

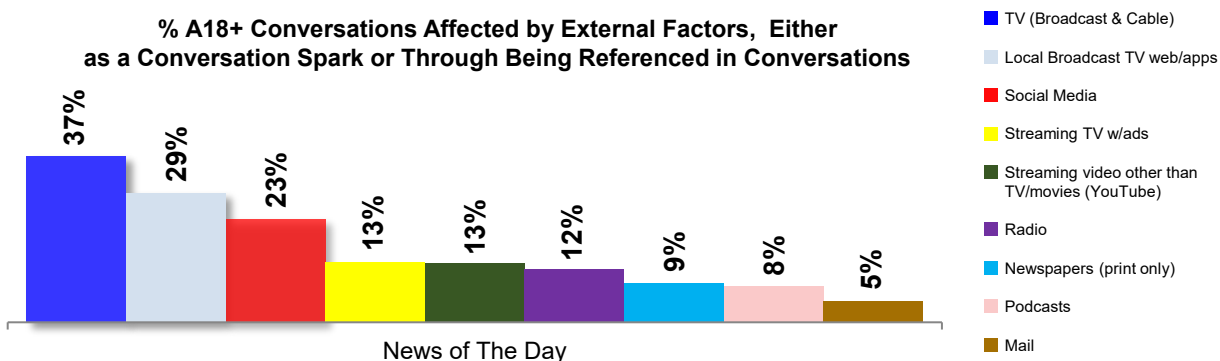
# TVB INSIGHTS

## WEEKLY RESEARCH & ANALYSIS

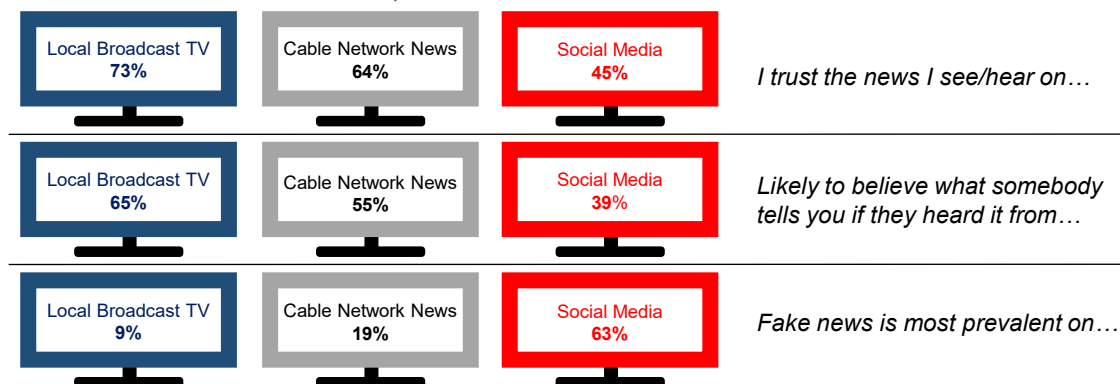
2024/25 Season – Week 33 (5/5-5/11/25)

### Conversations About News Are Significantly Affected By Television

% A18+ Conversations Affected by External Factors, Either as a Conversation Spark or Through Being Referenced in Conversations



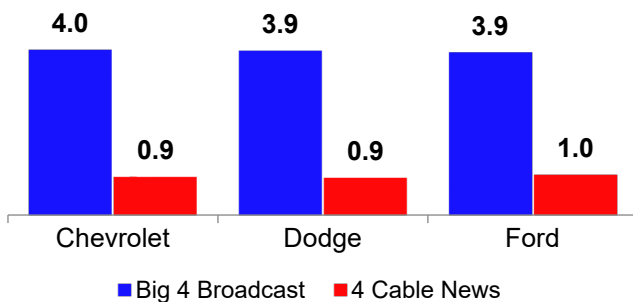
### Associate With A Trusted, Believable Platform...Local Broadcast TV News!



### Market of the Week: Detroit, MI

#### 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	\$19,062.6
Trump For President	\$12,634.5
POL-US Senate	\$12,502.4
FF PAC	\$9,979.5
Gardner-White Furniture Store	\$9,660.5

## Market Close-Up: Detroit, MI

Detroit is the most populous city in the state of Michigan and the 26<sup>th</sup> most populous city in the U.S, with an estimated population 633,221 (2023), according to the U.S Census. Some of the largest industries in Detroit include automotive, manufacturing, research & development, logistics, and finance. Some of the largest employers in Detroit include Detroit Medical Center, City of Detroit, Rocket Mortgage, Henry Ford Health System, Detroit Public Schools, U.S Government, Wayne State University, Chrysler, Blue Cross Blue Shield, and General Motors.

### Median HH Income

\$38,080

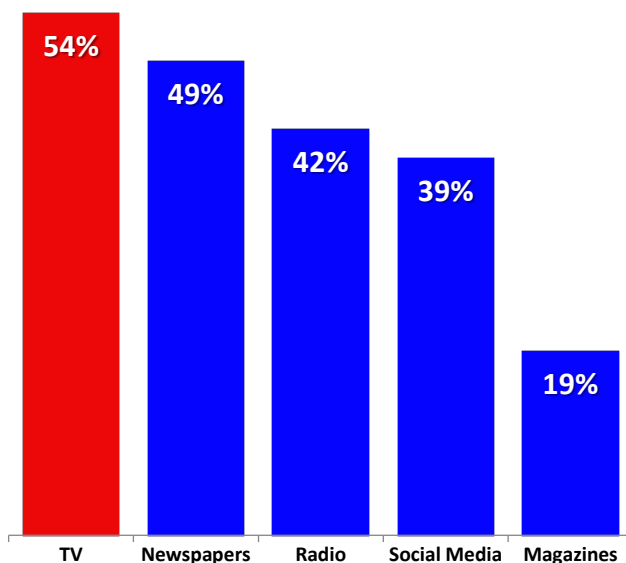
### TV stations serving the area of Detroit, MI

WADL	MyNetworkTV, Quest, Jewelry TV, True Crime Network, HSN
WDIV	NBC, Cozi TV, MeTV, Antenna TV
WJBK	Fox, Movies!, Buzzr, Heroes & Icons, Catchy Comedy, Fox Weather, Ion Mystery
WKBD	The CW, Comet TV, Charge!, Roar, Nosey, QVC, MeTV Toons
WMYD	Antenna, Ion Mystery, HSN
WPXD	Ion Television, Court TV, Grit, Ion Plus, Busted, Get, Game Show Central, HSN, HSN2
WWJ	CBS, Start TV, Dabl, Fave TV, Story Television
WXYZ	ABC, Bounce TV, Laff, Court TV, Shop LC, HSN

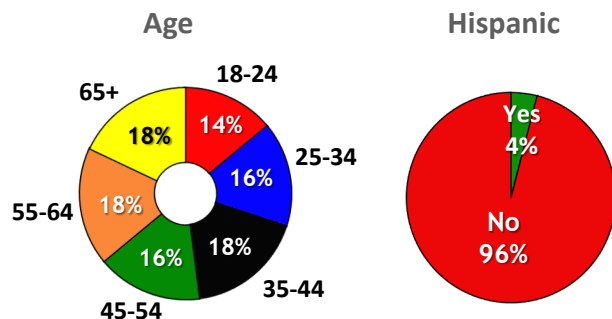
### Detroit, MI Interesting Facts

- Detroit is the birthplace of Motown, the record label that's produced songs from iconic artists such as Stevie Wonder, Diana Ross & The Supremes, and The Temptations. The original HQ is now the Motown Museum.
- Canada is visible from Detroit. More specifically, the Canadian territory of Windsor, Ontario can be seen from Detroit.
- The Coney Dog was invented in Detroit, rather than Coney Island in NYC!

### Reliance on Media to Stay Informed % Agree



### Detroit, MI Demographic Overview

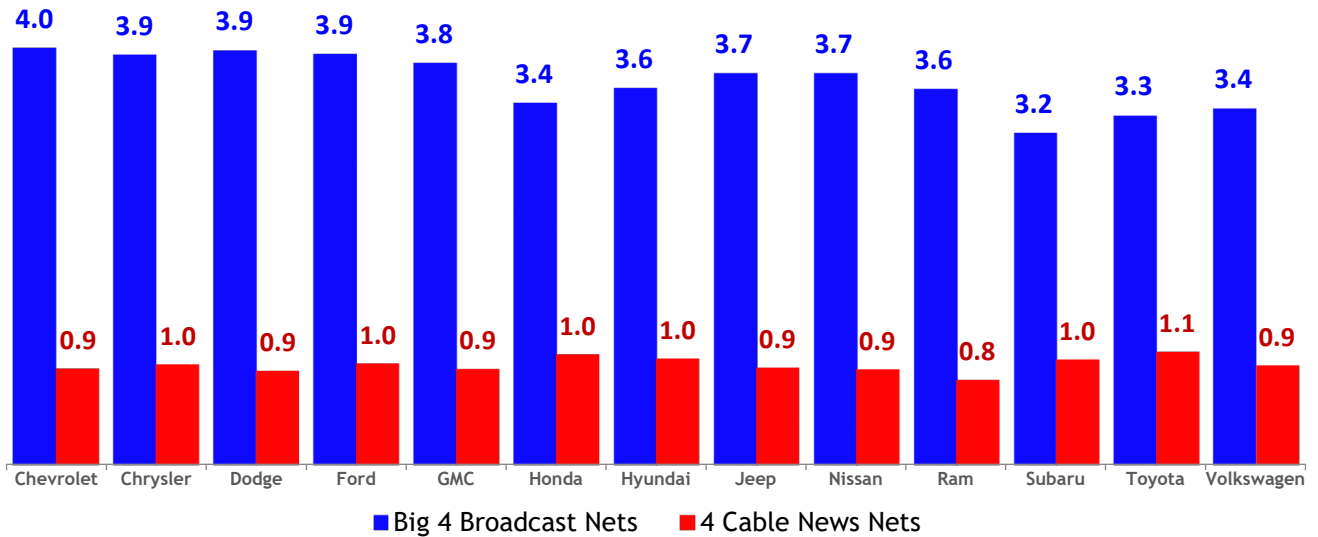


2024/25 Season  
Local Market Close-Up: **Detroit, MI**

Market: Detroit, MI				Series Ranker (3/31/25 - 4/27/25)			
Rtg Rnk	Series	Station	# Eps	Day	Local Time	Run Time	P18+ Live+1 Rtg
1	CBS NCAA BSKBL CHAMPSHIPS	WWJ (CBS)	1	M	08:43 PM	155	9.9
2	CBS NCAA BSKBL CHAMP SA-2	WWJ (CBS)	1	S	09:17 PM	161	9.4
3	MASTERS GOLF TOURN.-SUN	WWJ (CBS)	1	U	02:00 PM	342	8.9
4	CBS NCAA BSKBL-BRIDGE	WWJ (CBS)	1	S	08:49 PM	28	8.6
5	CBS NCAA BSKBL CHAMP-SA-1	WWJ (CBS)	1	S	05:57 PM	172	7.5
6	NBC Nightly News	WDIV (NBC)	20	M, T, W, R, F	06:30 PM	30	7.5
7	ABC World News Tonight Sunday	WXYZ (ABC)	4	U	6:30 PM	30	6.6
8	ABC World News Tonight with David Muir	WXYZ (ABC)	20	M, T, W, R, F	06:30 PM	30	6.6
9	Local 4 News at 6	WDIV (NBC)	20	M, T, W, R, F	06:00 PM	30	6.6
10	Chicago Med	WDIV (NBC)	4	W	08:00 PM	60	6.4
11	NBC NIGHTLY NEWS-SAT.	WDIV (NBC)	4	S	6:30 PM	30	6.2
12	60 Minutes	WWJ (CBS)	4	U	7:00 PM	60	6.0
13	Jeopardy!	WDIV (NBC)	20	M, T, W, R, F	07:30 PM	30	5.9
14	Tracker	WWJ (CBS)	3	U	8:00 PM	60	5.8
15	ABC World News Tonight Saturday	WXYZ (ABC)	3	S	06:30 PM	30	5.7
16	Local 4 News at 6	WDIV (NBC)	7	S, U	6:00 PM	60	5.7
17	MASTERS GOLF TOURN. SAT.	WWJ (CBS)	1	S	02:00 PM	315	5.6
18	CBS NCAA BSKBL CHAMP-POST	WWJ (CBS)	1	M	11:18 PM	26	5.6
19	Wheel of Fortune	WDIV (NBC)	24	M, T, W, R, F, S	7:00 PM	30	5.5
20	Local 4 News at 5	WDIV (NBC)	20	M, T, W, R, F	05:00 PM	60	5.5

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### Auto Ownership by Make (Comscore)



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

Average Local Broadcast News

1.1

Avg. Cable Nets.  
News Channels

0.6

## Data Sources:

**GfK/NIQ TVB Media & Conversations Study 2025:** Adults 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:** Detroit, MI

**Comscore Market:** Detroit, MI