

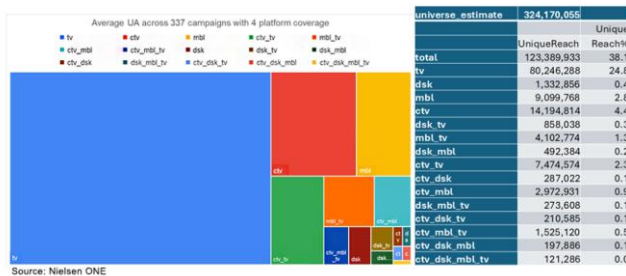
# TVB Insights

## WEEKLY RESEARCH & ANALYSIS

2025/26 Season – Week 1 (9/22-9/28/25)

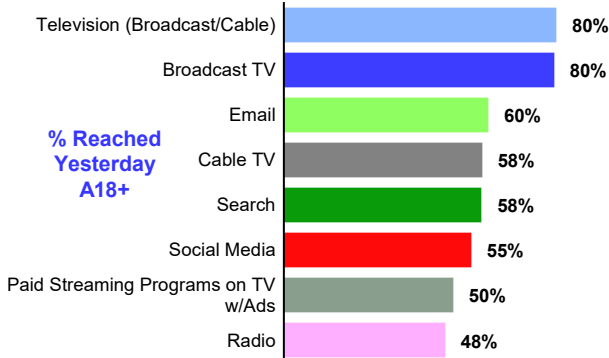
### It's Still Very Hard to Get Reach Without Linear TV

IN A FOUR-PLATFORM BUY,  
65% OF REACH IS LINEAR-ONLY

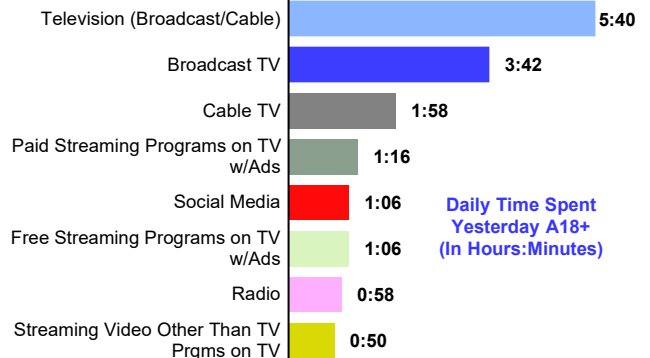


65% of the people 2+ who were reached by the average of these 337 randomly chosen 2024-2025 four-media campaigns, were reached ONLY by linear TV.

### TV Has the Highest Reach



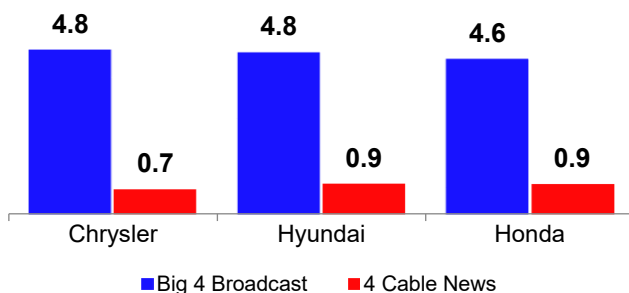
### People Spend the Most Time with TV



## Market of the Week: Austin, TX

### Auto Owners

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



### Top 5 Spot TV Advertisers from MediaRadar

Advertiser	September'24 – August'25	Dols (000)
POL-US Senate		\$6,270.2
Thomas J Henry Attorney		\$4,730.4
Spectrum		\$4,250.4
Lorenz & Lorenz Attorneys		\$3,904.0
Rooms To Go		\$2,730.8



# 2025 NFL Season



## Nielsen Live+1 Local Broadcast HH 000's (Ratings)



WK	BL	BF	CI	CL	DV	HN	IN	JX	KC	LV	LA	MI	BN	NY	PT	NV
1	309 (26.8)	276 (43.4)	246 (25.7)	388 (25.0)	400 (22.1)	459 (16.4)	252 (20.5)	154 (18.4) *	30.6 (317)	100 (11.2)	258 (4.4)	161 (9.2)	670 (25.9)	489 (6.5)	407 (34.8)	195 (16.2)
2	275 (23.8)	278 (43.7)	263 (27.5)	339 (21.8)	395 (21.9)	317 (11.3)	250 (20.4)	184 (21.9)	419 (40.5)	54 (6.1)	342 (5.9)	170 (9.7)	593 (23.0)	336 (4.5)	335 (28.7)	190 (15.8)
3	214 (18.5)	254 (39.9)	191 (19.9)	320 (20.6)	379 (21.0)	316 (11.3)	250 (20.3)	163 (19.4)	431 (41.7)	84 (9.4)	332 (5.7)	105 (6.0)	571 (22.1)	370 (4.9)	354 (30.3)	169 (14.1)
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Source: Nielsen Arianna Live+1 HH ratings and 000s; Local Broadcast; ^ Live+SD shown as Live+1 was not yet available

Yellow shade = Game aired on cable; Pink shade = Game aired on Amazon; Green shade = Game aired on ESPN+; Orange shade = YouTube; Black = BYE week

WK 1: 9/4-9/8/25 (\* JX exclude Weather Delay); WK 2: 9/11-9/15/25; WK 3 = 9/18-9/22/25; WK 4 = 9/25-9/29/25; WK 5 = 10/2-10/6/25;



# 2025 NFL Season



## Nielsen Live+1 Local Broadcast HH 000's (Ratings)



WK	PX	AT	CT	CH	DL	DE	ML	LA	MN	NO	NY	PH	SF	SE	TP	DC
1	261 (11.9)	396 (14.4)	143 (10.3) *	689 (18.8)	687 (21.1) *	539 (27.8)	331 (35.1)	459 (7.9)	454 (24.1)	220 (32.7)	435 (5.8)	890 (28.3) *	366 (14.4)	403 (19.2)	316 (14.2)	396 (15.0)
2	229 (10.4)	398 (14.4)	98 (7.1)	634 (17.3)	646 (19.8)	541 (27.9)	250 (26.4)	329 (5.6)	624 (33.1)	206 (30.6)	605 (8.1)	933 (29.7)	354 (13.9)	386 (18.4)	211 (9.5) / 40 (1.8)	269 (10.2)
3	295 (13.4)	355 (12.9)	178 (12.8)	749 (20.5)	617 (18.9)	438 (22.6)	276 (29.2)	436 (7.5)	475 (25.2)	147 (21.8)	776 (10.4)	781 (24.8)	395 (15.5)	374 (17.8)	334 (15.0)	362 (13.8)
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Source: Nielsen Arianna Live+1 HH ratings and 000s; Local Broadcast; ^ Live+SD shown as Live+1 was not yet available; P = Numbers still preliminary  
 Yellow shade = Game aired on cable; Pink shade = Game aired on Amazon; Green shade = Game aired on ESPN+; Black = BYE week  
 WK 1: 9/4-9/8/25 (DL, PH & CT exclude Weather Delay); WK 2: 9/11-9/15/25; WK 3 = 9/18-9/22/25; WK 4 = 9/25-9/29/25; WK 5 = 10/2-10/6/25;



# 2025 NFL Season

## Nielsen Live+1 Local **Cable** HH 000's (Ratings)

WK														
1	Chicago: ESPN 272 (7.4), ESPN2 22 (0.6), ESPD 2 (<<) Minneapolis-St. Paul: ESPN 197 (10.4), ESPN2 16 (0.8), ESPD 0 (<<)													
2	Houston: ESPN 118 (4.2), ESPD 1 (<<) Tampa: ESPN 148 (6.7), ESPD 1 (0.1)							Las Vegas: ESPN 67 (7.5), ESPD 0 (<<) L.A.: ESPN 300 (5.1), ESPD 5 (0.1)						
3	Baltimore: ESPN 120 (10.4), ESPN2 7 (0.6), ESPD 0 (<<) Detroit: ESPN 249 (12.8), ESPN2 18 (0.9), ESPD 0 (<<)													
4	Minneapolis-St. Paul: NFLN Pittsburgh: NFLN							Miami-Ft. Lauderdale: ESPN New York.: ESPN						
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Source: Nielsen Arianna Live+1 HH ratings and 000s; **Local Cable**; ^ Live+SD shown as Live+1 was not yet available;  
**Yellow shade = Game aired on broadcast**;  
 WK 1: 9/4-9/8/25; WK 2: 9/11-9/15/25; WK 3 = 9/18-9/22/25; WK 4 = 9/25-9/29/25; WK 5 = 10/2-10/6/25;

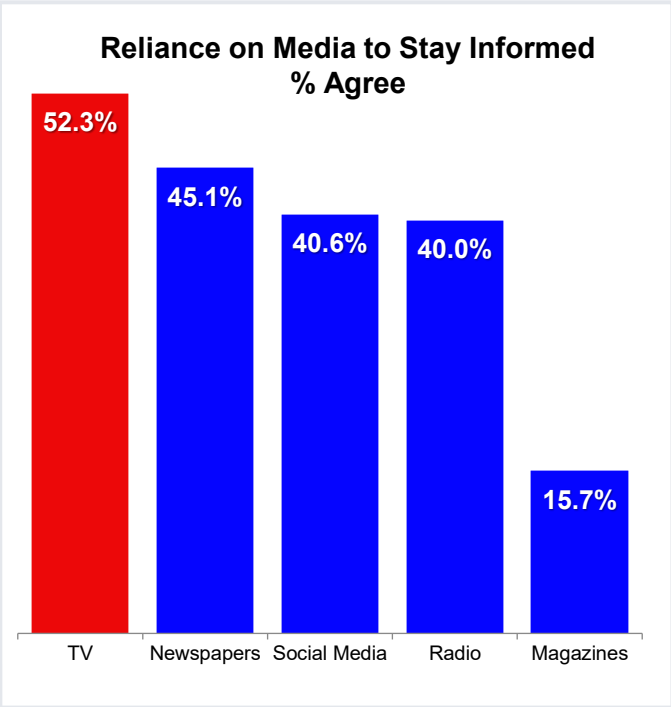
# Market Close-Up: Austin, TX

The Austin market in Texas has an estimated population of 2,737,131 in 2025. Some of the largest industries in this market include technology, advanced manufacturing, life sciences and biotechnology, aerospace, space & defense, E.V transportation, creative industries, government, and education. Some of the largest employers in the area include Dell Technologies, Oracle, Tesla, RetailMeNot, BookPeople, The Boring Company, Forcepoint, QuantumDigital, University of Texas at Austin, Alamo Drafthouse Cinema, Farm Credit Bank of Texas, and DoubleDave's Pizzaworks.

**Median HH Income**  
\$100,543

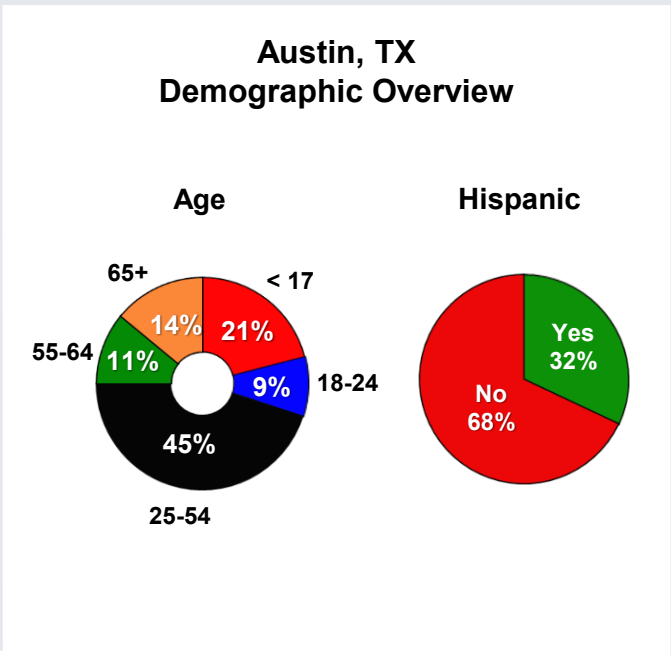
## TV stations serving the area of Austin, TX

KAKW/ KTFO	Univision, UniMás, get, Ion Mystery, Dabl, Ion Television, Confess
KBVO	MyNetworkTV, Bounce TV, Antenna TV, Ion Plus
KEYE	CBS, Telemundo, Charge!, Comet, Bounce TV, Antenna TV
KNVA	The CW, Grit, Laff, Ion Mystery
KTBC	Fox, Movies!, Buzzr, MeTV, Catchy Comedy, Fox Weather, Univision
KVUE	ABC, Estrella TV, True Crime Network, Quest, The Nest, Outlaw, Busted, Shop LC
KXAN	NBC, Cozi TV, Ion, Rewind TV



### Austin, TX Interesting Facts

- Austin is home to the largest urban bat colony in North America (under the Congress Avenue Bridge).
- Austin is nicknamed the “Live Music Capital of the World”.
- The city’s original name was “Waterloo”, before being renamed in 1839 to honor Stephen F. Austin, widely regarded as the “father of Texas”.
- The U.S Grand Prix has been held in Austin every year since 2012 (excluding 2020). In 2025, it takes place on October 17-19!

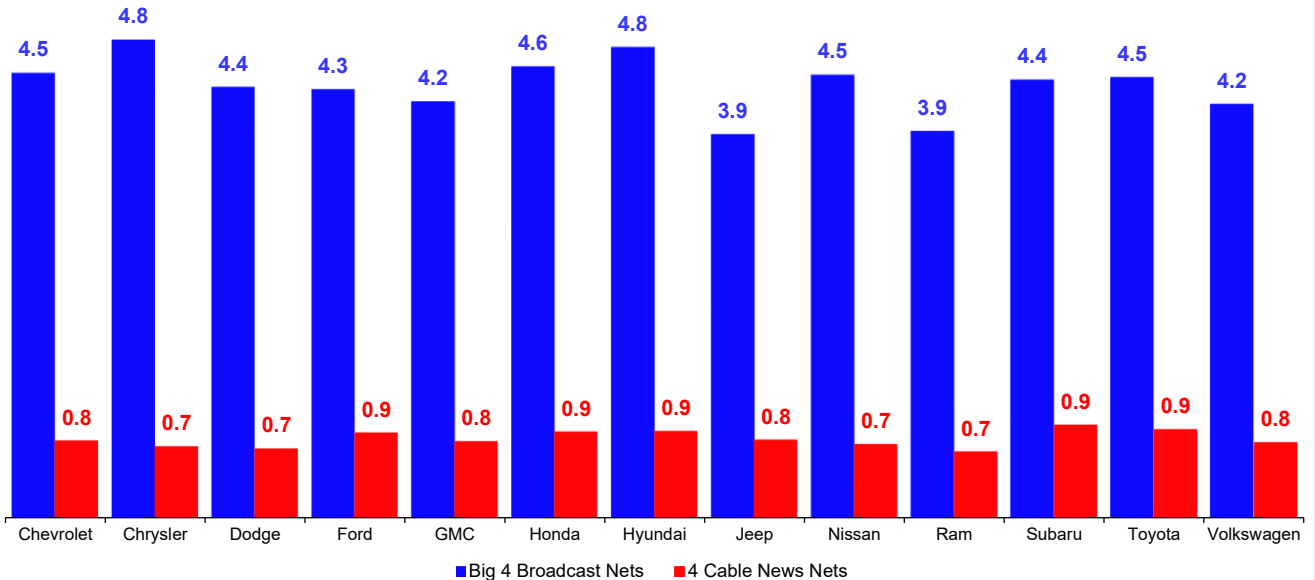


## 2025/26 Season Local Market Close-Up: Austin, TX

Market: Austin, TX				Series Ranker (7/28/25 - 8/31/25)			
Rtg Rnk	Series	Station	# Eps	Day	Local Time	Run Time	P18+ Live+1 Rtg
1	BIG NOON SATURDAY-BIG10	KTBC (FOX)	1	S	11:15 AM	195	17.2
2	BIG NOON SAT POSTGUN	KTBC (FOX)	1	S	02:30 PM	6	11.8
3	Sunday Night College Football on ABC	KVUE (ABC)	1	U	06:37 PM	221	8.8
4	NFL Preseason Football	KXAN (NBC)	3	F, S	6:00 PM	200	7.0
5	Big Noon Kickoff	KTBC (FOX)	1	S	10:00 AM	75	7.0
6	ABC World News Tonight Saturday	KVUE (ABC)	3	S	05:30 PM	30	6.7
7	Saturday Night Football	KVUE (ABC)	1	S	06:39 PM	227	6.5
8	NBC NIGHTLY NEWS-SUN	KXAN (NBC)	4	U	05:30 PM	30	6.4
9	NBC Nightly News	KXAN (NBC)	24	M, T, W, R, F	05:30 PM	30	6.1
10	ABC World News Tonight with David Muir	KVUE (ABC)	24	M, T, W, R, F	05:30 PM	30	5.9
11	KXAN News at 6	KXAN (NBC)	23	M, T, W, R, F	6:00 PM	30	5.7
12	NBC NFL PRE-SEASON GM 3Q1	KXAN (NBC)	1	R	07:10 PM	163	5.7
13	Sunday Night College Football Pre-Game on ABC	KVUE (ABC)	1	U	06:30 PM	7	5.5
14	College Football Scoreboard	KVUE (ABC)	1	S	06:23 PM	7	5.2
15	60 Minutes	KEYE (CBS)	5	U	06:00 PM	60	5.2
16	Papa Johns Pre-Game Rush	KVUE (ABC)	1	S	06:30 PM	9	5.2
17	ABC World News Tonight Sunday	KVUE (ABC)	5	U	5:00 PM	30	5.0
18	KXAN News at 5PM Sun	KXAN (NBC)	4	U	5:00 PM	30	4.9
19	KXAN News at 6P Sat	KXAN (NBC)	1	S	06:00 PM	30	4.9
20	PGAT TOUR CHP-SU FNL9-SUS	KXAN (NBC)	1	U	02:00 PM	185	4.7

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### Auto Ownership by Make (Comscore)



### Local Broadcast News Avg. vs. Cable Network News Avg. – P18+ Live+1 Ratings – August '25

Average Local Broadcast News

1.3

Avg. Cable Nets.  
News Channels

0.5

## Data Sources:

**It's Still Very Hard to get Reach Without Linear TV:** MediaVillage 9/24/2025; Bill Harvey

**Broadcast is Key for Advertisers 2025:** GfK/NIQ TVB Media Comparisons Study 2025

**NFL Logos:** Chris Creamer's SportsLogos.Net

**National Broadcast:** The Nielsen Company, NPOWER, Live + 1 Day estimates, S/O-S/O = Sign-On to Sign-Off

**Local Broadcast:** The Nielsen Company, Arianna, 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, MSNBC).

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

Note: Live+Same Day will be used if Live+1 is not available.

**Nielsen DMA:** Austin, TX

**Comscore Market:** Austin, TX