

# TVB INSIGHTS

## WEEKLY RESEARCH & ANALYSIS

2023/24 Season – Week 31 (4/22-4/28/24)

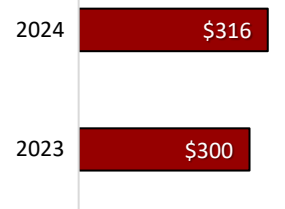
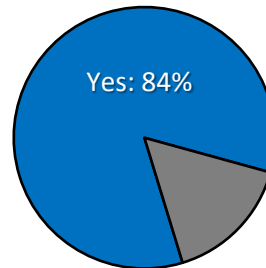
### 2024 Anticipated Mother's Day Spending Near 2023's Record-High

Total Spending in Billions



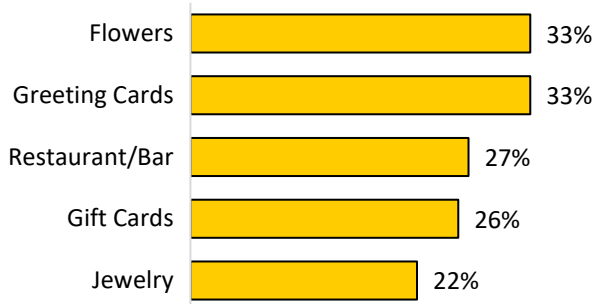
### 84% Plan To Celebrate Mother's Day; Average Per Person Spending Up

Plan to Celebrate Mother's Day



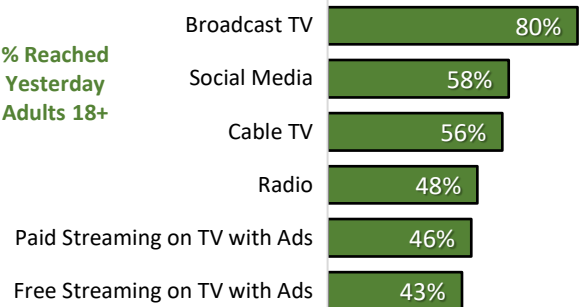
Average Per Person Spend

### Top Mother's Day Gifts For 2024



### Broadcast TV Has The Highest Reach

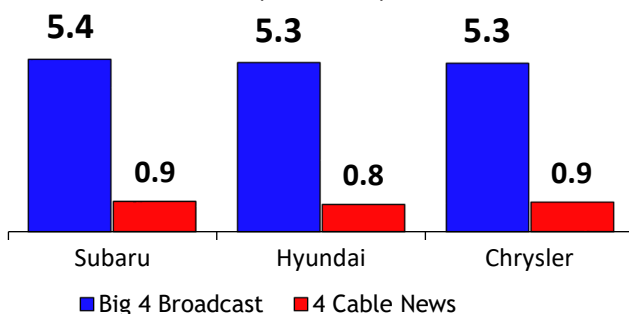
% Reached Yesterday Adults 18+



## Market of the Week: Tucson, AZ

### Auto Owners

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

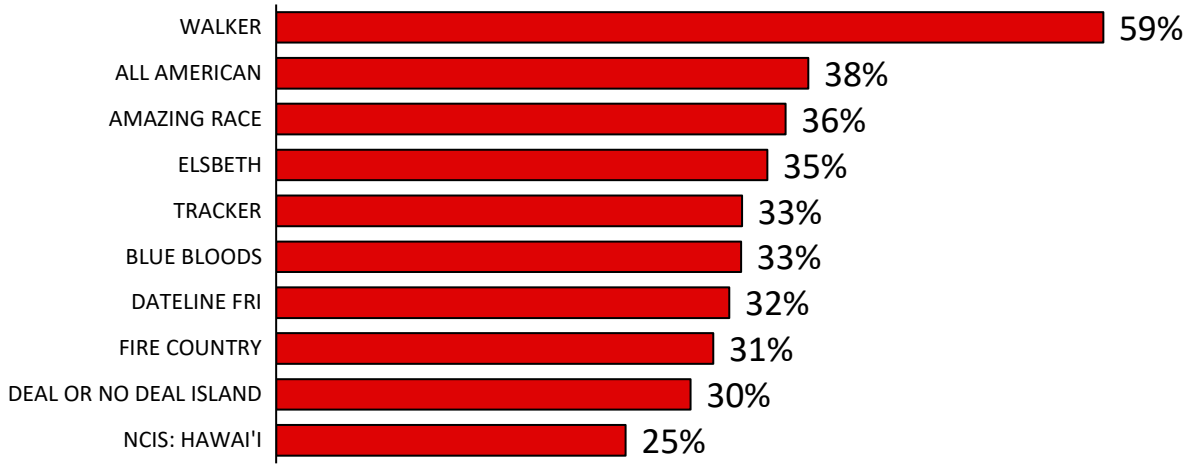


### Top 5 Spot TV Advertisers from Vivvix

Advertiser	April'23 – March'24	Dols (000)
Cox		\$2,221.0
Sam Levitz Furniture Store		\$1,653.1
Lerner & Rowe Attorneys		\$1,483.6
Toyota Dealer Assn		\$1,221.5
Rafi Law Group		\$772.4

## 2023/24 Season Week 31 (4/22-4/28/24)

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



### Latin American Music Awards 2024

Thursday 4/25/24, 8pm (ET) on Univision	L+1 Hispanic HH Rtg (000's)
<b>NATIONAL</b>	<b>4.51 (855)</b>
NEW YORK	9.36 (157,099)
CHICAGO	7.52 (49,627)
HOUSTON	6.87 (60,650)
ATLANTA	6.36 (16,586)
MIAMI-FT. LAUDERDALE	5.96 (53,553)
DALLAS-FT. WORTH	5.19 (37,115)
FT. MYERS-NAPLES	4.57 (5,019)
LAS VEGAS	4.02 (8,868)
TAMPA-ST. PETE (SARASOTA)	3.59 (13,123)
SAN ANTONIO	3.10 (16,797)

### Top Adults 18-49 in Hispanic Households

Hispanic Households	L+1 A18-49 Rtg (000's)
CASA DE FAMOSOS S4 - M	1.57 (471)
CASA DE FAMOSOS S4 - T	1.40 (421)
MUJER 3 FRI	1.39 (418)
SEÑOR DE CIELOS S9 - W	1.38 (414)
CASA DE FAMOSOS S4 - R	1.34 (403)
SEÑOR DE CIELOS S9 - T	1.32 (395)
SEÑOR DE CIELOS S9 - R	1.29 (387)
AMOR NO TIENE RECETA FRI	1.28 (384)
CASA DE FAMOSOS S4 - SUN	1.27 (383)
MUJER 3 MON	1.26 (379)

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

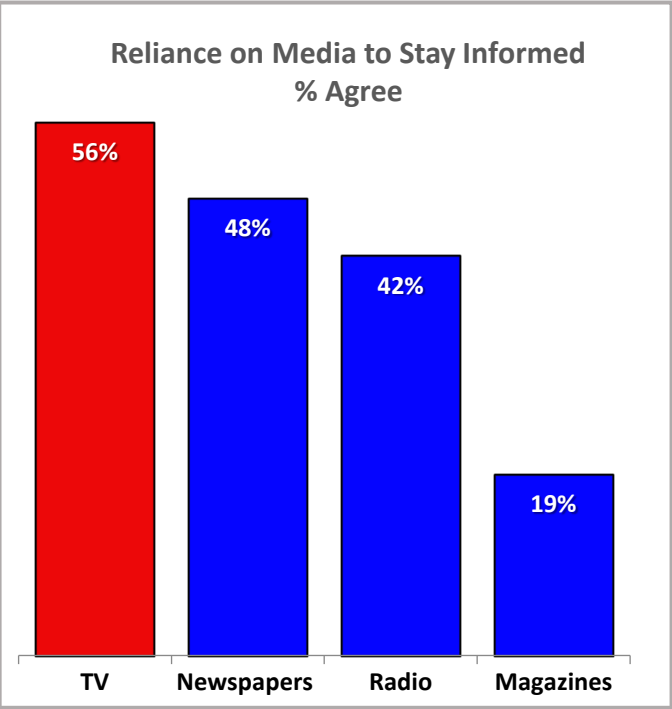


## Market Close-Up: Tucson (Sierra Vista), AZ

Tucson and Sierra Vista are the 2<sup>nd</sup> and 27<sup>th</sup> largest cities in the state of Arizona, with populations of 546,574 (2022) and 45,439 (2022), respectively according to the U.S Census. The largest industries in Tucson and Sierra Vista include Health Care & Social Assistance, Retail Trade, Educational Services, Manufacturing, and Accommodation & Food Services. Some of the largest employers in these cities include University of Arizona, Raytheon Missile Systems, Davis-Monthan Air Force Base, State of Arizona, Walmart Stores Inc., RCHP-Sierra Vista, Inc., Wick News Corporation, Pioneer Title Agency, Sierra Vista Emergency Physicians, and Cochise College.

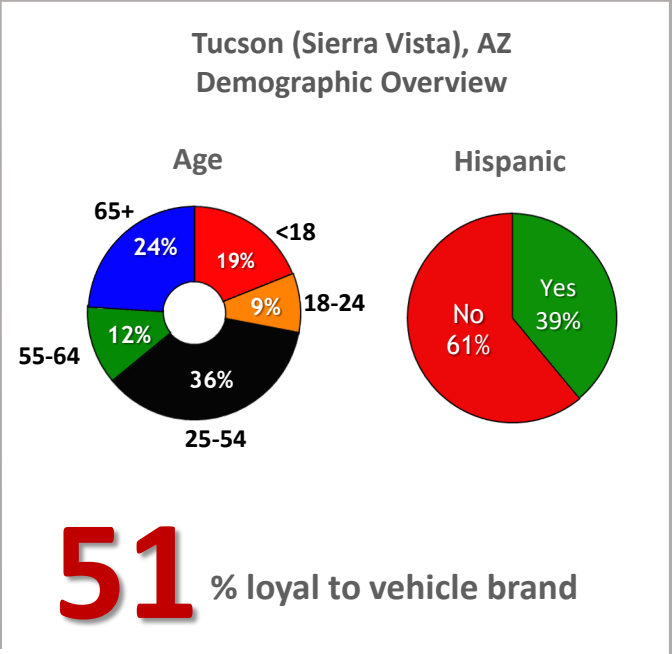
**Median HH Income**  
\$65,290

TV stations serving the area of Tucson (Sierra Vista), AZ	
KFTU+	UniMás, Univision
KGUN	ABC, Laff, Antenna TV, Bounce TV, Ion Television, Scripps News
KHRR	Telemundo, TeleXitos, NBC LX Home, Oxygen
KMSB	Fox, Quest, True Crime Network, Shop LC, Comet, QVC
KOLD	CBS, MeTV, Outlaw, Defy TV, Arizona's Family Sports, Charge!
KTTU	MyNetworkTV, The Nest, Heroes & Icons, Start TV, HSN, Quest
KUDF	Estrella TV
KUVE+	Univision, UniMás, GetTV, Ion Mystery, Shop LC, Dabl
KVOA	NBC, Cozi TV, Ion Mystery, This TV, Grit
KWBA	The CW, Grit, Court TV, Defy TV, Jewelry Television, ABC



### Tucson (Sierra Vista), AZ Interesting Facts

- Tucson gets an average of 350 sunny days a year, making it one of the sunniest cities in the U.S
- Tucson was designated as the first UNESCO Creative City of Gastronomy in the U.S.
- Tucson was home to the first ever skateboard park in 1965.
- The translation of Sierra Vista in Spanish is "Mountain View".
- Sierra Vista is considered the "Hummingbird Capital of the U.S" with 15 species of hummingbirds passing by annually.
- Space lovers can go stargazing at the Patterson Observatory, whose telescope can pick up objects one million times fainter than the human eye could ever detect.

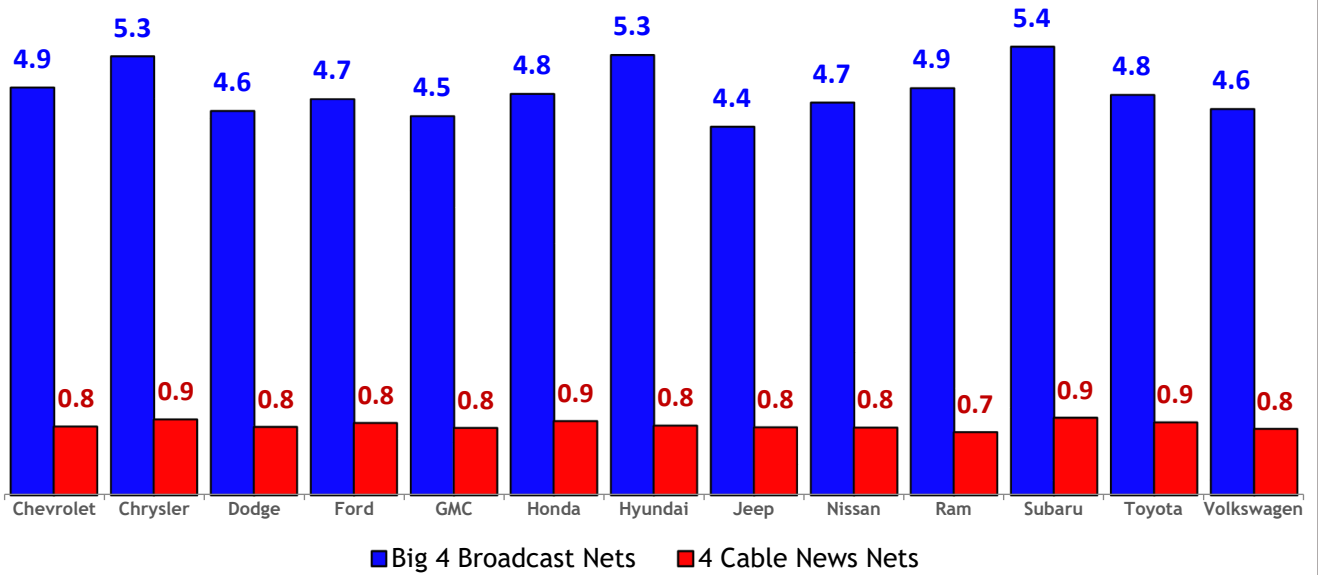


2023/24 Season  
Local Market Close-Up: **Tucson, AZ**

Market: Tucson, AZ				Series Ranker (2/26-3/31/24)			
Rtg Rnk	Series	Station	# Eps	Day	Local Time	Run Time	HH Live+1 Rtg
1	CBS NCAA BSKBL CHMP TH 1	KOLD (CBS)	1	R	04:00 PM	146	28.5
2	CBS NCAA BSKBL CHMP-SA-1	KOLD (CBS)	1	S	09:36 AM	149	26.6
3	CBS NCAA BSK CHP-BRG-DYSA	KOLD (CBS)	1	S	12:05 PM	17	19.8
4	The Oscars	KGUN (ABC)	1	U	04:00 PM	209	16.7
5	CBS NCAA BK CHP-BRG-PRTH1	KOLD (CBS)	1	R	06:26 PM	18	16.5
6	CBS NCAA BSKBL CHMP SU-2	KOLD (CBS)	1	U	02:02 PM	160	16.3
7	CBS NCAA BSKBL CHMP-SA-2	KOLD (CBS)	1	S	12:22 PM	134	14.8
8	CBS NCAA BSKBL CHMP-SA-3	KOLD (CBS)	1	S	02:36 PM	142	14.0
9	CBS NCAA BSKBL CHMP-SU-2	KOLD (CBS)	1	U	11:38 AM	141	14.0
10	CBS NCAA BSK CHP-BRG-DYSU	KOLD (CBS)	1	U	11:21 AM	17	13.8
11	CBS NCAA BSKBL CHMP-SU-1	KOLD (CBS)	1	U	09:00 AM	141	13.2
12	CBS NCAA BSKBL CHMP TH 2	KOLD (CBS)	1	R	06:44 PM	145	12.9
13	CBS NCAA BSKBL CHMP SU-1	KOLD (CBS)	1	U	11:11 AM	153	12.8
14	CBS NCAA BSKBL-BRIDGE-SUN	KOLD (CBS)	1	U	01:44 PM	18	12.3
15	NCAA BKBL CHAMP SELECTION	KOLD (CBS)	1	U	03:00 PM	60	11.5
16	CBS NCAA BSKBL CHMP FR 2	KOLD (CBS)	1	F	06:50 PM	143	11.2
17	CBS NCAA BSKBL CHMP-SU-3	KOLD (CBS)	1	U	01:59 PM	147	11.0
18	ROAD TO FINAL FOUR-SAT	KOLD (CBS)	1	S	09:00 AM	36	10.9
19	CBS NCAA POST GUN SAT 1	KOLD (CBS)	1	S	07:37 PM	5	9.4
20	60 Minutes	KOLD (CBS)	6	U	7:00 PM	60	9.3

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Auto Ownership by Make (Comscore)



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



## Data Sources:

**NRF's Annual 2024 Mother's Day Spending Survey, conducted by Prosper Insights & Analytics**

**Retailmenot.com 2024 Mother's Day Survey**

**GfK TVB Media Comparisons Study 2024**

**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:** Tucson (Sierra Vista), AZ

**Comscore Market:** Tucson, AZ