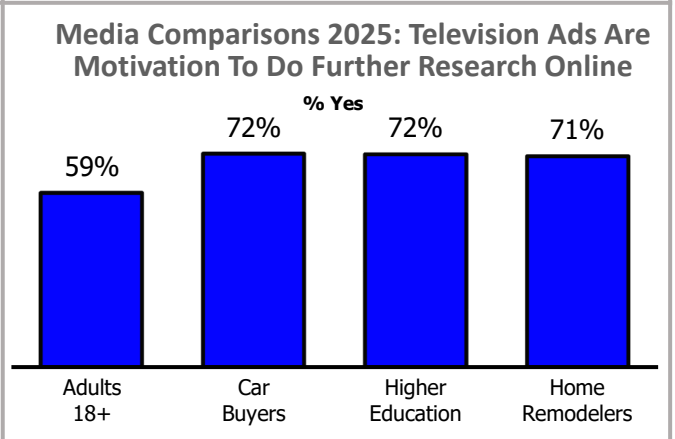
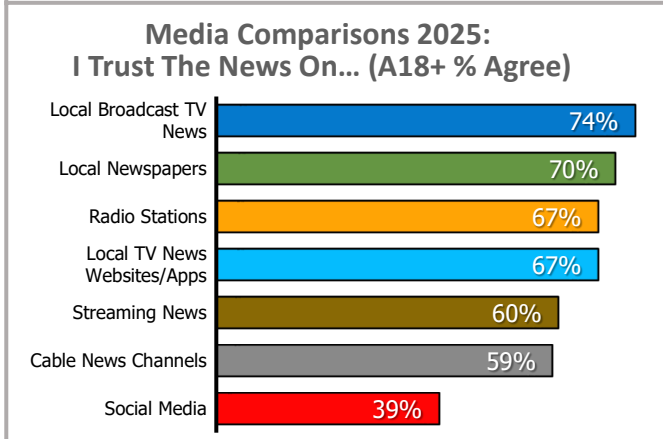
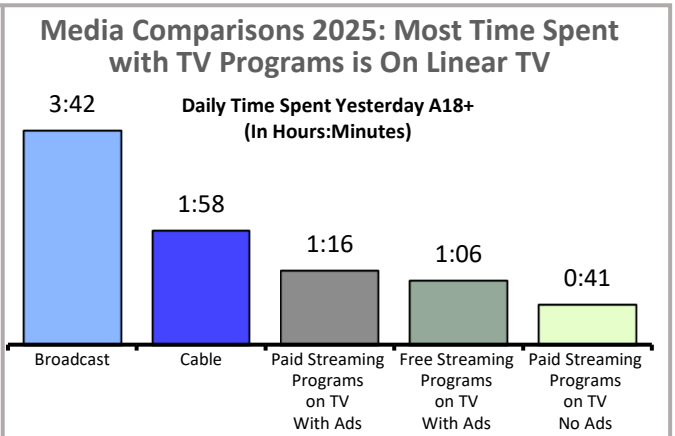
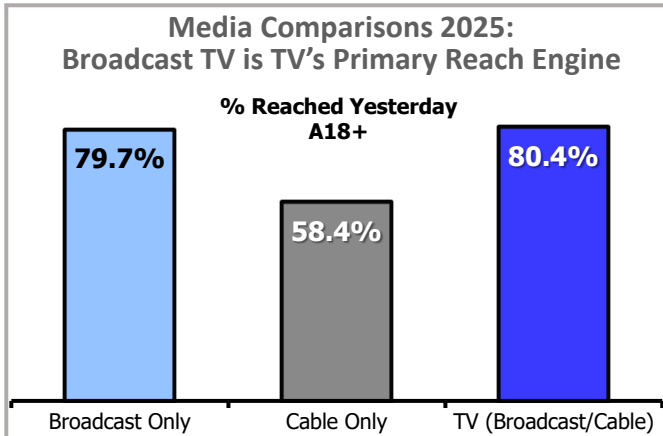


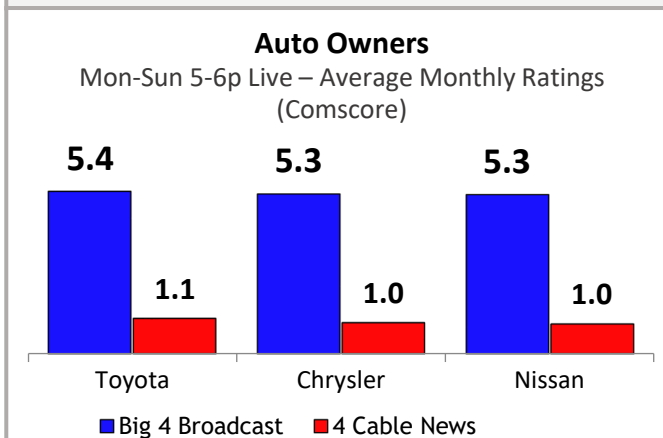
TVB INSIGHTS

WEEKLY RESEARCH & ANALYSIS

2024/25 Season – Week 19 (1/27-2/2/25)



Market of the Week: Johnson City–Kingsport, TN



Top 5 Spot TV Advertisers from Vivvix

Advertiser	December'23 – November'24	DoIs (000)
POL-US Senate		\$2,226.8
Johnson City Local Dealer		\$902.6
Spectrum		\$819.4
Kingsport Local Dealer		\$722.2
Toyota Dealer Assn		\$721.9



2025 NFL Conference Championships

Nielsen Live+1 HH Ratings and 000's

Source: Nielsen NPOWER and Arianna

2025	Divisional Playoffs		HH Live+1 Rating	HH Live + 1 000's	P2+ Live+1 Rating	P2+ Live+1 000's
Jan. 26	National	FOX	20.0	25,196	13.9	44,209
Commanders (23) / Eagles (55)	Washington, D.C. (Hagerstown)	WTTG	26.8	706	20.8	1,437
	Philadelphia	WTFX	37.3	1,172	31.9	2,524
Jan. 26	National	CBS	25.9	32,543	18.2	57,613
Bills (29) / Chiefs (32)	Buffalo	WIVB				
	Kansas City	KCTV	56.2	581		

2025 NFL Divisional Playoffs

Nielsen Live+1 HH Ratings and 000's

2025	Divisional Playoffs		HH Live+1 Rating	HH Live + 1 000's	P2+ Live+1 Rating	P2+ Live+1 000's
Jan. 19	National	CBS	20.0	25,197	13.6	43,010
Ravens (25) / Bills (27)	Baltimore	WJZ	40.5	468	32.5	938
	Buffalo	WIVB	67.3	429		
Jan. 19	National	NBC	16.7	21,043	10.9	34,617
Rams (22) / Eagles (28)	Philadelphia	WCAU	36.7	1,115	28.7	2,273
	Los Angeles	KNBC	14.2	829	9.1	1,542
Jan. 18	National	FOX	15.8	19,853	11.0	34,877
Commanders (45) / Lions (31)	Washington, D.C. (Hagerstown)	WTTG	23.9	630	16.3	1,127
	Detroit	WJBK	37.6	729	34.2	1,607
Jan. 18	National	ABC	11.0	13,877	7.1	22,451
Texans (14) / Chiefs (23)		ESPN	5.2	6,556	3.6	11,386
		ESPD	0.0	36	0.0	52
		KTRK	16.2	453	10.8	833
	Houston	ESPN	5.1	144	3.7	280
		ESPD	0.1	2	<<	2
		KMBC	33.9	351		
	Kansas City	ESPN	11.8	122		
		ESPD	0.1	1		



2025 NFL Wild Card Playoffs

Nielsen Live+1 HH Ratings and 000's

Source: Nielsen NPOWER and Arianna

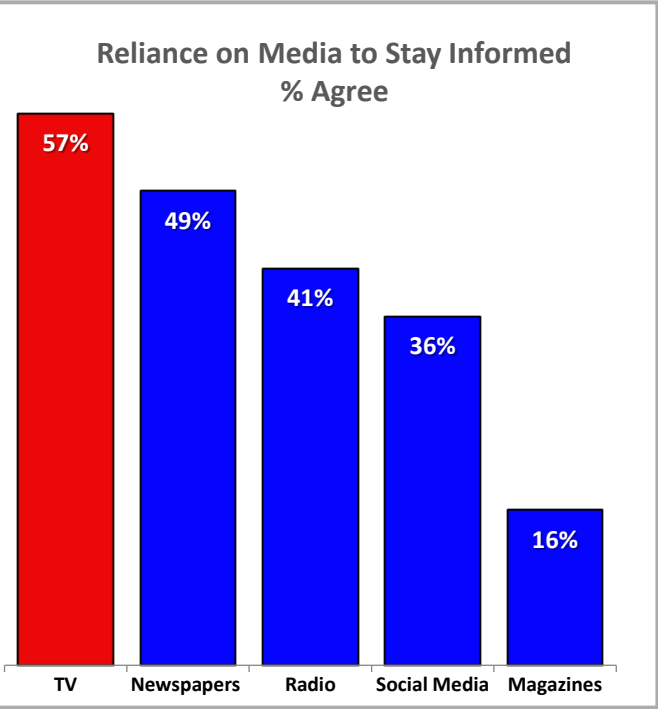
2025	Wild Card		HH Live+1 Rating	HH Live + 1 000's	P2+ Live+1 Rating	P2+ Live+1 000's	
Jan. 13	National	ABC	7.8	9,783	4.5	14,328	
		ESPN	5.1	6,416	3.2	10,257	
		ESPN2	0.5	599	0.3	892	
		ESPD	0.0	37	0.0	75	
	Vikings (9) / Rams (27)	KSTP+		27.8	525	19.4	907
			ESPN	7.8	147	5.7	267
			ESPN2	0.5	9	0.4	16
			ESPD	<<	0	<<	0
		Minneapolis-St. Paul	KABC	9.3	544	5.5	930
			ESPN	3.9	229	2.6	431
			ESPN2	0.5	30	0.3	45
Los Angeles	ESPD	0.2	11	0.2	31		
Jan. 12	National	CBS	15.7	19,691	9.8	31,117	
Broncos (7) / Bills (31)	Denver	KCNC	27.4	496	22.5	1,007	
	Buffalo	WIVB	61.5	392			
Jan. 12	National	NBC	13.6	17,062	8.3	26,352	
Commanders (23) / Buccaneers (20)	Washington, D.C. (Hagerstown)	WRC	22.5	593	14.1	974	
	Tampa-St. Petersburg (Sarasota)	WFLA	22.1	491	14.8	777	
Jan. 12	National	FOX	16.7	21,057	11.3	35,919	
Packers (10) / Eagles (22)	Milwaukee	WITI	38.8	366			
	Philadelphia	WTFX	34.0	1,070	27.0	2,135	
Jan. 11	National	CBS	12.5	15,740	8.1	25,627	
Chargers (12) / Texans (32)	Los Angeles	KCBS	10.6	617	6.9	1,175	
	Houston	KHOU	19.3	540	14.4	1,107	
Jan. 11	National	Amazon Prime Video	9.7	12,195	7.0	22,140	
Steelers (14) / Ravens (28)		P. Video Spanish	0.0	8	0.0	23	
	Pittsburgh	WPXI	32.2	376	25.3	664	
	Baltimore	WMAR	25.6	296	20.6	595	

Market Close-Up: Tri-Cities, TN-VA

The Tri-Cities is the region comprising of the cities of Kingsport, Johnson City, and Bristol, along with surrounding smaller towns in Northeast Tennessee and Southwest Virginia. The Tri-Cities population is estimated to be 641,600 (2023), according to SRDS. The largest industries in these cities include Health Care and Social Assistance, Retail Trade, Manufacturing, Educational Services, and Accommodation and Food Services. Some of these cities' largest employers include Ballad Health, Wellmont Health System, Eastman Chemical Company, KVAT Food Stores, East Tennessee State University, the James h. Quillen VA Medical Center, City of Johnson City, and the Johnson City School System.

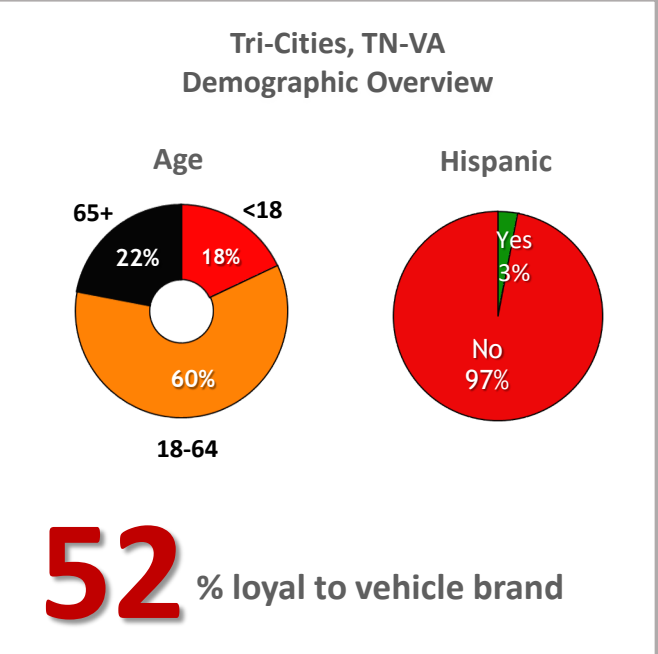
Median HH Income
\$54,932

TV stations serving the area of Tri-Cities, TN-VA	
WAPK	MeTV, Grit, Bounce TV, Heroes & Icons
WCYB	NBC, The CW, Comet, True Crime Network, Rewind TV
WEMT	Fox, Dabl, Charge, TBD
WJHL	CBS, ABC, Antenna TV
WKPT	Cozi TV, MeTV, Laff, Ion Mystery, Start TV, Movies!, Court TV



Tri-Cities, TN-VA Interesting Facts

- Johnson City was named the number one running city in the U.S by The Runner magazine.
- Bristol is known as the birthplace of country music.
- Smoky Mountains National Park can be found in the Tri-Cities, an 800 sq. mile national park, of which 95% is forested.
- Starting in Abingdon, VA is the Virginia Creeper Trail, a 34-mile trail that continues along Southwest Virginia.
- There is a neighborhood in Kingsport, Tennessee named Long Island, who claims to have invented the famous Long Island Iced Tea cocktail.

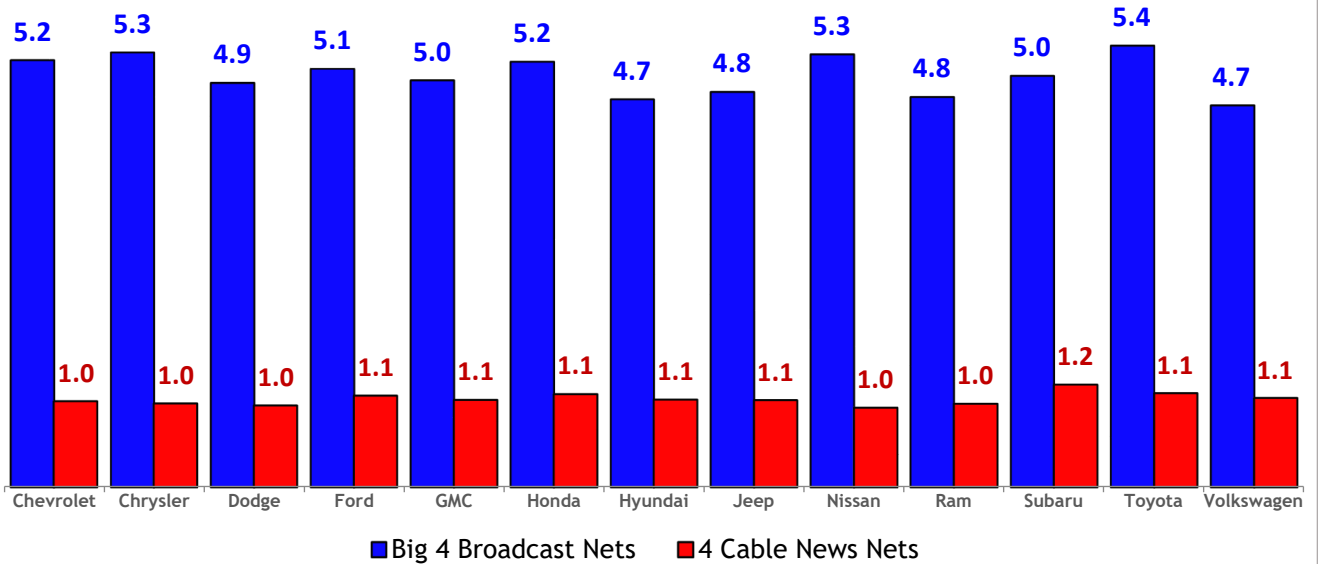


2024/25 Season
Local Market Close-Up: Johnson City-Kingsport, TN

Market: Johnson City-Kingsport, TN				Series Ranker (11/25 - 12/29/24)			
Rtg Rnk	Series	Station	# Eps	Day	Local Time	Run Time	P18+ Live+1 Rtg
1	College Football Rlayoff First Round	EJHL (ABC)	1	S	08:07 PM	211	14.6
2	NBC Nightly News	WCYB (NBC)	25	M, T, W, R, F	06:30 PM	30	10.4
3	ABC Afternoon College Football	EJHL (ABC)	2	S	3:48 PM	227	10.4
4	SEC CHAMPIONSHIP	EJHL (ABC)	1	S	04:08 PM	243	9.9
5	News 5 at 6p	WCYB (NBC)	25	M, T, W, R, F	06:00 PM	30	9.9
6	MACYS THANKSGIVING PARADE	WCYB (NBC)	1	R	08:30 AM	210	9.8
7	NBC NIGHTLY NEWS-SAT.	WCYB (NBC)	5	S	06:30 PM	30	9.5
8	WJHL News Channel 11 At Six	WJHL (CBS)	23	M, T, W, R, F	06:00 PM	30	9.1
9	NBC SUNDAY NIGHT FOOTBALL	WCYB (NBC)	5	U	08:23 PM	196	8.9
10	CBS NFL National	WJHL (CBS)	3	U	4:30 PM	199	8.8
11	Friday Night Football	EJHL (ABC)	1	F	07:37 PM	272	8.8
12	Saturday Night Football	EJHL (ABC)	1	S	07:37 PM	217	8.2
13	CLLG FOOTBLL-USAA	WJHL (CBS)	1	S	02:55 PM	225	8.2
14	CBS NFL SINGLE - THU	WJHL (CBS)	1	R	12:36 PM	205	8.0
15	Alamo Bowl	EJHL (ABC)	1	S	07:38 PM	202	7.7
16	CBS NFL National Post-Gun	WJHL (CBS)	3	U	7:55 PM	5	7.7
17	NBC NIGHTLY NEWS-SUN	WCYB (NBC)	5	U	06:30 PM	30	7.7
18	WJHL News Channel 11 At Noon	WJHL (CBS)	22	M, T, W, R, F	12:00 PM	30	7.6
19	News 5 at 5:30	WCYB (NBC)	25	M, T, W, R, F	05:30 PM	30	7.6
20	WJHL News Channel 11 At 5:30	WJHL (CBS)	21	M, T, W, R, F	05:30 PM	30	7.5

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Local Broadcast News Avg. vs. Cable Network News Avg. – P18+ Live+1 Ratings – December '24



Data Sources:

TVB GfK/NIQ 2025 Media Comparisons Study

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: Census, 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: Tri-Cities, TN-VA

Comscore Market: Johnson City-Kingsport, TN