

Metered Market Close-Up: Shreveport, LA

Shreveport is a commercial and cultural center for northwest Louisiana, northeast Texas, and southern Arkansas. In the early 20th century, the area experienced a major oil boom. Recently a new riverfront entertainment district with nightlife and casinos and a new convention center have revitalized downtown Shreveport. The abundance of casinos is surprising given the area's strong Bible Belt roots. The area's economy has had some success luring business and manufacturers, including a new mill for steel products manufacturer Steelscape. The city's museums and cultural amenities are among the state's best outside of New Orleans and Baton Rouge.

Median Income
Shreveport, LA - \$44,130

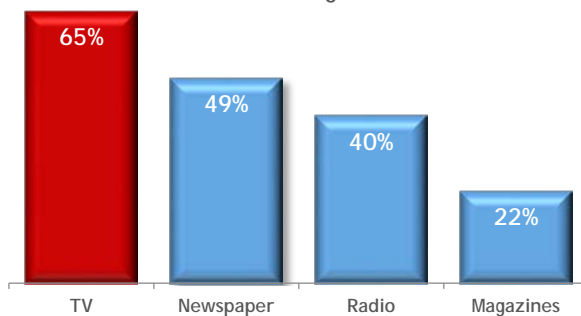
SMSA Total Retail Sales
Shreveport, LA - \$15,094,463

At-A-Glance		
DMA Rank	TV Households	Population 2+
83	352,540	860,271
African American HH Rank	Hispanic HH Rank	Asian HH Rank
41	96	117

TV stations serving the area of Shreveport, LA:	
KMSS	Fox
KPXJ	The CW, MeTV, Movies!, Antenna TV
KSHV	MyNetworkTV, Escape, Ion Television
KSLA	CBS, Grit, Bounce TV
KTAL	NBC, Laff
KTBS	ABC, Local AccuWeather, KTBS 24 Hour News Channel

TVB Member Stations

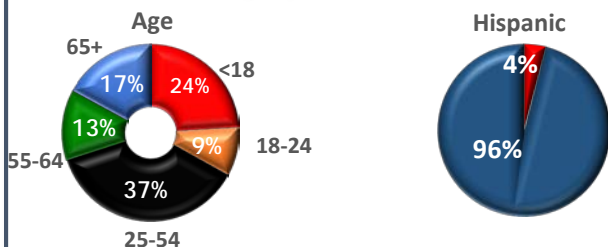
Reliance on Media to Stay Informed
% Agree



Shreveport, LA Interesting Facts

- "Once In A Millennium Moon Mega Mural" is one of the largest art murals in the U.S., and is on the side of an AT&T building in Shreveport.
- Shreveport was originally named "Shreve Town" until 1839.
- Many exterior scenes in the hit HBO series "True Blood" were filmed on a plantation near Shreveport.

Shreveport, LA Demographic Overview



50 % loyal to vehicle brand



Market: Shreveport, LA		Series Ranker (Week of 1/15/18 - 1/21/18)					
Rtg Rnk	Series	Station	# Eps	Day	Local Time	Run Time	Live+SD Rtg
1	FOX NFC Championship	KMSS (FOX)	1	U	5:42 PM	177	27.8
2	AFC Championship on CBS	KSLA (CBS)	1	U	2:06 PM	183	26.0
3	FOX NFC CHAMPIONSHIP-KICK	KMSS (FOX)	1	U	5:34 PM	8	25.3
4	AFC CHAMP POST GUN ON CBS	KSLA (CBS)	1	U	5:09 PM	4	20.5
5	FOX NFC CHAMPIONSHIP-GUN	KMSS (FOX)	1	U	8:39 PM	8	19.4
6	AFC CHAMP PRE KICK ON CBS	KSLA (CBS)	1	U	2:02 PM	4	18.5
7	FOX NFC CHAMP-PST	KMSS (FOX)	1	U	8:47 PM	17	16.0
8	AFC CHMP POST GAME ON CBS	KSLA (CBS)	1	U	5:13 PM	28	14.4
9	FOX NFC CHAMPIONSHIP-PRE	KMSS (FOX)	1	U	5:00 PM	34	13.4
10	The Resident	KMSS (FOX)	1	U	9:04 PM	20	12.6
11	ABC World News Tonight with David Muir	KTBS (ABC)	5	M T W R F	5:30 PM	30	11.4
12	ABC World News Tonight	KTBS (ABC)	1	S	5:06 PM	24	11.3
13	KTBS 3 News Weekend	KTBS (ABC)	1	S	5:30 PM	30	10.9
14	Weather Cut In	KMSS (FOX)	1	U	9:24 PM	16	10.7
15	The Good Doctor	KTBS (ABC)	1	M	9:01 PM	59	10.6
16	KTBS 3 News at 5	KTBS (ABC)	5	M T W R F	5:00 PM	30	10.6
17	KSLA News 12 Sunday at 5:30PM	KSLA (CBS)	1	U	5:41 PM	19	10.2
18	The Big Bang Theory	KSLA (CBS)	1	R	7:00 PM	31	9.5
19	The Resident	KMSS (FOX)	1	U	9:40 PM	24	9.5
20	AFC CHAMPIONSHIP PRE-GAME	KSLA (CBS)	1	U	1:00 PM	62	9.3

