

TVB INSIGHTS

WEEKLY RESEARCH & ANALYSIS

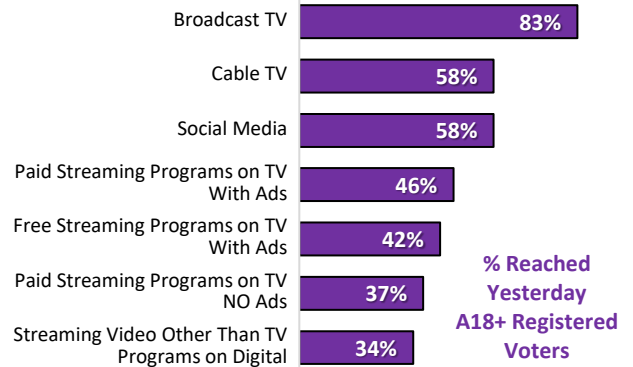
2023/24 Season – Week 35 (5/20-5/26/24)

Current 2024 “Toss-Up” Political Races

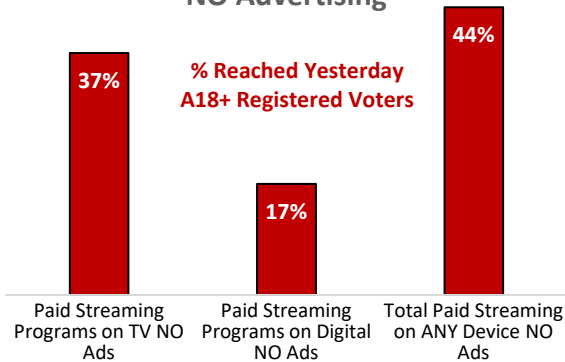
2024 Race(s)	States
Presidential:	AZ, GA, MI, NV, PA, WI
Senate:	MT, NV, OH
Gubernatorial:	NH, NC
House*:	AZ, CA, CO, ME, MI, NJ, NM, NY, NC, OH, OR, PA, WA

* At least 1 Toss-Up House race in state

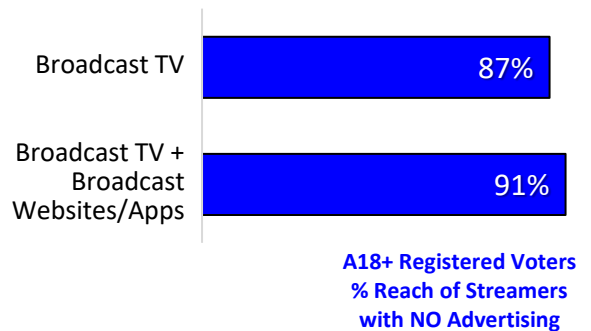
Broadcast TV Has The Highest 1-Day Reach



Advertisers Cannot Reach Streamers With NO Advertising



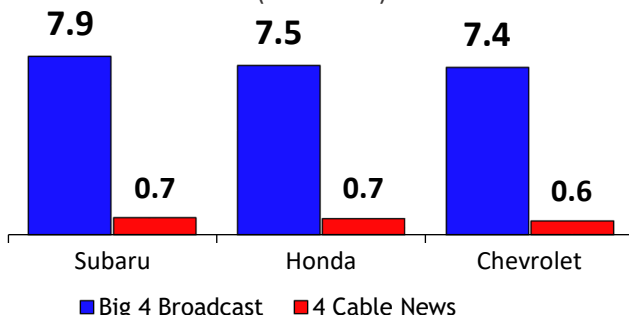
Broadcast Assets Can Reach Almost All Of Them



Market of the Week: Green Bay-Appleton, WI

Auto Owners

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

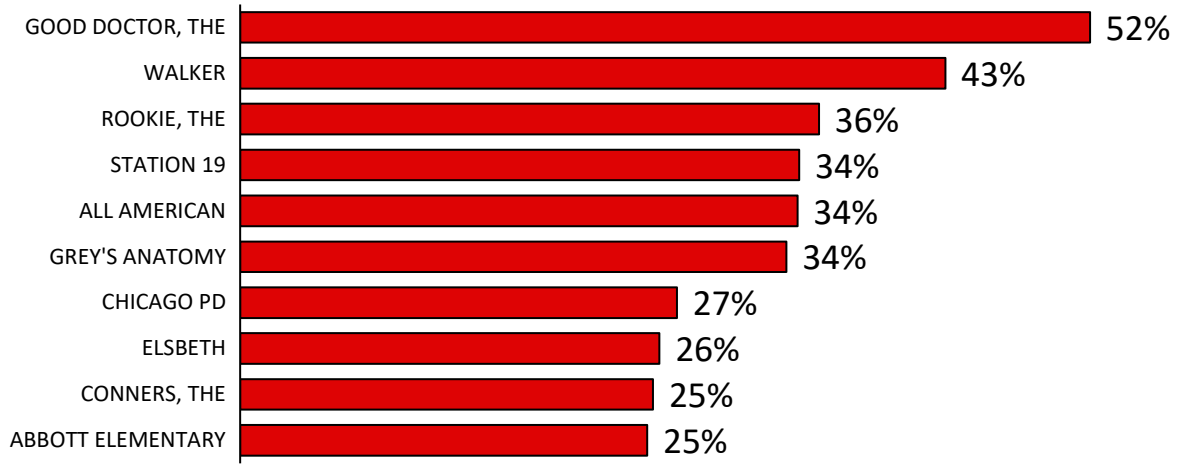


Top 5 Spot TV Advertisers from Vivvix

Advertiser	April'23 – March'24	Dols (000)
Menards Building Supply		\$1,116.7
US Cellular		\$783.2
Chevrolet Dealer Assn		\$570.7
Hy-Vee		\$549.6
Ford		\$525.3

2023/24 Season Week 35 (5/20-5/26/24)

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



Jeopardy! Masters

Wednesday 5/22/24, 8pm (ET) on ABC	L+1 HH Rtg (000's)
NATIONAL	2.98 (3,723)
WEST PALM BEACH-FT. PIERCE	6.4 (58)
RICHMOND-PETERSBURG	5.3 (32)
LOUISVILLE	5.1 (36)
CHICAGO	4.8 (174)
NEW YORK	4.6 (348)
PHILADELPHIA	4.5 (142)
BOSTON (MANCHESTER)	4.2 (109)
ORLANDO-DAYTONA BCH- MELBRN	4.0 (74)
CLEVELAND-AKRON (CANTON)	4.0 (63)
PORTLAND, OR	4.0 (53)

Top Adults 18-49 in Hispanic Households

Hispanic Households	L+1 A18-49 Rtg (000's)
LIGA MX PT SUN	3.14 (941)
LIGA MX THU	2.37 (710)
CASA DE FAMOSOS S4 - M	1.89 (568)
CASA DE FAMOSOS S4 7P - M	1.49 (448)
ROSA DE GUADALUPE THU 2 E	1.30 (390)
AMOR NO TIENE RECETA WED	1.20 (359)
AMOR NO TIENE RECETA MON	1.18 (355)
GALLO DE ORO MON	1.18 (354)
ROSA DE GUADALUPE WED	1.18 (353)
GALLO DE ORO WED	1.10 (329)

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

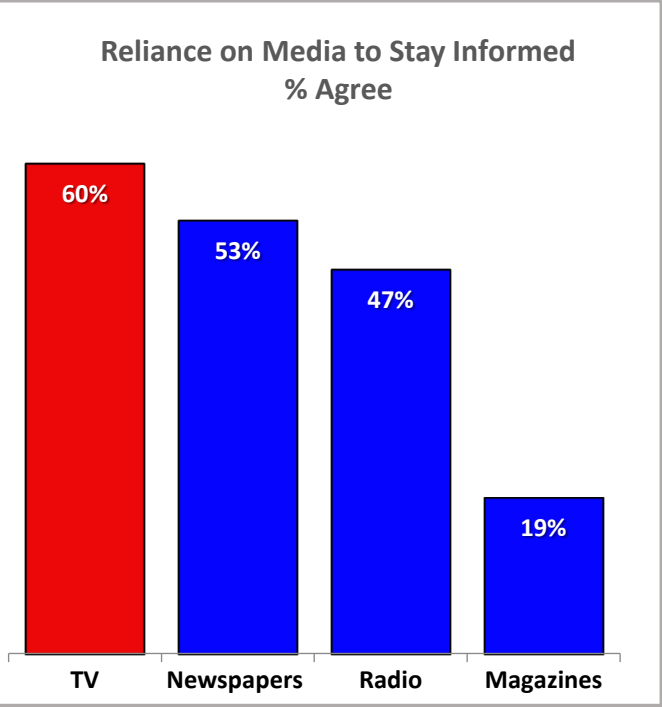


Market Close-Up: Green Bay-Appleton, WI

Green Bay and Appleton are the 3rd and 6th largest cities in the state of Wisconsin, with populations of 106,095 (2022) and 74,511 (2022), respectively according to the U.S Census. The largest industries in Green Bay and Appleton include Health Care & Social Assistance, Manufacturing, Retail Trade, Accommodation and Food Services, and Educational Services. Some of the largest employers in these cities include Bellin Health, Schneider, Humana, Aurora Health Care, American Foods Group, St. Elizabeth Hospital/Ascension Health, Thrivent Financial, Appleton Area School District, Miller Electric, and ThedaCare Regional Medical Center-Appleton.

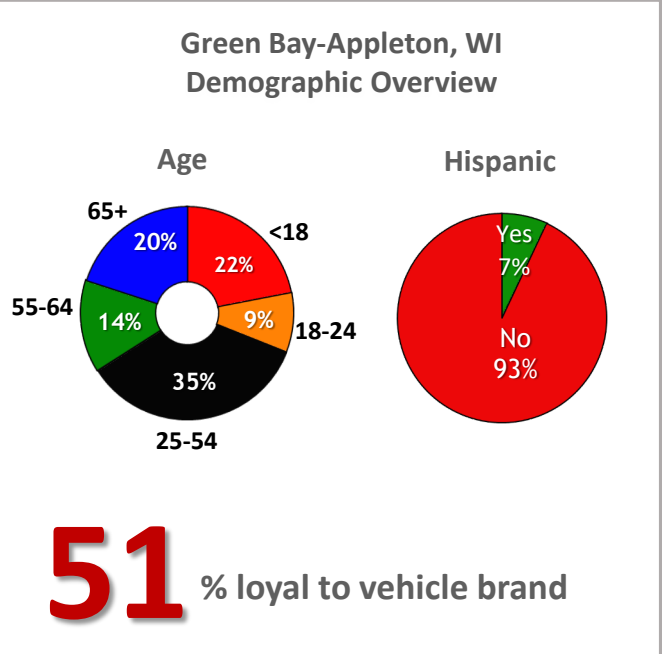
Median HH Income
\$72,554

TV stations serving the area of Green Bay-Appleton, WI	
WBAY	ABC, The 365, MyNetworkTV, Heroes & Icons, Start TV, Catchy Comedy, Charge!
WCWF	The CW, Comet, Charge!, The Nest, Dabl
WFRV	CBS, Bounce TV, True Crime Network, Rewind TV, Comet
WGBA	NBC, Defy TV, Grit, Ion Television, HSN, QVC, QVC2
WLUK	Fox, Antenna TV, TBD



Green Bay-Appleton, WI Interesting Facts

- Green Bay gets its name from French explorer Jean Nicolet, who upon visiting the area in 1634 named it "La Baye Verte" ("The Green Bay") because of the green color of the water.
- Green Bay is considered the toilet paper capital of the world.
- The Green Bay Packers have won the most NFL championship titles.
- Appleton was the location of the first Edison hydroelectric plant in the world.
- Appleton is situated along the Fox River.
- The 222 Building, built in 1952, is Appleton's tallest building.

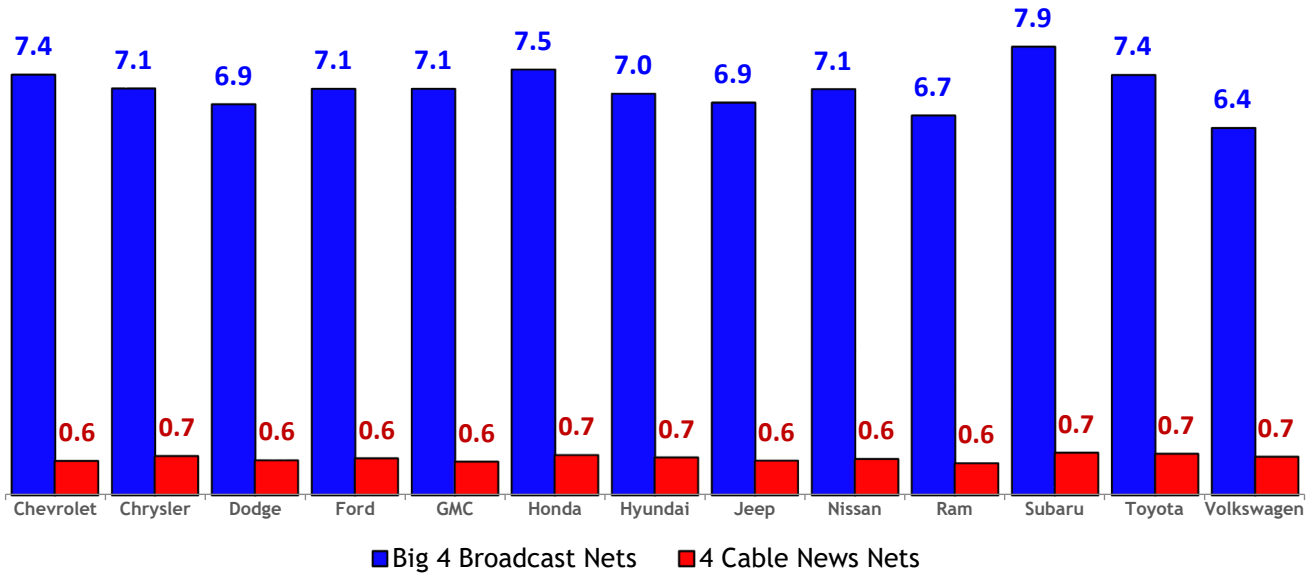


2023/24 Season
Local Market Close-Up: Green Bay-Appleton, WI

Market: Green Bay-Appleton, WI				Series Ranker (4/1- 4/28/24)				
Rtg Rnk	Series	Station	# Eps	Day	Local Time	Run Time	HH Live+1 Rtg	
1	NCAA Women's College Basketball Championships 2024	WBAY (ABC)	1	U	02:00 PM	140	22.1	
2	ABC World News Tonight with David Muir	WBAY (ABC)	20	M, T, W, R, F	05:30 PM	30	20.5	
3	Action 2 News at 5:30 Sunday	WBAY (ABC)	4	U	05:30 PM	30	19.6	
4	ABC World News Tonight Sunday	WBAY (ABC)	3	U	5:00 PM	30	15.5	
5	Action 2 News at 5	WBAY (ABC)	20	M, T, W, R, F	05:00 PM	30	15.2	
6	Action 2 News at 6	WBAY (ABC)	23	M, T, W, R, F, S	6:00 PM	30	14.5	
7	MASTERS GOLF TOURN.-SUN	WFRV (CBS)	1	U	01:30 PM	302	14.4	
8	NCAA Women's College Basketball Championships Post C	WBAY (ABC)	1	U	04:20 PM	12	14.2	
9	America's Funniest Home Videos	WBAY (ABC)	4	U	06:00 PM	60	12.9	
10	Wheel of Fortune	WLUK (FOX)	24	M, T, W, R, F, S, U	6:30 PM	30	12.4	
11	ABC World News Tonight Saturday	WBAY (ABC)	3	S	5:30 PM	30	12.0	
12	CMT Music Awards	WFRV (CBS)	1	U	07:00 PM	180	12.0	
13	Jeopardy!	WLUK (FOX)	24	M, T, W, R, F, S, U	6:00 PM	30	11.9	
14	60 Minutes	WFRV (CBS)	4	U	6:00 PM	60	11.3	
15	MASTERS GOLF TOURN. SAT.	WFRV (CBS)	1	S	02:00 PM	259	11.2	
16	Tracker	WFRV (CBS)	3	U	8:00 PM	60	11.1	
17	American Idol	WBAY (ABC)	8	M, U	07:00 PM	180	11.0	
18	Good Day Wisconsin 7-8a	WLUK (FOX)	24	M, T, W, R, F, S	07:00 AM	60	10.6	
19	Good Day Wisconsin 8-9a	WLUK (FOX)	24	M, T, W, R, F, S	08:00 AM	60	10.6	
20	Good Day Wisconsin Sunday 8a	WLUK (FOX)	4	U	08:00 AM	30	10.3	

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Auto Ownership by Make (Comscore)



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



Data Sources:

The Cook Political Report

GfK TVB Media Comparison Study 2024: Registered Voters 18+

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: Green Bay-Appleton, WI

Comscore Market: Green Bay-Appleton, WI