

# TVB

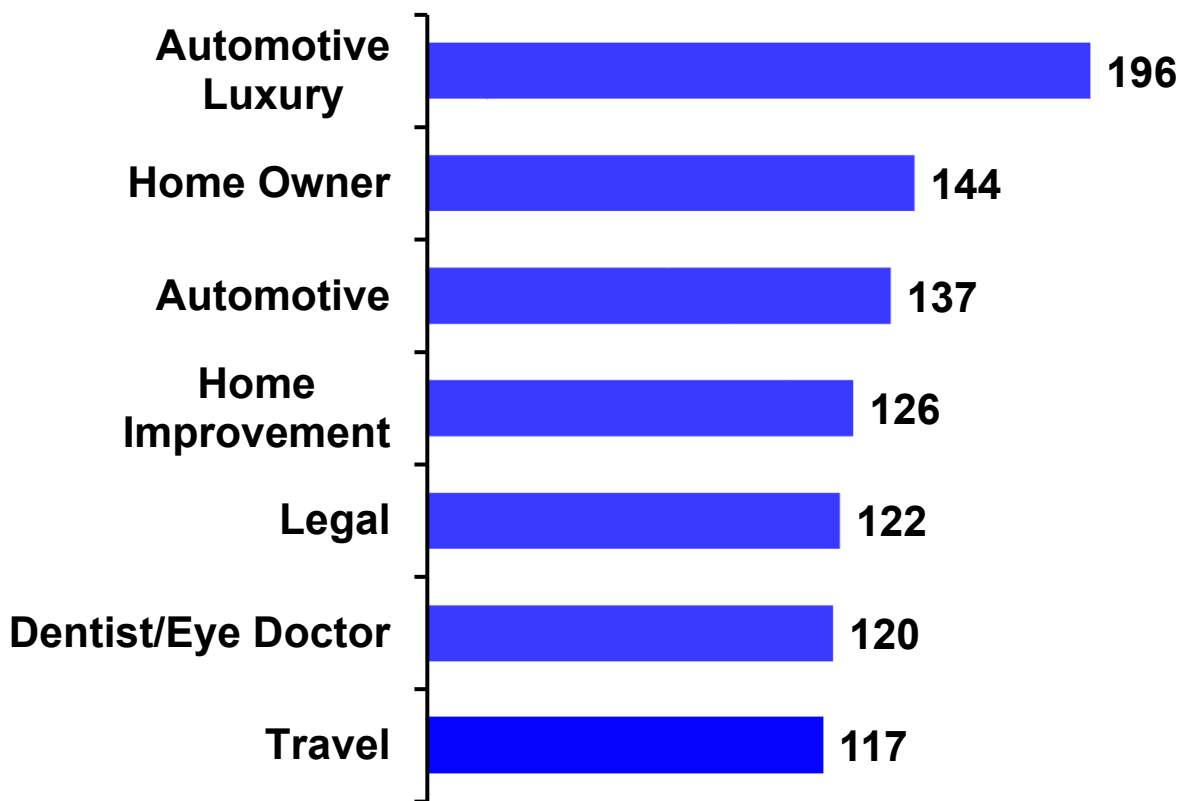
Local Media  
Marketing Solutions



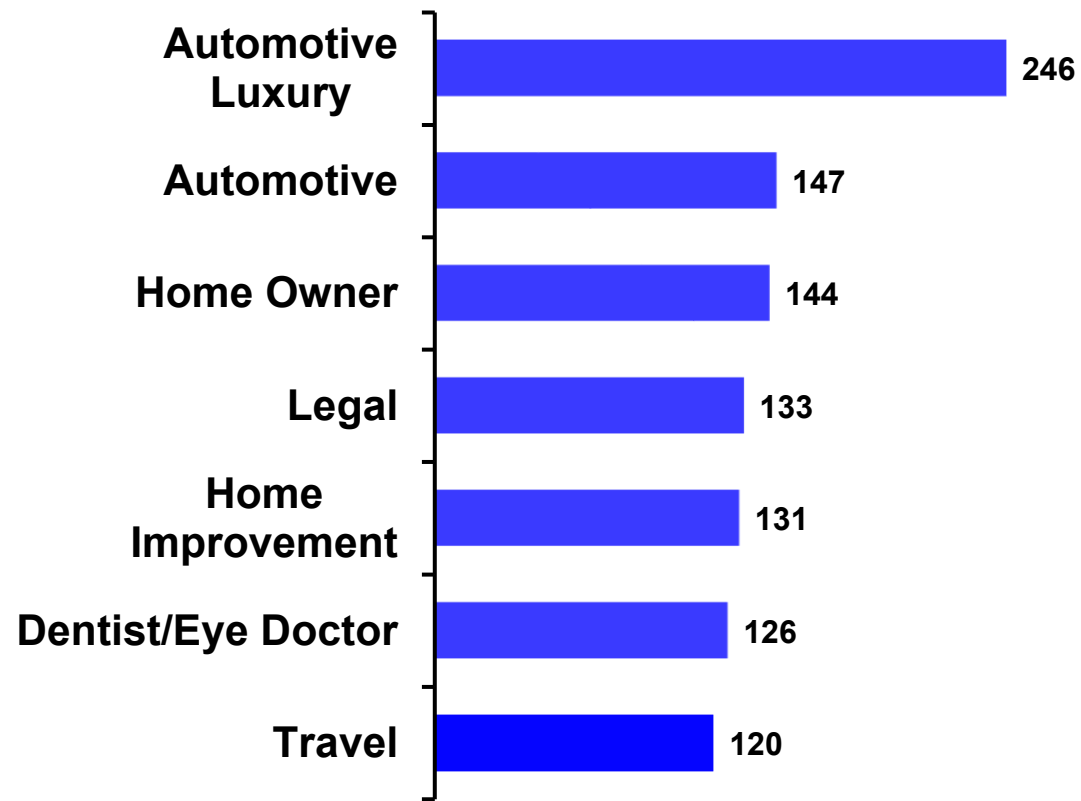
## High-Net-Worth 2025

# Many of Local Broadcast TV Top Categories Over Index For High-Net-Worth Households

**A18+ HH Net-Worth \$500K+**  
Index vs. Adults 18+



**A18+ HH Net-Worth \$1M+**  
Index vs. Adults 18+



# Because of High-Net-Worth HHs' Significance in Many Key Local Categories...

TVB began including this question in recent surveys:

*"what is the current approximate total net-worth of your household? This includes the estimated value of your home, other real estate, vehicles, all personal and household possessions as well as bank accounts, stocks, bonds, equity in your company and other investments."*

We defined high-net-worth as those with a net-worth of \$500,000 or more. Where the sample allowed, we were able to break this down further to one million+.

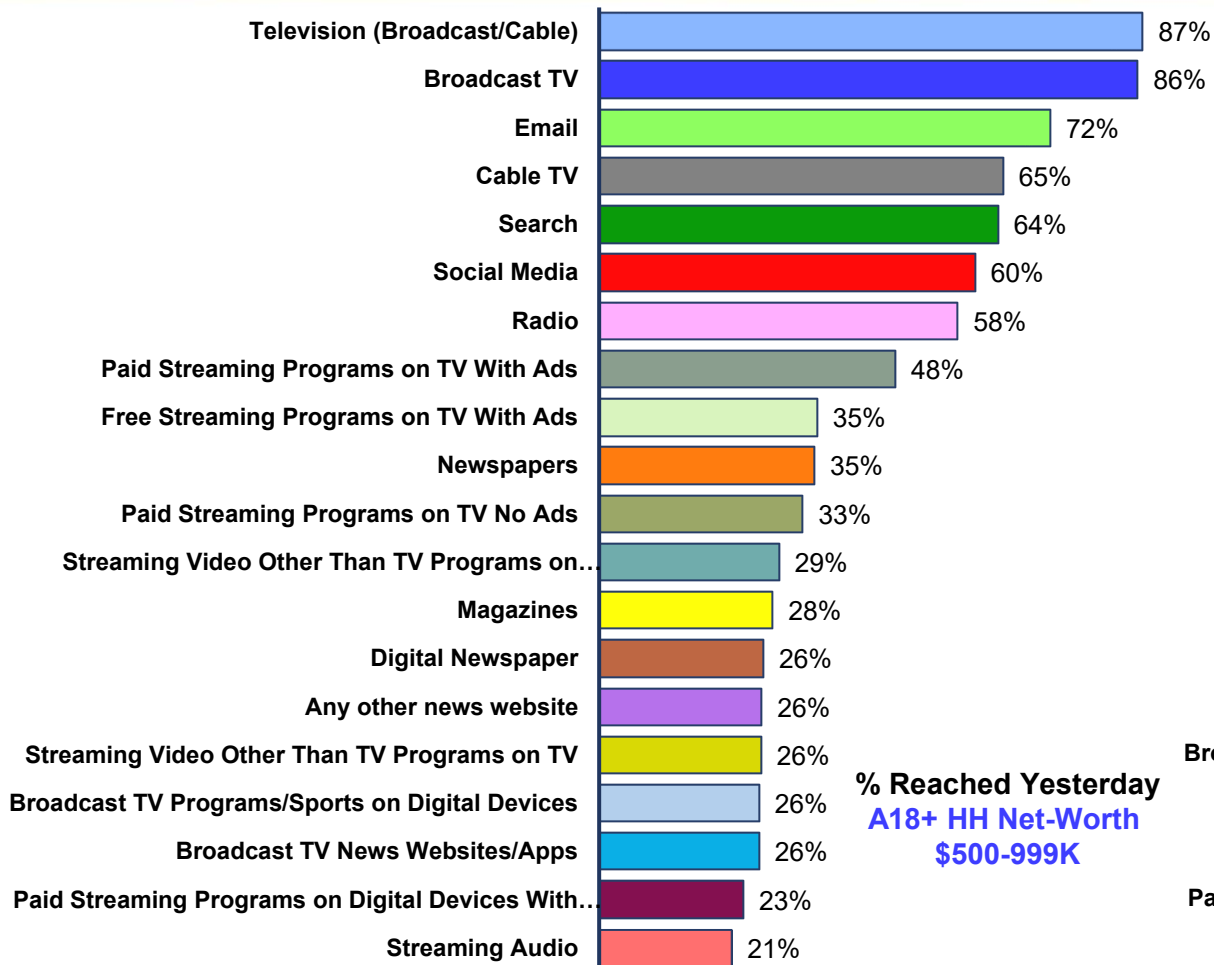
**From our studies, we learned there is a very strong story for broadcast TV among high-net-worth households**

# **Broadcast TV Plays A Key Role For Reach And Time Spent Amongst High-Net-Worth Households**

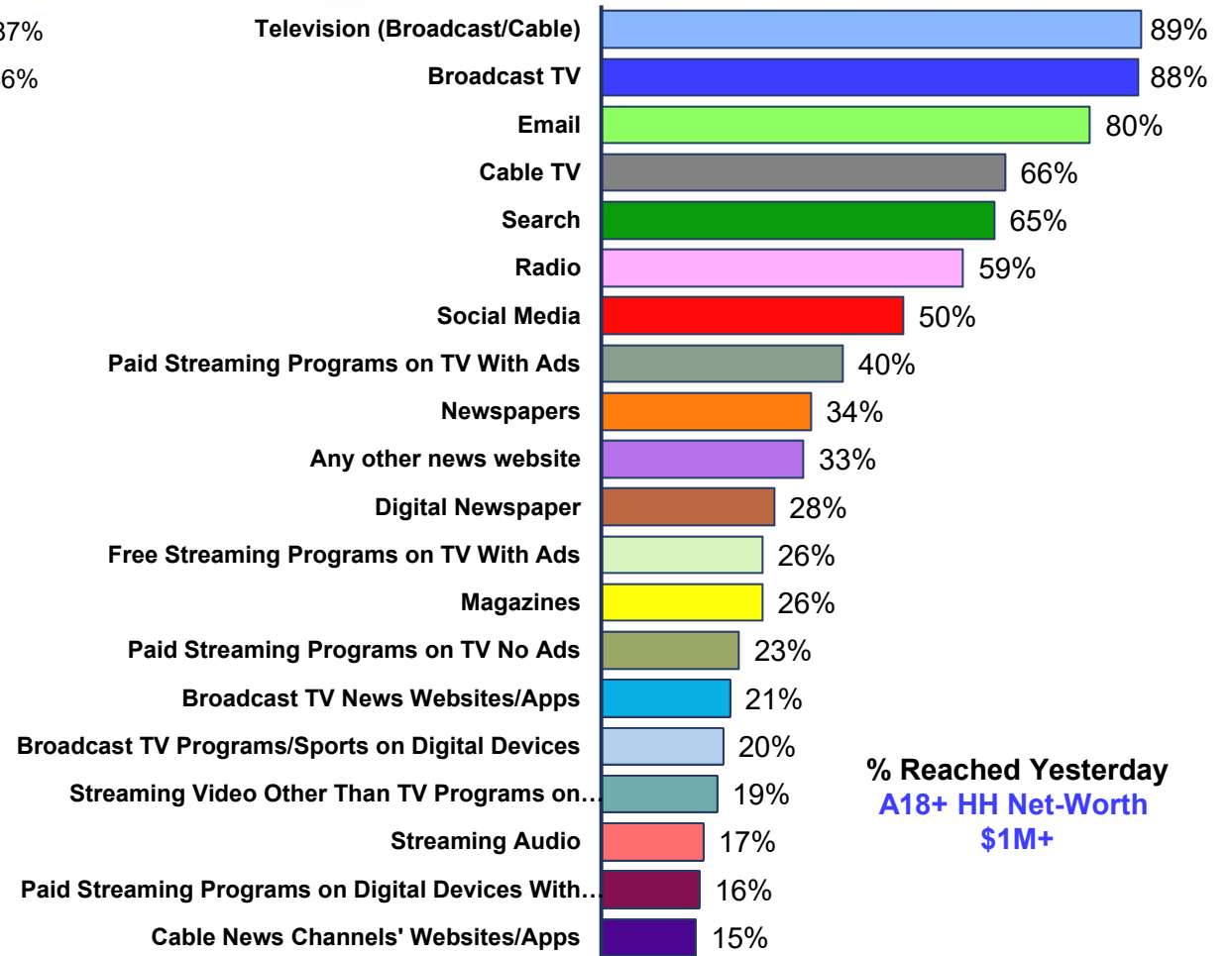


# TV Has Highest Reach of All Platforms Measured

## Broadcast Leads the Way For High-Net-Worth Households

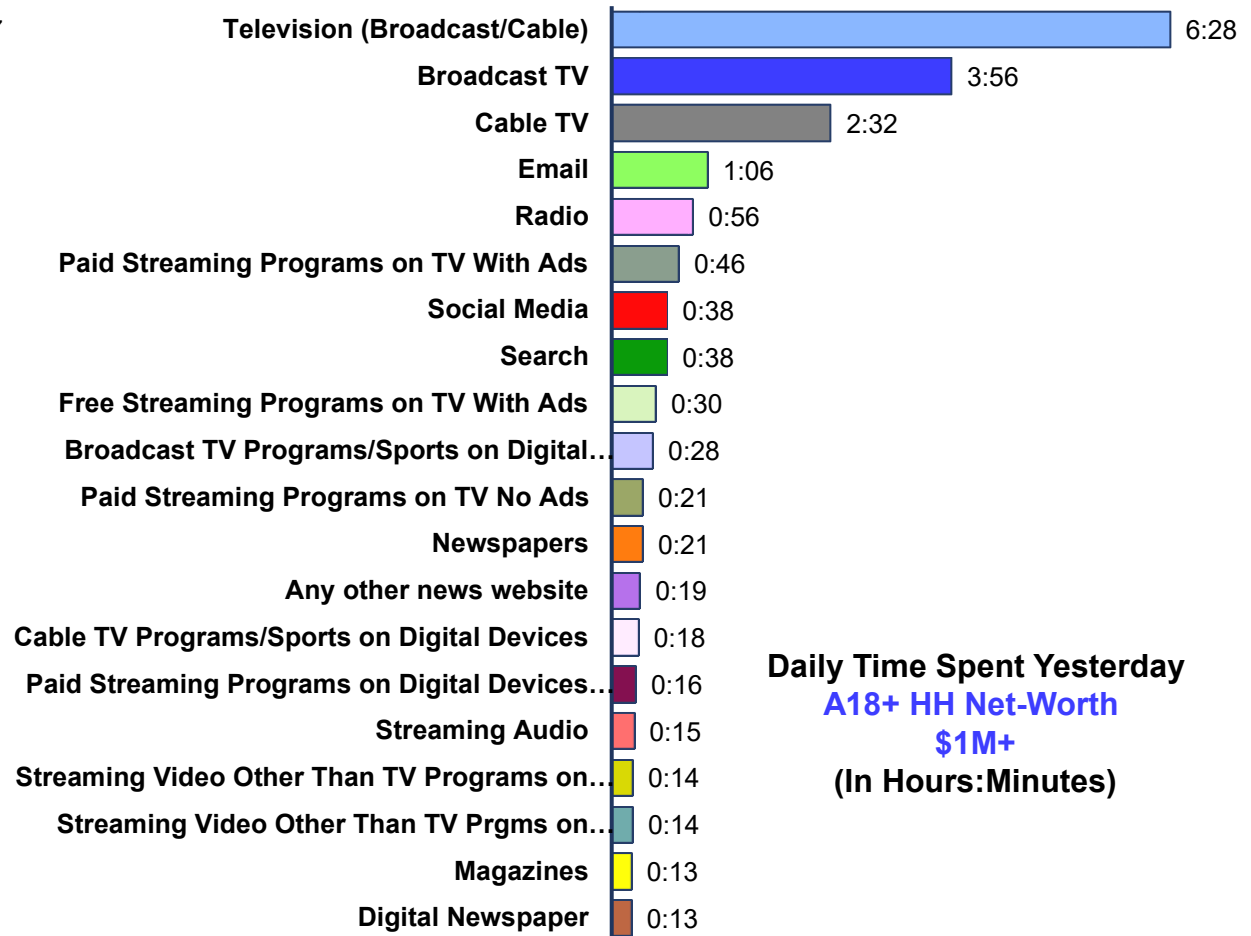
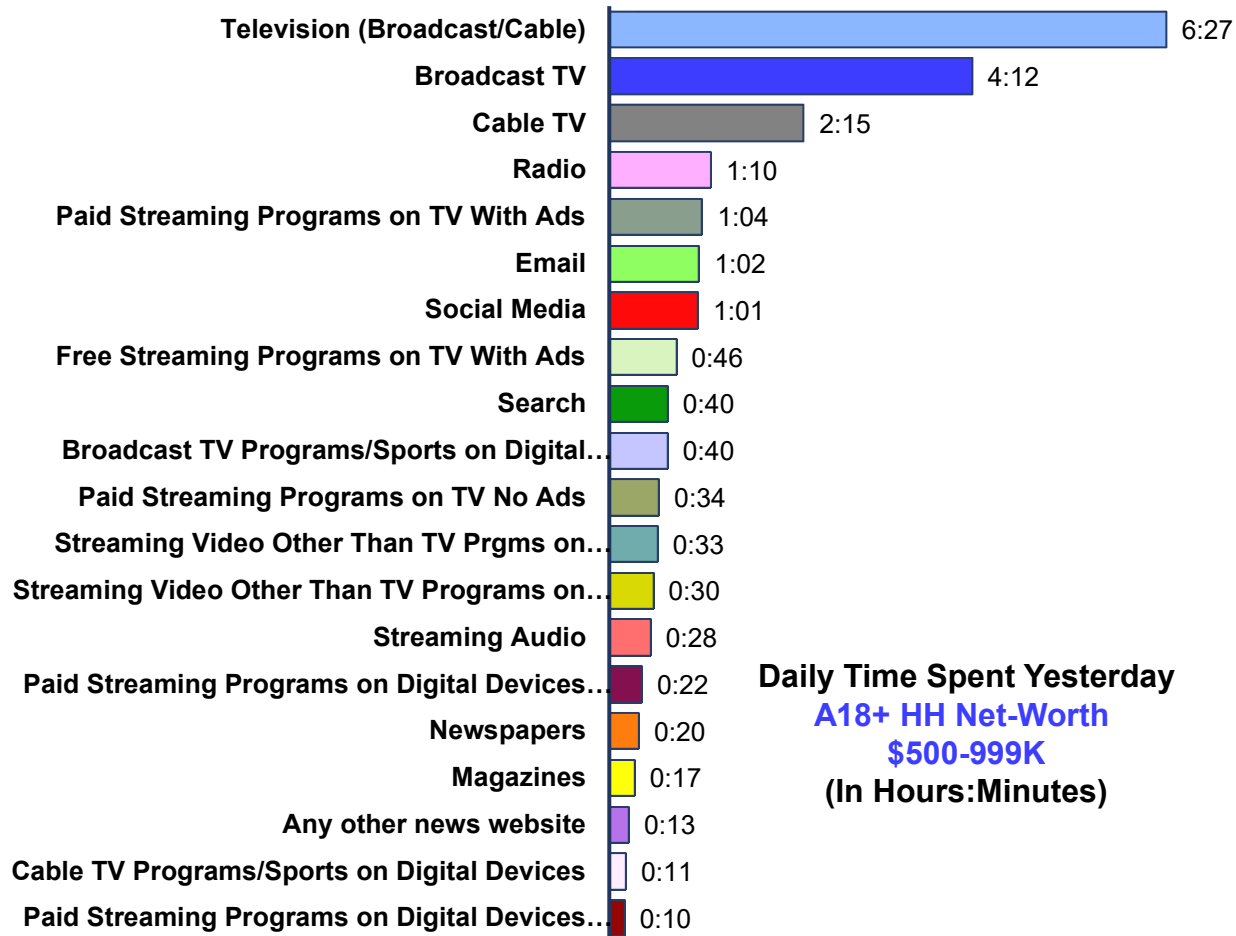


**% Reached Yesterday**  
A18+ HH Net-Worth  
\$500-999K

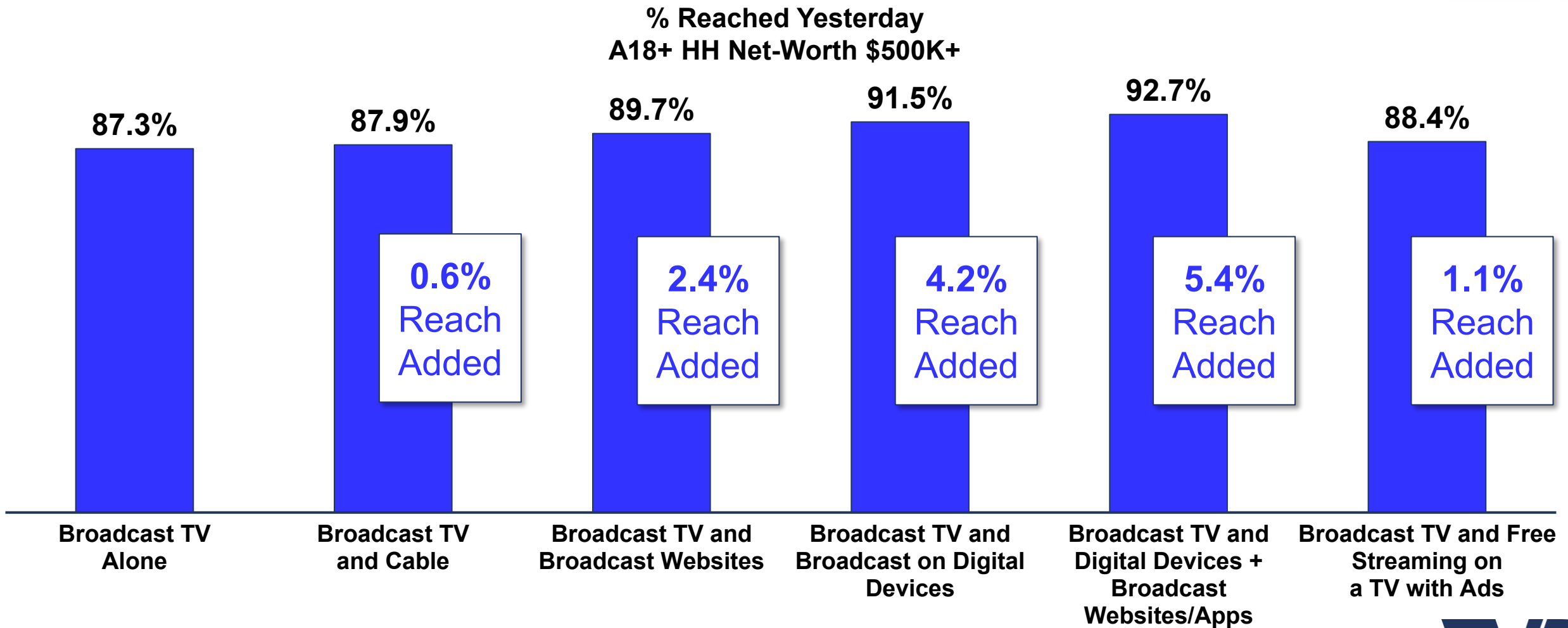


**% Reached Yesterday**  
A18+ HH Net-Worth  
\$1M+

# High-Net-Worth Households Spend the Most Time with Television



# Broadcast Websites & Broadcast TV on a Digital Device Added More Reach to Broadcast TV Than Cable For High-Net-Worth Households

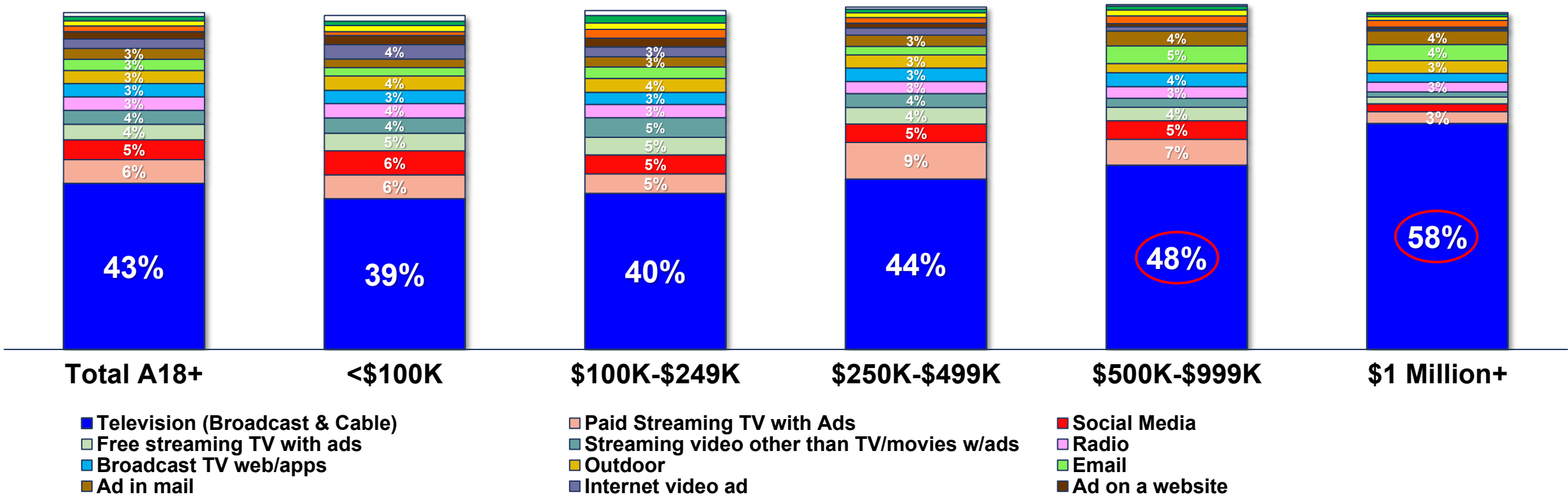


# Television Plays A Key Role In Influencing The Consumer's Purchase Decision



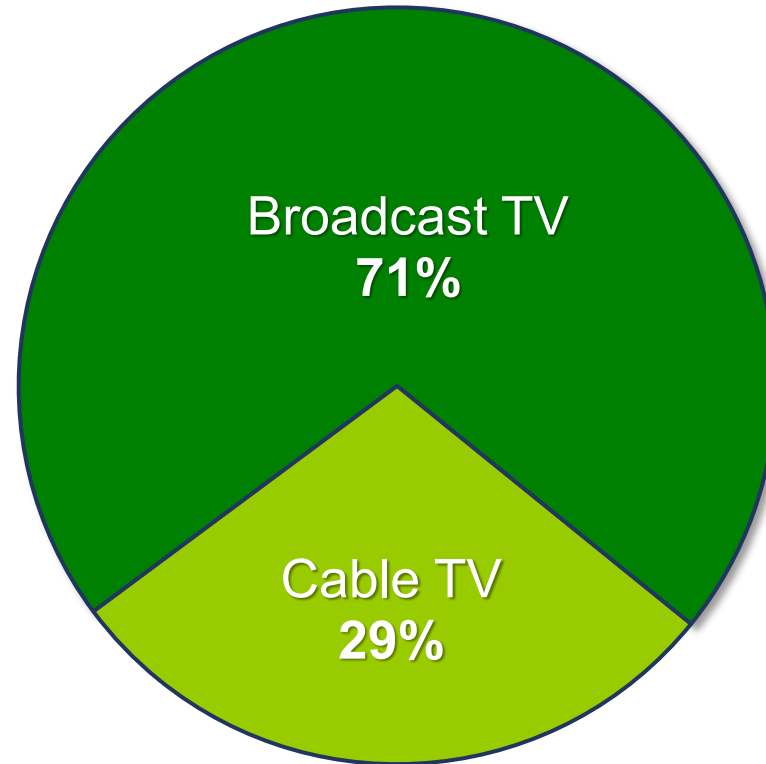
# The Higher The Net-Worth, The Higher Television's Importance for Awareness

% Household Net-Worth  
Awareness Stage



# Of Those that Cited TV as the Most Important in Awareness Phase, 71% Picked Broadcast TV

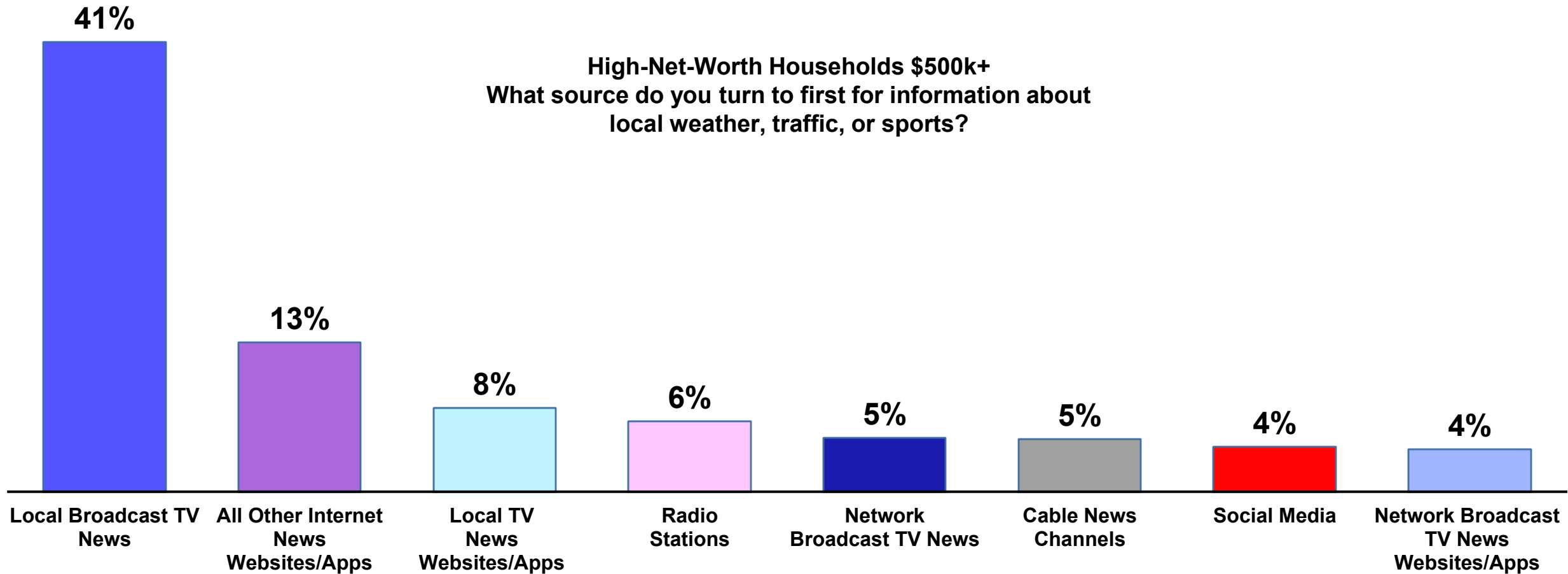
## % High-Net-Worth Households \$500k+



### Broadcast TV

Total A18+	70%
\$500K-\$999K	70%
\$1 million +	73%

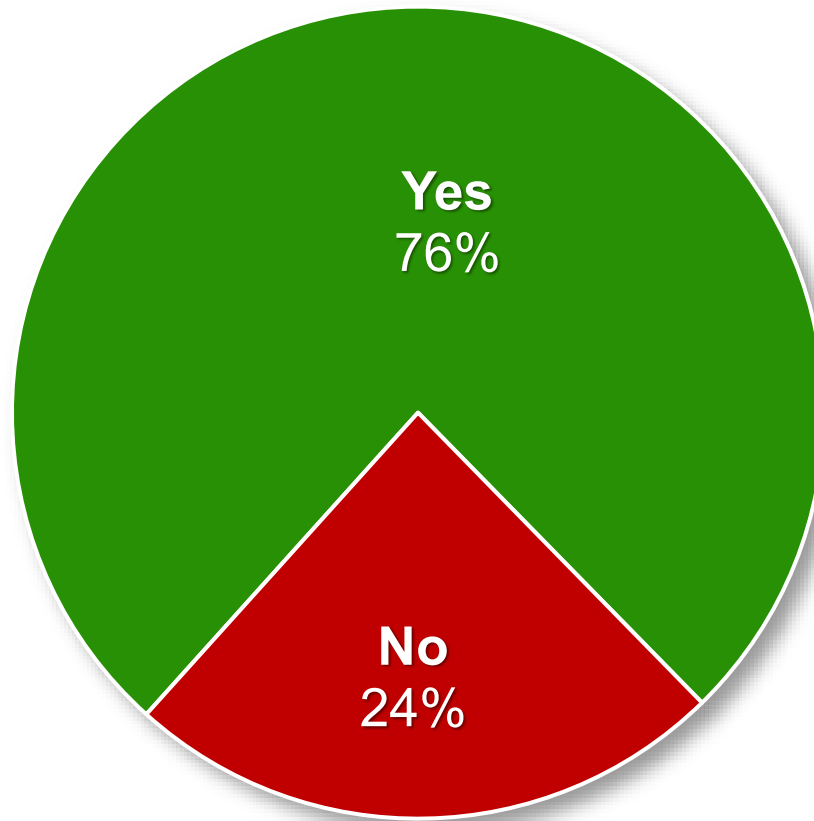
# The Primary Source For Local Traffic, Weather & Sports for High-Net-Worth Households: Local Broadcast Television News



Source: GfK/NIQ TVB Media Comparisons Study 2025. Persons 18+ HH Net-Worth \$500K+. Includes only those who chose a media. Q06 - What source do you turn to first for information about local weather, traffic, or sports? National & Local Newspapers & websites/apps, Cable News Websites/apps, Radio Websites/Apps, National Newspapers, Public TV News. Streaming Radio & Podcasts were under 3% each. Streaming news includes programs like ABC News Live, NBC News Now, Live Now from Fox on Roku, Tubi, etc.

# “Have TV ads influenced your search selections?”

**% High-Net-Worth Households \$500k+**

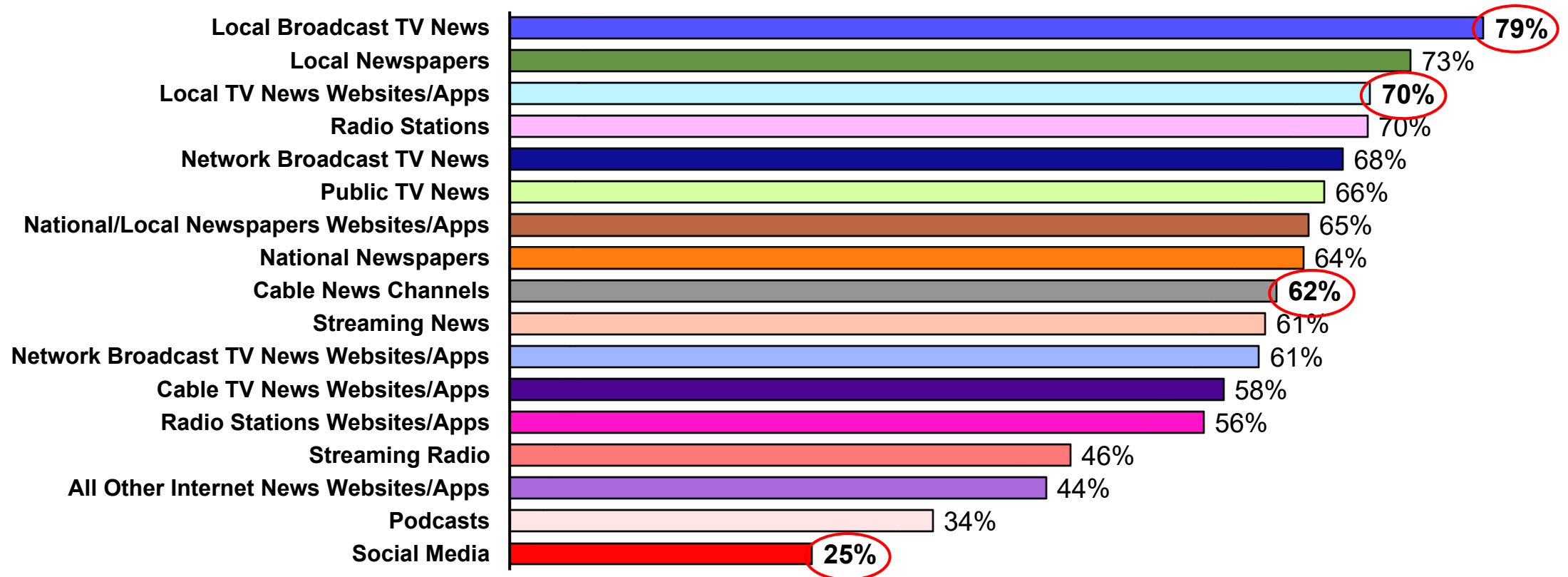


Source: GfK/NIQ TVB Purchase Funnel 2025 High-Net-Worth Households \$500K+

QA10 “When doing an online search, how often, if at all, have TV ads you have seen influenced you in some ways in your search?” (Yes = combination of every time, Most of the time & Sometimes) Among those who do online searches.

# Local Broadcast Television News: #1 For Trust

I trust the News that I see/hear on this media source:  
Percent A18+ HH Net-Worth \$500K+ Agree



Source: GfK/NIQ TVB Media Comparisons Study 2025. Persons 18+ HH Net-Worth \$500K+. Agree Strongly or Agree Somewhat.

Q09 - For each source, please indicate the extent to which you agree or disagree with the following statement: I trust the News that I see/hear on this media source. Streaming news includes programs like ABC News Live, NBC News Now, Live Now from Fox on Roku, Tubi, etc.

# **TV Significantly Affects Conversations Amongst High-Net- Worth Household**

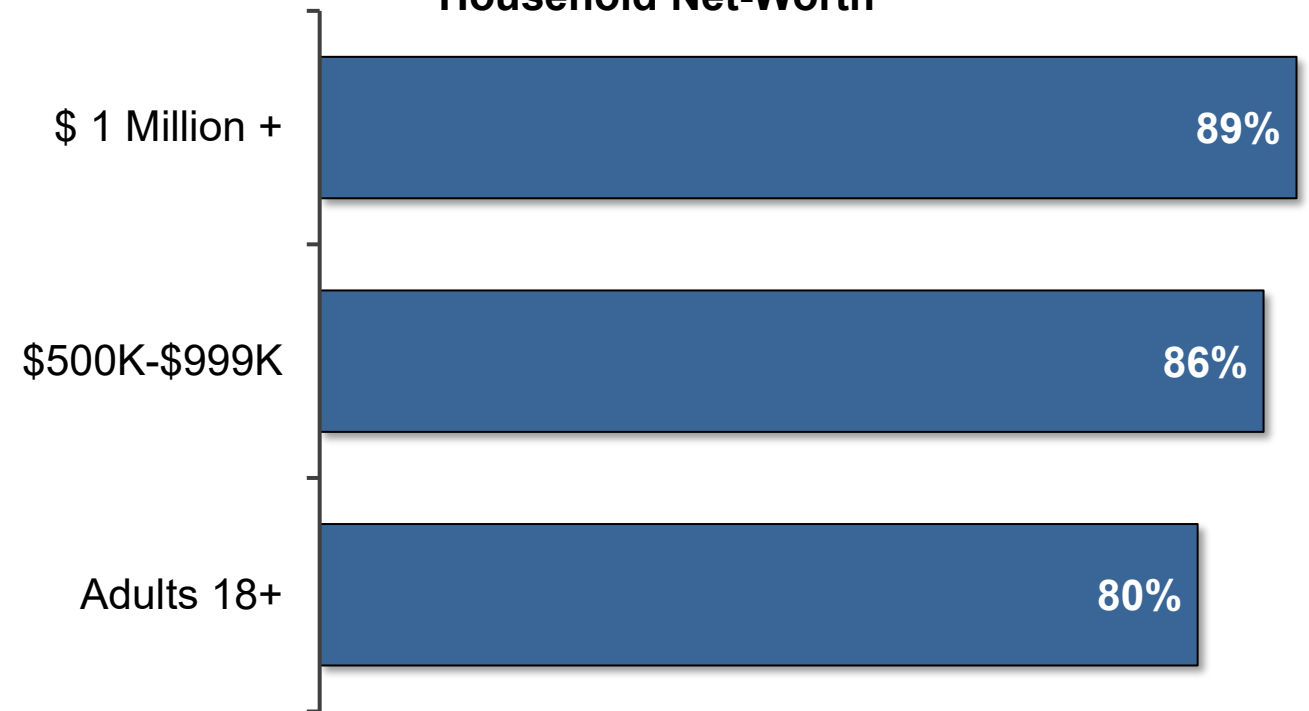


# High-Net-Worth Much More Likely to Have Conversations About News of the Day

## News of the Day

- Local/regional news
- National/international news
- Sports
- Weather
- Traffic/transit
- Politics

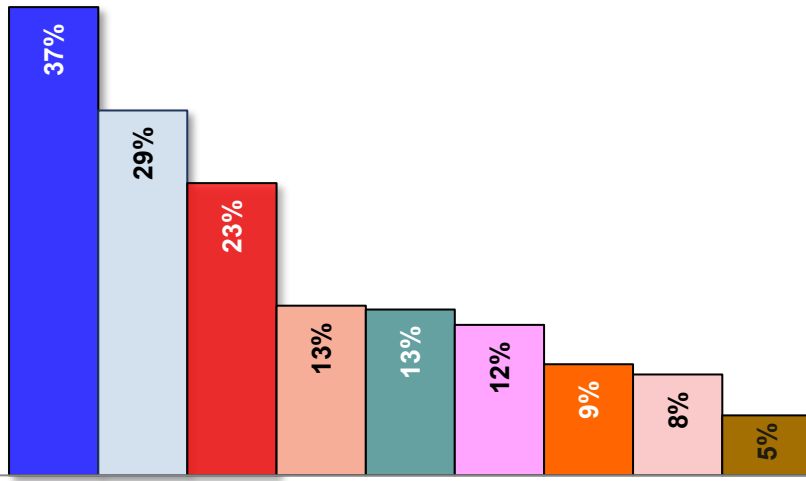
**% A18+ Daily Conversations About News of The Day Topics “Yes” Household Net-Worth**



# High-Net-Worth Households: Conversations About News Are Significantly Affected By Television

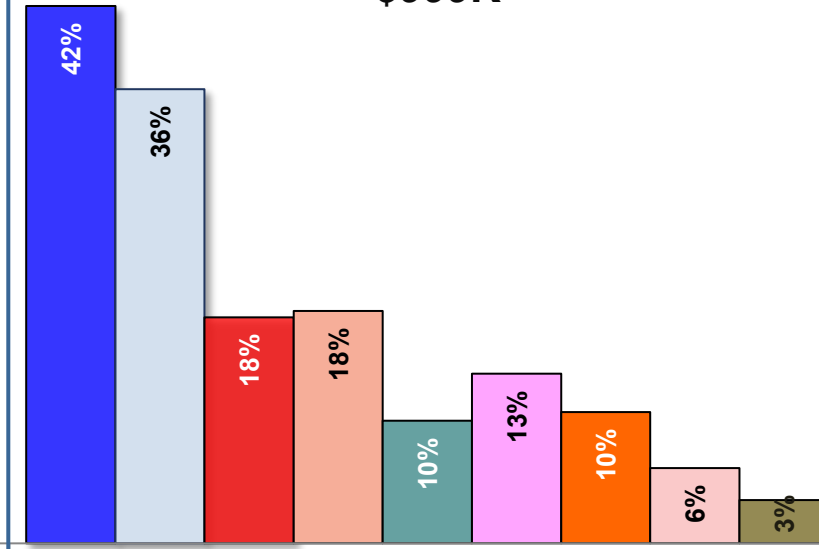
% A18+ Conversations Affected By External Factors, either as a conversation spark or through being referenced in conversation.

A18+



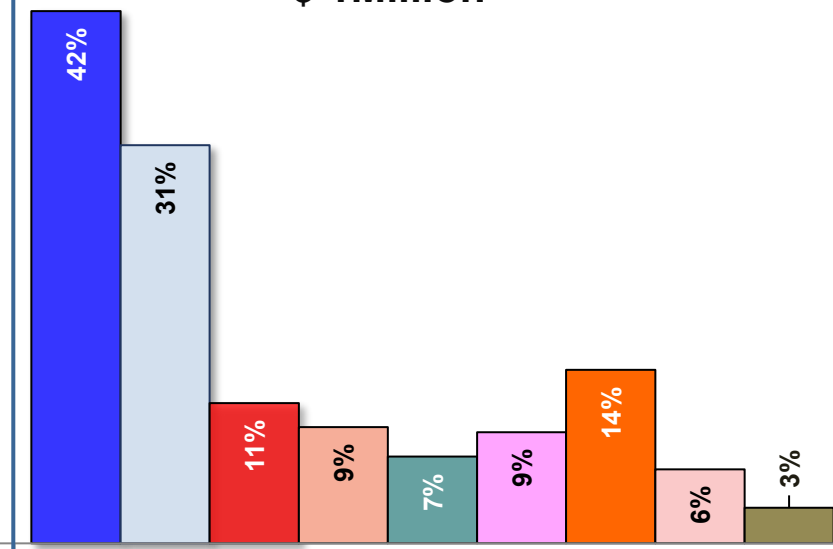
News of The Day

HH Net Worth \$500K-  
\$999K



News of The Day

HH Net Worth \$1Million+



News of The Day

- TV (Broadcast & Cable)
- Streaming TV w/ads
- Newspapers (print only)

- Local Broadcast TV web/apps
- Streaming video other than TV/movies (YouTube)
- Podcasts

- Social Media
- Radio
- Mail

# Local Broadcast TV News Is The Most Shareworthy News Platform For High-Net-Worth Households

% Likely to Share News From....

Media Platform	HH Net-Worth \$500K-\$999K	HH Net-Worth \$ 1 Million+
<b>Local broadcast TV news</b>	<b>63%</b>	<b>62%</b>
Local broadcast TV news web/apps	57%	51%
National broadcast TV news	58%	54%
National broadcast TV news web/apps	53%	47%
Cable TV news	55%	48%
Cable TV news web/apps	54%	43%
Streaming national news	54%	44%
Online only news web/apps	43%	37%
Email newsletters	38%	27%
Podcasts	41%	29%
Social media	37%	23%

# High-Net-Worth Summary

- Many of local broadcast TV top categories over index for high-net-worth households
- TV has the highest reach, and people spend the most time with TV out of all media platforms studied.
- The higher the net-worth, the higher television's importance for awareness
  - Of those that cited TV as the most important in awareness phase, 71% picked broadcast TV
- Local TV news is the most trusted and primary source for news. Local TV news websites/apps is the most trusted digital source with social media being the least trusted.
- High-Net-Worth households' conversations about news are significantly affected by Television

# Thank You!

