 x .0025). The remaining Allocated Stations in market "k" would pay their appropriate percentages, not of $300,000, but of $298,500.

7. If, during a given Contract Period, SESAC enters into a license agreement with an Eligible Station that was not previously licensed (a "New Television Station"), such station shall pay a monthly fee of thirty-five dollars ($35.00) for the remainder of the Contract Period following the effective date of its license agreement. The fees payable by all Allocated

---

[4] For example, on the East Coast, prime-time occupies Monday – Saturday, 8:00 – 11 p.m. and Sunday, 7:00 – 11:00 p.m.

[5] The fees for each of the Allocated Stations in the Virgin Islands and Guam shall equal the amount of the industry-wide blanket license fee assigned to the market divided by the total number of Allocated Stations in that market.

Stations in the New Television Station's market in the following Contract Period shall be reallocated in the manner set forth above without any increase in the total fee amount otherwise allocable to the relevant market.

8. Once an Allocated Station's allocated fee has been calculated for a given Contract Period, there shall be no further adjustment to that station's allocated fee for the duration of that Contract Period; provided however that if the station was assigned in error a blanket license fee that was higher or lower than it should have been assigned pursuant to the methodology set forth above, such over-allocation or under-allocation amount shall be factored into the fees allocated to the station for the subsequent Contract Period.

9. If during the term of the SESAC-Local Television Station Blanket and Per Program Licenses, the Committee determines that there is good cause to revise the allocation methodology set forth above in any manner, the Committee shall provide to SESAC any proposed revisions for review. SESAC and the Committee shall confer regarding the reasonableness of the proposed revisions. The Committee shall not make any change to the allocation methodology set forth above with effect during the term of the license without SESAC's consent.