

TVB Insights

WEEKLY RESEARCH & ANALYSIS

2025/26 Season – Week 42 (7/6-7/12/26)

FIFA on Telemundo

Much has been written about Telemundo's coverage of the 2026 World Cup, and its record-breaking audiences. While these articles have referenced combined viewers from multiple platforms, the linear numbers alone for national and local, as we share below, are very strong in and of themselves. On July 5, the match that saw Mexico knocked out of the tournament by England, Telemundo delivered a 3.0 national live+1 household rating, while locally Los Angeles delivered an 11.3, Miami-Ft. Lauderdale a 10.3 and Houston an 8.1. When we look at the live+1 household ratings among just the Hispanic universe, the numbers skyrocket. Nationally, Telemundo delivered a 17.2, while locally, Los Angeles delivered a 27.6, Miami-Ft. Lauderdale an 18.9 and Houston a 23.7. Other notable Hispanic deliveries include Phoenix (Prescott) with a 26.0 rating, Chicago with a 23.7 rating and Dallas-Ft. Worth a 23.0 rating. Telemundo & FIFA proved themselves to be a mighty powerhouse in the world of sports!

Television is an important medium for Hispanics and a great environment for advertisers to build awareness as well as impact Hispanic digital usage. As we learned from TVB's [2026 Purchase Funnel Study](#), 34% of Hispanic adults 18+ cited television (broadcast/cable) as the most important medium for awareness, and that number climbed to 57% with Hispanic adults who saw the ad four or more times. Of those that saw the TV ad four or more times, 29% of Hispanic adults cited local broadcast TV news (linear & digital) as their primary source for news, and 34% cited local TV station websites and apps as their most preferred. Overall, 95% of Hispanic adults who do online searches (regardless of how many ads they saw on TV) cited that TV ads had influenced their search selections.

Find it in Research: National Over-The-Air (OTA) penetration figures have been updated with [May 2026 data](#). National trends show that the number of Wired Cable, DBS, and vMVPD households each declined in May 2026 compared to May 2025, while Broadcast Only or OTA households increased 20% compared to the same time period last year.

Our market of the week is **Honolulu, HI**. Did you know Hawaii enacted the first roadside billboard ban in 1927? Today it is one of only four states that completely bans traditional billboards and off-site outdoor advertising, with the other three being Alaska, Maine and Vermont. The state's pristine, unobstructed views are a result of a century-long preservation effort.

Have a great weekend!

Hadassa Gerber
EVP, Chief Research Officer, TVB

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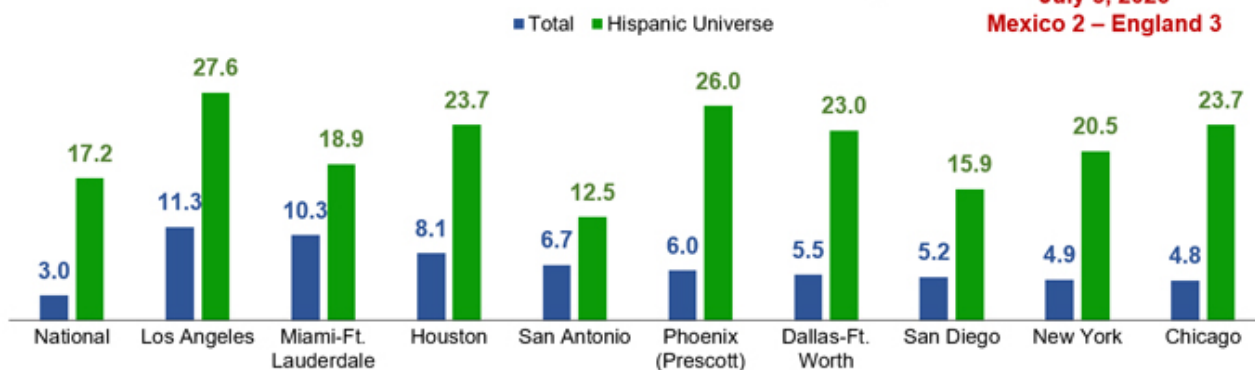
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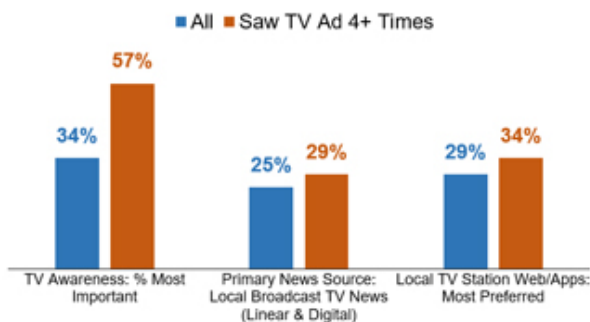
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FIFA 2026 on Telemundo HH Live+1 Ratings

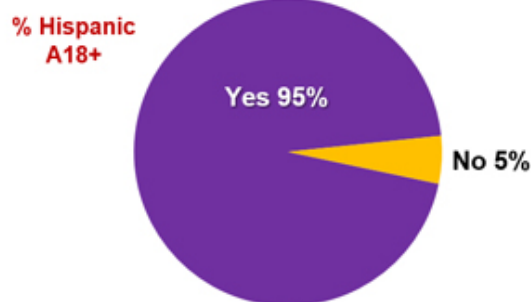
July 5, 2026
Mexico 2 – England 3



More TV Exposure Increases Importance With Hispanics Adults 18+



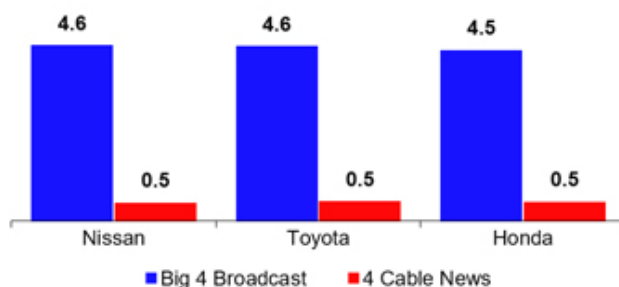
Have TV Ads Influenced Your Online Search Selections?



Market of the Week: Honolulu, HI

Auto Owners

Mon-Sun 5-6p Live – Average Monthly Ratings (Comscore)



Top 5 Spot TV Advertisers from MediaRadar

June'25 – May'26	Dols (000)
Spectrum	\$1,604.5
Good Feet Shoe Store	\$981.3
HMSA HI Medical Service Assn	\$783.3
First Hawaiian Bank	\$738.4
Leavitt Yamane & Soldner Attorneys	\$697.1