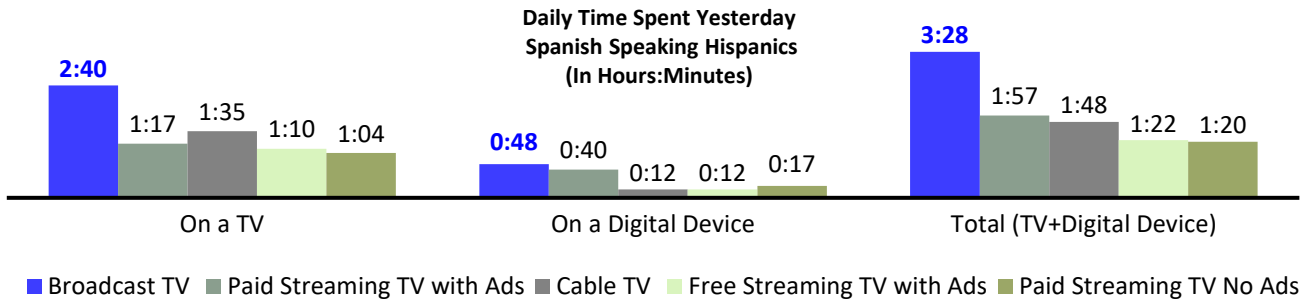


# TVB INSIGHTS

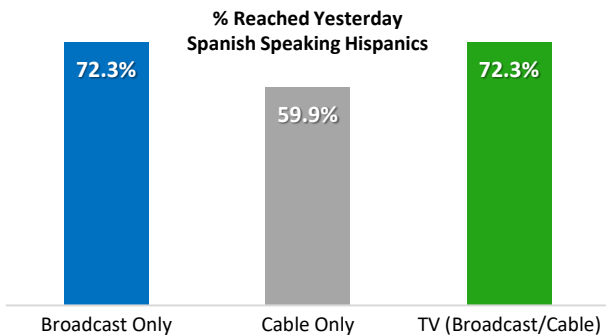
## WEEKLY RESEARCH & ANALYSIS

2024/25 Season – Week 32 (4/28-5/4/25)

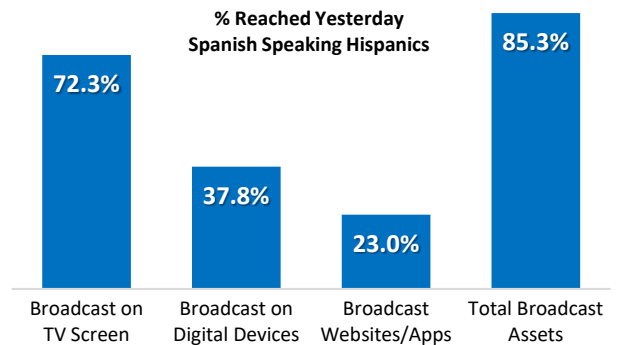
### More Time Is Spent With Broadcast TV Across All Devices Than With Cable & Streaming Platforms For Spanish Speaking Hispanics



### Broadcast TV Is TV's Primary Reach Engine For Spanish Speaking Hispanics



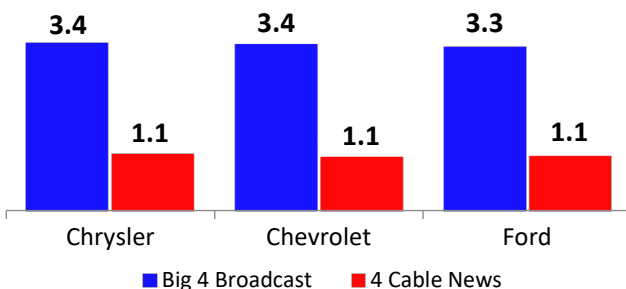
### Want To Add Reach? Use Broadcast TV Assets



## Market of the Week: Seattle, WA

### Auto Owners

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



### Top 5 Spot TV Advertisers from MediaRadar

Advertiser	Dols (000)
POL-Governor	\$17,405.9
Evergreen Values	\$6,608.7
POL-No On 2117 Committee	\$6,073.5
POL-Congress	\$5,569.8
Xfinity	\$4,749.4

## Market Close-Up: Seattle-Tacoma, WA

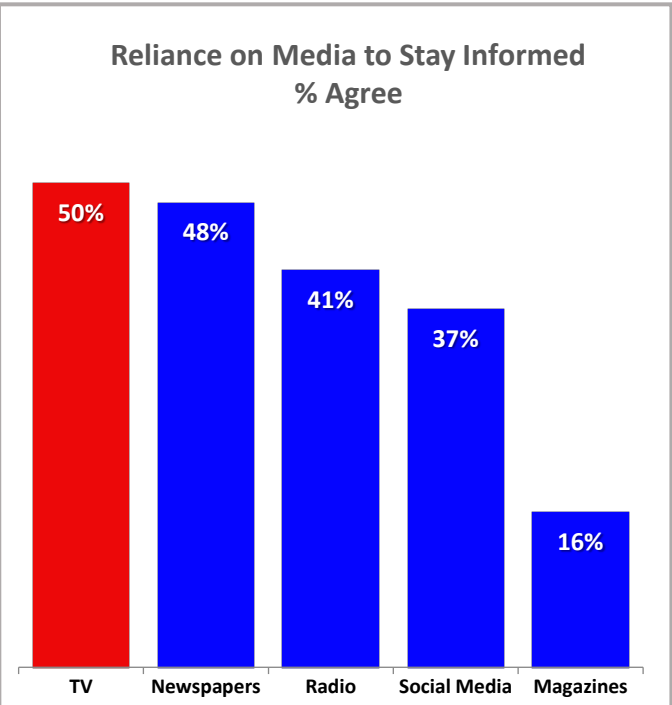
Seattle is the most populous city in the state of Washington and the 18<sup>th</sup> most populous city in the U.S, with an estimated population 755,078, according to the U.S Census. Some of the largest industries in Seattle include construction, creative economy, green economy, health services, manufacturing, life sciences, and technology. Notable employers in Seattle include Amazon, Starbucks, Expeditors International of Washington, Nordstrom, Weyerhaeuser, Expedia, and Zillow.

**Median HH Income**

**\$120,608**

**TV stations serving the area of Seattle-Tacoma, WA**

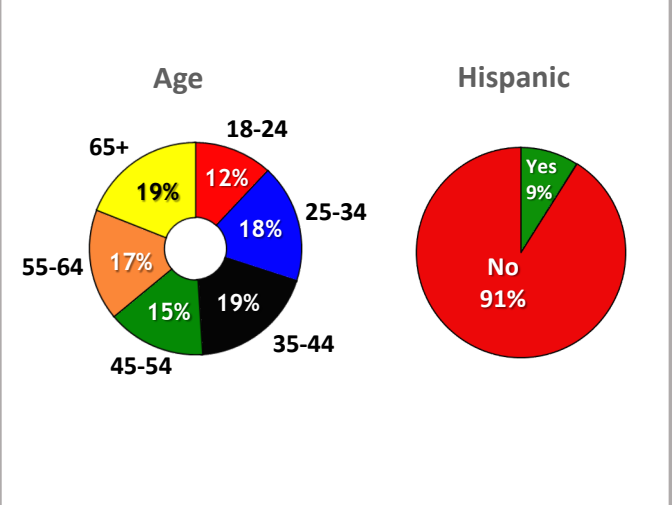
KCPQ	Fox, Grit, Ion Mystery, Buzzr, Fox Weather, Confess
KFFV	MeTV, Movies!, Heroes & Icons, Catchy Comedy, MeTV+, Story Television, MeTV Toons
KING	NBC, True Crime Network, Quest, The365, QVC2, KONG
KIRO	CBS, Cozi TV, Laff, Telemundo, Roar, The Nest
KOMO	ABC, Comet, Charge!, The CW
KONG	True Crime Network, Confess
KSTW	Start TV, Fave TV, Dabl, Start TV, HSN
KUNS	The CW, Roar, Rap City Television Network, The Nest
KWPX	Ion Television, Court TV, Bounce TV, Grit, Ion Plus, Busted, Game Show Central, QVC
KZJO	MyNetworkTV, Fox, Antenna TV, Nosey



**Seattle-Tacoma, WA**  
**Interesting Facts**

- Lumen Field, located in downtown Seattle, is set to host 6 matches of the 2025 FIFA Club World Cup.
- Seattle has a giant troll living under one of its bridges. Fashioned out of 2 tons of ferroconcrete, wire, and rebar steel, the statue is an imposing 18 feet tall and is crushing a Volkswagen Beetle.
- The Space Needle, one of Seattle's most notable landmarks, was never originally intended to be the iconic landmark it is today; It was built in just 400 days, as a temporary structure for the 1962 World's Fair in Seattle.

**Seattle-Tacoma, WA**  
**Demographic Overview**

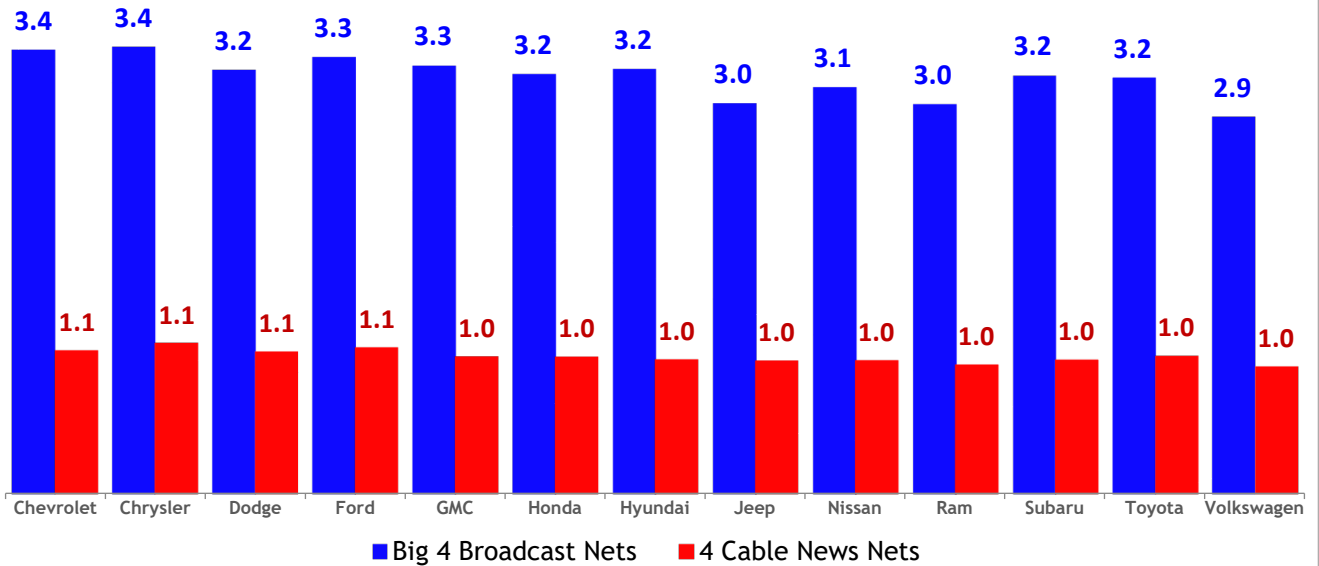


## 2024/25 Season Local Market Close-Up: **Seattle, WA**

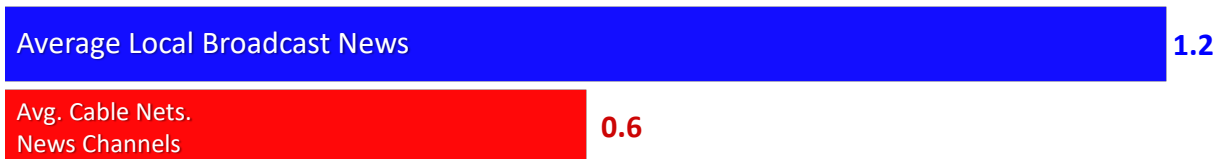
Market: Seattle, WA				Series Ranker (2/24 - 3/30/25)			
Rtg Rnk	Series	Station	# Eps	Day	Local Time	Run Time	P18+ Live+1 Rtg
1	ABC World News Tonight with David Muir	KOMO (ABC)	25	M, T, W, R, F	05:30 PM	30	6.2
2	NBC NIGHTLY NEWS-SAT.	KING (NBC)	4	S	06:00 PM	30	5.7
3	The Oscars	KOMO (ABC)	2	U	8:20 PM	230	5.7
4	Tracker	KIRO (CBS)	5	U	08:00 PM	60	5.6
5	60 Minutes	KIRO (CBS)	5	U	07:00 PM	60	5.4
6	ABC World News Tonight Sunday	KOMO (ABC)	5	U	5:30 PM	30	5.2
7	The Voice	KING (NBC)	5	M	08:00 PM	120	4.8
8	NBC Nightly News	KING (NBC)	25	M, T, W, R, F	6:00 PM	30	4.6
9	KOMO 4 News @ 5PM	KOMO (ABC)	25	M, T, W, R, F	05:00 PM	30	4.4
10	American Idol	KOMO (ABC)	5	U	8:00 PM	121	4.1
11	NBC NIGHTLY NEWS-SUN	KING (NBC)	5	U	06:00 PM	30	4.1
12	Presidential Address	KOMO (ABC)	2	T	6:00 PM	100	4.1
13	KOMO 4 News Sunday @ 5PM	KOMO (ABC)	4	U	05:00 PM	30	4.0
14	CBS NCAA BSKBL CHMP TH 2	KIRO (CBS)	1	R	06:56 PM	151	3.9
15	Matlock	KIRO (CBS)	3	R	09:01 PM	59	3.9
16	KING 5 News at 6:00pm	KING (NBC)	1	S	06:00 PM	60	3.7
17	CBS NCAA BSKBL CHMP-SU-2	KIRO (CBS)	2	U	1:56 PM	156	3.7
18	Live from the Red Carpet	KOMO (ABC)	1	U	03:30 PM	30	3.6
19	CBS NCAA BSKBL CHMP-SA-3	KIRO (CBS)	1	S	02:26 PM	153	3.6
20	CBS NCAA BSKBL CHMP-SA-2	KIRO (CBS)	1	S	11:45 AM	161	3.5

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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:

**GfK/NIQ TVB Media Comparisons Study 2025:** Spanish Speaking Hispanics 18+

**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:** Seattle-Tacoma, WA

**Comscore Market:** Seattle, WA