

TVB

Local Media
Marketing Solutions

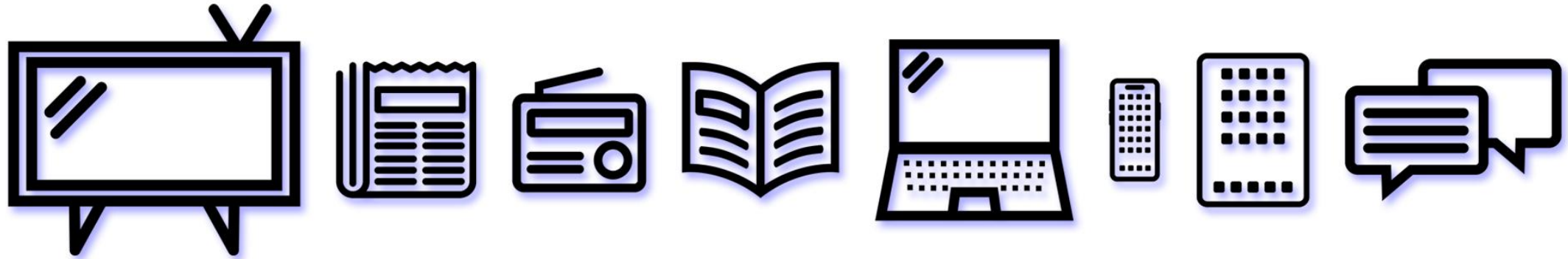
Media Comparisons 2025 Synopsis

Media Comparisons: Key Insights

- Broadcast TV has the highest reach and time spent of all media platforms studied, for all age groups and categories measured.
- Broadcast websites & broadcast TV on a digital device added more reach to broadcast TV than cable.
- Local Broadcast TV is turned to most for local news and is the most trusted.
- Television ads are motivation to do further research online.
- Broadcast digital assets alone reach between 34% to nearly half of respondents depending on segment/category.
- Total broadcast assets can reach 90% of key segments & categories.
- 43% cite local broadcast television assets as most involved in their community as compared to social media's 16%
- Numbers quoted for streaming by the industry include streaming without ads. When looking only at platforms that have advertising, linear TV represents 70% of the viewing time.
- If they watch streaming on a TV set, they are reached by Broadcast as well.

Purpose of The 2025 Media Comparisons Study

To gain an understanding of media usage, reach and time spent across traditional and digital platforms, and within market segments



The TVB commissioned GfK/NIQ to do the study.

Research Methodology Overview

WHO:

- Interviews were collected via opt-in panel aligned demographically with Census Bureau data.
- The base sample included over 4,000 Adults 18+:
 - 3,730 English-speaking panelists 18+ years of age and
 - An augment of 280 **Spanish speaking Hispanics** 18+ years of age.

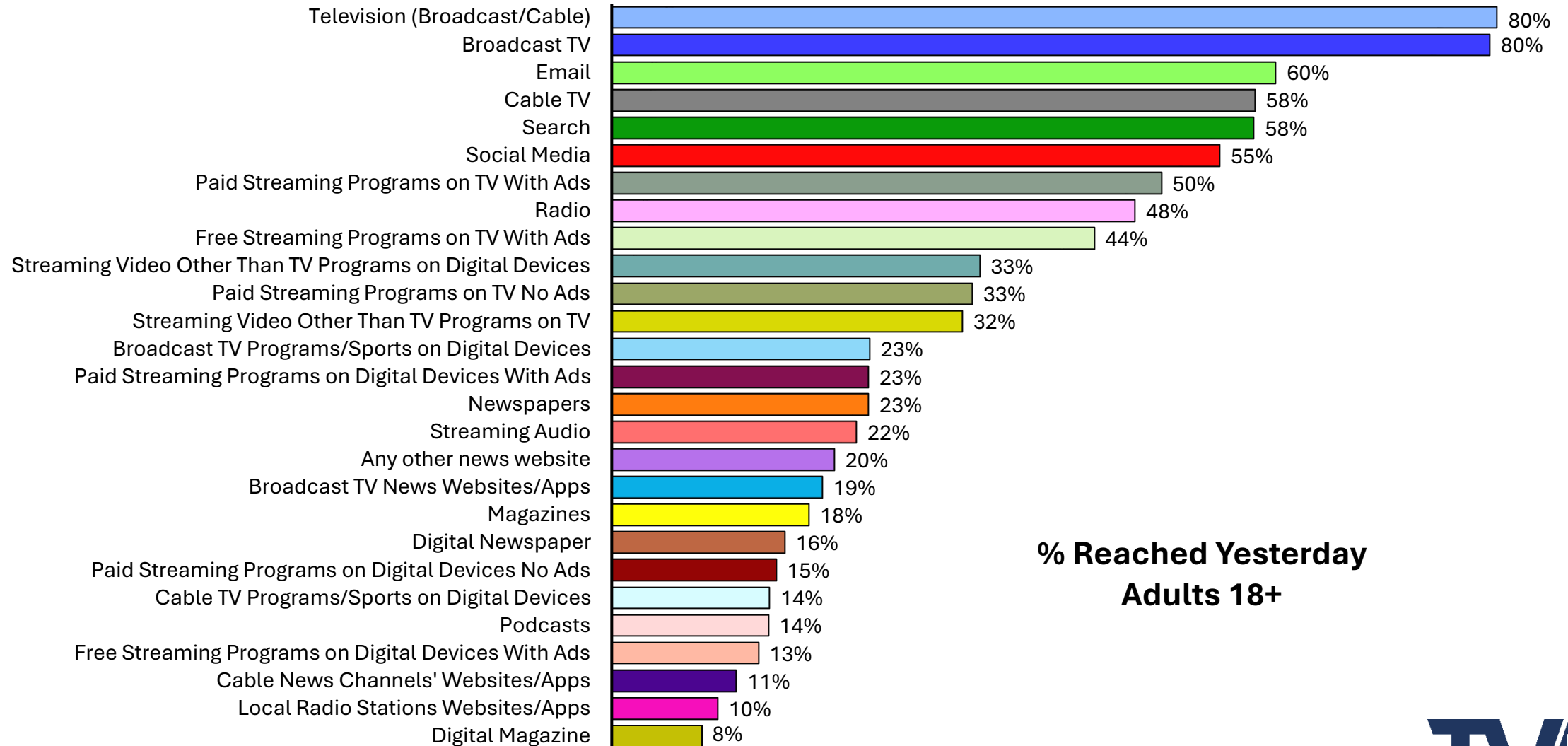
How:

- Via a 20 minute online quantitative survey.
- Care was taken to have an equal number of respondents reporting on each individual day so as not to overweight any individual day.

WHEN: Interviews took place November 7th through December 11th, 2024.

TV Has Highest Reach of All Platforms Measured

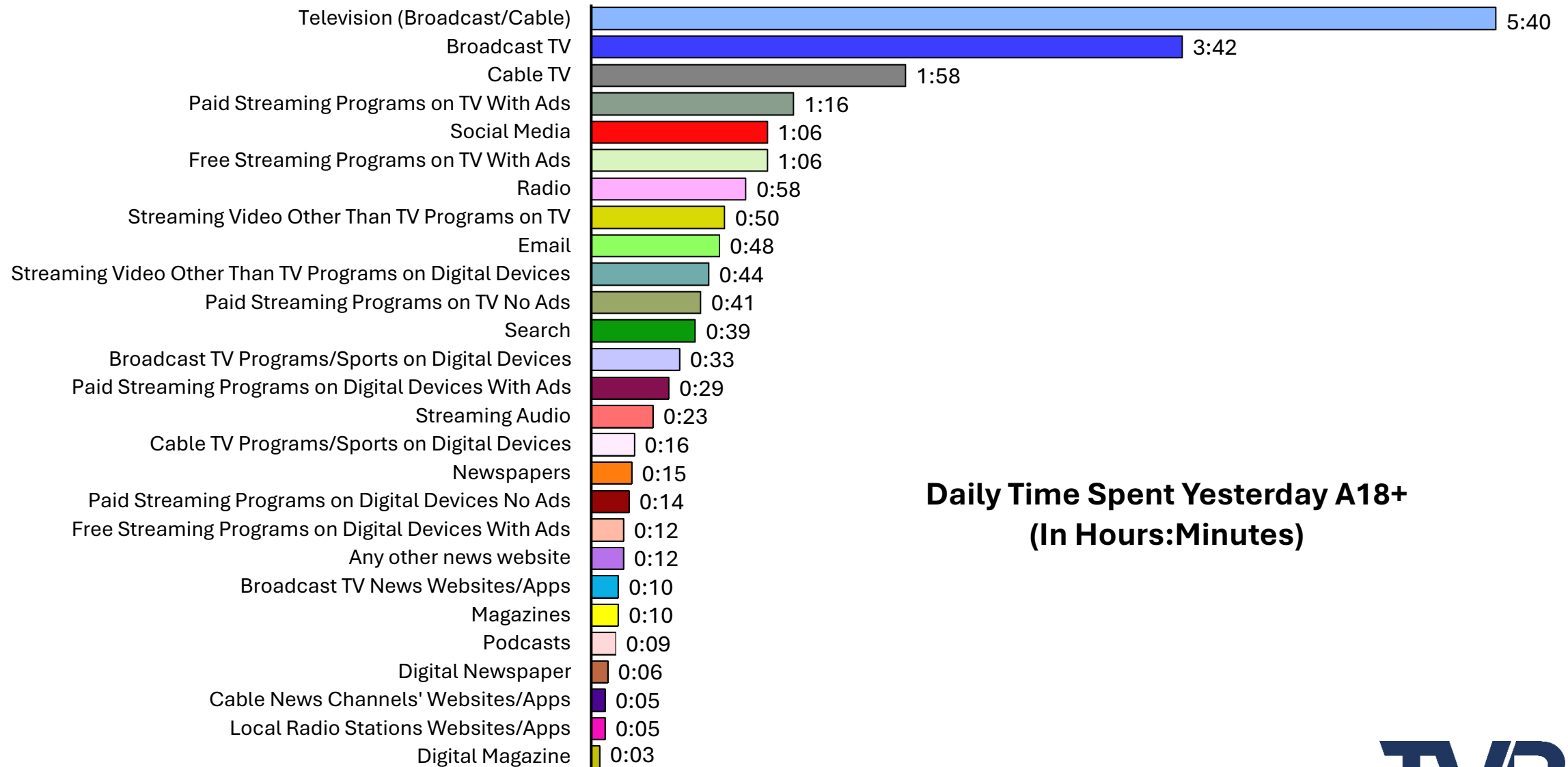
Broadcast Leads the Way



**% Reached Yesterday
Adults 18+**

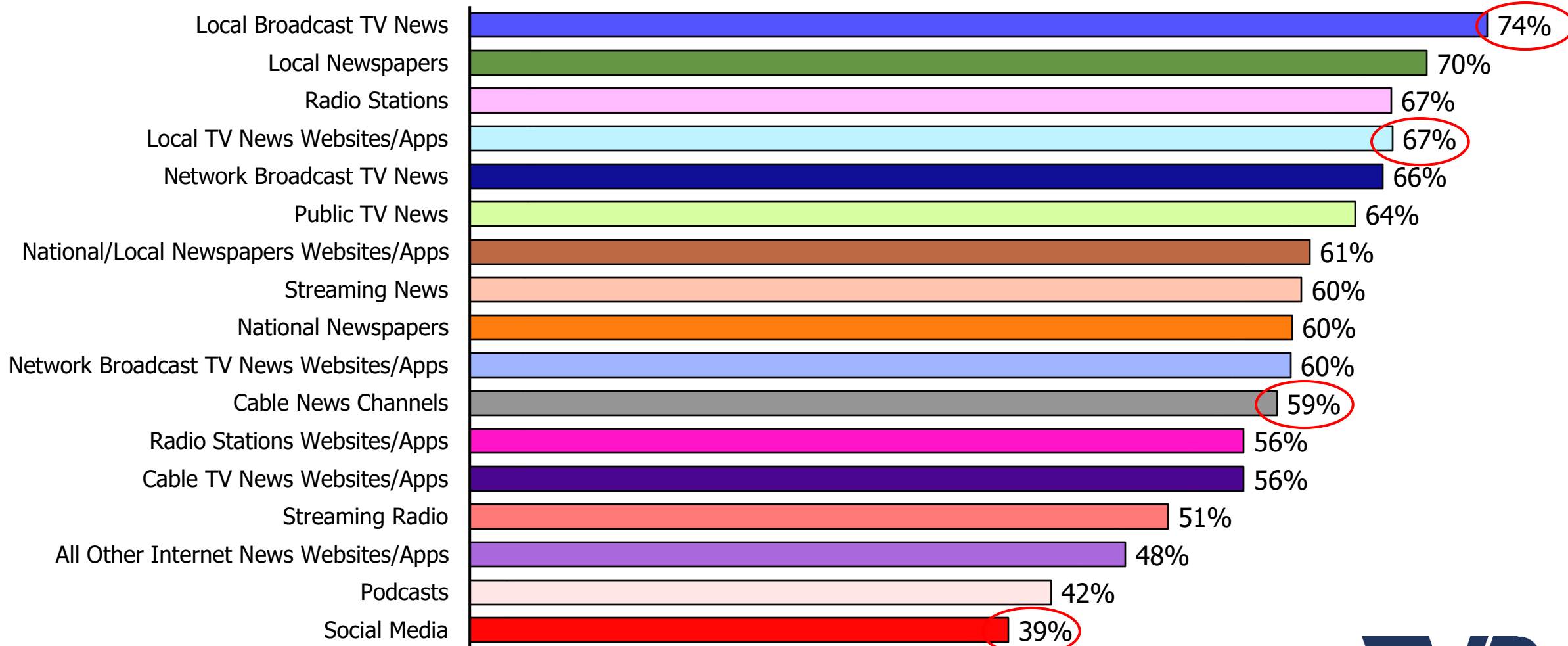


People Spend the Most Time with Television



Local Broadcast Television News: #1 For Trust

I trust the News that I see/hear on this media source:
Percent Agree



Source: GfK/NIQ TVB Media Comparisons Study 2025. Persons 18+. Agree Strongly or Agree Somewhat.

7 QO9 - 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.



Television Ads Are Motivation To Do Further Research Online

Has an advertisement on television motivated you to go to the Internet to find out more information about that product or service?

Percent Yes

