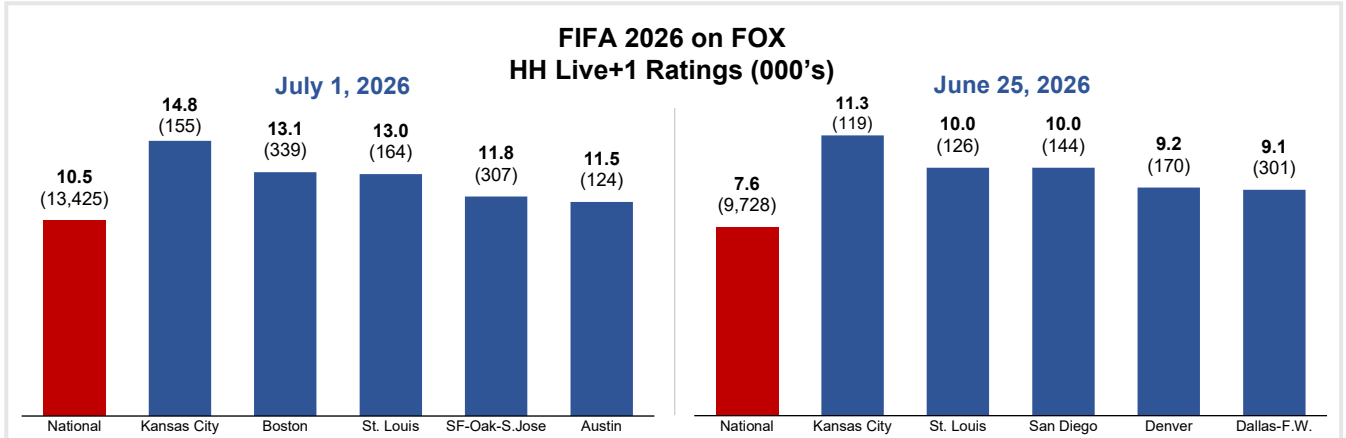


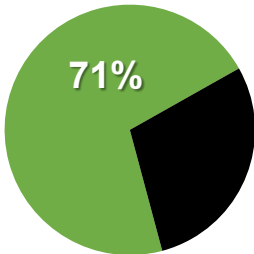
TVB Insights

WEEKLY RESEARCH & ANALYSIS

2025/26 Season – Week 41 (6/29-7/5/26)

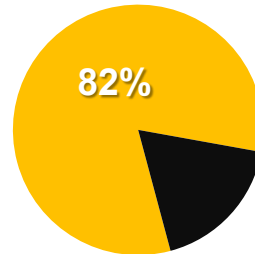


Ads In Sporting Events Lead To Action



71% of *sports enthusiasts* said TV ads in sporting events led to some kind of action, including word-of-mouth and going online.

Ads In Sporting Events Influence Consumers Search Selections

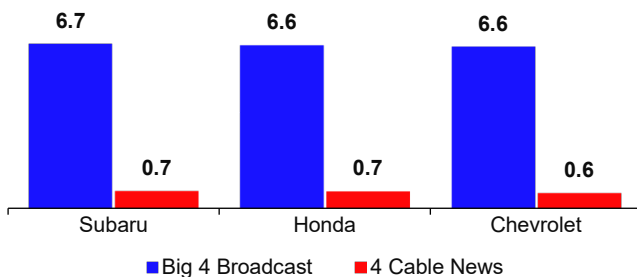


Of those that do online searches, 82% of *sports enthusiasts* said TV ads in sporting events influenced their search selections either every time, most of the time or sometimes.

Market of the Week: Green Bay-Appleton, WI

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	\$1,745.0
Gruber Law Office	\$1,150.1
Brian Hodgkiss Injury Lawyers	\$963.8
Hupy & Abraham Attorneys	\$787.1
T-Mobile	\$767.1

Market Close-Up: Green Bay-Appleton, WI

The Green Bay-Appleton market in the state of Wisconsin has an estimated population of 1,182,229 in 2026. Some of the largest industries in this vast market include manufacturing, healthcare and social assistance, retail trade, finance, insurance, food and beverage, technology, and energy. Some of the largest employers in the area include Bellin Health, ThedaCare, Schneider, Humana, American Foods Group, Aurora Health Care, Walmart, Wisconsin Public Service, Green Bay Packaging, Kimberly-Clark, Thrivent Financial, Plexus, Pierce Manufacturing, and Miller Electric.

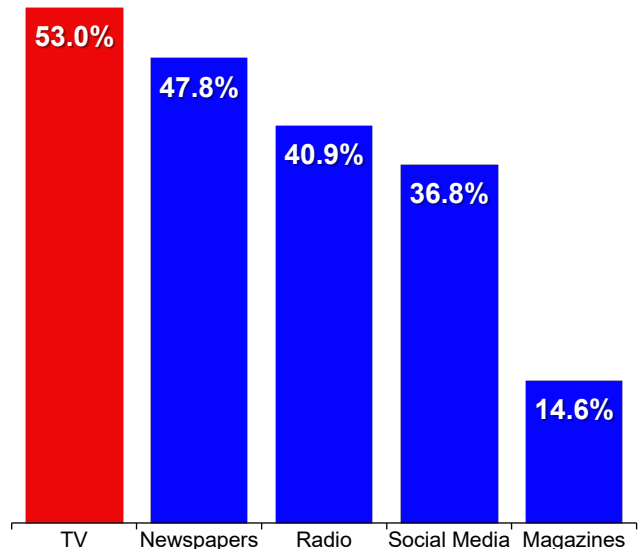
Median HH Income

\$82,384

TV stations serving the area of Green Bay-Appleton, WI

WBAY	ABC, First Alert Weather 24/7, 365BLK / MyNetworkTV, Heroes & Icons, Start TV, Charge!
WCWF	The CW, Comet, Charge!, The Nest, Quest
WFRV	CBS, Bounce TV, True Crime Network, MovieSphere Gold, Comet
WGBA	NBC, Ion Plus, Grit, Ion, HSN, QVC, QVC2
WLWK	Fox, Antenna TV, Roar, The CW
WMEI	MeTV, MeTV Toons, Story Television, WEST, Movies!, Telemundo, Catchy Comedy, Dabl, MeTV+

Reliance on Media to Stay Informed % Agree

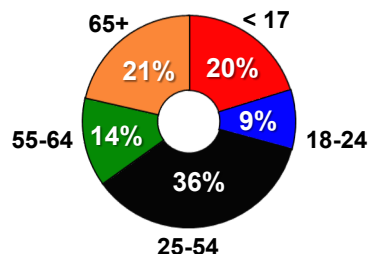


Green Bay-Appleton, WI Interesting Facts

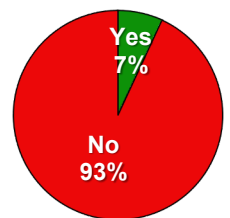
- Green Bay, the NFL's smallest market, is home to the Green Bay Packers, winners of a record 13 league championships.
- Green Bay is known as the "Toilet Paper Capital of the World" because it introduced the first splinter-free toilet paper in 1935.
- In 1882, Appleton's Vulcan Street Plant became the world's first hydroelectric power station, using the Fox River to generate electricity.
- Known as "America's Dairyland," the Green Bay-Appleton area is rich in dairy farming and cheese-making traditions.

Green Bay-Appleton, WI Demographic Overview

Age



Hispanic



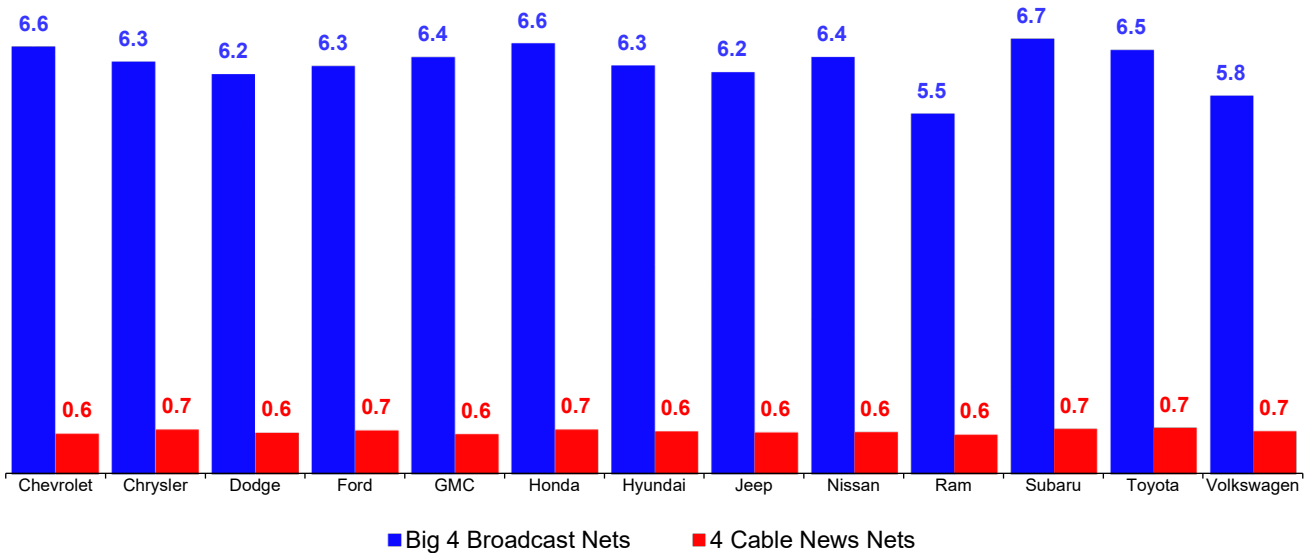
2025/26 Season

Local Market Close-Up: Green Bay-Appleton, WI

Green Bay-Appleton, WI				Series Ranker (4/27/2026 - 5/31/2026)			
Rtg Rnk	Series	Station	# Eps	Day	Local Time	Run Time	P18+ Live+1 Rtg
1	ABC World News Tonight With David Muir	WBAY (ABC)	25	M, T, W, R, F	5:30 PM	30	13.6
2	Action 2 News at 5:30 Sunday	WBAY (ABC)	5	U	5:30 PM	30	12.2
3	KENTUCKY DERBY	WGBA (NBC)	1	S	5:32 PM	55	11.1
4	Action 2 News at Five	WBAY (ABC)	25	M, T, W, R, F	5:00 PM	30	9.6
5	Action 2 News at 6	WBAY (ABC)	30	M, T, W, R, F, S	6:00 PM	30	9.6
6	ABC World News Tonight Sunday	WBAY (ABC)	5	U	5:20 PM	30	9.2
7	Tracker	WFRV (CBS)	5	U	8:17 PM	60	8.6
8	ABC World News Tonight Saturday	WBAY (ABC)	5	S	5:30 PM	30	8.5
9	60 Minutes	WFRV (CBS)	5	U	6:17 PM	60	8.3
10	Good Day Wisconsin Sunday 7-8a	WLUK (FOX)	5	U	7:00 AM	60	8.2
11	American Idol	WBAY (ABC)	3	M	7:00 PM	180	8.2
12	Good Day Wisconsin 8-9a	WLUK (FOX)	30	M, T, W, R, F, S	8:00 AM	60	8.1
13	Good Day Wisconsin 7-8a	WLUK (FOX)	30	M, T, W, R, F, S	7:00 AM	60	7.9
14	Good Day Wisconsin Sunday 8a	WLUK (FOX)	5	U	8:00 AM	30	7.9
15	Marshals	WFRV (CBS)	9	U	9:17 PM	60	6.6
16	Wheel of Fortune	WLUK (FOX)	30	M, T, W, R, F, S	11:30 PM	30	6.3
17	Jeopardy!	WLUK (FOX)	29	M, T, W, R, F, S	11:09 PM	30	6.3
18	America's Funniest Home Videos	WBAY (ABC)	8	U	7:01 PM	62	5.9
19	KENTUCKY DERBY PRE	WGBA (NBC)	1	S	4:14 PM	78	5.9
20	Good Day Wisconsin 6-7a	WLUK (FOX)	30	M, T, W, R, F, S	6:00 AM	60	5.7

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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:

Dynata / TVB Sports Survey

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, MS NOW).

Local News Strength: All Day average of top 4 cable networks (CNN, Fox News, Headline News and MS NOW), standard and HD feeds vs. All Day Local Broadcast News average. Live+1 P18+ rating used from the latest available month.

Nielsen DMA: Green Bay-Appleton, WI

Comscore Market: Green Bay-Appleton, WI