

# TVB Insights

## WEEKLY RESEARCH & ANALYSIS

2025/26 Season – Week 35 (5/18-5/24/26)

### The NBA Scores on Local Broadcast TV!

The New York Knicks are in the Finals, defeating the Cleveland Cavaliers in four games. The Oklahoma City Thunder lead the San Antonio Spurs three games to two, with game 6 set for tonight. Will the Thunder advance to meet the Knicks in the NBA Finals, or will the Spurs prevail and force a deciding game 7? We'll have answers soon enough, but one thing is for certain, and that is that fans love watching their home teams on local broadcast TV!

- Saturday's Eastern Conference Finals game on ABC delivered a 3.7 live+same day household rating nationally, equal to 4,751,000 households, while WEWS in Cleveland delivered a 14.4 household rating (225,000 households), almost four times that of national rating, and WABC in New York delivered a 9.0 household rating (705,000 households).
- Sunday's Western Conference Finals game on NBC delivered a 4.0 live+same day household rating nationally, equal to 5,089,000 households, while KFOR in Oklahoma City delivered a 17.0 household rating (132,000 households), more than four times that of national rating, and WOAI in San Antonio delivered a 15.9 household rating (177,000 households).
- According to the [2026 Dynata / TVB Sports Survey](#), regardless of what type of sports fan you are (multiple, singular or even just big event watchers), ads in sporting events influence consumers' search selections,
- When asked how important is it for their local sports team's games to be on local broadcast TV, 90% cited it was indeed important!

**Find it in Research:** Looking for tracks for events like the Super Bowl or The Oscars? TVB's [Sports & Specials](#), features viewing trends and fun facts about each year's event!

Our featured market this week is **Tulsa, Oklahoma**. Did you know the classic novel and film *The Outsiders* was set and filmed in Tulsa, where visitors can explore the Outsiders House Museum?

Have a great weekend!

Hadassa Gerber

EVP, Chief Research Officer, TVB

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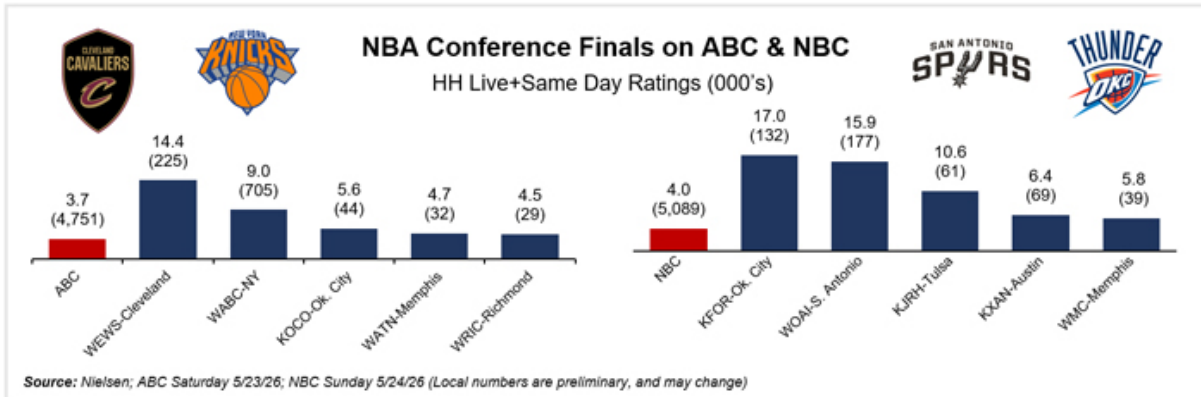
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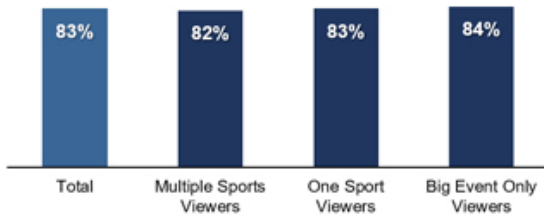
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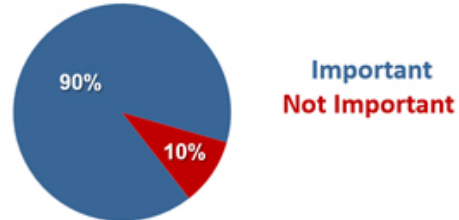


### Ads In Sporting Events Influence Consumers Search Selections!

Of those who do online searches influenced



### How Important Is It To You For Your Local Sports Team's Games To Be Available On Your Local Broadcast TV Station?



## Market of the Week: Tulsa, OK

