

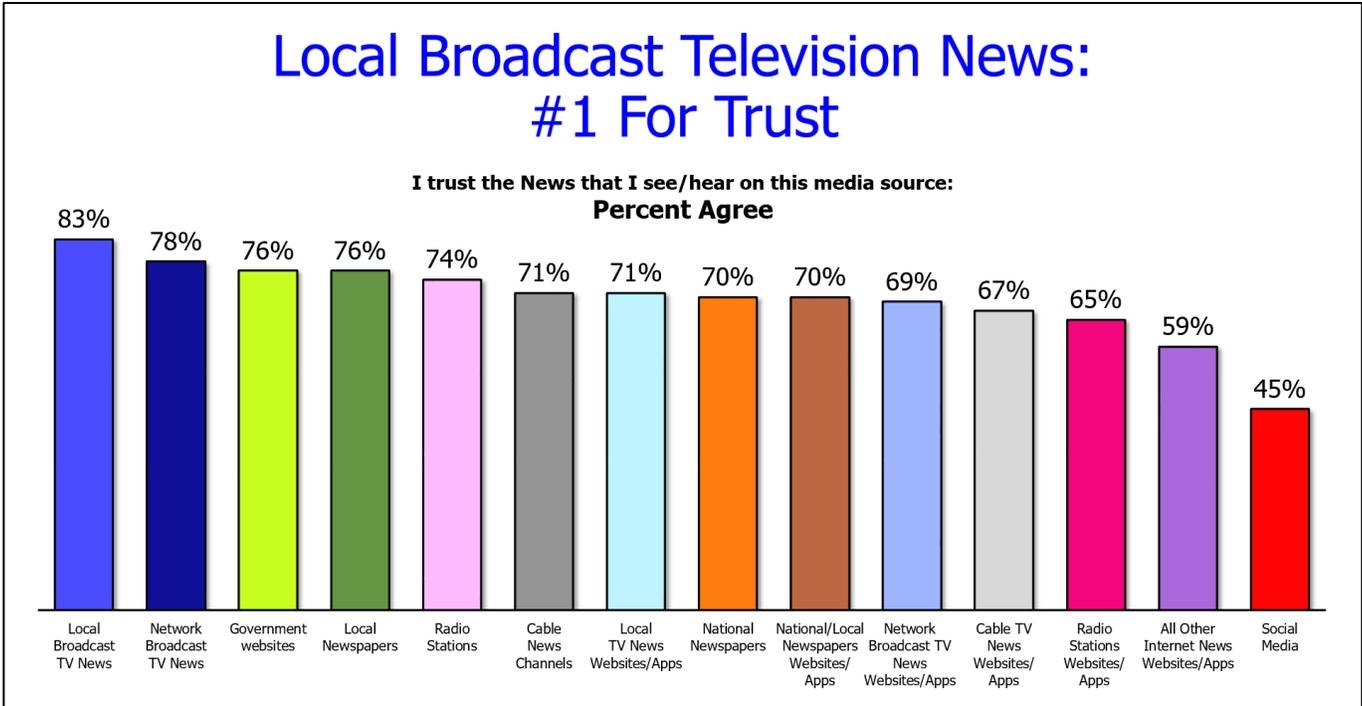
Local Leads the Way during COVID-19 Economic Recovery

City by city, state by state and region by region consumer engagement will grow back step by step to national levels over the next weeks and months. As our economic re-growth begins, national advertisers can build on TV stations' trusted relationships with local consumers.

To assist in evaluating how local broadcast TV can help with your national brands' messaging, TVB has created a fact pack of resources. All of these resources, and much more, are available on [Critical Resources for Advertisers](#) – free to media agencies and marketers.

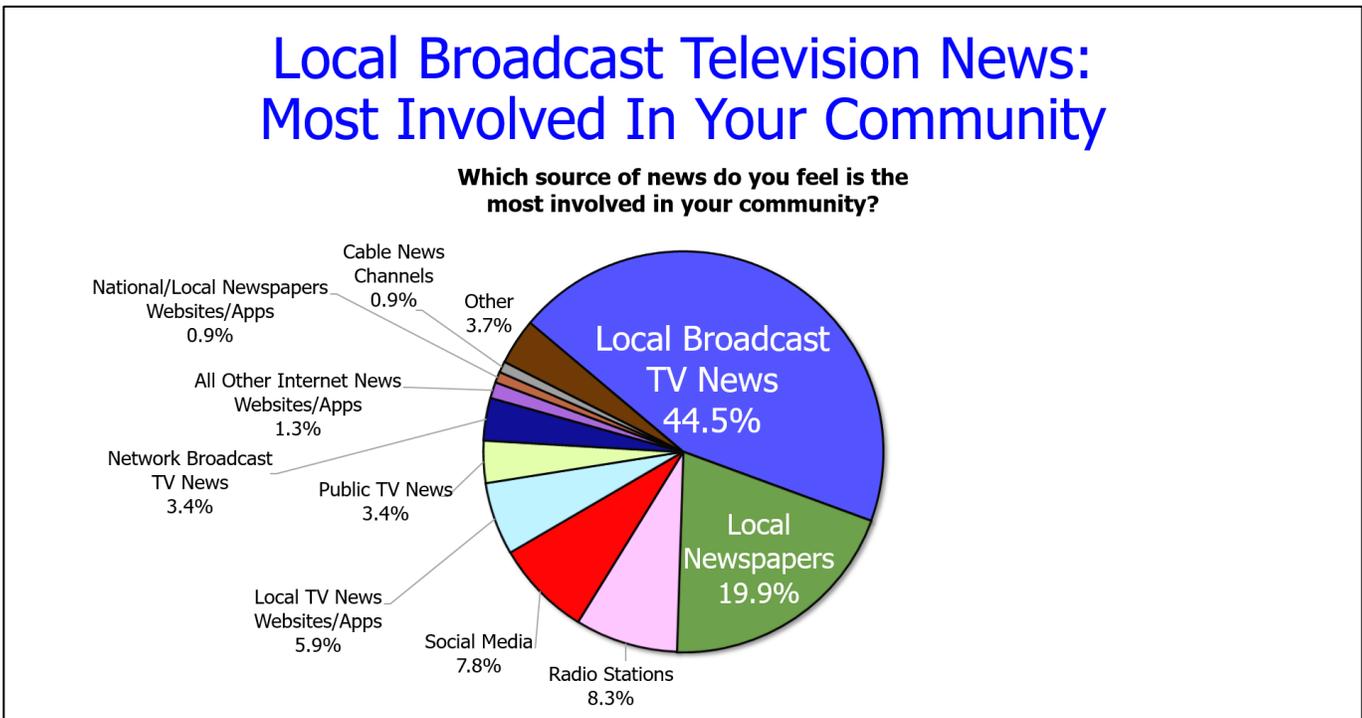
- **Which [states are open for business](#)?** As states slowly reopen, TVB's State by State analysis identifies market-level opportunities for advertising. The *NY Times* [state openings](#) map is another excellent source of local information.
- **What medium are adults turning to during Covid-19?** The [Coronavirus Media Usage Study](#) by Dynata, validates the power of television and highlights spot TV as the medium of choice to help Americans navigate through this unprecedented time.
- **What news are consumers watching, now?** Spot TV news has become [tent-pole viewing](#). A single spot running during the average weekday 6pm local news in March, across the seven network affiliates, cumulatively delivered bigger audiences than the *Walking Dead* premiere, *The Last Dance*, *The Orange Bowl* and *Monday Night Football* **combined**.
- **What news is most trusted?** During these times of uncertainty, it is vital to put your advertising on the most trusted source for news, spot TV. More from [Radio-Television Business Report: A Matter of Trust in Ad-Supported Media](#).
- **Which medium is most involved in community?** Supporting local economies with community service, fundraising, job resources and information, viewers see local broadcast TV as most involved in their communities. See [local station COVID-19 initiatives here](#).
- **Is flexibility the new media optimizer?** Local TV's ubiquity across every market in the country provides marketers with extensive message reach and local execution — an important one-two punch when some parts of the country are reopening and others are girding for a wave of COVID-related infections. This flexibility allows brands with national reach and local distribution the chance to "think national, act local."
- **How to reach online shoppers?** Out of necessity, consumers are doing most of their shopping online. Broadcast TV is a key motivator for [online shopping](#).
- **How to get the most up-to-date information about media during COVID-19?** TVB's [Critical Resources for Advertisers](#) is updated daily with data, insights, case studies and essential articles.
- **Where to get data about planning Spot TV?** [SpotON!](#) was developed with national advertisers in mind, to provide "one-stop shopping" for why and how local TV can build their business. SpotOn! provides necessary info such as why local marketing makes business sense, models for national/local media allocation and a guide to markets that underdeliver national TV.

Trust



Source: TVB/Dynata Coronavirus Media Usage Study April 2020 Total P18+ N = 10,042 (10 states: California, Florida, Georgia, Illinois, Louisiana, Michigan, New Jersey, New York, Texas, Washington) Q9: For each source, please indicate the extent to which you agree or disagree with the following statement: I trust the news I see/hear on this media source; Top 2 boxes shown

Community



Source: GfK TVB Media Comparisons Study 2020. Persons 18+. Includes only those who chose a media. Q8 - And, which source of news do you feel is the most involved in your community?