

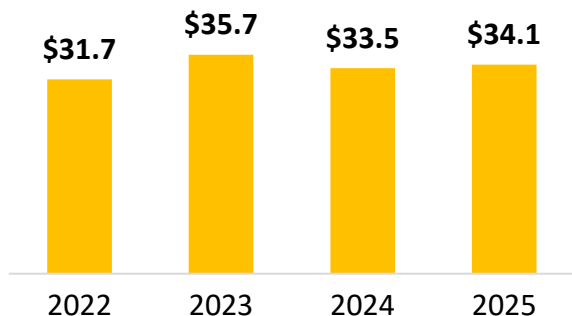
TVB INSIGHTS

WEEKLY RESEARCH & ANALYSIS

2024/25 Season – Week 31 (4/21-4/27/25)

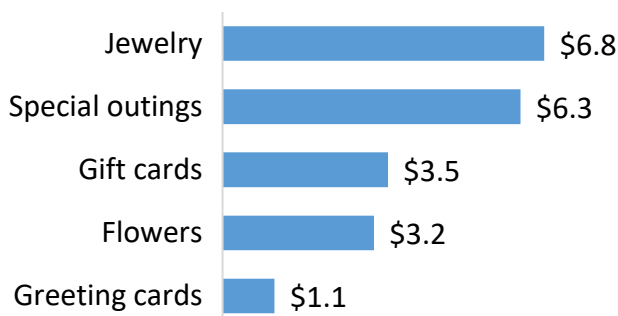
Mother's Day 2025

Total spending in \$ Billions



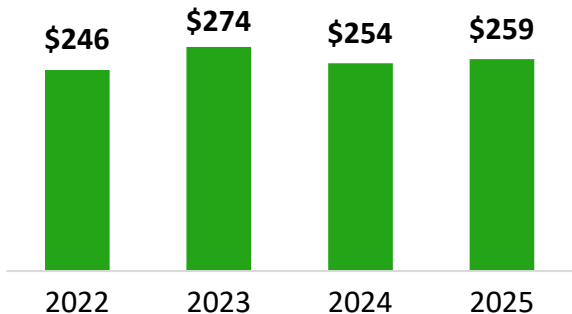
Mother's Day 2025

Category spending in \$ Billions



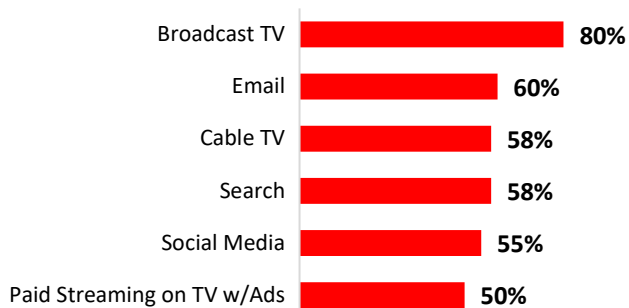
Mother's Day 2025

Average per-person Spending



Broadcast TV Leads The Way

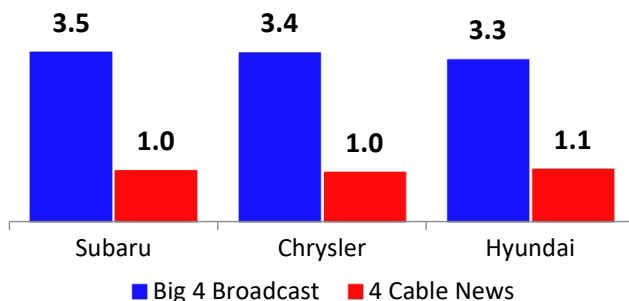
% Reached Yesterday: A18+



Market of the Week: Phoenix, AZ

Auto Owners

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



Top 5 Spot TV Advertisers from MediaRadar

April'24 – March'25	Dols (000)
Harris For President	\$25,357.8
POL-US Senate	\$24,530.4
Trump For President	\$15,801.1
POL-Congress	\$14,479.6
Make America Great Again Inc	\$12,916.0

Market Close-Up: Phoenix (Prescott), AZ

Phoenix is the most populous city in the state of Arizona and the 5th most populous city in the U.S, with an estimated population of 1,650,070, according to the U.S Census. Some of the largest industries in Phoenix include real estate, financial services, manufacturing, health care, retail, wholesale, professional services, construction, waste management, and tourism. Notable employers in Phoenix include Wal-Mart, Amazon, UnitedHealth Group, Costco, Cardinal Health, JPMorgan Chase, Walgreens Boots Alliance, Verizon Communications, Bank of America, and Home Depot.

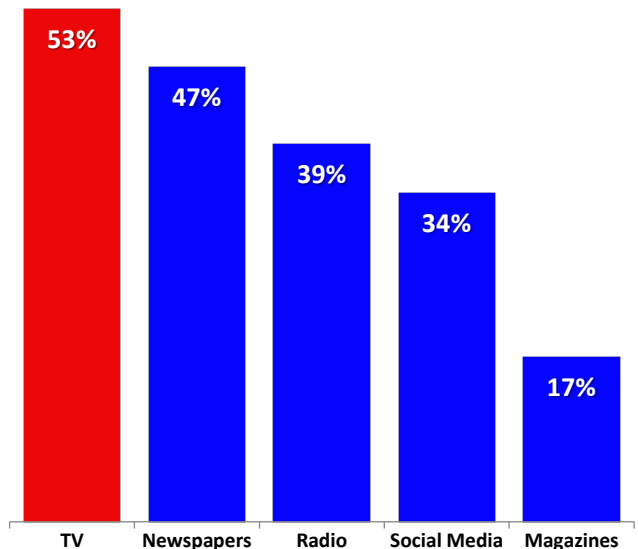
Median HH Income

\$79,664

TV stations serving the area of Phoenix (Prescott), AZ

KASW	Grit, Ion Mystery, HSN
KAZT	The CW, MeTV, Merit Street Media, Charge!, Rewind TV
KFPH+	UniMás, Univision, Get, Ion Mystery
KMOH	MeTV, Heroes & Icons, MeTV+, Story Television, MeTV Toons
KNXV	ABC, Antenna TV, Scripps Sports, Laff, QVC2
KPHE	Arizona's Family Sports, Defy, Bark TV, The365
KPHO	CBS, Cozi TV, Dabl, Shop LC, TBD, Ion Mystery
KPNX	NBC, Shop LC, True Crime Network, Quest, The Nest, Get, Grit
KPPX	Ion Television, Bounce TV, Court TV, Busted, Ion Plus, Grit, Game Show Central, QVC
KSAZ	Fox, Heroes & Icons, TBD, Fox Weather, HSN, Grit, Ion Mystery
KTAZ	Telemundo, TeleXitos, Cozi TV, NBC American Crimes, Oxygen, Nosey
KTVK	Comet, Outlaw, Ion Mystery
KTVW	Univision, UniMás, Grit, Bounce TV, Shop LC
KUTP	MyNetworkTV, Movies!, Buzzr, Catchy Comedy, Start TV, Fox
KVPA	Estrella TV, ShopHQ

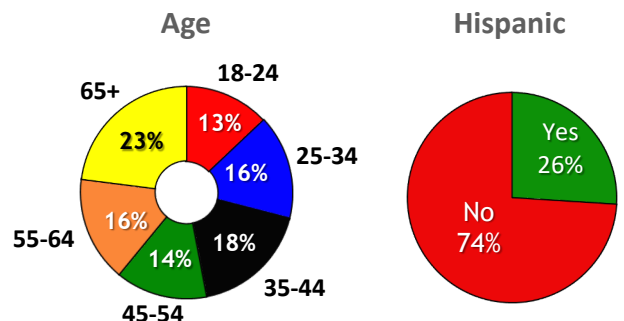
Reliance on Media to Stay Informed % Agree



Phoenix (Prescott), AZ Interesting Facts

- Phoenix does not observe Daylight Savings Time.
- The first governor of Phoenix, George W. P. Hunt, is buried in a pyramid in the city.
- Phoenix is home to one of the largest municipal parks in the country, South Mountain Park.
- The Fountain Hills Fountain shoots water up to 560 feet in the air, making it the tallest fountain in the world. Located just northwest of Phoenix in nearby Fountain Hills, AZ, it was built in 1970 and is a popular attraction for tourists and locals.

Phoenix (Prescott), AZ Demographic Overview

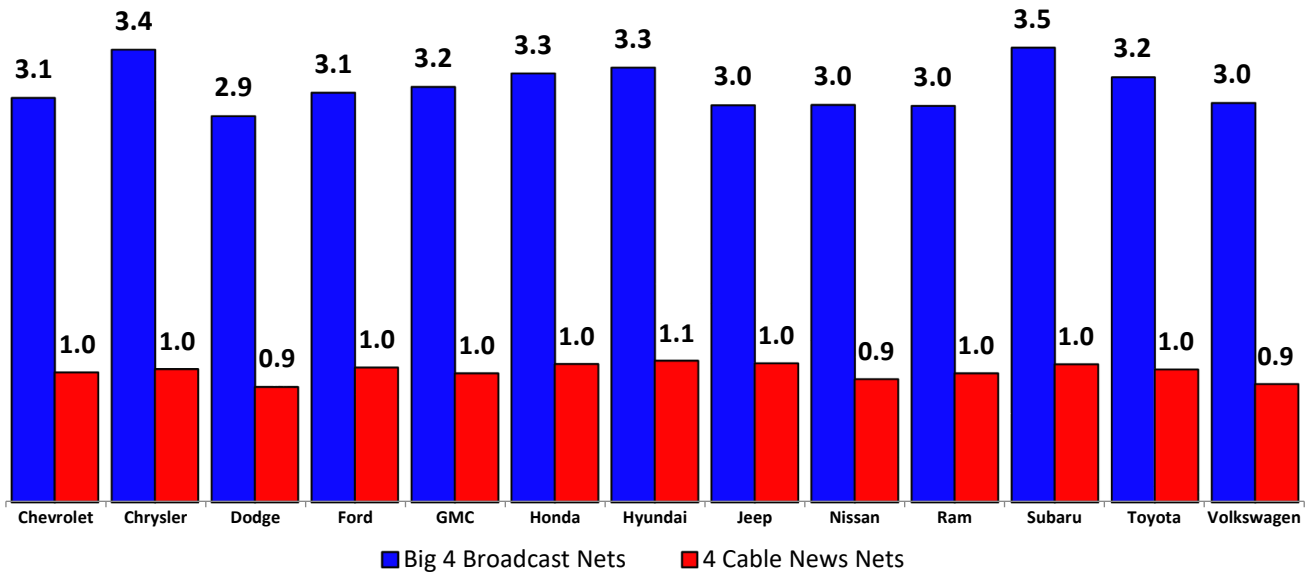


2024/25 Season
Local Market Close-Up: **Phoenix, AZ**

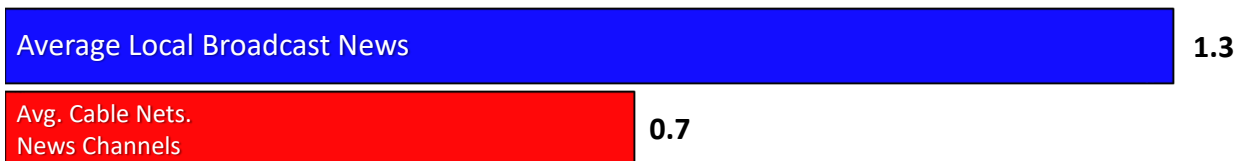
Market: Phoenix, AZ				Series Ranker (2/24/25 - 3/30/25)			
Rtg Rnk	Series	Station	# Eps	Day	Local Time	Run Time	P18+ Live+1 Rtg
1	The Oscars	KNXV (ABC)	1	U	05:00 PM	230	8.3
2	CBS NCAA BSKBL CHMP TH 2	KPHO (CBS)	1	R	06:56 PM	151	7.3
3	Tracker	KPHO (CBS)	5	U	07:00 PM	60	5.9
4	60 Minutes	KPHO (CBS)	5	U	06:00 PM	60	5.6
5	CBS NCAA BK CHP-BRG-PRTH1	KPHO (CBS)	1	R	06:38 PM	18	5.3
6	CBS NCAA POST GUN-THU 2	KPHO (CBS)	1	R	09:27 PM	7	4.9
7	CBS NCAA BSKBL CHMP-SU-2	KPHO (CBS)	2	U	11:55 AM	156	4.9
8	CBS NCAA BSKBL CHMP-SU-3	KPHO (CBS)	1	U	02:22 PM	145	4.9
9	ABC World News Tonight Sunday	KNXV (ABC)	5	U	5:30 PM	30	4.6
10	CBS NCAA BSKBL CHMP-SA-3	KPHO (CBS)	1	S	02:26 PM	153	4.6
11	CBS NCAA BSKBL CHMP FR 2	KPHO (CBS)	1	F	06:52 PM	146	4.5
12	CBS NCAA POST GUN SAT 1	KPHO (CBS)	1	S	07:47 PM	6	4.4
13	CBS NCAA BSK CHP-BRG-DYSU	KPHO (CBS)	1	U	11:37 AM	18	4.4
14	CBS NCAA BSKBL CHMP-SA-4	KPHO (CBS)	1	S	05:17 PM	150	4.4
15	CBS NCAA BSKBL CHMP-SA-2	KPHO (CBS)	1	S	11:45 AM	161	4.4
16	Good Morning Arizona Saturday @ 8 AM	KTVK (Independent (Broadcast))	5	S	08:00 AM	60	4.3
17	ABC World News Tonight with David Muir	KNXV (ABC)	25	M, T, W, R, F	05:30 PM	30	4.3
18	Good Morning Arizona Saturday @ 9 AM	KTVK (Independent (Broadcast))	5	S	09:00 AM	60	4.0
19	Live from the Red Carpet	KNXV (ABC)	1	U	04:30 PM	30	4.0
20	Good Morning Arizona Sunday @ 9 AM	KTVK (Independent (Broadcast))	5	U	09:00 AM	60	4.0

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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:

NRF: <https://nrf.com/media-center/press-releases/mother-s-day-spending-expected-to-reach-34-1-billion>

GfK/NIQ TVB Media Comparisons Study 2025

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: Phoenix (Prescott), AZ

Comscore Market: Phoenix, AZ