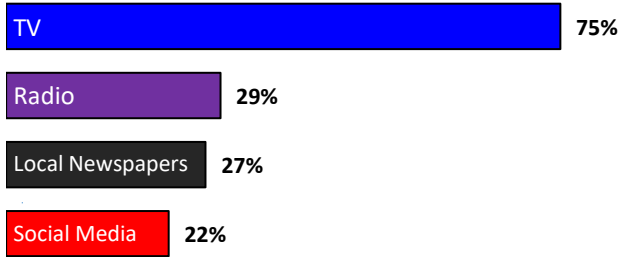


# TVB INSIGHTS

## WEEKLY RESEARCH & ANALYSIS

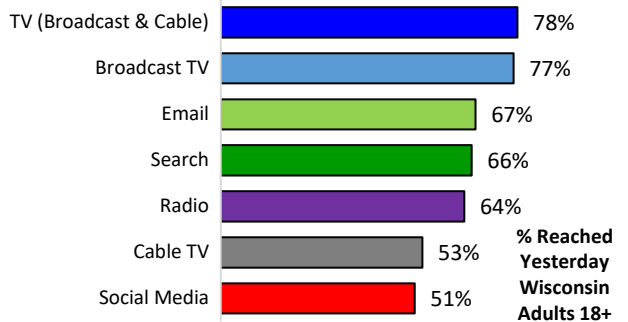
2021/22 Season – Week 45 (7/25 – 7/31/22)

### TV Is Key In Motivating Wisconsin Voters To Get Out And Vote!

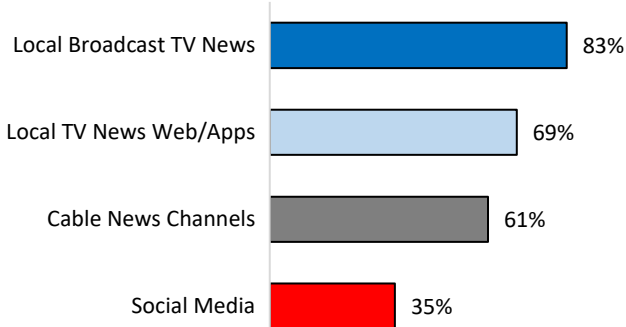


Q: Please pick up to 5 media/methods that you feel most motivate you to get out and vote or mail in your ballot

### Wisconsin: TV Has The Highest Reach Of Platforms...Broadcast TV Leads The Way!



### #1 For Trust In Wisconsin: Local Broadcast TV News



### Republican Primary Voters in Milwaukee

7/11/2022-7/17/2022

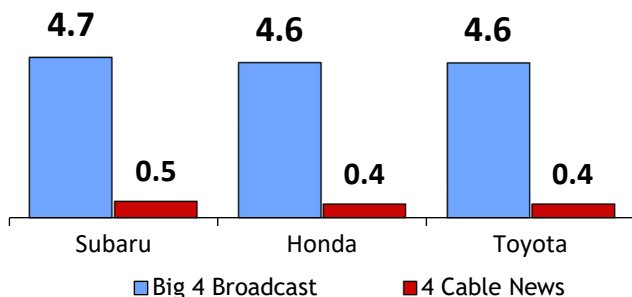
HH w/Republican Primary Voter

Series	Live IMP
MLB on FOX	29,187
ABC World News Tonight	21,343
Wheel of Fortune	20,948
Jeopardy!	18,178
The Open Championship	17,761
WISN 12 News t 5:00	17,711

### Market of the Week: Harlingen-Weslaco-Brownsville-McAllen, TX

#### Auto Owners

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

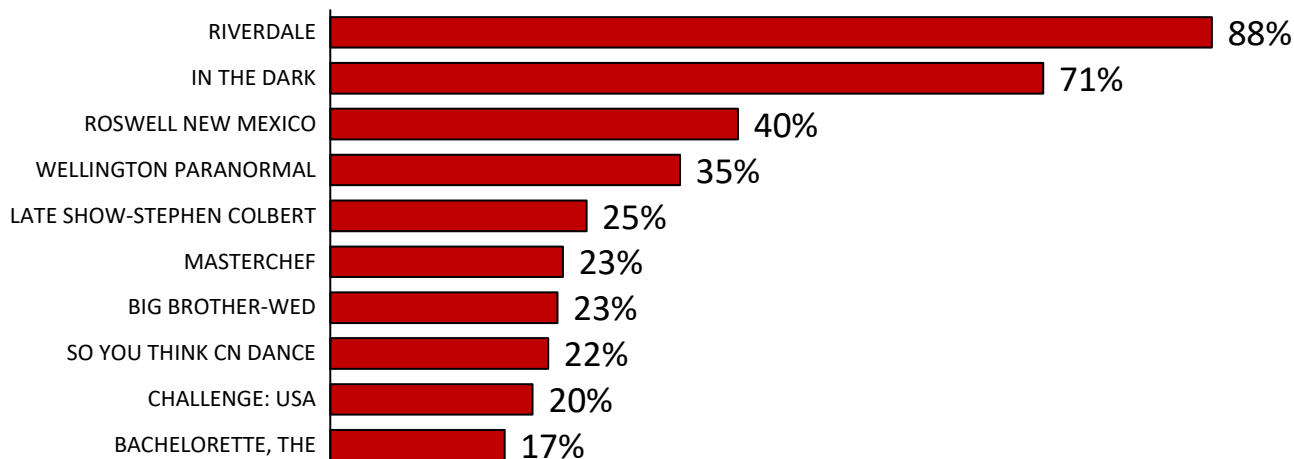


#### Top 5 Spot TV Advertisers from Kantar

Advertiser	June'21 – May'22	Dols (000)
Spectrum		\$3,436.7
Chevrolet Dealer Assn		\$2,059.6
POL-Congress		\$2,020.6
Davis Law Firm		\$1,953.9
H-E-B		\$1,806.4

2021/22 Season  
Week 45 (7/25 - 7/31/22)

Top 10 A25-54 Live+1 Lift % Over Live+Same Day



*Big Brother*

Wednesday, 7/27/22 8P (ET) on CBS	Live+1 HH Rating (000s)
National	2.58 (3,160)
Dayton	8.7 (43)
Oklahoma City	6.4 (48)
Nashville	5.7 (64)
Tulsa	5.7 (31)
Cincinnati	4.9 (46)
Louisville	4.9 (35)
Kansas City	4.2 (43)
Knoxville	4.2 (22)
Pittsburgh	3.8 (45)
Buffalo	3.7 (24)
St. Louis	3.5 (44)

Top Adults 18-49 in  
Hispanic Households

Hispanic Households	L+1 A18-49 Rtg (000's)
PARTIDO AMISTOSO 7/26	2.52 (730)
HERENCIA,LEGADO AMOR MON	1.86 (537)
LIGA MX PT SUN	1.80 (523)
HERENCIA,LEGADO AMOR WED	1.76 (511)
MUJER DE NADIE MON	1.74 (504)
CASA DE FAMOSOS S2 - M	1.63 (473)
MEXICANA Y EL GUERO MON	1.62 (469)
CASA DE FAMOSOS S2 - T	1.58 (456)
HERENCIA,LEGADO AMOR THU	1.51 (439)
MUJER DE NADIE WED	1.51 (438)

Source: Nielsen Arianna and nPower, Live+1; HH, A18-49, A25-54 ratings and 000s

^ Live+Same Day used as Live+1 was not yet available



## Market Close-Up: Harlingen-Weslaco-Brownsville-McAllen, TX

The city of Harlingen is modern, well planned and is located in the center of an intensively cultivated agricultural region. Weslaco derives its name from the W.E. Stewart Land Company. The focal point of economic activity has shifted from agriculture to International trade, healthcare, retail and tourism since the ratification of the North American Free Trade Agreement in 1994. Brownsville is the third-highest proportion of Hispanic Americans out of any city in the United States outside of Puerto Rico. As a county seat, the city and county governments are major employers. Other primary employers fall within the service, trade, and manufacturing industries, including a growing aerospace and space transportation sector. It operates international trading through the Port of Brownsville. McAllen is a hub of oil and gas production and is also a processing center for citrus fruits, vegetables, and cotton, and it is one of the most important ports of entry for trade with Mexico. The city is positioned on the migratory path between North and South America and the landscape hosts a diverse wildlife population for birdwatching.

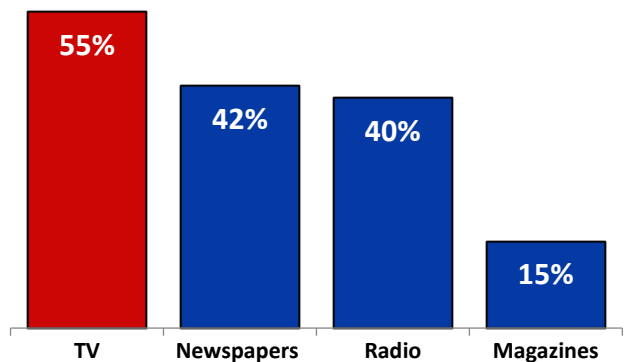
### Median HH Income

\$45,517

### TV stations serving the area of Harlingen-Weslaco-Brownsville-McAllen, TX:

KCWT	CW, Bounce TV, Laff
KFXV	Fox, Bounce TV
KGBT	Antenna TV, MyNetworkTV, Rewind TV, Comet TV, Estrella TV, Ion Mystery, Grit
KNVO	Univision, UniMás, LATV, Ion, Court TV
KRGV	ABC, Azteca América
KRZG	Dabl, Sonlife, MeTV, Infomercials, Majestad TV, Daystar, GetTV
KTFV	UniMás, Charge!, TBD, Stadium
KTLM	Telemundo, TeleXitos, Cozi TV, Lx
KVEO	NBC, CBS

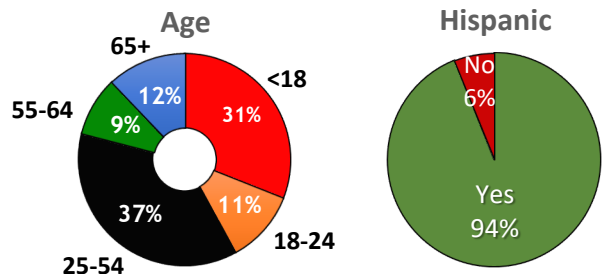
### Reliance on Media to Stay Informed % Agree



### Harlingen-Weslaco-Brownsville-McAllen, TX Interesting Facts

- The Rio Grande Valley Birding Festival occurs each November in Harlingen, attracting up to 3,000 participants per year.
- Brownsville has a city motto of “on the border by the sea”.
- McAllen has hosted the Texas Square Dance Jamboree in February since 1987, and the city promotes itself as the “Square Dance Capital of the World.”
- Weslaco was the hometown of Harlon Block, one of the Marines photographed raising the flag at Iwo Jima.

### Harlingen-Weslaco-Brownsville-McAllen, TX Demographic Overview



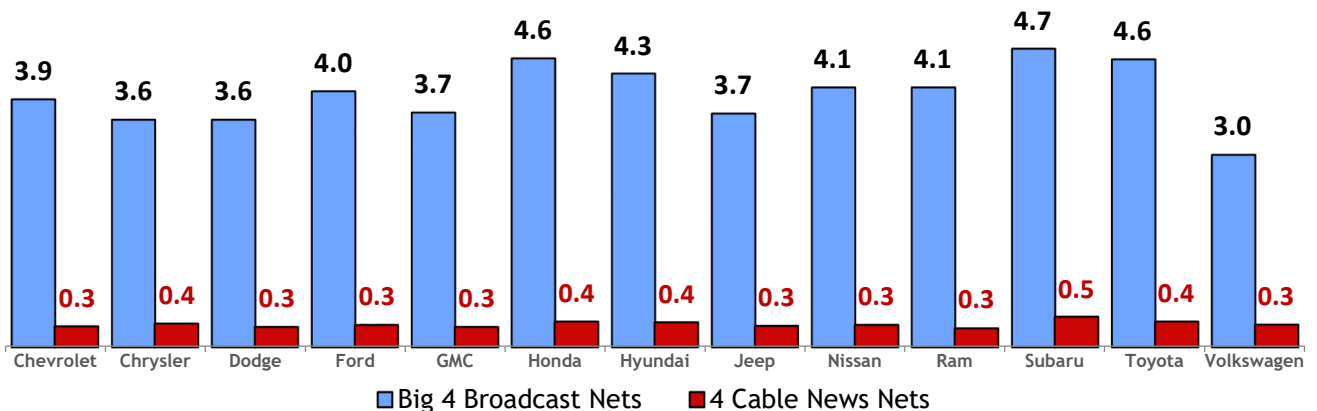
**49%** loyal to vehicle brand

## 2021/22 Season Local Market Close-Up: Harlingen-Brownsville, TX

Market: Harlingen-Brownsville, TX				Series Ranker (Week of 7/4 - 7/10/22)			
Rtg Rnk	Series	Station	# Eps	Day	Local Time	Run Time	HH Live+1 Rtg
1	ABC World News Tonight with David Muir	KRGV (ABC)	5	M, T, W, R, F	05:30 PM	30	17.7
2	Channel 5 News at 5:30	KRGV (ABC)	1	U	05:30 PM	30	13.2
3	Channel 5 News at 6pm	KRGV (ABC)	6	M, T, W, R, F, S	06:00 PM	60	12.6
4	ABC World News Tonight Sunday	KRGV (ABC)	1	U	05:00 PM	30	12.4
5	ABC World News Tonight Saturday	KRGV (ABC)	1	S	05:30 PM	30	11.9
6	Channel 5 News at 5pm	KRGV (ABC)	5	M, T, W, R, F	05:00 PM	30	11.9
7	Channel 5 News at 10pm	KRGV (ABC)	7	M, T, W, R, F, S, U	10:00 PM	35	11.6
8	Mi fortuna es amarte	KNVO (Univision)	5	M, T, W, R, F	08:00 PM	60	9.9
9	Channel 5 News at 10:30pm	KRGV (ABC)	1	U	10:30 PM	30	9.8
10	Celebrity Family Feud	KRGV (ABC)	1	U	07:00 PM	60	9.8
11	La Casa de los Famosos	KTLM (Telemundo)	6	M, T, W, R, F, U	06:00 PM	120	8.4
12	Good Morning America	KRGV (ABC)	5	M, T, W, R, F	07:00 AM	120	8.1
13	Noticiero Univisión - Fin de semana	KNVO (Univision)	2	S, U	05:30 PM	30	8.1
14	Channel 5 News Saturday Morning	KRGV (ABC)	1	S	09:00 AM	60	7.9
15	Mujer de nadie	KNVO (Univision)	5	M, T, W, R, F	09:00 PM	60	7.8
16	America's Funniest Home Videos	KRGV (ABC)	2	S, U	07:00 PM	60	7.6
17	Infiel: Historia de un engaño	KTLM (Telemundo)	5	M, T, W, R, F	09:00 PM	60	7.6
18	Channel 5 News at Noon	KRGV (ABC)	5	M, T, W, R, F	12:00 PM	60	7.6
19	The \$100,000 Pyramid	KRGV (ABC)	1	U	09:00 PM	60	7.4
20	Good Morning America Saturday	KRGV (ABC)	2	S	08:00 AM	60	7.3

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### Auto Ownership by Make (Comscore) Average Live Demo Ratings – June '22; Mon-Sun 5–6pm



### Local Broadcast News Avg. vs. Cable Network News Avg. – HH Live Ratings – June '22



## Data Sources:

**2022 Political Media Usage Study - Wisconsin:** Dynata / TVB 2022 Media Usage Studies, A18+

**Comscore Local Program-Based Ranker:** 7/11-7/17/22; Political Local v3 – 8/27/18 to Ongoing; Republican Primary Voter v3; Market = Milwaukee, WI

### **NAB National Association of Broadcasters**

**National Broadcast:** The Nielsen Company, NPOWER, Live + 1 Day estimates, S/O-S/O = Sign-On to Sign-Off

**Time Shifted Programs:** The Nielsen Company, NPOWER, Live+SD vs Live +1 Day rtgs on ABC, CBS, CW, Fox, NBC A25-54 Ratings

**Syndication:** The Nielsen Company, NPOWER, Live + 1 Day. Syndication data is a week behind the current report week.

**Hispanic Households:** The Nielsen Company, NPOWER, Live + 1 Day

**Spanish Language Programs:** The Nielsen Company, NPOWER, Live + 1 Day. For Primetime daypart, M-F 8-11p, Spanish Broadcast affiliates: Azteca, Estrella TV, Telemundo, UniMas & Univision; English Broadcast affiliates: ABC, NBC, CBS, Fox, CW, Me TV, Bounce TV, Cozi TV, Escape, Grit & Laff. Independents excluded due to unknown language format. For local markets: The Nielsen Company, Arianna, Live + 1 Day.

**Local Market At-A-Glance/Overview:** SRDS (Nielsen Segmentation & Market Solutions), GfK MEMRI

**Local Market Close-Up:** Comscore TV, Kantar Media

**Top 20:** HH 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, MSNBC).

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

Note: Live+Same Day will be used if Live+1 is not available.