

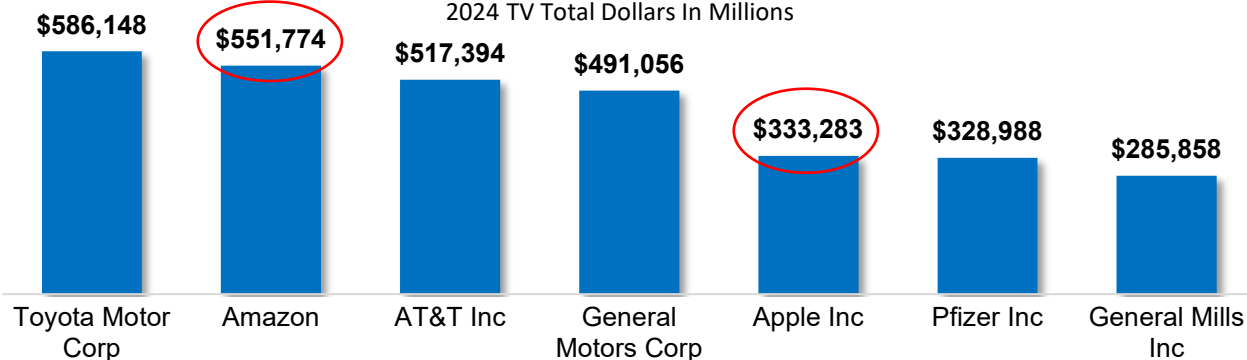
TVB INSIGHTS

WEEKLY RESEARCH & ANALYSIS

2024/25 Season – Week 30 (4/14-4/20/25)

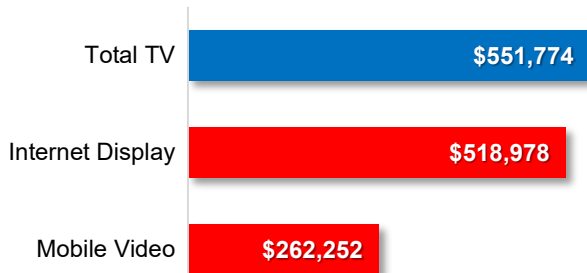
Digital Companies Spend Significantly on TV

2024 TV Total Dollars In Millions



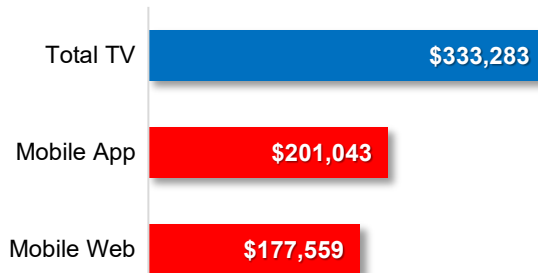
Amazon Spent Over \$551 Million On TV in 2024

In Millions



Apple Spent Over \$333 Million On TV in 2024

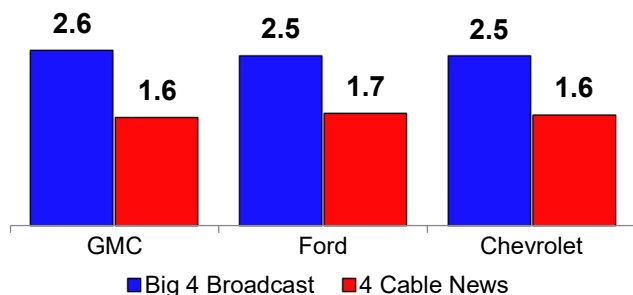
In Millions



Market of the Week: Tampa-St. Petersburg, FL

Auto Owners

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



Top 5 Spot TV Advertisers from MediaRadar

March'24 – February'25	Dols (000)
Republican Party Of FL	\$13,661.8
Smart & Safe FL	\$11,919.1
Spectrum	\$9,054.8
POL-US Senate	\$8,816.8
Morgan & Morgan Attorneys	\$8,370.5

Market Close-Up: Tampa-St. Petersburg (Sarasota), FL

Tampa is the 49th most populous city in the U.S, and 3rd most populous city in the state of Florida. Some of the largest industries in Tampa include finance, life sciences, healthcare, manufacturing, logistics, and IT. Notable employers in Tampa include BayCare Health System, Publix Super Market, HCA West Florida Frontier Communications, Tampa General Hospital, Wal-Mart, Florida Hospital, JPMorgan Chase & Co, Moffitt Cancer Center, and Citi.

Median HH Income

\$72,743

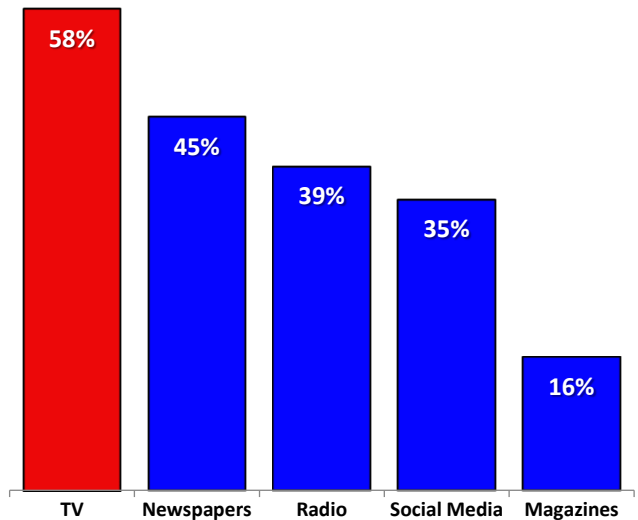
TV stations serving the area of Tampa-St. Petersburg (Sarasota), FL

WFLA	NBC, Charge!, Antenna TV
WFTS	ABC, Bounce TV, Grit, Ion Mystery, HSN, Shop LC
WMOR	MeTV, Estrella TV
WRMD	Telemundo, TeleXitos, NBC American Crimes, Oxygen
WTSP	CBS, Quest, True Crime Network, The Nest, MeTV
WTTA	The CW, MyNetworkTV, Cozi TV
WTVT	Fox, Movies!, Buzzr, Heroes & Icons, Nosey, Fox Weather, Estrella TV
WVEA	Univision, Bounce TV, GetTV, Ion Mystery, Shop LC, UniMás, Nuestra Visión
WWSB	ABC, Outlaw, Defy, The365
WXPX	Ion Television, Court TV, Grit, Laff, Ion Plus, Busted, Game Show Central, HSN, QVC

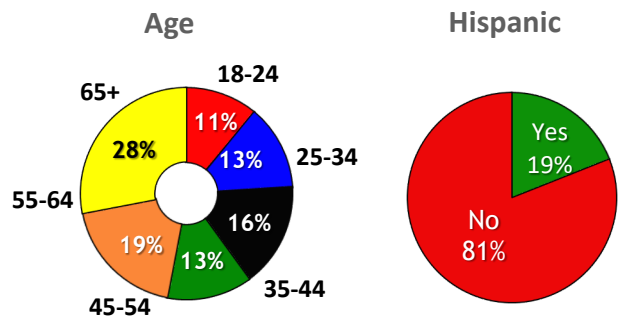
Tampa-St. Petersburg (Sarasota), FL Interesting Facts

- Ybor City, one of the only 3 National Historic Landmark Districts in Florida, is known as the “Cigar Capital of the World.”
- Professional actor, wrestler, rapper, and TV presenter John Cena resides in the Tampa Bay area (despite no one ever seeing him).
- In November 2025, the first ever dog-friendly cruise will depart from Port Tampa Bay.
- America’s second-largest planetarium, which opened on 4/1/25, is located at Tampa’s MOSI, the Museum of Science & Industry.

Reliance on Media to Stay Informed % Agree



Tampa-St. Petersburg (Sarasota), FL Demographic Overview

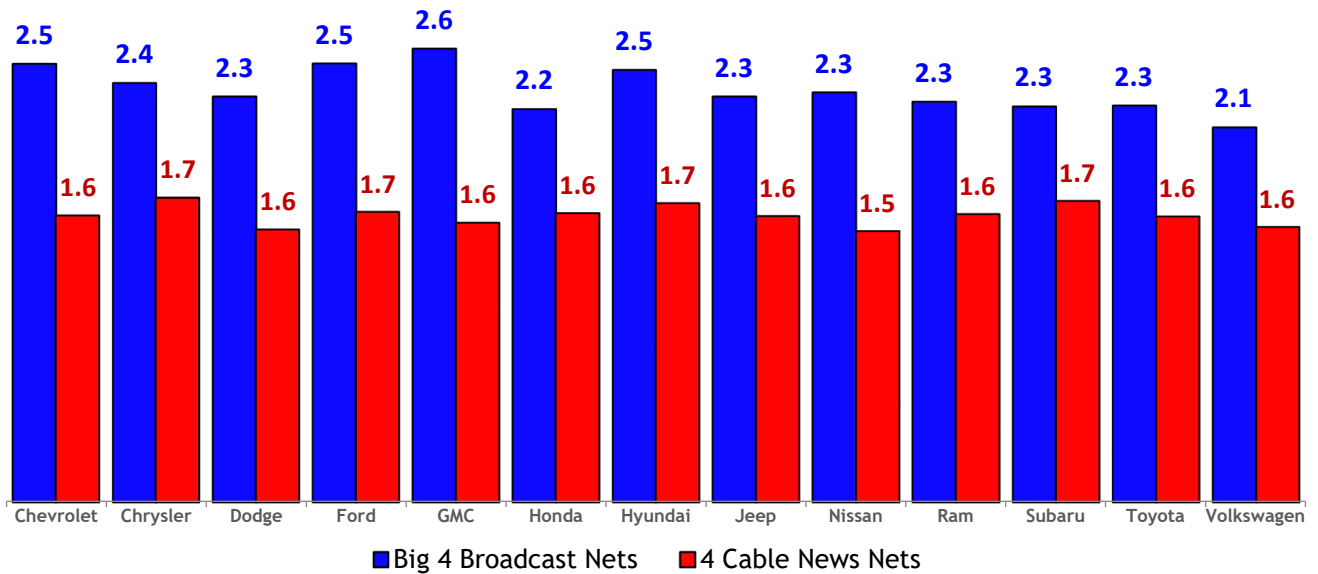


2024/25 Season
Local Market Close-Up: **Tampa-St. Petersburg, FL**

Market: Tampa-St. Petersburg, FL				Series Ranker (2/24/25 - 3/30/25)			
Rtg Rnk	Series	Station	# Eps	Day	Local Time	Run Time	P18+ Live+1 Rtg
1	The Oscars	WFTS (ABC)	1	U	07:00 PM	230	6.8
2	NBC NIGHTLY NEWS-SUN	WFLA (NBC)	4	U	06:30 PM	30	5.9
3	60 Minutes	WTSP (CBS)	6	U	7:00 PM	60	5.8
4	Tracker	WTSP (CBS)	6	U	8:00 PM	60	5.5
5	NBC NIGHTLY NEWS-SAT.	WFLA (NBC)	4	S	6:30 PM	30	5.3
6	The Voice	WFLA (NBC)	5	M	08:00 PM	120	5.0
7	NBC Nightly News	WFLA (NBC)	25	M, T, W, R, F	06:30 PM	30	5.0
8	FBI	WTSP (CBS)	4	T	08:00 PM	60	5.0
9	PGAT PLAYERS CHP-SU	WFLA (NBC)	2	U	12:30 PM	135	4.8
10	Matlock	WTSP (CBS)	3	R	09:01 PM	59	4.6
11	CBS NCAA BSKBL CHMP-SU-2	WTSP (CBS)	2	U	2:55 PM	156	4.6
12	Chicago Med	WFLA (NBC)	4	W	8:00 PM	60	4.6
13	OPRY 100	WFLA (NBC)	1	W	08:00 PM	180	4.5
14	CBS NCAA BSK CHP-BRG-DYSU	WTSP (CBS)	1	U	02:37 PM	18	4.2
15	Georgie & Mandy's First Marriage	WTSP (CBS)	3	R	08:00 PM	31	4.1
16	FBI: International	WTSP (CBS)	3	T	09:00 PM	60	4.1
17	Chicago Fire	WFLA (NBC)	4	W	9:00 PM	60	4.0
18	CBS NCAA BSKBL CHMP FR 2	WTSP (CBS)	1	F	09:52 PM	146	4.0
19	CBS NCAA POST GUN SUN	WTSP (CBS)	1	U	07:47 PM	4	3.9
20	CBS NCAA BSKBL CHMP-SU-3	WTSP (CBS)	1	U	05:22 PM	145	3.9

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Auto Ownership by Make (Comscore)



Local Broadcast News Avg. vs. Cable Network News Avg. – P18+ Live+1 Ratings – March '25



Data Sources:

MediaRadar, Inc.: TV = Spot TV, Network TV, Network Cable TV, Spanish-language Network TV & Syndication.

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

Local Market At-A-Glance/Overview: Census, GfK Catalyst

Local Market Close-Up: Comscore TV, MediaRadar

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: Tampa-St. Petersburg (Sarasota), FL

Comscore Market: Tampa-St. Petersburg, FL