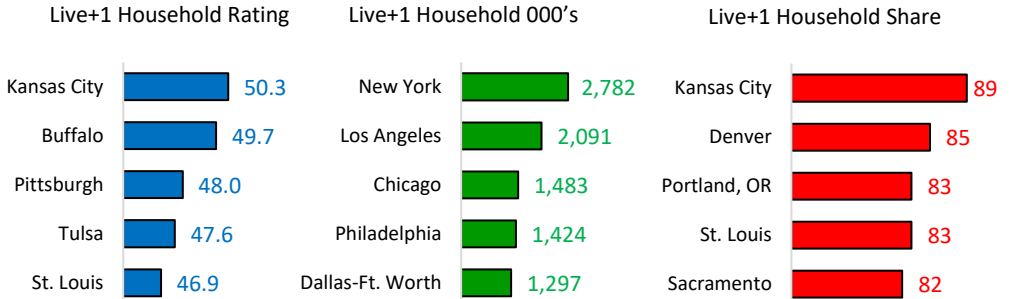


TVB INSIGHTS

WEEKLY RESEARCH & ANALYSIS

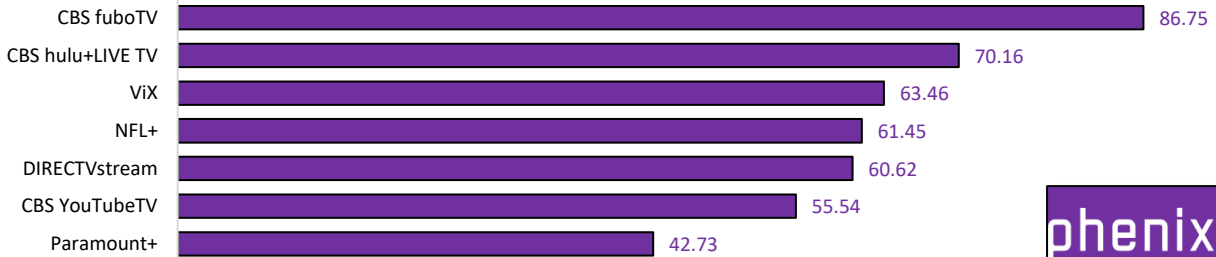
2023/24 Season – Week 20 (2/5-2/11/24)

Top 5 Of 56 Metered Markets Household Rating / Impressions / Share



Super Bowl 2024: Average Lag Behind Real-Time Comparing various streaming sources with the on-field game

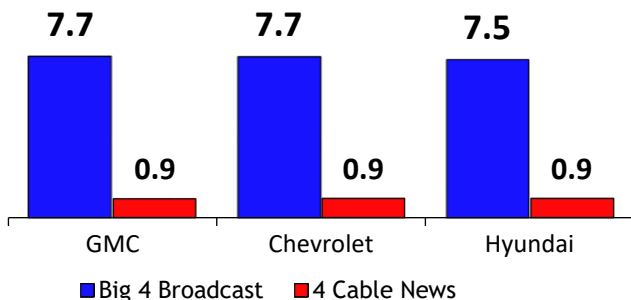
Seconds Behind On-Field Action



Market of the Week: Buffalo, NY

Auto Owners

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

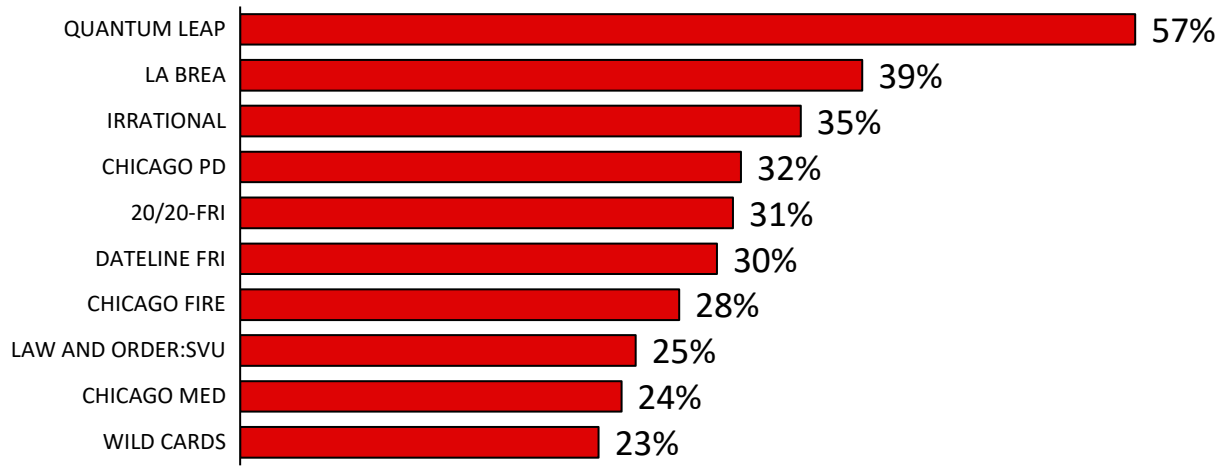


Top 5 Spot TV Advertisers from Vivvix

Advertiser	February '23 – January '24	DoIs (000)
Hyundai		\$1,924.0
William Mattar Attorney		\$1,864.7
Cellino Law Firm		\$1,639.4
Barnes Firm Attorneys		\$1,527.5
Spectrum		\$1,454.5

2023/24 Season Week 20 (2/5-2/11/24)

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



Super Bowl LVIII *Kansas City Chiefs (25) – S.F. 49ers (22)*

Sunday 2/11/24, 6:45pm (ET) on CBS	L+1 HH Rtg (000's)
NATIONAL	42.35 (52,938)
KANSAS CITY	50.3 (512)
BUFFALO	49.7 (319)
PITTSBURGH	48.0 (559)
TULSA	47.6 (265)
ST. LOUIS	46.9 (603)
CLEVELAND-AKRON (CANTON)	46.8 (726)
DENVER	46.3 (827)
MILWAUKEE	46.2 (430)
OKLAHOMA CITY	45.9 (338)
MINNEAPOLIS-ST. PAUL	45.6 (850)

Top Adults 18-49 in Hispanic Households

Hispanic Households	L+1 A18-49 Rtg (000's)
SUPER BOWL LVIII	25.39 (7619)
SUPER BOWL LVIII POST-GUN	23.46 (7041)
SUPER BOWL LVIII POST-GM	14.64 (4394)
SUPER BOWL KICK-OFF	13.93 (4182)
SUPER BOWL TODAY-5	6.69 (2009)
SUPER BOWL TODAY-4	4.34 (1303)
SB LVIII POST GUN 2/11	3.22 (968)
NFL SUPER BOWL LVIII 2/11	3.11 (934)
TRACKER	2.46 (738)
SUPER BOWL TODAY-3	2.36 (708)

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





2024 NFL Super Bowl Championships & Divisional Playoffs

Nielsen Live+1 HH 000's (Ratings)

2024			HH Live+1 Rating	HH Live + 1 000's	P2+ Live+1 Rating	P2+ Live+1 000's
Feb. 11	S. Bowl LVIII	CBS	42.4	52,938	38.3	120,609
Chiefs (25) / 49ers (22)		UNV	0.9	1,102	0.7	2,252
OVERTIME	Kansas City	KCTV	50.3	512	n/a	n/a
	S.F.-Oakland	KPIX	41.0	1,033	42.7	2,890
		KDTV	1.2	29	1.4	95

2024			HH Live+1 Rating	HH Live + 1 000's	P2+ Live+1 Rating	P2+ Live+1 000's
Jan. 28	AFC Champ.	CBS	25.5	31,873	17.6	55,512
Chiefs (17) / Ravens (10)	Kansas City	KCTV	50.9	518	n/a	n/a
	Baltimore	WJZ	41.5	483	38.8	1,126
Jan. 28	NFC Champ.	FOX	25.2	31,544	17.9	56,451
49ers (34) / Lions (31)	S.F.-Oakland	KTVU	30.7	775	25.2	1,705
	Detroit	WJBK	46.0	888	42.5	1,989

2024			HH Live+1 Rating	HH Live+1 000's	P2+ Live+1 Rating	P2+ Live+1 000's
Jan. 20	Divisional	ABC	10.8	13,505	6.8	21,368
Ravens (34) / Texans (10)		ESPN	5.4	6,703	3.5	10,986
		ESPD	0.0	42	0.0	89
		WMAR	27.7	322	22.7	660
	Baltimore	ESPN	7.2	84	5.9	172
		ESPD	<<	0	<<	0
		KTRK	19.0	527	14.0	1,065
	Houston	ESPN	4.3	120	3.4	257
		ESPD	<<	<<	<<	<<
Jan. 20	Divisional	FOX	17.9	24,432	12.0	37,788
49ers (24) / Packers (21)	S.F.-Oakland	KTVU	27.2	686	21.1	1,431
	Milwaukee	WITI	41.4	385	n/a	n/a
Jan. 21	Divisional	NBC	18.6	23,295	11.8	37,152
Lions (31) / Bucs (23)	Detroit	WDIV	40.5	781	36.0	1,685
	Tampa Bay	WFLA	27.8	596	21.3	1,083
Jan. 21	Divisional	CBS	24.3	30,325	16.0	50,539
Chiefs (27) / Bills (24)	Kansas City	KCTV	54.2	553	n/a	n/a
	Buffalo	WIVB	55.1	353	n/a	n/a

Source: Nielsen NPOWER and Arianna



2024 NFL Wild Card Playoffs

Nielsen Live+1 HH 000's (Ratings)

2024			HH Live+1 Rating	HH Live + 1 000's	P2+ Live+1 Rating	P2+ Live+1 000's	
Jan. 13	Wild Card	NBC	12.7	15,854	8.2	25,910	
Texans (45) / Browns (14)	Houston	KPRC	21.3	592	16.0	1,216	
	Cleveland	WKYC	30.8	478	26.5	952	
Jan. 13	Wild Card	Peacock	9.2	11,540	7.3	22,907	
Chiefs (26) / Dolphins (7)	Kansas City	KSHB	45.0	458	n/a	n/a	
	Miami	WTVJ	14.0	244	10.9	498	
Jan. 14	Wild Card	FOX	19.2	23,964	12.8	40,218	
Packers (48) / Cowboys (32)	Milwaukee	WITI	44.8	41	n/a	n/a	
	Dallas	KDFW	30.9	968	22.2	1,869	
Jan. 14	Wild Card	NBC	15.7	19,624	10.2	32,299	
Lions (24) / Rams (23)	Detroit	WDIV	39.8	768	31.9	1,494	
	Los Angeles	KNBC	15.0	883	11.1	1,907	
Jan. 15	Wild Card	CBS	15.8	19,712	9.9	31,098	
Bills (31) / Steelers (17)	Buffalo	WIVB	56.7	363	n/a	n/a	
	Pittsburgh	KDKA	42.8	499	35.8	942	
Jan. 15	Wild Card	ABC	9.9	12,383	6.0	18,881	
Bucs (32) / Eagles (9)		ESPN	4.7	5,880	3.0	9,368	
		ESPN2	0.6	691	0.3	1,040	
		ESPD	0.0	27	0.0	48	
		WFTS	15.4	330	10.7	542	
		WWSB	3.0	63	1.6	83	
		Tampa Bay	ESPN	7.5	160	5.3	272
			ESPN2	0.7	14	0.4	21
			ESPD	<<	<<	<<	<<
		Philadelphia	WPVI	21.6	687	15.0	1,197
			ESPN	6.9	219	4.7	35
ESPN2	0.5		17	0.4	28		
ESPD	0.2		5	0.1	6		

Source: Nielsen NPOWER and Arianna

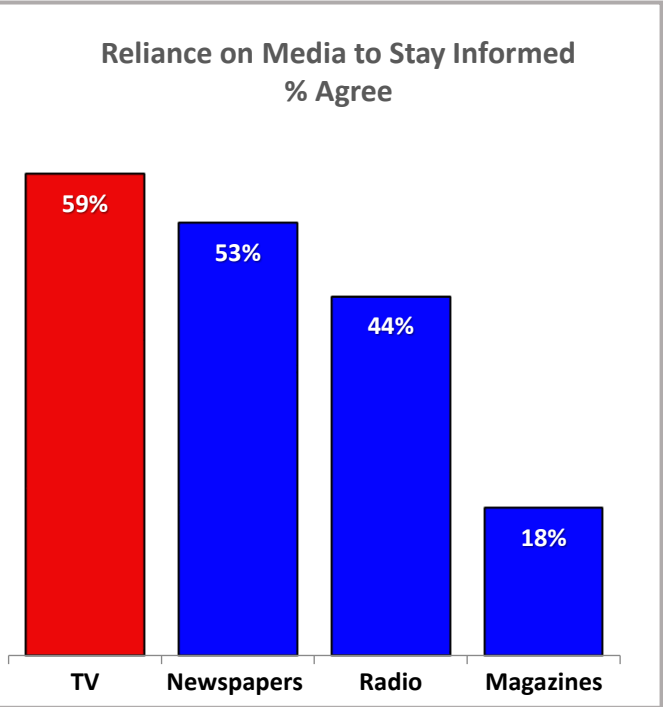
Market Close-Up: Buffalo, NY

Buffalo is the 6th largest city in the state of New York and 93rd largest city in the U.S overall, with a population of 276,486 (2022), according to the U.S Census. The largest industries in Buffalo include Health Care and Social Assistance, Retail Trade, Manufacturing, Educational Services, Accommodation and Food Services, and Public Administration. Some of the largest employers in Buffalo include the State of New York, the University at Buffalo, Kaleida Health, M&T Bank, Catholic Health Systems, Tops Markets LLC, Walmart, Moog Inc., GEICO, Roswell Park Cancer Institute, and Wegmans Food Markets Inc.

Median HH Income
\$65,896

TV stations serving the area of Buffalo, NY

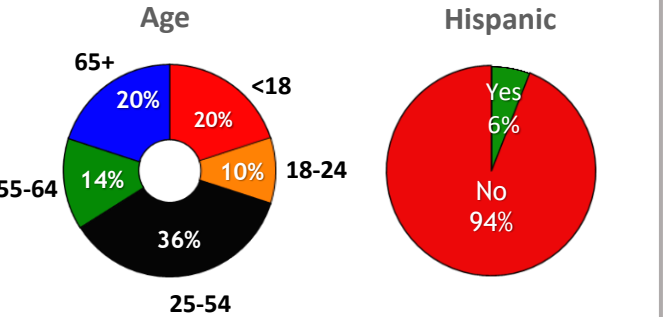
WBBZ	MeTV, Heroes & Icons, Story Television, Daystar, Dabl, Start TV, Catchy Comedy, Movies!
WGRZ	NBC, Antenna TV, True Crime Network, Quest, Comet
WIVB	CBS, QVC
WKBW	ABC, Bounce TV, Grit, Ion Mystery, HSN, The Nest
WNLO	The CW, Rewind TV
WNYO	MyNetworkTV, The Nest, Comet TV, GetTV
WPXJ	Ion Television, Court TV, Grit, Laff, Defy TV, Scripps, JTV, HSN, ShopLC
WUTV	Fox, TBD, Charge!



**Buffalo, NY
Interesting Facts**

- The Buffalo Bills made it to the Super Bowl consecutively for 4 years (1991-1994) but have yet to win one.
- In 1881, Buffalo became home to the first city in the world to have electric streetlights.
- It is illegal to throw a snowball at someone's head in Buffalo.
- The largest Dyngus Day celebration outside of Poland is in Buffalo.
- Niagara Falls is only 20 miles north of Buffalo.
- Buffalo has an annual Buffalo Chicken Wing Festival, and the original bar that invented Buffalo Wings, Anchor Bar, is still around.

**Buffalo, NY
Demographic Overview**



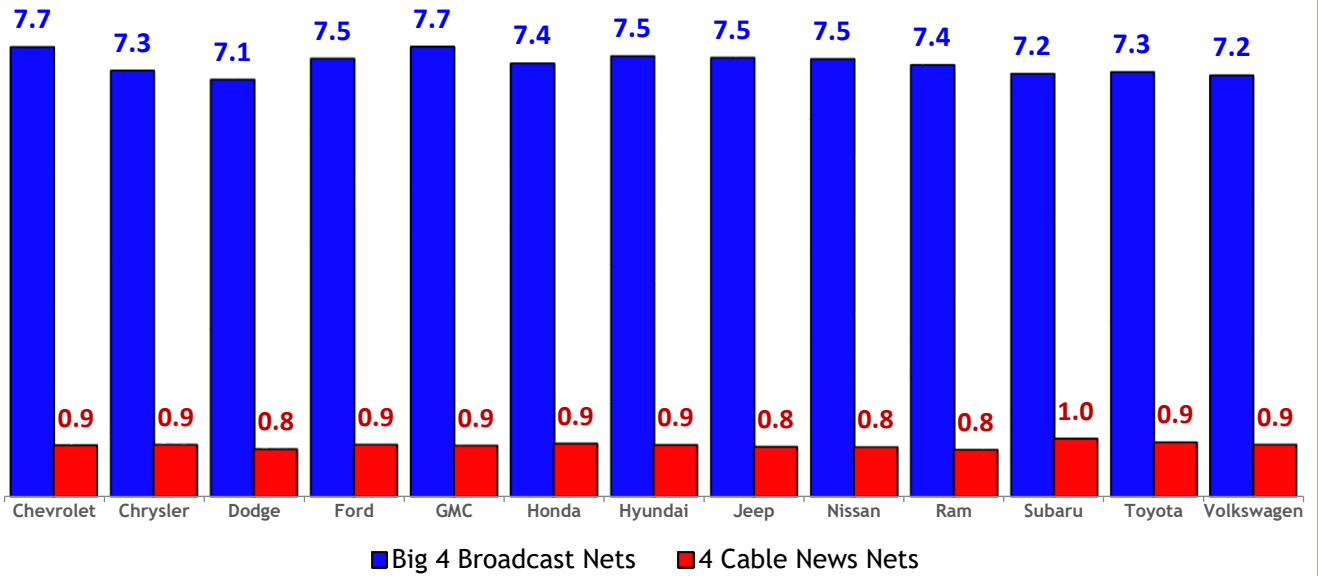
51 % loyal to vehicle brand

2023/24 Season Local Market Close-Up: Buffalo, NY

Market: Buffalo, NY			Series Ranker (1/1- 1/28/24)				
Rtg Rnk	Series	Station	# Eps	Day	Local Time	Run Time	HH Live+1 Rtg
1	AFC DIV-PLF-PRE-KICK-SU	WIVB (CBS)	1	U	06:35 PM	6	71.7
2	AFC DIVISIONAL PLAYOFF-SU	WIVB (CBS)	1	U	06:41 PM	183	65.2
3	AFC WILDCARD PLAYOFF-MON	WIVB (CBS)	1	M	04:33 PM	190	62.9
4	AFC WILDCARD PRE-KICK-MON	WIVB (CBS)	1	M	04:27 PM	6	62.7
5	AFC WILDCARD POST GUN-MON	WIVB (CBS)	1	M	07:43 PM	6	55.5
6	NBC SUNDAY NIGHT FOOTBALL	WGRZ (NBC)	1	U	08:23 PM	180	54.0
7	SUNDAY NIGHT NFL PRE-KICK	WGRZ (NBC)	1	U	08:13 PM	10	52.6
8	AFC CHAMPIONSHIP ON CBS	WIVB (CBS)	1	U	03:03 PM	189	47.8
9	AFC DIV-PLF-POST-GUN-SU	WIVB (CBS)	1	U	09:44 PM	5	41.8
10	AFC WILDCARD POST GAME-MON	WIVB (CBS)	1	M	07:49 PM	11	39.9
11	FOX NFC CHAMPIONSHIP	WUTV (FOX)	1	U	06:41 PM	189	39.6
12	NBC NFL SUNDAY POST	WGRZ (NBC)	1	U	11:23 PM	15	38.8
13	FOX NFC SUN WILDCARD GAME	WUTV (FOX)	1	U	04:42 PM	188	38.4
14	CBS NFL TODAY-SUN-DIV-PLF	WIVB (CBS)	1	U	06:00 PM	35	37.6
15	NBC NFL PLAYOFF GAME DIV	WGRZ (NBC)	1	U	03:03 PM	189	36.7
16	AFC CHAMP POST GUN ON CBS	WIVB (CBS)	1	U	06:12 PM	7	35.1
17	FOOTBALL NT AMERICA PT 3	WGRZ (NBC)	1	U	07:50 PM	23	34.1
18	AFC WILDCARD PRE GM-MON	WIVB (CBS)	1	M	03:30 PM	57	34.0
19	CBS NFL Regional Post-Gun	WIVB (CBS)	1	U	03:59 PM	2	33.1
20	NBC NFL PLAYOFF GM WC SU	WGRZ (NBC)	1	U	08:16 PM	166	32.8

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Auto Ownership by Make (Comscore)



Local Broadcast News Avg. vs. Cable Network News Avg. – HH Live Ratings – January '24



Data Sources:

Phenix

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

Local Broadcast: The Nielsen Company, Arianna, Live + 1 Day estimates

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, Vivvix

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.

Nielsen DMA: Buffalo, NY

Comscore Market: Buffalo, NY