

# TV INSIGHTS

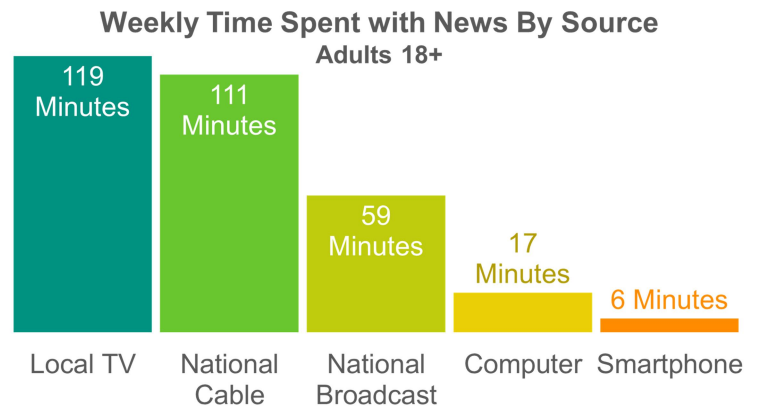
## LOCAL TV NEWS ANCHORS AMERICA

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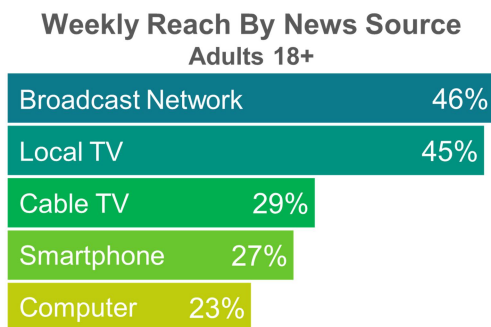
News consumption among Americans rose dramatically in 2016. While the Presidential elections were a main driver, other topics also kept news viewing high. The result was an increase of 11.2 billion more minutes Americans spent watching and listening to news in 2016 - an increase of 18% -- over 2015.

### LOCAL TELEVISION NEWS IS #1

Americans spent more time with Local TV Broadcast news than any other news source - 1 hour and 59 minutes per week in 2016. That trend of increased news consumption continued into January 2017, when viewing to Local TV news increased +12 minutes to over 2 hours per week. News consumption on smartphones and computers stayed low and relatively flat over 2016 and early 2017.



### A SIGNIFICANT NUMBER OF AMERICANS CONSUMED NEWS IN 2016



Local TV and Network Broadcast News were viewed weekly by well over 40% of Americans in 2016, far more than used any other news source.

Cable news channels reached fewer than 3 out of 10 Americans, most of whom were age 50 and older. Unlike TV's widespread reach, cable news usage was concentrated to a small segment of the population who were heavy consumers of only a few channels.

Local TV News dominated younger demos, too, reaching 42% of A35-49 while Cable news reached only 24% in 2016.

### AMERICANS TRUST THEIR LOCAL TV STATIONS TO DELIVERY UNBIASED, FACTUAL NEWS.

In this chaotic political climate, the integrity of news is being challenged. A survey of Americans on the Katz online OurMedia panel shows Local TV News is the most trustworthy source with 9 out of 10 considering it to be real, factual news.

### LOCAL TELEVISION: WHERE AMERICANS TURN FOR NEWS

Source: Nielsen Total Audience Report, Q4 2016. Katz Survey, week of 1/27/17.