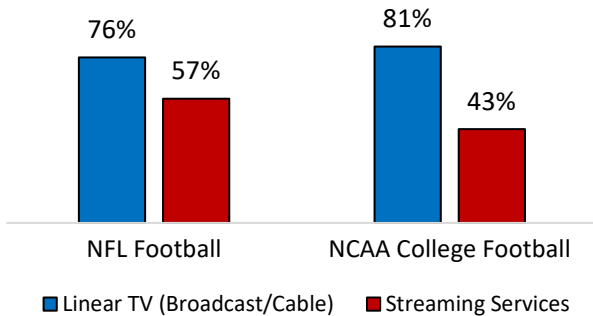


# TVB INSIGHTS

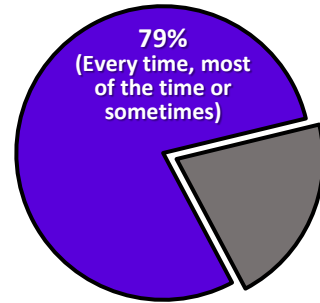
## WEEKLY RESEARCH & ANALYSIS

2023/24 Season – Week 49 (8/26-9/1/24)

### Football Viewers Use Linear TV More Than Streaming For Viewing Football

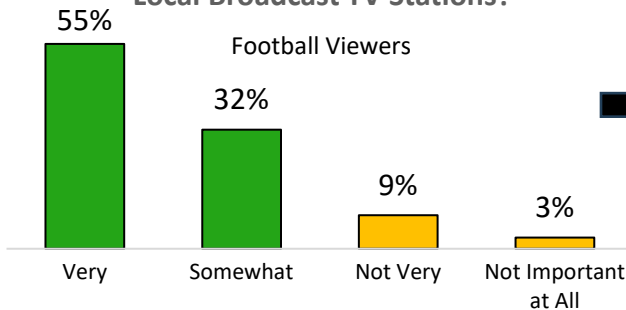


### How Often, If At All, Did A TV Ad In A Sporting Event Influence Your Search Selections?

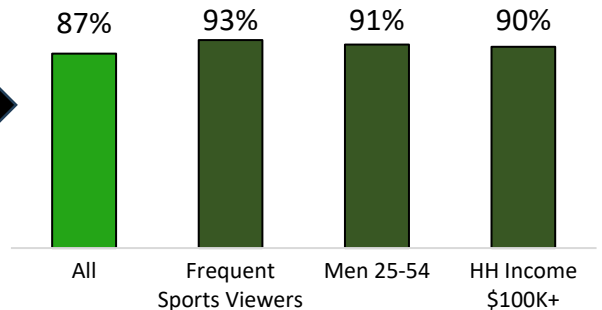


Of those Football Viewers who do online searches

### How Important Is It To You For Your Local Sports Team's Games To Be Available On Your Local Broadcast TV Stations?



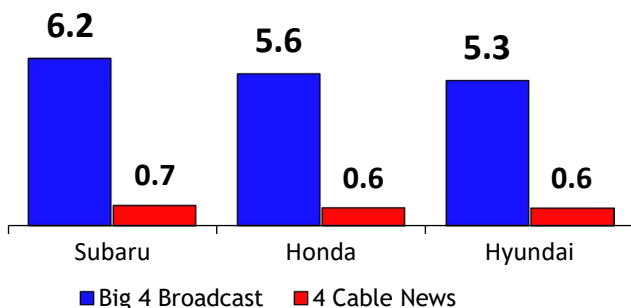
### Key Football Viewers Think It's Important As Well



## Market of the Week: Harlingen-Brownsville, TX

### Auto Owners

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



### Top 5 Spot TV Advertisers from Vivvix

Advertiser	July'23 – June'24	Dols (000)
Spectrum		\$2,686.2
Bert Ogden Local Dealer		\$1,597.8
Rooms To Go		\$1,572.9
Chevrolet Dealer Assn		\$1,311.9
H-E-B		\$1,272.9

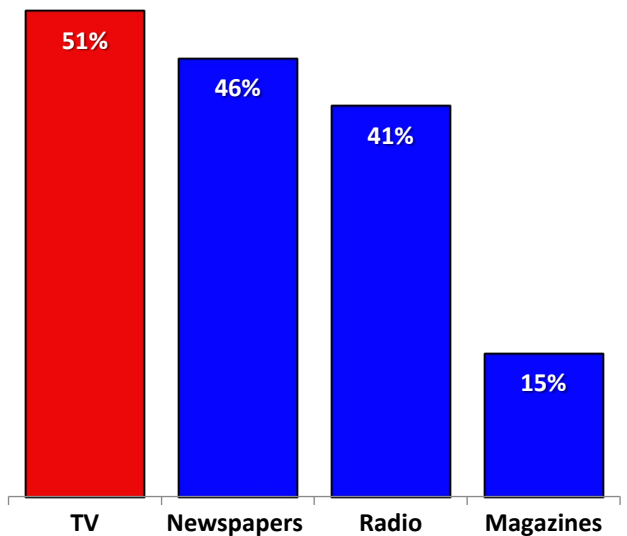
# Market Close-Up: Harlingen-Weslaco-Brownsville-McAllen, TX

Harlingen, Weslaco, Brownsville, and McAllen are the 63<sup>rd</sup>, 89<sup>th</sup>, 18<sup>th</sup>, and 22<sup>nd</sup> largest cities in the state of Texas with populations of 71,678 (2022), 42,231 (2022), 189,382 (2022) and 144,579 (2022), respectively according to the U.S Census. The largest industries in these cities include Health Care and Social Assistance, Educational Services, Retail Trade, Accommodation and Food Services, and Public Administration. Some of these cities' largest employers include Valley Baptist Health System, United Healthcare, SpaceX, H-E-B, L&F Distributors, Army National Guard, Glazer's Beer & Beverage, and McAllen Independent School District.

**Median HH Income**  
\$48,820

TV stations serving the area of Harlingen-Weslaco-Brownsville-McAllen, TX	
KCWT	CW+, Laff
KFXV	Fox, Bounce TV
KGBT	Antenna TV, MyNetworkTV, Rewind TV, Comet TV, Estrella TV, Ion Mystery, Grit
KNVO	Univision, UniMás, LATV, Ion Television, Court TV
KRGV	ABC, Novelisima
KTFV	UniMás, Charge!, TBD, The Nest
KTLM	Telemundo, TeleXitos, Cozi TV, NBC American Crimes
KVEO	NBC, CBS, Antenna TV, MyNetworkTV, Estrella TV

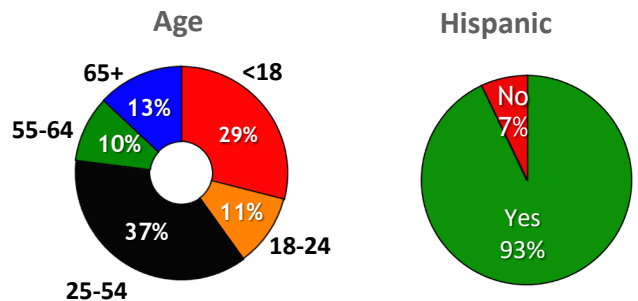
Reliance on Media to Stay Informed  
% Agree



## Harlingen-Weslaco-Brownsville-McAllen, TX Interesting Facts

- Harlingen was originally called "Six-Shooter Junction" because of the pistol ranges near the train station. The area was home to Texas Rangers, Border Patrolmen, and Lon Hill, who built a house, barn, and corrals that served as the Texas Ranger headquarters.
- The first Pan American flight to Mexico City from Brownsville's City Airport was piloted by none other than Charles Lindbergh.
- McAllen was nicknamed "The City of Palms" in 1940.
- In 1936, civic plans required all buildings in the business section to be remodeled with Spanish colonial architecture, and the city was nicknamed "City with the Neon Skyline."

## Harlingen-Weslaco-Brownsville-McAllen, TX Demographic Overview



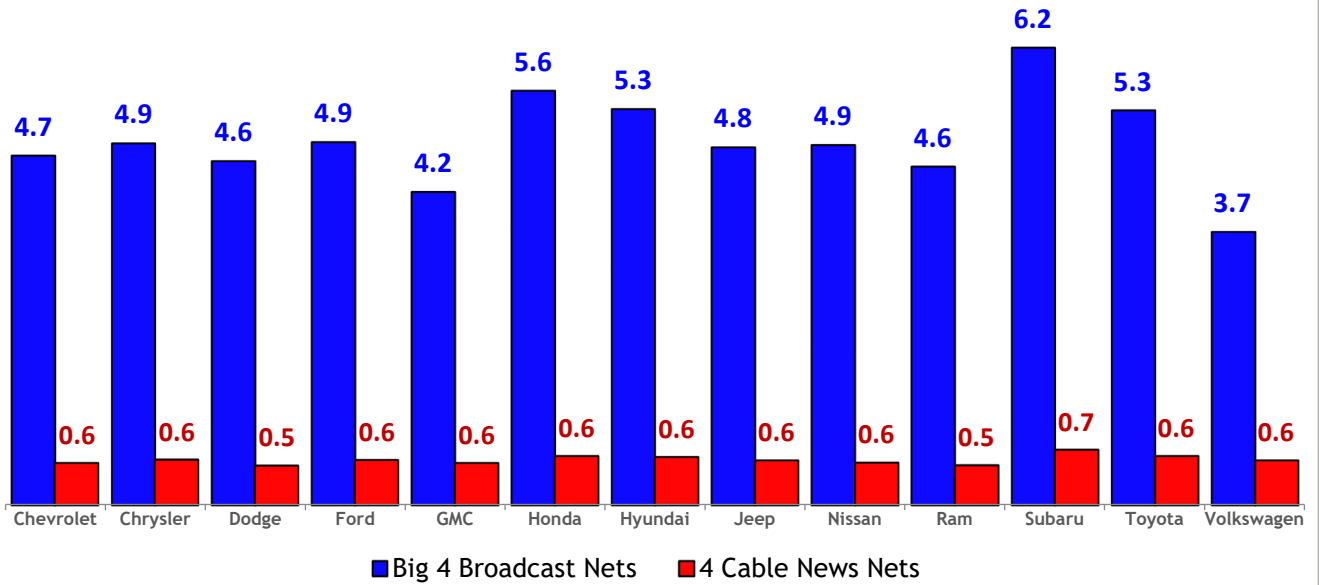
**53%** loyal to vehicle brand

2023/24 Season  
Local Market Close-Up: **Harlingen-Brownsville, TX**

Market: Harlingen-Brownsville, TX				Series Ranker (7/1 - 7/28/24)				
Rtg Rnk	Series	Station	# Eps	Day	Local Time	Run Time	P18+ Live+1 Rtg	
1	ABC World News Tonight with David Muir	KRGV (ABC)	20	M, T, W, R, F	05:30 PM	30	12.0	
2	One on One With President Biden	KRGV (ABC)	1	F	07:00 PM	33	10.3	
3	ABC World News Tonight Sunday	KRGV (ABC)	4	U	05:00 PM	30	9.2	
4	Channel 5 News at 5:30	KRGV (ABC)	4	U	05:30 PM	30	9.1	
5	Channel 5 News at 6pm	KRGV (ABC)	23	M, T, W, R, F, S	06:00 PM	60	8.7	
6	Channel 5 News at 5pm	KRGV (ABC)	20	M, T, W, R, F	05:00 PM	30	8.5	
7	ABC World News Tonight Saturday	KRGV (ABC)	3	S	05:30 PM	30	7.9	
8	Channel 5 News at 10pm	KRGV (ABC)	27	M, T, W, R, F, S, U	10:00 PM	30	7.4	
9	President Biden: The Decision: Address to the Nation	KRGV (ABC)	1	W	07:00 PM	60	7.4	
10	SUM OLYM SUN PRIME 1	KVEO (NBC)	1	U	06:00 PM	240	6.4	
11	Channel 5 News at 10:30pm	KRGV (ABC)	4	U	10:30 PM	30	5.9	
12	Good Morning America	KRGV (ABC)	20	M, T, W, R, F	07:00 AM	120	5.9	
13	Biden Stands Down	KRGV (ABC)	1	U	06:00 PM	120	5.9	
14	ABC News Special	KRGV (ABC)	11	M, T, R, S, U	5:23 PM	397	5.8	
15	Trump Assassin Attempt	KRGV (ABC)	1	U	07:10 PM	60	5.6	
16	Channel 5 News Saturday Morning	KRGV (ABC)	4	S	09:00 AM	90	5.5	
17	Channel 5 News at Noon	KRGV (ABC)	20	M, T, W, R, F	12:00 PM	60	5.5	
18	SUM OLYM SAT PRIME 1	KVEO (NBC)	1	S	07:00 PM	180	5.3	
19	Channel 5 News Sunday Morning	KRGV (ABC)	4	U	09:00 AM	90	5.2	
20	This Week with George Stephanopoulos	KRGV (ABC)	4	U	08:00 AM	60	4.6	

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**Auto Ownership by Make (Comscore)**



**Local Broadcast News Avg. vs. Cable Network News Avg. – P18+ Live Ratings – July '24**



## Data Sources:

**TVB Dynata 2024 Sports Survey: Football Viewers** (A18+ NFL and/or NCAA Football viewers)

**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:** Harlingen-Weslaco-Brownsville-McAllen, TX

**Comscore Market:** Harlingen-Brownsville, TX