

TVB

Local Media
Marketing Solutions

High-Net-Worth 2025 Synopsis



Key Findings: High-Net-Worth

- TV has the highest reach, and people spend the most time with TV out of all media platforms studied.
- Exposure to a media platform is not a guarantee of consumer importance, except for 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
- Television is the most important influencer at all stages of the purchase funnel among high-net-worth households
 - Television's influence on awareness grows as household net-worth increases.
- Total broadcast assets can reach 93% of High-Net-Worth households.
- Broadcast and Streaming: it's not an either/or decision, it's an AND:
 - For time spent on a TV screen with ads, High-Net-Worth households spend more time with linear TV than the average A18+
 - Advertisers can not reach those High-Net-Worth households who stream with no ads, but broadcast assets can.

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

TVB began including this question in recent surveys:

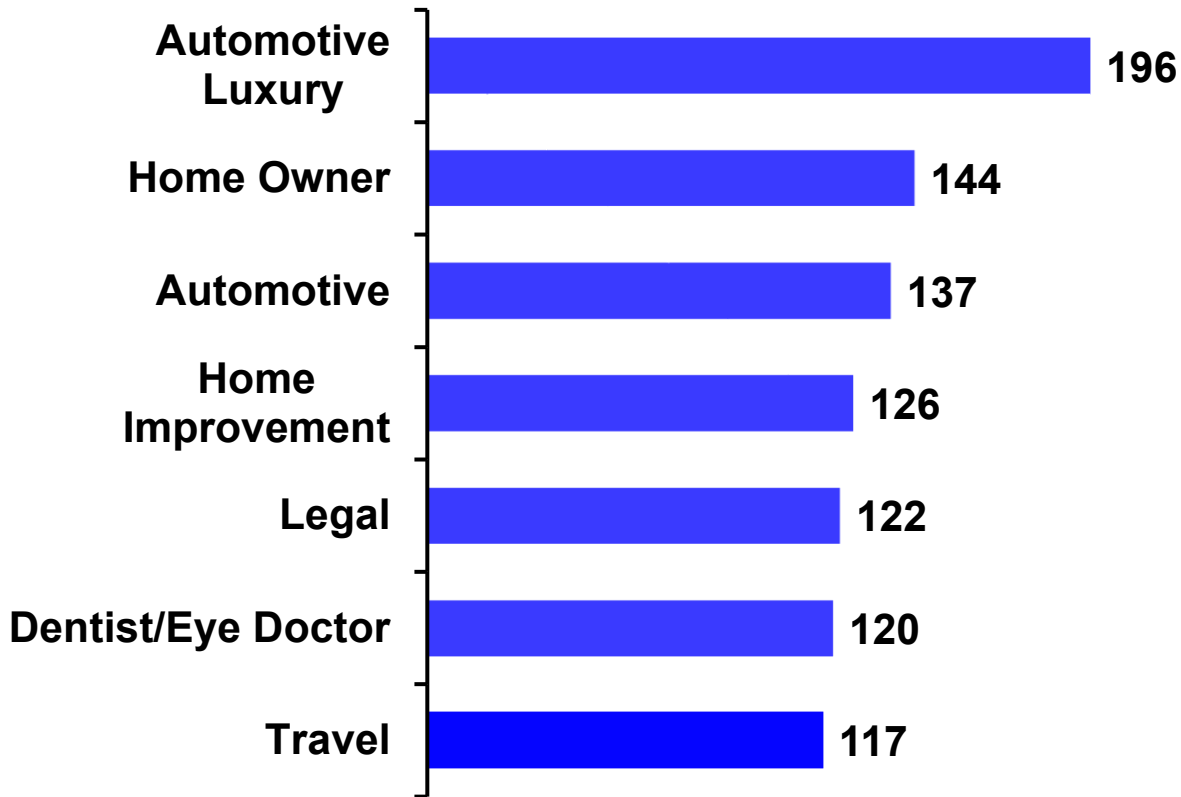
"what is the current approximate total net-worth of your household? This includes the estimated value of your home, other real estate, vehicles, all personal and household possessions as well as bank accounts, stocks, bonds, equity in your company and other investments."

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+.

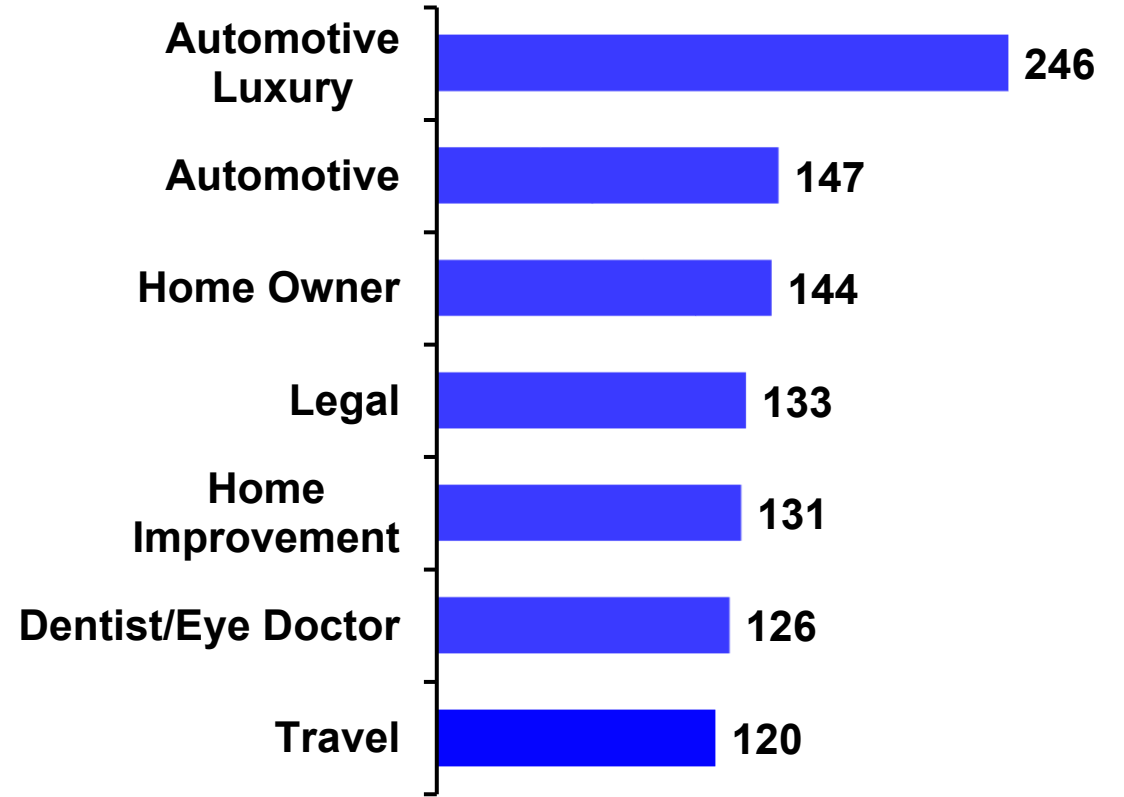
From our studies, we learned there is a very strong story for broadcast TV among high-net-worth households

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

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

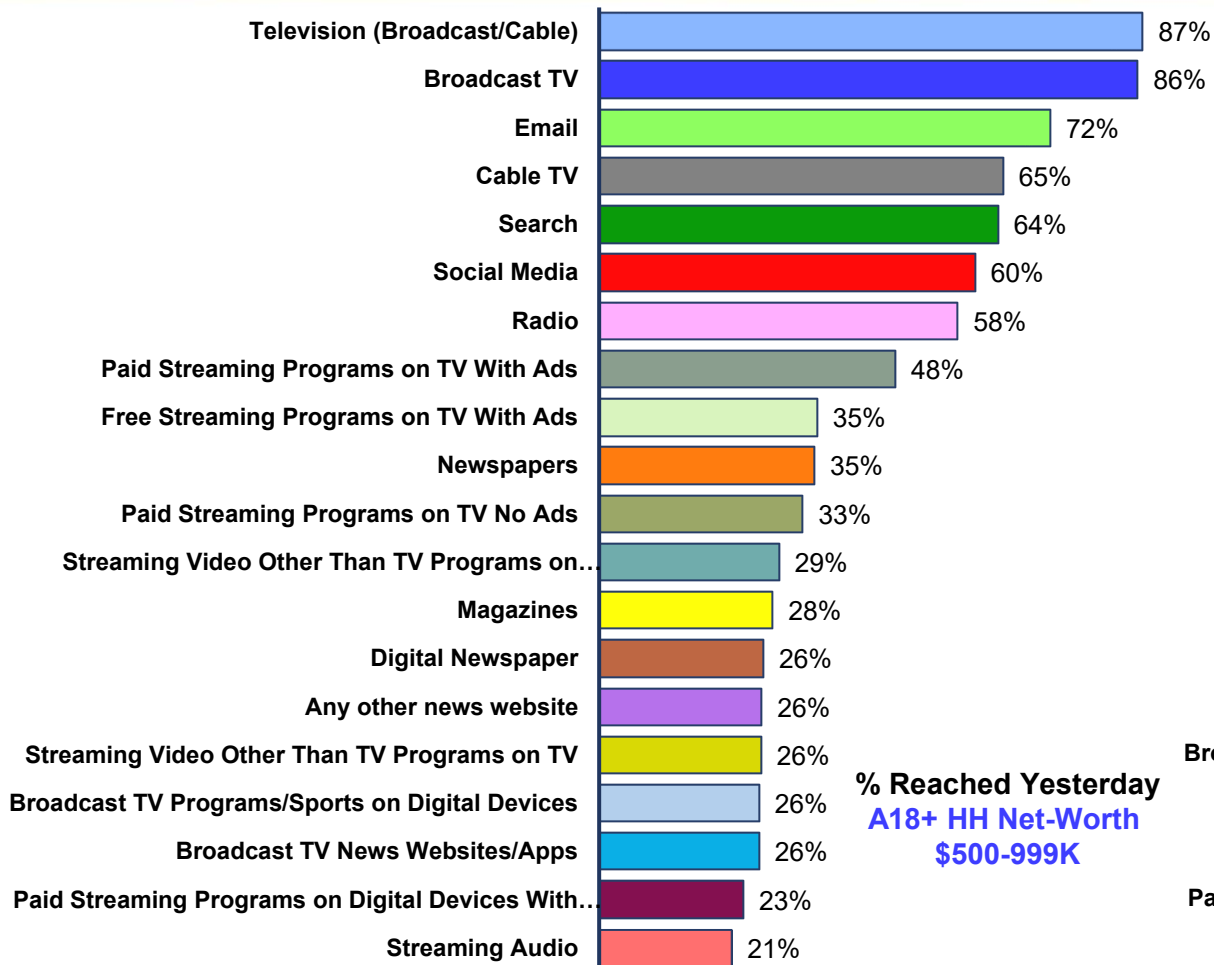


A18+ HH Net-Worth \$1M+
Index vs. Adults 18+

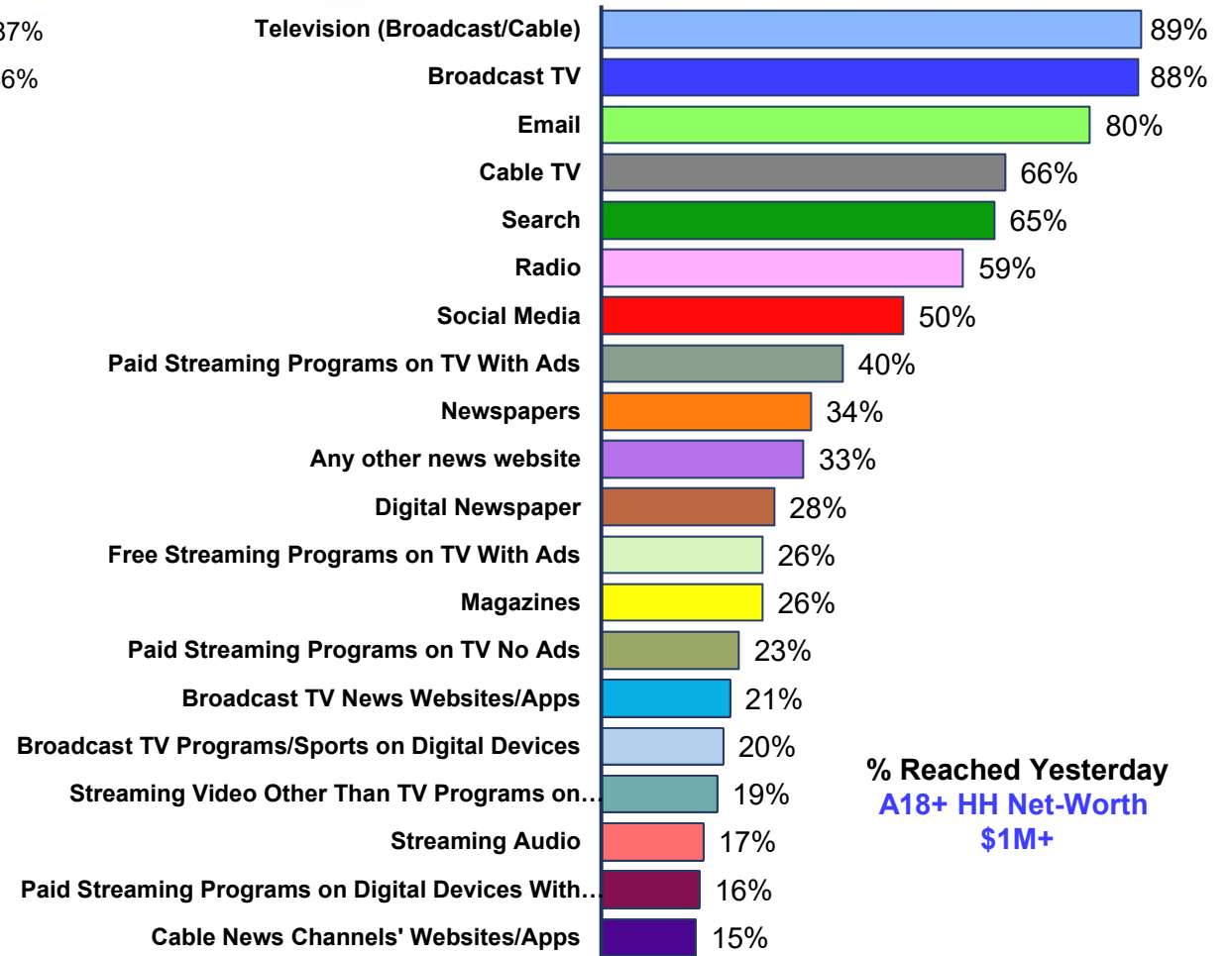


TV Has Highest Reach of All Platforms Measured

Broadcast Leads the Way For High-Net-Worth Households



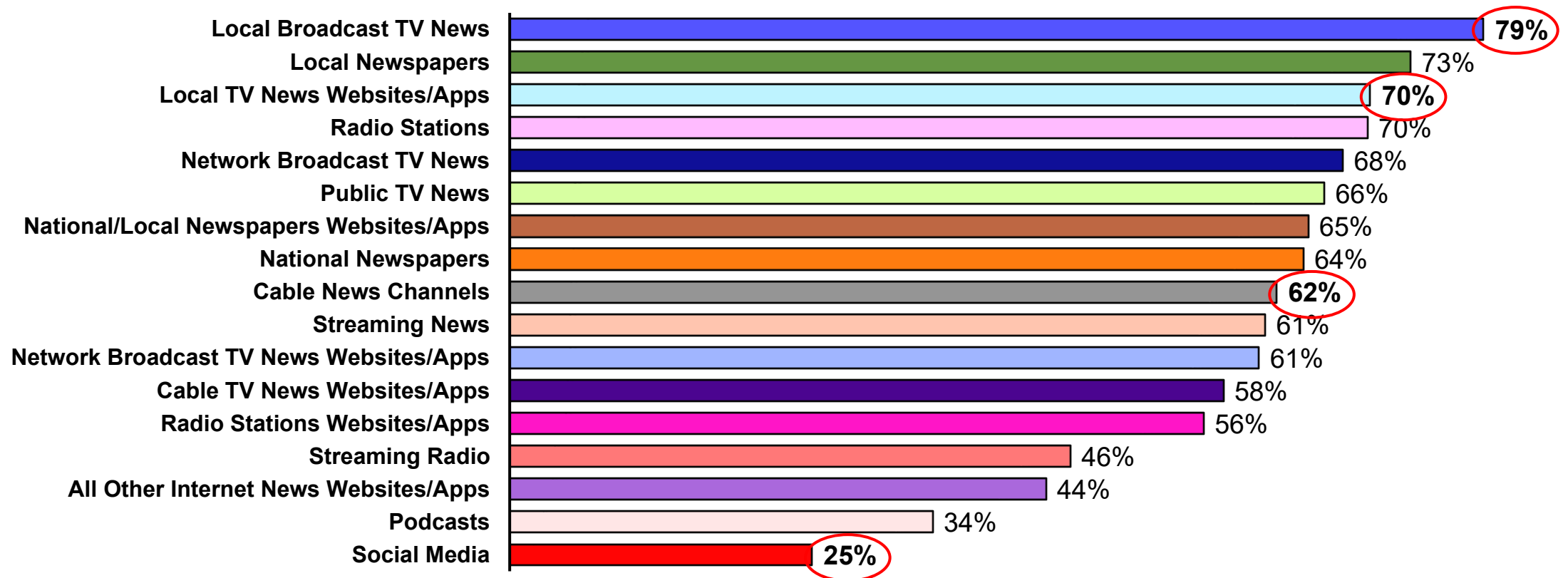
% Reached Yesterday
A18+ HH Net-Worth
\$500-999K



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

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.