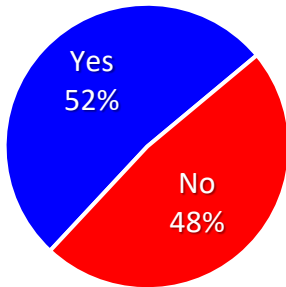


# TVB INSIGHTS

## WEEKLY RESEARCH & ANALYSIS

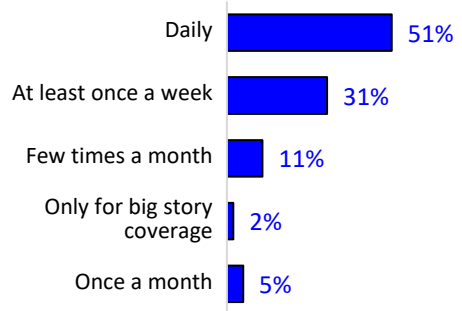
2023/24 Season – Week 38 (6/10-6/16/24)

Have You Downloaded A News App From A Local TV Broadcast Station On Your Mobile Device Or Smart TV?

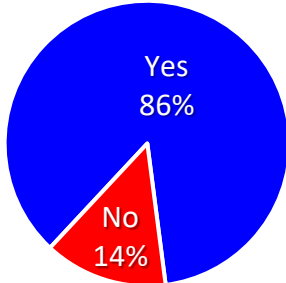


% of users of local broadcast TV website or apps

How Often Do You Use a Local TV Station News Website/App To Consume News?

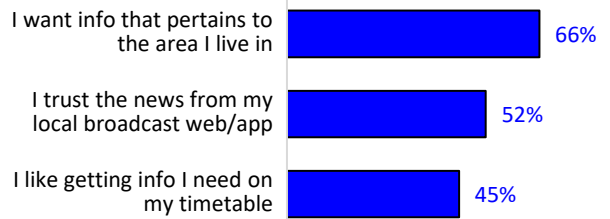


Do You Get Breaking News Alerts On Your Mobile Device Or Smart TV From A Local TV Station News App?



Among users of websites &/or apps that have downloaded app

What Are Your Reasons For Using Local Broadcast TV News Websites/Apps?

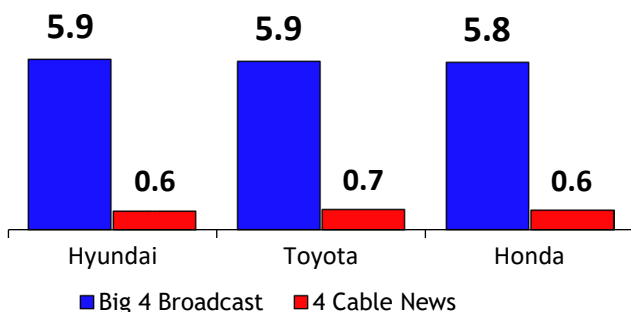


% of users of local broadcast TV website or apps

### Market of the Week: **Wichita, KS**

#### Auto Owners

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

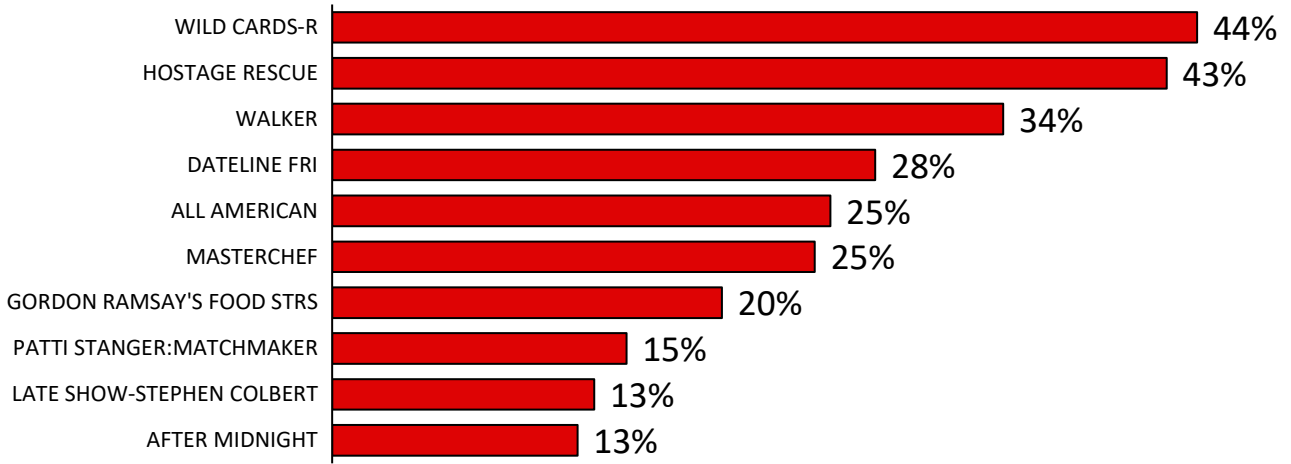


#### Top 5 Spot TV Advertisers from Vivvix

Advertiser	DoIs (000)
Devaughn James Attorneys	\$1,587.9
Bull Attorneys	\$939.7
Ford Dealer Assn	\$843.8
Cox	\$798.3
Spangles Restaurant	\$780.5

## 2023/24 Season Week 38 (6/10-6/16/24)

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



### Tony Awards

Sunday 6/16/24, 8pm (ET) on CBS	L+1 HH Rtg (000's)
NATIONAL	2.19 (2,742)
NEW YORK	5.3 (404)
WEST PALM BEACH-FT. PIERCE	5.0 (46)
BUFFALO	3.7 (24)
CHICAGO	3.2 (116)
BOSTON (MANCHESTER)	3.2 (83)
BALTIMORE	3.2 (37)
MINNEAPOLIS-ST. PAUL	3.0 (56)
DAYTON	3.0 (15)
ALBUQUERQUE-SANTA FE*	2.9 (21)
NEW ORLEANS	2.9 (20)

### Top Adults 18-49 in Hispanic Households

Hispanic Households	L+1 A18-49 Rtg (000's)
NBA FINALS ON ABC-GM 3	2.27 (680)
NBA FINALS ON ABC-GM 4	1.87 (562)
SEÑOR DE CIELOS S9 - M	1.16 (349)
AMISTOSO-US-WED-TEL-UNVSO	1.09 (326)
ROSA DE GUADALUPE THU	1.07 (320)
AMOR NO TIENE RECETA MON	1.04 (313)
SEÑOR DE CIELOS S9 - F	1.04 (313)
GOLPE DE SUERTE MON	1.02 (306)
TOP CHEF VIP S3 - M	0.99 (298)
GOLPE DE SUERTE THU	0.99 (297)

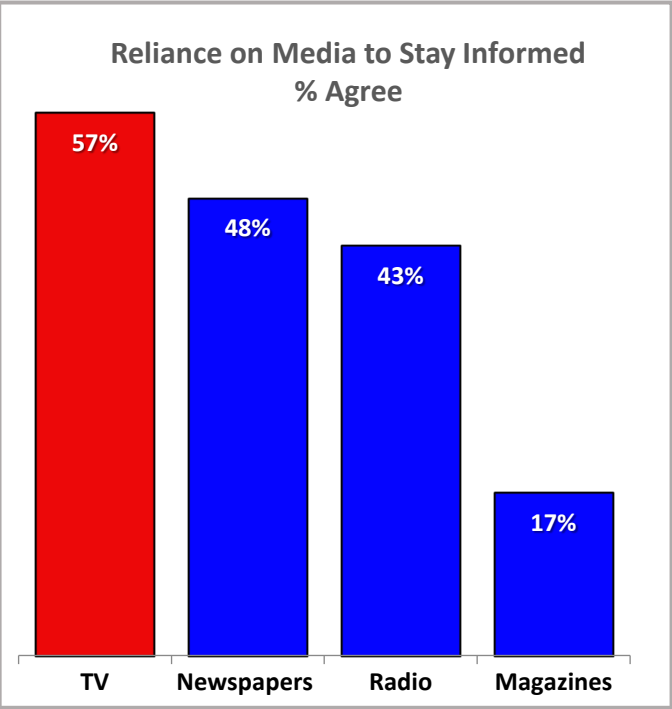
Source: Nielsen NLTV, nPower, Live+1; Hispanic HH, A18-49, A25-54 ratings and 000s  
\*L+1 n/a, L+SD used instead

## Market Close-Up: Wichita-Hutchinson Plus, KS

Wichita and Hutchinson are the largest and 11<sup>th</sup> largest cities in the state of Kansas, with populations of 396,192 (2022) and 39,699 (2022), respectively according to the U.S Census. The largest industries in Wichita and Hutchinson include Health Care & Social Assistance, Manufacturing, Retail Trade, Educational Services, and Accommodation and Food Services. Some of the largest employers in these cities include Spirit AeroSystems, Koch Industries, City of Wichita, U.S Government, Ascension Via Christi, Dillons, Republic Group Incorporated, Hutchinson Regional Medical Center, The Hutchinson Clinic, and Harris Enterprises, Inc.

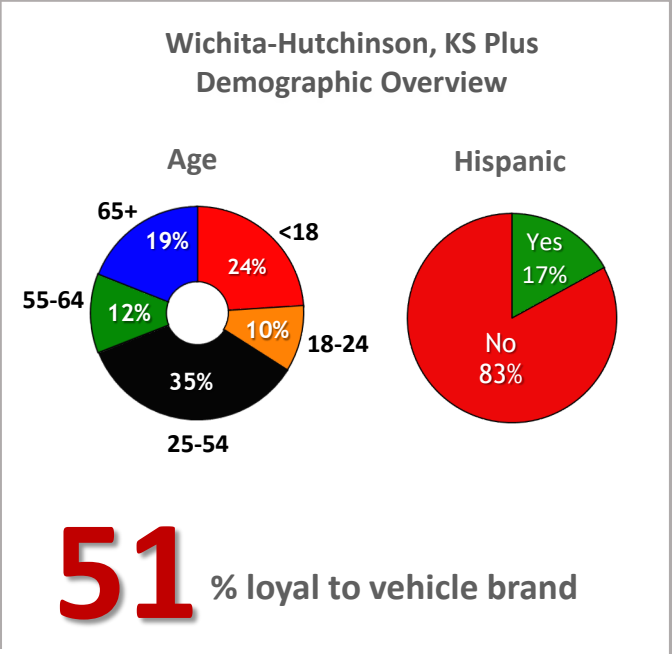
Median HH Income
\$65,766

TV stations serving the area of Wichita-Hutchinson, KS Plus	
KAKE+	ABC, MeTV, Bounce TV, Defy TV, Scripps News, The365, TBD
KDCU	Univision, Grit, Ion Mystery, Laff, Court TV
KSAS+	Fox, MyNetworkTV, Comet
KSCW	The CW, Catchy Comedy, The365, StartTV
KSNW+	NBC, Telemundo, Ion Television, True Crime Network, Charge!
KWCH+	CBS, Heroes & Icons, Outlaw, The CW, Catchy Comedy



### Wichita-Hutchinson, KS Plus Interesting Facts

- Wichita is considered the “Air Capital of the World.”
- Pizza Hut was founded in Wichita.
- Wichita sees 220+ sunny days a year.
- Hutchinson is home to the largest salt deposits in the U.S.
- Hutchinson is nicknamed “Salt City.”
- The Kansas State Fair takes place in Hutchinson every year.

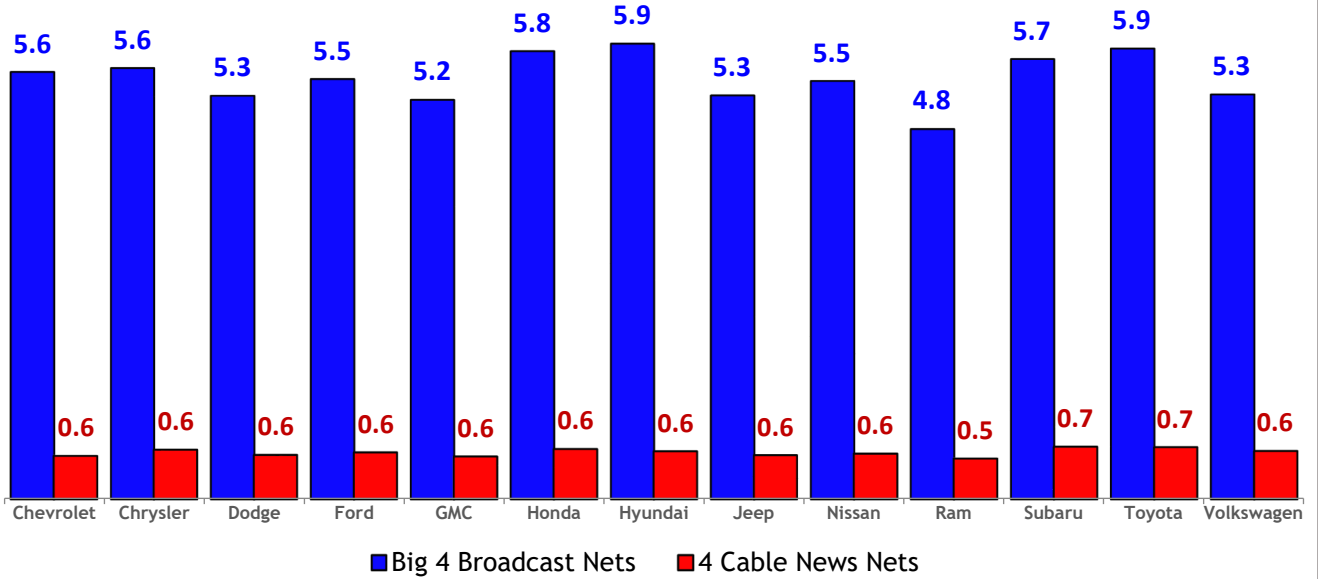


# 2023/24 Season Local Market Close-Up: **Wichita, KS**

Market: Wichita, KS			Series Ranker (4/29- 5/26/24)				
Rtg Rnk	Series	Station	# Eps	Day	Local Time	Run Time	P18+ Live+1 Rtg
1	KENTUCKY DERBY	KSNW+ (NBC)	1	S	05:31 PM	53	9.6
2	Tracker	KWCH+ (CBS)	3	U	8:00 PM	60	9.5
3	60 Minutes	KWCH+ (CBS)	5	U	6:00 PM	60	8.7
4	Storm Team 12 Severe Weather Coverage	KWCH+ (CBS)	6	M, S, U	3:44 PM	55	8.6
5	12 News at 6:00pm	KWCH+ (CBS)	24	M, T, W, R, F, S	6:00 PM	30	7.9
6	KENTUCKY DERBY POST-SUS	KSNW+ (NBC)	1	S	06:24 PM	8	7.7
7	12 News at 5:30pm	KWCH+ (CBS)	3	U	05:30 PM	30	7.6
8	The Equalizer	KWCH+ (CBS)	3	U	7:00 PM	60	7.4
9	KENTUCKY DERBY PRE	KSNW+ (NBC)	1	S	04:11 PM	80	7.1
10	CBS Evening News with Norah O'Donnell	KWCH+ (CBS)	20	M, T, W, R, F	05:30 PM	30	7.0
11	12 News at 5:00pm	KWCH+ (CBS)	20	M, T, W, R, F	05:00 PM	30	6.8
12	KSN News at 6pm	KSNW+ (NBC)	22	M, T, W, R, F, S	06:00 PM	30	6.8
13	CSI: Vegas	KWCH+ (CBS)	3	U	9:00 PM	60	6.8
14	NBC NIGHTLY NEWS-SUN	KSNW+ (NBC)	3	U	05:30 PM	30	6.7
15	Inside Edition	KWCH+ (CBS)	24	M, T, W, R, F, S	6:30 PM	30	6.5
16	Wheel of Fortune	KSNW+ (NBC)	24	M, T, W, R, F, S	6:30 PM	30	6.3
17	NBC Nightly News	KSNW+ (NBC)	20	M, T, W, R, F	05:30 PM	30	6.1
18	Severe Weather Coverage	KAKE+ (ABC)	12	M, T, W, F, S, U	5:07 PM	53	6.1
19	Young Sheldon	KWCH+ (CBS)	7	M, R	7:00 PM	30	6.0
20	ABC World News Tonight Sunday	KAKE+ (ABC)	2	U	5:00 PM	30	5.9

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## Auto Ownership by Make (Comscore)



## Local Broadcast News Avg. vs. Cable Network News Avg. – P18+ Live Ratings – May '24



## Data Sources:

**Dynata / TVB 2024 Local Broadcast TV News Study;** A18+ who used local broadcast TV station newscasts to access news programming

**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:** 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, 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+1 P18+ rating used from the latest available month.

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

**Nielsen DMA:** Wichita-Hutchinson Plus, KS

**Comscore Market:** Wichita, KS