

TVB Insights

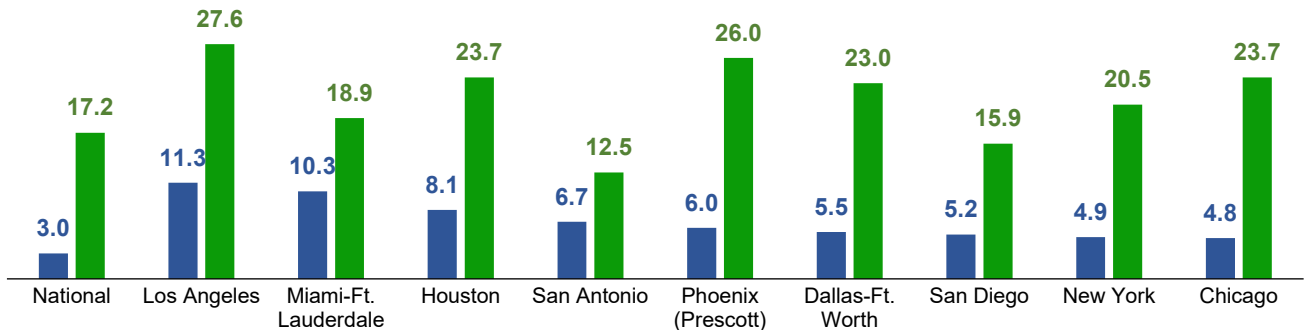
WEEKLY RESEARCH & ANALYSIS

2025/26 Season – Week 42 (7/6-7/12/26)

FIFA 2026 on Telemundo HH Live+1 Ratings

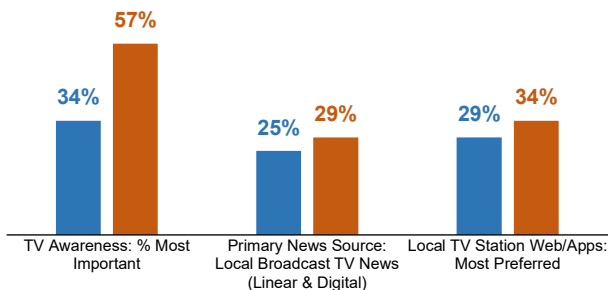
■ Total ■ Hispanic Universe

July 5, 2026
Mexico 2 – England 3



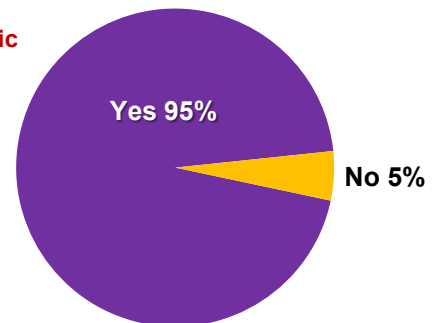
More TV Exposure Increases Importance With Hispanics Adults 18+

■ All ■ Saw TV Ad 4+ Times



Have TV Ads Influenced Your Online Search Selections?

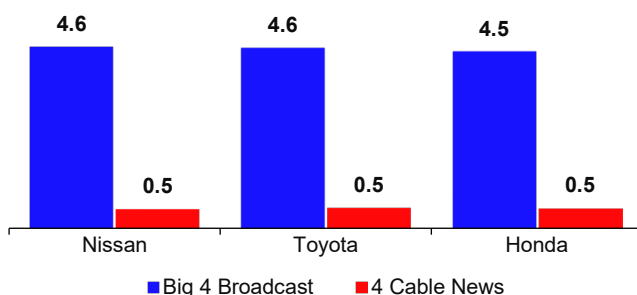
% Hispanic A18+



Market of the Week: Honolulu, HI

Auto Owners

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



Top 5 Spot TV Advertisers from MediaRadar

June'25 – May'26	Dols (000)
Spectrum	\$1,604.5
Good Feet Shoe Store	\$981.3
HMSA HI Medical Service Assn	\$783.3
First Hawaiian Bank	\$738.4
Leavitt Yamane & Soldner Attorneys	\$697.1

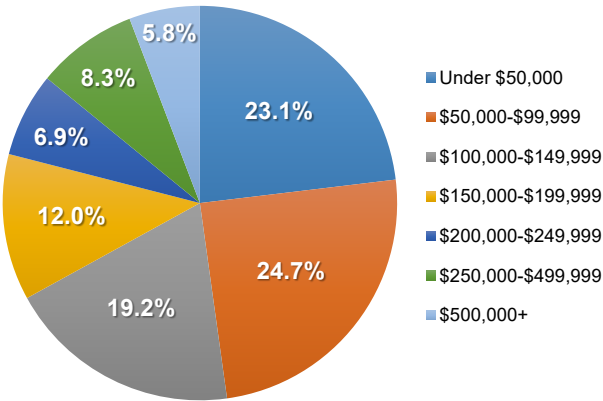
Market Close-Up: Honolulu, HI

The Honolulu market in the state of Hawaii has an estimated population of 1,448,098 in 2026. Some of the largest industries in this vast market include tourism and hospitality, military defense, healthcare and social assistance, transportation and logistics, government, and education. Some of the largest employers in the area include Servco, Island Insurance, Hawaii State Federal Credit Union, Diagnostic Laboratory Services, Ala Moana Dental Care, Seagull Schools, Mitsunaga & Associates, Inc., UHA Health Insurance, Kupu, Prince Resorts Hawaii, Aloha United Way, Proservice Hawaii, G70, and EnviroServices & Training Center.

Median HH Income
\$105,239

TV stations serving the area of Honolulu, HI	
KGMB	CBS, Outlaw, 365BLK, Bounce TV, True Crime Network, MyNetworkTV
KHNL	NBC, Antenna TV, Oxygen, Quest, Telemundo, Defy
KSIX	Telemundo, NBC, CBS
KHON	Fox, The CW, Grit, Rewind TV
KITV	ABC, MeTV, Hawaii TV, Start TV, Heroes & Icons, One Caribbean Television
KPXO	Ion Television, Court TV, Ion Mystery, Ion Plus, Busted, Game Show Central, HSN, QVC
KSIX	Telemundo, NBC, CBS

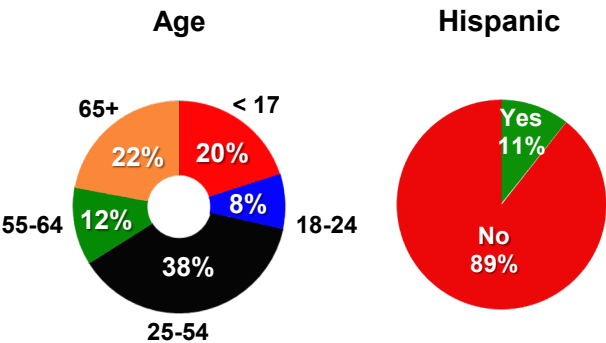
Estimated 2026 HH Income Honolulu, HI



Honolulu, HI Interesting Facts

- Honolulu has been featured in films like Jurassic Park, 50 First Dates, Jumanji: Welcome to the Jungle, and Godzilla thanks to its tropical landscapes.
- 'Iolani Palace was once the official residence of Hawaii's royal family and remains the only former royal palace in the United States.
- Diamond Head, called Lē'ahi by Hawaiians, is an iconic volcanic crater overlooking Honolulu with stunning views of the city and coastline.
- Honolulu is the hometown or birthplace of notable figures including Bruno Mars, Nicole Kidman, Israel Kamakawiwo'ole, and Duke Kahanamoku.

Honolulu, HI Demographic Overview



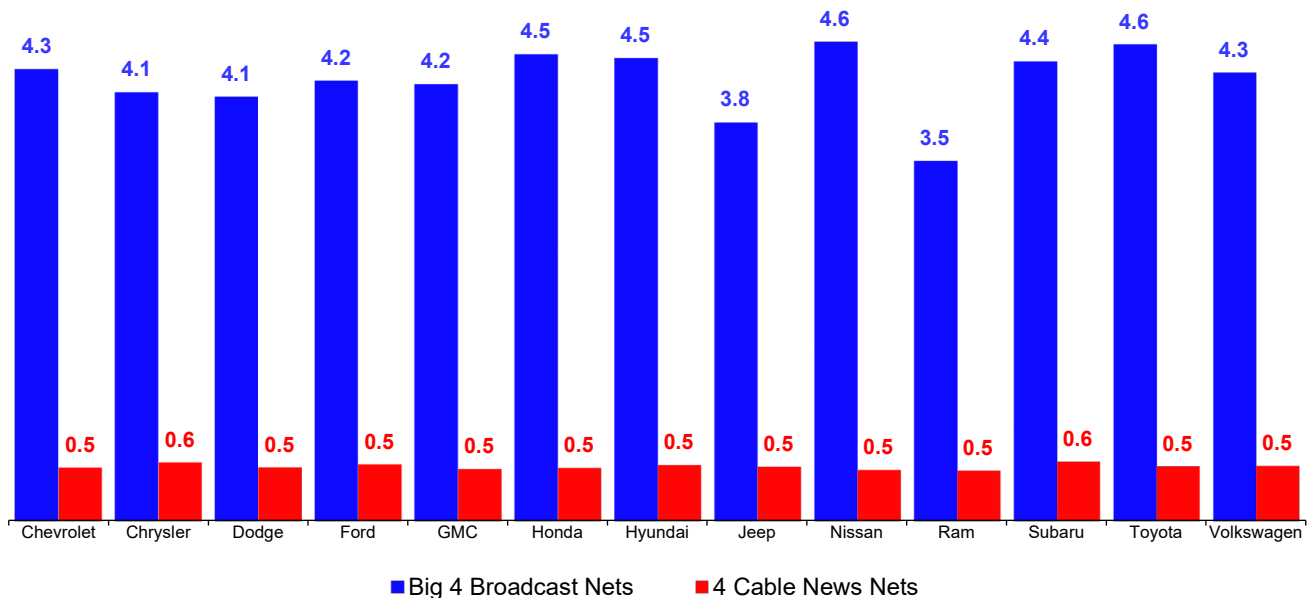
2025/26 Season

Local Market Close-Up: Honolulu, HI

Honolulu, HI				Series Ranker (6/1/2026 - 6/28/2026)			
Rtg Rnk	Series	Station	# Eps	Day	Local Time	Run Time	P18+ Live+1 Rtg
1	NBA Finals on ABC	KITV+ (ABC)	5	M, W, F, S	5:30 PM	188	188.0
2	NBA Trophy Presentation	KITV+ (ABC)	1	S	5:30 PM	54	54.0
3	KHON2 News at 6	KHON+ (FOX)	27	M, T, W, R, F, S, U	5:32 PM	30	30.0
4	FIFA MEN WC GS 10P-6/25	KHON+ (FOX)	1	R	5:00 PM	146	146.0
5	ABC World News Tonight With David Muir	KITV+ (ABC)	20	M, T, W, R, F	6:00 PM	30	30.0
6	ABC World News Tonight Sunday	KITV+ (ABC)	4	U	5:20 PM	30	30.0
7	Wheel of Fortune	KHON+ (FOX)	24	M, T, W, R, F, S	8:17 PM	30	30.0
8	FOX+TUBI MWC GS 9P-6/12	KHON+ (FOX)	1	F	5:30 PM	152	152.0
9	CBS Weekend News	KGMB+ (CBS)	8	S, U	6:17 PM	30	30.0
10	CBS Evening News	KGMB+ (CBS)	20	M, T, W, R, F	7:00 AM	30	30.0
11	FIFA MEN WC GS 3P-6/19	KHON+ (FOX)	1	F	7:00 PM	158	158.0
12	Hawaii's World Report	KHON+ (FOX)	18	M, T, W, R, F	8:00 AM	30	30.0
13	Hawaii News Now at 5:00pm	KGMB+ (CBS)	28	M, T, W, R, F, S, U	7:00 AM	30	30.0
14	Hawaii News Now: Sunrise at 8:00 Weekend	Independent (Broa	8	S, U	8:00 AM	60	60.0
15	Tracker	KGMB+ (CBS)	3	U	9:17 PM	60	60.0
16	KHON2 News at 5	KHON+ (FOX)	16	M, T, W, R, F	11:30 PM	30	30.0
17	60 Minutes	KGMB+ (CBS)	4	U	11:09 PM	60	60.0
18	America's Got Talent	KHNL+ (NBC)	9	M, T, F	7:01 PM	120	120.0
19	KHON2 NEWS AT 7	KHON+ (FOX)	7	M, T, W, R, F	4:14 PM	30	30.0
20	Hawaii News Now at 6:00pm	KGMB+ (CBS)	21	M, T, W, R, F	6:00 AM	30	30.0

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Auto Ownership by Make (Comscore)



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



Data Sources:

2026 GfK/NIQ TVB Purchase Funnel Study: Hispanic Adults 18+

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: Honolulu, HI

Comscore Market: Honolulu, HI