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## **TVB Local Broadcast TV News Study**

*Local TV stations have spent decades carefully developing their brands which are built on the locality and relevance of their news content. But how do users of local broadcast TV news and local broadcast station websites/apps really feel about them?*

**New York, May, 31, 2024** – The 2024 TVB Local Broadcast TV News Study takes a deep dive into the users of local broadcast TV content in today's complicated media environment, while also investigating people's attitudes about local broadcast TV news and their consumption habits. To qualify for this survey, respondents needed to be at least 18 years of age and had to have watched/accessed local broadcast TV news content. There were 3000+ qualified respondents for the survey sample.

- Local broadcast TV news is the #1 source, not only for local news, but for all news in general.
- Local broadcast TV assets are the most trusted news source among all platforms measured. Social media is the least trusted.
  - This was also true for key news demos, Black/African Americans, Hispanics, voters, and high net-worth households.
- Half of local news viewers select it as being most involved in their community.
- 9 out of 10 watch local broadcast TV news at least once a week with most of these watching daily.
- 96% cited a level of importance in being able to receive local news on their local broadcast TV station.

- Of those getting a signal from providers, 73% said they would likely drop a provider who stopped carrying their local broadcast TV news station.
- Those who have experienced severe weather, follow sports, or live in a key election district, all feel that local broadcast TV news information is important to them.
- Top reason for using local TV: they value the locality of the news.
- Of local broadcast station websites/apps users who downloaded a local TV station news app:
  - 82% use it at least once a week with half using it daily.
  - 86% get breaking news alerts on your mobile device or smart TV.

## **About TVB**

TVB is the not-for-profit trade association representing America's local broadcast television industry, including linear and digital platforms. Its members include the U.S. television stations, television broadcast groups, advertising sales reps, syndicators, international broadcasters and associate members. TVB actively promotes local media marketing solutions to the advertising community and works to develop advertising dollars for the medium's multiple platforms, including on-air, online and mobile. TVB provides a diverse variety of tools and resources, including its website, to support its members and to help advertisers make the best use of local ad dollars.

See [www.tvb.org](http://www.tvb.org) for more information.