

TVB Insights

WEEKLY RESEARCH & ANALYSIS

2025/26 Season – Week 38 (6/8-6/14/26)

NBA and NHL Finals Score Big!

The champions have been crowned. *The New York Knicks* won the NBA Finals and *The Carolina Hurricanes* won the Stanley Cup. Fans of both sports tuned in to ABC for both events.

- Nationally, ABC peaked with an exciting game 3 of the NBA Finals, delivering a 10.9 live+1 household rating, equal to over 14 million households.
- KSAT in San Antonio hit a 28.4 live+1 household rating (316,000 households) with game 4 of the NBA Finals.
- The *New York Knicks* clinched the championship in game 5, where WABC in New York delivered 1,573,000 households (a 20.1 live+1 household rating).
- Local live+1 numbers are available for all games except game 6 of the NHL Finals, where the *Carolina Hurricanes* clinches Lord Stanley's Cup. For this match, we used live+same day deliveries. Even so, WTVD delivered a 13.0 live+same day household rating, equal to 179,000 households in Raleigh-Durham.
- KTNV in Las Vegas delivered a 9.2 live+1 household rating (85,000 households) with game 4 of the Stanley Cup.

Find it in Research: Looking to reach ad-free streamers? Be sure to check out the [Media Comparisons 2026: Reaching Ad-Free Streamers](#), where TVB zeroed in on ad-free streamers' media usage to analyze other ways for advertisers to reach them!

Our featured market this week is **Dayton, Ohio**. Did you know *The Dayton Dragons*, the local minor league baseball team and a *Cincinnati Reds* affiliate, set a professional sports record by selling out over 800 consecutive games?

Enjoy!

Hadassa Gerber

EVP, Chief Research Officer, TVB

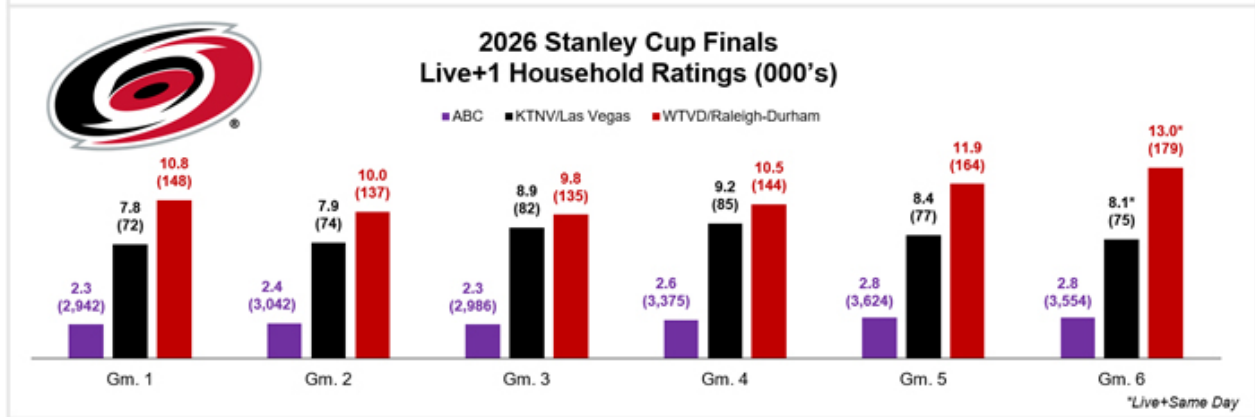
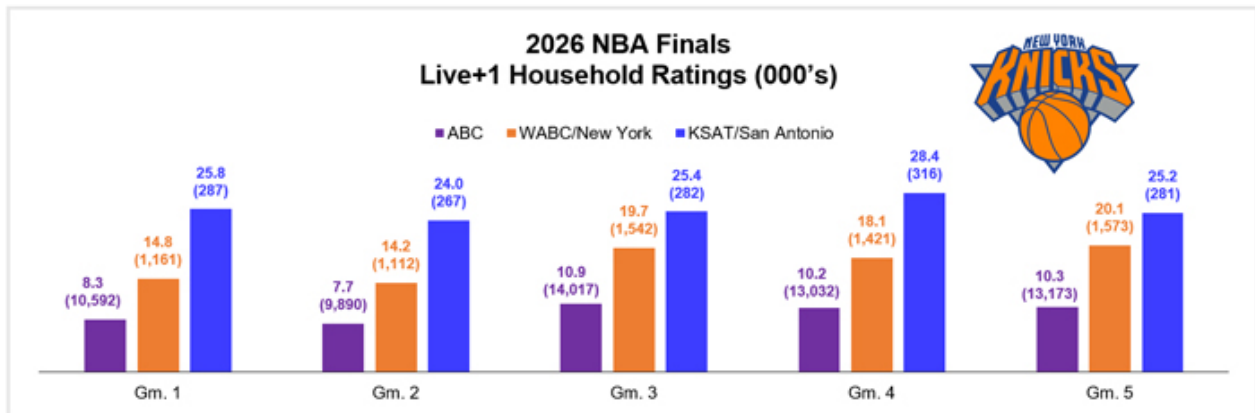
Advertisers & Agencies: [Get Insights weekly newsletter.](#)

TVB Members: Get Insights weekly newsletter by creating [a member account](#) or visit [My Profile](#) to manage your newsletter preferences.

TVB Insights

WEEKLY RESEARCH & ANALYSIS

2025/26 Season – Week 38 (6/8-6/14/26)



Market of the Week: Dayton, OH

