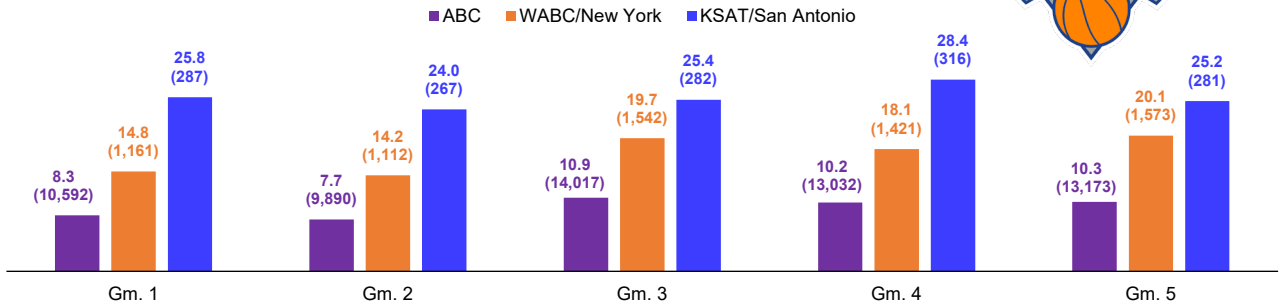


# TVB Insights

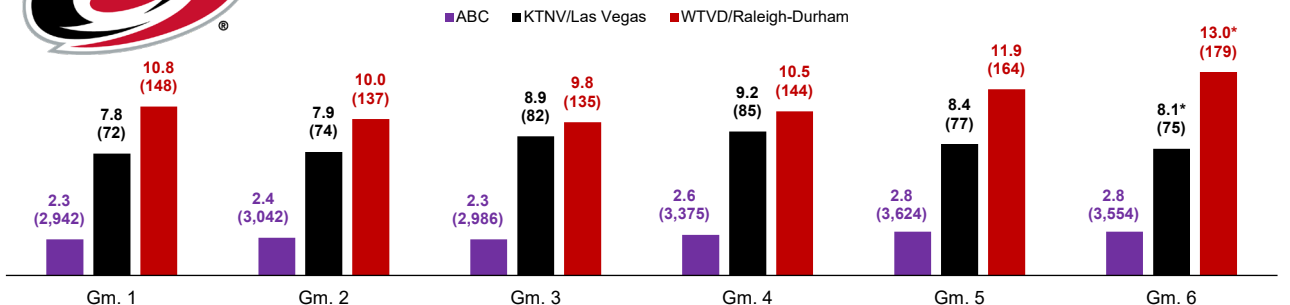
WEEKLY RESEARCH & ANALYSIS

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

## 2026 NBA Finals Live+1 Household Ratings (000's)



## 2026 Stanley Cup Finals Live+1 Household Ratings (000's)

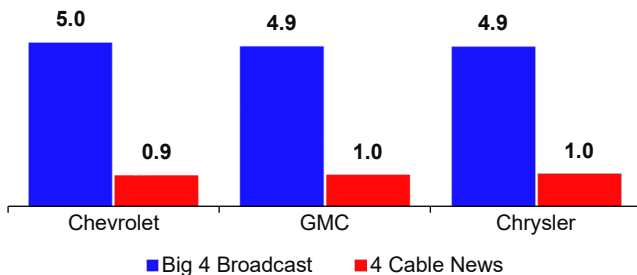


\*Live+Same Day

## Market of the Week: Dayton, OH

### Auto Owners

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



### Top 5 Spot TV Advertisers from MediaRadar

June'25 – May'26	Dols (000)
Menards Building Supply	\$1,662.4
Arbys Restaurant	\$1,053.8
Spectrum	\$931.2
Physicians Mutual	\$912.4
Watsons Pools Spas & Billiard	\$727.0

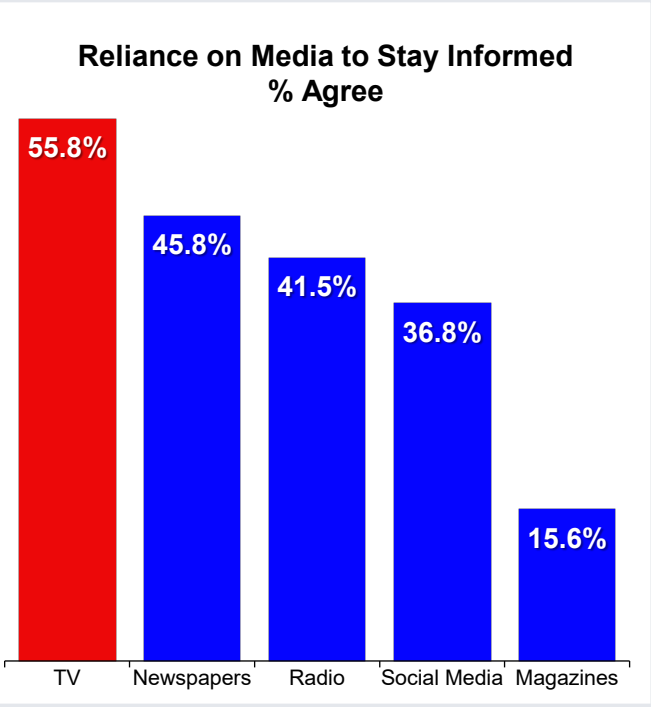
# Market Close-Up: Dayton, OH

The Dayton market in the state of Ohio has an estimated population of 1,224,954 in 2026. Some of the largest industries in this vast market include healthcare, advanced manufacturing, aerospace research and development, human sciences and healthcare, logistics and distribution, water, and information technology. Some of the largest employers in the area include Kettering Health, Premier Health, Miami Valley Hospital, Dayton Children's Hospital, Walmart, Amazon, Wright-Patterson Air Force Base, Montgomery County, The Kroger Company, Wright State University, LexisNexis, University of Dayton, JPMorgan Chase & Co., Giant Eagle, Inc., and Progressive Corporation.

**Median HH Income**  
\$75,128

## TV stations serving the area of Dayton, OH

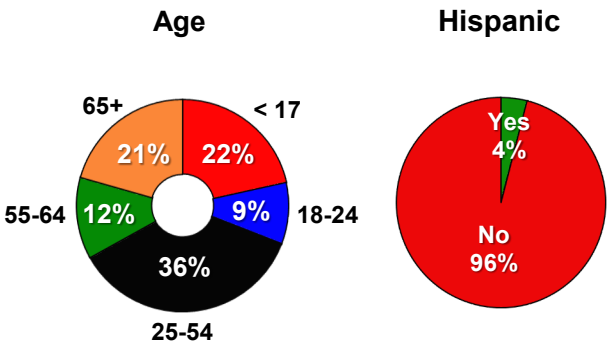
WBDT	NBC, Ion Mystery, Charge!, The CW, Bounce TV, Ion
WDTN	NBC, Ion Mystery, Charge!, The CW, Bounce TV, Ion
WHIO	CBS, MeTV, Laff, MeTV Toons, Antenna TV
WKEF	ABC, Fox, MyNetworkTV, Roar, Charge!
WRGT	Roar, Charge!, Antenna TV, Comet, True Crime Network



## Dayton, OH Interesting Facts

- Dayton is the birthplace of aviation, where Wilbur and Orville Wright built the world's first successful powered airplane in their bicycle shop.
- One of Dayton's most notable attractions, the National Museum of the United States Air Force is the world's largest military aviation museum, showcasing hundreds of historic aircraft and spacecraft.
- In 1879, the first cash register was invented in Dayton by James and John Ritty.
- In 1920, Dayton made football history by hosting the first official NFL game, where the Dayton Triangles defeated the Columbus Panhandles 14-0.

## Dayton, OH Demographic Overview

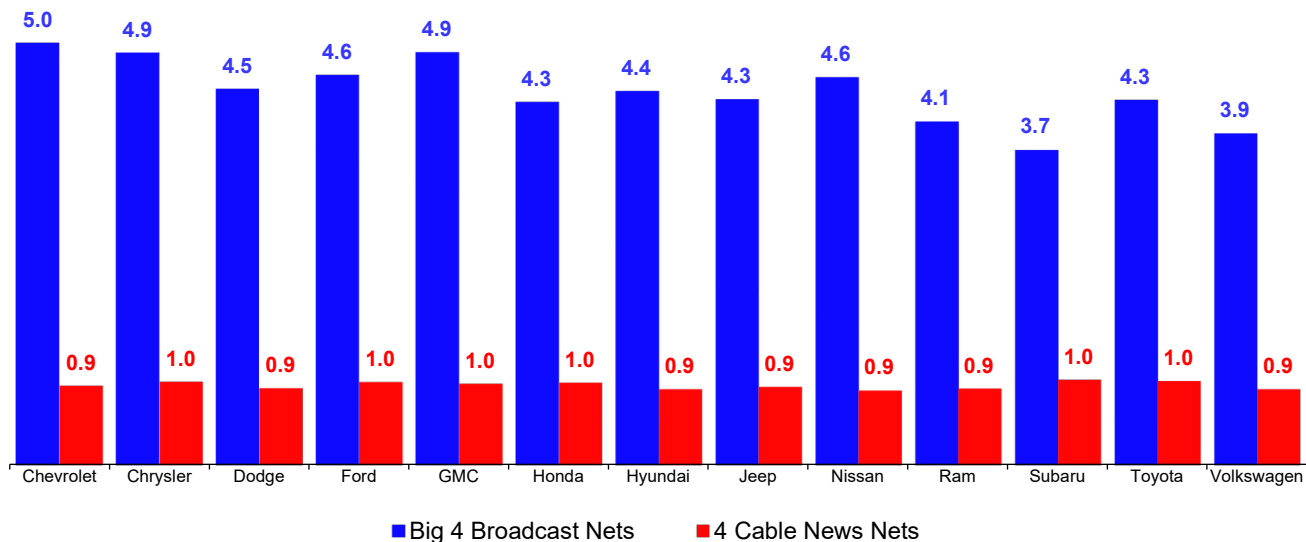


# 2025/26 Season Local Market Close-Up: Dayton, OH

Dayton, OH			Series Ranker (4/27/2026 - 5/31/2026)				
Rtg Rnk	Series	Station	# Eps	Day	Local Time	Run Time	P18+ Live+1 Rtg
1	KENTUCKY DERBY	WDTN (NBC)	1	S	6:32 PM	55	15.0
2	News Center 7 at 6PM	WHIO (CBS)	31	M, T, W, R, F, S, U	6:10 PM	30	11.1
3	News Center 7 at Noon	WHIO (CBS)	30	M, T, W, R, F, S, U	12:00 PM	30	10.7
4	Tracker	WHIO (CBS)	5	U	9:17 PM	60	10.4
5	60 Minutes	WHIO (CBS)	5	U	7:17 PM	60	10.3
6	CBS Evening News	WHIO (CBS)	25	M, T, W, R, F	6:30 PM	30	10.3
7	News Center 7 at 5:30PM	WHIO (CBS)	25	M, T, W, R, F	5:30 PM	30	10.0
8	News Center 7 at 5PM	WHIO (CBS)	25	M, T, W, R, F	5:08 PM	30	9.0
9	KENTUCKY DERBY PRE	WDTN (NBC)	1	S	5:14 PM	78	8.9
10	News Center 7 at 11PM	WHIO (CBS)	35	M, T, W, R, F, S, U	11:28 PM	35	8.7
11	Marshals	WHIO (CBS)	9	U	10:17 PM	60	8.3
12	Wheel of Fortune	WHIO (CBS)	30	M, T, W, R, F, S	7:00 PM	30	7.5
13	Georgie & Mandy's First Marriage	WHIO (CBS)	6	R	8:31 PM	31	7.5
14	Sheriff Country	WHIO (CBS)	5	F	8:00 PM	60	7.4
15	Survivor	WHIO (CBS)	4	W	8:00 PM	182	7.3
16	CBS Weekend News	WHIO (CBS)	8	S, U	6:30 PM	30	7.2
17	The Young and the Restless	WHIO (CBS)	25	M, T, W, R, F	12:30 PM	60	7.1
18	Price is Right 2	WHIO (CBS)	25	M, T, W, R, F	11:30 AM	30	6.6
19	NBC NITELY NEWS-SUN	WDTN (NBC)	4	U	6:30 PM	30	6.5
20	Chicago Med	WDTN (NBC)	3	W	8:00 PM	60	6.5

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## Auto Ownership by Make (Comscore)



## Local Broadcast News Avg. vs. Cable Network News Avg. – P18+ Live+1 Ratings – May'26



## Data Sources:

Team Logos: [Chris Creamer'sSportsLogos.net](http://ChrisCreamer'sSportsLogos.net)

**National Broadcast:** The Nielsen Company, NPOWER; Live+Same Day and Live+1 Day estimates

**Local Broadcast:** The Nielsen Company, Arianna, NLTV; Live+Same Day and Live+1 Day estimates

**Local Market At-A-Glance/Overview:** Claritas 360, 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.

**Nielsen DMA:** Dayton, OH

**Comscore Market:** Dayton, OH