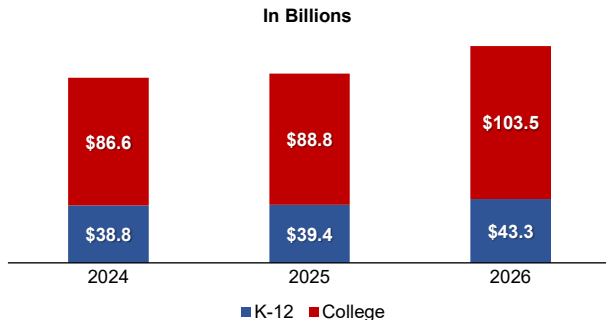


TVB Insights

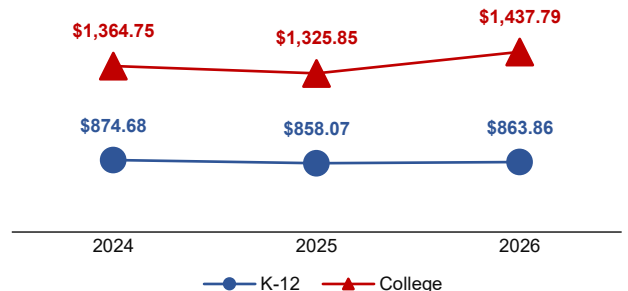
WEEKLY RESEARCH & ANALYSIS

2025/26 Season – Week 43 (7/13-7/19/26)

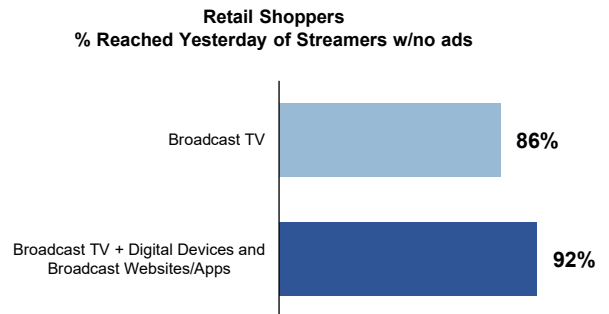
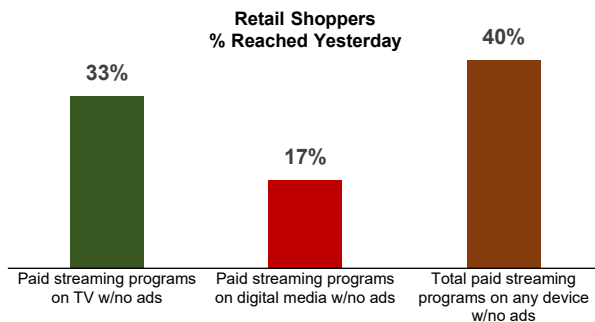
NRF: Total Expected K-12 & College Spend



NRF: Per Person K-12 & College Spend



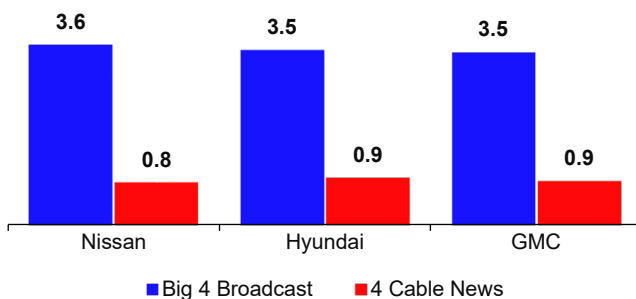
Streaming With NO Advertising: Advertisers Cannot Reach These Retail Shoppers, But Broadcast TV & Its Assets Can Reach Most Of Them!



Market of the Week: Roanoke-Lynchburg, VA

Auto Owners

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



Top 5 Spot TV Advertisers from MediaRadar

June'25 – May'26	Dols (000)
Southern Team Local Dealer	\$951.2
POL-Governor	\$934.4
POL-Attorney General	\$906.5
Toyota Dealer Assn	\$771.3
T-Mobile	\$728.7

Market Close-Up: Roanoke-Lynchburg, VA

The Roanoke-Lynchburg market in the state of Virginia has an estimated population of 1,142,362 in 2026. Some of the largest industries in this vast market include healthcare, manufacturing, education, finance/business services, nuclear energy, insurance, metals and machinery, retail, and logistics. Some of the largest employers in the area include Carilion Clinic, Wells Fargo Bank, Veterans Affairs, Kroger, Roanoke City Schools, HCA Virginia Health Systems, Walmart, City of Roanoke, UPS, Liberty University, Framatome, City of Lynchburg, J. Crew Distribution Center, Centra Health, BWX Technologies, Inc., and Central Virginia Community College.

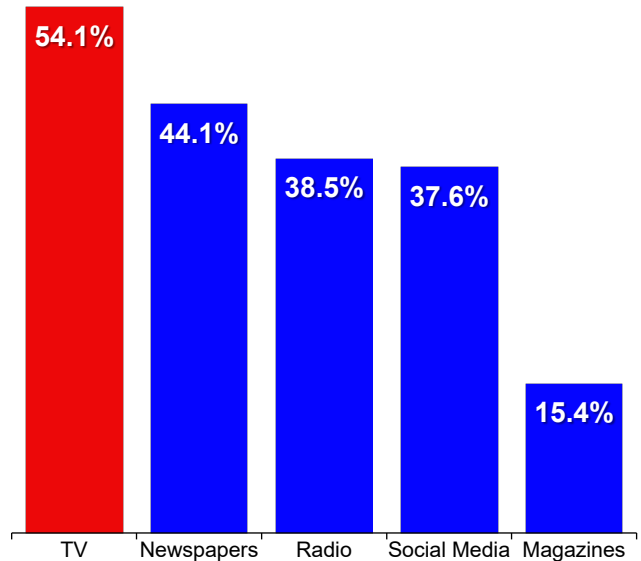
Median HH Income

\$68,545

TV stations serving the area of Roanoke-Lynchburg, VA

WDBJ	CBS, 365BLK, Heroes & Icons, True Crime Network, MyNetworkTV, Dabl
WFXR	Fox, The CW, Bounce TV, Antenna TV
WPXR	Ion Television, Laff, Ion Mystery, Ion Plus, Busted, Game Show Central, HSN, QVC
WSET	ABC, Charge!, Comet, Roar, MyNetworkTV
WSLS	NBC, Great, MeTV, Start TV, Movies!
WWCW	The CW, Fox, Rewind TV, Grit, Cozi TV, Catchy Comedy
WZBJ	CBS, 365BLK, Heroes & Icons, True Crime Network, MyNetworkTV, Dabl

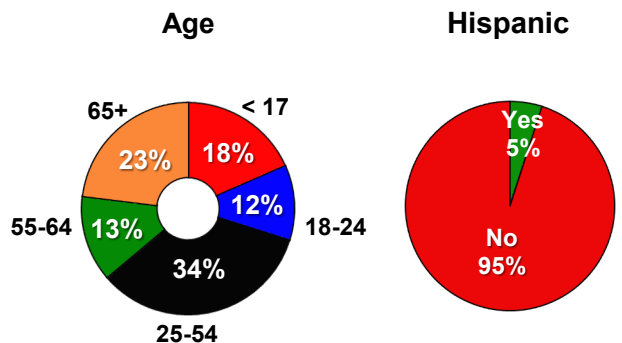
Reliance on Media to Stay Informed % Agree



Roanoke-Lynchburg, VA Interesting Facts

- The Roanoke Star is the world's largest freestanding illuminated man-made star, standing 88.5 feet tall above the city.
- Several notable figures from the area of Roanoke-Lynchburg include Tiki and Ronde Barber, Connie Britton, Skeet Ulrich, Dylan Baker, and Dr. John C. Mather.
- Prior to 1882, Roanoke was named "Big Lick" for the natural salt deposits that attracted wildlife and Native American hunters.
- ChapStick was invented in the 1880s by Lynchburg pharmacist Dr. Charles Browne Fleet and went on to become one of the world's most recognizable lip care brands.

Roanoke-Lynchburg, VA Demographic Overview



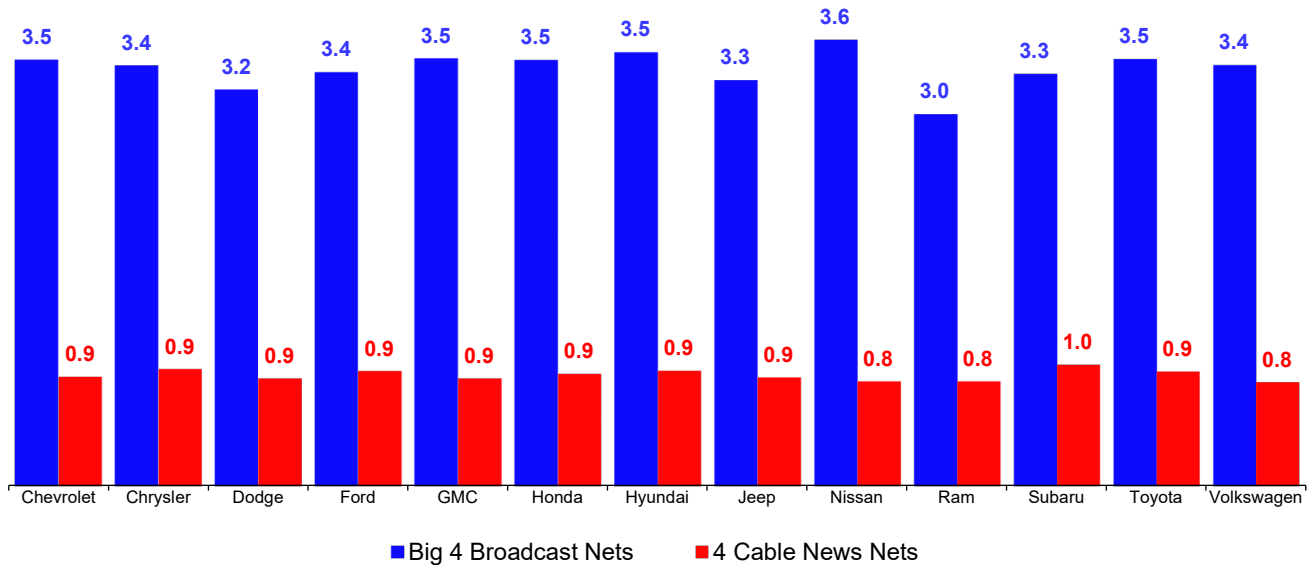
2025/26 Season

Local Market Close-Up: Roanoke-Lynchburg, VA

Roanoke-Lynchburg, VA				Series Ranker (6/1/2026 - 6/28/2026)			
Rtg Rnk	Series	Station	# Eps	Day	Local Time	Run Time	P18+ Live+1 Rtg
1	NBA Finals on ABC	WSET (ABC)	5	M, W, F, S	8:32 PM	188	6.2
2	NBA Trophy Presentation	WSET (ABC)	1	S	11:29 PM	54	5.9
3	Wheel of Fortune	WDBJ (CBS)	23	M, T, W, R, F, S	7:00 PM	30	5.7
4	ABC World News Tonight With David Muir	WSET (ABC)	20	M, T, W, R, F	6:30 PM	30	5.7
5	Jeopardy!	WDBJ (CBS)	20	M, T, W, R, F	7:30 PM	30	5.6
6	ABC World News Tonight Sunday	WSET (ABC)	4	U	6:30 PM	30	5.5
7	CBS Evening News	WDBJ (CBS)	20	M, T, W, R, F	6:30 PM	30	4.9
8	NBC NITELY NEWS-SUN	WSLS (NBC)	1	U	6:30 PM	30	4.8
9	ABC 13 News at 6pm	WSET (ABC)	26	M, T, W, R, F, S, U	6:15 PM	30	4.8
10	WDBJ7 News at 6pm	WDBJ (CBS)	24	M, T, W, R, F, S	6:30 PM	30	4.7
11	60 Minutes	WDBJ (CBS)	4	U	7:00 PM	60	4.6
12	WDBJ7 at 6:30pm	WDBJ (CBS)	4	U	6:40 PM	30	4.3
13	ABC World News Tonight Saturday	WSET (ABC)	4	S	6:37 PM	30	4.3
14	WDBJ7 at Noon	WDBJ (CBS)	20	M, T, W, R, F	12:00 PM	30	4.2
15	NBC NIGHTLY NEWS-SAT	WSLS (NBC)	3	S	6:30 PM	30	4.1
16	The Young and the Restless	WDBJ (CBS)	20	M, T, W, R, F	12:30 PM	60	4.1
17	CBS Sunday Morning	WDBJ (CBS)	4	U	9:00 AM	90	4.0
18	WSLS 10 at 6 Weekend	WSLS (NBC)	4	S, U	6:00 PM	30	3.9
19	PGAT TRAVELERS CHP-SU	WSLS (NBC)	2	U	7:10 PM	146	3.8
20	Price is Right 2	WDBJ (CBS)	20	M, T, W, R, F	11:30 AM	30	3.8

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Auto Ownership by Make (Comscore)



Local Broadcast News Avg. vs. Cable Network News Avg. – P18+ Live+1 Ratings – June'26



Data Sources:

TVB Back to School and College Report 2026

NRF: NRF's Annual Back-to-School Spending Survey, conducted by Prosper Insights & Analytics

2026 GfK/NIQ TVB Media Comparisons Study

National Broadcast: The Nielsen Company, NPOWER; Live+Same Day and Live+1 Day estimates

Local Broadcast: The Nielsen Company, Arianna, NLTV; Live+Same Day and Live+1 Day estimates

Local Market At-A-Glance/Overview: Claritas 360, GfK Catalyst

Local Market Close-Up: Comscore TV, MediaRadar

Top 20: P18+ Series Ranker All Day, Ranked on Plus 1 DVR Metrics

Auto Ownership: Comscore data. Mon-Sun 5-6p comparison of the monthly auto demo live ratings. Taking the averages of the top broadcast networks (ABC, CBS, FOX, NBC) versus the top 4 cable news networks (CNN, Fox News Channel, Headline News, MS NOW).

Local News Strength: All Day average of top 4 cable networks (CNN, Fox News, Headline News and MS NOW), standard and HD feeds vs. All Day Local Broadcast News average. Live+1 P18+ rating used from the latest available month.

Nielsen DMA: Roanoke-Lynchburg, VA

Comscore Market: Roanoke-Lynchburg, VA