

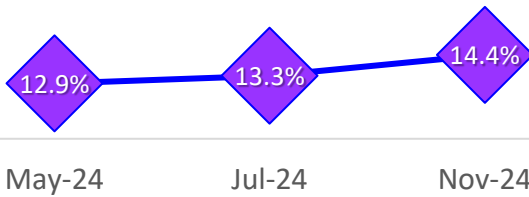
TVB INSIGHTS

WEEKLY RESEARCH & ANALYSIS

2024/25 Season – Week 16 (1/6-1/12/25)

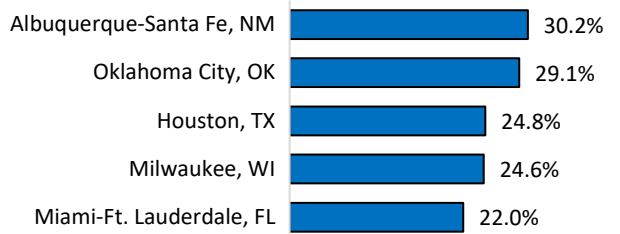
14.4% of U.S. TV Households Receive Their TV Signal From an Over-the-Air (OTA) Antenna

% of TV Households



Top 5 OTA Percentages Of TV HHs in DMA Markets Rank 1-50

Nov'24 % OTA



As TV Sets in Households Increase, the Percent OTA ONLY Decreases
Focusing on OTA Only Homes Versus OTA SETS May Undercount Viewing

% of OTA HH with...

1 Set

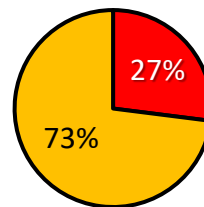
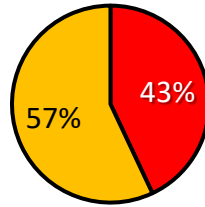
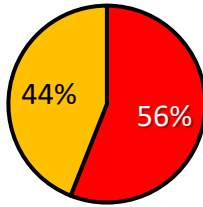
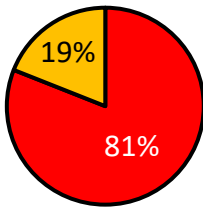
2 Sets

3 Sets

4+ Sets

OTA ONLY HH –
No Cable/Satellite
or vMVPD

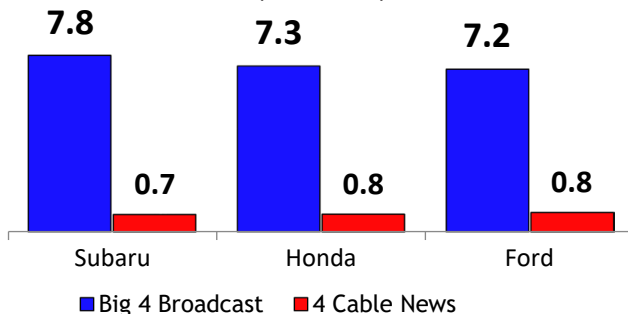
OTA & Other
Connection HH



Market of the Week: Boise, ID

Auto Owners

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



Top 5 Spot TV Advertisers from Vivvix

Advertiser	DoIs (000)
Toyota	\$909.3
Ford	\$622.1
Idahoans For Open Primaries	\$564.9
Denver Mattress Store	\$496.1
Sparklight	\$393.3



2024/25 NFL Season

Nielsen Live+1 Local Broadcast HH 000's (Ratings)



WK	BL	BF	CI	CL	DV	HN	IN	JX	KC	LV	LA	MI	BN	NY	PT	NV
1	286 (24.6)	272 (42.4)	275 (29.3)	437 (28.1)	411 (23.0)	435 (15.7)	270 (22.4)	193 (24.1)	446 (43.8)	98 (11.1)	400 (6.8)	210 (12.1)	539 (20.7)	486 (6.4)	363 (31.1)	208 (17.4)
2	281 (24.2)	180 (28.1)	327 (24.7)	424 (27.3)	470 (26.3)	514 (18.5)	224 (18.6)	172 (21.6)	461 (45.2)	109 (12.3)	343 (5.8)	137 (7.9)	503 (19.3)	464 (6.1)	411 (35.3)	213 (17.9)
3	280 (24.1)	242 (37.7)	266 (28.3)	341 (22.0)	393 (22.0)	366 (13.2)	267 (22.2)	78 (9.7)	466 (45.8)	81 (9.1)	318 (5.4)	156 (9.0)	323 (12.4)	468 (6.2)	355 (30.5)	193 (16.2)
4	295 (25.6)	248 (40.4)	266 (27.7)	439 (28.3)	386 (21.4)	417 (14.9)	275 (22.3)	NA Helene	438 (42.4)	98 (11.0)	571 (9.8)	109 (6.2)	412 (15.9)	741 (9.9)	368 (31.6)	131 (10.9)
5	264 (22.9)	251 (39.3)	270 (28.2)	262 (16.8)	408 (22.6)	413 (14.8)	229 (18.6)	186 (22.1)	223 (21.6)	58 (6.4)		155 (8.8)	433 (16.7)	482 (6.4)	351 (30.0)	
6	295 (25.5)	216 (33.9)	302 (31.6)	356 (22.9)	373 (20.6)	421 (15.0)	249 (20.2)	70 (8.4)		87 (9.7)	275 (4.7)		493 (19.1)	421 (5.6)	384 (32.9)	193 (16.1)
7	180 (15.6)	267 (42.0)	270 (28.1)	322 (20.7)	239 (13.2)	420 (15.0)	236 (19.1)	98 (11.7)	445 (43.0)	53 (6.0)	147 (2.5)	176 (10.0)	313 (12.1) / 60 (2.3)	539 (7.2)	434 (37.1)	183 (15.3)
8	277 (24.0)	260 (40.7)	281 (29.3)	392 (25.2)	444 (24.6)	452 (16.1)	264 (21.5)	143 (17.0)	464 (44.9)	124 (13.8)	218 (3.7)	178 (10.1)	521 (20.2)	661 (8.8)	307 (26.3)	143 (11.9)
9	263 (22.8)	279 (43.8)	267 (27.9)	343 (22.1)	365 (20.2)	247 (8.8)	250 (20.3)	146 (17.4)	342 (33.1)	88 (9.8)	227 (3.9)	188 (10.7)	502 (19.4)	361 (4.8)		170 (14.1)
10	199 (17.2)	271 (42.5)	213 (22.3)		447 (24.7)	397 (14.2)	256 (20.8)	134 (15.9)	446 (43.2)		210 (3.6)	106 (6.0)	480 (18.6)	616 (8.2)	410 (35.1)	156 (13.0)
11	310 (26.8)	318 (49.9)	276 (28.8)	271 (17.4)	384 (21.3)	350 (12.5)	233 (18.9)	139 (16.5)	482 (46.7)	93 (10.4)	558 (9.6)	198 (11.3)	469 (18.2)	621 (8.3)	405 (34.7)	180 (15.0)
12	218 (18.9)			307 (19.8)	453 (25.1)	392 (14.0)	245 (19.9)		412 (39.9)	72 (8.0)	304 (5.2)	180 (10.2)	427 (16.5)		349 (29.9)	161 (13.5)
13	331 (28.6)	293 (45.9)	287 (29.9)	238 (15.3)	289 (16.0)	364 (13.0)	265 (21.5)	128 (15.3)	296 (28.6)	62 (6.9)	401 (6.9)	154 (8.8)	524 (20.3)	549 (7.3)	409 (35.0)	170 (14.2)
14		303 (47.6)	187 (19.6)	378 (24.3)				130 (15.5)	467 (45.2)	64 (7.1)	585 (10.0)	183 (10.4)		461 (6.2)	390 (33.4)	153 (12.8)
15	245 (21.2)	330 (51.7)	255 (26.6)	361 (23.2)	453 (25.1)	372 (13.3)	253 (20.6)	132 (15.7)	434 (42.0)	28 (3.1)	246 (4.2)	172 (9.8)	451 (17.4)	388 (5.2)	423 (36.2)	137 (11.4)
16	265 (22.9)	329 (51.6)	291 (30.4)	326 (21.0)	290 (16.1)	316 (11.3)	217 (17.6)	156 (18.5)	392 (38.0)	78 (8.7)	23.1 (4.0)	187 (10.7)	565 (21.9)	434 (5.8)	375 (32.1)	157 (13.1)
17	147 (12.7)	291 (45.7)	208 (21.7)	335 (21.6)	307 (17.0)	217 (7.8)	225 (18.2)	144 (17.1)	326 (31.6)	80 (9.0)	251 (4.3)	173 (9.9)	315 (12.2) / 33 (1.3)	411 (5.5)	318 (27.2)	131 (10.9)
18	255 (22.1)	371 (58.3)	237 (24.7)	252 (16.2)	502 (27.8)	368 (13.1)	256 (20.8)	126 (15.0)	475 (45.9)	85 (9.5)	325 (5.6)	196 (11.2)	542 (21.0)	486 (6.5)	365 (31.2)	160 (13.4)

Source: Nielsen Arianna Live+1 HH ratings and 000s; Local Broadcast; Black = BYE week

Yellow shade = Game aired on cable; Pink shade = Game aired on Amazon; Green shade = Game aired on Peacock; Orange shade = Game aired on ESPN+; Netflix Christmas Games

Week 1 = 9/5-9/9/24; Week 2 = 9/12-9/16/24; Week 3 = 9/19-9/23/24; Week 4 = 9/26-9/30/24; Week 5 = 10/3-10/7/24; Week 6 = 10/10-10/14/24; Week 7 = 10/17-10/21/24; Week 8 = 10/24-10/28/24; Week 9 = 10/31-11/4/24; Week 10 = 11/7-11/11/24; Week 11 = 11/14-11/18/24; Week 12 = 11/21-11/25/24; Week 13 = 11/28-12/2/24; Week 14 = 12/5-12/10/24;

Week 15 = 12/12-12/16/24; Week 16 = 12/19-12/23/24; Week 17 = 12/25-12/30/24; Week 18 = 1/4 -1/5/25




2024/25 NFL Season



Nielsen Live+1 Local Broadcast HH 000's (Ratings)



WK	PX	AT	CT	CH	DL	DE	ML	LA	MN	NO	NY	PH	SF	SE	TP	DC
1	305 (14.0)	393 (14.4)	152 (11.2)	741 (20.3)	779 (24.9)	624 (32.3)	245 (26.3)	662 (11.2)	499 (26.8)	221 (32.9)	572 (7.5)	671 (21.1)	281 (11.8)	465 (22.5)	387 (18.1)	353 (13.7)
2	259 (11.9)	121 (4.4)	167 (12.3)	753 (20.7)	620 (19.8)	509 (26.4)	281 (30.1)	183 (3.1)	515 (27.7)	NA Francine	407 (5.4)	257 (8.1)	391 (15.5)	432 (20.8)	353 (16.5)	301 (11.7)
3	354 (16.3)	441 (16.1)	192 (14.1)	759 (20.8)	703 (22.5)	585 (30.3)	294 (31.5)	497 (8.4)	484 (26.0)	248 (36.9)	586 (7.7)	734 (23.1)	396 (15.7)	486 (23.5)	297 (13.9)	352 (13.6)
4	209 (9.5)	360 (13.0)	NA Helene	698 (19.1)	499 (15.9)	622 (32.1)	251 (26.6)	320 (5.5)	578 (30.6)	238 (35.4)	509 (6.7)	658 (20.9)	365 (14.4)	475 (22.6)	328 (14.8)	324 (12.3)
5	256 (11.7)	228 (8.3)	127 (9.2)	679 (18.6)	693 (21.2)		313 (33.1)	480 (8.2)	470 (24.9)	185 (27.6)	619 (8.3)		403 (15.9)	470 (22.4)	215 (9.7)	343 (13.0)
6	253 (11.5)	390 (14.1)	188 (13.6)	509 (13.9)	664 (20.3)	627 (32.3)	303 (32.0)			216 (32.0)	597 (8.0)	662 (21.1)	285 (11.2)	227 (10.8)	NA Milton	437 (16.6)
7	240 (10.9)	358 (13.0)	99 (7.2)			532 (27.4)	287 (30.3)	277 (4.7)	519 (27.5)	171 (25.4)	525 (7.0)	725 (23.0)	488 (19.2)	418 (19.9)	131 (5.9) / 30 (1.3)	309 (11.8)
8	276 (12.5)	344 (12.5)	170 (12.3)	788 (21.6)	706 (21.6)	563 (29.0)	311 (32.9)	187 (3.2)	408 (21.6)	196 (29.1)	268 (3.6)	739 (23.5)	483 (19.0)	397 (18.9)	301 (13.6)	448 (17.0)
9	279 (12.7)	401 (14.5)	104 (14.3)	686 (18.8)	631 (19.3)	644 (33.2)	332 (35.2)	465 (8.0)	570 (30.2)	181 (26.9)	538 (7.2)	835 (26.5)		470 (22.4)	184 (8.3) / 22 (1.0)	348 (13.2)
10	382 (17.4)	344 (12.5)	104 (7.5)	643 (17.6)	639 (19.6)	581 (29.9)		136 (2.3)	545 (28.9)	205 (30.4)	369 (4.9)	937 (29.8)	376 (14.8)		343 (15.4)	450 (17.1)
11		221 (8.0)		717 (19.6)	406 (12.4)	538 (27.7)	324 (34.3)	246 (4.2)	517 (27.4)	204 (30.4)		584 (18.6)	412 (16.2)	411 (19.6)		256 (9.7)
12	371 (16.9)		181 (13.1)	676 (18.5)	587 (18.0)	600 (30.9)	344 (36.4)	557 (9.5)	580 (30.7)		558 (7.4)	829 (26.4)	394 (15.5)	488 (23.2)	259 (11.7)	391 (14.9)
	303 (13.8)	365 (13.2)	180 (13.0)	704 (19.3)	655 (20.1)	579 (29.8)	308 (32.6)	296 (5.1)	565 (29.9)	212 (31.5)	707 (9.4)	933 (29.7)	410 (16.1)	414 (19.7)	318 (14.3)	396 (15.0)
14	271 (12.3)	313 (11.3)	194 (14.1)	675 (18.5)	415 (12.7)	489 (25.2)	241 (25.5)	523 (9.0)	590 (31.3)	201 (29.9)	304 (4.1)	726 (23.1)	371 (14.6)	473 (22.5)	306 (13.8)	
15	299 (13.6)	82 (3.0)	166 (12.0)	654 (17.9)	480 (14.7)	675 (34.8)	310 (32.8)	236 (4.0)	595 (31.5)	176 (26.2)	395 (5.3)	920 (29.2) L+S+D	269 (10.6)	427 (20.3)	284 (12.8)	339 (12.9)
16	254 (11.6)	320 (11.6)	195 (14.1)	600 (16.4)	650 (19.9)	564 (29.0)	267 (28.3)	385 (6.6)	595 (31.6)	88 (13.0)	286 (3.8)	825 (26.2)	364 (14.3)	451 (21.5)	316 (14.2)	395 (15.0)
17	141 (6.4)	425 (15.4)	160 (11.6)	429 (11.7)	491 (15.0)	495 (25.5)	345 (36.5)	308 (5.3)	709 (37.6)	184 (27.4)	391 (5.2)	794 (25.2)	284 (11.2)	224 (10.7)	274 (12.3)	468 (17.8)
18	235 (10.7)	349 (13.8)	204 (14.8)	756 (20.7)	573 (17.5)	787 (40.6)	354 (37.4)	374 (6.4)	695 (36.8)	258 (38.4)	538 (7.2)	803 (25.5)	296 (11.6)	407 (19.4)	369 (16.6)	452 (17.2)

Source: Nielsen Arianna Live+1 HH ratings and 000s; Local Broadcast; Black = BYE week

Yellow shade = Game aired on cable; Pink shade = Game aired on Amazon; Green shade = Game aired on Peacock; Orange shade = Game aired on ESPN+; Netflix Christmas Games
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2024/25 NFL Season

Nielsen Live+1 Local Cable HH 000's (Ratings)



WK	BL	BF	CI	CL	DV	HN	IN	JX	KC	LV	LA	MI	BN	NY	PT	NV
1	NY Jets: NY DMA – ESPN 365 (4.8), ESP2 41 (0.5), ESPD << (<<)															
2																
3	Buffalo Bills: Buffalo DMA – ESPN 77 (12.1), ESPD 0 (<<) Jacksonville Jaguars: Jacksonville DMA – ESPN 44 (5.5), ESPD (<<) <<															
4	Miami Dolphins: Miami-Ft. Lauderdale DMA – ESPN 55 (3.1), ESPD 2 (0.1) Tennessee Titans: Nashville DMA – ESPN 61 (5.1), ESPD (<<) <<															
5	NY Jets: NY DMA – NFLN 121 (1.6) Kansas City Chiefs: Kansas City DMA – ESPN 191 (18.5), ESP2 7 (0.7), ESPD << (<<)															
6	Jacksonville Jaguars: Jacksonville DMA – NFLN 41 (4.8) Buffalo Bills: Buffalo DMA – ESPN 84 (13.2), ESP2 3 (0.5), ESPD 0 (<<) New York Jets: New York DMA – ESPN 306 (4.1), ESP2 38 (0.5), ESPD << (<<)															
7	New England Patriots: Boston (Manchester) DMA – NFLN 63 (2.5) Jacksonville Jaguars: Jacksonville DMA – NFLN 32 (3.8) Baltimore Ravens: Baltimore DMA – ESPN 97 (8.4), ESP2 15 (1.3), ESPD << (<<)															
8	Pittsburgh Steelers: Pittsburgh DMA – ESPN 97 (8.3), ESP2 7 (0.6)															
9	Kansas City Chiefs: Kansas City DMA – ESPN 125 (12.1), ESP2 9 (0.9), ESPD << (<<)															
10	Miami Dolphins: Miami-Ft. Lauderdale DMA – ESPN 59 (3.4), ESPD 3 (0.2)															
11	Houston Texans: Houston DMA – ESPN 139 (5.0), ESP2 8 (0.3), ESPD 0 (<<)															
12	Baltimore Ravens: Baltimore DMA – ESPN 78 (6.7), ESP2 12 (1.1), ESPD << (<<) Pittsburgh Steelers: Pittsburgh DMA – ESPN 199 (3.4), ESP2 39 (0.7), ESPD 1 (<<)															
13	Cleveland Browns: Cleveland-Akron (Canton) DMA – ESPN 148 (9.5) Denver Broncos: Denver DMA – ESPN (164) 9.4, ESPD << (<<)															
14	Cincinnati Bengals: Cincinnati DMA – ESPN 72 (7.6), ESP2 11 (1.1)															
15	Las Vegas Raiders: Las Vegas DMA – ESPN 27 (3.0), ESPD << (<<) L+SD															
16																
17	New England Patriots: Boston (Manchester) DMA – NFLN 65 (2.5) Cincinnati Bengals: Cincinnati DMA – NFLN 70 (7.3) Denver Broncos: Denver DMA – NFLN 117 (6.5) L.A. Chargers: Los Angeles DMA – NFLN 105 (1.8)															
18	Baltimore Ravens: Baltimore DMA – ESPN 72 (6.3), ESPD 0 (<<) Cincinnati Bengals: Cincinnati DMA – ESPN 90 (9.4) Cleveland Browns: Cleveland-Akron (Canton) DMA – ESPN 72 (6.3), ESPD 1 (<<) Pittsburgh Steelers: Pittsburgh DMA – ESPN 78 (6.7)															

Source: Nielsen Arianna Live+1 HH ratings and 000s; Local Cable; Yellow shade = Game aired on broadcast;
 Week 1 = 9/5-9/9/24; Week 2 = 9/12-9/16/24; Week 3 = 9/19-9/23/24; Week 4 = 9/26-9/30/24; Week 5 = 10/3-10/7/24; Week 6 = 10/10-10/14/24; Week 7 = 10/17-10/21/24; Week 8 = 10/24-10/28/24; Week 9 = 10/31-11/4/24; Week 10 = 11/7-11/11/24; Week 11 = 11/14-11/18/24; Week 12 = 11/21-11/25/24; Week 13 = 11/28-12/2/24; Week 14 = 12/5-12/10/24; Week 15 = 12/12-12/16/24; Week 16 = 12/19-12/23/24; Week 17 = 12/25-12/30/24; Week 18 = 1/4 -1/5/25



2024/25 NFL Season

Nielsen Live+1 Local Cable HH 000's (Ratings)



WK	PX	AT	CT	CH	DL	DE	ML	LA	MIN	NO	NY	PH	SF	SE	TP	DC
1	S.F. 49ers: SF-Oakland DMA – ESPN 137 (5.4), ESP2 9 (0.3), ESPD 0 (<<)															
2	Atlanta Falcons: Atlanta DMA – ESPN 237 (8.7), ESP2 25 (0.9), ESPD 3 (0.1) Philadelphia Eagles: Philadelphia DMA – ESPN 552 (17.4), ESP2 23 (0.7), ESPD << (<<)															
3	[Black]															
4	[Black]															
5	Minnesota Vikings: Minneapolis-St. Paul DMA – NFLN 73 (3.9) New Orleans Saints: New Orleans DMA – ESPN 78(11.6), ESP2 4 (0.5), ESPD 0 (<<)															
6	Chicago Bears: Chicago DMA – NFLN 127 (3.5)															
7	Tampa Bay Buccaneers: Tampa-St. Petersburg (Sarasota) DMA – ESPN 130 (5.8), 19 (0.9), ESPD << (<<)															
8	New York Giants: New York DMA – ESPN 176 (2.3), ESP2 33 (0.4), ESPD << (<<)															
9	Tampa Bay Buccaneers: Tampa-St. Petersburg (Sarasota) DMA – ESPN 129 (5.8), ESP2 14 (0.6), ESPD 0 (<<)															
10	Carolina Panthers: Charlotte DMA – NFLN 33 (2.4) NY Giants: New York DMA – NFLN 182 (2.4) L.A. Rams: Los Angeles DMA – ESPN 326 (5.6), ESPD 2 (<<)															
11	Dallas Cowboys: Dallas-Ft. Worth DMA – ESPN 145 (4.4), ESP2 9 (0.3), ESPD 2 (0.1)															
12	[Black]															
13	[Black]															
14	Dallas Cowboys: Dallas-Ft. Worth DMA – ESPN 168 (5.2), ESP2 15 (0.5), ESPD 3 (0.1)															
15	Atlanta Falcons: Atlanta DMA – ESPN 157 (5.7), ESPD << (<<)															
16	Green Bay Packers: Milwaukee DMA – ESPN 67 (7.1), ESPD << (<<) New Orleans Saints: New Orleans DMA – ESPN 71 (10.5), ESPD 0 (<<)															
17	Detroit Lions: Detroit DMA – ESPN 206 (10.6), ESPD << (<<) L.A. Rams: Los Angeles DMA – NFLN 226 (3.9) Arizona Cardinals: Phoenix DMA – NFLN 112 (5.1) San Francisco 49ers: San Francisco-Oakland-San Jose DMA – ESPN 134 (5.3), ESPD 2 (0.1)															
18	[Black]															

Source: Nielsen Arianna Live+1 HH ratings and 000s; Local Cable; Yellow shade = Game aired on broadcast;
 Week 1 = 9/5-9/9/24; Week 2 = 9/12-9/16/24; Week 3 = 9/19-9/23/24; Week 4 = 9/26-9/30/24; Week 5 = 10/3-10/7/24; Week 6 = 10/10-10/14/24; Week 7 = 10/17-10/21/24; Week 8 = 10/24-10/28/24; Week 9 = 10/31-11/4/24; Week 10 = 11/7-11/11/24; Week 11 = 11/14-11/18/24; Week 12 = 11/21-11/25/24; Week 13 = 11/28-12/2/24; Week 14 = 12/5-12/10/24; Week 15 = 12/12-12/16/24; Week 16 = 12/19-12/23/24; Week 17 = 12/25-12/30/24; Week 18 = 1/4 -1/5/25

Market Close-Up: Boise, ID

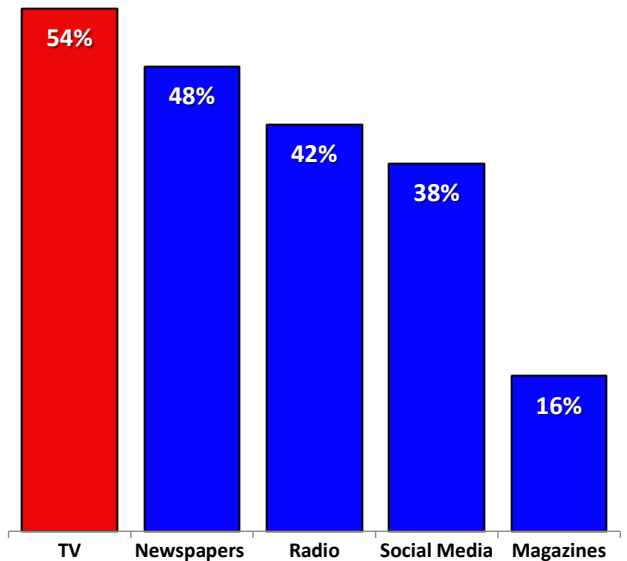
Boise is the largest city in the state of Idaho and 95th largest city in the U.S overall, with a population of 235,421 (2023), according to the U.S Census. The largest industries in Boise include Health Care and Social Assistance, Retail Trade, Public Administration, Accommodation and Food Services, and Manufacturing. Some of Boise's largest employers include St. Luke's Health System, Wal-Mart, Saint Alphonsus Health System, Albertsons, Micron Technology, Battelle Energy Alliance, Boise State University, HP Inc., Idaho Power, and J.R. Simplot Company.

Median HH Income
\$83,325

TV stations serving the area of Boise, ID

KBOI	CBS, CW+, Charge!
KIVI	ABC, Ion Mystery, Bounce TV, Laff, Get
KKJB	Telemundo, Cozi TV, Antenna TV, Buzzr, QVC2
KNIN	Fox, MeTV, Oxygen, MeTV Toons
KTRV	Ion, Court TV, Grit, Ion Mystery, Ion Plus, Get, QVC, HSN
KTVB	NBC, True Crime Network, Quest, The Nest, Shop LC, Rewind TV
KYUU	CW Plus, TBD, Comet, The Nest, Dabl

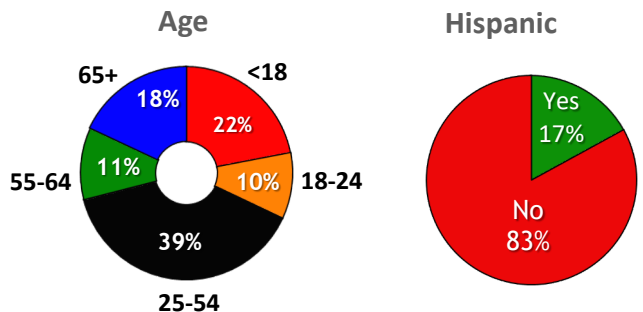
Reliance on Media to Stay Informed % Agree



Boise, ID Interesting Facts

- Boise got its name from the French word "boisé", meaning "wooded".
- Boise is home to the World Center for Birds of Prey, a conservation organization that aims to protect endangered raptors.
- The Idaho State Capitol, located in Boise, is the only one in the U.S that is heated by geothermal water.
- Boise State University made history in 1986 when they installed the first non-green (blue) artificial turf field in the U.S
- Boise is home to the annual Idaho Potato Drop for New Year's.

Boise, ID Demographic Overview



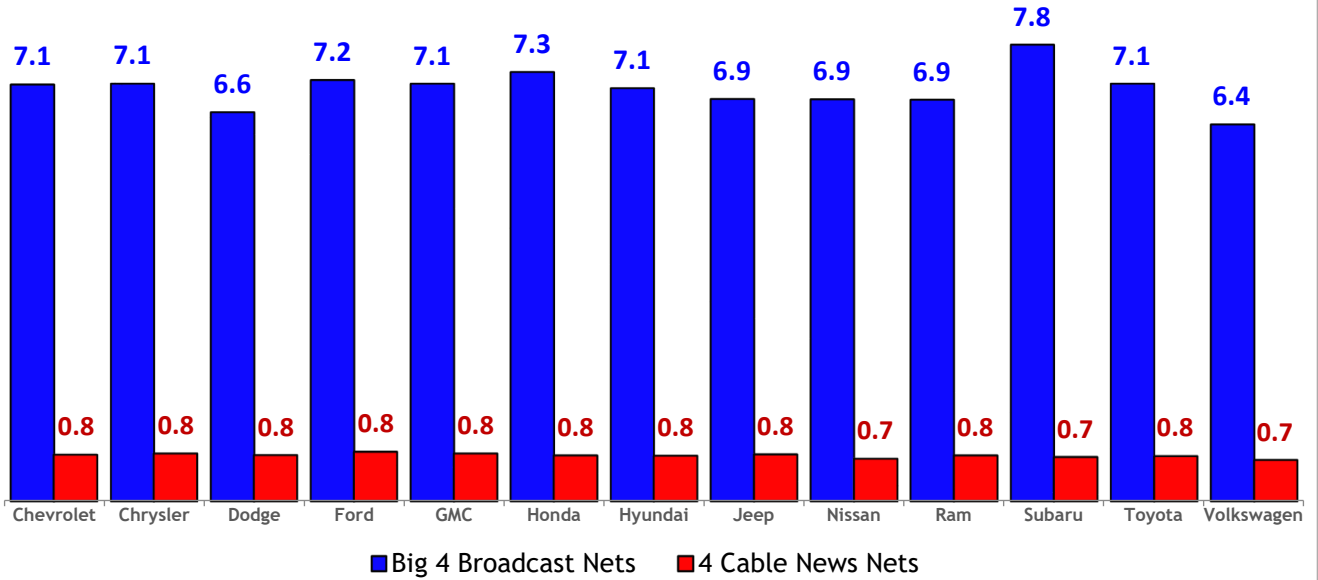
50% loyal to vehicle brand

2024/25 Season Local Market Close-Up: Boise, ID

Market: Boise, ID				Series Ranker (10/28 - 11/24/24)				
Rtg Rnk	Series	Station	# Eps	Day	Local Time	Run Time	P18+ Live+1 Rtg	
1	FOX CFB - MT.WEST PRIME	KNIN (FOX)	1	S	06:06 PM	193	20.8	
2	FOX WORLD SERIES GAME 5	KNIN (FOX)	1	W	06:04 PM	240	13.1	
3	FOX WORLD SERIES GAME 4	KNIN (FOX)	1	T	06:03 PM	201	12.0	
4	NBC SUNDAY NIGHT FTBL-SUS	KTVB (NBC)	3	U	9:07 PM	29	11.4	
5	NBC SUNDAY NIGHT FOOTBALL	KTVB (NBC)	4	U	6:23 PM	192	11.3	
6	CBS NFL National	KBOI (CBS)	2	U	02:36 PM	174	10.8	
7	NFL on FOX Bonus	KNIN (FOX)	1	U	05:24 PM	37	10.3	
8	KTVB News at Ten 10P SU	KTVB (NBC)	4	U	10:00 PM	30	10.2	
9	FOX WORLD SERIES GAME 3	KNIN (FOX)	1	M	06:10 PM	213	9.9	
10	CBS NFL Fill	KBOI (CBS)	2	U	02:26 PM	10	9.7	
11	NBC Nightly News	KTVB (NBC)	18	M, T, W, R, F	05:30 PM	30	9.7	
12	CBS NFL National Post-Gun	KBOI (CBS)	2	U	5:26 PM	5	9.6	
13	NFL on FOX Fill	KNIN (FOX)	2	U	2:25 PM	14	9.6	
14	DECISION '24-ELECT 11P	KTVB (NBC)	1	T	09:00 PM	35	9.4	
15	NFL on FOX National	KNIN (FOX)	2	U	2:39 PM	166	9.4	
16	FOX CFB PREKICK-PRIME	KNIN (FOX)	3	S	5:33 PM	6	9.3	
17	CBS NFL Regional Post-Gun	KBOI (CBS)	1	U	02:22 PM	4	9.1	
18	SUNDAY NIGHT NFL PRE-KICK	KTVB (NBC)	4	U	6:12 PM	11	9.0	
19	NBC NFL SUNDAY POST	KTVB (NBC)	4	U	9:19 PM	16	9.0	
20	KTVB News at 930	KTVB (NBC)	3	U	9:29 PM	31	8.9	

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Local Broadcast News Avg. vs.

Cable Network News Avg. – P18+ Live+1 Ratings – November '24

Average Local Broadcast News 3.3

Avg. Cable Nets.
News Channels 0.5

Data Sources:

Nielsen National Media-Related Universe Estimates November 2024: As of April 2024, Nielsen changed the definition of ADS Households, by removing vMVPD households from BBO and OTA. These homes are now classified as ADS homes. vMVPD is calculated by subtracting Cable and DBS HHs from Cable Plus HHs.

Nielsen November 2024: Effective April 2024, vMVPD homes included in ADS market break and removed from OTA and BBO market breaks.

GfK TVB Video Media Devices and Usage 2024 Study: P18+; Top 75 markets

Top 100: The Nielsen Company – NPOWER, Live + 1 Day estimates from 9/25-12/25/2023

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 Catalyst

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: Boise, ID

Comscore Market: Boise, ID